

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The exploding fairness doctrine: out of control?

Tax audit holds up Unger confirmation for FCC

Chances dwindle for cut-rate political bill this year

Color tape now the universal medium, survey finds

FOR AP MEMBERS ONLY:

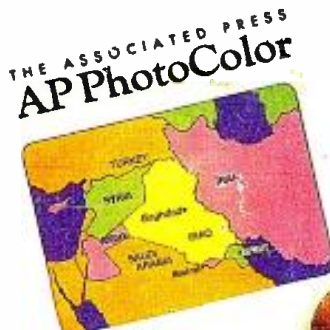
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150 maps of every major country and territory in the world—plus cross reference index cards with every color map slide.

. A series of key maps of African and South American countries

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To public esteem. Popularity. Exciting programming.

That's what KWGN Television did, in Denver, Colorado, high in the Rockies.

Blazing new trails. Bringing non-network acceptance to new heights.

Winning awards. (Among them, Top News Film Station of the Year, selected by the National Press Photographers Association.) Winning new viewers.

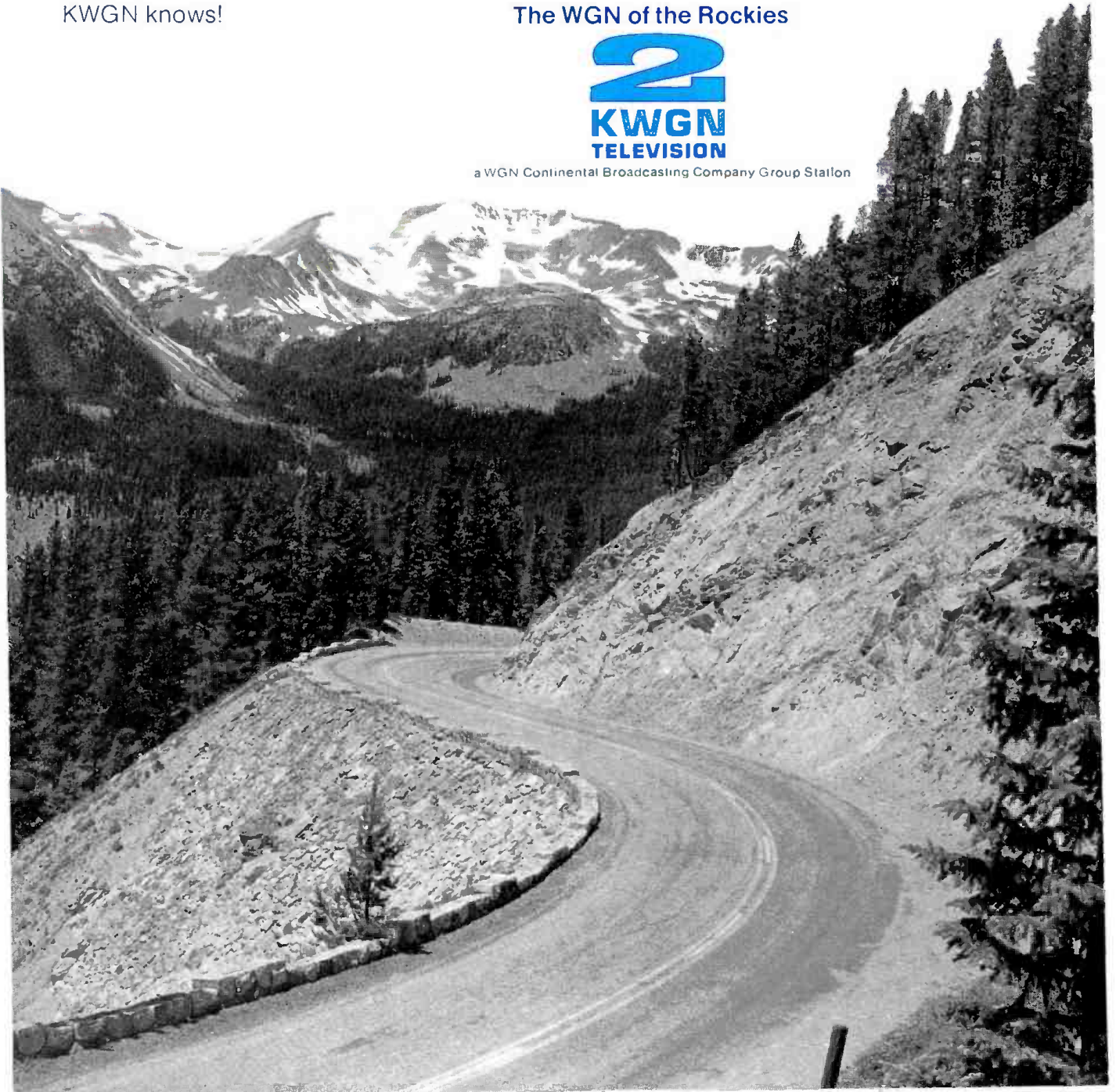
That's what happens when you take the high road.

KWGN knows!

The WGN of the Rockies



a WGN Continental Broadcasting Company Group Station



MAJOR MOTION PICTURE EVENTS...

THE
Jayhawkers

**DO NOT
DISTURB**

THE
RARE BREED

GYPSY

RAMPAGE

**THE
BIG
ONES**

**DEAD
RINGER**

**WHAT EVER
HAPPENED TO
BABY JANE?**

What A Way To Go

RAINTREE COUNTY

**The Sins
of Rachel
Cade**

**Summer
and Smoke**

**Roman
Holiday**

**...AND MORE...
COMING THIS FALL!**

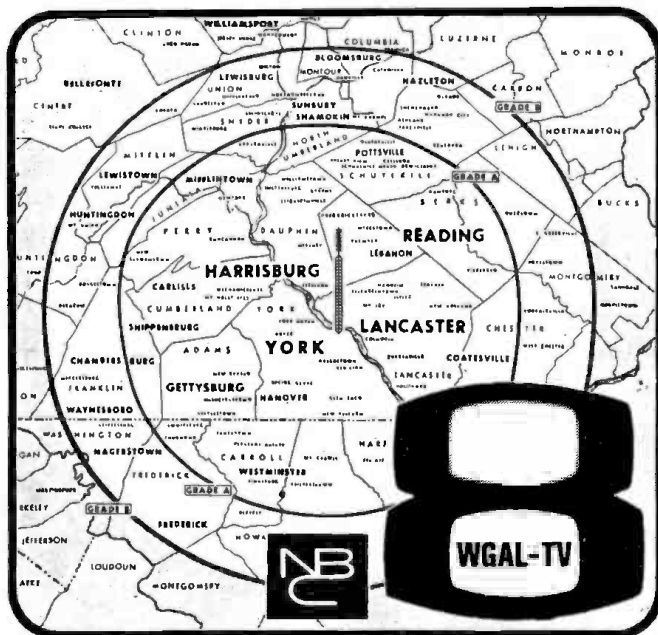
**KTRK-TV 13
HOUSTON**

Capital Cities Broadcasting Corporation
Represented by Blair



Wheatland, home of President James Buchanan, is one of the important historic landmarks of Pennsylvania, located in Lancaster. President Buchanan purchased the home in 1848 and lived there until 1857. After his term as president, he returned to Wheatland where he lived until his death. The mansion, in its approximate original condition, with authentic pre-Civil War furniture, receives many thousands of visitors yearly.

Both have helped make Pennsylvania famous



Just as this historic building continues to focus attention on the commonwealth, so, too, does pioneering WGAL-TV by virtue of its consistently high standards of programming, and its active and innovative participation in the cultural and commercial affairs of the great multicity region it serves. Today, with a high-ranking 48% color penetration, advertisers and public-service participants can depend upon WGAL-TV for rewarding results.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

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

They're off

In keeping with theme established by President Nixon for regional briefings of top news-media men (next one is Wednesday in Chicago), members of cabinet will be made available for news conferences and television appearances during campaign trips on behalf of GOP candidates, beginning now. Arrangements are being handled through public-information offices of cabinet members, coordinated through executive branch.

At Chicago briefing session Wednesday, President Nixon and Dr. Henry A. Kissinger, assistant to President on national security affairs, will head team. Some 80 news executives from newspapers, broadcast and other media received telegrams last Thursday inviting them to briefing—fourth in series which began last June at San Clemente, Calif.

Klein's European tour

Consistent with Nixon plan of taking party to people, Herbert G. Klein, director of communications for executive branch, under auspices of Republican National Committee, next week will make speaking tour to reach American voters in five European countries. Fund-raising trip will include engagements in London, Paris, Brussels, Frankfurt, and Rome. Accompanied by Mrs. Klein, he will leave Sept. 19 and return Sept. 27. Jeb Magruder, deputy director, will be acting head of communications.

Questions of tenure

If Vincent T. Wasilewski relinquishes presidency of National Association of Broadcasters before his present agreement expires on Jan. 1, 1972, it won't be because he has it planned that way. Last Monday, 47-year-old Mr. Wasilewski told NAB's executive staff that NAB is his career and that he had no plans to enter law practice or business in foreseeable future. Statement came in wake of preceding week's meetings of executive and public-relations-study committees (BROADCASTING, Sept. 7) which had generated talk of top-level changes. Mr. Wasilewski's contract was extended from one to two years just year ago.

Some members of NAB executive committee continue to think that Mr. Wasilewski was to be taken literally when he told joint boards last January he would commit himself to stay only two years. These members are also

urging that NAB hire "national figure" as president. Other members, however, are counseling against precipitate action on presidency while association works out programs to improve public and government relations. They would like to see Mr. Wasilewski turn over detail work to one or two executive vice presidents and free himself for contact work on high levels.

Delayed inflation

A. C. Nielsen Co. has had change of mind about that 10% rate boost for its local-market TV audience reports in 11 major markets (BROADCASTING, Sept. 7). But change applies to timing, not to fact or size of increase. Instead of making it effective uniformly on Oct. 1 as originally disclosed, plan now is to make it effective for each affected station on termination date of its current contract. For some stations that still means Oct. 1; for others it means deferments ranging up to about six months.

In explanation, Nielsen authorities made no mention of holdout being staged by about one-third of American Research Bureau's station subscribers in protest against boost in ARB market-report rates (BROADCASTING, Aug. 3, et seq.). Rather, they said their change in timing was in recognition that stations had budgeted on full-contract-year basis and increase in advance of that would amount to imposition of "surcharge." On ARB front, unaccustomed quiet settled over dispute last week, with no indication of significant headway by either side.

Toned down

FCC staffers who have had chance to see it have indicated some satisfaction with executive order putting new Office of Telecommunications Policy into operation (BROADCASTING, Sept. 7). Draft copy which had circulated among government departments and agencies for comment several months ago caused commission to express misgivings; FCC felt some provisions would downgrade its role as communications-industry regulator (BROADCASTING, April 27). One commission official now says language has been sharpened to provide clearer delineation of functions between OTP and FCC.

Specific plus he mentioned was modification of section dealing with research support Commerce Department

is to provide OTP; new language, in line with commission recommendation, calls for Commerce to "coordinate" its research and analysis function with similar work of "other federal agencies."

Cliffhanger

Detroit office of Young & Rubicam Friday was still busy buying substantial radio-spot schedules for Chrysler-Plymouth division and C-P dealer associations, typical of auto capital attitude that may be somehow auto workers' strike won't come at midnight tonight (Sept. 15) or at least will be postponed on day-to-day basis as talks and offers get closer. At weekend Ford broadcast schedules appeared solid as union strike threats were aimed toward either General Motors or Chrysler, or both. Dodge TV schedules started Sept. 14, but big Chevrolet TV buys don't begin until early October, at least leaving cushion for settlement. TV schedules, least flexible, could cause most upset as stations have sold around them, and any massive reshuffle would be costly for everyone.

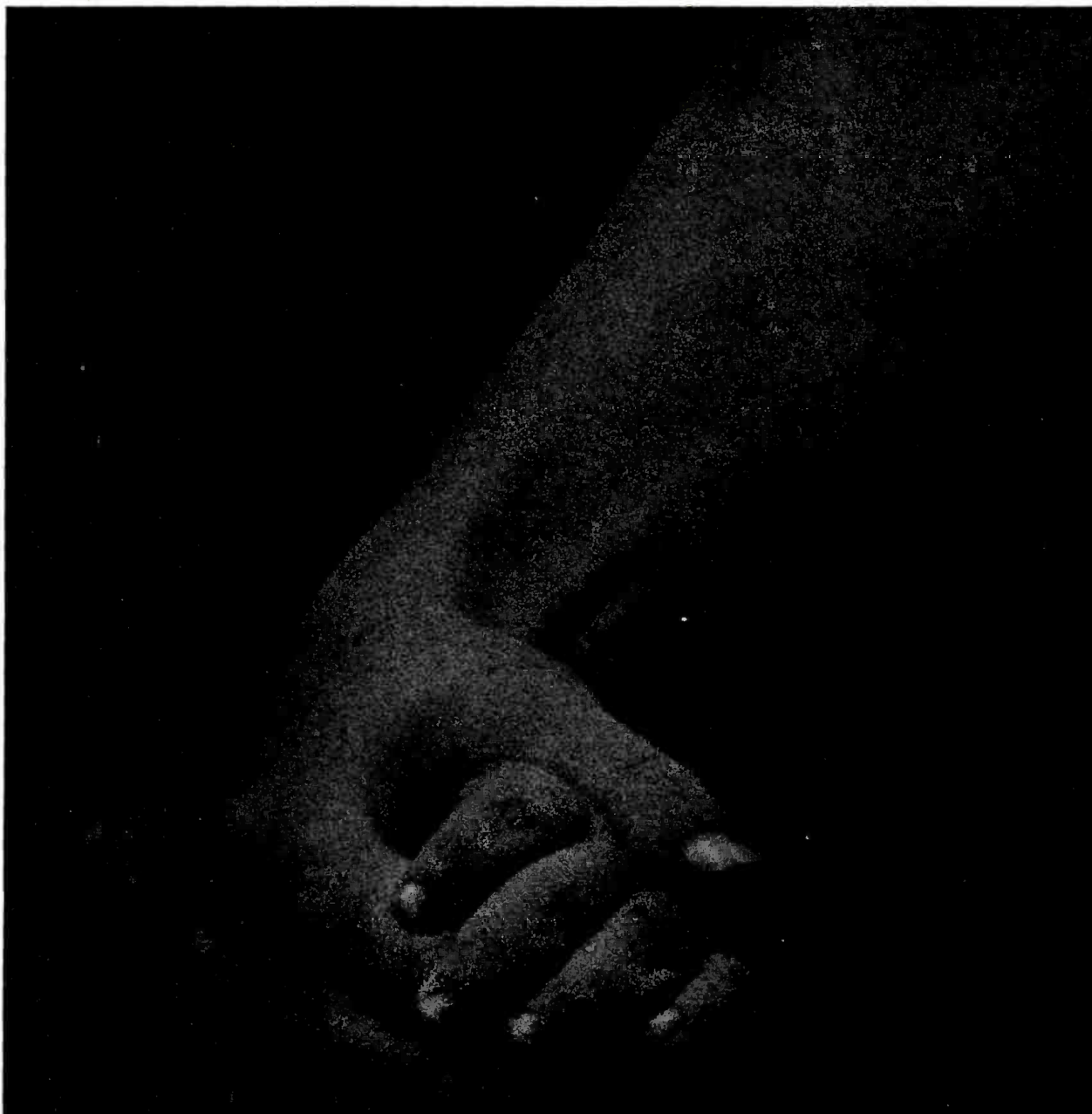
Last rites

There are signs that Democratic leadership in House has given up hope of getting cutrate political-advertising bill adopted in time to be of much effect in this year's campaigns. Republicans in both House and Senate have been stalling all along (story, page 34). Democratic leaders last week reportedly quashed attempt by own man, Representative Ed Edmondson (D-Okla.) to bring bill to floor for vote. Bill would impose ceilings on amounts candidates could spend for broadcast advertising and require broadcasters to give candidates minimum rates.

Make work

FCC ruling that cable-TV operators must originate programming by April 1, 1971, will have effects on job market. Despite trend toward automation, even newest equipment needs engineers. Indications are that average of three new jobs per system—salesman, producer-director, engineer—will be created.

H&B American, California-based cable owner-operator, expects to create those openings in each of its 34 systems that will be originating shows by April 1. Company spokesman said many additional part-time opportunities will also arise as programming expands both inside and outside the studio.



KUTANA

Let Us Come Together

Kutana is communication—among the black community and between blacks and whites. WJXT's Kutana is a daily thirty-minute television program produced by blacks, which features black personalities and moderators highlighting black history, entertainment, interviews, news and discussions relevant to Jacksonville's black community. Here Florida's blacks have a voice and a showcase. Kutana is not only a source of pride to blacks, but a way toward mutual understanding between the races. Kutana's impact is real. In a recent survey of the black community, more than 70% of those interviewed watch Kutana regularly.* Kutana . . . to bring Jacksonville together.

WJXT4
TELEVISION
KEY TO THE FLORIDA MARKET

A Post-Newsweek Station
Represented by TvAR.

*Data quoted from audience surveys are estimates subject to sampling and other errors.

Issue raised over multitude of so-called fairness complaints is actually one of broadcast access, and resolution of problem will determine whether broadcasters play gatekeeper or journalist in operating stations. See . . .

Any way to get fairness under control? . . . 21

CBS President Frank Stanton still sees 'Loyal Opposition' as plausible and persuasive and calls on Congress to let its session be televised. He sees both as necessary to balance abundance of presidential coverage. See . . .

Stanton sticks by 'Loyal Opposition' . . . 23

Senator Pastore warns FCC is buying "can of worms" by requiring networks to provide additional time for replies to administration's views on Southeast Asian conflict. Senator and FCC Chairman Burch face off on 'Today' show. See . . .

Pastore wants fairness guidelines . . . 23

FCC Chairman Dean Burch tells Republicans commission could implement most provisions of political broadcasting bill for next elections, but House has still not acted, leaving Senate and Presidential approval far in future. See . . .

No action on cutrate politicals . . . 34

FCC Commissioner-candidate Sherman Unger waits in wings as Internal Revenue Service inspects his 1968 income-tax return. White House places hold on nomination; speculation rises that it might be withdrawn. See . . .

It's tax audit holding up Unger . . . 38

Sale of KCBH(FM) Los Angeles by Arthur A. and Jean E. Crawford to oil and real estate entrepreneurs Louis Marx Jr. and Dan W. Lufkin is approved by FCC. Price tag of \$1.6 million is largest sum paid for FM outlet. See . . .

\$1.6 million paid for FM . . . 39

Owners of Columbus, Ohio, stations WBNS-AM-FM-TV and WCOL-AM-FM deny charges by black groups that they fail to ascertain black needs, fail to program for blacks and discriminate in employment. See . . .

2 Ohio broadcasters deny blacks' charges . . . 46

According to report being released today by Reeves Production Services, 98% of commercial stations in 205 TV markets are equipped to broadcast color from high-band or low-band video tapes. See . . .

Color video tape is everywhere . . . 49

FCC finds that programs carried by WNBC-TV New York—critical of Port of New York Authority—do not constitute personal attacks and that station did not violate fairness doctrine. See . . .

Disagreement is not personal attack . . . 53

Broadcasters register disapproval of FCC's proposal to require stricter supervision of telephone-talk shows. Radio and TV stations would have to record all such programs and verify identity of callers in advance. See . . .

New controls on phone-in programs? . . . 54

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Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$14.00. Add \$4.00 per year for Canada and \$6.00 for all other foreign countries. Subscriber's occupation required. Regular issues \$1.00 per copy. BROADCASTING YEARBOOK published each January, \$13.50 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

Deal yourself a winner



with the Banana Splits & Friends Show

This fall, deal yourself a winner with THE BANANA SPLITS AND FRIENDS SHOW, a delightful Hanna-Barbera series for syndication.

For openers, the Banana Splits host 125 half-hour episodes of proven children's entertainment.

The Show consists of elements (13 separate series) from four recent network programs: The Banana Splits Adventure Hour — The New Adventures of Huck Finn — The Adventures of Gulliver — The Atom Ant and Secret Squirrel Show.

THE BANANA SPLITS AND FRIENDS SHOW offers TV broadcasters a fast-paced package of youth-oriented pro-

gramming for an unlimited number of plays extending over a three-year period.

It's a wonder world of entertainment — live and animated comedy, adventure, satire, music and laughter certain to entertain youngsters (and young-at-heart parents) in every corner of the world.

Elements are available in both tape and film for fall, 1970 premieres.

For a winning deal in your market, call the "Joker" — Jack Rhodes!

RHODES PRODUCTIONS 240 E. 55th Street — New York, New York 10022 — (212) 758-7377.

Equal-opportunity flap

WMUU(AM) Greenville, S.C., owned by all-white Bob Jones University, is first station to feel impact of FCC's rules prohibiting licensees from discriminating in employment. University's WAVO(AM) Decatur, Ga., may also be affected by rules.

Commission announced Friday (Sept. 11) it had informed WMUU that its efforts to comply with equal-employment provisions of rules, adopted in June 1969 and tightened up in May (BROADCASTING, May 25) have not been adequate.

Commission directed station to submit within four weeks specific plan for achieving compliance with rules, which not only bar discrimination in employment but direct stations to establish positive continuing program to assure equal opportunity in employment.

Commission said WMUU denied it discriminated in hiring and reported that it hired, in January, only Negro who applied for employment. Commission said that was only Negro ever employed by station on regular basis.

Station's license-renewal application is now on deferral, as is renewal application for WAVO.

Investigation of WMUU's employment practices results from complaint of U.S. Commission on Civil Rights. Coalition of black groups based in Atlanta had petitioned commission in March to deny WAVO's license-renewal application. Coalition claimed station discriminated against blacks in employment.

Commission conducted field investigation of both stations between June 23 and June 30. However, petition to deny WAVO's license-renewal application and station's response are still under review.

Commission on May 7 had renewed WMUU's license on basis of station's response to questions about employment practices that had been raised by Civil Rights Commission. However, commission rescinded license renewal month later at request of Father Theodore M. Hesburgh, chairman of Civil Rights Commission. He said station's response to questions had raised doubts about willingness to expand employment opportunities for minority groups and to undertake affirmative employment program.

Commission said its field inquiry indicated that WMUU has no written equal-employment plan or written procedures for reviewing managerial performance

to assure equal-employment opportunities.

Commission also noted that WMUU is operated as division of Bob Jones University, which does not admit Negro students and apparently does not hire Negro faculty members. Most station employees are students, faculty members or graduates, and, commission said, WMUU contends it is not necessary to seek employees elsewhere.

Rescued from chopping block

Six TV permittees who earlier lost their rights to build facilities have had construction permits reinstated, FCC announced Friday (Sept. 11).

CP's for following had been cancelled, call signals deleted and extension applications dismissed by commission because all failed to show they exercised "due diligence in proceeding with construction": UHF's KHBC-TV (ch. 20) Denver; KGSL-TV (ch. 24) St. Louis; WBBU-TV (ch. 49) Buffalo, N.Y.; WGTG-TV (ch. 29) St. Paul; KCTR-TV (ch. 22) Rochester, Minn.; KIHV-TV (ch. 18) San Bernardino, Calif., and VHF KXO-TV (ch. 7) El Centro, Calif.

Stations now go before FCC review board for oral argument to determine whether permittees warrant further extension of time to construct.

Big day for station traders

Sales of four TV, two AM and two FM facilities, in aggregate worth over \$14 million, have been approved by FCC, commission announced Friday (Sept. 11).

Largest approved sale was of WNJU-

IDC begins monitoring

International Digisonics Corp., Chicago, announced Friday (Sept. 11) that full automated TV commercial monitoring service was scheduled to begin last weekend on regular basis in top-25 markets covering more than half of all TV homes. Total of 30 major TV sponsors already have signed.

By end of year automatic monitoring will be working in over 50 markets and by fall of 1971 all VHF and UHF channels in country will be covered, according to IDC's president, Jordan Ross. FCC approved IDC system of automated commercial monitoring May 25 after year of live field testing.

TV Newark-Linden, N.J., from Henry P. Becton, Fairleigh S. Dickinson Jr. and others to Columbia Pictures Inc. for about \$8.1 million. Messrs. Becton and Dickinson have also been given commission approval to buy WKIP(AM) Poughkeepsie, N.Y. (see page 45).

WNJU-TV, channel 47 independent, is primarily Spanish-language station and will be operated by CPI's Screen Gems broadcasting division. Screen Gems stations are KCPX-AM-FM-TV Salt Lake City, WAPA-TV San Juan, P.R., WVUE-TV New Orleans, and one-third of WOLE-TV Aguadilla-Mayaguez, P.R.

Commission also approved sale of KPAT-AM-FM Berkeley, Calif., WKOW-TV (ch. 27) Madison, WXOW-TV (ch. 19) La Crosse and WAOW-TV (ch. 9) Wausau, all Wisconsin, to Horizons Communications Corp. for \$4,325,000.

Berkeley facilities were sold by Dickens J. Wright and others to Horizons' Edward W. Wood Jr., Jerome Feniger, William Mulvey and former NBC newsmen Chet Huntley (each 23.9%) and others for \$1,325,000. TV's were sold by N. L. Benton, Joseph L. Floyd and Edmond R. Ruben to Horizons for \$3 million.

Wisconsin TV sellers own BFR station group — KELO-AM-FM-TV Sioux Falls, KLDO-FM-TV Florence and KPLO-TV Reliance, all South Dakota, and WLOL-AM-FM Minneapolis.

HCC owns WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York. Messrs. Feniger, Wood and Mulvey each own 33 1/3% of WRIV-TV Riverhead.

Commission found Horizons' purchases were exempt from one-to-a-customer provisions of multiple-ownership rule, noting that because of "economic or technical reasons," stations cannot be separately sold and operated.

Other sale approved was of WKOX-AM FM Framingham, Mass., from Richard E. Adams to Richard M. Fairbanks for \$1,550,000. Mr. Fairbanks owns WIBG(AM) and WNAP(FM), both Indianapolis, and controls WRMF-AM-FM Titusville, Fla.

Walsh takes over

Francis Walsh, former dean of San Francisco University Law School, takes over today (Sept. 14) as chief of FCC's Broadcast Bureau.

Commission last week formally approved Chairman Dean Burch's nomina-

Week's Headliners



Mr. Segelstein



Mr. Rauch



Mr. Wagner



Mr. Adams

Irwin Segelstein, VP, programs, New York, CBS-TV, has been appointed VP, program administration, newly created position. Mr. Segelstein will continue supervising program department operations in New York. He also will act as deputy to Fred Silverman, VP-programs, CBS-TV, in all areas, including future planning and development. Mr. Segelstein is succeeded by **Paul Rauch**, national director of daytime programs for CBS. Mr. Rauch will be directly responsible for East Coast program and production activities, and will continue as executive in charge of daytime and children's programs. He will also report

to Mr. Segelstein. **Alan Wagner**, VP, program development, Hollywood, named VP, program development, CBS-TV, responsible for all nighttime program development and for planning and development of summer replacement programming. He will continue to report to Perry Lafferty, VP, programs, Hollywood.

Berle Adams, executive VP of MCA Inc. in charge of all corporate divisions, Universal City, Calif., has resigned effective at end of January 1971. Mr. Adams, who has been with MCA for 20 years, also resigned as director. His future plans were not announced.

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

tion of Mr. Walsh to succeed George Smith.

Commission also approved appointment of **Richard E. Wiley**, Chicago attorney, as general counsel replacing **Henry Geller**. Mr. Wiley, still winding up affairs in Chicago, is expected to move into general counsel's office before end of month.

Mr. Smith, Broadcast Bureau chief since 1966, returns to former job as legal assistant to Commissioner **Robert E. Lee**. Mr. Geller will become special assistant to chairman for planning.

In another personnel matter, commission detailed **James Juntilla**, now deputy chief of Broadcast Bureau to job as special assistant to common carrier bureau chief. Mr. Juntilla is expected to be formally named to special assistant's job and to be replaced in old Broadcast Bureau job by **Robert Rawson**, now chief of renewal and transfer division.

Reorganization bill revived

House legislative-reorganization bill, which contains provision for broadcast of House committee meetings under stringent rules, is scheduled for floor action during three days this week.

Bill (H.R. 17546) has received only sporadic consideration to date and has been sidelined on numerous occasions

in favor of other legislation.

House sources have said that bill, which touches on number of controversial issues including revision of seniority system, may prove too disagreeable to pass House.

A victory for WRFT-TV

WRFT-TV (ch. 27) Roanoke, Va., won another round in regulatory battle with **WVLA-TV** (ch. 13) Lynchburg, Va., last week. FCC on Friday (Sept. 10) announced grant of UHF's request for ruling that VHF was being "arbitrary and unreasonable" in refusing permission to rebroadcast its ABC programming.

However, commission also said that two stations, both primary ABC affiliates, should work out agreement on sharing of costs involved. Both stations have agreed to submit to commission arbitration if they cannot agree.

Retransmission issue arose after ABC announced it would no longer pay line charges to Roanoke Telecasting Corp.'s **WRFT-TV**. That station, which claimed it could not afford \$3,600 monthly charges involved, requested permission to rebroadcast ABC programs carried by **WVLA-TV**, owned by *Washington Star* (BROADCASTING, Aug. 31).

WVLA-TV refused, principally on

ground that two stations are in direct competition in Roanoke-Lynchburg area. Two communities are about 45 miles apart. **WVLA-TV** also contended that there would be no loss of ABC service in area resulting from its refusal to permit rebroadcast.

Commission, however, said mountainous terrain between two cities, **WVLA-TV**'s use of translator in Roanoke and station's application for authorization to move its transmitter closer to Roanoke indicate that **WVLA-TV** is not providing adequate service to that city. And these facts, in addition to ABC's judgment that separate affiliate was needed in Roanoke, show that two stations do not effectively compete there, commission added.

Accordingly, it said, **WVLA-TV**'s denial of rebroadcast permission on ground that two stations are competitors is arbitrary and unreasonable.

Ruling came week after commission granted **WRFT-TV**'s application for authorization to improve its facilities (BROADCASTING, Sept. 7). And in that action, commission denied petition by **WVLA-TV** seeking to link **WRFT-TV**'s application with one of its own for improving facilities. **WVLA-TV** asked commission to consolidate both applications in hearing, and to grant or deny both.

14 get Columbia fellowships

Columbia University, New York, has selected 14 journalists as fellows in its advanced international reporting program for 1970-71. It is first mid-career study program for journalists to receive support from Ford Foundation.

Fellows will devote year to acquiring specialized knowledge helpful in reporting, editing and analyzing world news.

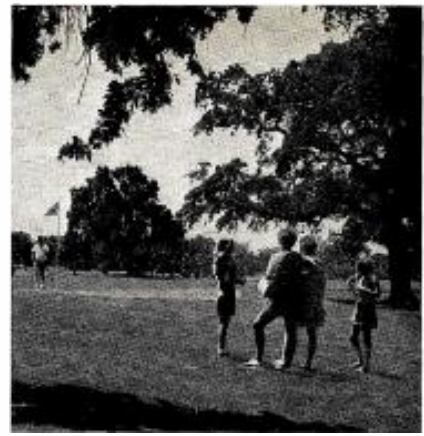
Each fellowship covers full tuition and fees at Columbia and provides an additional \$5,000 for living expenses for nine-month period.

GTP gets go-ahead

General Telephone Co. of Pennsylvania has been granted temporary authority to provide CATV channel-distribution service to its affiliate, **GT&E Communications Inc.**, FCC announced Friday (Sept. 11).

Commission, in granting one-year authority to General Telephone (GTP) to provide service in Vandergrift, Pa., area, at same time dismissed complaint of **Armstrong Utilities Inc.** directed against GTP, **GT&E** and other General System companies.

Armstrong had contended companies used anticompetitive methods and displayed discriminatory favoritism toward local telephone company's affiliated cable system.



KOVR's off the air community service programs are top rated

During the month of June, KOVR sponsored three great amateur sporting events in Stockton: The Junior Olympic Diving Championships, the 6th Annual City Golf Championships for Men, and the 2nd Annual City Golf Championships for Women.

The Jr. Diving Championships, co-sponsored by the Pacific Association of the AAU, is Northern California's primary proving ground for future Olympic diving team hopefuls.

Stockton City Golf Championships feature free entry and the largest attendance of any golf tournament in Stockton.

The sponsorship of these three local events is just a part of KOVR's continuing program of service to the Stockton community.

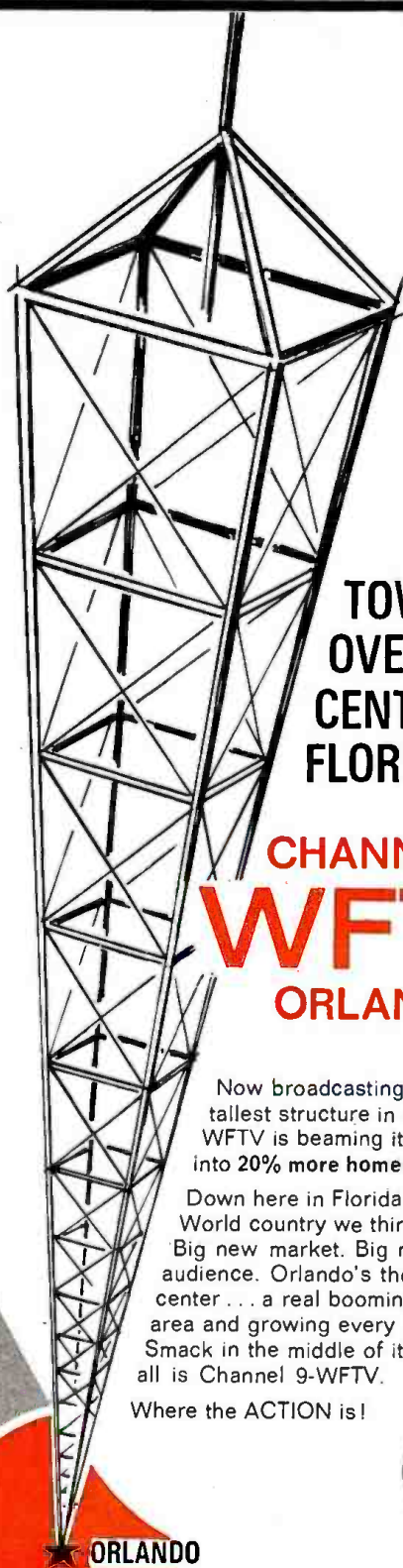
In Stockton/Sacramento KOVR really puts on a show.

KOVR·CHANNEL 13

McClatchy Broadcasting

Basic ABC Affiliate — Represented Nationally by Katz Television





**TOWERING
OVER
CENTRAL
FLORIDA**

**CHANNEL 9
WFTV
ORLANDO**

Now broadcasting from the tallest structure in all of Florida, WFTV is beaming its programs into 20% more homes!

Down here in Florida's Disney World country we think BIG. Big new market. Big new audience. Orlando's the action center... a real booming area and growing every day. Smack in the middle of it all is Channel 9-WFTV. Where the ACTION is!



National Representative: Blair Television

Datebook ®

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

September

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) 877-3530.

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 employees' financial interests in advertised services and commodities.

Sept. 15—Deadline for comments on FCC proposals aimed at making network programming 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. 19—Fourth annual broadcasters day, *South Dakota State University*. Brookings.

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—Forum on FCC and television programming, sponsored by New York chapter of *National Academy of Television Arts and Sciences*. Panelists include former FCC Commissioner Kenneth Cox and Donald H. McGannon, president and chairman of the board, Westinghouse Broadcasting Corp. New York Hilton hotel.

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 confer-

ence 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.

■Sept. 30—Special meeting concerning plan to join *Plough Inc.* with *Schering Corp.* forming *Schering-Plough Corp.*, Memphis.

October

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

■Oct. 1-3—Convention of *Tennessee Cable Television Association*. Sheraton-Nashville, Nashville.

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 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. 6—Public hearing of the *Canadian Radio-Television Commission*. Bonaventure hotel, Montreal.

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 Broad-*

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.)

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Broadcasting TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone 202-638-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
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casters. 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 employees' financial interests in advertised services and commodities.

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

■Oct. 14-16—Advertising Media Credit Executives Association 17th annual conference. Pfister hotel, Milwaukee.

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 honoring Lowell Thomas. Plaza hotel, New York.

Oct. 21-23—Missouri Broadcasters Association fall meeting. Plaza inn, Kansas City.

Oct. 22-23—Annual fall convention, Ohio Association of Broadcasters. Neil House, Columbus.

Oct. 23-25—Southern area conference of American Women in Radio and Television. Marriott motor inn, Atlanta.

Oct. 23-31—22d Cine-meeting of International Film, TV-Film and Documentary Market (MIFED) in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fieramil.

Oct. 26-27—Fall convention of Kentucky Broadcasters Association. Phoenix hotel, Lexington.

■Oct. 27—Meeting of Connecticut Association of Broadcasters. Park Plaza, New Haven.

Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.

Oct. 29-Nov. 1—Western region fall conference, American Advertising Federation. Casa Royale, Bakersfield, Calif.

Oct. 30-Nov. 1—Midwest area conference of American Women in Radio and Television. Cherry Hill inn, Cherry Hill, N.J.

November

Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

■ Indicates first or revised listing.

OpenMike

What Mr. Carter said

EDITOR: Allow me to compliment you on your excellent article on black radio. I think it states with considerable clarity its problems and its potential.

I noted, however, with reference to your statement on KPRS(AM) that you indicated that 75% of our employees are white. This is an obvious misprint since my statement to your reporter indicated that 75% of our employees are nonwhite. I think you can understand my concern over this statement since it does have a bearing on my future relations with the community we serve.—Andrew R. Carter, president, KPRS(AM) Kansas City.

FM service to blacks

EDITOR: I read with a great deal of interest the article on black radio in the Aug. 31 issue. The special report was most complete, informative and incisive. There was one omission.

In the past five years "soul radio" has become an important entity in FM broadcasting. Our FM facility, WDAO, was the first station in the country to devote an entire FM operation to Negro-oriented programming. We signed on in the fall of 1964. We show a fantastic 94.8% penetration in the black commu-

nity.—Joseph B. Whalen, vice president-general manager, WAVI(AM)-WDAO(FM) Dayton, Ohio.

Praise for farm special

EDITOR: You did a great job with the Aug. 17 special feature on farm broadcasting and we are grateful to you. Please let me join others in saying many thanks.—George Stevens, director of agriculture, KCMO-AM-TV and KFMU(FM) Kansas City, Mo. (secretary-treasurer of National Association of Farm Broadcasters).

Supports Choate's charges

EDITOR: Comment on your Aug. 10 editorial slapping Senator Moss's Consumer Subcommittee and Robert Choate's testimony on cereal advertising seems necessary to avoid latter-day confusion.

To say that these critics are "dedicated to the destruction of television advertising" doubts their integrity and completely misrepresents the nature of their inquiry. They are attempting to make television advertising more responsible. If successful, their work will help to upgrade television advertising's purpose and credibility.

As former manager of the National Association of Broadcaster's Code Au-

thority New York office, I personally know that Mr. Choate's charges, as they affect broadcast advertising, are not empty rhetoric.—*Warren Braren, New York.*

(Mr. Braren, after leaving the NAB Code Authority's employ, testified before the Moss subcommittee in support of legislation—later passed—to ban cigarette advertising from the air.)

Practical education

EDITOR: I thought our professional and educational brethren would like to know about some of the new dimensions of broadcasting education these days.

We are delighted to report a tremendous new interest in internships in mass communications in our area (Greater St. Louis).

Communico, a multimedia company in St. Louis, has purchased a script written by one of our students in mass communications, in a class. This script is being filmed this summer with the student, John Lena, assisting with the scripting and editing. The university, in turn, will grant credit to Lena for his work in connection with the film. Communico has also taken three other students as interns for this quarter.

Other broadcasting stations in the St. Louis area are also working with us in the internship program.

It seems to me that there was never a better time for educators and professionals alike to consider a system of interfacing which will produce the kind of professional broadcasters we need in this day.—*Dr. John R. Rider, chairman, mass communications faculty, Southern Illinois U., Edwardsville, Ill.*

Terminology

EDITOR: In "FM's at the Top in Two Markets" (BROADCASTING, Aug. 24), it was pointed out that our Phoenix FM, KFRM, was beaten only by our friendly competitor KRUX(AM) in the metro share of the ARB. It further stated that KRUX was a contemporary station in its music format.

Webster defines "contemporary" as "living, occurring, or existing in the same period of time, or, of the same age." The idea that KRUX is "contemporary" is incomprehensible, especially since they are an unadulterated top-40 station (45-r.p.m. records, and less than 20% of all record sales today are 45's) or, basically a "bubble-gum" station.

KCAC(AM) (daytime-only) with a 6.1 rating in this same market is the only true contemporary station in this market . . . We play LP's, which currently constitute better than 80% of all record sales in this age and time.

Our only weakness is that we are not a 24-hour station. If we were, KFRM and KRUX would be relegated to secondary positions in ARB's.—*George W. Soderquist, president, KCAC(AM) Phoenix.*

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Off press fall 1970

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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing. Mailing labels are addressed one to two issues in advance.

How the telephone company pumped up its sagging image

Back in the nineteen-twenties—when Santa Monica was a small seaside resort located in the beanfields between Los Angeles and the ocean; when broad expanses of 'ranchers' lands made up Southern California—General Telephone Co. of California came into being.

By the time the sixties arrived, this company had doubled, tripled and doubled again in size, and in 1962 it found itself with a new president—a slender, blue-eyed Irish lad named Parker Sullivan. His mission—to reorganize the company to meet current operation problems and opportunities, to revitalize and modernize the quality and range of services, to build a corporate identity which would accurately reflect a capable, skillful, dedicated organization which, in turn, would present the company favorably in the public's eye.

The first two objectives were met and well within the time limits that Sullivan had set for himself. Ah, yes—but now the third—the public's eye.

A substantial number of our customers seemed to delight in castigating our service and company. They would appear at every opportunity to accuse and deride; they refused to read or believe our reports of service improvements; they made the company the butt of every conversation, whether at a cocktail party or a church gathering.

It was decided that we should have a customer-attitude survey made to learn the facts about our image as the public viewed it. The survey was completed and our suspicions were confirmed. Our company image and reputation were in very poor repair.

However, and this is an important key, the survey states that the magnitude of deficiency in our company image is not supported by the same magnitude in reported service deficiencies. Or, stated differently, our actual service is better than the customer thinks it is.

We took our problem to our ad agency—Doyle Dane Bernbach—and our discussions centered around these basic themes:

- We must gain the interested attention of the public.
- We must gain credibility.
- We must make idle, irresponsible, negative conversation about the company seem unattractive and not smart.
- We must let the public know that

our company has changed, and make it aware of our good service.

■ We must become recognized as a capable, skillful, dedicated outfit—endowed with a warm, friendly, concerned character.

And all in a 30-second TV commercial. Not really—our plan revolved around 30-second TV commercials only because this is about the only TV time you can buy commercially in prime time. And we had decided to use television because of its hard impact on a broad base. Other media will be used later.

Using the agency-recommended three-phase TV campaign, it was decided to first attract attention. Other objectives were: become creditable, give a positive short message and indicate a changed company. We ran two commercials for 11 weeks.

In the first, a representative of the company is booed and hissed as he explains what the company is doing to improve service. He is pelted with an egg and finally with a pie in the face. He explains that there are some who think our service is less than adequate but that we are spending \$200 million this year to improve service, and that it's "not the same old line."

The second commercial, which we ran concurrently with "The Splattered Spokesman," had these objectives: to make idle, irresponsible talk about the company unattractive—out-of-date—not with it; to give a positive message and to indicate a changed company.

At a cocktail party, a girl asks the party "wit" to say something funny. He says "General Telephone" and the party breaks up in hilarity. The announcer

states that General Telephone is spending \$200 million this year to improve service—what's so funny about that—and, it's not the same old line.

These first two TV commercials were an unqualified success. They most certainly attracted attention, and further they began the process of establishing credibility. And, too, we have attracted attention to the fact that we are improving service and that we have "changed".

The second phase of our campaign has begun, and here we retain the humor but we are not so abrasive.

In one, for example, an installer (General Telephone) is putting a telephone into service in the living room of a family that is obviously suspicious of his ability. He completes his work, stands up and backs out of the "family circle"—into the parrot perch. The parrot squawks loudly. The announcer states, "If you had a reputation like General Telephone, you'd be nervous, too—but we're spending \$200 million this year to improve service."

We have not had time to evaluate the results of the last two commercials, although we know that the initial response has been favorable. Additional commercials are now in story-board form and we expect to move into phase three soon; after that, we will develop a long-term plan.

It has been said that the telephone industry frequently goes against an old school of PR thought; instead of becoming invisible in times of stress or difficulty, our industry moves aggressively into the public eye. General Telephone's campaign provides new evidence of that fact.



Stewart W. Phillips spent 17 years in TV-radio management and ownership before leaving to join General Telephone Co. of Pennsylvania in 1955. He held positions as manager, public affairs, of the General Telephone and Electric Service Company and Erie division manager in Pennsylvania, before traveling west in October 1968 to become public relations director of the California General Telephone system. In April 1969, he was named to his present post, vice president of public relations.



Tracy

for the first time!!

A brand new

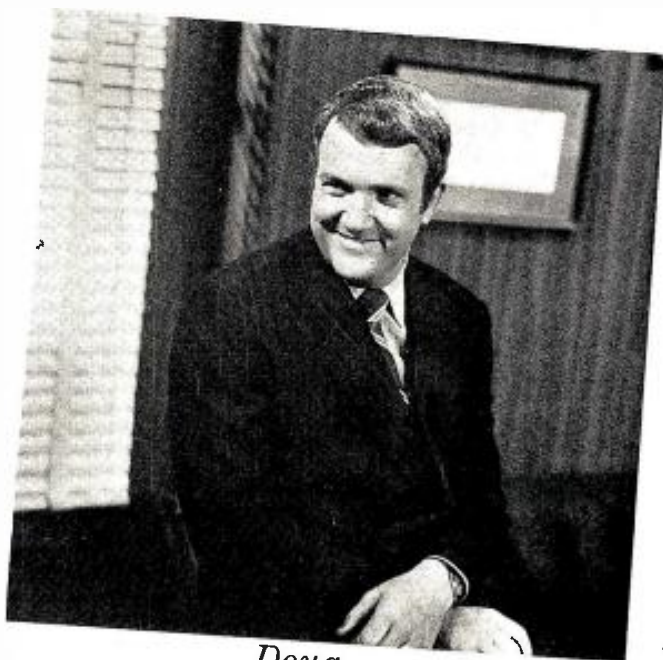
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“the trouble with tracy”

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3. *Fresh, exciting, young couple and a superb supporting cast of character actors.*
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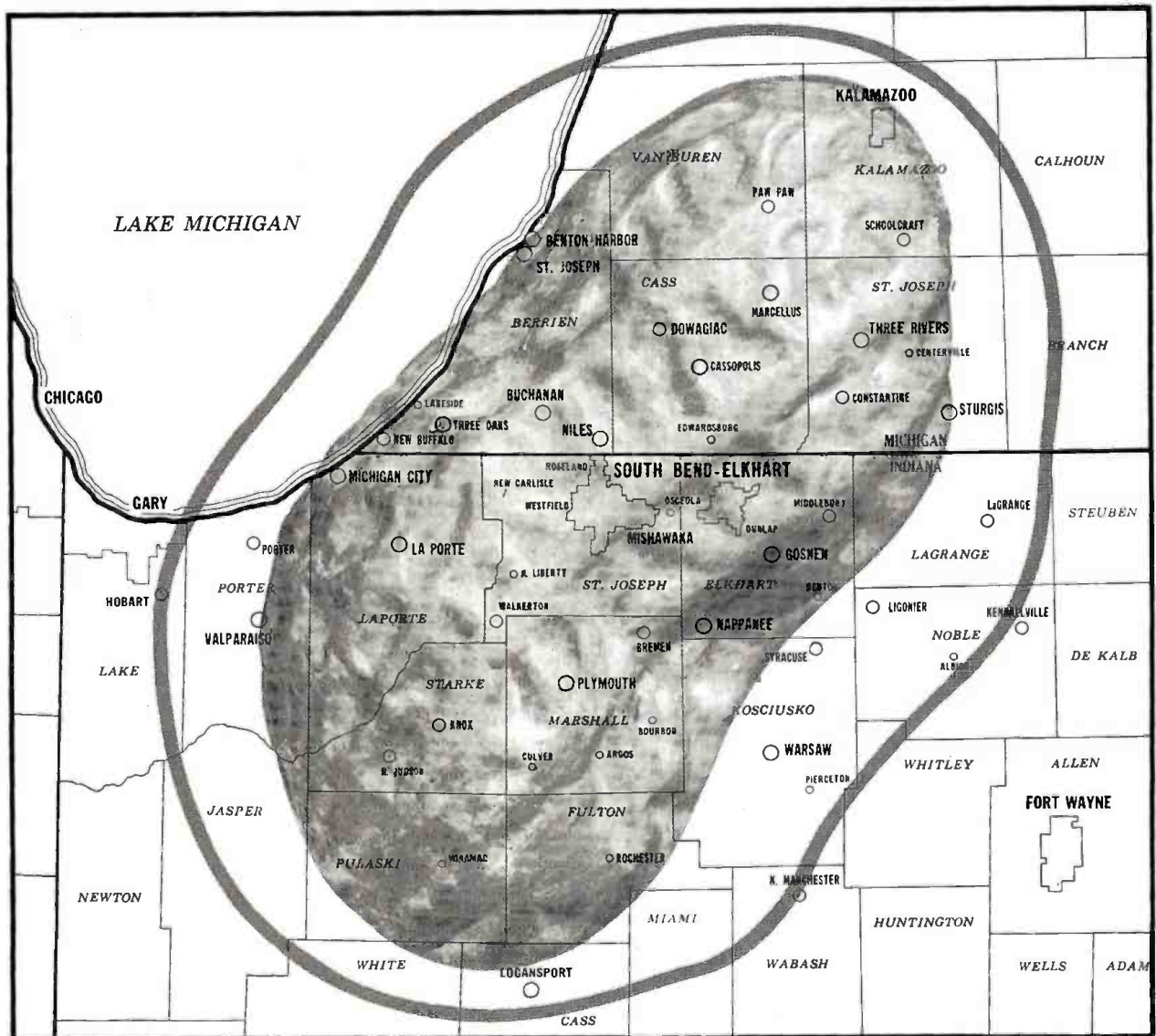


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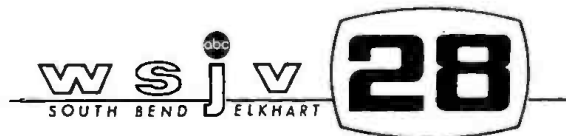
New ABC Network Service for lower Michigan.

New "Peanut Pattern" covers prosperous southwestern Michigan and northern Indiana — estimated effective buying income of \$4,077,264,000*.

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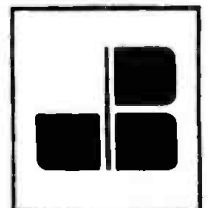
*Sales Management Survey of Buying Power, June 10, 1970.

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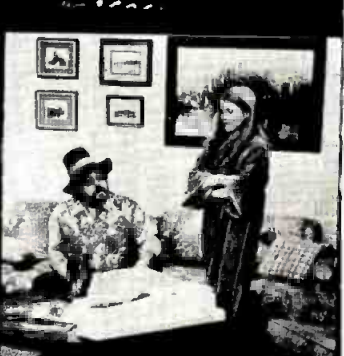
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"the trouble with tracy"



TV's brand new situation comedy!!

Stanton sticks by 'Loyal Opposition'

But he says best answer to President would be Congress itself on TV

Frank Stanton, president of CBS, re-endorsed CBS's *Loyal Opposition* program concept last week but indicated the ground rules will be relaxed, at least for the immediate future. He also urged the Congress to admit broadcasting to cover its debates on issues of national importance.

He said CBS's reasons for choosing the principal opposition party as the one to receive free prime time to help balance presidential broadcasts still seemed "overwhelmingly plausible and persuasive." But he also noted that the first broadcast in the projected *Loyal Opposition* series, featuring Democratic National Committee Chairman Lawrence O'Brien, had been held by the FCC to require a grant of reply time to the Republicans.

"The effect of this ruling, far from redressing the imbalance, would increase it, and we are appealing it," Dr. Stanton said. He continued:

"Meanwhile, we will continue from time to time to present broadcasts of views opposed to those of the administration in office at the time. We will be bound by no rigid format. We will be burdened, however, by the equal-time provision of the Communications Act if candidates for election or re-election appear, because our affiliated stations in the areas of their candidacies must give opponents equal time or negotiate waivers."

Dr. Stanton made his remarks in a speech Sunday (Sept. 6) in accepting



Dr. Stanton

the distinguished professional achievement award of the American Board of Professional Psychology at ABPP's annual convocation at Miami Beach.

"The purpose of these broadcasts," Dr. Stanton continued, "is not to diminish the force of a President's exposition of his views and his administration's policies. Nor is it to enhance the force of opposing views and criticism of those policies."

"It is solely to enlarge and to deepen public awareness of the complexities and significance of urgent matters which concern us as a nation and which demand the national commitment, in one direction or another, of the energies,

the resources and the intellectual and emotional fiber of the American people."

The speech explored problems posed for broadcast journalism by attacks from government officials as well as the "less clear-cut problem [that] arises from the extraordinary powers of television to mobilize public attention when the medium is used—as it certainly should be—to communicate to the nation the views of major public officials, most particularly the President of the U.S., on matters of vital and usually controversial importance."

When presidential broadcasts occur in prime time and are carried simultaneously by all national networks, Dr. Stanton said, "their cumulative reach in terms of audience is unprecedented in political history." President Nixon in his first 18 months in office, he said, used prime-time television 14 times, "with audiences of over 44 million."

The problem, he said, is not to eliminate or unreasonably restrict such use of broadcasting by any administration, but as far as possible to make up for "the absence of a contravening voice of similar sweep and influence."

As to the Congress, he said, "the most effective and truest way to present it as a countervailing force to the Presidency in commanding public attention is by broadcasting its actual proceedings when they are focused on significant topics. This would reveal its pluralistic character rather than concealing it, and it would reflect its strength rather than abridge it."

Yet, he continued, House and Senate rules have prevented such coverage "except for joint ceremonial occasions." If Congress "is really concerned about failing to command the attention of the American people," he added, it could go a very long way towards correcting the situation simply by revising its own rules."

after the network afforded Republican spokesmen time to reply to President Johnson's State of the Union address. The commission then upheld the network's rejection of a Democratic party request for time to rebut the Republicans.

Furthermore, in adopting the order incorporating the two rulings, by a 5-to-2 vote, the commission acted after considerable debate and after rejecting an alternative draft order that had been prepared by the staff and that would have denied all five complaints.

The result has given rise to speculation that the commissioners engaged in some interpersonal, if not interparty, logrolling, in an effort to produce a package that would obtain the largest possible majority. (Commissioners Rob-

ert T. Bartley and H. Rex Lee, both Democrats, were the two dissenters.)

And Commissioner Johnson, in his concurring statement, which took issue with much that was in the majority opinion, said he supported it only because, "on balance, the package adopted by five commissioners of widely differing views" was an improvement over the existing situation.

Senator Pastore, in his appearance on the *Today* show, apparently did not agree. "The President speaks," he said. "You have a rebuttal by O'Brien. Now you're going to have a surrebuttal. Then you're going to have a sur-surrebuttal. I mean, where is this all going to end?"

Chairman Burch, who appeared on the program with Senator Pastore, had no answer. He may have been wonder-

ing about the questions that would have to be faced in dealing with the senator's suggestion that Congress be given presidential-like access to television.

Pastore wants fairness guidelines

He also says Congress will eventually treat TV on par with newspapers

Senator John O. Pastore (D-R.I.) said last week the FCC was "buying itself a can of worms" in its fairness-doctrine ruling that required the networks to provide additional time for replies to President Nixon's broadcasts on South-

east Asia (BROADCASTING, Aug. 17).

The chairman of the Senate Communications Subcommittee appeared Sept. 9 on NBC-TV's *Today* show with FCC Chairman Dean Burch in an interview conducted by NBC News's Bill Monroe in Washington.

Senator Pastore's remark came after Chairman Burch said that the commission "ruled that since the President had spoken five times over a relatively short period of time in prime time the opponents of his position on the war were entitled to at least 30 minutes." Mr. Burch said that he had objected to news media reporting this as an award of "equal time." "There's quite a difference," he said, "between five shows and one."

The senator, however, appeared to be taking issue with the FCC's specifying response time of "at least 30 minutes" when he said that "if the commission pursues in the position that it's already taken, it's buying itself a can of worms, because this [presidential appearances] does not run to the individual; it runs to issues. And that of course is discretionary with the licensee, and they have to use the proper judgment."

Senator Pastore drew a distinction between a political speech by a President and the expression of national policy by a President. The political talk, he said, "should be answered." But when the President expresses a view on policy, Senator Pastore observed that "it would be only fair that someone else—of not equal importance but someone who is held in high respect by the public—should give a conflicting view, not challenging the President, not in rebuttal to the President, but merely giving to the public a different point of view so that you achieve this balance."

The senator underscored the complexities of the fairness issue—"you don't have a hard and fast rule," he said—but he expressed the view that "both sides [on Vietnam] have been given a lot of time," that he believes "this whole thing has gotten a little bit out of hand" because "the President talked and then they [CBS] gave time to Mr. [Lawrence F.] O'Brien [chairman of the National Democratic Committee]; now Mr. [Rogers] Morton wants time, and where is this all going to end?" Representative Morton (R-Md.) is Republican National Committee chairman.

Said Senator Pastore: "We're getting ourselves . . . into a very complex, confused problem that's in my humble opinion turned out to be a tempest in a teapot."

Senator Pastore suggested the FCC, "either with a subcommittee of three or the entire commission," draw up guidelines on application of the fairness doctrine. Mr. Burch said FCC members would be willing to meet with Congress

"or with the broadcasters or whom-ever, to try to set down some understandable guidelines," but he said he was "afraid that the difficulty is we have no way of knowing what the fact situation is going to be that we have to rule on."

In discussing Mr. O'Brien's appearance on CBS in response to the President's appearances, Chairman Burch noted that the DNC chairman spoke for about 25 minutes, of which two minutes dealt with the Vietnam war. "Now, we know that this time was not therefore appropriately classified as fairness time response, so it was simply controversial programing," he said. This, he said, "brought up a question of whether or not the Republican National Committee, as such, was entitled to respond. And we held that it was under those circumstances."

In commenting on the "complicated situation," Chairman Burch said "we're in a judicial or quasi-judicial area here. We're also in one in which we have a number of precedents which we feel we've followed in the past. This is not the first time we've had these . . . difficulties."

Senator Pastore said in effect that the President had the right to report to the people and that Congress might be afforded that opportunity also but by "not answering the President, not on the same subject, but also giving to the people . . . in the way of public service what the Congress intends to do, what the problems are, what some of the delays are, what some of the conflicts are."

He volunteered that a chief problem would be in determining who is spokesman for the Congress.

In answer to a question of the possibility of live coverage of floor debates in Congress, Senator Pastore said while it is "inevitable" he did not see this as an immediate development—but "the day is going to come when you've got to consider television in the same category as your newspaper media."

N.Y. seeks time for pollution reply

Three stations consider bid by city to answer messages claiming gasolines help air

Officials of WABC-TV, WCBS-TV and WNBC-TV New York said late last week they still were studying a request from New York City for free time to reply to TV commercials that claim new gasolines are helping to reduce air pollution (BROADCASTING, Sept. 7).

The three network-owned-and-operated stations and their attorneys are

considering a letter sent by Jerome Kretchmer, administrator of the city's Environmental Protection Administration. Mr. Kretchmer charged that automobile and gasoline commercials are "highly misleading" in claiming that the products contribute to reduction of air pollution. He said he was making his request under the FCC's fairness doctrine.

Mr. Kretchmer pointed out that the FCC recently rejected a complaint filed against WNBC-TV New York by the Friends of the Earth, who had urged the application of the fairness and public-interest doctrines to the broadcasting of automobile and gasoline commercials (BROADCASTING, Aug. 10). The Friends of the Earth, according to Mr. Kretchmer, had argued that such commercials express only one side of a controversial issue and that stations and networks should be compelled to provide the other side, namely the environmental hazards created by the use of automobiles and gasolines.

The EPA of New York supported the petition, he said, and both parties cited the commission's opinion of the applicability of the fairness doctrine to cigarette advertising.

The FCC majority opinion, according to Mr. Kretchmer, held that there was a distinction between cigarette advertising and automobile and gasoline advertising. The commission said that the "real question [in the cigarette advertising case] was how such a product could be promoted at all on a medium impressed with the public interest." He said the FCC ruled that "action can be taken effectively in those areas [i. e., reduction of automobile and gasoline pollution] and therefore the focus should be properly on action dealing with products that contribute to pollution, not to peripheral advertising aspects."

But Mr. Kretchmer pointed out that the commission recognized that the fairness doctrine did apply to product commercials which "deal directly" with the environmental impact of automobiles or gasoline. He quoted the commission as saying:

"We wish to emphasize that our ruling is restricted to general product advertisement (e.g., 'join the Dodge rebellion,' 'put a tiger in your tank,' etc.). Obviously, a commercial could deal directly with an issue of public importance; if so, the fairness doctrine is fully applicable."

In this connection, Mr. Kretchmer said, "gasoline commercials specifically dealing with the pollution question are now widely presented on television, often during the prime viewing hours," and added:

"Examples are certain ads for Esso Big Plus gasoline (alleging clean air through reduction of lead) and Mobile

Any way to get fairness under control?

Question now is whether FCC, under whatever majority, can cope with pressure groups, politics and courts

"It would be a marvelous idea," said John O. Pastore (D-R.I.), as he sat peering into NBC-TV's camera on the *Today* show last Wednesday morning, if Congress had "more or less" the same access to national television that is now available to the President, not necessarily to answer the President, but to inform the public of Congress's "problems" (See page 23).

Thus, the peppery chairman of the Senate Communications Subcommittee, probably the most influential man in Congress on communications matters, gave a nationwide television audience a suggestion of one of the thorniest problems that is now confronting broadcasting.

The problem has been presented in a stream of complaints to the FCC by peace groups who had been turned down on requests for broadcast time to express their views on the Vietnam war and to answer military-service recruitment spots, by 11 Republican sena-

tors who had demanded time on NBC-TV to respond to Senate doves on the war, by administration foes (including members of Congress) who say they are entitled to time to respond to President Nixon's televised addresses.

These, and a batch of similar complaints, invoked the commission's fairness doctrine. But, while the tune is familiar, the words are new—for what the complainants, like Senator Pastore, are interested in is not fairness, as such, but access. They want to do their own thing, not have broadcasters do it for them. And the issue thus raised is critical, for its resolution will determine, in considerable measure, the role broadcasters are to play in operating their stations—gatekeeper or journalist.

The new access complaints follow and are rooted in the Supreme Court's June 1969 landmark *Red Lion* decision. Broadcasters had hoped the *Red Lion* case would free them of formal fairness-doctrine strictures. But *Red Lion* bit back viciously. A broadcaster, Justice Byron White wrote for a unanimous court, "has no constitutional right to be the one who holds the license or to monopolize a radio frequency to the exclusion of his fellow citizens."

"There is nothing in the First Amendment which prevents the government from requiring a licensee to share his frequency with others and to conduct himself as a proxy or fiduciary with obligations to present the views and voices which are representative of his community and which would otherwise, by necessity, be barred from the airwaves," the court held. "It is the right of the viewers and listeners, not the right of the broadcasters, which is paramount" (BROADCASTING, June 16, 1969).

Justice White did not say that all members of the public were entitled to express the diverse views he said the public is entitled to receive. But he had, in effect, rubbed the fairness lamp and released the genie access.

Fairness had come a long way since

those innocent days in the nineteen-twenties when broadcasters, testifying before Congress on then-pending legislation that was to become the forerunner of the Communications Act, said they should not inflict their views on listeners.

In the view of one student of the fairness doctrine, the broadcasters at that point "sealed their own fate, so far as editorializing was concerned" [BROADCASTING, June 12, 1969]. The Federal Radio Commission, created by the Federal Radio Act of 1927, took the broadcasters at their word and held that the public interest requires "ample play for the free and fair competition of opposing views."

Over the years, government regulation of fairness became an accepted fact and, in 1949, in a statement in which the commission repealed an earlier action prohibiting broadcast editorializing, fairness became a matter of explicit FCC policy. It became a matter



Messrs. Geller, Burch



Senator Pastore

of law in a 1959 amendment to the Communications Act.

Usually, it was the FCC, responding to complaints, that took the lead in shaping the doctrine—in the process expanding it and shaving the amount of editorial judgment that was left to broadcasters. But in the face of the complaints that involve access more than fairness, the commission is now playing a different role.

It is attempting rather desperately to stuff the genie back into the bottle. Broadcasters, the commission is still prepared to say, have considerable discretion in how fairness is to be achieved. "A person or group cannot demand that as a matter of right its message be presented over [a] station's facilities." That is how FCC Chairman Dean Burch expressed the commission's view last March in a letter explaining to a member of Congress the commission's action in upholding ABC's right to bloop portions of comments that Singer Judy Collins made on the Dick Cavett show.

And generally, the commission has denied complaints in which access rather than fairness as such was sought. But that doesn't settle the issue. A parade of frustrated complainants, antiwar spokesmen and antidove senators alike, are appealing commission decisions.

Not all of the six appeals filed thus far involve the fairness doctrine. One—by the Democratic National Committee—is pure access. The DNC is seeking to overturn a commission refusal to issue

a ruling that broadcasters may not arbitrarily refuse to sell time to political parties for their views on controversial issues of public importance.

In their confrontation with the commission in court, the complainants are certain to cite Red Lion. But the commission's answer is already prepared. In an analysis of the Red Lion decision that, in other respects, assured the commission its authority over programing was even more sweeping than the agency had ever attempted to exercise, FCC General Counsel Henry Geller said: "We do not . . . believe the decision requires broadcasters to make their facilities available to anyone who wishes to use them; that is, in the manner of a common carrier."

He said the court held that Congress has the authority to require a licensee "to share his microphone or his frequency with others" but, he added, Congress has not done so. And support for the view that the court "did not intend to carve out new ground," he said, "is indicated by its reliance on 'long administrative practice' and the cases, administrative and judicial, which it cites" (BROADCASTING, Sept. 15, 1969).

However, the cases will offer the courts an opportunity to rule on a contention some legal scholars have been advancing for several years—that the First Amendment's guarantee of freedom of speech affords members of the public the right of access to the nation's media, print and broadcast.

Commissioner Nicholas Johnson, in a

string of dissenting and concurring opinions on the commission's decisions dealing with access, has expressed support for that view. He has not yet persuaded any of his colleagues, and in a opinion three weeks ago expressed the view that, in denying requests for access, the commission "has taken great strides towards silencing direct dissent in the country on the war."

The commissioner feels that radio and television licensees, when they deal with the representatives of the public, should be treated "as if they were agents of the government." In dissenting to a commission decision denying an antiwar group's complaint about being unable to buy time on WTOP(AM) Washington to broadcast spot announcements denouncing U.S. participation in Vietnam, he said: "Broadcast licensees have no more absolute right to impose bans on speech over their facilities than do groundkeepers in public parks."

The only question the commission should consider in involving demands for access, he said, is whether the broadcaster's restrictions "are reasonable." He said the commission and the courts should begin drawing "guidelines for 'reasonable' access to the broadcast frequencies."

The commission's job in dealing with fairness can be affected by a factor other than demands for access—a factor Commissioner Johnson appeared to hint at in a concurring opinion on the commission's decision last month on a package of five fairness-doctrine complaints.

In its principal ruling, the commission held that, in view of President Nixon's five televised addresses on Vietnam since November, fairness requires that the networks afford spokesmen for those opposing the administration's Vietnam policy at least "one more uninterrupted opportunity" to discuss the issue. In a second major ruling, the commission held that CBS must give the Republican National Committee time to reply to Democratic National Committee Chairman Lawrence F. O'Brien's broad-scale attack on the administration, in his appearance on the network's *Loyal Opposition* program on July 7 (BROADCASTING, Aug. 17).

Both rulings were unprecedented. In the past the commission had given considerable weight to broadcasters' showings of material they carried in news, interview and other programing as a counterweight to presidential addresses. (However, it cited the unusual number of President Nixon's televised addresses as justification for its ruling.)

And, as CBS pointed out in a petition for reconsideration, the commission's ruling on the DNC program ran directly counter to one it issued two years ago

Fairness is weapon in license renewals

A protest is to be filed with the FCC this week charging most Chicago-area stations with violation of the fairness doctrine for refusing to give a local group of citizens free announcements to solicit audience comments about how well each station serves the community.

The petition is to be prepared by Robert Bennett, a former assistant to FCC Commissioner Nicholas Johnson, for the Illinois Citizens Committee for Broadcasting. Mr. Bennett now teaches law at Northwestern University.

The fairness-doctrine complaint is a strategy newly chosen by the ICCB to generate commission involvement prior to the December license renewals of Chicago stations. The group, which claims it seeks listener views so it can "negotiate" with the stations before renewal and assist them in program improvements, had said earlier it would petition the FCC for rulemaking if its plan failed (BROADCASTING, Aug. 31, 24). However, it has now decided this

route would be more difficult and run past renewal time.

As of last Thursday, ICCB still had received only two approvals of its request for two-week schedules of at least five spots daily, from WCIU-TV and WNIB(FM), both Chicago. Chicago-area outlets that have refused to cooperate, according to the citizens group, include the following: WGN-AM-TV, WLS-AM-FM-TV, WMAQ-AM-FM-TV, WFLD-TV, WTTW(TV), WIND(AM), WJJD-AM-FM, WNUS-AM-FM, WAIT(AM), WCFL(AM), WEFM(FM), WDHF(FM), WSDM(FM), WWEL(FM) and WFMI(FM).

The following, the ICCB said, had yet to reply to the committee's request: WBBM-AM-FM-TV, WKFM(FM), WFMF(FM), WEDC(AM), WRGT(AM), WCRW(AM), WSBG(AM) and WXRT(FM).

ICCB is a outgrowth of the former "Citizens Committee to Save WFMT," which had fought the sale of that FM outlet to the WGN Continental Broadcasting Co. group. An active member of ICCB is Charles Benton, newly elected vice chairman of the National Citizens Committee for Broadcasting (BROADCASTING, Sept. 7).



Reflecting the hopes of kids in trouble.

When news first leaked out that Warrendale was going to be abolished no one questioned the move. Or acted. And why should they, after all, what was so special about Warrendale?

What was so special about a controversial rehabilitation center?

WIIC-TV showed them with a frank and vividly presented special report that later won a special citation from the National Academy of Television Arts and Sciences and the Pennsylvania Associated Press Broadcasters First Place Award for Outstanding Public Affairs.

Kids formerly on their way to becoming hardened pros were shown using innovative instruction methods and advanced teaching technique to learn math and how to read. They were seen producing, directing, filming and acting in their own movies. But even more

important, they were shown with their advisors in group meetings designed to help them cope with their problems.

These special Channel 11 Reports were supported by hard hitting editorials and filmed segments on WIIC-TV's news programs in a continuing effort to encourage the community to save the Youth Center. And it paid off. Because what's so special about Warrendale is what's so special about the community. The ability to recognize the good and fight for it.

A reflection of Pittsburgh WIIC Television

 A Communications Service of
Cox Broadcasting Corporation

Detergent gasoline (stating that a cleaner engine means cleaner air). Statements in such commercials are highly misleading in that they fail to mention the health and environmental hazards associated with use of the advertised product, while claiming that the product contributes to a reduction of air pollution. Under the commission's recent opinion, the fairness doctrine requires free time to answer such allegations concerning pollution," Mr. Kretchmer added.

He asked the stations to make available to the Environmental Protection Administration and to other environ-

mental organizations a list of all automobile and gasoline commercials presented on their outlets that "allege any effect on air pollution" from the use of the products; transcripts of each of these commercials and a list of the days and hours during which each commercial is presented.

"In addition, I request that you make available to me and to environmental groups free time for spot announcements in rebuttal to such commercials," Mr. Kretchmer wrote.

In a related move, New York State Attorney General Louis Lefkowitz said last Thursday (Sept. 10) that he had

served formal notice on the Ethyl Corp., a manufacturer of leaded gas additives, charging it with "unfair and deceptive advertising." He noted that the action is required by state law before any suit can be instituted.

Mr. Lefkowitz also said he had asked the Federal Trade Commission to order the Ethyl Corp. to cease and desist from such advertising practices. He pointed out that the effect of a recent advertisement by Ethyl was "to affirmatively convey to the public the belief that additives are not injurious to health, while concealing the severe hazards to health of leaded gasolines."

BroadcastAdvertising®

A computer's computer for agencies

Four-A's offers centralized data processing that could become bank of media sales research

Plans for creation of an agency-owned computer-services center were announced by the American Association of Advertising Agencies last week after a long and detailed study of the question (BROADCASTING, Sept. 22, 1969, et seq.).

AAAA officials said the blueprint does not rule out—but does not specifically rule in—ultimate expansion into such services as the storing and analysis of spot-TV availabilities. If that should come, it would be a long way down the line, they indicated.

The current order of priorities calls for the center—assuming enough agencies approve it and put up the \$500,000 deemed necessary to get it fully launched—to (1) serve first as a consultant on computer systems and projects; (2) provide industry services such as helping to standardize data categories and classifications and act as a clearing house for information useful to agencies planning to buy or use computer systems; (3) when that base has been established, assist participating agencies with actual data-processing operations, through contracts with appropriate computer-service bureaus.

The AAAA said it would present its plans to member agencies in meetings in New York, Chicago, Detroit and St. Louis over the next several weeks, with Nov. 15 as target date for decisions on whether to support it. If enough agencies subscribe, officials said, the center could be in existence early in 1971.

Although the AAAA is sponsoring the proposal and will participate in the

capital formation, the center—to be called the Agency Information Management Center (AIMC)—will be an independent company managed by the agencies that support it financially. Only those agencies will be able to use its services.

Minimum investment requirements will be based on agency size. Agencies submitting pledges before Nov. 15 will get a 10% discount. If the center proves successful, the subscribing agencies may get part or all of their money back.

The AAAA said the \$500,000 goal should provide for operation of the center for two to three years, by which time "the center will have implemented all three of its major activities: consulting, industry and data-processing services."

The prospectus does not mention a TV-availabilities service as one of the long-range potential functions of the center, but AAAA authorities said that

possibility was "not ruled out."

They thought it more likely—and certainly more imminent—that the center might seek to acquire rights to market, to participating agencies, computer tapes of audience-measurement reports of such firms as the American Research Bureau and A. C. Nielsen Co.

ARB and Nielsen currently sell these tapes to broadcast groups, station reps, agencies and other clients, and the consensus last week was that they would not be willing to participate in any AIMC operation that would also make the tape available to nonclient agencies.

The AAAA launched its computer study in January 1968 with the creation of a special committee headed by Herbert Zeltner of Needham, Harper & Steers, New York. With the financial support of 54 AAAA member agencies, Arthur Andersen & Co., New York accounting firm, was commissioned last fall to conduct a feasibility study, which took six months and provided the basis for the current plans.

The AAAA noted that although many agencies made their original investment in computers in the expectation of saving money, "the cost savings failed to materialize" because of increasing demands for more hardware, software and personnel. The first purchase of computers by agencies occurred about 1960-61. By 1965 10 agencies had computers; by 1968, 25 agencies, according to the AAAA.

The Andersen study was said to have found that there has been a great deal of duplication among agencies in developing basic systems; that the indus-

Rep appointments:

- KOCO-TV Oklahoma City: Avery-Knodel Inc. of New York.
- WKBS-TV Burlington, N.J.-Philadelphia: Peters, Griffin, Woodward Inc., New York.
- WAND(TV) Decatur, Ill.: Edward Petry & Co., New York.
- WTBY-AM-FM Waterbury, Conn., and WQRC-FM Cape Cod, Mass: AAA Representatives, New York.
- WAYK(AM) Lehigh Acres, Fla.: Alan Torbet Associates, New York.

If you're a homeless four-year-old and you limp a little, it's a tough world.

The only way you'll get adopted is to find a couple who have so much love to give that they want to be your parents, anyway.

In Indianapolis, WISH-TV Women's Director Faith Levitt felt there was an important story to be told about the homeless children who are hardest to place. The ones with physical or emotional disabilities. With mixed racial backgrounds. Ones who have passed the "ideal" adoption age.

In a two-month series on her daytime program, Faith showed her viewers what it would mean to share their homes—and their lives—with these children. Honestly and sensitively, she outlined the problems, and the rewards.

Now more people in Indianapolis know and

understand. Many have made inquiries, and some have begun adoption procedures.

Faith won the prestigious "Casper" award from the Community Service Council of Metropolitan Indianapolis for the series.

And the children won a better chance to find homes.



THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

① KHOU-TV Houston	③ WANE-TV Fort Wayne
② KOTV Tulsa	④ WISH-TV Indianapolis
⑤ KXTV Sacramento	CBS Affiliates



We can make such beautiful pictures together.

Cameras and video tape recorders have to work together.

So it's only logical they should be designed to the same high level of performance.

But RCA is the only maker who designs and builds both a camera and VTR as fine as the TK-44 color camera and the TR-70 tape recorder. They were made for each other.

Which is why they have a combination of features others are struggling to catch up to.

Like the camera's Chroma-Comp color control that lets you have your color any way you want it without affecting the gray scale. Or comb-and-core edge enhancement so you can

make hard things hard and soft things soft.

Like the recorder's ability to capture all this detail on fifth-generation dubs you can hardly tell from masters. Like RCA's unique Chroma Amplitude and Velocity Error Corrector—CAVEC, to eliminate color banding.

The proof of all this is our picture and our specs, both of which we'll gladly show you.

So if your problem is getting a picture you and your viewers love, we've got a sweetheart of a solution. Twice.

The RCA logo, consisting of the letters "RCA" in a bold, stylized, orange-red font.



A simulcast that paid off at \$5,000 an hour.

When the northern Michigan chapter of the Boy Scouts of America was faced with a \$9,500 operating deficit, they called on the Fetzer stations in Cadillac for help. The result was — a two-hour live radio and television broadcast that enlisted the cooperation of everyone from the Governor of Michigan to local businesses and performers. The appeal raised nearly \$10,000 to cover the immediate deficit, and pledges continued arriving for weeks. People who help other people sometimes need help themselves. We're pleased that community communications could play a part in providing it.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

try as a whole has developed a full range of systems but that individual agencies usually have developed only a part of the total process or have created specialized systems in restricted areas, and that few agencies have systems support for all of the potential activities.

"Every study and every conversation," the Andersen report concluded, "has implied that future investments in electronic data processing will be enormous and that the common work that can be commonly done ought to be a subject of the most serious concern. We believe that the proposed center would be of substantial value to agencies in their efforts to develop and expand the use of systems while keeping collective costs at an acceptable level."

Plans call for the AIMC to be headed by a director, assisted initially by two other executives plus technical, secretarial and clerical help. The director would be responsible to a board of directors elected from subscriber agencies. The board would establish objectives and policy guidelines and provide supervision of major staff activities.

N.J. broadcasters seek package store ad OK

The New Jersey Broadcasters Association has asked the New Jersey Retail Package Store Association to help in getting the New Jersey Division of Alcohol Beverage Control to revoke a regulation banning package liquor stores and cocktail lounges from advertising on radio. The rule has been on the books since Prohibition.

Harry Persky, executive director of NJRPSA, said his group would discuss it at its annual meeting next month. "We are going to evaluate the situation to see if it will benefit our interests, the public's interests and the broadcasters' interest."

This will be the second time NJBA has tried to have the regulation rescinded. The first campaign was conducted in 1966-67.

Continental Bakers names Grey
ITT-Continental Baking Co., Rye, N.Y., reported last week it has named Grey Advertising, New York, as agency for Morton Frozen Foods, the Pearson Candy Co. and Braun Baking Co. These portions of Continental business have billings of about \$5 million, of which an estimated \$1.7 million is in broadcast. Ted Bates & Co., New York, has been the agency for Morton. Pearson has been unassigned since it was acquired by Continental last December. Braun Baking has been at Ketchum, MacLeod & Grove, Pittsburgh. Continental is a subsidiary of ITT (International Telephone & Telegraph).

Y&R bartering musical series

**Agency follows success of 'Galloping Gourmet':
6 more deals also planned**

Young & Rubicam, New York, which pioneered in the concept of offering syndicated programming to stations in exchange for spots with the *Galloping Gourmet* series, is releasing another half-hour series and a one-hour special on the same basis. The agency also is working on five other TV projects.

Colgan Schlank, Y&R vice president and supervisor of syndication, said last week the agency's second venture in the barter sector is a weekly, half-hour country-folk-western musical series titled *Nashville Now*, starring Canadian personality Ian Tyson. The series will be sponsored by two Y&R clients, Hunt-Wesson Foods and the Remington-Shavers division of the Sperry-Rand Corp.

Mr. Schlank, who is in charge of programming aspects of syndication, said an initial line-up of more than 20 stations has been cleared by two members of the Y&R media department, Don Foote and Jerry Baldwin. The advertisers will receive a total of two minutes in each half-hour program, which stations receive free of charge and in which they sell remaining spots. Among the stations slated to carry the program in the fall are WABC-TV New York, KHJ-TV



Sylvia and Ian Tyson

Los Angeles, KTVW-TV Philadelphia, KMBC-TV Kansas City, and KPIX(TV) San Francisco.

The series is produced by Glenn Warren Productions for the CTV network in Canada, which is carrying the programming under the title of *Nashville North*. Y&R holds the U.S. syndication rights.

In addition, Y&R is distributing on a spots-for-program basis a one-hour special titled *Original Cast Album—Company* on behalf of the Plymouth division of the Chrysler Corp. The special was produced by Talent Associates, New York, and is based on the Broadway hit, "Company." It is being offered to stations for showing during the end of October and the beginning of November coincident with new-car introductions. According to Mr. Schlank, it already has been accepted by more than 10 stations in major markets. Plymouth will receive three minutes during the hour.

Mr. Schlank said Y&R is enthusiastic about its syndication approach, pointing out *Gourmet* has been on the air for 20 months and is now in more than 120 markets. Y&R is involved in five additional TV projects in this area.

Full-service agency most flexible, O&M head says

The full-service advertising agency will be able to meet the challenges ahead in the next decade because it can offer clients the same skills as specialist organizations plus a large pool of talent, Andrew Kershaw, president of Ogilvy & Mather, declared last week.

He described for a meeting of the American Marketing Association in Montreal on Tuesday (Sept. 8) the competition facing full-service agencies from the so-called creative "boutiques" and the media-buying services. But he minimized the impact they would have on the established full-service agencies, which, he contended, can match the boutiques for creative output and the media-buying services for the planning, negotiating and buying of advertising.

Mr. Kershaw said the boutique "is not a stable form of organization," depending largely on a single individual who may be highly skilled. He added that "the good boutique, if it is successful, will become a large, full-service agency" and "the bad boutique will sink without a trace."

Turning to media buying services, Mr. Kershaw said agencies "have learned some valuable things" from these organizations, and added:

"First, we can make our own media department better. Second, we can copy them. Third, they have opened our eyes to new profit possibilities."

Mr. Kershaw said Ogilvy & Mather

and other full-service agencies provide specialist services in departmentalized form and can turn these departments into profit centers of their own.

"Already Ogilvy & Mather in New York is willing to offer its services a la carte," Mr. Kershaw said. "The client buys the services he needs, at a negotiated price. Being a full-service agency does not preclude you from acting as a specialist. But being a specialist prevents you from offering full service."

Business briefly:

Purchases on CBS Radio include **Golden Dipt** division of DCA Food Industries Inc., Millstadt, Ill., through Krupnick & Associates, St. Louis, for Golden Dipt's seasoned coatings, on *Arthur Godfrey Time*, and **Chrysler Corp.**, through Ross Roy Inc., both Detroit, on *Reasoner Report*, *Walter Cronkite Reporting*, *Correspondents Report* and weekend news programs.

Purchases on ABC Radio include **Chevrolet Division** of General Motors,

through **Campbell-Ewald**, both Detroit, on ABC's American Contemporary and Information networks, and **Hershey Foods Corp.**, Hershey, Pa., through Ogilvy & Mather, New York, for Reese Peanut Butter Cups, on the American Contemporary Network.

Purchases on NBC Radio include **Ford Motor Co.**, Dearborn, Mich., through J. Walter Thompson, New York, for *Maverick*, on *Monitor*, *News on the Hour* and *John Chancellor Reports*, **R. J. Reynolds Tobacco Co.**, Winston-Salem, N.C., on *News on the Hour*, **PPG Industries Inc.**, Pittsburgh, through Thyme Inc., New York, on *News on the Hour*, *John Chancellor Reports* and *Emphasis* and **Chrysler Corp.**, through Ross Roy Inc., both Detroit, on *Monitor*.

Jeno's Inc., South Duluth, Minn., through Independent Media, New York, has purchased sponsorship in 11 NBC-TV night-time entertainment programs: *Rowan and Martin's Laugh-In*; *NBC Monday Night At The Movies*;

The Don Knotts Show; *Julia*; *NBC Tuesday Night At The Movies*; *Nancy*; *The Dean Martin Show*; *Bracken's World*, *The Andy Williams Show* and *NBC Saturday Night At The Movies*.

Bonne Bell, a Cleveland-based cosmetics house, through Chirvrg and Cairns, New York, has launched what is described as its largest radio advertising schedule ever mounted. In a network and spot campaign, four 60-second radio commercials will feature impersonated voices of Boris Karloff, Humphrey Bogart, and W. C. Fields describing how Ten-O-Six routs skin blemishes. More than 240 markets are being covered, for more than 7,500 local airings. The campaign includes a 30-spot schedule on ABC's Contemporary Radio Network, and a spot campaign calling for 533 airings on leading Rock stations in Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco and Washington.

Johnson & Johnson, through Ketchum,

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimate—weeks ended Aug. 23 and Aug. 30, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 23	Total dollars week ended Aug. 23	1970 total minutes	1970 total dollars
	Week ended Aug. 23	Cume Jan. 1-Aug. 23	Week ended Aug. 23	Cume Jan. 1-Aug. 23	Week ended Aug. 23	Cume Jan. 1-Aug. 23				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 62.7	\$ 3,630.1	\$ 262.0	\$ 10,680.6	64	\$ 324.7	2,715	\$ 14,310.7
Monday-Friday 10 a.m.-6 p.m.	1,568.7	57,229.8	2,647.4	102,447.4	1,489.9	59,136.3	859	5,706.0	28,969	218,813.5
Saturday-Sunday Sign-on-6 p.m.	402.4	29,580.5	647.7	39,996.6	707.6	24,161.2	235	1,757.7	9,189	93,738.3
Monday-Saturday 6 p.m.-7:30 p.m.	141.5	7,492.8	488.3	24,901.2	428.4	18,615.4	77	1,058.2	2,627	51,009.4
Sunday 6 p.m.-7:30 p.m.	56.0	4,118.4	149.9	8,204.1	31.4	6,119.2	14	237.3	666	18,441.7
Monday-Sunday 7:30-11 p.m.	3,902.7	172,367.2	4,560.4	217,889.4	4,564.4	216,030.5	455	13,027.5	14,812	606,287.1
Monday-Sunday 11 p.m.-Sign off	338.6	9,747.7	549.5	12,433.6	640.0	22,554.6	137	1,528.1	3,812	44,735.9
Total	\$ 6,409.9	\$280,536.4	\$ 9,105.9	\$391,720.8	\$ 8,123.7	\$357,297.8	1,841	\$23,639.5	62,790	\$1,047,336.6

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 30	Total dollars week ended Aug. 30	1970 total minutes	1970 total dollars
	Week ended Aug. 30	Cume Jan. 1-Aug. 30	Week ended Aug. 30	Cume Jan. 1-Aug. 30	Week ended Aug. 30	Cume Jan. 1-Aug. 30				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 59.7	\$ 3,689.8	\$ 220.7	\$ 10,901.3	57	\$ 280.4	2,772	\$ 14,591.1
Monday-Friday 10 a.m.-6 p.m.	1,570.1	58,799.9	2,639.7	105,087.1	1,780.2	60,916.5	883	5,990.0	29,852	224,803.5
Saturday-Sunday Sign-on-6 p.m.	806.2	30,386.7	582.2	40,578.8	630.7	24,791.9	229	2,019.1	9,418	95,757.4
Monday-Saturday 6 p.m.-7:30 p.m.	169.4	7,662.2	487.2	25,388.4	428.7	19,044.1	80	1,085.3	2,707	52,094.7
Sunday 6 p.m.-7:30 p.m.	317.9	4,436.3	382.8	8,586.9	23.4	6,142.6	26	724.1	692	19,165.8
Monday-Sunday 7:30-11 p.m.	4,741.9	177,109.1	4,554.5	222,443.9	4,483.7	220,514.2	447	13,780.1	15,259	620,067.2
Monday-Sunday 11 p.m.-Sign off	419.5	10,167.1	298.7	12,732.3	944.3	23,498.9	136	1,662.5	3,948	46,398.4
Total	\$ 8,025.0	\$288,561.4	\$ 9,004.8	\$418,507.2	\$ 8,511.7	\$365,809.5	1,858	\$25,541.5	64,648	\$1,072,878.1

You never hear the same WBAL radio twice.

The world is changing every day.
And we, along with it.

One morning Ted Steele may be
the funniest guy you ever heard.
The next morning, if the streets are
slick, he can be full of cautionary
remarks about safe driving.

We don't believe in freezing our
personalities into some artificial
mold. That's why listening to WBAL
is always such an involving
experience. And that's also why you

don't often hear the same record,
hour after hour.

Like your other good friends, we
change a little from day to day. So
if we're never quite the same, we're
never boring, either.

At least not twice in a row.

WBAL Radio 11 Baltimore

We talk to you like a person.



MacLeod & Grove, New York, is beginning a multi-million dollar national television and magazine campaign introducing Naturally Feminine, feminine hygiene spray in powder form.

Dr. Pepper Co., Dallas, through Young & Rubicam, New York, and Rayette-

Faberge Inc., through Nadler & Larimer Inc., both New York, will sponsor a one-hour broadcast, *The Making of 'Butch Cassidy and the Sundance Kid'*, on NBC-TV Nov. 29 at 6:30 p.m. EST.

Friden division of The Singer Co., San Leandro, Calif., through Meltzer, Aron

& Lemen, San Francisco, for Friden Mini-Meter, 1115 electronic-calculator, and collating machine, is launching a spot-TV campaign this fall including three 60-second commercial produced by Snazelle Productions Inc., San Francisco.

Post-Newsweek provides windfall for politicians

During the continuing squabble over political broadcasting, the Post-Newsweek stations have quietly been following what appears to be a unique policy: TV stations are giving all primary candidates a free 15 minutes in prime time; radio stations mostly five minutes each.

And, although viewer reaction has not been uniformly ecstatic, the policy is expected to be extended for the upcoming November and 1972 general elections.

The Post-Newsweek policy first was articulated last Dec. 11 by Larry H. Israel, board chairman, in a memorandum headlined "Political Policy" sent to the stations—WTOP-AM-FM-TV Washington, WPLG-TV Miami, WJXT(TV) Jacksonville, Fla. and WCKY(AM) Cincinnati.

As of last week, a total of 19 hours, 30 minutes had been given candidates by the TV stations. Except for WTOP, the stations bore the cost of the candidates' tapes. WTOP required candidates to furnish tapes at their expense. The time given candidates was distributed as follows:

WTOP-AM-TV—Twenty-nine of 31 candidates running for office in Maryland accepted the 15-minute free-time offer within the four weeks preceding Tuesday's (Sept. 15) primary. In July, seven Democrats competing in the Virginia primary availed themselves of the station's offer.

WJXT(TV) — Seventeen candidates took 15 minutes each for four weeks leading to last Tuesday's (Sept. 8) Florida primary. The station also gave nine Georgia candidates five minutes each. (Statewide candidates also got free time.)

WPLG-TV — Twenty-two candidates

for governor, senator and Congressman appeared. The station plans to offer the same time for the Sept. 29 runoff.

Many viewers, as might have been predicted, were, at the very least, indifferent to the stations' offerings. "There was a certain amount of antagonism even with the re-runs," reported Leonard Mosby, area vice president, WJXT(TV), last week. "Take these people off the air and give us our regular programs," was the response Len Mason, program manager, WPLG-TV, received from unsolicited callers.

Only WTOP spokesmen said there was very little criticism of the pre-emption of prime-time programs.

Mr. Israel in his memo also noted that, for the November elections, candidates will be able to purchase prime-time for one-half of the current rate and, in 1972, presidential and vice presidential candidates will be offered a half-hour of free time each.

No action on cut-rate politicals

Burch tells how FCC would police new law but hints it won't face job this year

FCC Chairman Dean Burch reported to Republican leaders in Congress last week that the commission could implement most provisions of the political-broadcasting bill if it were applied to the upcoming elections.

He pointed out, however, that, even with rapid passage by House and Senate and prompt approval by the President, the bill could not become fully effective in this campaign. The speed of congressional action on the measure was in doubt last week. The House was preoccupied with other business, and some influential congressmen saw little possibility that the bill would surface this week. Senate action will be taken only if the House adopts the bill.

The FCC chairman analyzed the effects and implementation of the three main provisions of the bill: to exempt candidates for President and Vice President from the equal-time provisions of Section 315; to guarantee all candidates the lowest broadcast rates charged for equivalent time periods, and to impose ceilings on the amounts candidates for President, U.S. senator and representative, state governor and lieutenant governor could spend on broadcast ad-

vertising. Funds spent by or for a candidate for Vice President would be deemed spent on behalf of his presidential running mate.

Chairman Burch saw no serious problem facing the FCC in administering the exemption of presidential and vice-presidential candidates from equal-time requirements, though he mentioned that the fairness doctrine would still apply. He pointed out that this section of the bill would have no effect anyway until 1972, the next presidential election year.

To implement the charging of minimum rates for political-candidate appearances, the FCC is already drafting rules, the chairman reported. If the bill is passed in time for this election, he said, the rules would be made effective immediately, without the usual rule-making procedure. The chairman noted that the limitation would be imposed only on personal uses of broadcasting by a candidate, not on broadcasts in which candidates themselves do not appear.

As to the imposition of a ceiling on the total amount a candidate could spend on broadcast advertising (seven

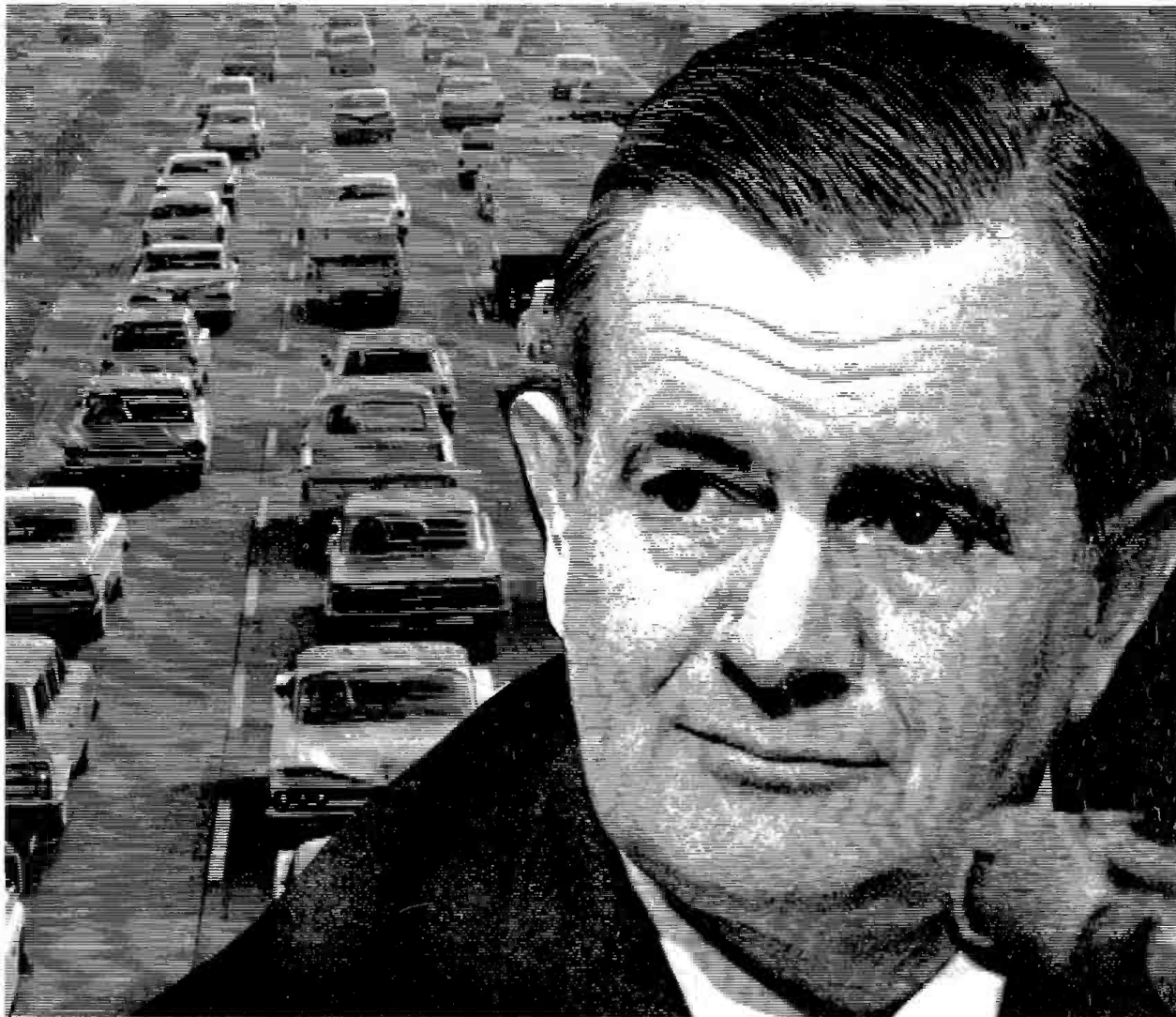
cents times the total votes cast for all candidates for the office in the previous election, or \$20,000, whichever is greater), Chairman Burch said the FCC would require broadcasters to obtain written certification that a candidate's purchase did not exceed the ceiling. Broadcasters who failed to obtain certifications would be subject to sanctions, "including monetary forfeitures, cease-and-desist orders and even loss of license," Chairman Burch reported. He said he knew of no way to police false certifications made by candidates.

The chairman also said that the FCC's biennial political-broadcast survey would be expanded to obtain from each licensee the amounts spent on his station by or for each candidate. The results would be tabulated by computer to provide a record of the broadcast spending of every candidate.

The pending bill also provides that if, as of last Aug. 12, a candidate had in effect a written agreement for broadcast advertising exceeding the new ceilings, he and other candidates in the same race would be exempt from the ceilings. Chairman Burch said the FCC would expedite the publication of a list

TRAFFIC
REPORTING
AT ITS

Best



September 30, 1968 was a great day for Southern California motorists. On that day KNX/NEWSRADIO began broadcasting the world's first Computerized Traffic Reports with newsman George Martin. KNX is beginning its third year of providing motorists instant information 20 times daily during morning and evening peak traffic hours on traffic conditions, alternate routes in case of major route tie-ups and computer-calculated driving times for given freeway distances.

The KNX Computerized Traffic Reports recently received a Greater Los Angeles' Press Club Award for their significant contribution to our community.

Clearly, the fastest, most complete and most accurate traffic reports available to Southern California motorists are heard only on KNX/NEWSRADIO 10.70, Los Angeles.

KNX/CBS Newsradio 1070

Represented by CBS RADIO SPOT SALES

of exempt races if the bill were passed.

Over-all, the FCC faces bigger costs if the political broadcasting bill is adopted, the chairman said. He said there would be a "need to process additional complaints in view of the new substantive provisions" and hence a need for larger staff.

In a closing observation the chairman noted that the bill could be passed at this session of Congress and still not take effect for this year's elections. Passage after Sept. 23, a 10-day delay in the presidential signature, and the 30-day period before effectiveness specified in the bill could add up to a date later than Nov. 3, election day, he said.

The bill in its present form emerged from a conference committee on a party-line vote after House and Senate had passed different versions. Republicans opposed the adoption of the bill in time for this year's elections.

The theme is rock —Gibraltar style

Ted Bates & Co., New York, which got a chunk of new billing last May in winning the \$5.1-million Prudential Insurance Co. of America account from Reach, McClinton & Co. (BROADCASTING, May 18), has Prudential offering viewers "A Piece of the Rock" in a TV campaign.

The new campaign is the first prepared by Bates since it acquired the Prudential business. A long-time network TV advertiser, Prudential is continuing with the medium, underwriting one-quarter sponsorship of *The FBI* on ABC-TV Sunday, 8-9 p.m. (its association with the show starts on Oct. 11), and will sponsor the National Collegiate Athletic Association post-game football show, also on ABC-TV, beginning Sept. 19.

According to Bates sources, Prudential will now be spending more in advertising—"in excess of \$6-million," while remaining heavy in TV.

In the new one-minute commercials developing the theme, which will also be in magazine advertising, policyholders are shown in different situations explaining what ownership of "A Piece of the Rock" means to them. The reference to the rock was taken from the company's Rock of Gibraltar trademark and the ad campaign dramatizes whimsically that an insurance policy provides not only financial security but also entitles the holder to participate in benefits of Prudential's investment program.

Two of the first TV commercials have been prepared.

Wylde Films, New York (director, Fred Levenson), handled the commercial production.

Oh, those longer looks!

Bruskin study indicates TV commercials get more attention than print ads

A study, prepared primarily for the retail advertiser and soon to be shown by flip-card and brochure, claims the average viewer may be exposed to a commercial five times as long as he is exposed to a newspaper advertisement.

R. H. Bruskin Associates, New York, conducted the study for a presentation to retailers by the CBS Television Stations Division locally through the station retail sales units and nationally by Susan K. Couch, director of retail development for the stations division. A spokesman said last week the presentation script was being put together for flip-card use and that portions of the study also would be integrated with slide and audio into the retail-TV story that Miss Couch is circulating.

According to the presentation, when the Bruskin findings are translated into media examples, comparing newspapers with television, "television's advantage becomes strikingly clear."

In an example cited, it is shown that a major retailer user of the *New York Times* in purchasing a page would actually buy 11.2 million seconds at "a cost per thousand seconds" of 22 cents, compared to a "cost per thousand seconds" of four cents in purchasing a one-minute commercial on the *Mike Douglas* show on WCBS-TV New York.

The computation used in the *Times* buy: The retailer pays "a bottom-dollar page rate of about \$2,500 compared to the open rate of some \$8,000." On the basis of the *Times* delivering about 2 million adult readers and the average reader spending 5.6 seconds looking at the page of advertising, the advertiser buys the 11.2 million seconds of "time spent with the page" or 22 cents for each 1,000 seconds.

In the TV buy, a minute costs the

advertiser about \$1,000 and reaches about 525,000 adult viewers. "But, to bend over backwards," the presentation allows, "let's dilute the minute to 45 seconds of viewer attention (using the Simmons average 75% full attention factor)." Result is 23,625,000 seconds of time spent, or four cents for each 1,000 seconds.

In computing the time spent by readers of newspapers, Bruskin studied newspaper reading in the five CBS-owned TV station markets of New York, Los Angeles, Chicago, Philadelphia and St. Louis. According to this analysis, it was estimated that the average newspaper reader has a daily potential exposure to 93 ad pages containing a total of 306 ads in 48 minutes spent with a newspaper. Bruskin pointed up that the average ad page thus receives less than six seconds of attention.

The TV aspect of the study, however, as explained by Philip Luttinger, director of research for the CBS-TV Stations Division, which commissioned the study, found that "during 48 minutes watching television, the average viewer of a CBS-owned TV station is potentially exposed to only 13 different commercials." An actual check of the commercial schedules of the stations showed the 13 commercials took up, on the average, a total of 7.4 minutes of time, thus averaging to about 30 seconds a commercial, Mr. Luttinger said.

The WCBS-TV-New York *Times* comparison is detailed in the material being distributed only in the New York market. In other markets where CBS has an owned TV station, a program buy on the station is compared similarly with the local major newspaper.

Kellogg, Mattel sponsor CBS children's series

Kellogg & Co., Battle Creek, Mich., cereal producer, and Mattel Inc., Hawthorne, Calif., toy manufacturer, will sponsor CBS-TV's new *In The Know* color series of semi-documentaries for children.

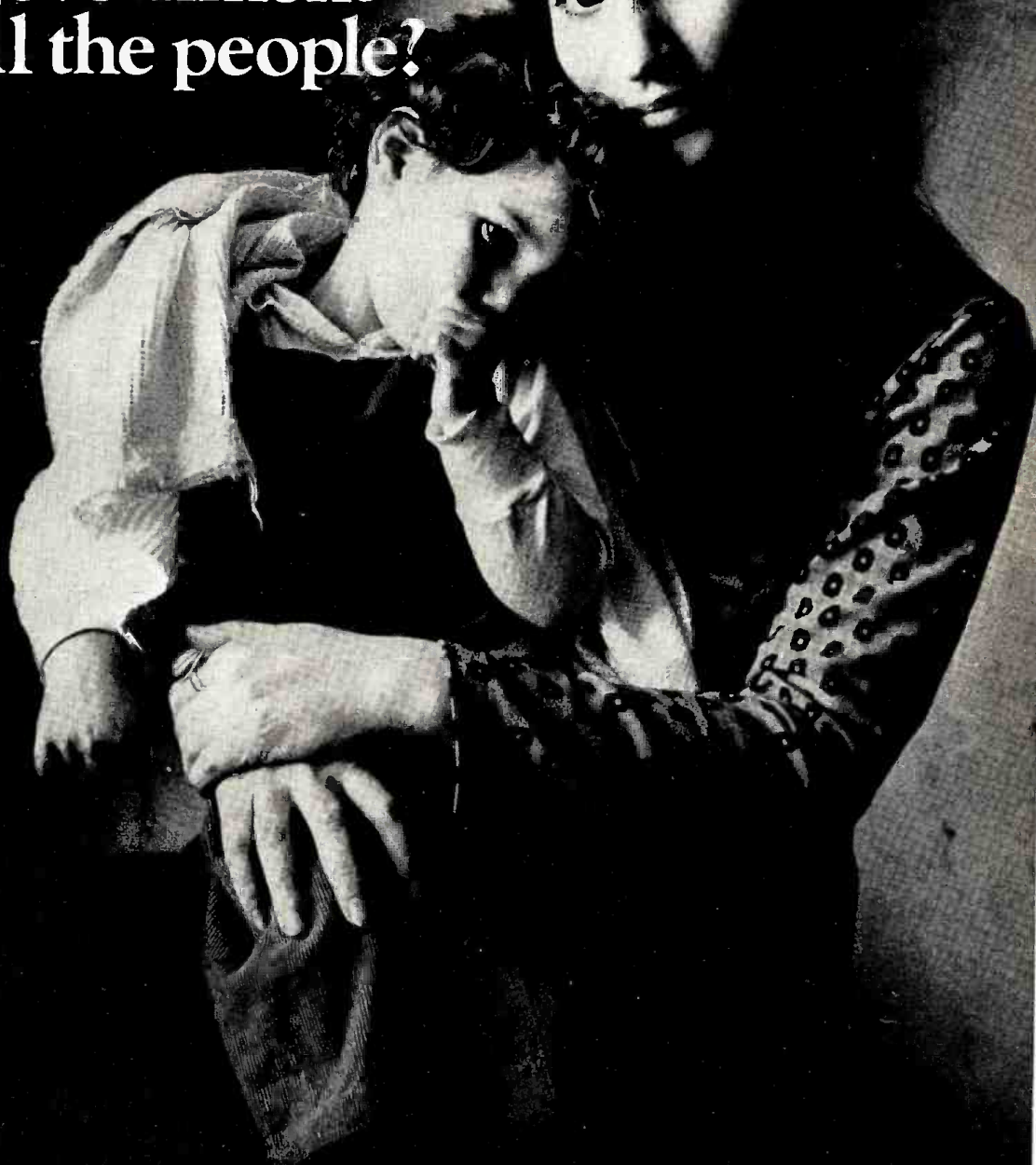
The two-and-a-half minute films were scheduled for showing Saturday (Sept. 12) between 9 a.m. and 1 p.m. at four minutes before the hour. Five will be shown each week for the next 26 weeks. A total of 130 will be produced for the year.

Written, planned and produced by CBS News, the informational-educational broadcasts were announced by CBS-TV in January.



CBS Television Stations uses this cartoon of a man looking through a hole in his newspaper on the cover of its new brochure presentation.

WMAL-TV asks: What ever became of government for all the people?



Washington, advanced in recognizing black needs, is twenty years behind in aiding Spanish-speaking residents. Despite their appeals for help, the new municipal budget provides only token Spanish-speaking services.

WMAL-TV thinks there should be more than a minimum of bi-lingual aid for the Mayor's

office. There should be combination English-language-vocational-training centers. Washington with its cosmopolitan Spanish-speaking population should set an example for bi-lingual communities around the nation.

But as usual there were some viewers who disagreed with this issue-focusing editorial. Many

applauded our effort. But regardless of their response, Washingtonians consistently tune in Television 7. If you need a response in D.C., try WMAL-TV.

WMAL-TV 

The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Richter & Parsons, Inc.

It's tax audit holding up Unger

Senate still stalls, on White House word,
but FCC nominee may now ask for action

For more than a month, the Senate Commerce Committee had permitted President Nixon's FCC nominations of Sherman Unger and Commissioner Robert Wells to languish without calling hearings. Last week, the reason was disclosed—the White House had placed a "hold" on the nomination of Mr. Unger to await the conclusion of an Internal Revenue Service audit of his 1968 federal income-tax return.

The Republican block in the Senate proceeding first became known last month ("Closed Circuit," Aug. 24).

Spokesmen for the White House and the IRS, as well as Mr. Unger, agreed that the audit was "routine" and that it implies no illegal or fraudulent activity. But the fact that the audit has delayed confirmation hearings has led to speculation that the nomination might be withdrawn.

The term to which Mr. Unger was appointed—that now being served by Commissioner Wells—expires next June 30. Commissioner Wells was named to succeed former Commissioner Kenneth A. Cox, who left the commission Sept. 1. Both appointees are Republicans and they would give the commission its first Republican majority in almost 10 years.

Mr. Unger, long-time political associate of President Nixon and the incumbent general counsel of the Department of Housing and Urban Development and vice chairman of the Federal



Mr. Unger

National Mortgage Association, made it clear last week he saw no reason why the audit should interfere with the nomination proceedings.

He said he had undergone similar audits involving his 1963, 1964 and 1965 tax returns, and expected no difficulty from the current review. He noted that many taxpayers are selected for routine audits annually. He said he did not think they affect anyone's ability

to serve in government or business.

IRS said about one out of 20 taxpayers is picked for audit, usually those with large or complicated incomes. Mr. Unger said his income in 1968, when he was heavily engaged in the Nixon campaign, was more than \$100,000, principally from investments and income from his law practice.

Mr. Unger is not the first administration official whose taxes are known to have been audited by IRS. Interior Secretary Walter Hickel is a party to two cases involving a dispute over \$170,000 that are now in tax court. Both result from audits begun long before he joined the government.

Mr. Unger said he had not yet run into any disagreement with the IRS auditor assigned to the case. "There may be an honest difference over what is taxable," he said, "but at this point we haven't reached any." He is spending most of his time in the office of the Cincinnati law firm of Frost & Jacobs, where he was a partner before joining the government in 1969, working with the IRS auditor.

Ronald L. Ziegler, White House news secretary, said the White House and Mr. Unger had agreed that action on the nomination should be postponed until the results of the audit were available. But Mr. Unger said the audit, which was begun on Aug. 5, was taking longer than he had anticipated. One problem is in finding some records IRS had requested and which he is having difficulty tracking down.

He also indicated he may try to get the nomination back on the track this week. He said he would attempt an assessment of the length of additional time the audit will take, then report to the White House. He said he hoped the President would be prepared to "go forward" with the nomination even if the end of the audit is not in sight.

One White House official, although expressing the understanding that Mr. Unger faces "a potentially serious situation" with regard to the audit, said the decision on whether to remove the "hold" on the nomination is largely Mr. Unger's. "We have no objection to the nomination going ahead," he said. "It's



**THEY GO TOGETHER
NETWORK RADIO—SPOT RADIO**

up to him and what can be worked out."

There was an interesting coincidence of timing in connection with the audit. IRS originally notified Mr. Unger of its plans for the audit late in March. On April 9, IRS said it would inform him later as to the time and place of the audit.

But he did not hear from IRS again until the auditor telephoned him on July 23, the day newspapers in Cincinnati reported speculation that he was to be nominated to the FCC—speculation that was borne out the next day.

The White House was not informed of the audit until Mr. Unger reported it to officials there several days after the nomination was announced.

The surprise disclosure of the audit—in a story published in the *Washington Star*—gave Washington's government watchers considerable food for speculation. Besides the conjecture as to the President's possible withdrawal of the nomination, there were reports that Mr. Unger was the victim of a rivalry between "old" and "new" Nixon associates in the White House. Mr. Unger is an old Nixon hand; he has worked for him over the years in various political capacities since 1960. But Mr. Unger dismisses that speculation. "It isn't logical," he said. "Why should anyone serving the President get in an internecine battle that's going to embarrass him?"

There also was speculation that the audit was being set up as a convenient excuse for removing Mr. Unger from the scene before he and the administration were embarrassed by findings of a Fulton county (Columbus), Ohio, grand jury that is looking into some allegedly illegal state loans to a home-building firm.

Mr. Unger testified before the grand jury last month on assertions of the loan's sponsors that HUD was backing the loan.

However, a reporter covering the grand jury's investigation said Mr. Unger's role was relatively brief and uneventful. He said Mr. Unger described the HUD programs involved and testified that he had sustained a staff ruling that the state loans were not guaranteed by HUD.

FCC keeps broadcasting 'open,' Burch declares

For the FCC, "the primary challenge of the 70's"—as well as its mandate from Congress—is to "encourage the development of structural diversity through new and competing modes of expression."

FCC Chairman Dean Burch described and elaborated on the challenge

\$1.6 million paid for FM Price for L.A. outlet is largest ever; buyers deal in oil, real estate

The sale of KCBH(FM) Los Angeles was approved last week by the FCC. Price tag on the station—\$1.6 million—was the largest sum ever paid for an FM.

After several abortive attempts, Arthur A. and Jean E. Crawford have found commission-approved buyers in Louis Marx Jr. and Dan W. Lufkin, entrepreneurs who have holdings in oil, real estate and other businesses.

Faberge Inc., New York-based manufacturer of perfumes and beauty products, announced plans to buy KCBH, but later pulled out because, a Faberge spokesman said, some of its largest stockholders would withdraw their investments in Faberge if the company diversified into other businesses outside the cosmetics field (BROADCASTING, Jan. 26, March 30).

Another group prior to Faberge also had backed out of buying the Los Angeles FM. The owners of WVNK-FM-TV Burlington, Vt. (Jack L. Siegal and

in a paper delivered Friday (Sept. 11) at a meeting of the American Political Science Association in Los Angeles.

As the chairman viewed it, the commission is now attempting to meet its obligation to keep broadcasting "an open medium of expression," through two basic approaches: limiting any one party's degree of control over broadcast properties, and requiring under its fairness doctrine, that broadcasters afford reasonable opportunity for presentation of conflicting views on controversial issues of public importance.

But beyond these measures, the chairman said, the commission must make "vigorous efforts to promote the opening of new means of public discussion" since there are "serious limitations," in terms of available spectrum space, inherent in commercial broadcasting.

The developments he pointed to as offering hope for greater "structural diversity" are those he and others have frequently cited in the past. "We can," he said, "promote new techniques such as CATV, wider use of the available spectrum with UHF, and new economic bases for new programs with subscription TV and educational broadcasting.

"This is ample challenge to our individual and collective talents," he added. "If we succeed we will indeed be carrying out Congress' instruction to 'encourage the larger and more effective use of radio in the public interest.'"

others), reportedly pulled out of a deal to purchase the station because they needed the capital for the Burlington stations. Mr. Siegal, whom Faberge announced was hired to head its proposed new communications division, also has been hired by the new owners of KCBH as president of the new licensee, Able Communications Inc. Able is wholly owned by Messrs. Marx and Lufkin.

The commission in announcing the approved sale said Able intends to file an application to buy 80% of Vermont New York Television and Vermont New York Broadcasters, licensees of WVNK-TV and WVNK-FM, respectively. Terms of that deal have not been disclosed.

Mr. and Mrs. Crawford, previous owners of KCBH, are among the applicants for the facilities of KRLA(AM) Pasadena, Calif., which is an interim operation.

One major company reportedly offered \$3 million for an FM station in a top-10 market, but the offer was rejected ("Closed Circuit," Dec. 8, 1969).

The vote granting the sale was 4-to-1, with Commissioner Nicholas Johnson the lone dissenter and Commissioner H. Rex Lee not participating.

FCC sidesteps ruling on CATV overbuilding case

A complex situation involving a CATV operator who removed a competitor's cables and other property has been referred to the Federal Trade Commission by the FCC.

Acting on a request by Midwest Video Corp., for an interpretive ruling, the FCC said the communications aspects of the case should be resolved at the local level.

It added, however, that the FTC might want to consider possible unfair trade practices.

The problem began with overbuilding in Bryan, Tex., where Midwest and a competing firm, Community Cablevision Corp., do business.

Midwest notified the commission that Community Cablevision, after obtaining an order for its service from a customer of Midwest, had the customer send a notice to Midwest "to remove within ten days the cable and other property . . ." on the customer's premises.

Midwest said it was informed that Community Cablevision proceeded at once to remove Midwest's property despite the 10 days' notice and despite a contractual provision that only Midwest is authorized to handle its cable and property. Midwest asked the commission for an indication of its views

as to whether the practice is consistent with public-interest considerations applicable to overbuilding situations.

The commission said that the overbuilding situation in Bryan has already led to other controversy involving Community Cablevision and that while it has neither a general policy concerning such activities nor a specific rule, it has instituted general proceedings to see what "over-all federal rules or policies should be adopted in the area of overbuilding."

The commission said this is part of

the problem of federal-state regulation in the CATV field. "Any present direct regulatory action, both from the standpoint of considering the character of the franchise holder and specifying the terms and conditions of competition between systems, remains for resolution at the local level," the commission added.

The commission said that whatever action another agency such as the Federal Trade Commission may find appropriate is not precluded by last week's decision.

Fishburn seeks CATV rights

Fishburn Communications Co., broadcast consulting firm, Bronxville, N.Y., has filed franchise applications for CATV systems in Bronxville, Eastchester, Scarsdale, Tuckahoe and White Plains, all in Westchester County, New York. Junius R. Fishburn, president, said a minimum of 24 channels will be available for near and distant TV signals, local and county TV interests, FM and auxiliary services. This is the firm's first CATV application.

In warmer markets, hottest growth

That's summary of new census reports for SMSA's above 500,000 population

Population shifts to warmer-climate cities in the Southwest, South and Far West were confirmed last week by the Census Bureau in releasing 1970 figures for the 66 biggest metropolitan areas. The trend had been clearly indicated in the release the week before of figures for the top-30 standard metropolitan statistical areas (SMSA's) (BROADCASTING, Sept. 7).

Audience measurement firms said the new information indicated no drastic changes in the estimates they have been using as base data.

In the top-30 SMSA's these were the

areas with the biggest rates of increase between the 1960 and 1970 census counts: Anaheim-Santa Ana, Calif., over 100%; San Jose, Calif., 64.6%; Houston, 38.1%; Dallas, 37.5%; Atlanta, 35%.

The next 36 SMSA's, together with the top-30 figures, are the metropolitan areas having 500,000 or more inhabitants. Of these last 36, the area of Fort Lauderdale-Hollywood, Fla., increased 83.3% since the 1960 headcount. And the Phoenix area gained slightly over 45%; Fort Worth, 32.1%; Tampa-St. Petersburg, Fla., 29.4%, and Sacra-

mento, Calif., 28.2%.

Spokesman at research firms, however, said this data would have no immediate effect on samples of major rating services since samples are drawn on the basis of telephone listings and are periodically updated on the basis of census projections. The same source did state that "the new census material is bound to improve all research samples in the long run, simply because it is more nearly current than the old census data."

The metropolitan areas with populations of 500,000 or more follow:

1970 rank	Standard metropolitan statistical areas	1970 census (preliminary)	1960 rank	1960 census	% change 1960-1970	1970 rank	Standard metropolitan statistical areas	1970 census (preliminary)	1960 rank	1960 census	% change 1960-1970
1	New York	11,409,739	1	10,694,633	8.7	36	Providence-Pawtucket, Warwick, R.I.-Mass.	900,569	30	821,101	9.7
2	Los Angeles-Long Beach, Calif.	6,970,733	3	6,038,771	15.4	37	Rochester, N.Y.	875,636	34	732,588	19.5
3	Chicago	6,893,909	2	6,220,913	10.8	38	San Antonio, Tex.	863,669	38	716,168	20.6
4	Philadelphia	4,773,804	4	4,342,897	9.9	39	Dayton, Ohio	842,147	35	727,121	15.8
5	Detroit	4,161,660	5	3,762,360	10.6	40	Louisville, Ky.-Ind.	819,057	36	725,139	13.0
6	San Francisco-Oakland, Calif.	3,068,403	6	2,648,762	15.8	41	Sacramento, Calif.	802,187	45	625,503	28.2
7	Washington, D.C.-Md.-Va.	2,874,609 ¹	10	2,076,610	38.4	42	Memphis, Tenn.-Ark.	767,050	40	674,583	13.7
8	Boston	2,730,228	7	2,595,481	5.2	43	Fort Worth, Tex.	757,105	50	573,215	32.1
9	Pittsburgh	2,382,477	8	2,405,435	—1.0	44	Birmingham, Ala.	729,984	37	721,207	1.2
10	St. Louis, Mo.-Ill.	2,331,371	9	2,104,669	10.8	45	Albany-Schenectady-Troy, N.Y.	710,714	42	657,503	8.1
11	Cleveland	2,043,797	11	1,909,483	7.0	46	Toledo, Ohio-Mich.	685,387	44	630,647	8.7
12	Baltimore	2,043,667	12	1,803,745	13.3	47	Akron, Ohio	673,485	47	605,367	11.3
13	Houston	1,958,491	15	1,418,323	38.1	48	Hartford, Conn.	657,104	52	549,249	19.6
14	Newark, N.J.	1,845,348	13	1,689,420	9.2	49	Norfolk-Portsmouth, Va.	633,142	48	578,507	9.4
15	Minneapolis-St. Paul	1,805,081	14	1,482,030	21.8	50	Syracuse, N.Y.	629,190	51	563,781	11.6
16	Dallas	1,539,372	20	1,119,410	37.5	51	Gary-Hammond-East Chicago, Ind.	628,969	49	573,548	9.7
17	Anaheim-Santa Ana-Garden Grove, Calif.	1,408,969	39	703,925	100.2	52	Oklahoma City	623,592	54	511,833	21.8
18	Seattle-Everett, Wash.	1,404,432	21	1,107,213	26.8	53	Honolulu, Hawaii	613,114	56	500,409	22.5
19	Milwaukee	1,393,260	17	1,278,850	8.9	54	Fort Lauderdale-Hollywood, Fla.	612,006	66	333,946	83.3
20	Atlanta	1,373,629	24	1,017,188	35.0	55	Greensboro-Winston-Salem, High Point, N.C.	598,905	53	520,249	15.1
21	Cincinnati	1,373,103	18	1,268,479	8.2	56	Jersey City, N.J.	597,061	46	610,734	—2.2
22	Paterson-Clifton-Passaic, N.J.	1,341,702	19	1,186,873	13.0	57	Salt Lake City	565,717	63	447,795	26.3
23	Buffalo, N.Y.	1,336,601	16	1,306,957	2.3	58	Omaha, Neb.-Iowa	538,718	61	457,873	17.7
24	San Diego	1,310,837	23	1,033,011	26.9	59	Allentown-Bethlehem-Easton, Pa.-N.J.	537,388	58	492,168	9.2
25	Miami	1,259,176	26	935,047	34.7	60	Nashville	535,932	59	463,628	15.6
26	Kansas City, Mo.-Kan.	1,240,575	22	1,092,545	13.5	61	Grand Rapids, Mich.	535,700	60	461,906	16.0
27	Denver	1,240,316	27	929,383	33.5	62	Youngstown-Warren, Ohio	532,826	55	509,006	4.7
28	San Bernardino-Riverside-Ontario, Calif.	1,121,074	31	809,782	38.4	63	Springfield-Chicopee-Holyoke, Mass.	523,502	57	493,999	6.0
29	Indianapolis	1,099,628	25	944,475	16.4	64	Richmond, Va.	515,586	64	436,044	18.2
30	San Jose, Calif.	1,057,032	43	642,315	64.6	65	Jacksonville, Fla.	513,439	62	455,411	12.7
31	New Orleans	1,034,316	28	907,123	14.0	66	Wilmington, Del.-N.J.-Md.	502,977	65	414,565	21.3
32	Tampa-St. Petersburg, Fla.	999,613	32	772,453	29.4						
33	Portland, Ore.-Wash.	992,593	29	821,897	20.8						
34	Phoenix	963,132	41	663,510	45.2						
35	Columbus, Ohio	904,715	33	754,924	19.8						

¹ Includes estimate of 764,000 for the District of Columbia.

IT'S ALL TOGETHER NOW ON CBS



A comprehensive
early evening roundup
of the day's events.
MON.—FRI. 7 PM



Starring Jim Arness,
Amanda Blake,
Milburn Stone and Ken Curtis.
MON. 7:30 PM



Keep your eye on the
bouncing Ball.
With Desi Jr. and Lucie.
MON. 8:30 PM



Sunshine packages
delivered by the happy folks of
Mayberry. Ken Berry stars.
MON. 9 PM



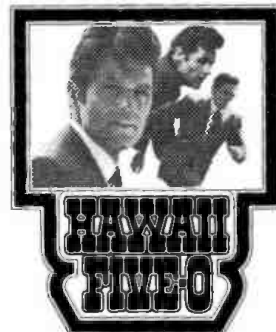
The brightest Day. Lighting up San Francisco with her side-splitting shenanigans.
MON. 9:30 PM



Eddie Albert hasn't made a farmer's wife out of Eva Gabor yet. But he keeps trying.
TUES. NEW NIGHT. 8 PM



The most important issues of the day. Given rounded, in-depth coverage.
TUES. (ALTERNATE) 10 PM



Dial Jack Lord, chief crime fighter of the Islands.
WED. 10 PM



The clown princess. Boiled and obstructed by Harvey Korman, Lyle Waggoner, Vicki Lawrence.
MON. 10 PM



More of the great Nashville sound. Roy Clark, Buck Owens and guests.
TUES. NEW NIGHT. 8:30 PM



Robert Foxworth, Sheila Larken and David Arkin seek justice for the underprivileged.
WED. NEW SHOW. 7:30 PM



Brian Keith and Sebastian Cabot. And, of course, Buffy, Jody and Cissy.
THURS. 7:30 PM



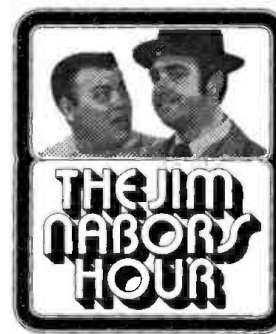
Merv has gone Hollywood! And his new West Coast show is bigger and brighter than ever.
MON.-FRI. 11:30 PM



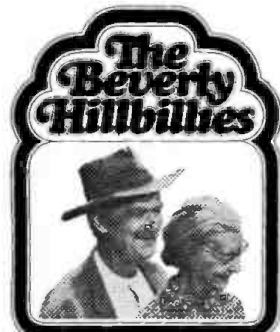
John Forsythe and family are joined by Walter Brennan, as irascible Grandpa Pruitt.
TUES. NEW NIGHT. 9:30 PM



Don Dailey and Julie Sommars. It's capital fun all the way.
WED. NEW NIGHT. 8:30 PM



Love thy Nabors. More lovable than ever. With fun folks dropping by. And Frank Sutton, too.
THURS. 8 PM



Jed has the solution to pollution. But there's a big sink when he plans to take it to Washington.
TUES. NEW NIGHT. 7:30 PM



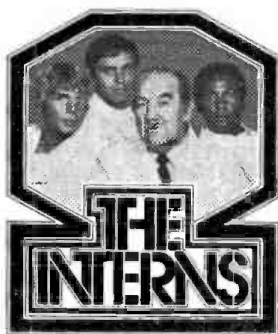
Harry Reasoner and Mike Wallace with features about people, places and things in the news.
TUES. (ALTERNATE) 10 PM



Drama, action, suspense. Chad Everett and James Daly are doctors in residence.
WED. 9 PM



Glenn Ford, member of a power mad secret society. His orders: destroy his best friend. The CBS Thursday Night Movies.
THURS. 9 PM



Christopher Stone, Stephen Brooks and Hal Frederick are young doctors. Broderick Crawford, their chief.
FRI. NEW SHOW. 7:30 PM



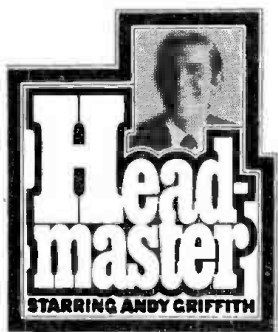
The IMF back in action. Peter Graves and Leonard Nimoy again heading the team.
SAT. NEW NIGHT. 7:30 PM



Mike Connors as the private eye with a sharp bead on criminals. With Gail Fisher.
SAT. 10 PM



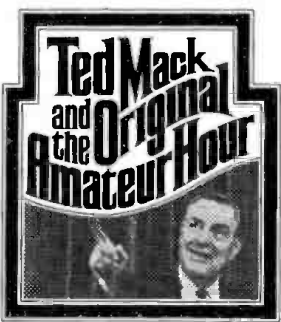
Starting its 23rd year as mecca for the greats of the entertainment world.
SUN. 8 PM



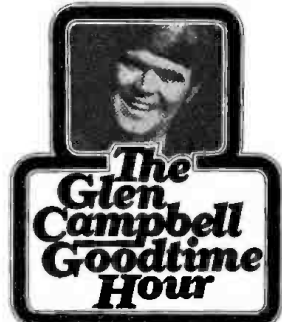
A co-ed prep school is where it's at. Andy's cohort. Jerry Van Dyke.
FRI. NEW SHOW. 8:30 PM



Fred MacMurray with more comic tribulations. William Demarest lends support
SAT. 8:30 PM



More stars of tomorrow from the show where so many got their start.
SUN. 5:30 PM



The delight of Delight, Arkansas with more wonderful songs and guests.
SUN. 9 PM



Can 007 smash SMERSH? Tonight will tell on The CBS Friday Night Movies.
FRI. 9 PM



Herschel Bernardi as a guy who succeeds in business by going way over quota in belly yaks.
SAT. NEW SHOW. 9 PM



Everyone loves putting on the dog when it's Lassie. Back performing heroic deeds.
SUN. 7 PM



Tim heads his own variety show. What happier way to top off the weekend!
SUN. NEW SHOW. 10 PM



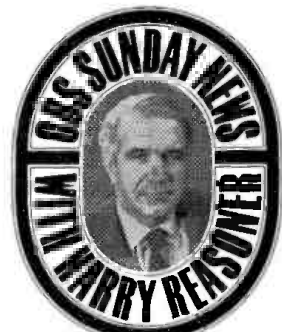
Roger Mudd, backstopped by a truly literate sports reporter, Heywood Hale Brown.
SAT. 7. SUN. 6 PM



Gal Friday Mary in hilarious jams seven days a week. Watch Saturdays and see.
SAT. NEW SHOW. 9:30 PM



Starring Bob Crane, Werner Klemperer and John Banner
SUN. NEW NIGHT. 7:30 PM



Harry Reasoner's roundup of the news is a weekend must.
SUN. 11 PM

Metromedia giveaway gets FCC blessing

Donation of KNEW-TV gives San Francisco ETV group its second on-air station

Metromedia Inc.'s donation of KNEW-TV San Francisco to Bay Area Educational Television Association received FCC approval last week.

The commission said the value of the channel-32 facility has been informally estimated at between \$1.5 million and \$2.25 million.

In authorizing the gift by a 5-to-0 vote (Commissioner H. Rex Lee did not participate), the commission waived its three-year holding rule.

Under the transfer agreement between Metromedia and Bay Area, the latter must continue to use KNEW-TV for educational programming and may assign the facilities only to an organization that will make similar use of the station.

Bay Area, a nonprofit, nonstock corporation, operates KQED(TV) (ch. 9) and KQED(FM), both San Francisco, and holds a construction permit for San Francisco channel 60, KQEC(TV). Mor-

timer Fleishhacker Jr. is board chairman of Bay Area; Richard O. Moore is president.

The FCC said that over 70 educational, cultural and governmental organizations have expressed interest in utilizing KNEW-TV, and that Bay Area anticipates revenues from sources such as schools, foundations, civic groups and government. The nonprofit association also expects to receive funds through production of programs for civic groups and intends to conduct annual fund-raising campaigns, the commission added.

KNEW-TV was founded as KSNB-TV in 1954 by S. H. Patterson, who operated it until it went dark in 1958. It returned to the air in February 1966 as a satellite of KICU-TV Visalia, Calif., owned by his son, Norwood J. Patterson.

In March 1968 S. H. Peeterson sold the station to Metromedia for \$1,210,000.

Metromedia said it has invested \$1.8 million for capital improvements and further substantial sums for the operation of KNEW-TV, but the investment has not produced proper coverage for the area. In announcing the offer four months ago, Metromedia board chairman John W. Kluge said that in evaluating the long-range prospects, Metro-

media felt the station "could better and more rapidly benefit the public if it were operated as a second channel" by Bay Area. However, he added Metromedia was still "deeply committed" to broadcasting in the area with its KNEW(AM) Oakland and KSNB(FM) San Francisco (BROADCASTING, May 18).

AFTRA seeks formula on cassettes and cables

One of the issues skirted when negotiations between the writers and network and movie producers ended in June will be a "vital part of any collective bargaining agreement" between employers and members of the American Federation of Television and Radio Artists. That issue concerns residuals to be paid performers on sales or rentals of television cassettes.

Casey Allen, New York chairman of a special AFTRA committee to look into a possible payment formula, reported to the national board meeting in Hollywood last Wednesday (Sept. 9) on several hardware systems under development. The board then instructed AFTRA's special committee to find a formula that would include royalties on the "sale or rental of cassettes and in the case of CATV, a method of payment based on the number of subscribers to the cable system."

Claude McCue, executive secretary of the Los Angeles local of AFTRA, said negotiations with cassette and cartridge companies would begin as soon as the union had determined its own position.

AFTRA contracts with the networks were concluded in November 1969 and do not expire until November 1972. Mr. McCue said independent negotiations on royalties to be gained from cassette and cartridge use would begin, perhaps by mid-1971.

What's that station really worth?

Blackburn appraisals command respect. To buyers or sellers of a broadcast property, Blackburn's guidance provides important protection against needless risks. Our appraisals are based on accurate market surveys and analysis, potentials, deep knowledge of ever changing markets, and many other factors. A proven record of reliability stands behind each appraisal.

70-1

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BEVERLY HILLS

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Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Changing Hands

Announced:

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

■ KSNB(AM) Seattle: Sold by Riley R. Gibson and others to Philip C. Davis and others for \$550,000. Mr. Gibson owns 56.7% of KYES(AM) Merced, Calif. Mr. Davis and family own KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California. Mr. Davis has interest in 12 CATV systems. KSNB operates on 1590 kc with 5 kw.

■ KKUA(AM) Honolulu: 81% sold by Manning Slater and others to H. G.

How to make a movie 460 feet underwater.

Last year, Humble sent 15 geologists in a mini submarine to the bottom of the Gulf of Mexico for a firsthand look at what's down there. Natural resources—oil, for instance—are being depleted on land and we constantly look for new sources.

Our scientists went 100 miles offshore and as deep as 460 feet to take what are believed to be the first videotapes ever recorded—successfully—from a submarine.

This experiment showed that tiny submersibles can help Humble find oil. And they can help others. From them men can map the ocean floor, test water pressures, study marine life. They can help find and develop new sources of food, fresh

water and minerals that lie beneath the sea. Some day, as a result, man may live, work and play on the bottom of the sea as easily as he does on land.

We're glad Humble could provide some of the first pictures of this frontier of the future. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

Oil & Refining Company . . . Where you get all the extras.

A house of fine repute



for drinking, lunching and drinking.

THE French Quarter

Americana of New York, 7th Avenue
between 52nd and 53rd Streets

Our luncheon buffet from noon. Loaded with
Creole specialties. All you can eat. \$2.75. Big
drinks, fancy hors d'oeuvres until 2 a.m. New
Orleans piano from 7 p.m. You shouldn't have
any reservations about coming. Just drop in.

Spotmaster

Tape Cartridges



All lengths and sizes stocked — fast
service — highest quality

Series	Type	Time at 7½ ips	Unit Price
300	20 sec. (13')		\$ 2.00
300	40 sec. (25')		2.05
300	70 sec. (44')		2.10
300	100 sec. (63')		2.20
300	140 sec. (88')		2.35
300	3½ min. (132')		2.50
300	5½ min. (207')		2.90
300	8½ min. (320')		3.70
300	10½ min. (394')		3.90
300	empty cart.		1.60
600	16 min. (600')		6.25
600	empty cart.		2.80
1200	31 min. (1163')		10.45

Also: DL cartridges (for Spotmaster
delay machines), bulk tape, tape-tags
and other accessories.

ANY ASSORTMENT—NO MINIMUM ORDER

BROADCAST ELECTRONICS, INC.

A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910

Ship line is listed as Magnuson contributor

Senator Warren Magnuson (D-Wash.), was the recipient of \$1,000 in illegal campaign contributions from a ship line, according to secret Justice Department files that leaked last week.

Senator Magnuson is chairman of the Senate Commerce Committee, which has a hand in approving subsidy programs to American cargo and passenger ships. The senator is one of a number of key members on House and Senate committees unofficially reported last week to have received contributions for varying amounts from American President Lines and Pacific Far East Lines.

The two concerns were fined \$50,000 each, the maximum penalty under the Corrupt Practices Act, which forbids campaign donations by corporations. The Justice Department withheld the names of the legislators involved because, government attorneys pointed out, there was no indication that they knew the contributions to be illegal.

FCC mulls easing of fees for satellite construction

The FCC will reconsider its proposed \$50,000 flat fee for granting initial satellite earth-station construction permits, according to a letter from commission Chairman Dean Burch to Senator Mike Gravel (D-Alaska).

The senator earlier had voiced "serious concern" that the fee might pose an obstacle to implementing an Alaskan communications satellite system. He pointed out that small Alaskan earth stations eventually will cost less per unit than the \$50,000 fee suggested by the FCC (BROADCASTING, Aug. 17).

Mr. Burch answered that he agreed "some provision should be made in the commission's schedule of fees to recognize the predicted growth of small and relatively inexpensive earth stations for which the present \$50,000 construction permit fee would be inappropriate."

Senator Gravel also said he had received a favorable response on the matter from Commissioner H. Rex Lee.

Speakers are set for AWRT area conferences

The annual "call to conference" of the American Women in Radio and Television Inc. has been issued to 2,500 members across the U.S., Canada and Mexico, and will begin with the Western area session in Great Falls, Mont., Sept. 25-27.

Each conference marking AWRT's 20th anniversary includes workshop sessions and addresses by prominent personalities in broadcasting and related

fields. Among this year's scheduled speakers are New York Governor Nelson A. Rockefeller, due at the Northeast conference; Esther Edwards of Motown Records, at the East Central area meeting; and Dr. Paul Nappenburger of the Fernbank Science Center, at the Southern area conference.

The conferences are scheduled as follows:

West Central area, Omaha, Oct. 2-4; Northeast area, Syracuse, N.Y., Oct. 2-4; East Central area, Detroit, Oct. 16-18; Southwest area, Lubbock, Tex., Oct. 16-18; Southern area, Atlanta, Oct. 23-25; Philadelphia chapter, Cherry Hill, N.J., Oct. 30-Nov. 1; and the Western area session in Montana.

ABC asks FCC for OK to change FM calls

ABC has filed applications to change the call letters of all of its FM stations, the FCC announced last week.

The move is in line with ABC's plan to make the operations of its FM stations independent of its AM outlets through increased attention to news and public affairs, and a general revision of their progressive-rock format (BROADCASTING, Aug. 10).

ABC asked the commission to change the call letters of its KXYZ-FM Houston to KAUM-FM; WXYZ-FM Detroit to WDAI-FM; KQV-FM Pittsburgh to WQVE-FM; WABC-FM New York to WRIF-FM; WLS-FM Chicago to WXAI-FM; KGO-FM San Francisco to KSFX-FM, and KABC-FM Los Angeles to KLA1-FM.

Media notes:

ABC Radio signs four ■ WNPS(AM) New Orleans and WWGO(AM) Erie, Pa., have joined the American Information Radio Network as affiliates. WGAR(AM) Cleveland has become an affiliate of the American Entertainment Radio Network.

Swing to written word ■ WCIU-TV Chicago, UHF channel 26 outlet which has found daytime success with its six-hour *Stock Market Observer* format, enters the publishing field with a new monthly newsletter, *The Business Channel*. Annual subscription is \$25 and initial circulation is 3,000, according to J. William O'Conner, president. The only advertising will be free "plugs" for major WCIU-TV accounts, he said.

Talent guide ■ New directory of radio-TV commercial talent in the Chicago area as well as program and production firms and related service industries has been published by Chicago Unlimited, 203 North Wabash, Chicago, local communications promotion group. Representative union production cost scales are included. Price: \$1.50.

Fearnhead, R. S. Wilson and Lloyd Martin for \$405,000. Sellers own KRAK-(AM) and KRAQ(TV), both Sacramento. Sale of KRAQ to Grayson Television Inc. for \$26,800 is pending FCC approval. Mr. Fearnhead owns 19% of KKVA and will own 33 1/3% following FCC approval. He also has interests in Oakhurst, Calif., CATV system. Mr. Wilson was former vice president-general manager of KXTV(TV) Sacramento. Mr. Martin owns 77% of general contractor. KKUA operates on 690 kc with 10 kw.

■ **KWUN(AM)** Concord, Calif.: Sold by Concord Radio Broadcasters Inc. to William Adler for \$235,000. Concord is headed by Norman Kestner, president. Mr. Adler was former general manager of WEAU(AM) Evanston, Ill. KWUN is a daytimer on 1480 kc with 500 w.

■ **KBMY(AM)** Billings, Mont.: Sold by Kenneth Nybo and others to Howard L. and Stanley G. Enstrom for \$210,000. Mr. Nybo is president and general manager of KBMY. Messrs. Enstrom each own 50% of applicant for new AM at Wheaton, Ill. H. Enstrom is a consulting engineer. KBMY is full time on 1240 kc with 1 kw day and 250 w night.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 75).

■ **KNEW-TV** San Francisco: Donated by Metromedia Inc. to Bay Area Educational Television Association (see page 44).

■ **KCBH(FM)** Los Angeles: Sold by Arthur A. and Jean E. Crawford to Louis Marx Jr. and Dan W. Lufkin for \$1.6 million (see page 39).

■ **WKIP(AM)** and **WSPK(FM)** both Poughkeepsie, N.Y.: Sold by Oliver Lazare and Gerald T. Arthur to Olympian Broadcasting Corp. for \$100,000 plus up to \$500,000 indebtedness and Lance Communications Inc. for \$125,000, respectively (see below).

Debts could hike price of Poughkeepsie outlets

The sale of WKIP(AM) and WSPK(FM) both Poughkeepsie, N.Y., by Star Broadcasting Corp. has been granted by the FCC. The price paid by Lance Communications Inc. for the FM is \$125,000. Olympian Broadcasting Corp. is paying \$100,000 for the AM and could pay up to \$500,000 more to cover debts of the facility.

The commission, in a separate action, reduced to \$7,500 a \$10,000 fine against

Star for numerous technical violations and falsification of logs.

Star is owned by Oliver Lazare, 66 2/3%, and Gerald T. Arthur, 33 1/3%.

The AM buyer, Olympian, is owned by William F. Schnaudt, president (25%), Fairleigh S. Dickinson and Henry P. Becton (each 35%) and Herbert R. Jordan, treasurer (5%). Mr. Schnaudt is president and Messrs. Dickinson and Becton are each 26% owners of WNJU-TV Newark-Linden, N.J., sale of which for \$8.1 million is pending commission approval. Messrs. Dickinson, Schnaudt and Jordan own 70%, 25% and 5%, respectively, of WMVB-AM-FM Millville, N.Y. Mr. Dickinson is a Republican state senator for Bergen county, N.J.

Lance Communications, FM buyer, is owned by Alford H. and Robert E. Lessner, president and vice president-treasurer, respectively (each 32%); Lorraine Lessner, chairman of the board (15%); George Lessner, secretary-vice president (16%), and Robert A. Outer, vice president sales (5%). Robert and Alford Lessner each own 30% of WBNR-(AM) Beacon, N.Y. George and Lorraine Lessner each own 20% of WBNR.

WKIP operates on 1450 kc with 1 kw day, 250 w night. WSPK is on 104.7 mc with 5 kw.

Georgia broadcasters are also vote getters

Two former broadcasters have become successful candidates for public office.

Hal Suit, who resigned his post as news director of WSB-TV Atlanta to seek the Republican nomination for governor of Georgia, last week soundly defeated Comptroller General Jimmy Bentley. Thursday results showed Mr. Suit to be polling over 60% of the votes against Mr. Bentley's 35%.

Mr. Suit's lopsided victory seems to emphasize that a broadcasting background can be a big plus for potential political candidates. Mr. Suit, also a newscaster for WSB-TV, said in a *New York Times* interview that "the important thing is that 250,000 women ate lunch with me every day for seven years. And that a half-million people had me in their living rooms every night for 10 years."

In another election last week, Dawson Mathis, former news director of WALB-TV Albany, Ga., polled the highest number of votes among four candidates for the Democratic nomination for the House seat being vacated by Representative Maston O'Neil (D-Ga.). He will face Harry Wingate, an attorney, in a Sept. 23 runoff for the nomination.

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2 Ohio broadcasters deny blacks' charges

Columbus petitions refute claims that eight stations don't meet community needs

Two owners of stations in Columbus, Ohio, last week fired back at a coalition of local black groups which is seeking denial of their license renewals.

The petitions were filed with the FCC earlier this month by the Columbus Broadcasting Coalition and seven other groups against WBNS-AM-FM-TV; WCOL-AM-FM, WTVN-AM-FM and WBUK-FM. They charged the stations with failing to adequately ascertain the needs of the black community, failing to provide enough black programming and discriminating against blacks in employment (BROADCASTING, Sept. 1).

Last week's opposition to the petitions was filed by WBNS TV Inc., licensee of WBNS-TV, and RadioOhio, licensee of the WBNS radio stations. Both licensees are owned by Robert H. Wolfe and family. An opposition petition also was filed by Great Trails Broadcasting Corp., licensee of the WCOL stations. Taft Broadcasting, owner of WTVN-AM-TV and WBUK-FM, has not as yet filed a protest to the petitions to deny.

The licensees of the WBNS stations termed all of the allegations "unwarranted."

Specifically, they pointed out that their community needs committee had "extensive contacts with leaders representing many groups in the Columbus area, including groups in the black community. Such contacts are continuous."

It also was pointed out that WBNS-TV had broadcast interviews with The Afro-Set and Afro-Am and The Committee, who are among the groups filing the petitions to deny.

The licensees said allegations they carried black programming mostly in "fringe hours" were distortions. They also termed "unwarranted" the allegation that the weekly program on WBNS-TV on job opportunities was uninformative and misleading. It was explained that the information on qualifications for specific jobs is supplied by the Ohio Bureau of Employment Services and most of the jobs described require few or no special qualifications because the program is geared toward disadvantaged people with little education or job training.

"The licensees are deeply concerned about the problem of unemployment in the black community. They intend to increase programming emphasis on this specific problem in the near future, and

for so long as it remains acute," they said.

In answer to a charge that the WBNS radio stations rarely play music by blacks, the licensees said the stations "select musical artists on the basis of artistic merit and consistency with an established format" and not on the basis of race.

The licensees also stated that they do not discriminate against blacks in employment and in fact "have made and will continue to make substantial efforts to recruit black personnel."

Answering allegations that the pending license applications propose a decrease in news, public affairs and other programming, the licensees stated the percentage figures are minimums and they anticipate that actual programming in those categories will be about the same as during the current license period.

In its opposition petition, Great Trails Broadcasting said many of the statements made by the coalition are "broad generalities and rhetorical questions which are incapable of a specific response." It stated that it had interviewed a number of Negro organizations on community needs and had found the needs included urban renewal, employment, education, control of drug abuse and higher wages for the low-skilled. "These are hardly needs which would have been discovered by an 'upper middle income Anglo-Saxon' approach," Great Trails said. It added that, like Afro-Set, the WCOL stations are trying to influence the young away from dope pushers. The stations have broadcast programs and conducted off-the-air activities on this subject and propose to continue the broadcasts, Great Trails added.

Answering charges that the WCOL stations discriminate in employment, Great Trails said it has two black AM announcers, a black news editor who appears on the AM and the FM station, and is paying the tuition for secretarial

training for a black female employee.

In the area of news and public affairs, the coalition had alleged that on the WCOL stations "there is more time devoted to telling 'about' the news and surrounding advertising than is given to actual news presentation." This charge is not supported by example, Great Trails said.

Great Trails also cited a number of public affairs programs and spots geared toward blacks that had been carried by the WCOL stations.

In addition to the Columbus Broadcasting Coalition, Afro-Set, Afro-Am and The Committee, the groups opposing the renewals of the stations are the Columbus Civil Rights Council, the local branch of the National Association for the Advancement of Colored People, the Black Forum and Black Efforts for Soul in Television.

\$30-million money bill for CPB passes House

The House by voice vote last week passed the Corp. for Public Broadcasting Financing Act without amendment.

The measure (H.R. 17982) authorizes a CPB appropriation of \$30 million, plus up to \$5 million in additional funds which must be matched by money from non-federal sources. The appropriation bill, for the fiscal year ending June 30, 1971, now goes to the Senate which may either accept the House version—and thus send it to the President for his consideration—or ask for a Senate-House conference to seek a middle ground.

Following House passage, CPB President John Macy said the bill's passage by unanimous consent was "a sign of the sentiment in the House toward public broadcasting." He added, "comments on the floor indicated that the House generally agrees that some plan of permanent financing for public broadcasting should be forthcoming in the next year."

Monagas will head NAEB minority-affairs office

William G. Harley, president of the National Association of Educational Broadcasters, announced last week the formation of an Office of Minority Affairs within NAEB to "sensitize the staff and membership to the obligations and opportunities for serving minority concerns and interests."

Initially, Mr. Harley said, the office will move to "promote the employment of minority group members, to help gain minority representation in the governing structures of educational broadcasting, to encourage educational

broadcasters to provide suitable programming resources to minority groups, and to encourage the establishment of special educational programs by institutions of higher education and community groups."

Named as director of the new office was Lionel J. Monagas, assistant program director and executive producer of black programming at noncommercial WHYY-TV Philadelphia.

Mr. Monagas joined WHYY-TV in 1958 after being with WTOP-TV Washington. He is president of the Philadelphia Black Communicators and a member of the National Association of Black Media Producers, a group he helped to found.

Color video tape is everywhere

It's now all but universal medium in U.S. TV, according to new survey by RCA and Reeves

All but 11 of 558 commercial TV stations in the 205 measured TV markets are equipped to broadcast color from video tapes, according to a report being released today (Sept. 14) by Reeves Production Services.

The report says that 547 stations, or 98%, are equipped for high-band or low-band color video tapes—80% with high-band tape equipment and 18% with low-band color facilities. Eleven others, 2% of the total, are reported to have only black-and-white low-band, slant-track or no tape equipment.

Reeves also reported that of 363 stations in the top-100 markets, only seven are not color-tape equipped. The seven were listed as KIKU-TV Honolulu, a channel 13 independent, which was also identified as the only VHF station in the group without color-tape facilities; WARD-TV Johnstown, Pa., a CBS-TV outlet on channel 56, said to be the only network affiliate in the top-100

markets without color-tape equipment, and WCIU-TV Chicago, WFAN-TV Washington, WMET-TV Baltimore, WANC-TV Asheville, N.C., and KAIL-TV Fresno, Calif., all UHF outlets and independents.

The report says that 97% of the stations in the top-10 markets and 98% of those in all the market groupings are color-tape equipped. A similar Reeves study two years ago found the comparable percentages to be about 94% in each of those market groupings through the top-150 and 92% in the entire 205 markets.

The proportion of stations with color-tape facilities in the top-10 and 11th-through-20th markets was 97, slightly below average because, Reeves said, these markets tend to have more UHF outlets and U's are sometimes slower to install color-tape equipment.

Considered in groups of 10, markets with the lowest percentages of stations having color-tape equipment, according

to the Reeves report, were those ranked 191-200 (70%) and those ranked 181-190 (83%), while the five markets at the lower end of the study (201-205) were shown with 80%. No other groups fell below 92%. At the other extreme, all commercial stations were reported to have color-tape equipment in markets ranked 21-40, 51-60, 91-130 and 141-160.

The 558 stations in the survey were said to be the "primary"—not satellite or booster—commercial stations in the 205 markets.

Reeves authorities said the equipment data was compiled in cooperation with RCA and is incorporated in Reeves's second *Television Station Directory*, to be published Wednesday (Sept. 16), Reeves Production Services, 304 East 44th Street, New York 10017. Price will be \$5 plus taxes.

Some of the summary highlights follow:

Cumulative Market Summary									1968	1970		
		1968	1970	Top-205 markets:								
Top-10 markets:				Hi- and lo-band color video tape					92	98		
Hi- and lo-band color video tape				94.6%	97%	Hi-band video tape					71	80
Hi-band video tape				91	92	Lo-band color video tape					21	18
Lo-band video tape (color)				3.6	5	B&W lo-band, slant track or no tape					8	2
B&W video tape, slant track or no tape				5.4	3							
				Survey by Markets								
Top-30 markets:				Percent of all stations							Other or none	
Hi- and lo-band color video tape				94	98	Market #'s	Color tape	Hi-band	Lo-band			
Hi-band video tape				93	94	1-10	11.2%	97%	92%	5%	3%	
Lo-band video tape (color)				1	4	11-20	8.4	97	94	3	2	
B&W video tape, slant track or no tape				6	2	21-30	6.8	100	97	3	—	
						31-40	6.2	100	94	6	—	
Top-50 markets:						41-50	6.9	98	82	16	2	
Hi- and lo-band color video tape				94	98	51-60	5.2	100	93	7	—	
Hi-band video tape				87.5	92	61-70	5.5	97	88	9	3	
Lo-band color video tape				6.5	6	71-80	5.1	96	79	17	4	
B&W lo-band, slant track or no tape				6	2	81-90	5.0	96	86	10	4	
						91-100	4.4	100	80	20	—	
Top-100 markets:						101-110	4.8	100	74	26	—	
Hi- and lo-band color video tape				94	98	111-120	5.2	100	79	21	—	
Hi-band video tape				82	90	121-130	4.8	100	74	26	—	
Lo-band color video tape				12	8	131-140	3.4	94	52	42	6	
B&W lo-band, slant track or no tape				6	2	141-150	4.1	100	57	43	—	
						151-160	2.9	100	63	37	—	
Top-150 markets:						161-170	2.3	92	69	23	8	
Hi- and lo-band color video tape				94	98	171-180	2.5	92	50	42	8	
Hi-band video tape				81	86	181-190	2.2	83	58	25	17	
Lo-band color video tape				13	12	191-200	1.8	70	40	30	30	
B&W lo-band, slant track or no tape				6	2	201-205	.9	80	40	40	20	

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New appraisals due of TV-set 'dumping'

But Japan's set makers are not likely to modify prices of their products

Contrary to earlier expectations, Japanese television-set manufacturers were reported last week to be disinclined to change their pricing or sales policies in the wake of "dumping" charges leveled by the U.S. Treasury Department last month.

However, Japan's Ministry of International Trade and Industry is examining Japanese exports to this country after Japanese Vice-Minister Yoshihisa Ojimi ordered a review of those exports showing unusually high growth which are sold here at prices below those charged in Japan for the same items (the practice known as "dumping").

On Sept. 1 the Treasury Department made a tentative finding that Japanese set makers had been dumping their products. Named in the Treasury indictment were Matsushita Electric Industry Co., Tokyo Shibaura Electric Co., Hayakawa Electric Co., Hitachi Ltd. and Sony Corp., although the order was understood to be applicable to all Japanese sets and components imported into this country.

Under the "antidumping" statute, the Treasury Department has to make a determination that dumping has in fact taken place within 90 days of its Sept. 1 tentative finding. If the department finds that dumping has indeed occurred, the matter is referred to the U.S. Tariff Commission, which must in turn determine by March 1, 1971, that injury has been incurred by domestic manufacturers. If that finding is made, Treasury then imposes a special duty on imported Japanese sets to equalize the damage. If no damage is found, the matter is dropped.

In the meantime, import assessment on all Japanese sets entering the U.S. after Sept. 1 is being withheld by U.S. Customs, making it virtually impossible to determine a price for selling a set in this country since the levy may not be known until next summer. This is expected to slow imports in the interim.

Late last month Japanese manufacturers moved to stave off the Treasury's action by disclosing details of their pricing policies and asserting that there was practically no difference between retail prices of color sets sold here and those sold to Japanese consumers. (On the other hand, there is said to be a \$45 differential on the manufacturer's price.)

The Electronic Industry Association

of Japan has reportedly asked the Japanese government to appeal the U.S. action to the international General Agreement on Tariffs and Trade (GATT).

The Treasury's action followed (belatedly) a formal complaint filed in 1968 by the Tube Division of the U.S.'s Electronic Industries Association. However, the only U.S. company that has publicly objected to the alleged dumping is Zenith Radio Corp., whose chairman, Joseph S. Wright, testified on the subject before the House Ways and Means Committee last June.

Domestic-label TV, radio sales to dealers drop

Distributor sales of domestic-label radio and television sets to dealers last month trailed August 1969 purchases, except for FM sets, the Electronic Industries Association reported today (Sept. 14).

EIA figures reflected that total TV set sales during August were down 21% over the same period last year, with black-and-white set sales running 14% behind 1969 totals and color sales down 22.3% on a year-to-date basis.

Total radio set sales lagged behind August 1969 totals by 10.6%, although FM set sales registered a 6.5% gain. Total radio set sales were down 17.5% on a year-to-date basis.

EIA reported these year-to-date sales totals:

Television		
	1970	1969
Color	2,651,953	3,412,032
Monochrome	2,678,953	3,114,653
Total	5,330,906	6,526,685
Radio		
AM home	2,846,355	3,620,318
FM home	1,792,380	2,296,947
Auto	5,628,489	6,523,929
Total	10,267,224	12,441,194

EIA lists speakers for conference on 'broadband'

The Electronic Industries Association's satellite telecommunications subdivision has assembled an impressive roster of speakers for a program on "The Future of Broadband Communications and Satellites," scheduled in San Francisco Oct. 12 during EIA's fall conference.

The day-long session will emphasize the interconnection of broadband facilities via satellites as well as by other methods.

The line-up:

William B. Gross, program manager, General Electric Co. ("The Technology of a Broadband Network"); Ralph Lee Smith, author of "The Wired Nation" ("Social and Economic Impact of the Wired Nation"); Dr. K. G. McKay, vice president-engineering, American Telephone & Telegraph Co. ("Broadband Evolution of Common Carriers"); Irving B. Kahn, chairman and presi-



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dent, Teleprompter Corp. ("A National Cable Net"); John D. Goeken, president, Microwave Communications of America Inc. ("Special Carrier Systems—Customized Broadband").

Also, Louis B. Early, assistant for policy development, Communications Satellite Corp. ("Satellite Links—A Necessity"); Bernard Strassburg, chief, Common Carrier Bureau, FCC ("The Regulatory Environment"); Dr. Charles P. Smith, director of management systems, State of California ("A Large State and Broadband Communications"), and Dr. Ruth Davis, director, Lister Hill National Center, National Library of Medicine ("Broadband Communications to Support Health Care").

The session will be moderated by James W. McNabb, chairman of the satellite telecommunications subdivision.

Dest Data unveils its image enhancer

Seven-month-old Dest Data Corp., Sunnyvale, Calif., last week announced its first product: the Dest Data VRE 100 image enhancer. The enhancer, according to a company spokesman, packs more lines across a given area of the screen at the expense of other areas.

The enhanced area, 10% to 20% of the viewing screen, is also movable vertically by the operator. Within the area, a magnification ratio of 2-1 vertically is also possible.

The company says the image enhancer is designed for easy interface to popular black and white CCTV cameras and monitors, but also could be used by CATV and broadcast stations where displays of alphanumeric data are required.

The VRE 100 is available in a stand-alone configuration or may be rack-mounted. It lists for \$1,200 FOB and includes installation instructions and cable for a 20-foot separation of camera and monitor.

Senator wants AT&T off board of Comsat

Gravel is concerned over advantages a 'competitor' has by being on the panel

Legislation proposed by Senator Mike Gravel (D-Alaska) that would force the American Telephone & Telegraph Co. to give up its three seats on the Communications Satellite Corp. board and divest itself of its 29% interest in Comsat is reportedly being circulated among cabinet agencies in an effort to drum up support for the action.

Senator Gravel feels that AT&T's influence within Comsat represents a threat to free competition. In remarks on the Senate floor last week he commented: "There is no question that AT&T has access to important cost information and marketing strategy that otherwise would be denied a competitor. . . . As things stand now, the cable-versus-satellite issue is not one of free competition. Instead, it is like playing with a set of loaded dice. The public has no chance but to come up snake eyes on the first throw."

A proposed draft accompanying one of two letters sent by Senator Gravel to Richard W. McClaren, the Justice Department's antitrust chief, calls for 12 members of the Comsat board to be elected annually by the stockholders after Jan. 1, 1971, and calls for the barring of Comsat stock ownership by communications common carriers after Jan. 1, 1972.

AT&T is the single largest holder of Comsat stock out of a total of some 100 communications firms collectively holding 36.5% of the stock under the Communications Satellite Act of 1962. It holds 2.9 million shares which it bought in 1963 for \$58 million. It also holds three of the four board seats assigned to the communications industry.

The fourth seat is held by George S. Beinetti, president of the Rochester Telephone Co., who represents independent telephone companies on the board.

Under the original plan of the satellite act, six of Comsat's directors were elected by the stockholders, six represented communications firms, and three were appointed by the President.

Domestic and international common carriers were to own 50% of Comsat and the public the remaining half under the original terms of the satellite act, with the shares owned by communications firms based on their probable use of the communications satellite system.

About a year ago, legislation was enacted stipulating a reduced number of directors representing the communications firms as their stockholders declined. The legislation followed the sale by International Telephone & Telegraph Corp. of most of its Comsat holdings.

Teletronics offering cassette services

Teletronics International, New York, which offers studio facilities and post-production services to TV commercial producers, is expanding into the area of production for the video-cassette market.

George Gould, president, said Teletronics now is in the process of completing joint venture agreements with four independent producers, under which they would provide creative concepts and Teletronics the facilities and technical expertise. Programs for the cassette market are expected to be ready the summer of 1971, he said, with projects in development including a celebrity sports production, a children's series, and a youth-oriented entertainment documentary.

He said Teletronics also is negotiating with the Sony Corp., AVCO Corp. and Panasonic Corp. to provide duplicating services in the video-cassette field.



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Technical topics:

Cohu amplifiers explained ■ Cohu Electronics Inc., San Diego, has prepared a six-page brochure describing three distribution amplifiers for use in broadcast or closed-circuit television applications. The data sheet lists specifications on sub-carrier, pulse and video-distribution amplifiers. The two-color brochure includes 15 photographs and is available from Cohu at Box 623, San Diego 92112.

Moving Day ■ Innovative Television Equipment has moved from Los Angeles. New Address: Box 681, Woodland Hills, Calif. 91364. Telephone: (213) 888-9421.

Disagreement is not personal attack

FCC makes that judgment in rejecting
Port Authority charges against WNBC-TV

WNBC-TV New York may have offended the Port of New York Authority in the station's *Probe Report* series, but the FCC last week ruled that it has met its fairness obligations. At issue was the Port Authority's charge that licensee NBC violated the fairness doctrine and the personal-attack rules in the station's four-part series.

The programs entitled "The 51st State" were part of the 6 p.m. news during March. The four parts totaled 30 minutes and consisted of an analysis of operations, policies and programs of the Port Authority.

The Port Authority complained to the commission that WNBC-TV violated the personal-attack rules by stating that the Port Authority's facilities are a "dazzling empire," that its marine terminal programs represent broken prom-

ises to the City of New York, that the Port Authority is more interested in money than in people, and that the Port Authority has not performed the function for which it was created—to develop the port as a whole.

Regarding the personal-attack complaint, the commission pointed out that it has "made clear before that strong disagreement, even vehemently expressed, does not constitute a personal attack, in the absence of an attack upon character or integrity."

The commission added that while the programs clearly contained controversial issues of public importance and were "sharply critical of the Port Authority's exercise of its mandate," NBC had offered the Port Authority a total of 35 minutes to express its views. The Port Authority rejected the station's

offers for time to respond, maintaining that the programs would not reasonably counterbalance NBC's original programs.

The commission acknowledged that the time periods were not identical with the original broadcasts, but stated that the difference was not deleterious. The commission added that "the total time afforded the Port Authority may be greater than that afforded its critics."

CBS show probes CATV future

Cable TV and how it could change the American way of life will be the subject of "If Cable TV Comes to Your House," a segment of CBS News' *60 Minutes* show tomorrow (Sept. 15, 10-11 p.m., EDT) on CBS-TV. Among those featured with CBS News corre-

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- the 13th station out of 124 stations in ABC Week-end News, Sat., 10-10:15 pm.
- the 74th station out of 197, on CBS's prime time list from 6:30-10 pm, Sun.-Sat. We're ahead of CBS stations in Honolulu (the 49th ranking market) and Youngstown, Ohio (the 59th ranking market).

Source: Network Program Audience Report, Average Week Audience, Estimates based on Oct. 23-Nov. 11, 1969, NSI All-Market Cycle, Metro Area Population rankings from SRDS '68 Data 1/1/70

If those figures aren't enough to impress you, just check ARB's figures for KNOE . . . you'll find our station **DOUBLES its competitors in almost every daypart in TV Households, Total Persons, Adults 18+, Total Women and Total Men.***

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spondent Mike Wallace on the show, are FCC Chairman Dean Burch; Kenneth Cox, former member of the FCC; Irving Kahn, president of Teleprompter, a major Cable-TV operator, and Fred Friendly, TV consultant with the Ford Foundation.

New controls on phone-in programs?

That idea, hatched at FCC, brings round of complaints from irate broadcasters

Comments from radio broadcasters last week were unanimously unfavorable toward an FCC proposal that would require licensees to set up stricter controls on their telephone-interview programs.

Under the commission's proposed rule, radio and TV stations would be required to record all such programs and make the recordings available to interested parties for 15 days. They would also have to ascertain in advance of broadcast the correct name and address of each caller.

"We must be careful not to 'restrict' the expression of public opinion right out of existence." That was a repre-

sentative comment from WDUN(AM) Gainesville, Ga. The station said adoption of the proposal would be "the death blow for talk programs and talk stations." Forcing callers to give their names and addresses would "scare away close to 75% of the participants," WDUN said.

WKEI-AM-FM Kewanee, Ill., stressed that requiring the average small station to check the authenticity of callers before the program is aired "is not only useless and inviting cranks, but would destroy the spontaneity of such programming."

Most of the commenting stations cited the financial hardships on stations that would have to hire additional personnel to conduct the verification procedure. In addition, the majority said they had been running telephone-interview programs for several years and had experienced few if any problems with the conduct of participants. Some of them stated they use a seven-second delay device to allow the moderator to "clip" any undesirable comments.

KLAD(AM) Klamath Falls, Ore., said the commission had overlooked three basic problems with verifying names and addresses of callers—unlisted numbers, many calls in rural areas from pay phones and business extensions in homes that are not listed in the telephone directory under the caller's name.

KCOW(AM) Alliance, Neb., suggested several alternatives—exclude small market stations from the rules, make the rules apply only to stations with controversial talk shows, or require only those stations which program telephone talk shows more than one hour a day to record and hold such programs.

WFVA-AM-FM Fredericksburg, Va., urged the commission to make an exception for "genuine" public-affairs programs where the station specifies and maintains control over the subject matter.

Other comments objecting to the proposal were filed by KPRL(AM) Paso Robles, Calif.; KIRX(AM) Kirksville, Mo.; WEAQ(AM) Eau Claire, Wis.; WPMB(AM) Vandalia, Ill.; WASR(AM) Wolfeboro, N.H., and KGBX(AM) Springfield, Mo.

Forms production firm

Otis Conner Jr., who has been working in production accounts for radio and TV in Dallas the past year, has formed his own radio and TV production firm there. Address: Commercial Productions Inc., 921 Expressway Tower, Dallas, Tex. 75206. He will write and produce commercials, direct original music scores, and write and produce records for Chart Records of Nashville, in addition to his commercial productions.

Salazar inquest gets pool coverage in L.A.

The unprecedented television coverage of the coroner's inquest into the death of Ruben Salazar continues this week in Los Angeles. Using a pool system, all the VHF stations have taken turns broadcasting the morning and afternoon sessions of the hearing.

Using cameras and crews from KNBC-TV, the coverage began Thursday morning (Sept. 10) on KNXT(TV) and continued that afternoon on KNBC. Friday's telecasts were shared by KTLA(TV) in the morning and KABC-TV in the afternoon. The coverage will continue to rotate around the VHF dial according to channel number with today's (Monday's) broadcasts originating on KHJ-TV and KTTV(TV). The hearing is expected to continue at least through the remainder of the week.

KMEX-TV, where Mr. Salazar was news director, is broadcasting the entire hearing with Spanish announcers providing translations of comments and testimony. Noncommercial KCET(TV) is also airing a delayed video-tape version of the day's activities at 7:30 each night.

Mr. Salazar was killed by a tear-gas projectile after covering riots in the East Los Angeles, Mexican-American district (BROADCASTING, Sept. 7). Dr. Davis Katsuyama of the Los Angeles county coroner's office said the cause of death was a projectile which entered the left side of Mr. Salazar's head causing a skull fracture and cerebral destruction. Dr. Katsuyama fixed the time of death at between 4:30 and 6:30 p.m. on Aug. 29.

NAB, recorders' project eyes radio disk needs

The National Association of Broadcasters and the Recording Industry Association of America have undertaken a joint project designed to match radio stations with the kinds of records they want. The NAB-RIAA liaison committee is sending to all radio stations a questionnaire to determine which types of records each station should receive.

The survey is designed to improve the recording companies' service to the stations, to eliminate the mailing of unwanted records, and to provide broadcasters with information on where to send requests for service, complaints and other matters.

Among the questions asked of stations are what kinds of records they play, how they obtain recordings, the number of hours per day each kind of music is played, which record representatives are in contact with them,

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and what kinds of complaints they have about specific recording companies.

The questionnaire is seen as an initial step toward developing better liaison between the record and radio industries. In the second phase, stations will be given cards which they are to fill out whenever they change formats or designate a different person to receive recordings. The cards will be returned to NAB, which in turn will inform the record manufacturers.

Lottery, logging draw \$9,000 fine for AM

Brennan Broadcasting Co., former licensee of WAPE(AM) Jacksonville, Fla., was fined \$9,000 by the FCC last week for broadcasting lottery information and failing to log sponsors of paid announcements for dance promotions. Maximum fine for violation of the commission's rules is \$10,000.

The commission charged that in February 1969 WAPE broadcast announcements advertising drawings for two automobiles to be given away to persons attending dances advertised by the station. The commission also charged the station with failure to show in the program log the identity of persons paying for announcements on its *Dance Calendar* program.

Brennan Broadcasting did not deny the essential facts in the forfeiture notice, the commission said, but requested that its liability be reduced to an unspecified amount.

The commission said it appears that whatever "policies" the licensee may have had were not effectively enforced at WAPE because of "laxity in management and supervision." "It is clear," the commission added, "that the logging violations . . . were but one manifestation of serious malfeasances occurring at the station."

The commission concluded that there is "no sufficient basis for the grant of its request for reduction" of the forfeiture liability.

New Mobile Color firm opens

KTVR-TV Phoenix and Mobile Color Inc., Austin, Tex., have formed Mobile Color of Arizona. Housed in a 35-foot van, the facilities include control room equipment, a color video tape recorder, four color cameras and an independent power supply.

Mobile Color in the past has originated broadcasts of NBC-TV baseball games, ABC's PGA golf tournament and NCAA football. Mobile Color also has handled production for ad agencies, networks, education TV, government agencies and industry. Offices are at 1101 North Central Avenue, Phoenix.

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Engineering service. He has a "hot line" to RCA's Field Engineers. Call him any time you need their services. Call even if you need help in servicing our competitor's equipment!

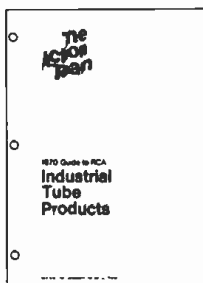
Quality. You know the story. He stocks the finest.

In power tubes, for example, brand preference studies by leading electronic publications have listed RCA as the first choice of professional designers year after year!

Inventory. The widest. Power tubes, rectifiers, vidicons, image orthicons. Think of his establishment as your tube warehouse. For all practical purposes, that's what it is!

Need more reasons? Call your local RCA Broadcast Tube Distributor. For starters, ask him for the new 1970 Guide to RCA Industrial Tube Products, or write: RCA Electronic Components, Commercial Engineering, Dept. 23I-14 Harrison, N. J. 07029.

P.S. Your RCA Broadcast Tube Distributor is also the man to call for RCA Starmaker Microphones.



RCA

TV, radio cover skyjacking story

Specials, newscasts report events over Europe and Middle East

Broadcast newsmen hustled last week to provide coverage of the airliner hijackings over Europe and the Middle East.

ABC-TV, starting with a bulletin interruption Sunday (Sept. 6) carried reports daily via satellite. ABC Radio covered the events on its regular news broadcasts.

CBS-TV broadcast a special for Wednesday (Sept. 9) from 11:30 p.m. to 12 midnight EDT, entitled "The Hijack Conspiracy." *The Merv Griffin Show*, regularly scheduled to start at 11:30 p.m., was shown from midnight to 1 a.m. CBS-TV newscasts also were heavily saturated with overseas reports via satellite. CBS radio covered the events on its regular newscast and a special, *Twenty Minutes Over Cairo*, broadcast last Tuesday.

A spokesman for NBC said that as of Thursday afternoon, NBC-TV had carried 17 satellite transmissions, rang-

ing from points in Europe to locations in the Middle East. NBC News presented a special TV report last Monday, from 11:30 p.m.-12:26 a.m. EDT, *Hijack! Hostages In The Sky*, and provided coverage on NBC Radio throughout the week.

Mutual carried a special broadcast of the United Nations National Security Council when it met Wednesday afternoon. MBS kept the public informed with its daily hour and half-hour newscasts, and its 23-minute *World Today*, aired at 6:36 and 8:06 p.m., consisted mainly of news concerned with the hijackings and related events. Mutual carried actualities direct from Beirut and Geneva, as well as from Washington.

Spokesmen for United Press International Audio in New York said voiced reports from points abroad—such as Beirut and London—were serviced to stations frequently during the crisis.

National Educational Television presented taped highlights of the special UN Security Council meeting, in a one-hour broadcast Wednesday, from 10 to 11 p.m.

It also presented the views of two experts in the fields of diplomacy and aviation: Henry Trewett, Newsweek diplomatic correspondent, and Robert Serling, former UPI aviation editor and author.

9 ABC cameras to cover Monday-night grid games

Costs for ABC Sports' prime-time color series, *NFL Monday Night Football*, will be 25% higher because of ABC's first-time use of two complete production units for football, ABC said last week. One unit will be responsible for live coverage; the other, for such special techniques as isolated camera, instant replay, stop-action, slow-motion and split-screen.

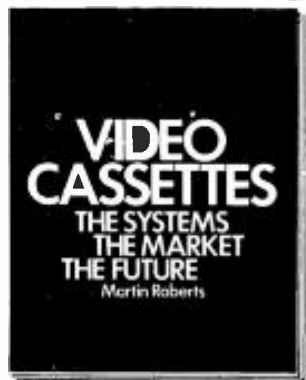
Nine cameras will be placed around the stadium: two at the 50-yard line, one at each of the 30-yard lines, two on mobile devices, one at the end-zone, one hand-held, and another for graphics (to superimpose names and statistics).

Chet Forte is over-all producer-director of the series, starting next Monday (Sept. 21), and is responsible for all nine cameras.

Dennis Lewin, associate producer, also will produce the coverage supplied by the special second mobile unit. Lou Volpicelli will direct cameras providing special technical effects.

The games will be televised live for 13 consecutive weeks to Dec. 14 from 9-11:45 p.m. NYT. The first contest will be between the New York Jets and the Cleveland Browns.

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Program notes:

'Press' moves ■ Starting Sept. 20, NBC News' *Meet The Press* will be on NBC-TV at 12:30-1 p.m., instead of 1-1:30 p.m. NYT. Time change is caused by scheduling of American Football Conference games on NBC-TV. The show will return to its normal time period at the end of the football season.

Boone reprises Lincoln ■ Richard Boone, who played Abraham Lincoln in "The Rivalry" on Broadway, relives the life of the 16th President in a documentary being readied for NBC-TV by David L. Wolper. *Who Killed Abraham Lincoln?* will concern itself with the mysteries and aftermath of the President's assassination. The program will air Feb. 12, 1971.

In-depth service ■ UPI Audio Network, New York, is offering two 30-minute special documentaries on Diana Oughton, killed in an explosion at a Weatherman bomb factory in New York. Entitled *Journey Into Terror*, the programs trace Miss Oughton's life. UPI will transmit the first segment Thursday (Sept. 10) for release Sept. 14. The second part will be sent Monday (Sept. 14) with Sept. 16 release date.

Boxing on TV ■ Live, via satellite from San Juan, P.R., the 15-round World Lightweight Boxing Championship bout

between Ismael Laguna of Panama and challenger Ken Buchanan of Scotland, the British lightweight champion, will be carried on *ABC's Wide World of Sports* Saturday, Sept. 26, 2:30 to 4 p.m., EDT.

Plaza will release 14 films for TV use

Plaza Pictures, New York, plans to place 14 motion pictures into TV release following their theatrical exhibition and to become active in co-production of television series and specials.

Hal Golden, former president of ABC Films and now vice president for television at Plaza, told a news conference in New York on Tuesday (Sept. 8) that the company plans to place the 14 films into theatrical release over the next year and said the features will be available for TV within 18 months of theater distribution. The first three films to be offered for theater showing are "Dead of Summer," starring Jean Seberg; "The Battle of El Alamein," co-starring Frederick Stafford, Michael Rennie and Robert Hossein, and "A Detective," starring Franco Nero and Florinda Bolkan. The films were produced abroad in English.

Mr. Golden said he is now exploring co-production TV projects with producers here and abroad for the 1971-72 season. Sig Shore is president of Plaza, which holds rights to more than 225 recreational sports video subjects.

Changing Formats

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

■ **WGAR(AM)** Cleveland — Nationwide Communications Inc., effective Sept. 9, switched from a middle-of-the-road, "old established personalities-type format," to contemporary music. Celebrating 40 years in broadcasting this year, the AM facility recently was reaching an audience of 50-year-olds and older. John Lund, director of marketing and programing, said the station began looking for alternative programing about six months ago. An experiment with rock music lasted one week, followed by a "total request" format for another week. From the telephoned requests and an extensive community survey, the new format was developed. Mr. Lund said three-fourths of music played now is "million sellers" from the past 15 years. FM affiliate **WNCR(FM)** Cleveland, previously a good-music station, has been programing

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The cumbersome four or more piece FM monitoring systems are going. Belar Monitors do a more accurate job, as totally integrated one, two or three-piece systems. The FM Frequency and Modulation Monitor measures both frequency deviation and modulation functions—the only unit to do both. The Stereo Frequency and Modulation Monitor has everything built in—phase discriminator, exclusive 19 kHz frequency meter, and test functions. The SCA Frequency and Modulation Monitor is the only one that monitors four separate subcarriers.

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progressive rock since July 15. WGAR is on 1220 kc with 50 kw. WNCR operates on 99.5 mc with 31 kw and an antenna height of 410 feet.

■ WKPE(FM) Cocoa Beach, Fla.—Bucks County Radio, effective Aug. 24, changed from a full-time middle-of-the-road automated format to progressive rock from 6 p.m. to 12 midnight. AM affiliate WRKT programs MOR during the day and "big band music from the 1930's" at night. Christopher M. Young, president and general manager, said the switch resulted from a "depressed economy" in his area. He

added that by diversifying into specialized formats, needed revenue could be realized by attracting advertisers previously uninterested in MOR. WKPE operates on 104.1 mc with 30 kw and an antenna 165 feet above average terrain.

NBC-TV's 100 specials top networks' output

NBC-TV, for the second consecutive year, will present more than 100 specials during the 1970-1971 season. In

making the announcement, Don Durgin, NBC-TV president, said the number exceeds the combined specials of both CBS-TV and ABC-TV.

In the fourth quarter of 1970 alone, NBC has scheduled 32 special telecasts. This compares with 15 for CBS and 12 for ABC. Spokesmen for CBS and ABC said, however, that scheduling could change to increase these totals.

The fourth quarter schedule of specials for NBC began with the Sept. 8 telecast of *Civilisation: A Preview*, and will close with the Dec. 31 *Orange Bowl Parade*.

Promotion

Conservation begins at home for broadcasters

When the Cornhusker Television Corp. stations program on behalf of natural-resource conservation, they are preaching what they practice. But this becomes apparent only to those who travel to the transmitter sites of KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska.

When Cornhusker in 1955 acquired 120 acres of land 27 miles west of Lincoln for the KOLN-TV tower, it retained 40 acres for buildings and access roads. The balance was leased for farming.

Cornhusker went even further in its conservation. It called on the Department of Agriculture Soil Conservation Service for help in combating a problem of the open plains where temperature and wind velocity produce wind-chill indexes of 45 to 50 below zero.

A 10-row belt of trees and shrubs was planted along the north and west sides of the site. On the windward sides, a row of low shrub-like trees hugs the ground to catch snow. Other species of trees were chosen for inside planting

to attract and protect wildlife as well as to provide berries and other foods.

Cornhusker says that in the 16 years the transmitter site has become a sanctuary for birds and small animals. Engineers Willard Peterson and Leo Opp have moved their families inside the area where they say it is not uncommon to see a brightly-plumed pheasant strut across their lawns.

The KGIN-TV transmitter is just north of Heartwell, Neb., where the same conservation ideas are part of the broadcasting business.

The USDA notes that similar ideas, particularly utilization of transmitter sites for farms, have been put into effect at stations around the country. But it says the Cornhusker Television project "illustrates some of the unheralded work done by broadcasters in many places around the country."

Broadcasters' panel eyes image problem

The special industry-wide public relations committee of the National Association of Broadcasters has started to refurbish broadcasting's tarnished

image—and one factor already is obvious: it's going to take money.

Members of the ad hoc group who met in Washington on Sept. 3 are to return later this month or in early October to decide whether to beef up the NAB's public-relations department or recommend that outside PR counsel be retained.

Members of the 18-man committee have pooled results of surveys they had collected from state broadcasting associations, government officials, religious leaders, advertisers and advertising agencies on what is wrong with broadcasting's image.

At the Sept. 3 meeting, the committee also heard a presentation by Perry Samuels, Avco Broadcasting Corp., designed to prod broadcasters into using their own facilities to tell the industry's story to the public.

At its next meeting, the committee will prepare to make recommendations to the joint boards of NAB, scheduled to meet in January.

The image committee met for the first time last May. Willard E. Walbridge, Capital Cities Broadcasting Corp. and NAB chairman, indicated then that the group hoped to come up with a 10-year public-relations program that probably, he said, would cost considerably more than the current NAB publicity budget of \$900,000.

Promotion tips:

Great outdoors ■ National Rifle Association of America is offering two-set album, "American Outdoorsman with Fess Parker" containing 13 four-minute programs. NRA's second conservation education series is designed to fit any station format, especially outdoor shows, John M. Hightower Jr., NRA coordinator of radio, television and motion pictures, said. Information on recordings: John M. Hightower, NRA,

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Anything for fame ■ David Arlen, in promotion for 40 years in Hollywood, New York and Chicago, is writing a book about the century's greatest off-beat publicity stunts. He invites examples. Address: 230 North Michigan, Chicago 60601.

Beautiful music ■ WDVR(FM) Philadelphia has distributed a double record album by the London Philharmonic to 3,000 advertising agencies around the country. The purpose, according to Leonard Berwick, the station's vice president, is to give ad people a chance to hear the station's sound. The "Music For Beautiful People" album, produced

by Haddon Record Corp., Haddonfield, N.J., under the direction of D. L. Miller, contains 25 contemporary hits.

Radio Night ■ At Portable Radio Night, when the Minnesota Twins were hosts to the Boston Red Sox, 4,697 baseball fans brought their transistor sets to the ball park. The event was sponsored by WCCO-AM-FM-TV Minneapolis-St. Paul. Attendance at Metropolitan Stadium was 19,993 and everyone with a radio received a free set of batteries. In a pregame ceremony, Paul Giel of wcco and George Schweitzer, Eveready division sales manager, presented transistor radios to Twins President Calvin Griffith, Manager Bill Rigney and other members of the Twins team.

International

'Sesame Street' begins international run

Sesame Street, preschool-age children's program created by Children's Television Workshop, New York, goes international today (Sept. 14) when Jamaica Broadcasting Co. begins to carry the educational series. Canada will begin to broadcast it Sept. 28.

In Trinidad and Tobago, the show will be shown twice a day and again in five-hour blocks Saturday and Sunday, or more than 1,000 showings during the coming year.

Michael H. Dann, vice president in charge of CTW foreign distribution, made the announcement during a one-day conference in Kingston, Jamaica, briefing officials on the program's content. The show already is telecast in Puerto Rico and the Virgin Islands.

Chief backers of the series, carried on nearly 250 TV stations in the U.S., are U.S. Office of Education, Ford Foundation, Carnegie Corp. and the Corp. for Public Broadcasting.

'The Shape of the Future' being developed by NET

National Educational Television, New York, in an effort to begin an international television series, is developing *The Shape of the Future*, about the survival of mankind.

The series is being produced under a grant from the Carnegie Foundation for International Peace, the World Peace Foundation, the Foreign Policy Association, the United Nations Association, and other organizations.

Robert Sauber is project director of the series, supervised in the U.S. by NET. Participants have responded so

far from 14 countries, including the Soviet Union, he said.

Efforts now are being concentrated in assembling an international team of filmmakers, writers and scholars to develop different programs in the series. Headquarters for this preliminary step is the World Peace Foundation, 40 Mount Vernon Street, Boston 02108.

Marconi awarded pact for new space station

Marconi Communications Systems Ltd., Chelmsford, Essex, England has been awarded a contract worth about \$5.4 million to design and construct a third space communication aerial system at Goonhilly in Cornwall, England.

The contract from the British Post Office provides that this new station will have at least four transmitters of 10-kw peak power. The station will have a total capacity of 1,800 telephone channels and a color-television channel.

The station will be designed to operate with the Intelsat series of satellites to be launched next year. Goonhilly 3, as it is called, is scheduled for completion in the spring of 1972.

Magnavox purchases 40% of a company in Mexico

Magnavox Co., Fort Wayne, Ind., manufacturer of radios, televisions, phonographs, has bought 40% of the stock of Construcciones Electronicas S.A., Naucalpan de Juarez, Mexico, a consumer electronics-products manufacturer.

R. H. Platt, Magnavox president, did not reveal the purchase price, but said it would be paid mainly in cash. Management of the Mexican firm will remain unchanged, Mr. Platt added.

This is the world's finest and largest selling turntable.



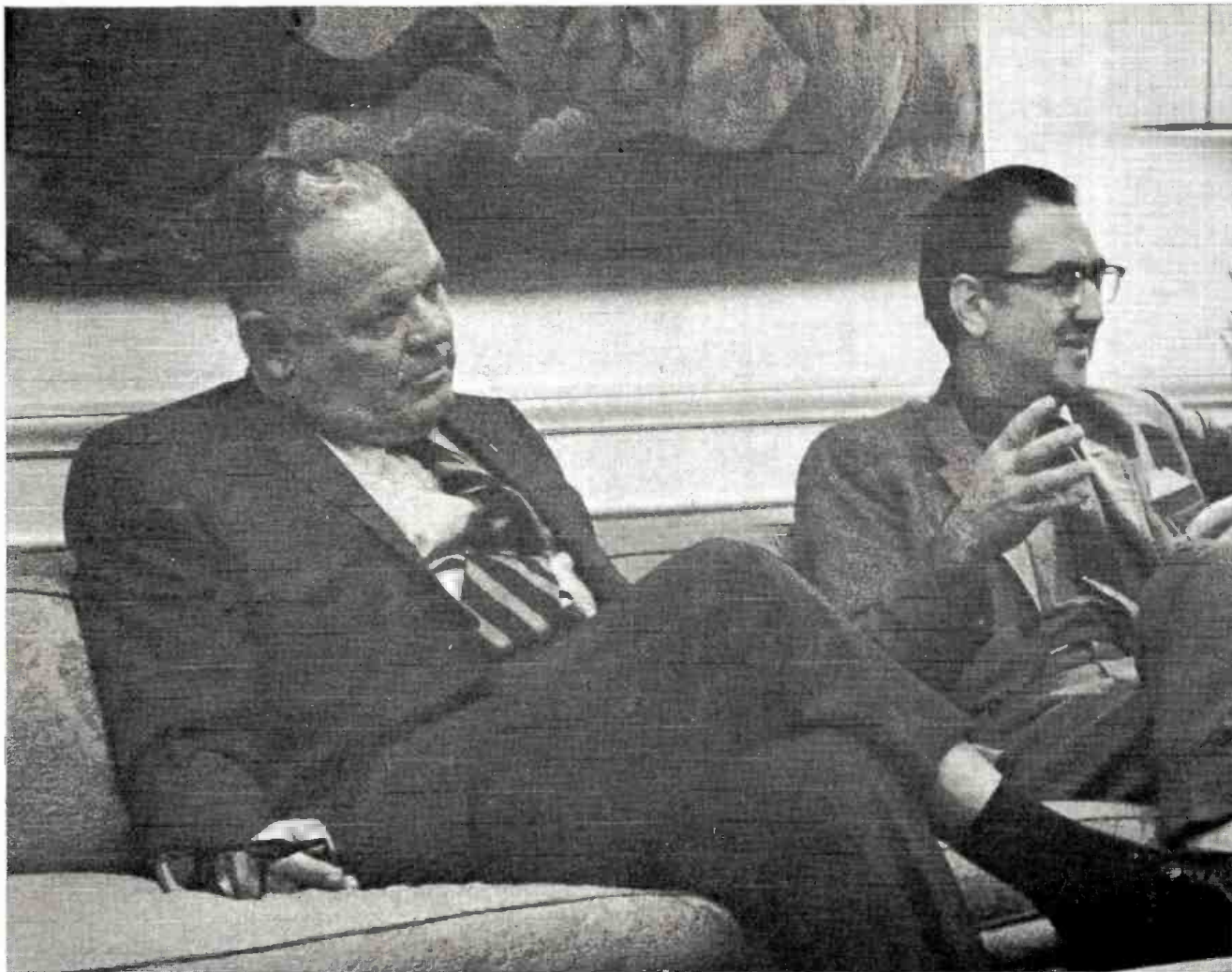
Gates CB-77

For complete details on the CB-77 12-inch turntable, write Gates, 123 Hampshire St., Quincy, Illinois 62301.



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A DIVISION OF HARRIS-INTERTYPE

"If you're in SRDS when he makes that rush buy, that's your last call!"



WCCO's men in charge of sales volume, sales communications and station profits explain how SRDS helps get renewals as well as new business.



Ekstrum: "In SRDS we do special promotion for the buyers. It's a necessity because this is the book they use at all times, when we're not around or our reps are not there. They always have our information at their fingertips. That's what it really amounts to."

Headley: "As I see it, since our market is in the top twenty, usually the buyer already has the market on his list. So the information in Standard Rate editorial columns—in the listings—plus the information we give them in our ads about our strong position in this market must be of value to the buyer. And correspondingly it's got to be of value to us."



Cousins: "When we run information about our programs that have audience participation spots for example, we



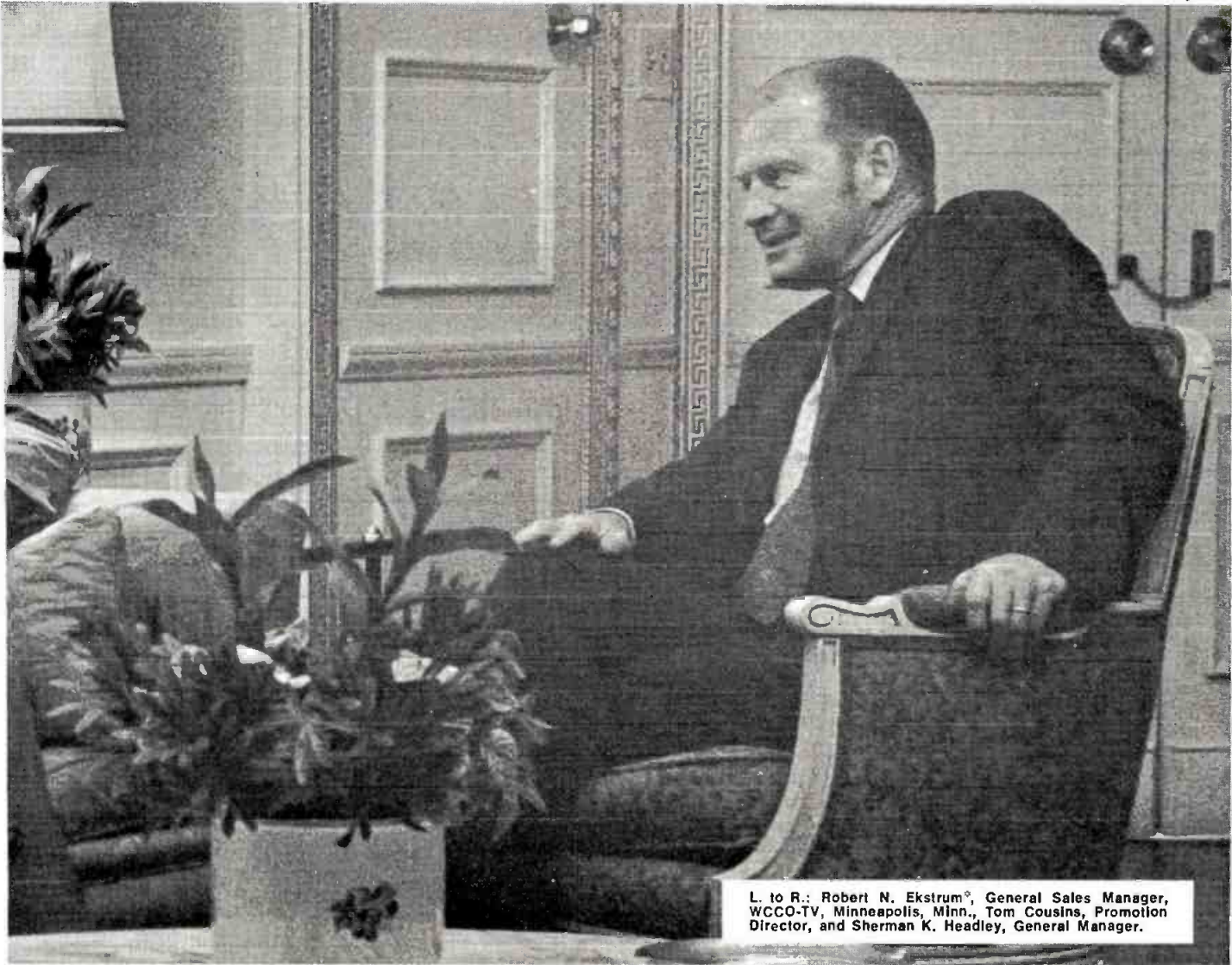
keep updating information about share of audience and demographic breakdowns of the audiences. And we give the sources of the figures, so the SRDS user may check for himself."

Ekstrum: "It is comforting to know we are covered in Standard Rate with information that will help people see how strong we are and that we have appropriate programming that will reach the right segments of the Minneapolis/St. Paul market, no matter what they're selling. When somebody is sweating it out to put together a rush buy for some advertiser, maybe working nights or at home weekends, he's going to have to do the best he can with the information he has, and about all he has with him at times like these are Standard Rate and the rating books. If you're in Standard Rate when he takes it home with him at night to make that rush buy, that's your last chance; that's your last call."



Headley: "I should imagine that having good information in Standard Rate

* Bob Ekstrum passed away unexpectedly on August 13. Knowing Bob, we feel sure he would not want us to cancel publication of this interview, conducted only three weeks before. *Sherman K. Headley*



L. to R.: Robert N. Ekstrum*, General Sales Manager, WCCO-TV, Minneapolis, Minn., Tom Cousins, Promotion Director, and Sherman K. Headley, General Manager.

helps us renew long-time advertisers also. Somebody must have to review all stations used on last year's schedule to see which ones still qualify for the next year's schedule, so it certainly can't do us any harm to be in Standard Rate with a complete description of our coverage and the high share our programs get."



Ekstrum: "Partly because of our 52-week protection policy we have several advertisers who are with us year in and year out. Obviously we give them the audience and the coverage they want so we simply make it easy for them to see, anytime they look in Standard Rate, that we still have it; that, if anything, it gets better every year. They are obviously great believers in continuous, consistent advertising in the media that fit their requirements."

Cousins: "Well, so are we. The consistent advertising job we've done in Standard Rate for so many years may have contributed in some measure to our own success."



Ekstrum: "The usage figures that SRDS provides in their research reports certainly shows that it is used consistently and at all stages of planning and buying so I should think that Sherm is probably right; that what we have in there can help us get renewals as well as help us get new business coming into our market."

Cousins: "We are No. 1 in just about every category you can think of in this market, but we don't think it's appropriate to splash big No. 1's all over our ads. We believe in being conservative in the presentation of our strengths. We think this is the way to use Standard Rate."



Headley: "I call that imaginative conservatism."

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5201 Old Orchard Road, Skokie, Ill. 60076

Stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied com-

panies in its *Official Summary* for July (all common stock unless otherwise indicated):

■ American Television & Communications Corp.—J. F. Gault bought 1,000 shares. B. E. Lovett bought 4,500 shares.

■ Ampex Corp.—W. Blackie bought 500 shares, totaling 1,000. B. A. Olerich sold 1,200 shares, leaving 5,600. A. M. Adams bought \$3,000 worth of 5½% convertible debentures, giving him a total of \$41,000.

■ Avco Corp.—G. K. Funston, as trustee, bought 120 shares of preferred stock, totaling 200.

■ Capital Cities Broadcasting Corp.—P. R. Beuth sold 500 shares, totaling 10,900. R. O. Franklin bought 4,000 shares, totaling 8,000.

■ Columbia Cable System—P. A. Oberbeck, through trading account, bought 6,799 shares and sold 3,480 shares, leaving 1,268. Mrs. Oberbeck bought 500 shares, totaling 1,000.

■ Columbia Pictures Industries—I. M. Felt children bought 200 shares, totaling 400. J. A. Fischer bought 500 shares; he holds 62 shares in retire-

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. 10	Closing Sept. 3	Closing August 27	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	27½	27¼	25½	39½	19½	7,073	178,593
ASI Communications		O	3	2½	2½	7	2½	1,789	4,920
Capital Cities	CCB	N	28½	26½	26½	36½	19½	6,061	160,617
CBS	CBS	N	31½	31	29½	49½	23½	26,512	778,657
Corinthian	CRB	N	27	26½	25½	33½	19½	3,384	87,544
Cox	COX	N	17½	17	16½	24½	10½	5,789	95,519
Gross Telecasting	GGG	A	10½	10½	10	17½	9½	803	8,030
Melromedia	MET	N	16½	23½	15½	22½	9½	5,733	89,549
Mooney*		O	6½	6½	6½	8½	4½	250	1,563
Pacific & Southern		O	11	10½	8½	23	7½	1,636	16,380
Rahall Communications		O	10½	9	9½	16½	6	1,040	9,620
Reeves Telecom	RBT	A	3½	3½	3½	15½	2	2,288	7,711
Scripps-Howard		O	19½	18½	17½	24	15½	2,589	45,955
Sonderling	SDB	A	20½	20½	18½	34½	10½	991	18,205
Starr	SBG	M	8½	9	10	18	7½	461	4,149
Taft	TFB	N	22	19½	19½	29½	13½	3,712	73,312
Total								70,111	\$ 1,580,277
Broadcasting with other major interests									
Avco	AV	N	11½	11½	10½	25½	9	11,469	137,628
Bartell Media	BMC	A	5½	5½	5½	14	3½	2,254	12,104
Boston Herald-Traveler		O	33	27½	27	43	25	574	15,498
Chris-Craft	CCN	N	6½	23½	5½	11½	4½	3,660	21,045
Combined Communications		O	5½	6	6½	16½	6	1,938	11,628
Cowles Communications	CWL	N	3½	4	3½	10½	3½	3,969	13,892
Fuqua	FOA	N	11½	10½	9½	31½	7	6,190	58,000
Gannett	GCI	N	25½	25½	23	29½	18½	7,117	100,492
General Tire	GY	N	17½	17½	17½	20½	12½	18,434	317,987
Gray Communications		O	4	4½	4	7½	4	475	1,900
Lamb Communications		O	3	3½	2½	8	2	2,650	7,288
Lee Enterprises	LNT	A	16	15½	14½	20½	12	1,957	25,930
Liberty Corp.	LC	N	16½	17½	15	21½	13	6,744	118,829
LIN		O	5½	5½	5½	11	3½	2,244	12,342
Meredith Corp.	MDP	N	23½	23½	20	44½	18	2,762	57,312
Outlet Co.	OTU	N	12½	12½	10½	17½	10	1,342	18,117
Ptough Inc.	PLO	N	64½	61½	66½	85	55	6,883	420,689
Post Corp.		O	9	9½	9½	17½	8	713	6,239
Ridder Publications		O	13½	13½	13½	22	9½	6,217	83,121
Rollins	ROL	N	24½	24½	25½	40½	19½	8,034	199,806
Rust Craft	RUS	A	23½	22½	18½	32½	18½	1,159	24,879
Storer	SBK	N	23½	21½	16½	30½	14	4,223	92,906
Time Inc.	TL	N	36½	36½	36	43½	25½	7,257	252,181
Trans-National Comm.		O	½	½	¾	4½	½	1,000	620
Turner Communications		O	2½	2½	3	8½	2½	1,328	3,811
Wometco	WOM	N	19	18½	17½	20½	13½	5,817	98,889
Total								116,410	\$ 2,613,883
CATV									
Ameco	ACO	A	6½	5	5½	18	4	1,200	5,100
American TV & Comm.		O	14½	12	12½	22½	10½	1,775	18,638
Cablecom-General	CCG	A	11½	9½	10½	23½	7½	1,605	15,440
Cable Information Systems		O	2½	2½	3	3	¾	955	2,626
Citizens Finance Corp.	CPN	A	9½	10	10½	17½	9½	994	9,940
Columbia Cable		O	8½	7½	7	15½	6½	900	6,525
Communications Properties		O	8½	8½	6½	10½	6	644	4,669
Cox Cable Communications		O	15	14	13½	24	12	3,550	47,925
Cypress Communications		O	7	7½	7½	17½	8	1,887	14,153
Entron	ENT	A	3½	3	3	8½	2½	1,320	3,788
General Instrument Corp.	GRL	N	17½	16½	15	30½	11½	6,250	90,625
H & B American	HBA	A	20½	19½	18½	30½	12½	5,283	99,690
Sterling Communications		O	3½	4	4½	7½	3	1,100	4,675
Tele-Communications		O	9½	9½	9½	20½	9	2,704	24,336
Teleprompter	TP	A	67½	62	69	133½	46	1,161	72,563
Television Communications		O	6½	6½	6½	18½	5½	2,816	16,896
Vikoa	VIK	A	9½	7½	8	27½	6½	2,228	15,596
Total								36,372	\$ 453,185

ment fund. E. I. Horowitz bought 100 shares, totaling 142; he holds 114 in retirement fund. J. A. Fischer sold \$10,000 worth of 5½% convertible subordinate debentures, leaving \$500.

■ Communications Properties Inc.—J. R. Crosby bought 2,300 shares, totaling 138,400; Mr. Crosby bought \$2,500 worth of 6% convertible subordinate debentures. R. W. Hughes bought 250 shares, totaling 33,963; Mr. Hughes bought \$2,500 worth of 6% convertible subordinate debentures.

■ Cowles Communications—A. G. Glass bought 500 shares, totaling 850. J. F. Harding sold 500 shares, leaving 14,150.

■ Filmways Inc.—H. M. Austin sold 5,000 shares, leaving 10,816.

■ Foote Cone & Belding Communications Inc.—F. E. Delano sold 2,100 shares, leaving 40,671.

■ Fuqua Industries Inc.—J. B. Fuqua bought 500 shares, giving him a total of 392,180. L. D. Rahilly bought 3,600 shares through stock plan, giving him 24,265.

■ General Electric Co.—G. L. Irvine sold 1,000, leaving 6,876.

■ General Instrument Corp.—Herman Fialkov sold 199 shares, leaving 10,000. Harold Rapaport bought 116 shares, totaling 5,833.

■ Grey Advertising Inc.—R. L. Humphreys sold 12,000 shares, leaving 11,300.

■ Gulf & Western Industries Inc.—R. T. Abbot Jr. sold 1,900 shares, leaving 9,550. C. G. Bluhdorn bought 9,000 shares, totaling 418,000; Mr. Bluhdorn sold 27,500 warrants, leaving 40,000. Mrs. F. A. Bond bought 100 shares; Mr. Bond holds 100 shares. E. W. Kelley bought 1,300 shares, totaling 6,200; Prairie Inc., trading through Mr. Kelley holds 400 shares. N. R. Forson sold 2,750 warrants, leaving 6,000; Mr. Forson bought 180 shares of \$3.50 preferred stock, totaling 280. J. J. Shaw sold 4,375 warrants, leaving 8,750.

■ Harris-Intertype Corp.—R. G. Dyke bought 500 shares and sold 834 shares, leaving 3,450.

■ Kansas State Network—Malcolm Miller bought

200 shares.

■ Kaufman & Broad Inc. (CATV)—Donald Kaufman, through trust, sold 5,400 shares, leaving 179,226 held in trust; Mr. Kaufman owns 267,714 shares personally and 1,386 for E & D Investments. S. N. Levine sold 500 shares, leaving 1,814. B. J. Fenmore, through partnership, bought 660 shares.

■ Kinney National Service Inc.—Morris Feld bought 12,180 shares; Mr. Feld sold 6,090 preferred shares, leaving 10,000. J. M. Goodman bought 15,000 shares and sold 10,000 shares, leaving 5,000; Mr. Goodman sold 7,500 preferred shares, leaving 19,304. Bernard Gould bought 1,200 shares, totaling 2,000. M. A. Sweig bought 8,000 shares; Mr. Sweig sold 4,000 preferred shares, leaving 43,754. S. M. Weiss bought 100 shares, totaling 1,580; Mrs. Weiss holds 200 shares as custodian. M. Weintraub sold 2,500 preferred shares, leaving 12,044.

■ Lamb Communications—Lamb Enterprises, in private transaction, bought 786 shares, totaling 2,035,807. Edward Lamb sold 970 shares, leaving

	Stock symbol	Ex- change	Closing Sept. 10	Closing Sept. 3	Closing August 27	High 1970	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	13½	11½	10	31½	8½	5,942	59,420
Disney	DIS	N	100½	105½	102½	158	89½	5,894	604,842
Filmways	FWY	A	8½	7½	7½	18½	5½	1,842	13,576
Four Star International		O	1½	2	2	4	1½	666	1,332
Gulf & Western	GW	N	16½	14½	14½	20½	9½	15,362	218,909
Kinney National	KNS	N	25¼	24½	24	36	20½	10,402	249,648
MCA	MCA	N	18	16	15½	25½	11½	8,195	125,957
MGM	MGM	N	17	15½	16½	29½	12½	5,894	95,778
Music Makers Group		O	2½	2½	2½	9	2½	589	1,620
National General	NGC	N	14¾	13¾	14¼	20½	9	4,910	69,968
Tele-Tape Productions*	TA	N	2½	2½	1½	6¾	2½	2,183	3,536
Transamerica		O	15	14¾	13¾	26¾	11¾	63,630	850,733
20th Century-Fox	TF	N	10½	8½	8½	20½	6	8,562	71,664
Walter Reade Organization		O	4	3½	3½	13½	2½	2,312	8,092
Wrather Corp.	WCO	A	6½	5½	5½	10¾	4½	2,211	11,873
Total								138,594	\$ 2,386,948
Service									
John Blair	BJ	N	14½	14½	13½	23½	10½	2,605	34,516
Comsat	CQ	N	43½	40¾	39	57¾	25	10,000	390,000
Creative Management		O	7½	6¾	6	14½	4½	1,075	5,450
Doyle Dane Bernbach		O	19	20	17½	24½	14	1,924	33,189
Foote, Cone & Belding	FCB	N	7½	7¾	7¾	12½	7¼	2,167	16,794
Grey Advertising		O	7½	7½	7½	13½	6½	1,207	8,896
LaRoche, McCaffrey & McCall		O	9½	10	9½	17	9	585	55,575
Movielab	MOV	A	2½	2½	2½	7½	2	1,407	2,983
MPO Videotronics	MPO	A	7½	7	6½	9½	4½	558	3,415
Nielsen		O	33	34	34½	42	26½	5,299	182,816
Ogilvy & Mather		O	18½	20	18½	22½	15	1,096	20,550
PKL Co.	PKL	A	4	3¾	3¾	12½	2½	743	2,786
J. Walter Thompson	JWT	N	25½	25½	24	36	21½	2,773	66,552
Wells, Rich, Greene	WRG	A	8½	9½	7½	8½	5	1,581	11,652
Total								33,020	\$ 636,174
Manufacturing									
Admiral	ADL	N	8½	8	8½	14½	6½	5,158	42,554
Ampex	APX	N	18½	16½	16½	48½	12½	10,869	175,208
CCA Electronics		O	3	2½	2½	5	1½	800	2,000
Collins Radio	CRI	N	13½	13½	13½	37½	9	2,968	40,424
Computer Equipment	CEC	A	5	3¾	4	12½	3½	2,406	9,624
Conrac	CAX	N	13½	13½	11½	32½	11	1,262	14,664
General Electric	GE	N	80	78¾	78¾	80	50½	90,884	7,154,388
Harris-Intertype	HI	N	47	45½	45½	75	36½	6,357	287,654
Magnovox	MAG	N	37½	32¾	33¾	38¾	22½	16,429	552,345
3M	MMM	N	85½	85	87¾	114¾	71	56,058	4,919,089
Motorola	MOT	N	48	46	46½	47½	31	13,334	616,697
RCA	RCA	N	26½	24¾	24	34½	18½	66,926	1,606,224
Reeves Industries	RSC	A	3	3½	3	5½	2½	3,458	10,374
Telemation		O	8¾	9	9	24	8½	1,080	9,720
Visual Electronics	VIS	A	†	†	†	10¾	1	1,357	2,198
Westinghouse	WX	N	55¾	68½	65½	69½	53½	39,685	2,599,368
Zenith Radio	ZE	N	32¾	32¾	33¾	37¾	22½	19,020	644,207
Total								338,051	\$18,684,540
Grand total								732,558	\$26,555,034

Standard & Poor Industrial Average

90.33

90.09

88.93

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.

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11,750. E. H. Lamb bought 100 shares, totaling 1,075.

■ Lee Enterprises—Mrs. Earl English bought 300 shares; Mr. English holds 500 shares. A. Magnuson bought 100 shares, totaling 600; his wife owns 1,100 shares.

■ Liberty Corp.—J. W. Caney bought 400 class A common shares, totaling 700.

■ Memorex Corp.—J. P. Del Favero sold 2,625 shares, leaving 15. J. C. Fitzgibbons bought 100 shares. P. C. Hale sold 9,000 shares, held personally, by his child and as cotrustee, leaving none.

■ Meredith Corp.—C. W. Aurand bought 100 shares, totaling 500.

■ Metro Goldwyn Mayer Inc.—B. Melniker sold 10,000 shares back to MGM, leaving 7,013.

■ Metromedia Inc.—C. M. Weber bought 300 shares, totaling 2,460; Mr. Weber's family owns 271 shares.

■ Motorola Inc.—C. E. Green sold 800 shares, leaving 320.

■ Movielab Inc.—Benjamin Bloom sold 5,573 class-A common shares, leaving none.

■ Official Industries Inc.—L. C. Lerner bought 600 shares, totaling 640,800.

■ Plough Inc.—H. S. Yenne sold 100 shares, leaving 1,100. R. F. Spindell acquired 144 shares (as annual installment received under contract with former stockholders of Maybelline Co., totaling 467).

■ Publishers Co.—C. W. Lockyer sold 3,400 shares, leaving 28,412.

■ Republic Corp.—G. B. Block sold 50,200 shares, leaving 558,199; Mr. Block holds 255 shares, as custodian.

■ Rollins Inc.—R. R. Rollins bought 6,375 shares, totaling 146,375; he holds 90,000 shares as guardian, 50,000 in trust, 11,600 in foundations and his wife owns 2,724 shares. H. B. Tinnie, as cotrustee bought 200 shares, totaling 48,400; he holds 11,600 in foundation and his wife as custodian holds 24 shares.

■ Sterling Communications Inc.—R. M. Flynn bought 1,000 shares, totaling 3,000.

■ Storer Broadcasting—J. T. Conway bought 100 shares, totaling 4,000. George Haggarty bought

5,000 shares, totaling 16,000. F. W. Sullivan bought 1,900 shares, totaling 14,000.

■ Taft Broadcasting—L. H. Rogers II bought 100 shares, totaling 11,530; his wife holds 800 shares and additional 174 as custodian, 1,212 as trustee.

■ Technicolor Inc.—P. J. Fawler Jr. sold 47,705 shares, leaving none.

■ J. Walter Thompson Co.—D. H. Rice sold 1,039 shares, leaving 900.

■ 20th Century-Fox Film—K. C. McCann bought 100 shares, giving him a total of 570.

■ Walt Disney Productions—G. L. Bagnall sold 100 shares, leaving 512. L. E. Tryon bought 440 shares, totaling 3,500.

■ Walter Reade Organization—A. Floersheimer Jr. sold \$10,500 worth of convertible subordinated notes, leaving \$4,000. S. L. Highleyman bought 200 shares of \$4.55 cumulative convertible preferred stock, totaling 850.

■ Wometco Enterprises Inc.—R. F. Volfson sold 400 class-A common shares, leaving 8,376; through trust, he sold 200 shares of class-A stock, leaving 9,008.

Financial notes:

■ Columbia Cable Systems Inc., Westport, Conn., group CATV operator, has corrected its financial figures for the nine months ended June 30. Previously reporting 1970 net income as \$164,000 and 1969 earnings per share as 4 cents, Columbia's revised report lists \$254,000 in net income for 1970 and 22 cents per share in 1969 (BROADCASTING, Aug. 24).

■ Columbia Pictures Industries, New York, has declared a stock dividend of 3% instead of regular quarterly dividend on the company's common stock. The stock dividend will be paid Nov. 6 to stockholders of record Sept. 18.

Fates & Fortunes

Broadcast advertising

Larry Hoffner, broadcast buyer-media supervisor, Doyle Dane Bernbach, New York, joins Media Corp. of America as VP in charge of network division.



Stanley Schloeder, account executive, Storer Television Sales, New York rep firm, appointed to newly created position of market development manager.

Mr. Schloeder

Walter Thompson, New York, joins TelCom Associates there as VP of research.

John A. Ruggiero, executive art director, Edward A. Falasca, director of communication design center and Leonard Vickers, account supervisor, all with BBDO, New York, elected VP's.

John M. McKendry, manager, client accounting, Benton & Bowles, New York, named VP.

Thomas W. Norsworthy, president,

Norsworthy-Mercer, Dallas agency and PR firm, named chairman of board. Melville M. Mercer, executive VP, succeeds Mr. Norsworthy as president. Will Conboy, formerly VP, Kenyon and Eckhardt, New York, joins N-M as executive VP in charge of marketing.

Robert J. Johnston, national sales manager, WTMJ-TV Milwaukee, appointed TV sales manager.

Theodore Huston, VP Barnes Champ/Advertising, San Diego, named to head new branch office of agency in Tishman Airport Center, Los Angeles.

Gene E. Clark, manager, Jackson, Miss., office of Herbert S. Benjamin Associates, agency, named assistant VP.

James A. Skelly, general manager, WCJW(FM) Cleveland, Storer Broadcasting station, appointed national field representative for Storer Radio division. He will be based in Cleveland.

James Wiley, local sales manager, KOA-TV Denver, appointed general sales manager, wsix-TV Nashville. Both are General Electric stations.

Dr. Donald Kanter, VP, marketing services, Carson/Roberts, Los Angeles, agency, resigns to accept full professor-

ship of marketing at University of Southern California, Los Angeles. He will continue as consultant to agency.

Kenneth R. Better, with Peters Griffin Woodward, New York, appointed regional sales manager for PGW's New York headquarters.

Tami Kuna, copy supervisor, **John Ewing**, commercial producer, and **Michael Paradise**, commercial producer, N. W. Ayer, Chicago, named commercial production supervisors.

Dan McCarthy, with KNTV(TV) San Jose, Calif., appointed regional sales manager for western and Chicago markets.

Richard Jannsen, VP and general manager, KLAC(AM) and KMET(FM) Los Angeles, joins WGAR-AM-FM Cleveland as general sales manager.

Patrick Mazzarella, local sales manager, WGNV(AM) Newburgh, N.Y., appointed general sales manager.

Jim Knight, with WJW-TV Cleveland, appointed local sales manager.

Fritz Manes, with KTVU(TV) Oakland-San Francisco, appointed local sales manager.

Frank A. Mattucci, art supervisor, Bidle Co., Chicago agency, joins Chicago office of Sperry-Boom, Davenport, Iowa, agency, as senior art director.

Louis Del Pizzo, with Compton Advertising, New York, joins Dodge & Delano there as art director.

Media



Jack C. Clifford, president and general manager, KTAR-TV Phoenix, named head of television stations of Combined Communications, Phoenix, group owner of KTAR-TV. He will maintain his post

at station. Managers of KBLU-TV Yuma, Ariz., and KOCO-TV Oklahoma City will report to him. **Robert M. Allingham**, with KTAR-TV, appointed VP and station manager.



J. B. Chase, national sales manager, KOCO-TV Oklahoma City, named VP and general manager of station. He succeeds **Ben K. West**, who resigns to pursue other broadcasting interests including Liberty

Corp., licensee of KBMT(TV) Beau-

mont, Tex., and to form Communico Broadcasting Corp., TV and film production center.



Mr. Cosgrove

be responsible for all CATV operations on West Coast for Tele-Vue, which will become wholly owned subsidiary of Viacom International, new public corporation into which CBS is spinning off its domestic cable interests and worldwide program syndication operation.

Somers K. Steelman, director of finance and business development, U.S. Communications Corp., Philadelphia, appointed VP-administration.

Roy M. Schwartz, general manager of KGBS-AM-FM Los Angeles, appointed to newly created position of station manager of WHN(AM) New York. Both are Storer Broadcasting stations. Mr. Schwartz's new title was earlier reported

Thomas F. Cosgrove Jr., station manager, CBS-owned WBBM-FM Chicago, appointed VP and general manager of Tele-Vue Systems, with headquarters in San Francisco area.

as station operations manager (BROADCASTING, Sept. 7). **Ray Stanfield**, general manager, WRNG(AM) North Atlanta, Ga., appointed general manager, KGBS-AM-FM succeeding Mr. Schwartz.

Robert C. Rohde, sales manager, WPGH-TV Pittsburgh, appointed acting general manager of station, succeeding **Richard C. Rawls**, who resigns.

Linda McDonald, with WAAB(AM) and WAAF(FM) Worcester, Mass., appointed station manager.

John N. Catlett, Midwest manager, CBS/FM Sales, Chicago, appointed station manager, WBBM-FM, CBS-owned station in Chicago.

William B. Humble, manager, WKLM(AM) Wilmington, N.C., joins Wilmington Broadcasting there, licensee of WHSL-AM-FM, as part owner and general manager of stations.

Philip Zoppi, commercial manager, WHCT(TV) Hartford, Conn., appointed general manager, WACE(AM) Chicopee, Mass.

Ed Peters, manager, KFMB-AM-FM San Diego, resigns to form Peters' Production, San Diego, to create radio formats and provide consulting services to automated FM stations.

Dave Willis, with Community Tele-

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Communications, Denver, appointed district manager at large. He will have responsibility for operation of cable systems not currently assigned to specific districts.

Programing

A. Lennart Ringquist, executive VP in charge of sales for Metromedia Producers Corp., New York, is leaving organization with termination date not yet set. No replacement has been named nor were Mr. Ringquist's future plans disclosed.

Joseph L. Marrone, manager, Habousch Co., New York, and Victor Salupo, personal manager, Victor Salupo Management, New York, have been elected president and executive VP, respectively, of Brain Trust there, newly formed multimedia production company.

David B. Fein, formerly program director, WOR-TV New York, appointed director of syndicated production, Screen Gems, New York.

John Atkinson, former program director, WTVD(TV) Raleigh-Durham, N.C., joins WNAC-TV Boston in same capacity.

John Scott, formerly with KLIV(AM) San Jose, Calif., joins WAAB(AM) and WAAF(FM) Worcester, Mass., as program director.

Les Turpin, with KHYT(AM) Tucson, Ariz., joins WCBS-FM New York as program director.

Joe Bogart, music director, WMCA(AM) New York, appointed production director. **Jack Spector**, with WMCA, appointed sports director.

Tandy C. Rice Jr., with Show Biz Inc., Nashville production and distribution firm, resigns to join Moeller Talent Inc., Nashville booking agency, as officer and part owner.

Jack McClenahan, TV program supervisor, J. Walter Thompson, Hollywood, named director, West Coast operations, RME Group, Columbus, Ohio, TV production firm.

Barry Stigers, formerly with Gulf & Western, New York, joins Columbia Cable Systems, Westport, Conn., as director of marketing. He will be involved in development of local origination and planning for selling programs.

William E. Glaeser, with KWGN-TV Denver, joins noncommercial KTEH-TV San Jose, Calif., as assistant program manager.

News

Hy Kurzner, assignment editor and field producer, ABC News, New York, appointed ABC News bureau chief, Saigon. He succeeds **Charles P. Arnot**, ap-

pointed weekend manager, ABC Radio News, New York.

Doug Terry, chief of Austin, Tex., bureau, Interstate Broadcasting Co. (IBC), Dallas-based radio news service for stations in Texas, Louisiana and Mississippi, named managing editor. He succeeds **Bob Jett**, appointed director of public information. Mr. Jett retains his position of sports director.

George Lewis, with NBC-owned KNBC-TV Los Angeles, appointed NBC News correspondent in Vietnam. **Art Kent**, news director, KUTV(TV) Salt Lake City, appointed NBC News correspondent assigned to Saigon bureau.

Jim Bouton, retired baseball player and author, has joined WABC-TV New York, as correspondent. **Bill Beutel**, bureau chief in London for ABC News, returns to New York as co-anchorman of *Eye-witness News*.

Dennis Larson, night editor, WSOC-TV Charlotte, N.C., joins noncommercial WKAR-AM-FM East Lansing, Mich., as news director.

Bob Betts, news director, WOKY(AM) Milwaukee, joins WMIL-AM-FM there as newsmen.

Frank Gaston, formerly with KGLU-TV Galveston-Houston, Tex., joins WFAA-TV Dallas as newscaster.

Al Harrington, reporter, WFMY-TV Greensboro, N.C., joins WDBO-TV Orlando, Fla., as reporter.

Kevin Sanders, formerly with GTV9 Melbourne, Australia, joins news staff of KTLA(TV) Los Angeles.

Equipment & engineering

L. S. Wayman, VP and general manager, Magnasync-Moviola, North Hollywood, Calif., named president. Subsidiary of Craig Corp., Los Angeles, Magnasync-Moviola manufactures magnetic audio recording and film editing equipment for motion pictures and television.

Walter H. Mills, marketing VP, Magnasync-Moviola, named executive VP; **John Erickson**, plant superintendent, named VP, manufacturing.

William D. Dayton, studio technician, WJRT-TV Flint-Saginaw-Bay City, Mich., named technical chief.

Thomas L. Slattery, formerly with Fairchild-Hiller helicopter division, Germantown, Md., joins Kaiser CATV, manufacturers of CATV electronic equipment, Phoenix, as senior manufacturing engineer.

Promotion

Clark L. Pangle, president, Panda Productions, Washington, joins WMAL-TV Washington as assistant manager, public affairs department.

Donald Moffitt and **William Walker**, with Rumrill-Hoyt Public Relations, New York, elected VP's. Mr. Moffitt will be based in New York office and Mr. Walker in Rochester, N.Y., office.

Larry Slawson, art director, WIBW-AM-FM-TV Topeka, Kan., appointed director of promotion and art. He succeeds **Dale Coleman**, who resigns to enter moving and storage business.

Richard O. Berube, PR and publicity executive, Polaroid Corp., Cambridge, Mass., joins WEEI-AM-FM Boston as director of information services.

Melisse Wilcox, traffic manager, KIRO-TV Seattle, joins noncommercial KCTS-TV there as promotion manager.

Ben Halpern, publicity and advertising director, Filmways, New York, joins Universal TV press department there as Eastern manager.

Allied fields

Lee C. Frischknecht, director of university relations and special educational services, Utah State University, Logan, joins National Public Radio, Washington, as assistant to president and director of network affairs.

Alfred P. Chamie, VP and general counsel, Association of Motion Picture and Television Producers, Hollywood, elected national commander of American Legion.

John M. Couric, VP for public relations, National Association of Broadcasters, named chairman of public relations and public information committee, American Heart Association. Mr. Couric also becomes member of board and of executive committee of association.

Frederick L. Gilson, director of international sales planning, CBS Enterprises Inc., New York, named director-international sales.

Deaths

Joseph C. Poire Jr., president, North Central Video, licensee of KWEB(AM)-KNCV(FM) Rochester, Minn., died Aug. 24 following heart attack. He is survived by his wife and two children.

Dr. Percy L. Spencer, 76, retired senior VP of Raytheon, Lexington, Mass., died Sept. 8 at Newton-Wellesley hospital, Newton, Mass. He is survived by his wife, Lillian, and three sons.

Stephen Van Gluck, program director, WVNJ-AM-FM Newark, N.J., died Sept. 4 of heart attack in Mount Sinai hospital, New York. He had been writer for *Gang Busters* and *Mr. District Attorney*. He is survived by his wife, Linda, and daughter.

As compiled by BROADCASTING, Sept. 1 through Sept. 8 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

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, by separate actions, granted petition by Channel 3 Inc. and extended to Aug. 31 time it may respond to Lamar Life's motion for production of documents; granted Lamar Life's motion for production of documents by Civic Communications; denied Civic Communications' motion for protective order; overruled Civic Communications' objection to portion of Lamar Life's interrogatory 3; granted Lamar Life's motion to compel answer, granted in part and denied in part Lamar Life's motion for production of documents by Jackson Television Inc., and Jackson Television's request for protective order; and granted Lamar Life's unopposed motion for production of documents by Dixie National Broadcasting Corp. (Docs. 18845-9). Actions Aug. 26 and 31.

Other actions

■ Review board in Homewood, Ala., TV proceeding, granted petition for extension of time, filed Sept. 2, by Birmingham Broadcasting Co. (Docs. 15461, 16760-61, 16758). Action Sept. 4.

■ Review board in Miami, TV proceeding, granted joint motion for extension of time, filed Sept. 2 by Post-Newsweek Stations, Florida Inc., Greater Miami Telecasters Inc. and Chief, Broadcast Bureau (Docs. 18889-90). Action Sept. 4.

■ Review board in Fajardo, P.R., TV proceeding, dismissed petition for leave to amend, filed April 30, by WSTE-TV Inc. (Docs. 18048-49). Action Sept. 1.

Rulemaking petition

■ Concord, Calif.—FCC proposed rulemaking assignment of UHF ch. 42 to Concord and deletion of present assignment to Pittsburg, Calif. Action Sept. 2.

Call letter application

■ Atlantic Video Corp., Newark, N.J.—Requests WWRO(TV).

Call letter actions

■ Illinois Valley Public Telecommunications Corp., Peoria, Ill.—Granted WTVF(TV).

■ Northeast New York Educational Television Association, Plattsburgh, N.Y.—Granted *WNNE-TV.

Existing TV stations

Final actions

■ *WETA-TV Washington—FCC granted request by Greater Washington Educational Television Association Inc., licensee, for waiver of rules to permit *WETA-TV to accompany vis. transmission of *Stock Market Report* with air. transmission of background music. Action Sept. 2.

■ WRFT-TV Roanoke, Va.—FCC granted application of Roanoke Telecasting Corp., licensee, to change authorized facilities from ERP (vis.) of 21.4 kw, ant. height of 410 ft., 6 miles west of Roanoke to ERP (vis.) of 251 kw, ant. height 2,010 ft., approximately 11 miles southwest of Roanoke. Action Sept. 2.

Actions on motions

■ Office of Opinions and Review in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, by separate actions, granted

request by applicant and extended to Aug. 31, time to reply to Broadcast Bureau's comments on petitions for reconsideration; granted request by Broadcast Bureau and extended to Sept. 8, time to file exceptions and supporting brief; and granted request by applicant and extended to Sept. 21, time to reply to Broadcast Bureau's comments on petition for reconsideration and letter response of Cheyenne Enterprises Inc. (Doc. 18797). Actions Aug. 26 and 31 and Sept. 1.

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communications Systems Inc. of Massachusetts [WREP(TV)]), TV proceeding, granted petition for leave to amend application in certain financial aspects and accepted May 11 letter and July 15 letter of Augustus P. Loring (Docs. 18338-9). Action Aug. 28.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, by separate actions, granted request and extended to Sept. 21 date for exchange of exhibits; granted request and extended until Sept. 21 time for responding to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797). Actions Aug. 31.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Company Inc. [WFAN-TV] et al.), TV and AM proceeding, granted petition to show resignation of C. Carroll Larkin as officer of United Broadcasting Co. (Docs. 18559, 18561-3). Action Aug. 28.

■ Hearing Examiner James F. Tierney in New York (WPXI(TV) and Forum Communications Inc.), TV proceeding, granted petition for leave to amend application to reflect revisions in financial proposal; scheduled further prehearing conference for Sept. 3 and ordered that date for notification of witnesses continued from Sept. 1 to Sept. 8, with no effect on hearing date which shall commence Sept. 15 (Docs. 18711-2). Actions Aug. 25 and 26.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [*WITV(TV)] et al.), TV proceeding, ordered record reopened; granted petition by Reeves Telecom Corp. for leave to amend application to reflect changes of executive officers and information concerning them and closed record (Docs. 18569-72). Action Aug. 26.

Other actions

■ WMAL-TV Washington—In response to complaint requesting that commission not renew license of Evening Star Broadcasting Co. until it has satisfied itself that licensee is in touch with needs of community, commission informed Albert H. Kramer of Citizens Communications Center, Washington, who filed complaint on behalf of Back Alley Theatre Inc. of Washington that without extrinsic evidence going to policy inconsistent with public interest, commission will not intervene in programming process of licensee. Action June 4.

■ WNAC-TV Boston—FCC stayed hearing for ch. 7 license renewal until it acts on application by Dudley Station Corp. for review of review board memorandum opinion and order released June 29 affirming ruling by hearing examiner that 1970 policy statement on comparative hearings involving regular renewal applicants was applicable to hearing. Action Sept. 4.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WMSL-TV Huntsville, Ala. (Tennessee Valley Radio & TV Corp.) Amendment dated March 1, 1970, increases network rate from \$150 to \$175; effective Sept. 1, 1970.

■ KLOE-TV Goodland, Kan. (KAYS Inc.) Contract dated July 22, 1970, replaces one dated March 21, 1968; effective Sept. 19, 1970, to Sept. 19, 1972. Network rate, \$75; \$73 effective Dec. 1, 1970; compensation paid at 30% prime time.

■ KNOE-TV Monroe, La. (Noe Enterprises Inc.) Contract dated July 7, 1970, replaces one dated May 10, 1968; effective Sept. 15, 1970, to Sept. 15, 1972. First call right. Programs delivered to station. Network rate, \$750; \$800 effective Oct. 4, 1970; \$751 effective Jan. 1, 1971; compensation paid at 30% prime time.

■ WTEV(TV) New Bedford, Mass. (WGAL Television Inc.) Contract amended to extend effective date to July 2, 1971; network rate increased from \$1,050 to \$1,122 Jan. 1, 1971; compensation paid at 30% prime time. First call right. Programs delivered to Boston AT&T testboard.

■ KTVI(TV) St. Louis (Newhouse Broadcasting Corp.) Amendment dated Aug. 7, 1970, reduces network rate to \$1,636; effective Jan. 1, 1971.

■ KTXS-TV Sweetwater-Abilene, Tex. (Texas Key Broadcasters Inc.) Contract dated Aug. 11, 1970, replaces one dated Jan. 9, 1969; effective Sept. 21, 1970, to Sept. 21, 1972. First call right. Programs delivered to KLBK-TV Lubbock, Tex., and picked up off-the-air. Network rate, \$550; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KHTV(TV) Houston (WKY Television System Inc.) Contract dated Aug. 13, 1970, replaces one dated July 17, 1969; effective Sept. 1, 1970, to Aug. 31, 1971, and self-renewable for two-year periods thereafter. Network rate, \$400; compensation paid at 30% prime time.

New AM stations

Final action

■ Mishawaka, Ind.—FCC dismissed petition for reconsideration filed by Northern Indiana Broadcasters Inc., unsuccessful applicant for authority to construct new AM (Doc. 14855). Action Sept. 2.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Sylacauga and Jacksonville, both Alabama (Heart of Dixie

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Summary of broadcasting

Compiled by FCC, Sept. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,290	2	3	4,295	79	4,374 ¹
Commercial FM	2,116	0	27	2,143	136	2,279
Commercial TV-VHF	495	2	14	511	12	524
Commercial TV-UHF	144	0	36	180	112 ²	297
Total commercial TV	639	2	50	691	124	821
Educational FM	404	0	18	422	42	464
Educational TV-VHF	76	0	7	83	6	89
Educational TV-UHF	99	0	10	109	14	123
Total educational TV	175	0	17	192	20	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 Co., et al.), AM proceeding, set procedural dates and postponed hearing to Oct. 20 (Docs. 18898-900). Action Aug. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Franklin and Hackettstown, both New Jersey (Louis Vander Plate and Radio New Jersey), AM proceeding, granted joint petition and extended to Sept. 1 time to file replies to proposed findings (Docs. 18251-2). Action Aug. 26.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted petition insofar as it requests postponement of hearing now scheduled for Sept. 1 and denied petition insofar as it requests postponement of hearing until 30 days after resolution of petition for reconsideration, and postponed Sept. 1 hearing to later date, one subsequent to resolution on petition for reconsideration, to be fixed by further order of examiner (Doc. 18852). Action Aug. 28.

■ Hearing Examiner Ernest Nash in Mt. Pleasant, Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, granted petition for leave to amend application to reflect grant of CP for new FM (Docs. 18594-6). Action Aug. 18.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, ordered initial proposed findings of fact and conclusions due by Oct. 5 and optional replies by Oct. 26 (Doc. 18225). Action Aug. 31.

Call letter actions

- Juncos Broadcasting Corp., Juncos, Puerto Rico.—Granted WCID.
- New Era Broadcasting Inc., Cedar City, Utah.—Granted KBRE.
- Clarkston Broadcasters, Clarkston, Wash.—Granted KCLK.

Existing AM stations

Applications

- KLOA Ridgecrest, Calif.—Seeks CP to change to 250w, 1kw, U. and change type trans. to CCA, AM-100D (1240kc). Ann. Sept. 2.
- KSLY San Luis Obispo, Calif.—Seeks CP to change 250w, 1kw, U. and change type trans. to Gates, BC-1G (1400kc). Ann. Sept. 2.
- WSYL Sylvania, Ga.—Seeks CP to change to 250w, 1kw, U. and change type trans. to Gates, BC-1G (1490kc). Ann. Sept. 2.
- KWLA Many, La.—Seeks CP to change to 1400kc, 250w, 1kw, U. Request waiver of rules (1530kc). Ann. Sept. 2.
- KADS Elk City, Okla.—Seeks CP to change to 250w, 1kw, U. and install new trans., Gates, BC-1G (1240kc). Ann. Sept. 2.
- KIHN Hugo, Okla.—Seeks CP to change to 250w, 1kw, U. and install new trans., Gates, BC-1G (1340kc). Ann. Sept. 2.
- KNOR Norman, Okla.—Seeks CP to change 240w, 1kw, U. and install new trans., Gates, BC-1G (1400kc). Ann. Sept. 2.

Final actions

- KARK Little Rock, Ark.—Broadcast Bureau granted mod. of license to operate by remote control from 1001 Spring Street; conditions. Action Aug. 28.
- KCHJ Delano, Calif.—Broadcast Bureau granted license covering main N and auxiliary D trans. Action Aug. 31.
- WMMW Meriden, Conn.—Broadcast Bureau granted license covering changes; remote control from 1 Church Street. Action Aug. 28.
- WGMA Hollywood, Fla.—Broadcast Bureau granted license covering use of auxiliary trans.; studio location: State Road #7. Action Aug. 28.
- WTNT Tallahassee, Fla.—FCC denied applica-

tion by Tallahassee Appliance Corp., licensee, for mitigation or remission of forfeiture. Action Sept. 2.

■ WEAU Evanston, Ill.—Broadcast Bureau granted license covering change in auxiliary ant. location. Action Aug. 28.

■ WHJE Carmel, Ind.—Broadcast Bureau permitted remote control. Action Aug. 26.

■ KWPM West Plains, Mo.—Broadcast Bureau permitted remote control. Action Aug. 19.

■ WHKY Hickory, N.C.—Broadcast Bureau permitted remote control. Action Aug. 18.

■ WWC Wilkesboro, N.C.—FCC denied application by Wilkes County, Radio, licensee, requesting waiver of rules prohibiting increase in power exceeding 500w if overlap is involved. Action Sept. 2.

■ WBMJ San Juan, P.R.—Broadcast Bureau granted license covering new auxiliary trans. Action Aug. 28.

■ WJBE Knoxville, Tenn.—Broadcast Bureau granted license covering changes; trans. location 1902 Prosser Road. Action Aug. 28.

■ KENE Toppenish, Wash.—Broadcast Bureau granted license covering use of main N trans. as auxiliary D trans. Action Aug. 28.

■ KTHE Thermopolis, Wyo.—Broadcast Bureau granted mod. of license covering change in hours of operation from U. Action Aug. 28.

Other action

■ WCNH Quincy, Fla.—In response to complaint by Amalgamated Meat Cutters and Butcher Workmen of North America that Big Bend Broadcasting Corp., licensee, violated fairness doctrine in refusing to accept paid advertising from organization, commission said it could not find that station had acted unreasonably in refusing to give more than normal news coverage to strike of union against Suber-Edwards Inc., packing company in Quincy. Action Aug. 26.

Actions on motions

- Chief Hearing Examiner Arthur A. Gladstone in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, because of illness of presiding officer, continued prehearing conference scheduled for Sept. 1, subject to further order of presiding officer (Docs. 18896-7). Action Aug. 27.
- Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawaiian Paradise Park Corp.), renewal of license of KTRG, having under consideration informal representations of all counsel suggesting desirability of specifying date for commencement of hearing, ordered hearing to commence on Nov. 24, at place to be designated in Honolulu (Doc. 18819). Action Aug. 28.
- Hearing Examiner Isadore A. Honig in Perry, Fla. (WPRY Radio Broadcasters Inc.), renewal of license of WPRY, ordered that WPRY Radio Broadcasters shall file with commission, within 10 days of release of order, written appearance, in triplicate, stating it will appear on date fixed for hearing and present evidence on issues; petition to accept, for good cause shown therein, such written appearance beyond expiration of 20-day period specified in designation order. In event of failure to comply with order, consideration will be given to dismissal of subject renewal application. Further ordered that secretary of commission send copies of order by certified airmail—return receipt requested to WPRY Radio Broadcasters Inc., together with copies of FCC form 109 (Notice of Appearance) (Doc. 18885). Action Aug. 31.
- Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of KAYE, rescheduled prehearing conference for Sept. 21 and deferred motion for consideration at prehearing conference (Doc. 18929). Action Aug. 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, because of illness of presiding officer, continued prehearing conference scheduled for Sept. 1, subject to further order of presiding officer (Docs. 18896-7). Action Aug. 27.

Call letter application

- WEPN, East Penn Broadcasting Co., Elizabeth-

town, Pa.—Requests WPDC.

Call letter actions

- WVGTV, Cherry Hill Broadcasters Inc., Mount Dora, Fla.—Granted WYYD.
- KEST, KEST Broadcasting Associates, Boise, Idaho.—Granted KSPD.

New FM stations

■ Mobile, Ala.—Hartzog Broadcasting Inc. Seeks 92.9 mc, 100 kw. Ant. height above average terrain 373.8 ft. P.O. address 3715 Oakleaf Road, Columbia, S.C. Estimated construction cost \$73,712.90; first-year operating cost \$68,607.50; revenue not indicated. Principals: Thomas S. Hartzog, president (50%); L. S. Hartzog, vice president, and Kathryn W. Hartzog, secretary-treasurer (25% each). Hartzog Broadcasting Inc. is licensee of WL1Q(AM) Mobile. Thomas S. Hartzog has interests in alarm system firm, electronic and telemetry system production firm, and management services company. Messrs. Hartzog and Mrs. Hartzog have interests in retail fried chicken outlets. Ann. Aug. 13.

■ Mobile, Ala.—Trio Broadcasters Inc. Seeks 92.9 mc, 50 kw. Ant. height above average terrain 469 ft. P.O. address Box 1355, Goldsboro, N.C. 27530. Estimated construction cost \$34,991; first-year operating cost \$14,400; revenue \$60,000. Principals: George G. Beasley, president-treasurer (55%), et al. Mr. Beasley has interests in WFM(AM) Goldsboro, and WKGX(AM) Lenoir, both North Carolina, WKYX-AM-FM Paducah, Ky., and WASC(AM) Spartanburg, S.C., and is applicant to purchase WFNL(AM) North Augusta, S.C. Ann. July 20.

■ Benton, Ill.—Rend Lake Broadcasting Co. Seeks 98.3 mc, 855 w. Ant. height above average terrain 150 ft. P.O. address 1104 Public Square, Benton, Ill. 62812. Estimated construction cost \$4,250; first-year operating cost \$18,690; revenue \$12,480. Principals: Carroll L. Owens, Gerald D. Owens, Bert W. Beatty and John M. Beatty, partners (25% each). Messrs. Owens are law partners. Bert W. Beatty is organ dealer. John M. Beatty is dentist. Ann. Aug. 19.

■ Medford, Mass.—Tufts University. Seeks 91.5 mc, TPO 10 w. Ant. height above average terrain 220 ft. P.O. address Curtis Hall, Tufts University. Estimated construction cost \$2,506; first-year operating cost \$3,730; revenue none. Principals: Dr. Burton C. Halliwell, university president, et al. Ann. Aug. 19.

Final actions

- Sallisaw, Okla.—Big Basin Broadcasters Inc. FCC granted 95.9 mc, 3 kw. P.O. address: S. Dogwood & Old Country Railroad Road, Sallisaw 74955. Estimated construction cost \$18,317; first-year operating cost \$1,500; revenue \$1,000. Principals: Wheeler Mayo, president (51%), W. R. McDaniel, executive vice president (24.6%), Gerald R. McDaniel, vice president (24%), and Doyce McDaniel, secretary-treasurer (4%). Mr. Mayo owns Sequoyah County (Sallisaw, Okla.) Times and farm. Principals own respective interests in KRBB(AM) Sallisaw. Action Sept. 2.
- Scobey, Mont.—Prairie Communications Inc. FCC granted 95.7 mc, 60.334 kw. Ant. height above average terrain 660 ft. P.O. address: Second Floor, N.W. Corner Main St., First Avenue, Scobey 59263. Estimated construction cost \$32,189; first-year operating cost \$46,848; revenue \$74,250. Principals: Larry C. Bowler, president-chairman (83.6%), Marvin E. Veis, treasurer, Milton Gunderson, secretary (each 2.73%), et al. Mr. Bowler owns real estate, weekly Daniels County Leader and 25% of livestock pens, scales and 5 acres on Canadian border. Mr. Veis controls banking, insurance and real estate firm. Mr. Gunderson has interests in cleaners, ranching, health facilities and rental properties. Action Sept. 2.

Other action

■ Review board in Rockmart, Ga., FM proceeding, granted motion for extension of time, filed Aug. 28, by Faulkner Radio Inc. (Doc. 18314). Action Sept. 1.

Rulemaking petition

■ WREM(FM) Jenkins, Ky.—Requests amendment of rules to add ch. 276-A at Jenkins. Ann. Sept. 4.

Call letter applications

- Freeport Broadcasting Co., Freeport, Ill.—Requests WAFM(FM).
- Cumberland Gap Broadcasting Co., Middlesboro, Ky.—Requests WMK-FM.
- Little Miami High School, Morrow, Ohio—Requests *WLMH(FM).
- Rushmore Broadcasting Inc., Rapid City, S.D.—

(Continued on page 75)

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Help Wanted 30¢ per word—\$2.00 minimum.

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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.

FM mgr. needed immediately. Top 3 market. Salary \$30,000 plus bonus. Send resume to Box J-64, BROADCASTING.

Southern Ohio stations need an assistant general manager-sales manager. Must know sales promotion and be able to handle overall station direction. Send resume with references. Box J-91, 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-3/1, 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.

No. 1 contemporary station (Pulse, April, May 1970) needs two account executives to earn \$15,000 per year. Earliest postmark gets priority. Salary, commission, bonus, excellent fringe benefits. Box J-90, BROADCASTING.

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.

Are you a "can do" guy who would like to live and work in God's country? If you can sell . . . do production announcing . . . play-by-play . . . and enjoy small market radio, then we can use you. First phone fine, but not absolutely necessary. Call me now . . . Lee Kurz, Worland, Wyoming. 307-347-3231.

Announcers

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.

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.

Announcers continued

Major Florida MOR needs experienced air personality for evening slot. Good opportunity . . . growing company. Kusun air check and complete resume. Hurry! This one won't stay vacant long. Box J-73, BROADCASTING.

Wanted for college town in Delaware valley . . . banker's hours . . . MOR D.J., third needed, some programming. Send resume, tape and picture to Box J-75, BROADCASTING.

First phone. Contemporary MOR medium market. Nice company fringe benefits. \$125 to start. Send tape . . . resume . . . Box J-107, BROADCASTING.

Top rated Illinois 5,000 watt full-time station looking for sharp, creative, community-minded entertainer to handle afternoon drive and some production duties. Send resume and tape to Box J-121, BROADCASTING.

Need mid-day personality, MOR or rock experience, 1st phone, send tape, photo, resume, KBUY, Box 2049, Fort Worth, Texas 76101.

Medium market, midwest station looking for bright sign-on d.j. No beginners, please. Send tape and resume to Jim Miller, c/o KCKG, Cedar Rapids, Iowa 52406.

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.

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 KOLI, Box 660, Scottsbluff, Nebr.

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, WEAH, Box 589, Arlington, Virginia. No phone calls please . . .

New Orleans . . . we're in the market for a morning man, if he is more than straight plastic. Funny, informative and quick. Contact Doug China, WNOE, 529 Bienville, New Orleans. 504-529-1212. First phone preferred.

Suburban Cleveland MOR needs a professional who knows how to talk with—not at—an audience. We're looking for a showman who can help us pull ratings as high as our downtown competition. Above-average pay, working conditions, plus major-market exposure. Many of our grads are in the top 10. If you're ready, here's your chance. Beginners need not apply. First ticket helpful, but not necessary. Rush photo, tape, resume to: Mike Linder, WPVL, 1 Radio Place, Painesville, Ohio 44077.

We need a good morning announcer. Hospitalization and other benefits. Send resume, air check, credit references and desired salary. 3rd class ticket needed. News and sports experience would help. Address W. P. Gumm, Jr., WRJN, Radio Park, Racine, Wis. 53405.

"Rock jock," can you run tight board and do production? Do you know your music? Like a job with security? Would you like to work 7-midnight on air? If your answers to all questions were yes, then send tape, resume, photo, and salary requirement to WSTP, P.O. Box 157, Salisbury, N.C. 28144.

1st phone . . . heavy weight network . . . MOR station resort Florida . . . afternoon drivetime . . . great opportunity . . . for stable family man . . . good pay . . . fringe benefits . . . 305-278-1420.

Sharp pro for combo rock jock/chief engineer. Need experienced chief familiar with current FCC rules and regulations. Professional airwork. Non-directional full-timer in beautiful Grand Junction, Colo. Call Charlie Powers, 303-423-1230, 242-5899, or write Box 1448.

Small market radio, need 1st phone who would like to do sales and service work, preferable 30 or over, no limited age, good working conditions, beautiful location to live for the right person. Send all correspondence to Dr. C. C. Smith, 389 Glenn Avenue, West Liberty, Ky. 41472.

Announcers continued

We are a good organization, now with two stations, looking for well trained 1st phone announcers . . . excellent equipment, new facilities at both stations . . . realistic salary, Western Pennsylvania area. Experienced only . . . apply to Mr. Loughry, P.O. Box 81, Brownsville, Pa. 15417, or phone 412-785-3450.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station in Virginia. Opportunity for sales. Position available immediately. Call 703-629-2509 day, 703-647-8493 night.

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—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.

First phone men for transmitter WAMD, Aberdeen, Md. 21001.

Sharp pro for combo jock/chief engineer. Need experienced chief familiar with current FCC rules and regulations. Professional airwork. Non-directional full-timer in beautiful Grand Junction, Colo. Call Charlie Powers, 303-423-1230, 242-5899, or write Box 1448.

Wanted: Man qualified as chief engineer for installation and maintenance for new full time stereo FM station in quad-city area. Contact Mr. Lee Ellis, 217-222-6200, Lee Enterprises, Inc., 510 Maine St., Quincy, Ill. 62301.

News

Experienced newsmen, 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.

We are one of the best known stations for news in the East. We are adding an experienced reporter who is a topflight writer to work on investigative and in-depth projects. Send resume only to Box J-77, BROADCASTING.

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.

New Orleans . . . we're in the market for a morning newsmen . . . if you're a digger and can deliver . . . if news is your main interest in life, then contact F. Michael Franklin, WNOE, 529 Bienville, New Orleans. 504-529-1212. First phone preferred.

Midwest top 20 market station with heavy news commitment needs experienced radio journalist with smooth delivery. Must be able to write, rewrite, work to phone and street. Send tape, resume, writing samples and photo to news director, WUBE, Box 1232, Cincinnati, Ohio 45201.

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.

C&W medium market top rated Alabama station looking for C&W personality, good production, alert, ambitious, and capable of C&W MD—friendly working conditions and a growing organization. Send resumes, tape (production and air check). Photo to Box J-76, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box J-105, BROADCASTING.

Programing, Production,

Others continued

Good contemporary small market station in central Pennsylvania has opening for experienced personality, strong production. Excellent fringe benefits, group ownership. Resume and tape. Box J-109, BROADCASTING.

Combination air host/news oriented writer. WCOA Pensacola is seeking a replacement for hosting WLUA-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 1667, Pensacola, Florida 32502.

Public affairs and current events producers to fill two vacancies on radio services staff at state university. Seek candidates who are interested in careers in educational radio and are sold on the use of radio for informal education and cultural enrichment. Must have ability to interview, write, research, and voice educational radio programs. Must be able to generate and develop program ideas. Must be well-informed, intelligent and creative. Experience and B.A. required, and M.A. preferred. Salary starts at \$7,000+, depending upon experience and qualifications. An equal opportunity employer. Send resume, tape, and photo to Ray Shirley, 1345 Circle Park, University of Tennessee, Knoxville, Tennessee 37916.

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.

General manager. Take charge man for absentee ownership or executive assistant for existing management in major operation. Knowledgeable programming, 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 programmer w/41 track record looking for organization ready to make money. Southwest or South. All size markets considered. Box J-15, BROADCASTING.

Philadelphia wants to solve your station's sales problems. Under 30, B.S. Communications. Will relocate. Box J-17, 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.

Attention station owners: Three men presently employed in major Eastern market seek association with a station interested in Christian format. Work as a team—chief engineer, operations manager and sales manager. Will consider any location. If interested in a good team, write Box J-78, BROADCASTING. All replies held in confidence.

When times are tough, turn to an experienced professional. Small through medium markets. General or sales management. Box J-102, BROADCASTING.

Seeking equal opportunity employer in Washington, D.C. Offering solid background as producer of news and public affairs, and as community and government public relations representative, plus sound managerial thinking. Box J-110, BROADCASTING.

From a dismal loser, to a prestige money maker. It's on the record. I can do it for you. Midwest or southwest. Small or medium market. For resume, write to Box J-115, BROADCASTING.

No panic radiol 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.

Modern country program director-operations manager. Proven successful track record, first phone, ten years experience. For resume and information phone 419-385-3948.

Sales

Experienced salesman, 26, business college graduate. Will relocate. \$600 per month. References. Box J-84, BROADCASTING.

Creative account executive seeks sales management opportunity, proven record. Age 40, radio-TV sales experience. Income \$12,000 year. College plus 10 years sales experience. Impasse with present employer. First phone. Sales first, creative production second. Highest references. Resume on request. Reply Box J-93, BROADCASTING.

Announcers

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.

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.

1st phone soul jock 8 yrs experience . . . news . . . top 40 . . . country . . . or soul. Married vet . . . tape available . . . Box J-39, BROADCASTING.

First phone, good personality MOR, top 40, good news. Will relocate. Box J-80, BROADCASTING.

28, married, eight years experience as announcer, program director, operations manager. Looking for straight announcing shift. Run tight board and will help ratings. Prefer Texas but will move if the job is right. C/W or MOR formats. Write Box J-87, BROADCASTING.

Los Angeles niche, FM, sought by soft-voiced Eastern announcer who communicates! Presently networking. Box J-95, BROADCASTING.

College grad with major market station seeks position on-air. Dick Cavett-type personality. Need experience . . . has potential. Box J-99, BROADCASTING.

Pro—air personality, 6 years contemporary music radio experience, including three major markets. AFTRA, college, first phone. 24, married. Programming background includes inside-out knowledge of the Drake technique. Top references, stable with clean track record. To be honorably discharged from service soon, seeking air or PD. Presentation upon request. Box J-101, BROADCASTING.

Professionally trained announcer, married, will relocate. 18 months experience. Ambitious, versatile and hungry. Box J-114, BROADCASTING.

Teen personality . . . experienced, including TV . . . third. Box J-117, BROADCASTING.

Wisconsin: 1st phone d.i. seeks position with MOR/C&W. Two years experience. Married, dependable. Box J-118, BROADCASTING.

Three months experience after broadcasting school. Military complete. Enthusiastic. Ready, able to work hard and learn business. Any region acceptable. Box J-126, BROADCASTING.

Experienced first ticket, married, draft exempt jock at Drake-type Eastern medium market major TV-radio chain. Box J-128, 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.

Professionally trained announcer, will relocate, salary requirement open, draft status 4A, single. Krauthoefer, 350 Turk Street, Apt. 205, San Francisco, California 94102.

Midwest . . . plains. Sixteen years, solid references. Finest of background. Strong on news and production. Veteran with college. Present employer best reference. Call 217-422-5279.

Will relocate to within 200 miles of L.A. or S.F. 4 years as full charge P.D.-D.J. at Vermont rocker, 1 year at MOR upstate N.Y. Good with news, copy, production. I'm a young 30, married, loyal. Want security, not glory. 3rd class license. Salary open. Call collect, (213) 980-6581, or 275-1695.

Green, 3rd endorsement, genuine country voice, background; broadcast grad, family. Needs non-format ground to grow. Will transplant, gratefully. Dick Baker, 408 21st, San Diego, 714-235-9092.

Available yesterday, medium market p.d. with first phone and ten years experience including Drake. Call Bill Mundae, 603-225-9407 for tape and resume.

First, beginner, midwest or west, southwest. 702-623-2938.

1st phone—eager, dependable, conscientious. 6 months experience. Will consider all offers. Paul Krakus, 1-513-825-2430.

Marine Vet.—3rd endorsed, seeks rock announcing, will relocate. Write Beau Eurrell, 78 Linden Avenue, Ossining, New York 10562.

I'm 22, draft exempt. Ohio University graduate, broadcasting degree. Four years experience at school station. Any format. 3rd endorsed. Hard worker, will relocate. Jeff Faulkner, 342 E. Wheeling, Apt. #8, Lancaster, Ohio 43130. 614-653-9228.

First phone, 27 years old. Experienced MOR/CW music dir and TV operations. Looking for permanent position. My address, Mr. Craig Rulien, 6 North Manning Blvd., Albany, N.Y. 12206.

Technical

Automation specialist. Seeks managerial or group chief challenge. Box J-51, 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-11, BROADCASTING.

Experienced chief, AM/FM, maintenance, proofs, construction. Northeast preferred. Box J-79, BROADCASTING.

Experienced engineer-announcer, good voice, good maintenance, first class phone license, southeast only. Box J-80, BROADCASTING.

Experienced chief engineer-announcer, \$140 week current earnings, available. Box J-89, BROADCASTING.

Experience—incl. directionals, maintenance, proofs. Have tools, car, will travel for good, durable job. Box J-108, BROADCASTING.

Chief engineer; 25 plus years experience in the technical rebuilding of stations, and their operation. Available for month, year, or terms of contract. Box J-119, BROADCASTING.

Green 1st phone. 6 mo. broadcast school, announcer potential, light board. Married, 28, Black. Anywhere 200 miles N.Y.C. R. Wyatt, 64 W. 175th St., Bx., N.Y. 10453, 212-583-4974.

First phone technician available immediately. Excellent references. Married, draft exempt, car. Dale Montayne, Luckey Drive, Houghton, N.Y. 716-567-2601.

News

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.

Broadcast journalist with big-city daily newspaper and undergraduate journalism teaching experience seeks position in or directly leading to management level in broadcast news. Box J-104, BROADCASTING.

Sportscaster, 35, 11 years pro, college. Commentary. Available. Box J-111, BROADCASTING.

Radio or TV: Newsman seeking responsible position in major market. Experienced in gathering, writing, editing, investigative reporting. Four years radio news, four production and board. 30, married, family. Prefer East Coast. Hard worker. Reliable. Box J-113, BROADCASTING.

13 years, college degree, want air shift, mild climate. Box J-124, BROADCASTING.

Major market anchorman, news supervisor. Desire move now. Will consider position medium market news director. Tape, resume on receipt job description. Box J-127, BROADCASTING.

Journalism college student taking two years leave from school to work. Three years experience in radio. Tape and references available. David Colker, 19 Laurel, Kane, Pa. 16735.

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.

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.

Award winning production man ready for more challenging position with station willing to pay for quality. Serious inquiries only. Box J-94, BROADCASTING.

Seek job in Virginia. Broadcast school graduate. 3 months experience. Versatile. Dependable. Really enjoy air time and production. Box J-94, BROADCASTING.

Bright creative PD at medium market station looking for new home, background covers all phases radio. Former play-by-play and TV sportscaster. Call after 6 p.m. at 319-366-1832.

Situations Wanted

Programing, Production, Others

continued

Accountant seeking announcing position or combination. Could relocate. Scott Goodman, 9625 Mockingbird Drive, Apt. #7, Omaha, Nebraska 68127.

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.

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.

Announcers

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 affil. needs strong, mature commercial annncr. 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.

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.

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box H-400, BROADCASTING.

New television production-video tape center in Eastern top ten market needs a chief engineer for system design and several technicians. Box J-122, BROADCASTING.

Transmitter supervisor to take over full responsibility for maintaining Florida VHF, FM and AM transmitters. Need is immediate. Box J-123, 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.

Experienced newsmen with editorial skills for station in Texas Gulf Coast city. Box H-395, BROADCASTING.

News continued

Capable, experienced newsmen 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.

Newsmen for N.W. Ohio R-TV outlet. Must live and love news. Call or write: News Dir. Bob Schwartz, 419-223-2060, WIMA, 223 N. Main St., Lima, Ohio 45802.

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.

Producer/director for expanding Southeastern ETV station. Excellent salary; state retirement. Experience must include studio and remote work and extensive 16mm background to develop film unit. Sample tape or film required. Send resume and salary requirements to Box J-88, 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 and management is the name of the game. Professional sales oriented station manager, AM-FM-TV, seeking challenging position with a growing group that offers a future. Excellent references and track record. Prefer West Coast or Florida. D. King, 714-327-9524.

Sales

Aggressive Ohio broadcaster wants sales management or sales. Married with family. Background will stand rigid investigation. Box H-393, BROADCASTING.

Technical

Experienced first phone operations engineer. 9 years experience small market TV. Looking for advancement. Qualified all phases of TV including production and directing, supervisory material. Prefer relocating midwest area. Will consider all areas and offers. Box J-82, BROADCASTING.

Chief engineer with ten years experience all phases of broadcasting desires change. Box J-112, BROADCASTING.

Technician 1st phone seeks employment in east central U.S. Am working as switcher, cameraman, audio, projection, transmitter watch for radio and TV, and radio remotes. Over two years experience. Write Box J-120, BROADCASTING.

News

Sports director. Real go-getter sportscaster. Produce top programs and ratings, top 40 market. 31, excellent recommendations. Box J-44, BROADCASTING.

Veteran newsmen currently with network O&O in midwest. Over 12 years experience in news; family age 33. VTR available on request. Will consider news director post, anchor, or combination. Would like position immediately with station that puts emphasis on news and public affairs programing. Phone (312) 392-5577, or write Box J-81, BROADCASTING. Prefer South or Southwest.

Anchorman—experienced news producer with on-camera background seeks anchor position with editor's duties. Box J-92, BROADCASTING.

Experienced, mature, dignified newsmen, presently in major market, not as active as desired, seeks anchorman position. Box J-106, BROADCASTING.

Qualified black newsmen, major market, seeks reporting/writing position, combined newspaper/TV experience; will relocate, call or write: O. Perham, KQED CH 9 TV, 525 4th St., San Francisco, Ca. 94107 PH: (415) 391-1020 X17.

News continued

ABC Net correspondent available Oct. 1 or sooner. Now at L.A. Bureau. Covering Manson trial. Have covered Sirhan, H. Newton, Bucher trials, S. Barb. oil story, Cal. Univ. riots, Angela Davis, other stories from Alaska to Mexico. Also D.C. exp., incl. W.H., Hill, Poor People's March, D.C. Riots. Appeared on Issues and Answers. Won 4 local Emmys for docs. in D.C., excellent references. Seek news dir., field reporting or doc. opp. Phone 213-980-2814, or John Davenport, 3838 Carpenter Ave., Studio City, California.

Asst. news director, anchorman, 300,000 plus market, award-winning newspaper background, seeks similar position on West coast. Consider general assignment reporting in major market. Thayer Walker, 640 Orange Ave., Los Altos, Calif. 94022 (415) 948-4648.

Programing, Production, Others

Production/program mgr.: 15 years exp. all phases TV production incl. commercial and remotes; willing to relocate. Box J-85, BROADCASTING.

Rare specimen. If you don't have an Art Director who knows production, color, lighting, set design, photography, advertising, with years of experience in TV and graphic art, values for supervising, management and gets the work out on time, there is one available seeking a permanent position in medium or large market. Box J-100, BROADCASTING.

Masters degree in TV production. Young man interested in challenging position in TV field. Presently an Army officer, terminating service in October. Production experience. Box J-125, BROADCASTING.

Art director promotion manager. 15 years experience. Creative, versatile. Graphics expert. Brush, pen, hotpress air brush, animation, set design and construction. Past employed top 50 market. Married. Comprehensive resume. Donald Schendel 605-692-2050 after 5 PM.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irbide St., Laredo, Texas 78040.

We will pay you cash, top \$5 for 45's, LP's and tapes. Call LO7-6310, M. W. Hellen, 15 N. 13, Philadelphia, Pa. 19107.

FOR SALE Equipment

Rigid Transmission Line—6 1/8" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

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-8. Dick copy machine. Located in Conn. Best offer. Box M-323, BROADCASTING.

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 404-866-3855.

Large mobile bus with (2) marquee type signboards and interchangeable letters, 2 AC generators, 10-KWT 3500 watt pushbutton start. Ideal for any promotionally minded radio or TV station \$3,500.00. American Searchlight Co., 1660 East 55th, Cleveland, Ohio 44103. Tel. A.C. 216-321-1795, Morton T. Myers, President.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Breeze video test generator, Model VTG2B, produces long window, composite NTSC sync in small, 2 1/4 lb package @ \$395.00. Made in USA for VIF International. Box 1555, Mtn. View, California 94040. (408) 739-9740.

Color videotape recorders for sale. Four IVC model 860. Almost new, excellent condition. Cost \$7,800 each. Make a reasonable offer. Phone 904-354-2806.

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.

Miscellaneous continued

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, programming. 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.

A note of interest to radio, television and newspaper managers. Common point advertising is a best seller in both rural and metro areas. Common point advertising is a good way to fill in the slack time on your station or newspaper at up to three times your class A rate per unit commercial. Common point of interest advertisers are known to have stayed on the same subject for several years at a time. The subject we have chosen for a nation-wide promotion is the Independent Merchant and Project free enterprise. The independent merchant, because he makes up the largest single advertising unit in the nation. We guarantee the subject a best seller. The common point advertising method is a good way to include advertisers who cannot normally afford to advertise. Our cost is 2% of your billing on this subject, payable on your collection. A letter (only) to this effect, signed by the station manager, is sufficient to receive the step-by-step information. The letter does not mean that you must accept the project, but a guarantee of the 2% if you do. Send to Central Services Advertising, Post Office Box 812, Denton, Texas 76201.

Second year—the Rockne Reports. Football forecast, with Knute Rockne, Jr., and the "Perfesser" Howie Murdock. Two ten-minute programs each week—a college forecast and a professional forecast—13 weeks. Contact Broadcast Activities, Arlington Heights, Illinois 312-392-3880.

Deejay lines by top comedy writers. Monthly. 3 recent samples, \$5. Yearly, \$25. Humor Originals, Box 86B, East Meadow, N.Y. 11554.

University desperately needs old or new records for training and on-air productions. Please send to: Radio-TV Area, Speech Dept., West Virginia University, Morgantown, West Va. 26506.

37 pages hilarious one-liners, \$5.00. Maple Leaf Comedy, 440 12th St. West, Owen Sound, Ontario, Canada.

Recording studio forced to change location by H.U.D. must dispose of 20,000 reels of top quality, first line one-mil Mylar professional recording tape. British made E.M.I. on 7-inch 1800-foot reels. 10 reels \$16.50 or 100 reels \$150.00. First come, first served; no limit on quantity. All orders C.O.D. or freight prepaid if check accompanies order. Ben-Scott Recording, 6123 S.W. 68th St., South Miami, Florida.

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, New 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

Instructions continued

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.

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 teletelation— 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 Educational 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!

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

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.

FCC 1st class license in 4 weeks. IBS in Dayton, Ohio. Cost: \$395. 294-1486.

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.

Instructions continued

George Giffin or George Griffin or George Gray. Call Bob Baker (813) 955-6922.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins Oct. 12, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO. D-3281.

Help Wanted

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TIME BUYER

La. based co. needs hip, aggressive and knowledgeable person thoroughly versed in top 40 time buying. Fabulous opportunity. Salary open.

Dan Wilson, Media Consultants
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213-462-6686

Announcers

MORNING MAN

Immediate opening with contemporary MOR station. Excellent working conditions and salary. Min. 5 yrs. experience. Contact:

Laura Scott or Tony Lupo, WELA
9 Caldwell Place
Elizabeth, N.J. 201-965-1530

Situations Wanted

Management

AVAILABLE

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

TOP FORTY, HEAVY HITTER

Capable of batting .350 but dying from lack of coaching and teamwork. Currently playing for top medium market. Let me play for you. Salary open. I just dig the game.

BOX J-83, BROADCASTING

CHICAGO PERSONALITY

Wary of major group gamesmanship, would like to settle permanently in a somewhat smaller market, perhaps as PD-performer. I have an outstanding MOR and talk background, first phone, and a great deal of talent. Call 312-394-1457, or write:

BOX J-116, BROADCASTING

We don't believe mass production broadcast training works.

That's why we don't do it.

We never did. It takes up to two years to bring a Columbia student up to the professionalism which we feel is necessary. There's no classroom at Columbia. Instruction is done by top-notch professionals on an individual, personal, one-to-one, private training method. We feel that only this step by step, word by word, exhausting technique produces the best kind of announcer you'd want to hire.

When you audition a Columbia graduate, the results will be obvious to you right off.

For a hand-crafted Announcer/Disc Jockey or Newscaster, call or write our placement director—at no cost to you or the graduate.

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Situations Wanted

Announcers continued

**We May Have
The Man
or
Woman
You Need!**

- Announcers • Disc Jockeys
- Newscasters • Sportscasters

We've provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We'll put you in touch with Career graduates (from your part of the country) who meet your needs. *No cost to you or the graduate.*

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Division of Famous Broadcasters
National Placement Department
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Milwaukee, Wisconsin 53202
Phone: (414) 272-4822
TWX: 910 262 1148



Television Help Wanted

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

Television Situations Wanted Programing, Production, Others

LOOKING TO INVEST

Money and myself in a growth-potential company—TV programing, film, video cassette, production facility, CATV, A-V programing. If your company needs a programing pro who will make a financial commitment, contact:

BOX J-103, BROADCASTING

Employment Service

STATION MANAGERS

Why look for personnel? Call
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

Employment Services

continued

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
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Stations pay fee.	No resume needed.
TV Sales \$12-25k	CATV Mgrs. \$10-16k
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INSTRUCTIONS

REI

NOTICE!

New FCC exams are coming. Don't get caught taking a quicky Q&A course. It won't work on the new exams! REI has spent over \$500,000 developing its FCC license course. REI can teach you basic electronics to pass FCC exams in 5 weeks, over 97% of REI graduates over the past 7 years have passed FCC exams. Don't be hood-winked! Good things are not easy or cheap. REI has a school near you.

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FIRST CLASS LICENSE GUARANTEED IN ONLY 3 WEEKS FOR \$300.00

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Opening markets 50,000 to 500,000. We train you and publish a monthly computerized publication of delinquent accounts for your area. Businessmen, banks and professional men love this modernized credit reporting system. Small investment puts you in business.

Check and Balance, Inc.
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Wanted to Buy Stations

RADIO STATION

Wish to purchase small market radio station. Reply in confidence, with detailed first letter.

BOX H-373, BROADCASTING

FOR SALE Stations

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

FOR LEASE

To responsible party, small station in major market suburb, south.

BOX H-417, BROADCASTING

STATIONS FOR SALE

1. PACIFIC NORTHWEST. Absentee owned exclusive. Owner anxious to deal with qualified buyer. Low down. Long term payoff.
2. CALIFORNIA. Major market. \$50,000 down.
3. MAJOR MARKET FM. \$800,000. Terms.
4. MIDWEST. Profitable. Exclusive market. \$200,000; terms.

Jack L. Stoll and ASSOCIATES

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Area Code 213-464-7279

For Sale Stations

continued

SAN FRANCISCO FM

BOX J-97, BROADCASTING

NEW ENGLAND GEM

Desirable small market, grossing over \$125,000, real estate and building. Only all-cash offers considered from principals only.

BOX J-98, BROADCASTING

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Brokers, Consultants, & Appraisers

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SOUTHWEST DAYTIMER

One KW non directional facility with fixed 6 AM sign on. Located in a delightful small city amidst picturesque surroundings and enjoying a mild, healthful climate. Grossed \$75,000 last year. Asking \$137,500. Absentee owner anxious to sell and will entertain any reasonable offer with flexible terms.

BOX J-129, BROADCASTING

HAWAII AM

Excellent fulltime facility with long established ownership and reputation. Good billing and cash flow. Owner retiring. \$300,000 on lenient terms.

BOX J-130, BROADCASTING

SOUTHWEST AM-FM

Daytime AM with class B-FM in fine growing market. Presently grossing \$200,000 annually and showing excellent earnings. Absentee owners would extend good terms on price of \$400,000.

BOX J-131, BROADCASTING

(Continued from page 68)

Requests KFFM(FM).

Call letter actions

- Russell Shaffer, Boulder, Colo.—Granted KBVL(FM).
- Oxford Hills Radio Communications Inc., Norway, Me.—Granted WNXY-FM.
- Tishomingo county school district, Tishomingo, Miss.—Granted *WTMO(FM).
- Lee Enterprises Inc., Billings, Mont.—Granted KBMS(FM).
- Mark L. Woodlinger, Henderson, Nev.—Granted KILA(FM).
- WQIZ Inc., St. George, S.C.—Granted WPWR(FM).
- Gillespie Broadcasting Co., Fredericksburg, Tex.—Granted KNAF-FM.

Designated for hearing

- Oxnard, Calif.—FCC set for hearing mutually exclusive applications of Albert L. Crain and Raymond I. Kandel for CP for new FM on 98.3 mc with 3 kw. Action Sept. 2.

Existing FM stations

Final actions

- KOTE(FM) Lancaster, Calif.—Broadcast Bureau permitted remote control. Action Aug. 26.
- *KALA(FM) Davenport, Iowa—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ant. height 102 ft. Action Aug. 31.
- WORC(FM) Barnstable, Mass.—Broadcast Bureau granted license covering new FM. Action Aug. 31.
- WHTG-FM Eatontown, N.J.—Broadcast Bureau granted license covering use of new main ant. as auxiliary ant. Action Aug. 31.
- WHVW-FM Hyde Park, N.Y.—Broadcast Bureau granted license covering new FM; trans. location: Violet Avenue. Action Aug. 28.
- WSWA-FM Harrisonburg, Va.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 7.2 kw; ant. height 340 ft. Action Aug. 28.
- WPEN-FM Philadelphia—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans.; granted license covering changes; studio location 22nd & Walnut Streets; remote control 7701 Brookhaven Road. Action Aug. 28.
- KMWT(FM) Mineral Wells, Tex.—Broadcast Bureau granted license covering new FM. Action Aug. 31.
- KMWX-FM Yakima, Wash.—Broadcast Bureau granted license covering new FM. Action Aug. 31.

Action on motion

- Hearing Examiner Chester F. Naumowicz Jr. in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM] et al.). FM proceeding. on request of Functional Broadcasters Inc. continued conference now scheduled for Sept. 4 to date to be specified by subsequent order (Docs. 18201-12). Action Aug. 25.

Other actions

- Following FM's notified FCC of stereophonic operation: supplements previous listings: KARM-FM Fresno, Calif.; KLS(FM) Palestine, Tex.; KOL-FM and KUOW (FM) both Seattle; *WAUP-FM Akron, Ohio; WGGR (FM) Duluth, Minn.; WCHD(FM) Detroit; WNCI(FM) Columbus, Ohio; WRBD(FM) Pompano Beach, Fla.; WVIP-FM Mount Kisco, N.Y.; WWMO(FM) Reidsville, N.C.; WXRI(FM) Norfolk, Va. Ann. Aug. 31.

Call letter applications

- WNMP(FM), Cummings Communications Corp., Evanston, Ill.—Requests WLTD(FM).
- WEPN-FM, East Penn Broadcasting Co., Elizabethtown, Pa.—Requests WPDC-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following and their co-pending auxiliaries: KMAG(FM) Fort Smith, Ark.; KWAM-FM Memphis; WAFC(AM) and WSGM(FM) both Staunton, Va.; WHER(AM) Memphis; WKJG(AM) Fort Wayne, Ind.; WKLF(AM) Clanton, Ala.; WNDY(FM) Crawfordsville, Ind.; WPAD-AM-FM Paducah, Ky.; WRIS(AM) Roanoke, Va.; WRWH(AM) Cleveland, Ga.; WTID(AM) Newport News, Va.; WWKY(AM) Winchester, Ky.; WWVR(FM) West Terre Haute, Ind.; WXL-AM-FM Dublin, Ga. Actions Aug. 28.
- Hearing Examiner Chester F. Naumowicz in

La.	small	daytime	70M	50%	SW	small	TV	265M	25%
Tenn.	small	AM & FM	45M	29%	Tenn.	small	AM & FM	225M	cash
Wash.	medium	daytime	40M	nego	Wash.	medium	fulltime	160M	29%
East	suburban	FM	500M	29%	West	suburban	FM	500M	145M
NE	metro	fulltime	300M	100M	MW	metro	FM	65M	50%



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San Francisco (Chronicle Broadcasting Co.), renewal of license of KRON-FM-TV, advanced Sept. 15 hearing to Sept. 14 at place specified (Doc. 18500). Action Aug. 24.

■ WCNH-AM-FM Quincy, Fla.—Broadcast Bureau granted renewal of license to Big Bend Broadcasting Corp. and co-pending auxiliaries. Action Aug. 31.

■ WFMJ-TV-AM, WKBN-AM-FM-TV and WBBW-AM-FM, all Youngstown, Ohio—FCC gave Youngstown, Ohio, Black Broadcasting Coalition until Sept. 30 to file petitions on license renewal applications. Action Aug. 27.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following: KXOA(AM) Sacramento, Calif., to Nov. 1; KUNC-FM Greeley, Colo., to Nov. 1; KDUH-TV Hay Springs, Neb., to May 25, 1971; KNIS(FM) Carson City, Nev., to Nov. 30; KONE(AM) Reno, Nev., to Oct. 17; WHOM(AM) New York to Dec. 6; WTO(AM) Warsaw, N.C., to Jan. 10, 1971; KJAK(FM) Oklahoma City, to Nov. 1; WRAR-FM Rappahannock, Va., to Jan. 13; WEVR-FM River Falls, Wis., to Oct. 15. Action Aug. 28.

■ *KUNC-FM Greeley, Colo.—Broadcast Bureau granted mod. of CP to change trans. location; change name to University of Northern Colorado. Action Aug. 31.

■ WGYL(FM) Vero Beach, Fla.—Broadcast Bureau granted mod. of CP to change trans. location to 17th Avenue, between 16th & 17th Streets. Vero Beach; change studio location to 1500 20th Street. Vero Beach; operate by remote control from proposed studio site. 1500 20th Street; change type trans. and ant. ERP 3 kw; ant. height 140 ft. Action Aug. 31.

■ KUAM-TV Agaña, Guam—Broadcast Bureau granted mod. of CP to change ERP to vis. 25.1 kw; aur. ERP 2.57 kw; change type trans.; ant. height 70 ft.; conditions; extend completion date to Feb. 13, 1971. Action Aug. 31.

■ WTVG(TV) Joliet, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 26, 1971. Action Aug. 26.

■ KDUH-TV Hay Springs, Neb.—Broadcast Bureau granted mod. of CP to change type trans. Action Aug. 28.

■ WEZL(FM) Charleston, S.C.—Broadcast Bureau granted mod. of CP to change ant.; remote control permitted; ERP 25 kw; ant. height 275 ft. Action Aug. 28.

Other actions, all stations

■ Chief, Safety and Special Radio Services Bureau, on request of National Association of Manufacturers, extended to Oct. 15 time to file comments and to Oct. 26 time to file reply comments in amendment of parts 2, 91, and 93 of rules concerning allocation and assignment of frequencies in 72-76 mc, band (Doc. 18932). Action Sept. 3.

■ Volume 39 of first series of FCC Reports, covering frequency allocations from March 13, 1939 to June 30, 1965, is now available to public. Book (catalogue number 1970 O 280-367) is available from Superintendent of Documents, U.S. Printing Office, Washington 20402, for \$5.75. Ann. Sept. 4.

■ KFLY-AM-FM Corvallis, Ore.—FCC granted petition by Radio Broadcasters Inc. and James L. Hutchens, president, for reconsideration of commission's May 26 action revoking license of KFLY(AM) and refusing license for KFLY-FM, (Doc. 18079-84) to permit Radio Broadcasters to terminate operation of stations at midnight of day before start of operation by new licensee, or at midnight 180 days from date of release of commission's order, whichever is sooner. Action Sept. 2.

■ Earl C. Lewis, Permain Plastics Products Co., Midland, Tex.—FCC denied by memorandum opinion and order request for amendment of rules containing requirements governing responsibility of broadcast licensees to furnish reply time, to make it apply to all of licensee's broadcast and newspaper facilities in same market. Action Aug. 26.

Translator actions

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K02DE Glenwood and K08GC Glenwood, Pleasanton, Mule Creek area, and Alma, all New Mexico; K11IF J. O. Weiland Ranch, rural vicinity east-southeast, Love Ranch, rural vicinity west, South Bertheson Ranch and rural vicinity south, all Colorado; and K07CW and K11FT both Rodeo, New Mexico. Action Aug. 28.

■ K07FP Lakeside area, Show Low Lake area, Show Low and Shumway area, all Arizona.—Broadcast Bureau granted mod. of license cover-

ing change in primary VHF translator to KOAL-TV Flagstaff, Ariz. Action Aug. 31.

■ K11HV Green Mountain reservoir and Troublesome, both Colorado.—Broadcast Bureau granted license covering operation of VHF translator K11HV. Action Aug. 31.

■ K07FQ Placerville, Colo.—Broadcast Bureau granted license covering operation of VHF translator K07FQ at Placerville. Action Aug. 31.

■ K11IF I. O. Weiland ranch and rural vicinity east-southeast, Love Ranch and rural vicinity west and South Bertheson ranch and rural vicinity south, all Colorado.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action Aug. 28.

■ K70AS Salmon, Idaho.—Broadcast Bureau granted CP to change input ch. of UHF translator to via K83BW Tendoy and Baker, both Idaho. Action Aug. 31.

■ K10FY Mount Ayr, Iowa.—Broadcast Bureau granted license covering new translator; change type trans. Action Aug. 28.

■ K70CZ, K72CJ, K74CD, K76CF and K82BF all Ely, Minn.—Broadcast Bureau granted mod. of license covering change in name of licensee to K & M Electronics of Todd Communications Inc. Action Aug. 28.

■ Glacier County TV Club Inc., Cut Bank, Mont.—Broadcast Bureau granted CP for new VHF translators to serve Montana Power Camp, Cut Bank, Santa Rita and Montana Power (North Camp), all Montana, on ch. 9 by rebroadcasting KRTV(TV) Great Falls, Mont.; CJLH(TV) Lethbridge, Alberta, Canada, on ch. 11; and KFBB-TV Great Falls, Mont., on ch. 13. Actions Aug. 28.

■ W10AF Canton, N.C.—Broadcast Bureau granted CP to change frequency from 192-198 mc to 198-204 mc; and make changes in ant. system; change call letters to W11AU; add Clyde and Lake Junaluska, both North Carolina, to principal community; change type trans.; make changes in ant. system. Action Aug. 31.

■ K02FA Antimony, Utah.—Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action Aug. 28.

CATV

Final actions

■ KMA-56 Cloverdale and Healdsburg, both California—Cable Television Bureau granted license covering permit for new CATV relay station. Action Sept. 1.

■ WBW-21 King City, Calif.—Cable Television Bureau granted license covering permit for new CATV relay station. Action Aug. 27.

■ Lafayette, La.—FCC denied joint petition for termination of show cause proceedings against All Channels Cable TV Inc. for violations of single channel carriage and nonduplication and importation of distant signals rules, filed by licensees of three TV stations, and remanded proceeding for hearing (Doc. 18779). Action Sept. 2.

■ KN-8016 Southeastern Neb.—Cable Television Bureau granted license covering new CATV relay pickup station to be used with CATV systems in area. Action Sept. 1.

■ Beaver Falls, Penn.—FCC denied Tower Cable Systems Corp. petition for reconsideration and dismissed motion for stay against commission action of Aug. 12, 1968, denying petition for waiver of carriage and program exclusivity requirements of rules. Action Aug. 26.

■ KCS-54 Casper, Wyo.—Cable Television Bureau granted mod. of license to add frequency 12800-12825 mc. Action Sept. 1.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Williams-town, W. Va., and Marietta, Ohio (Ohio Valley Cable Corp.), cease and desist proceeding, granted motion by Reeves Telecom Corp., continued prehearing conference from Aug. 31 to Sept. 30, continued hearing scheduled for Sept. 28 to date to be specified at Sept. 30 prehearing conference (Doc. 18919). Action Aug. 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Santa Cruz, Calif. (Teleprompter of Santa Cruz Inc.), CATV cease and desist proceeding, in absence of Jay A. Kyle, presiding officer, granted request and continued Aug. 27 prehearing conference to Sept. 11 (Doc. 18914). Action Aug. 26.

Ownership changes

Applications

■ KPLC-TV Lake Charles, La.—Seeks transfer of control of Calcasieu Television and Radio Inc. from Harry W. Chesley Jr., Ray Eder, et al. (100% before, none after) to Lake Charles Television Inc. (none before, 100% after). Consideration: \$2,050,000. Sellers: Principals of Calcasieu own KPLC-AM-FM Lake Charles. Buyer: G. Russell Chambers, sole owner. Mr. Chambers owns

less than 1% of Rollins Inc., licensee of WAMS(AM) Wilmington, Del.; WRAP(AM) Norfolk, Va.; WCHS-AM-FM-TV Charleston, W. Va.; WNRJ(AM) Newark, N.J.; WBEE(AM) Harvey, Ill.; WGEE-AM-FM Indianapolis; KDAY(AM) Santa Monica, Calif.; WEAR-TV Pensacola, Fla., and WPTZ(TV) Plattsburgh, N.Y. Ann. July 29.

■ WESY(AM) Leland, Miss.—Seeks transfer of control of Miss Ark. Broadcasting Co. from Joseph S. Zuccaro (100% before, none after) to A. E. Zuccaro and Marie Z. Perkins (none before, 100% jointly after) for \$16,000. Buyers have interests in oil and coal company. A. E. Zuccaro has 12.44% interest in WNAT(AM) and WQNZ(FM) both Natchez, Miss. Ann. Aug. 7.

■ KRWL(AM) Carson City, Nev.—Seeks assignment of license of KRWL and assignment of permit of proposed FM from Thornton Audrain, receiver in bankruptcy for former licensee, Carson City Broadcasting Corp., to William Cody Kelly for \$45,000 and assumption of \$30,000 in liabilities. Mr. Kelly is practicing lawyer, sole owner of real estate developing firm, part owner of two real estate firms, 26% owner of travel agency, 45% owner of dry cleaners and director of warehouse and trucking firm. Ann. Aug. 7.

■ WCOK(AM) Sparta, N.C.—Seeks transfer of control of Sparta Independence Radio Corp. from H. Sid Comer, H. Clark Comer and Vassie W. Comer (90% jointly before, none after) and Brice A. Miller (10% before, none after) to Lawrence County Broadcasting Corp. (none before, 100% after). Consideration: \$112,500. Sellers: Brice Miller has option to acquire 33 1/3% of Lawrence County Broadcasting Corp., licensee of WBZY(AM) New Castle, Pa. Buyers: Robert L. Purcell, president; Thomas W. Fletcher, vice president (50% each). Mr. Purcell owns 25% of WCBX(AM) Eden, N.C. and 5% of WCOY(AM) Columbia, Pa. He is consulting engineer. Mr. Fletcher has interest in KWKY(AM) Des Moines and is partner in law firm. Ann. Aug. 7.

■ WAEF(FM) Cincinnati—Seeks assignment of license from North Cincinnati Broadcasting Co. to Berkshire Radio Inc. Consideration: \$300,000 plus \$90,000 for 10-year non competing agreement. Sellers: A. W. Fishman, president, et al. Buyers: Harrison M. Fuerst, president (52%), and Esther Fuerst, secretary-treasurer (48%). Mr. Fuerst is president of WSLR(AM) Akron, Ohio, WOKO(AM) Albany, N.Y., KTLK(AM) Denver, KBON(AM) Omaha, is lawyer and has manufacturing interests. Ann. Aug. 12.

■ KURA(AM) Moab, Utah—Seeks transfer of control of Moab Broadcasting and Television Corp. from G. U. Foote (79% before, none after) to Dixie Lee Barker and T. Dee Tranter (none before, 79% jointly after) for \$9,702.50. Principals: Mrs. Barker is vice president of KURA. Mr. Tranter is secretary treasurer of KURA. Ann. Aug. 7.

Action

■ WQBS-AM-FM San Juan, P.R.—Broadcast Bureau granted transfer of control of Quality Broadcasting Corp. of San Juan from Quality Telecasting Corp. (100% before, none after) to Radio Americas Corp. (none before, 100% after) for \$219,979.10. The officers and directors of Quality Telecasting Corp. and Radio Americas Corp. are identical. Principals: Alfredo R. de Arellano Jr., president, et al. Quality Telecasting Corp. owns WORA-TV Mayaguez, P.R. and WSVI-TV Christiansted, St. Croix, Virgin Islands. Action June 30.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Sept. 8. 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*.

■ San Marcos, Calif.—Escondido Cable TV, Escondido, Calif., has requested a franchise.

■ Santa Clara County, Calif.—Three firms have been granted franchises by the county board of supervisors to operate in the following rural areas: National Cablevision Corp. (multiple-CATV owner), Los Angeles—Lakeside-Santee area; Meadows CATV, Riverside, Calif.—area north of Escondido; and Balboa Communications Co., Spring Valley-Casa de Oro portion of Sweetwater area.

■ Lafayette, Colo.—Mountain States Video Corp. (multiple-CATV owner), Denver, has requested a franchise. The firm will charge \$5-6 monthly for service if awarded the nonexclusive pact.

■ Adrian, Mich.—GT&E Communications Inc. (multiple-CATV owner), New York, has been granted a rate hike of 50-cents, bringing the firm's monthly service charge to \$5 in Adrian.

Dale G. Moore comes from Missoula, Mont.—a part of the country that could almost be termed the last western frontier. He is not, however, a cowboy, nor does he wear a 10-gallon hat. He is an astute businessman who heads three radio and four television stations that, along with six other companies, will gross \$10 million this year.

The president of Montana's Dale G. Moore Stations, he has recently become involved in two land-development firms in his home state, has purchased a vacation-resort motel and operates Western Broadcasting Co., a management-consulting service for broadcasters and cable-television operators.

He is also not afraid to be innovative in his attitude toward business. Fully a dozen years ago, well before it became fashionable, he had computerized the accounting department of his stations. And even before that, he had taken a "systems" approach to broadcasting; he wrote one of the earliest operations manuals, much of which he says was later adopted by a larger group owner.

Using an updated version of that set of guidelines, he flatly states that one of his stations has quadrupled its annual revenues while another has experienced a 50% increase in that department and a related 10% decrease in overhead.

"We went into the consulting business, forming Western Broadcasting Co., because we felt the success we have had with our own stations could also be achieved at others," Mr. Moore says. "However, we are no longer interested in proving what we can do. Those that doubt our abilities have only to see what I've done with my own stations."

Seeing himself as the champion of the small-market stations, Mr. Moore does battle on their behalf as chairman of the secondary-market committee of the National Association of Broadcasters, and in encounters with the FCC.

He will soon file a brief with the commission asking for a waiver, in secondary markets, of the technical standards required for color VTR and studio cameras—so that the stations can more economically compete with CATV.

"If CATV systems start originating programs, they can do it with a \$600 VTR designed primarily for home use that still puts out an acceptable picture, instead of the \$60,000 model commercial stations must use," Mr. Moore says. Noting that a station with annual revenues of no more than \$150,000 may be required to spend three to four times that amount for equipment that meets FCC standards, he laments: "How can these stations be expected to compete with the cable and still survive?"

He credits the commission with a concern for smaller stations, and expects it to listen sympathetically to his case. "If you are a conscientious broad-

Dale G. Moore: a preacher of the small-market gospel

caster, the commission will assist you in any way possible," he says.

His attitude toward that agency has not always been quite so sunny. Late last year, Mr. Moore journeyed all the way to Washington to testify in favor of

the Pastore bill to protect licensees from competing applications for their facilities—a top priority on nearly every broadcaster's list at that time. Mr. Moore delivered an impassioned plea on behalf of responsible small-market broadcasters, during which he almost groaned these words into a Senate microphone:

"You have no idea of the depth of frustration that comes to every broadcaster who tries to live under the pounds of rules and regulations already on the books. . . . I need no seven commissioners in Washington to define for me what my public interest should be when I define it every day."

Dale Moore has been defining that public interest for nearly a quarter of a century. Shortly after he received his B.A. from the University of Denver, he began in radio as a \$200-a-month sports announcer at KUBC(AM) Montrose, Colo. Mr. Moore wasted little time in moving upward; he developed a close association with station owner George Cory, who had apparently tabbed the young man as a comer, and within a few years Mr. Moore was himself part-owner of the station. In partnership with Mr. Cory, he bought three other stations as well as the Columbine Network, station representatives.

Later, after dissolving the alliance with Mr. Cory, Mr. Moore acquired KBMN(AM) Bozeman, Mont., followed by KCAP(AM) Helena and KGVO(AM) Missoula, both Montana, in 1959. Continuing to acquire stations, he bought his first television station, KGVO-TV Missoula, Mont., in 1964.

It wasn't until 1968 that Mr. Moore went station-hunting again. In January, he was named consultant to KCOY-TV Santa Maria, Calif.; bought KTFI(AM) Twin Falls, Idaho, in February; greeted summer with a June opening of KCFW-TV Kalispell, Mont., and bought 50% of KCOY-TV Santa Maria, Calif., in August. Not content to remain static, he also has an application pending for a new TV station in Butte, Mont.

Looking at tomorrow, Mr. Moore says his intermediate-range goal is to acquire the allowable quota of broadcast properties. For the short term, he expects to either become a publicly held company, be acquired by one, or merge sometime within the next 18 months.

"The problem facing small-market owners is long-term permanent financing," he says. "For me, the solution lies in one of the three options. I'm not merger-happy, but it would give me the opportunity to offer stock in the company to those that helped create it."

For the long term, he plans to get more deeply involved with his consulting service. "After all," he says, "there are about 8,000 stations on the air now and not all of them are making a profit."

Week's Profile



Dale Grant Moore — owner and president, Dale G. Moore Stations (KCAP[AM] Helena, KGVO-AM-TV Missoula, KCFW-TV Kalispell, KTVM-TV Butte, all Montana, KTFI[AM] Twin Falls, Idaho, KCOY-TV Santa Maria, Calif. [50%]; Western Broadcasting Co., consulting firm, Missoula; b. August 7, 1928, Sheldon, N.D.; BA, University of Denver, 1951, post-graduate work at Harvard Business School, 1960; announcer KUBC(AM) Montrose, Colo., 1951-53, owner 1953-56; owner KRAI(AM) Craig, Colo., Community Service Network, Colo., Columbine Network, Colo., 1953-56; owner, KSLV(AM) Monte Vista, Colo., 1954-56, KVOD(AM) Denver, Colo., 1955-56, KBMN(AM) Bozeman, Mont., 1956-63, Datatron Information Systems, Missoula, Mont., 1965-69; other building, real estate holdings in Montana, Idaho, California; m. Shirley Mae Rice of Joliet, Mont., Sept. 9, 1949; children—Douglas, 18, Richard, 17, Dalynne, 13, David, 11. Dale, 9. Dawn, 4; hobbies—skiing, fishing, boating.

No stamp act

As a "Closed Circuit" item in this publication reported a week ago, the 50th anniversary of broadcasting will pass this year without the issuance of a commemorative postage stamp. A request submitted to postal authorities by the National Association of Broadcasters in mid-1969 is said to be as good as dead.

Unofficially a post-office spokesman told BROADCASTING that the department thinks it did enough back in 1964 when it issued a stamp commemorating amateur radio operators. If that explanation reflects the department's understanding of the role of broadcasting in American life, it proves that the post office is as out of touch with the modern scene as its service indicates.

Here are some of the subjects of the 16 commemoratives approved for release in 1970: the American bison; the memorial carving at Stone Mountain, Ga.; Herman Melville and Moby Dick; Fort Snelling, Minn., but why go on? Against competition such as that what chance did broadcasting have?

The expert

It is just as well that Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, didn't get around to introducing his new legislation on deceptive news broadcasting in time for adoption during the present political campaign. If he had, he would be violating his own law.

The venerable Mr. Staggers has sent radio stations in his district a set of taped answers to questions that he suggests station newsmen ask live, according to cue sheets that he has thoughtfully provided. The squalid little details were described in BROADCASTING's Sept. 7 issue, but they add up to an attempt to present Mr. Staggers on news shows (which are exempt from equal-time demands by his opponent) in a format that would cause audiences to think that he was being interviewed.

The legislation that Mr. Staggers has been preparing would outlaw a great range of "deceptions"—including "any staging, re-enactment or other simulation of a purportedly bona fide or spontaneous news event" and "any sound or visual material which has been edited." The specifications could have been written to fit Mr. Staggers's radio show.

Gassed

New York City's bid for free time to answer commercials claiming that certain gasolines or automobiles contribute to a lowering of pollution in the atmosphere (BROADCASTING, Sept. 7) reflects remarkably convoluted thinking. But it is also an example of the discriminatory demands to which broadcasters may increasingly be subjected.

The city claims such commercials are "highly misleading" and therefore subject to reply under the fairness doctrine. In support it somehow invokes an FCC decision holding that gasoline commercials convey no such reply right (BROADCASTING, Aug. 10). Naturally it overlooks print media—since they have no fairness doctrine to bind them—even though the same claims are being made in even greater detail in newspaper ads.

Whether or not it seriously believes such advertising is "misleading," the city is following a curious course. If it is serious, its proper forum is the Federal Trade Commission, which is empowered to deal with misleading advertising

wherever it appears, not just in broadcasting. If the city is not serious in its charge—and we cannot believe it is—its attitude is no less curious because then it is seeking to penalize advertisers who try to reduce pollution at the expense of those who make no such effort (or who, if they make it, do not advertise it on the air).

Either way, broadcasters have again been singled out for attack under a form of twisted reasoning that can make the fairness doctrine in broadcasting synonymous with discrimination against broadcasting.

You said it, Senator

In a few minutes early last Wednesday (on NBC's *Today* between 7:45 and 8 a.m., EDT) the widely debated and thoroughly misunderstood issues of fairness and equal time that have animated the political scene for months were wrapped up by the men who can do most about them. The program ought to be repeated in prime time.

Under the deft interrogation of Bill Monroe, *Today*'s knowledgeable Washington correspondent, Chairman John A. Pastore (D-R.I.) of the Senate Communications Subcommittee and Chairman Dean Burch of the FCC were in general agreement as to the problems, but not on their solutions. Both agreed that the misunderstanding, among politicians as well as the public, is the failure to comprehend that the equal-time provision of Section 315 of the Communications Law is people-oriented whereas the fairness provision of the section is issue-oriented.

Senator Pastore warned the FCC "is buying itself a can of worms" by flying in all directions. He repeated his plea for guidelines to be drafted voluntarily by broadcasters, or else invoked by the FCC. Without them he predicted repetition of "this mess" in every election.

The most revealing aspect was what wasn't said. Neither official proposed leaving editorial judgments to the broadcasters, although Dean Burch came close.

As a parting shot, Mr. Monroe asked when "live coverage" of floor debates is going to come. Chairman Pastore quickly responded: "I think the day will come when we will treat television the same way we do newspapers."

That, Mr. Chairman, means purely and simply repeal of Section 315. Since broadcast journalism has surpassed all other forms of journalism as the people's number-one source of news, isn't repeal overdue?



Drawn for BROADCASTING by Sid Hix

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