



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC moves toward Nick Johnson's system of renewals
Board approves rejuvenation plan for NAB
Special report: Broadcast news bending to pressure?
Congress votes broadcast access to House committees

The people who brought you in Volumes I, II, III and IV such great feature films as

Requiem for a Heavyweight, The L-Shaped Room, Fail Safe, Bye Bye Birdie, Ship of Fools, A Raisin in the Sun, Dr. Strangelove, Suddenly Last Summer, Cat Ballou, The Devil At 4 O'Clock, and Luv...



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with 39 more outstanding films including...**

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Screen Gems

What are you doing New Year's Eve?

Millions of viewers will be spending it with Guy Lombardo, watching his 'live' entertainment special.

Telecast in color direct from New York's Waldorf Astoria with Mid-night remotes from Times Square, plus surprise guest star appearances, this program's been the audience favorite year after year.

During 'Auld Lang Syne' night 1969, 48% of all the TV sets in use in New York City rang in the new year with Guy Lombardo's 90-minute party.

Now's a good time to firm up your plans for New Year's Eve and reserve Guy Lombardo for your market.

We're expecting quite a crowd.

**"New Year's Eve
With Guy Lombardo"**



90 minutes Live and in Color

For reservations, call: In New York 212 LT 1-7777 • In Chicago 312 263-0800
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**abc ABC
FILMS**

WE'RE INVOLVED!

**SPECIAL
SPECIAL
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SPECIAL
SPECIAL
SPECIAL
SPECIAL
SPECIAL
SPECIAL**

'H.I.S.D.: INTEGRATED'

(PAST & PRESENT PROBLEMS FACING SCHOOLS)

'ASTROS: IN SEARCH OF A PENNANT'

(THEIR HOPES IN THE NATIONAL LEAGUE)

'AND MAN CREATED GARBAGE'

(A STUDY OF THE GARBAGE DISPOSAL PROBLEM)

'NATIONAL CHAMPS SEEK A REPLAY'

(A LOOK AT SOUTHWEST CONFERENCE FOOTBALL)

'CELIA: A SPECIAL REPORT'

(THE AFTERMATH OF A DEVASTATING HURRICANE)

'PROBE: PORNOGRAPHY'

(AN INVESTIGATIVE STUDY)

'POLICE BRUTALITY'

(DOES IT EXIST? AN EXAMINATION OF THE CHARGE)

'OILERS 70: SEE HOW THEY RUN'

(THEIR CHANCES IN THE NFL)

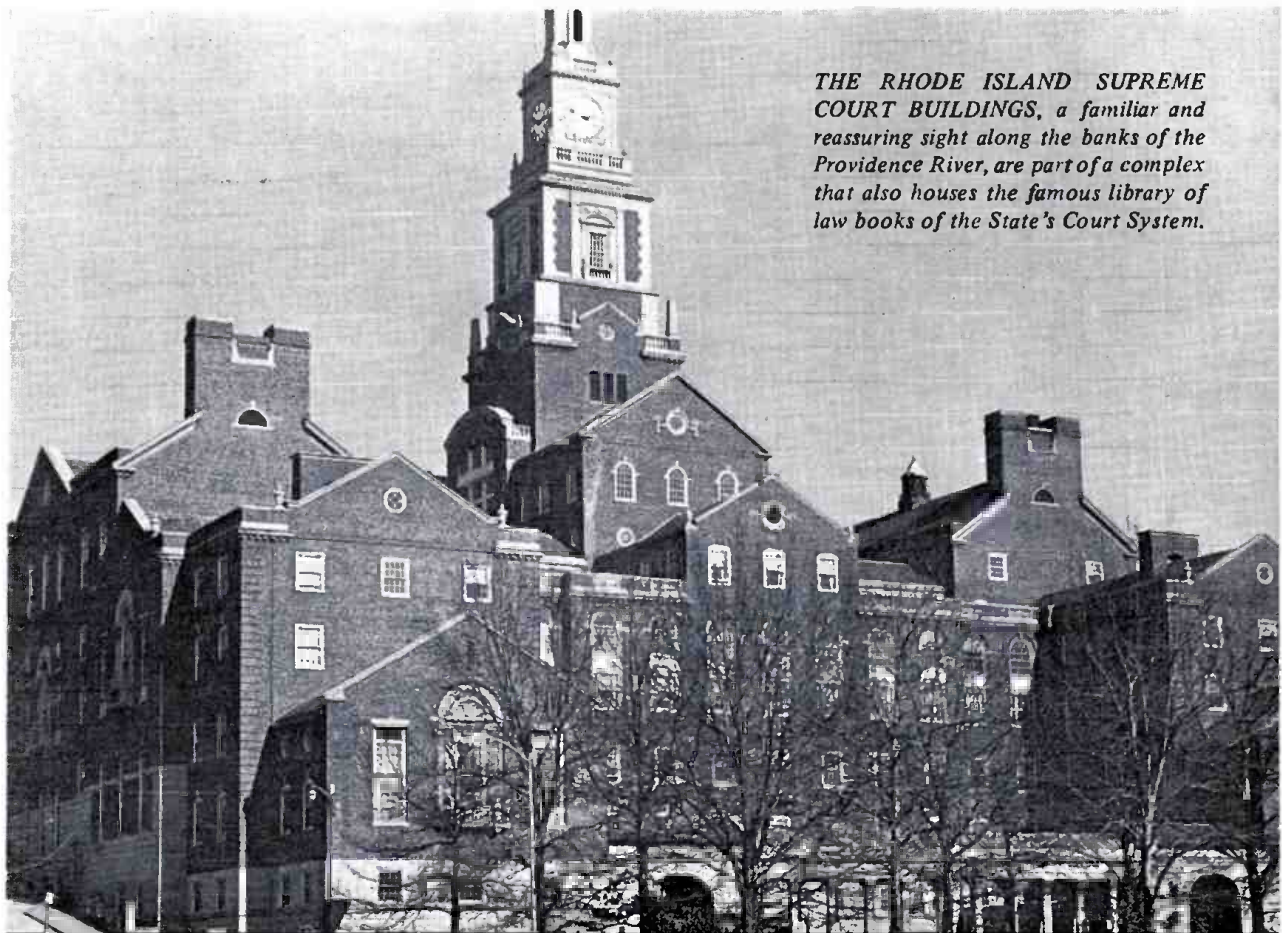
'A LEGACY OF LIFE: THE AIR WE BREATHE'

(AN AIR POLLUTION INVESTIGATION
THAT DREW 150,000 VIEWER RESPONSES)

... Just to Name a Few ...

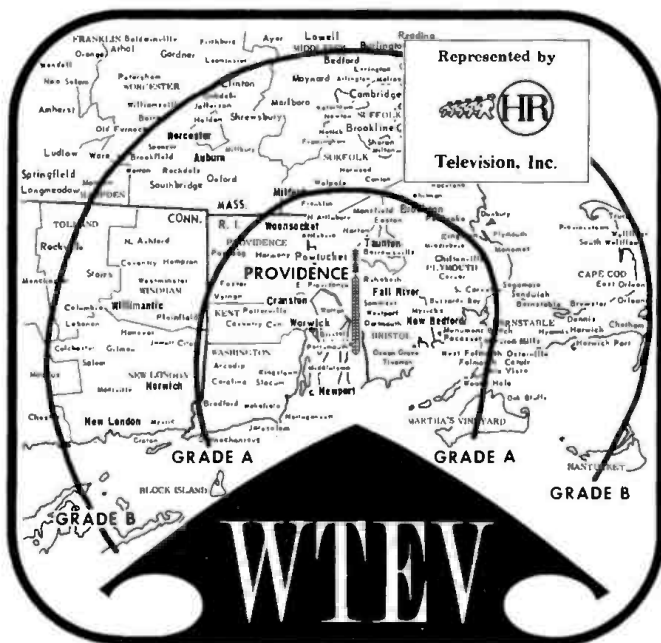
KTRK-TV 13
HOUSTON
(WE'RE INVOLVED!)

Capital Cities Broadcasting Corporation
Represented by Blair



THE RHODE ISLAND SUPREME COURT BUILDINGS, a familiar and reassuring sight along the banks of the Providence River, are part of a complex that also houses the famous library of law books of the State's Court System.

When you think of Providence, think of WTEV



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

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

*Based on Feb.-Mar. 1970 Nielsen estimates compared with Feb.-Mar. 1969, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel
6
abc

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

Nix from Nixon?

When President left Washington last Thursday for his Florida retreat, he had with him complete dossier on political-broadcasting bill (S3637) passed by Congress (BROADCASTING, Sept. 28). Deadline is today (Oct. 12) for veto, without which bill becomes law. Included in papers given Mr. Nixon are arguments favoring veto on grounds that it discriminates against broadcast media and wouldn't achieve professed aim of reducing political spending.

There was no hint from President last week, but Republicans in know see logic in arguments against measure. Mere shifting of candidate spending to media other than radio and television would anger veto, and odds are better than even President will say no.

Big dealers

If Time Inc. sells its broadcast properties, it will be on one-shot basis to single buyer who then could sell off stations as required to conform with one-to-customer rule. That was answer last Friday in reply to reports that deal had been made in \$70-million-plus area, but there was neither outright denial nor confirmation. Several prospective purchasers of individual properties found negotiations terminated when Time made it clear it was interested now only in clean deal with single buyer.

Also lacking confirmation or flat denial was report of possible sale of WOR-TV New York by RKO General, with \$40-million figure being bounced about—all-time high for single TV property. Giving some credence to this was previously disclosed quest of Kaiser Broadcasting for New York outlet to key projected major-market network. While its other stations are UHF, Kaiser is anxious to get maximum-coverage independent in nation's first market. Another RKO station, WHCT-TV Hartford, Conn., UHF, is definitely on market at \$2-million asking price. It operated for six years as pay-TV experiment; has been losing some \$65,000 per month since resuming commercial operation last year.

New twist

Major TV spender, Alberto-Culver Co., Melrose Park, Ill., which has long record of fast footwork in switching agencies, is about to help create new agency for change. James C. Arthur, vice president-associate creative director, Foote, Cone & Belding, Chicago, expects to open

new firm there about Nov. 1 with several millions in Alberto billings, including new-product business and items now handled by J. Walter Thompson Co. and N. W. Ayer. He became familiar with advertiser's demands for instant flexibility several years ago when he was with BBDO which then had piece of Alberto-Culver action. He is intent on not being house agency, will aggressively seek other accounts as well.

Foote, Cone & Belding loses key executive in Alberto-Culver move but no billings. It handles competitive lines from Kimberly-Clark and S. C. Johnson, on which Mr. Arthur has worked, plus Clairol. FC&B's problem of moment concerns another TV client, Hallmark, in attempting to recruit top industry figures to appear in Chicago Nov. 4 for luncheon with Richard Chamberlain to honor 20th anniversary of *Hallmark Hall of Fame* series of specials. Actor appears in "Hamlet" Nov. 17 on NBC-TV. FC&B feels TV's classic effort deserves recognition, but Nov. 4 is post-election day and big names are hard to come by.

New entry

State-Record Publishing Inc., Columbia, S.C., is in active negotiation with Reeves Telecom, New York, for purchase of WUSN-TV (ch. 2) Charleston, S.C. Publisher of *State* and *Columbia Record*, both Columbia, and Gulfport, Miss., *Daily Herald*, newspaper firm is setting out to acquire full portfolio of five VHF's in South and Southwest.

State-Record has hired W. Frank Harden, formerly vice president and general manager of WIS(AM) Columbia, S.C., to head broadcast division.

Tortures of fairness

Question of whether health-hazard aspect of cigarette smoking is still controversial issue of public importance is controversial issue itself at FCC. Staff had prepared document holding that issue will no longer be controversial once ban on cigarette advertising becomes effective Jan. 2, and that stations could then carry antismoking spots without worrying about fairness-doctrine obligation to provide balance. But at meeting Wednesday, conflicting views were expressed—that health hazard would remain controversial issue, that even if it did not, auxiliary issues, such as federal subsidies to tobacco farmers, would. Then, too, some felt issue would be moot once commercials went off, since court has held that commission could not compel

broadcasters to present view that smoking might not be dangerous.

Staff, and possibly commissioner or two, will try hand at new drafts on subject. Issue was precipitated by request for ruling requiring broadcasters who carry anti spots in absence of commercials to air prosmoking side. Commissioner Robert T. Bartley had suggested leaving whole question to broadcasters—whether to carry anti spots and, if so, whether to provide balance.

Tune in next November

Fate of Sherman Unger's appointment to FCC won't be resolved until after Nov. 3. Now general counsel of Housing and Urban Development, Mr. Unger has been caught in cross-current of what had been described as routine Internal Revenue scrutiny of his 1968 tax return. Last week, upon nomination of Mr. Unger's successor at HUD, question arose as to when White House "hold" on Unger confirmation would be lifted.

Hope is White House will remove "hold" since Congress will be in recess anyway with no opportunity to consider confirmation until after elections. Mr. Unger was in home town, Cincinnati, last week, reportedly to negotiate with Internal Revenue auditors on possible adjustment of questions regarding interpretation of tax regulations.

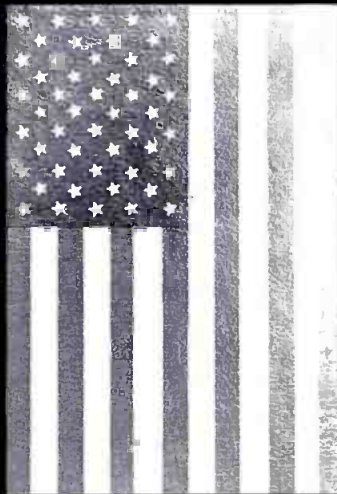
Cartridges closer

First production print rolled off CBS electronic video recording division line at Rockleigh, N.J., plant last week for Equitable Life Assurance, initial customer, putting CBS development virtually on schedule from December 1968 debut. EVR color players also rolled off Motorola lines in Chicago last week; will hit customers Nov. 1 almost on schedule. Software product for this version of "cartridge" TV also gets boost in New York Oct. 15 when Motorola's Elmer Wavering is to announce beefed-up educational marketing plans complementing earlier hospital-program ventures and tie-up with Darryl Zanuck films for home viewing.

Folding outposts

Ogilvy & Mather is closing its service offices in Chicago, Atlanta and San Francisco. These one-man offices help Shell Oil Co. with its local and regional services, but now Shell and Ogilvy have agreed that operations should be transferred to Houston where oil firm has many of its operations.

**"if we conservatives
have captured the flag-
I, for one, would like
to give it back."**



James J. Kilpatrick is a conservative who believes in traditional values like the flag as a unifying symbol for *all* Americans. He is also one of America's most respected political thinkers. Kilpatrick speaks eloquently for a return to moderation. And Washingtonians see him regularly on WTOP-TV's Big News. James J. Kilpatrick is unique . . . and so is WTOP News. WTOP news coverage is a different

approach to news . . . as different and refreshing as the outspoken Kilpatrick. Our staff of reporters and commentators—the largest in Washington—compiles a daily news magazine. It's a unique mix of hard news, analysis, investigative reporting, and light-hearted insights that covers the spectrum of news. That's what makes WTOP News "the best news you'll get all day." There's commentary that probes. Weather forecasts that don't hedge. And a wide range of incisive

opinion from both conservative and liberal spokesmen. If you're in the Washington area, get some great news—The Big News at 1:00, 6:00 and 11:00 p.m. on WTOP TV.

WTOP TV

WASHINGTON, D.C.
A Post-Newsweek Station

Represented by TVAR

THE BEST NEWS YOU'LL GET ALL DAY

First step in FCC's plan to overhaul license renewal procedures is study of TV programming over past three years in top-50 markets. However, Chairman Burch says study will not necessarily commit FCC to any action. See . . .

A move toward 'standards' on renewals . . . 21

Frontier Broadcasting asks FCC to renew license for its KFBC-TV Cheyenne, Wyo., on condition it eliminates cross-ownership of other media holdings. It also asks leeway in manner in which it removes common control. See . . .

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Two black PR partners representing ad hoc coalition and National Association of Black Media Producers in their push to deny license renewals for 13 Cleveland stations are found to have previously sought stations as clients. See . . .

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NAB restructuring program sprouts from PR study to include three branches: government, public and station relations. Association embarks on manhunt for three top-level executives to implement top-to-bottom shakeup. See . . .

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FCC orders Teleprompter and Manhattan Cable to cease construction of facilities in areas of New York pending outcome of New York Telephone Co. case. Justice Department seeks participation in over-all proceeding. See . . .

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Reaction is generally favorable toward FCC staff recommendation that would permit microwaves to compete with AT&T in providing specialized services. Dissenters include Comsat and Western Union. See . . .

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Local regulation of CATV favored . . . 29

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Two big cable systems plan merger . . . 29

Senate passes House reorganization bill opening door for broadcast access to House committee hearings, but strict rules govern coverage and limit it to public hearings. Bill clears House; is now off to President. See . . .

House access bill clears Congress . . . 40

Broadcast news editors feel the push and pull from government, management and unnerved audiences as whole world looks for upturned eyebrow, inflection, 'every nuance.' Concern prompted by Vice President Agnew. See . . .

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It should have a lot of brain to it.

And heart.

And spirit.

And trust.

You don't believe (and believe in) Galen Fromme because he smashes a lot of words on your ear. You somehow get the feeling he has thought about what he's sharing with you.

Your feeling is right.

Galen puts in about 80 minutes behind his microphone each day. But he puts in 12 hours a day behind those 80 minutes. So Galen's thinking/talking ratio is very high.

And that is part of what makes a great radio station great.

Some stations worry a lot these days about what they call their SOUND. They tinker. Super-think. Pull stunts. And repeat, repeat their top, top tunes, tunes, loud, loud, loud!

Often the effect is more noise than sound.

We prefer not to get uptight about our sound. In fact we'd rather you consider it our personality. A 24-hour-a-day impression made up of individual traits. Hopefully each one genuine and fresh, no matter when you happen to join us.

Did you ever try to define your own personality? It is very hard. Specifics are best.

Item: Jack Lacy. He plays *Blood Sweat & Tears* and *Mama Cass*. But he plays *Moonlight Serenade* and *Andy Williams*, too. Variety is the spice of our music.

Item: Morning. A zestful time for some people. Double distilled, dismal for others. Ted Steele somehow gets us all together every day. It's a knack.

Item: Relentlessness. We don't believe in waiting for Baltimore to come to us. We question and question to find out what's happening. And when we discover what's happening is not healthy we let you know. Like when we sounded off on air pollution.

We think radio should be more than just mouth.

Item: Sports. Frankly we consider our teams platinum-plated natural resources. We promise always to be accurate when we report them. But maybe more than neutral.

All those items are part of our personality.

So is 50,000 watts.

(A watt was important to James of the same name because he was the first person to define one, as—"a force equal to the power in a circuit in which a current of one ampere flows across a potential difference of one volt." Clear?)

A watt is important to us because it defines the strength of the signal we broadcast. 50,000 watts is the most power a commercial radio station may have.

It gives us the ability to reach some four million people. It also gives us a pretty big responsibility.

Because every one of those four million people is a person. Like you. And you want to be entertained. But with taste. Informed. But with truth. Served. But not patronized.

That's what we are trying to do.

If we reach you with a personality you can enjoy, that's as close as a radio station can get—to a friend.

And who wants a friend that's all mouth?

WBAL Radio 11 Baltimore

We talk to you like a person.

We talk to you like a person.

NBC Affiliate. Call 301-467-3000 or contact McGavren-Guild PGW Inc.
In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario

Pacifica bombing probed

Representative George Bush (R-Tex.) reported Friday (Oct. 9) that he had written to FBI Director J. Edgar Hoover asking for help in finding bombers who caused an estimated \$35,000 in damage to broadcasting equipment including tower at KPFT-FM Houston early last Tuesday (Oct. 6). He also asked help from U.S. attorney's office in Houston.

The blast, which occurred between 2:30 a.m. and 5:30 a.m. when station was off air, was second in six months at Pacifica Foundation-owned noncommercial outlet.

First blast, on May 12, caused damage estimated at \$25,000 (BROADCASTING, May 18). No suspects were found in that blast and no injuries were reported in either explosion.

Harris county sheriff Larry Frazier earlier Friday reported that two FBI agents were working voluntarily on case and noted that he, too, had requested official federal assistance. Station manager Larry Lee said community representatives planned to march on U.S. attorney's office tomorrow (Oct. 13) to expedite federal intervention.

Sheriff Frazier and Mr. Lee said they both shared belief that Ku Klux Klan or another group of that ilk is responsible for both blasts. As for suspects, Sheriff Frazier said he was engaging in "process of elimination," noting that dynamite used in both blasts was same. Mr. Lee said his station plans to abandon its tower site on outskirts of Houston and hopes to erect tower at more secure site—preferably atop "tall, downtown building." He indicated station would be off air "a minimum of six weeks." Sheriff Frazier and Mr. Lee also noted that, unlike last May's incident, no prior threats were received this time. "Every element of the community has expressed outrage," he noted. "You can't dynamite free speech" KPFT prides itself on being outlet for philosophies and views of all ideologies. He reported that diverse elements of Houston community attended subscriber meeting last Thursday—among them, black militants, politicians and members of underground press. He said *Houston Post* had posted \$1,500 reward for bombers.

Representative Bush, Republican senatorial candidate, in expressing "shock" and "outrage" at latest bombing, renewed plea for passage of his bill (HR 16699) which would, among other things, make it illegal to use, possess

or transport dynamite within state or between states. Mr. Lee, adding that his station's insurance had been canceled, acknowledged that drive was under way to raise funds to pay insurance premium—whenever new insurance carrier is found.

CBS-TV keeps ratings lead

CBS-TV topped 7:30-11 p.m. ratings averages for week ended Oct. 4 in Nielsen 70-market multinetwork area (MNA) ratings out Friday (Oct. 9). CBS had average 18 rating and 30.4 share, NBC 17.3 and 29.2 share, ABC 17.0 and 28.8 share.

Same seven programs that made MNA's top-40 list week before were in new report: *Flip Wilson Show* (NBC) was 13th, up one ranking; *Make Room for Granddaddy* (ABC), tied for 22d, up four rankings; *Mary Tyler Moore Show* (CBS), 26th, same; *Red Skelton* (NBC) and *Arnie* (CBS), tied for 35th, respectively up five, and same, in ranking: *The Partridge Family* (ABC), 37th, down 19, and *Men from Shiloh* (NBC), tied for 40th, down three.

ABC again had most of shows in MNA top 10, winning five to CBS's three and NBC's two, but trailed other networks in top 20—CBS had nine, NBC six and ABC same five.

In nights of week, CBS won MNA averages Monday, Wednesday, Thursday and Friday; ABC Tuesday and Sunday, and NBC Saturday.

Following are top-40 rankings from MNA report:

(1) *Thursday Movie* (CBS); (2) *Sunday Movie* (ABC); (3) *Movie of the Week* (ABC) tied with *Medical Center* (CBS); (5) *FBI* (ABC); (6) *Laugh-In*

(NBC); (7) *Marcus Welby* (ABC); (8) *Mod Squad* (ABC); (9) *Hawaii Five-O* (CBS); and (10) *Saturday Movie* (NBC).

(11) *Carol Burnett Show* (CBS); (12) *Gunsmoke* (CBS); (13) *Flip Wilson Show* (NBC); (14) *Tuesday Movie* (NBC); (15) *Mayberry R.F.D.* (CBS); (16) *Adam 12* (NBC) and *Lucy* (CBS); (18) *Doris Day* (CBS); (19) *Friday Movie* (CBS); (20) *Ironside* (NBC).

(21) *Room 222* (ABC); (22) *Make Room for Granddaddy and Love, American Style* (both ABC); (24) *Jim Nabors Hour* (CBS); (25) *That Girl* (ABC); (26) *Mary Tyler Moore Show* (CBS); (27) *My Three Sons* (CBS); (28) *Bonanza* (NBC); (29) *Mission: Impossible* (CBS); (30) *Monday Movie* (NBC).

(31) *Hee Haw* (CBS); (32) *Eddie's Father* (ABC) and *The Glen Campbell Hour* (CBS); (34) *Name of the Game* (NBC); (35) *Red Skelton* (NBC) and *Arnie* (CBS); (37) *The Partridge Family* (ABC); (38) *Walt Disney* (NBC); (39) *Mannix* (CBS); (40) *Johnny Cash* (ABC) and *Men from Shiloh* (NBC).

More Chicago activism

Still another communications-oriented action group has turned up on Chicago scene. It is Communications Industry for Peace and Freedom which evolved from protests of U.S. involvement in Cambodia, and counts station and agency people among its members.

CIPF also is participating in production of TV special on WMAQ-TV Chicago Oct. 25 designed to show "silent majority" is upset that Nixon administration presumes to speak for it. Sponsor of special is Chicago chapter of Busi-

Johnson's complaint

Because of "cozy links between *Television Digest* and *BROADCASTING Magazine*," on one hand, and National Association of Broadcasters, networks and multiple owners on other, FCC should make public all documents that are "leaked" to those trade publications. FCC Commissioner Nicholas Johnson says.

Commissioner contends that assumption can be made that once item appears in trade press "it will find its way into industry hands with a speed approaching that of light." When that happens, he says, commission should put all parties before commission on

equal footing by making item available to all.

Commissioner expressed views in statement concurring in commission release of memorandum by former general counsel Henry Geller analyzing Supreme Court's *Red Lion* decision. Commission released document on petition of law student who cited story on memorandum in *BROADCASTING* (Oct. 5).

Commissioner Johnson, in his statement, did not offer support for assumption that industry knows more from trade publications that it reads in their pages, said only that "cozy links" are "well known if not notorious."

ness Executives Movement for Vietnam Peace, which provides office facilities.

Bill Blau, president, Blau-Bishop & Associates, Chicago design firm, is co-chairman of CIPF with Ralph Tyler, Encyclopaedia Britannica. Steering committee includes Stan Dale, WLS-FM Chicago; Frank Blossom, Leo Burnett Co.; Brooks Dyer, Foote, Cone & Belding, and Herb Kraus, public-relations consultant.

Mr. Blau explained Friday that CIPF concern includes "pernicious effect" on communications field of pressures such as those generated by Vice President Spiro T. Agnew. Organization hopes to provide "escape" for media workers who feel under "crunch" of conservative management.

Mr. Blau also raised possibility that group might get into "study" of Chicago license renewals. "We are making contact with the 'going groups' and may participate with them," he said, although he indicated CIPF would probably not take active independent role. Groups such as Illinois Citizens Committee for Better Broadcasting have been putting pressure on stations in recent weeks.

FTC gets study of drug ads

Federal Trade Commission staff report on relation between drug abuse and drug advertising moved last week to FTC commissioners for consideration. Study is in response to concern voiced by commissioners and legislators, particularly Senator Frank Moss (D-Utah), who has been conducting Senate Consumer Subcommittee hearings on possibility that drug advertising adds appeal to use of addictive drugs.

Move of study to commissioners follows release of National Association of Broadcasters guides to stations carrying commercials for nonprescription drugs but FTC staff member said that he doubted commission would yield authority in drug-advertising area and wait for broadcast industry to regulate itself.

Although contents of study have not been made public pending commission action, it reportedly does point out types of commercials staff feels merit commissioners' attention.

Fairness win for WCHS-TV

WCHS-TV Charleston, W. Va., did not violate fairness doctrine or personal attack rules in references to John M. Slack (R-W. Va.), FCC determined Friday (Oct. 9).

Mr. Slack complained that station's July 7 broadcast stated he "exerted influence toward the location of the highway, presumably to profit from increased land values." Congressman charged broadcast omitted facts and distorted news and that he had asked

Week's Headliners

J. Drayton Hastie, former president and co-founder with Hazard E. Reeves of Reeves Broadcasting Co., returned as president of company, now Reeves Telecom Corp. He replaces Eugene H. Fryman, attorney and certified public accountant, who was elected president and chief executive officer of Reeves Telecom last July (BROADCASTING, July 20). Mr. Reeves, board chairman, said Mr. Fryman had been elected as "interim president . . . following the departure of Richard L. Geismar, to restructure the company and expedite [Reeves's] drastic cost cutting program." Both, Mr. Reeves said, "are now well under way with substantial savings" expected for fiscal 1970. Mr. Hastie served as president 1963-69, and as member of board 1960-69. Mr. Fryman remains with company as member of board and of executive committee.

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

station for "equal time."

Commission ruled that station, by offering three minutes for reply on two news programs and 30-minute news-interview show, appears to have afforded "reasonable opportunity to respond." Commission added it "will not intervene in matters of news judgment," in answer to Mr. Slack's charges of omission of facts and distortion of news.

HEW holds out on CPB

Subject of permanent financing for Corp. for Public Broadcasting appears to have gathered little impetus at Health, Education and Welfare since Nixon administration was criticized last April by House Communications Subcommittee members for failure to provide solutions to CPB long-term funding problem.

Letter received last week by Representative Robert O. Tiernan (D-R.I.) from HEW indicated "we are really in no different position than we were at the time of testimony last spring." Letter was signed by Albert Alford, HEW's assistant commissioner for legislation in Office of Education, same man who testified last April before commission when HEW was criticized for lack of initiative in dealing with long-term financing problem.

Alford letter of last week stated: "Unlike Corp. for Public Broadcasting or the independent regulatory agencies, HEW cannot really take a position on this matter not fully cleared within

the administration."

At hearings last spring, Mr. Alford told amazed subcommittee members that temporary authorizations were administration's only current answer to CPB financing problems. Congressmen, who are determined to get permanent plan in operation, have consulted with CPB, FCC, HEW and others on best approach to problem.

Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) has reportedly vowed to get some kind of long-range funding plan before he takes issue to House floor again.

Gallup returns to NBC

George H. Gallup, who resigned as vice president, sales, NBC Radio, less than six weeks ago (BROADCASTING, Aug. 31), is back with company. He has been named director of marketing for NBC-TV with responsibility for sales promotion and sales presentations. No explanation was given for Mr. Gallup's return to NBC.

WPIX: Latest chapter

FCC Broadcast Bureau attorney Pat Valicenti Friday (Oct. 9) told hearing on WPIX(TV) New York's license-renewal application that station records showed foreign news films reaching WPIX were several days old.

He cited one record which showed UPI film shot Aug. 11, 1968, during the Czech crisis, was received by WPIX Aug. 13. Another film on Vietnam shot Aug. 7, 1968, was received by station Aug. 12, he said.

Mr. Valicenti charged records on film deliveries to WPIX had been inadequate. He said orders from Fred F. Thrower, station president, to keep records of UPI's film deliveries, were not obeyed.

Walter D. Engels, former news manager, now assistant to vice president in charge of news, testified that sometime after Oct. 1, 1968, WPIX began to pick up UPI foreign film at Kennedy International Airport.

WPIX's license-renewal application is being challenged by Forum Communications Inc., which has charged the station distorted news in 1968.

Lawrence K. Grossman, former NBC vice president, heads Forum. He now operates his own advertising company in New York.

Hathaway's new agency

C. F. Hathaway Co., Waterville, Me., shirt manufacturer, has appointed Green Dolmatch Inc., New York as its advertising agency to handle almost \$500,000 billing for Hathaway men's shirts. Agency would not reveal future plans for advertising campaign. Account was with Ogilvy & Mather, New York, for 19 years.

What's your contribution to a better understanding of medicine and health?

1970 MEDICAL JOURNALISM AWARDS

...to recognize JOURNALISM that contributes to a better public understanding of medicine and health in the United States.

(1) **NEWSPAPERS:** For a distinguished news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

(2) **MAGAZINES:** For a distinguished article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals. Sunday magazines with nationwide distribution will be considered in this category.

(3) **EDITORIAL:** For distinguished editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

The American Medical Association's
1970 Medical Journalism
Awards in . . . Newspapers,
Magazines, Editorials,
Radio, and Television.

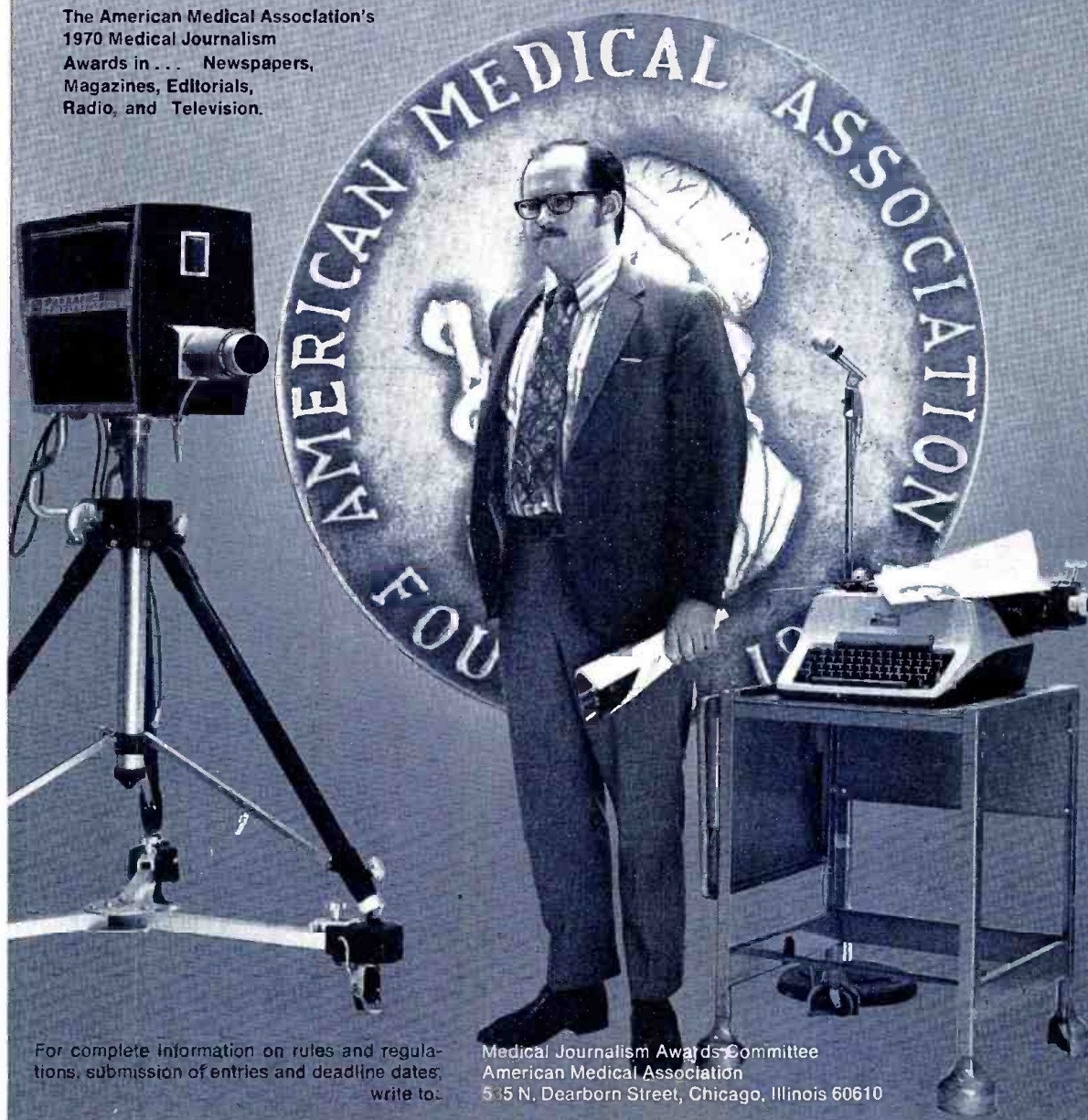
(4) **RADIO:** For distinguished reporting on medicine or health on a United States radio station or network.

(5) **TELEVISION:** For distinguished reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATIONS

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.



For complete information on rules and regulations, submission of entries and deadline dates, write to:

Medical Journalism Awards Committee
American Medical Association
535 N. Dearborn Street, Chicago, Illinois 60610

Cartridge Tape Supermarket!

Here's a one-stop shopping center for the most and best in broadcast quality cartridge tape equipment—a SPOTMASTER supermarket of variety and value.

Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information to you by return mail.



Ten/70
Record-Play

Single-Cartridge Equipment

Record-play & play-back models, compact & rack-mounted

- ☐ The incomparable Ten/70
- ☐ The classic 500C
- ☐ The economical 400 (from \$415)
- ☐ Stereo models
- ☐ Delayed programming models



Multiple-Cartridge Equipment

- ☐ Five-Spot (5-cartridge deck)
- ☐ Ten-Spot (10-cartridge deck)

Versatile Five-Spot

Cartridge Tape Accessories

- ☐ Tape cartridge winder
- ☐ Calibrated tape timer



Tape Cartridge Racks

- ☐ Remote controllers
- ☐ Cartridge racks (wall, floor & table top models)
- ☐ Degaussers (head demagnetizers & cartridge erasers)

- ☐ Telephone answering accessory
- ☐ Replacement tape heads
- ☐ Adjustable head brackets
- ☐ Head cleaning fluid
- ☐ Alignment tape
- ☐ Bulk tape (lubricated, heavy duty)



- ☐ Tape tags
- ☐ Cartridges, all sizes, any length tape (or empty), no minimum order, lowest prices

Cartridges: All Sizes

The nation's leader in cartridge tape technology can fill your every need, quickly and economically. That's how we became the leader. Write:

BROADCAST ELECTRONICS, INC.

A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

October

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—*West Virginia-Mid-Atlantic CATV Association* meeting. Greenbriar hotel, White Sulphur Springs, W. Va.

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

Oct. 14-15—*Kentucky CATV Association* meeting. Continental inn, Lexington.

■ Oct. 14-16—Annual convention, *Tennessee Association of Broadcasters*. River Terrace, Gatlinburg.

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

Oct. 15—New date for commencement of FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV Cheyenne, Wyo. Previous date was Sept. 15 (Doc. 18797).

Oct. 15—New deadline for comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities. Previous deadline was Sept. 15 (Doc. 14119).

Oct. 15—New deadline for comments on FCC's proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Sept. 15 (Doc. 18928).

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

Oct. 15—Meeting, *New England Cable Television Association*. Shine inn, Chicopee, Mass.

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

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. 16-17—First national symposium on children and television, sponsored by *Action for Children's Television*. Keynote speaker will be Fred Rogers of *Misterogers Neighborhood*. Kennedy Memorial hospital for children, Boston.

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. 17-18—Meeting, *Wisconsin Associated Press Broadcasters Association*. Beaumont motor inn, Green Bay.

Oct. 18-20—*NBC Radio Network* affiliated stations annual convention. Julian Goodman, president. NBC, Arthur A. Watson, president, NBC Radio division, are among speakers. Mark Hopkins hotel, San Francisco.

Oct. 18-20—*North Central CATV Association* fall conference. Northstar inn, Minneapolis.

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).

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—New deadline for comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting. Previous deadline was Oct. 7 (Doc. 18397-A). Nov. 23 reply date is not being extended. FCC staff is to brief commission Dec. 7 on comments then on file and subsequently it will conduct hearing on CATV policy.

■ Oct. 22—New deadline for comments on FCC's proposals concerning technical standards for CATV systems. Previous deadline was Oct. 7 (Doc. 18894).

■ Oct. 22—New deadline for filing comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892).

■ Oct. 22—New deadline for filing comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891).

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. 24-25—Meeting, *Missouri Associated Press Radio and Television Association*. Holiday inn, Lake of the Ozarks.

Oct. 25-28—Annual meeting, *Association of National Advertisers*. Hot Springs, Va.

Oct. 26—*National Conference on Citizens Rights in Broadcasting*. Panelists include The Rev. Everett C. Parker, Robert Choate, FCC Commissioner Nicholas Johnson, Rep. Robert O. Tiernan (D-R.I.). Guest of honor is former FCC Commissioner Kenneth A. Cox. Hotel Americana, New York.

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

■ Oct. 26-28—*National Cable Television Association* board of directors meeting. Hotel Sonesta, Washington.

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 (Doc. 18891).

Oct. 28-29—*Virginia CATV Association* fall meeting. Downtowner inn, Danville.

■ Oct. 28-30—*Mid-America CATV Association* fall meeting. Speakers include FCC Commissioner Robert Wells, NCTA President Donald V. Taverner and Teleprompter Corp. president and chairman Irving B. Kahn. Glenwood Manor motel, Overland Park, Kan.

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

Oct. 30—New deadline for reply comments on FCC's proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Oct. 1 (Doc. 18928).

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

November

■ Nov. 2—Deadline for reply comments on policies and procedures concerning FCC's proposal to permit specialized common carriers to provide point-

Twin Citians are great people

(TAKE THE MINNESOTA VIKINGS AND BUD GRANT, FOR INSTANCE)

Sure, we've got pretty buildings, ten thousand lakes and parks galore, but it's our *people* that make our market great!

We're a young market, as the averages go. And well-educated and healthy and vigorously sports-minded. We're proud of our champion Minnesota Vikings and coach-of-the-year Bud Grant. We're proud, too, that we produce the weekly Bud Grant Show, hosted by KSTP-TV sports director Ed Cain. It's a great show for our *great people*!



THE BUD GRANT SHOW

10:30-11:00 P.M., AFTER EVERY REGULAR-SEASON VIKING

- ☐ Hear coach-of-the-year Bud Grant give his game analysis with Ed Cain.
- ☐ See KSTP-TV color-film action highlights, specially processed and edited just hours after each game, both home and away.
- ☐ Hear a Viking player as special guest.

WITH
ED CAIN
KSTP-TV SPORTS
DIRECTOR

MINNEAPOLIS • ST. PAUL

KSTP-TV



A Division of Hubbard Broadcasting Inc., WTOG-TV Tampa - St. Petersburg, KOB-TV Albuquerque. Contact your nearest Petry office or Jim Dowdle at 612-645-2724.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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to-point microwave radio service (Doc. 18920).

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 (Doc. 18930).

Nov. 2-4—Program origination seminar sponsored by National Cable Television Association. Atlanta American hotel, Atlanta.

Nov. 3-6—New York State Educational Communication Association convocation. Grossinger's, Grossinger, N.Y.

Nov. 4-7—Annual Western cable television show and convention, California Community Television Association. Hotel de Coronado, Coronado, Calif.

Nov. 5-6—Annual fall meeting, Oregon Association of Broadcasters. Ramada inn, Portland, Ore.

Nov. 5-7—Eleventh annual conference of Informa-

tion Film Producers of America. Newporter inn, Newport Beach, Calif.

Nov. 7—15th annual Petry promotion seminar, conducted by Edward Petry & Co. Astroworld motel, Houston.

Nov. 7-8—Meeting of Iowa Association of Broadcasters. Ramada inn/Memorial Union, Ames.

Nov. 7-21—Sixth Chicago International Film Festival. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.

Nov. 8-11—Annual convention, National Association of Educational Broadcasters. Sheraton Park and Shoreham hotels, Washington.

Nov. 9-10—Convention, Eastern chapter, National Religious Broadcasters. Yonkers, N.Y.

Nov. 9-11—Annual convention, Broadcast Promotion Association. Astroworld complex, Houston.

OpenMike

U.S. shines in comparison

EDITOR: Having just returned from Europe, I had the questionable pleasure to watch television in France and England. I can only wish that members of Congress, as well as certain FCC commissioners would take the time to study European television and compare it with our American system.

The French system is absolutely unbelievable. Nothing happens until 6:30 p.m. and at 11:30 p.m., you go to sleep, which means five hours of broadcasting. The schedule includes two major newscasts, early in the evening and late in the evening. The French just love "stills." They don't seem to believe in on-the-spot reporting. The rest of the programs seem dull and uninteresting.

In England, there are three channels and there is a greater variety. Yet, if any station in a medium-size market in this country would produce programs such as the run-of-the-mill programs on any one of England's three channels, it would be laughed out of business. This does not mean that there are not any good programs in England and good broadcasting. I did not have the opportunity to see a full week's schedule.

In one day's time, the American public gets more information, more diversified entertainment and has a greater opportunity to learn essential facts of the problems at home and abroad, than viewers in Europe can experience during a whole week or month. Whereas, in this country, we make a sincere effort to broadcast programs which inform and entertain in all areas, this concept seems to be unknown and unwanted in Europe. It may be that the Europeans are right and perhaps they have a great deal less trouble domestically because their television, in my own opinion, is a moribund communications and entertainment medium which does not come to grips with the problems of the day on a continuing basis. Closely supervised by government, either directly or indirectly, they seem to make cer-

tain that people see and hear only what Big Daddy wants them to know.—Egmont Sonderling, *president, Sonderling Broadcasting Corp., New York*.

Suitcase full of trophies

EDITOR: I included the Cork [Ireland] Film Festival in my September vacation and introduced Wally Ross's reel of winners from his New York commercial festival. I wound up on the stage of the Savoy theater in Cork receiving the top award from, of all people, the lord mayor, on behalf of Scali, McCabe & Sloves, New York.

The grand prix went to the agency's "Attack on the Car Dogs" for Volvo, produced by Pelican Productions. The "Worldwinner '70" award, for commercials that had won awards at other festivals, went to Alka-Seltzer's "Unfinished Lunch" starring George Raft and created by Jack Tinker & Partners and produced by N. Lee Lacy Associates, Los Angeles.

In all, 17 U.S. agencies and producers won awards at Cork. I'll deliver them on my return.—Don Kearney, *Corinthian Broadcasting, New York*.



Mr. Kearney (l) with grand prix and Peter Barry, lord mayor of Cork.

Shoots holes in clutter survey

EDITOR: The Association of National Advertisers' discussion of clutter (BROADCASTING, Sept. 28) is based upon a totally unrealistic approach. A sample

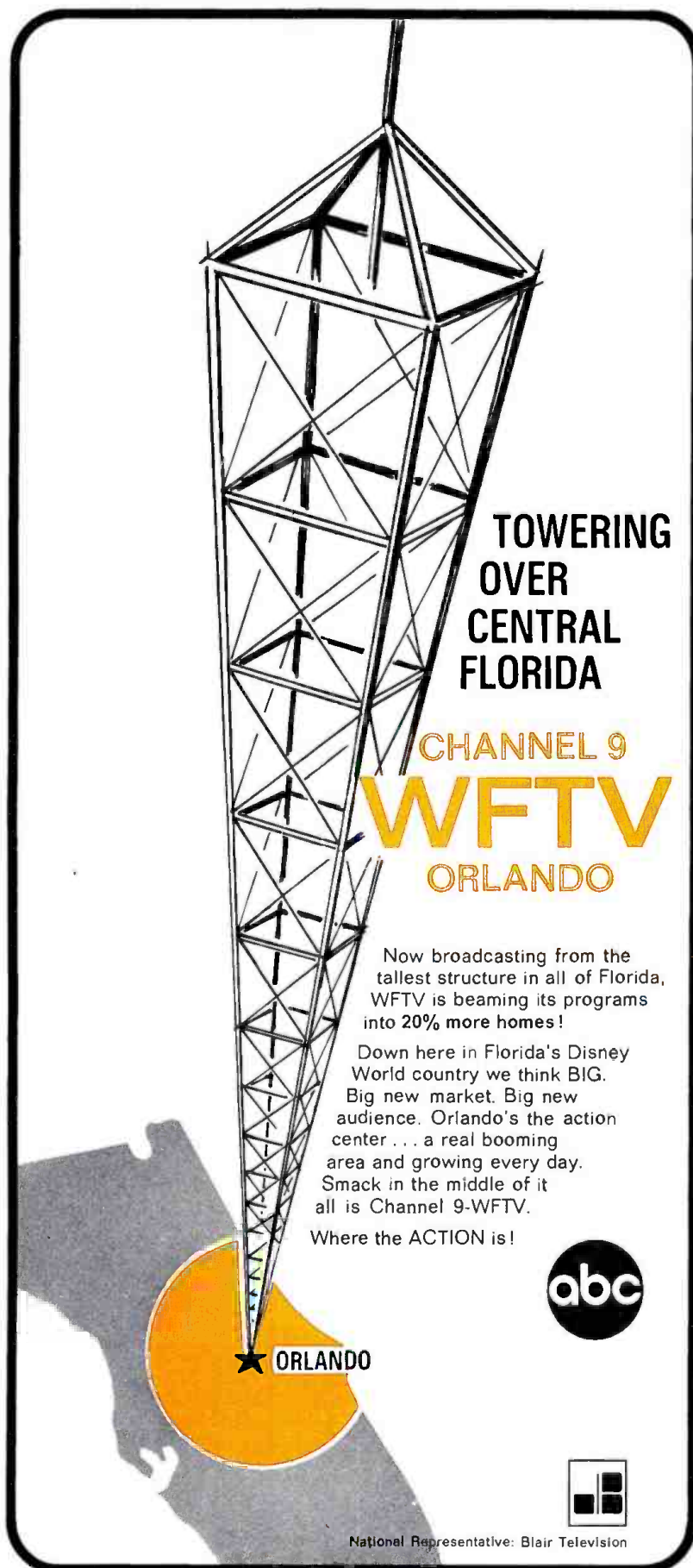
Gauss: engineered precision where it counts

Gauss research and development has created two technological masterpieces. The 1620 Recorder/Reproducer with 5 heads, features an ingeniously designed capstan and guidance assembly that completely eliminates transport plate warpage and attendant guidance problems. This rugged dual-capstan transport puts greater strength and accuracy right up front where the action is, reducing scrape flutter and maintaining tape accuracies at all speeds. Gauss' 1630 is a reproduce-only transport incorporating all identical design advances of the 1620. Both transports can be mounted in any position on any surface, function equally well in a bi-directional mode and offer constant tape tension regardless of size, position or location of reels. We can safely say the new Gauss 1600 Series heralds a new era in the broadcasting and tape recording/duplicating state of the art. But hearing is believing. Another precision product . . . by Gauss.



Gauss Electrophysics
An MCA Tech. Division
11822 W. Olympic Blvd.
Los Angeles, California 90064
(213) 478-0261





**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!

abc

ORLANDO



National Representative: Blair Television

of 50 "obviously unbiased" advertising executives (probably all male) is not a valid sample for any advertising research, including clutter.

It has been common knowledge that an individual subjected to a series of similar stimuli, such as commercials, will more frequently recall the last one seen. Does that prove that the respondent will more frequently purchase the last brand advertised in a clutter sequence? Not at all!

If one were to reduce this conclusion ad absurdum, we would have to determine the precise moment when most housewives leave their homes to shop, put on the most compelling programming at such times, and allow the advertisers to fight for the last commercial position. According to the logic used, this method would "guarantee" sales. Not only is this nonsense, but this logic is contradicted in the next sentence which says, "But a strong commercial performs equally well in any position." Which then is the more important variable: clutter position or commercial strength? If the latter, why obfuscate the issue?

This is but another example of in vitro research attempting to isolate one variable in a remarkably unsophisticated research design. You cannot isolate "a typical station break clutter of six commercials" from other similar clutter in an evening's or a day's viewing.

The problem of clutter is far more complex. In the advertising field, most attention to clutter relates to television. What is ignored is that the purchaser is constantly surrounded by other visual, auditory and even tactile and olfactory stimuli which may also produce a clutter effect. For example, in the supermarket, the shopper is surrounded by the "clutter" of thousands of products, brands, sizes, shapes, colors, specials, etc. Can we isolate television clutter from clutter elsewhere? How does it relate to sales?

These are exceedingly complex problems. Simplistic statements based upon invalid research contribute little to improving the use of TV time for either the advertiser or the consumer.—*Edward Wallerstein, president, Communication & Media Research Services Inc., New York.*

Thanks from Mr. Kluge

EDITOR: On behalf of all of us at Metro-media, our thanks for a splendid story on Metromedia West (BROADCASTING, Sept. 21). It's nice to know that when you place as much as we have into something like the KTTV(TV) Los Angeles plant, the leading industry publication not only takes note of it, but gives us our due, as well.—*John W. Kluge, president, Metromedia Inc., New York.*

You Stand Tall in the Rockies

And none stands taller in achievement than KWGN Television.

Top News Film Station of the Year according to the National Press Photographers Association.

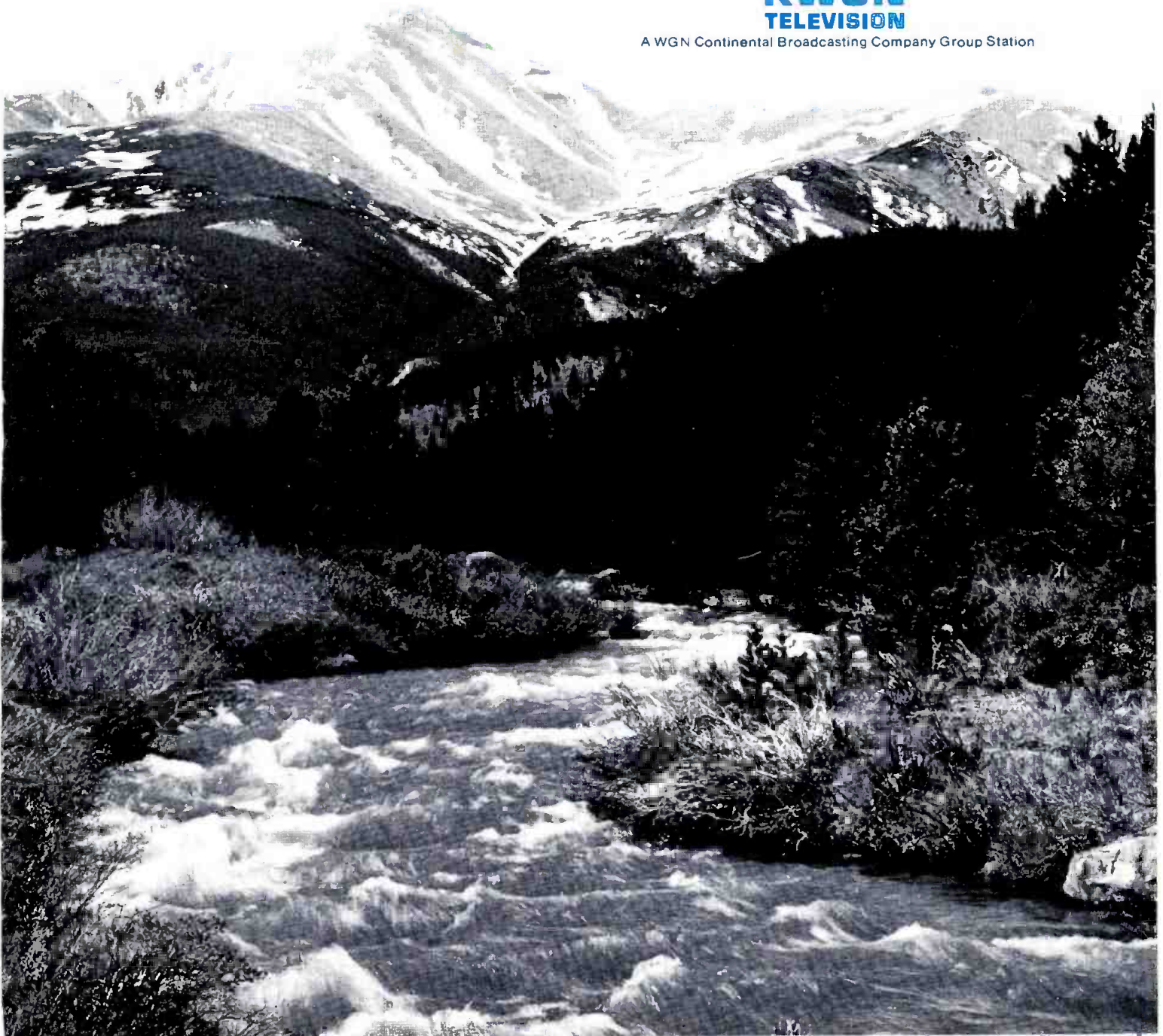
Great business-getter, according to an ever-growing number of advertisers. Telling their story to an ever-growing number of viewers.

Top participant in what makes the Mile High City of Denver "go...go...go!"

And it's only the beginning. Only the beginning. **The WGN of the Rockies**



A WGN Continental Broadcasting Company Group Station



McClatchy TV is big news 7 nights a week in a \$14,000,000,000 market*

Now, there's more news every night on KOVR in Stockton/Sacramento and KMJ-TV in Fresno.

KOVR, in the nation's 25th ADI TV market, presents NEWS/13 every night of the week. It's the only Stockton/Sacramento TV news with live coverage from Stockton as well as Sacramento. Monday through Friday, NEWS/13 is ninety minutes in length, with both local and ABC network coverage.

KMJ-TV, in the nation's number one agricultural county, presents NEWS/24. It features KMJ's own up-to-the-minute coverage of the Fresno market and the West. And it includes the NBC Nightly News, with Brinkley, Chancellor and McGee.

Make sure these vital California areas get the news about your product. Put your message on McClatchy TV.

*Effective buying income, 1969, for the combined KMJ-TV 6-county market and KOVR 30-county market — (\$14,773,545,000).

Sources: Sales Management, Survey of Buying Power, June 1970.
SRDS, September 1970.
Television Factbook 1970-1971 — counties in which the net weekly circulation is 5% or better.



KOVR
STOCKTON/SACRAMENTO

KMJ-TV FRESNO



McCLATCHY BROADCASTING

Represented Nationally by Katz Television

Advertisers, marketers: Keep your eye on the leading edge

SCENE I—SHOUT ON A CITY STREET 1950:

"Janie! Janie! Come in for supper and bring the paper!"

"Okay, Mommy."

SCENE II—CONVERSATION ON A SUBURBAN DRIVEWAY 1970:

"All right, Jimmy. Go play with your friends. But keep the walkie-talkie on so I can call you when we're ready to eat."

"Okay, Mom!"

SCENE III—PICTUREPHONE CONVERSATION 1980:

"I'll be late, Amy. Your lunch is in the microwave. Oh, don't forget to check the food-store channel for specials on dog food."

"Okay, Mommy."

"And stop eating that candy! You have chocolate all over your face."

By the end of this decade, cable TV, closed circuit, cartridge TV, picturephone and similar phrases, will all be standard household words, the language of everyday living. These and other new electronic devices are triggering a communications explosion we are just beginning to comprehend.

Some say it was started by the electronic engineers—computers. Or by television broadcasters—video tape. Or by the educators—closed circuit. Or by a unique team of government and industry experts—the space program.

No one has ever been heard to say it was started by advertising and marketing men. Even less defensible, it would seem, is that we as an industry generally do not appear to be much interested, at least up until now.

Cable TV and cartridge TV, for example, are no longer blue-sky fantasies. They are living, breathing deeply and growing at an astounding rate. And within these new technologies are the seeds of new advertising media. If properly guided they could rival direct mail for efficiency and selectivity.

It is time agencies and advertisers got involved. We should have, long ago.

Cable television has been around 20 years. Enough time to experiment, to test, to figure out how to use CATV's 40 or more sharp, clear channels to more efficiently communicate the benefits of specialized products and services. If advertising and marketing people had been involved earlier, we would now know who lives in the 5.5-million homes

served by cable TV.

But we were not. Now the industry is scrambling to put together the necessary demographics. By the end of this decade this data should cover more than 27 million homes.

While cable systems are still dominated by interests not related to advertising or mass communication, many of them are going to be in the programming business as of April 1, 1971. This the FCC has required.

How does this affect us? It means the owners must face program costs not anticipated in original subscription fees. It means a new electronic medium for highly efficient advertising going to people about whom we will know more than we ever could with commercial television. It will eventually permit the ordering of the sponsor's products over the same cable.

Yet with all this potential, the CATV industry saw only a handful of us from the advertising industry at the recent cable-TV convention that focused on programming.

Cartridge television will be well off the launching pad by the end of this year too. Sony's video-cassette and CBS-Motorola's EVR system are leading, with RCA and others not far behind. The motion-picture industry, the recording industry and even book publishers are lining up quickly to get into the software business. All of these systems will allow prerecorded materials (programs) to be played back through the conventional home-TV receiver.

Thousands of words are being written about the home-entertainment potential of cartridge TV. But very little of it is about the advertising potential. Yet it is

all there. Special-interest programming. Selective audience. The ability to store for future reference. The advantages of trade books and television all rolled up into one.

However, we in advertising tend to think of sponsored cartridge programming as something in the distant future, if indeed we think of it at all.

"The hardware has to be sold first." Or, "there have to be 10 million cartridge players out there before we can consider it as an advertising medium."

The computer industry, the office-copier industry and the color-television industry did not think in those terms. Neither should we in advertising and marketing at the agency or client level.

By these general statements, however, I am not suggesting this apathy is to be found everywhere on our side of the business. It is not.

A few advertising agencies have been very much involved in cable television. Most of us know one big agency that has become involved in the ownership and operation of cable systems and more recently has begun use of cable TV to experiment in the testing of advertising and new products. We hear that even a two-way communication may be included.

Our agency, Clinton E. Frank Inc., has been helping develop markets for cartridge TV. (Our client is Motorola.)

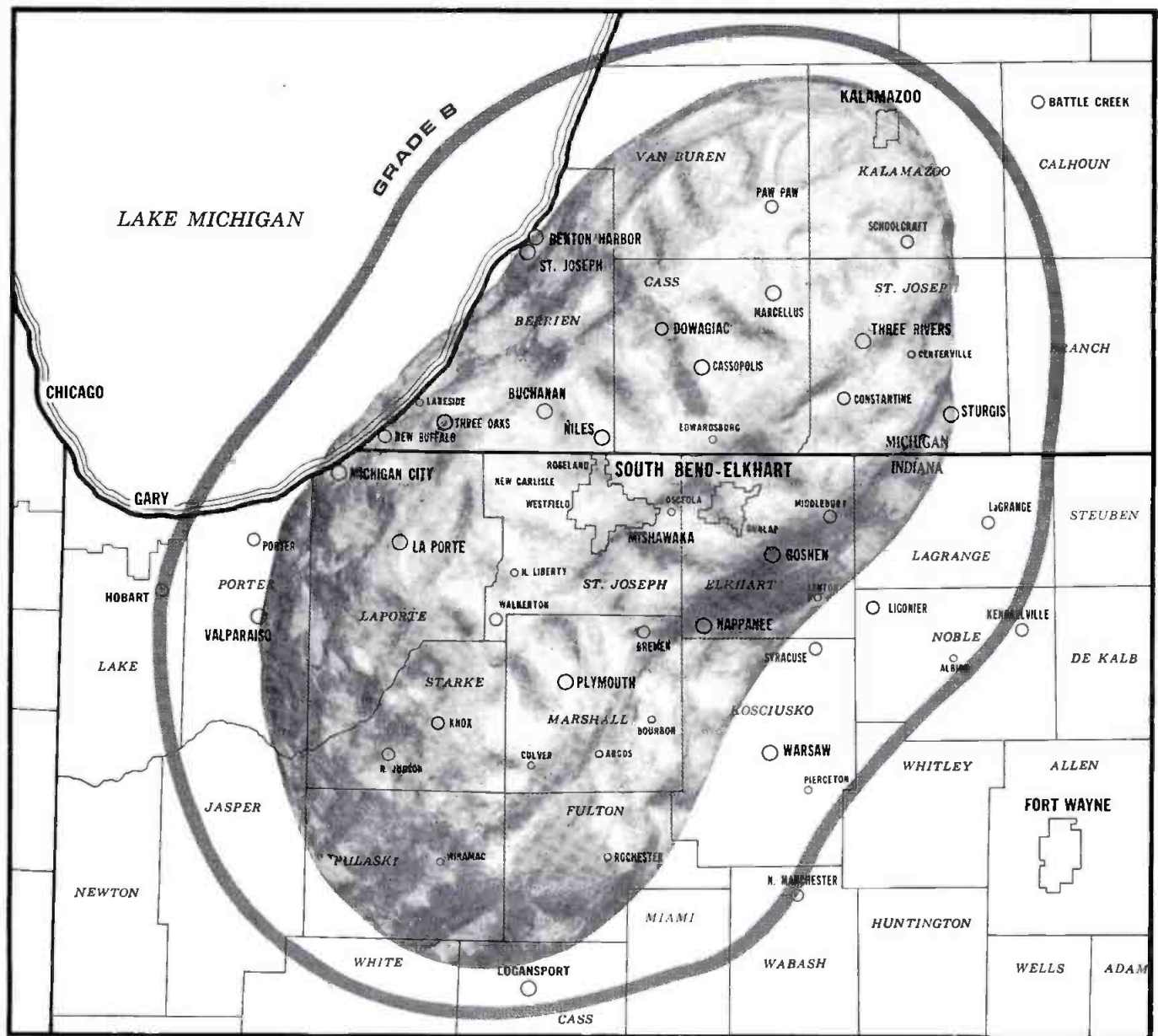
But for the most part, advertising and marketing have not yet caught up.

It is time we did—because eventually the commercial television system we know today will become just too expensive for some specialized advertisers. We should be prepared with some new and efficient alternatives.



Don Wallace is vice president and TV-Radio director at Clinton E. Frank Inc., and has been a pioneer in editing of video tape for commercials. He joined agency in 1958 and his credits include claim of first tape commercial using scene-by-scene photography via Intersync technique. Earlier Mr. Wallace had been with Tatham-Laird, Chicago, and Wesley-Day Adv., Des Moines, as broadcast writer-producer. Before that he was a director at WMT-TV Cedar Rapids, Iowa.

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

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BLAIR TELEVISION

A move toward 'standards' on renewals

FCC approves analysis, for all TV's in top 50, of programing, profits and program expense

The FCC has decided to take the first step in a plan to overhaul its license-renewal procedures, and although most of those who talk about it for publication make reassuring noises, the step is likely to reverberate loudly and frighteningly throughout broadcasting.

Under way is nothing less than an exhaustive measurement of the program service provided over the past three years by the television stations in the top-50 markets. What's more, the FCC plans to use the measurement to rank stations in terms of service they provide.

The study, being done under the supervision of Robert Rawson, chief of the FCC's renewal and transfer division, will cover news, public affairs and "other" (agricultural, instructional and religious) programing, local programing, public-service announcements and commercial matter. It will also deal with stations' financial resources.

The stations will be studied by category (network affiliate, UHF independent, VHF independent or educational) and market size (one through 10, 11 through 25 and 26 through 50). The commission has never attempted anything quite like it.

Chairman Dean Burch regards the study as an essential fact-gathering mission—but one that does not commit the commission, certainly not himself, to any course of action. "No one is suggesting that we act on renewals on the basis of statistics alone," he said. "You get the information first, then see if there is any message in it."

One message the commission might receive is that it should establish a renewal system in which licensees meeting certain standards would be renewed almost automatically (barring complaints against them), while those that deviate from the standards would be subject to closer scrutiny. Theoretically, at least, speed and efficiency would be built into a system not now notable for either.

But even on this point the chairman



Mr. Rawson

is keeping all his options open. "I don't know what the standards would be," he said. "I'm not committed to the view that you can or should write mathematical standards."

Whatever the next step, Dr. Barry Cole of the University of Indiana's radio-television department, the man whose critique of present renewal procedures helped spark the commission's interest in redoing them (BROADCASTING, Sept. 21), will play a role in it.

He has been hired as a part-time consultant on the renewal-procedures project. He will prepare in detailed form the views he has sketched orally to the commission—on criteria that might be employed in judging renewals, on data to be collected, on the kind of announcement procedures broadcasters should use in informing the public of commission policies and licensee responsibilities, and on possible revisions of the renewal forms, among others.

There is sentiment within the commission for drafting a new short form for at least the small AM and FM stations. And Chairman Burch is strongly in favor of Dr. Cole's suggestion that questions that do not provide meaningful, usable information either be eliminated or rephrased. (He notes that one question dealing with proposed public-affairs programing brought forth the comment, "I put on everybody but the kooks.")

He also wants to avoid the kinds of questions that are subject to formula



Dr. Cole

answers—where, as he puts it, "if you or your lawyers are in the swim at the commission you know what answer will satisfy the commission and, if you're not, and you don't know the formula, an honest answer will get you in trouble."

But it is the study of programing by television stations serving 75% of the nation's television homes that has captured most attention at the commission. Not all commissioners are enthusiastic about it. Commissioner Robert Wells, the ex-broadcaster, confesses it makes him uneasy. He wonders "what will come next" and doubts that renewal procedures can be greatly simplified. But he was unable to muster arguments in opposition to data gathering.

The decision to proceed with the study is the result of a number of pressures focusing on Chairman Burch at a time when he is concerned about renewal backlogs and the "subjective manner" in which renewals are handled.

But more important, Commissioner Nicholas Johnson and former Commissioner Kenneth A. Cox have long urged the commission to make detailed studies of station performance.

And it is a memorandum prepared by Commissioner Johnson that is serving as the basis for the current study—a fact that, given the commissioner's record for urging a stiffer line on renewal matters, is bound to increase broadcasters' uneasiness over the study.

However, the memorandum report-

edly came in response to a challenge from Chairman Burch, who said he was "tired" of hearing Mr. Johnson talk about how he would deal with renewals. The chairman asked Mr. Johnson to put a proposal on paper—and Mr. Johnson did.

Essentially, the proposal follows the outline of studies Mr. Johnson and Mr. Cox did of license-renewal applicants in Oklahoma, New York and the mid-Atlantic states. It will develop information on the amount of news, public affairs and "other" programming the stations carry, totally and as a percentage of total programming. It will also provide data on the amount of local and regional news that stations carry and the number of news personnel they employ.

In addition, the study will reveal the amount of local programming stations do—totally, as a percentage of total programming and between the hours of 6 and 11 p.m. It will also show the number of public-service announcements they carry and the number of hours in which they broadcast more than 12 minutes of commercial matter.

The study will also provide a financial-resources background against which to view programming. It will show the stations' pre-tax profits, profits as a percentage of gross revenues, and programming expenses—totally and as a percentage of gross revenue.

The stations will also be ranked in their respective class in each of the categories.

If Commissioner Johnson's memorandum were to be followed all the

way, those stations falling in the lowest 10% in their class in any category would be asked to explain their "poor performance." The FCC staff would still be authorized under its delegated authority to renew the licenses of those stations after reviewing their responses and studying their over-all performance—except in those cases in which a station falls below the 10% level in two of the three categories that Commissioner Johnson considers the most important, news, public affairs and "other" and local programming. The decision on renewal of those stations' licenses would be made at the commission level.

However, the commission has not considered the question of whether to follow Commissioner Johnson that far. As Chairman Burch said, the memorandum is not an "operative" document.

The chairman and others have described the memorandum as mild—considering the strong feelings Commissioner Johnson has expressed about the commission's renewal procedures in the past. And it does stress that the proposal "does not provide for the automatic license-renewal hearing of any station."

Mr. Johnson points out that the commission would continue to be free to approve the renewal of any station, regardless of its programming—as he said, in a characteristic remark, "there would almost always be 'extenuating circumstances' that could be found." The memorandum also notes that "an

automatic base on balls" would be given to 90% of the stations while 10% had their renewal forms studied more closely, as 100% of applicants do now.

In Commissioner Johnson's view, the virtue of his proposal is that it reduces the staff's work substantially "and takes considerable pressure off the responsible broadcaster. About all it does, in fact, is to create a usable product out of the information the industry presently files with us, and the staff currently processes by hand."

Despite the mildness of its tone, the memorandum appears to contain a kind of dare that the commission has taken. Commissioners who have almost automatically bristled at the urgings of Commissioner Johnson and former Commissioner Cox to make in-depth studies of station programming have been hard put to back up their opposition. The study could demonstrate that most stations are doing "a good job"—whatever that turns out to mean—and that the commission's attitude has not been unreasonable.

Chairman Burch came close to articulating this aspect in discussing the project. "Nick feels that these stations having less programming than certain standards will be shown to have large profits," he said. "I'm not sure that's what will come out of this." But at another point, he said, "I'd like to find out if there is a pattern [of service] that deserves attention."

He should find out in about a month. That is how long the study is expected to take.

Frontier offers FCC a deal

It will obey ban on crossownership if KFBC-TV license OK'd

Frontier Broadcasting Co. last week asked the FCC to rescind its order designating for hearing the license renewal of its KFBC-TV Cheyenne, Wyo., and to grant the renewal on the condition that Frontier eliminates cross ownership of its media holdings ("Closed Circuit," Sept. 28).

The KFBC-TV renewal application was designated for hearing last February to determine whether Frontier's Cheyenne media holdings constitute a concentration of control of mass media.

Frontier also owns newspapers, a CATV system and KFBC-AM-FM in Cheyenne; KSTF(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo.

In its petition for reconsideration of

the hearing order, Frontier said it would move to end crossownership of its TV stations and the CATV system "in a manner which will also remove the common control of those television stations and the Cheyenne newspapers."

The commission's rule barring TV-CATV crossownership becomes effective Aug. 10, 1973, for cable systems in operation before July 1. Frontier asked the commission to allow it the same amount of time to eliminate common control between its TV stations and newspapers so that it could negotiate with others who wish to dispose of their TV stations in the event the FCC adopts a proposal to prohibit cross-ownership of TV stations and newspapers.

Frontier told the commission it could remove common control of its TV stations and newspapers in a number of ways—selling the TV's to third parties; exchanging them for stations outside Cheyenne owned by persons with no newspaper interests in the Cheyenne area; similarly selling or exchanging the Cheyenne newspapers; or, in lieu of disposing of the newspaper or TV, di-

viding ownership among existing stockholders to eliminate common control.

Frontier asked the commission to allow it a number of different ways of eliminating control because it is "not now in a position to be more specific." It added the most likely method would be to sell the TV stations and subsequently acquire stations outside the Cheyenne area.

Frontier also pointed out that the stations are located in small cities and are "economically interdependent," making it necessary to sell all to a single party.

Any commission order requiring elimination of control between the newspapers and the TV stations should provide for the possibility that divestiture may have to be accomplished through division of ownership among existing stockholders, Frontier said. It suggested the commission's divestiture order merely specify that common control must be eliminated and that by Aug. 10, 1973, Frontier must either sell the stations or submit its proposal to sell the newspapers. The latter possibility is "very unlikely," Frontier added.

Prelude to protest in Cleveland

PR firm now representing black challengers is said to have solicited stations as clients

Late in August, two black partners in a small Cleveland public-relations firm held a series of meetings with representatives of three of the major broadcast organizations in that city. The PR men, Perry Holloway and Nat Young, of Grosser, Holloway & Young, were soliciting business, citing their contacts in the black community as well as their background as an "all-purpose agency." But they came away empty-handed.

Several weeks later, the firm was serving as the spokesman for, and representative of, an ad hoc coalition of black groups and the National Association of Black Media Producers that were threatening to petition the FCC to deny all the Cleveland stations' license renewals if they did not meet 11 specific demands (BROADCASTING, Sept. 21).

Most of the demands were aimed at ending what the petitioners alleged were discriminatory practices in hiring and programing. But one called on the stations to "retain a black public-relations firm to give answers and guidance in matters pertaining to the black community."

This set of facts, which appear to be in no dispute, is likely to raise questions about the firm's role if the commission decides to act on a pending informal complaint in which the ad hoc coalition and NABMP have asked the commission to defer the renewal of license of 13 stations until they have shown they will serve the public interest in light of the coalition's demands. (Two weeks ago, the commission staff rejected the Cleveland group's petition for extension of time to file petitions to deny [BROADCASTING, Oct. 5]. The deadline passed on Sept. 1; the Ohio licenses expired Oct. 1.) No one has charged that pressure or retribution is involved, but one or more of the broadcasters who were originally approached would presumably recite the sequence of events if the commission requests responses to the charges.

Seven of the stations listed in the informal complaint are those whose representatives met with Mr. Holloway and Mr. Young. They are NBC's WKYC-AM-FM-TV, Storer Broadcasting's WJW-AM-TV and WCJW(FM) and Metromedia's WHK(AM). The other stations listed are WEWS-TV, WUAB-TV, WGAR-AM-FM, WERE-AM-FM, and WIXY(AM). All but WUAB-TV, WIXY, and WKYC-AM-FM were routinely renewed on Sept. 30, according to a commission announcement last week. However, the commission can

rescind a renewal within 30 days.

Last week, Mr. Holloway said the PR firm had been engaged last summer in a routine solicitation of business. He said some of the stations were using advertising agencies. "We thought it was grossly unfair we were not getting any of that outside gravy," he said. He felt his firm, which he described as biracial, with several white employees and a "specialist in minority problems," could help the stations, he said.

He also said the firm had begun its solicitation of business with a general mailing to all stations "in June." However, the records of the Storer, Metromedia and NBC stations indicate that the first letter they received from the firm was in early August.

But what appears to be a more critical conflict over the background facts of the case involves the question of how the Cleveland PR firm became involved in the dispute that culminated in the complaints filed with the commission.

Mr. Holloway said Tony Brown, president of the National Association of Black Media Producers, had asked his help in organizing the effort after the two met in Washington late in June at a two-day conference sponsored by the Capitol Press Club. Mr. Brown had participated on one of the panels.

But Mr. Brown said it was the other way around. Mr. Holloway, Mr. Brown related, said that "they—people in Cleveland—were interested in challenging the licenses of the stations and needed outside help and expertise, and asked if I would come in and help them." Mr. Brown, whose NABMP is helping a group of blacks in Detroit in a dispute with stations there, said he agreed.

Mr. Brown said he met with Mr. Holloway in New York in July and advised him to "pull together a community group." He also said he asked Mr. Holloway to check back with him "in two weeks" but that he didn't hear from him until September—after the deadline for filing against the Ohio licenses had passed, and after Mr. Holloway and Mr. Young had had their unsuccessful meetings with the Cleveland stations. "I knew it was too late to take any action," Mr. Brown said, "so I suggested a PR campaign to embarrass the stations." The aim, he said, would be to "shame" them into hiring more blacks.

However, one point on which Mr. Holloway and Mr. Brown agree is that

the 11 demands—including the one relating to hiring a black PR firm—were provided by Mr. Brown. Mr. Brown said the list was identical with the one Detroit blacks had previously served on stations there and had been based on list used by blacks in Atlanta—the first blacks to negotiate demands with all stations in a city (BROADCASTING, Jan. 12 et seq.).

Mr. Holloway also said the Cleveland-area blacks are not demanding that the stations use his firm. And the counsel for one station that reports progress in negotiations with the coalition, WKBF-TV, said the coalition was not stressing that it employ a public-relations firm, but only that it have someone available for "guidance" on programs relating to blacks.

The Cleveland coalition suffered a setback last week when the co-authors of a study of Cleveland-area stations, which was incorporated in the informal complaint the coalition filed with the commission, disassociated themselves from the complaint. The report was critical of the general level of broadcast service in Cleveland but recommended the renewal of virtually all the stations, including those mentioned in the complaint.

The Rev. Donald Stockford, of the Cleveland Council of Churches, wired the FCC that the complaint was in error in stating that he had joined the action against the stations and adding that the study's conclusion regarding the renewal of the Cleveland stations "still stands." And J. Jerome Lackamp, of the Catholic diocese, said the coalition did not have permission to incorporate the study and that he was writing the commission to make clear he had no connection with the complaint.

Mr. Holloway, when informed of Mr. Stockford's wire to the commission, reacted angrily. He said he had been authorized by Mr. Stockford to fit him into the case "in any way we wanted to use him." Mr. Holloway termed the telegram "a beautiful white cop-out."

ABC adds four

Four new stations have become affiliated with ABC Radio. Joining the network's American Entertainment service is KFNV(AM) Ferriday, La.; American Information, WRAR-AM-FM Tappahannock, Va., and WPXY(AM) Greenville, N.C.; and American FM, WXQR(FM) Jacksonville, N.C.

NAB boards adopt reorganization plan

What began as a PR study now becomes a hunt for new men to implement top-to-bottom shakeup

The National Association of Broadcasters last week embarked on a search for three top-level executives, as part of a sweeping reorganization plan. Their job would be to put the broadcast association into fighting trim to counteract the buffeting broadcasters have been receiving from Congress, the FCC, crusading lawyers, cultural and religious leaders and, to an extent, from the public.

The move followed adoption by the NAB joint board, without dissent, of the recommendations of a special, industry-wide public-relations committee. That committee's proposals had been approved by the association's executive committee late last month (BROADCASTING, Oct. 5).

The special committee, which called for bigger and better means to tell industry's story to the public and government officials, said it could not enhance the industry's public relations without also streamlining the association's organization.

The reorganization establishes three principal departments: government relations, public relations and station relations. The proposed division of labor clearly indicates the current priorities of influential NAB members.

The job of filling the new posts was given to NAB President Vincent T. Wasilewski. In two instances, government relations and station relations, Mr. Wasilewski was authorized to select his own candidates with the advice of the association's executive committee. But, to fill the public-relations post, Mr. Wasilewski was named as a member of a five-man selection committee whose

other members are Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of the radio board; Don C. Dailey, KGBX(AM) Springfield, Mo., chairman of the regular NAB public-relations committee; A. Louis Read, WDSU-TV New Orleans, vice chairman of the television board and chairman of the Television Information Committee which oversees the Television Information Office; and Hamilton Shea, Gilmore Broadcasting Co., Harrisonburg, Va., chairman of the television board. Mr. Dailey later said he could not serve and would appoint a successor.

The board also authorized the appropriation of an unspecified sum to handle the increased salary expenditures for the new executives if they are chosen before the January board meeting in Palm Springs, Calif., when the association's budget is generally adopted. It is generally doubted, however, that the new men will be known before that time. The NAB is operating on a \$3.15 million budget this year.

It was made plain during last week's discussion of the plan by board members that neither Mr. Wasilewski nor the selection committee intends to limit the choices to individuals already working for NAB. At the same time, it was stressed that incumbents are free to compete for promotion to the new executive vice presidencies.

In discussing the administrative problem, the committee noted that Mr. Wasilewski now has 12 departments reporting directly to him. In the reorganization, Mr. Wasilewski would have the three executive vice presidents reporting to him, plus Everett C. Revercomb, sec-

retary-treasurer of NAB; James H. Hulbert, vice president and administrative assistant; Dr. Harold Niven, vice president for plans and development, as well as Stockton Helffrich, director of the code authority.

The new government-relations department would consist of a government-liaison vice president; special sections for Congress, the FCC and administrative agencies; a general counsel, and his legal staff, as well as special counsel. The public-relations department would have a press and a broadcast bureau, as well as promotion and publications sections. It would also be responsible for liaison with TIO.

Station relations would encompass the present TV and radio vice presidents, the engineering and research vice presidents, as well as the directors of broadcast management, regional managements and the state-association field men. It would have two new groups, for minority affairs and for public service.

At present the government-affairs office is headed by Paul B. Comstock, with John B. Summers, chief counsel; public relations by John M. Couric; TV by William Carlisle; radio by Charles M. Stone; engineering by George W. Bartlett; research by John A. Dimling; Ron W. Irion, broadcast management, and Alvin M. King, station relations. Salaries of the top-level executives are understood to be in the \$25,000-to-\$40,000 range. Mr. Wasilewski's salary is believed to be in the \$75,000 range, including deferred compensation. It was renewed early this year for another two-year term.

The new executive slots would be at



A. Louis Read, WDSU-TV New Orleans, (2d from left) makes a point during a break in the NAB boards' deliberations about organization last week in Washington. With him (l to r): Vincent T. Wasilewski, president of NAB; Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, and Grover C. Cobb, Gannett Co., Rochester, N.Y.



Key figures in the adoption by the National Association of Broadcasters' board of the new organization were (l to r): Richard W. Chapin, Stuart Enterprises, Lincoln, Neb.; Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, who is chairman of NAB, and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va.

about the \$40,000 level, perhaps higher, although the board deliberately left this scale unspecified to permit negotiations to proceed without a predetermined floor, or ceiling, for the jobs. There seems also to be a strong sentiment, particularly among the special-committee members, that the top PR job be filled from outside, although it is expected that Mr. Couric will be invited to bid for it.

It was evident also that although the committee wanted to see TIO absorbed into the organization, it found this idea unworkable since TIO, established in 1959, is supported not only by NAB, but also the three TV networks and TV stations. Of its budget of \$630,000, only \$75,000 comes from NAB, it was noted. It was also felt that TIO is doing a creditable job in reaching its target (civic and cultural leaders in the fields of education, religion and other opinion makers).

Since public relations was the touchstone of its existence, the committee devoted a significant amount of space to this subject in the report submitted to the joint-board meeting last week. It said the new PR chief should be "a man of stature and experience, with the ability to function at the policy-adviser level along with the other two executive vice presidents." And, it continued, the public-relations executive "must have wide contacts in media and in organizations that can prove helpful to broadcasting interests, must have an excellent working knowledge of our industry and its problems, and have the qualities of character and spirit to be alert to anticipate opportunities to plan and promote the aims and objectives of the NAB."

In recommending the establishment of two distinct branches to serve the print media and the broadcast media, the committee stressed the need for using the air to present the industry's position.

The "broadcast bureau," the committee said, "should be staffed with specialists who have full knowledge of radio and TV requirements for news material about our industry, keeping in mind the industry's unique attributes of speed and immediacy to get the word out to broadcasters in a manner which will allow them to use their own air to explain policy, answer criticism and announce action."

Among other suggestions, the committee proposed that a wide-area telephone service line be established as a service for radio broadcasters and that a 16mm sound-film photographer for TV members be made available.

The NAB news services must be of such stature, the committee said, that the network and group radio and TV newsrooms in Washington would respect it as a "vital source that they must touch

Answer critics with tougher code—Rogers

Lawrence H. Rogers II, president of Taft Broadcasting Co., called last week for the appointment of a "czar" to give teeth to broadcasting's self-regulatory apparatus.

In a speech prepared for delivery today (Oct. 12) to the North Carolina Broadcasters Association convention in Fayetteville, N.C., Mr. Rogers said a toughened code is one of the best ways to answer broadcasting's critics in and out of government.

But, he added, "our self-regulatory machinery must not only be tougher; it must be presided over by a person of impeccable reputation, considerable ability, and powers as broad as the commissioners of football and baseball."

Mr. Rogers said he intended no criticism of present NAB code authority director Stockton Hellfrich, whom he credited with an excellent record under today's limitations. "But," he added, "Stockton himself told me in a letter the other day that broadcast self-regulation delivers whatever a consensus of code subscribers endorses through traditional democratic procedures." This is an inadequate system, Mr. Rogers said.

"To hold out until the remedial measures are applied by a combination of private pressure groups like [the National Citizens Committee for Broadcasting] and congressional action is to ask for the extension of the cigarette precedent and the Red Lion decision.

base with on every broadcasting issue."

The report continued: "We cannot stress too much the widespread belief among industry people and outsiders that broadcasters should use their own media better—not to put out self-serving puffery, but to give the public and their elected representatives the news and hard facts about current broadcasting issues."

From the first, the committee reported, it was evident that the public-relations department must be made to equal the stature and effectiveness of government relations. But even with this goal in mind, the committee was still confronted with the organizational difficulty of having 12 different departments reporting directly to the president. Therefore, it undertook to revamp the entire structure of NAB, for the purpose of "bringing forth a workable plan for the whole organization that would embody the PR effort required. . . ."

"We believe," the committee said, "that a lean, alert, well organized, hard-hitting NAB can and must defend us as we go about the business of serving the

We shall find ourselves nibbled, nicked and hacked away piecemeal until the surviving body is unrecognizable."

Mr. Rogers had other, related suggestions for industry action. He said code subscriptions should be mandatory for NAB members. He called for a decrease in the amount of commercial clutter; he urged reinstatement of the code ban on personal-product advertising; and he joined other industry voices in calling for a complete overhaul of broadcasting's public-relations efforts and the hiring of this country's best PR minds to work on behalf of the industry (see page 24).

Measures like these, he suggested, "would cement our relations with public and advertisers alike and in the long run be the best answer to the howls of the intellectual fringe."

That "fringe," as exemplified by the chairman of the National Citizens Committee, Thomas P. F. Hoving, was the target of sustained and bitter attack during much of Mr. Rogers's speech. "I have had a bellyful of the Tom Hovings . . ." he said, "and the raft of other jackals in and out of government, academics, or other tenure-protected refuges . . . According to Hoving, you and I are utterly without redeeming social value."

If the industry does not move to neutralize the effect of such groups, Mr. Rogers said, "you will find that government and pressure groups have become the arbiters of our entertainment and our news. And the big loser will be the public."

American public.

"We want our media used to answer our critics and explain our policy. We want the service going out of NAB, and the reputation it maintains for integrity and dedication and effectiveness, to match the services of our industry to our public. We want broadcasters everywhere to become involved in the battles ahead . . . and the NAB should be the standard they can follow proudly. We want a NAB so strong that no broadcaster in his right mind would ever want to stay outside."

The ad hoc public-relations evaluation committee was established at the NAB board meeting last January at the request of Mr. Wasilewski. Mr. Walbridge was named chairman of the group that consisted also of Willard E. Schroeder, wood(AM) Grand Rapids, Mich.; John F. Dille Jr., Communicana Group, Elkhart, Ind.; Richard Dudley, Forward Communications Corp., Wausau, Wis.; Mr. Dailey; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Mr. Read; Robert Thomas, WJAG(AM) Norfolk, Neb.; Thomas Harrell, WSP-

(AM) Salisbury, N.C.; Mark Evans, Metromedia Inc., Washington; Peter B. Kenney, NBC, Washington. Added ex-officio were members of the executive committee: Messrs. Chapin, Cobb, Shea, and Walbridge, and Harold Essex, WSJS-TV Winston-Salem, N.C., and James M. Caldwell, WAVE(AM) Louisville, Ky.

All but eight members of the 44-man combined board were present for the special meeting in Washington. Those absent were Frank A. Balch, WJOY(AM) South Burlington, Vt.; Alan Page, KGWA(AM) Enid, Okla.; Julian F. Haas, KAGH-FM Crossett, Ark.; Walter A. Schwartz, ABC Radio; Victor C. Diehm, MBS; Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y.; Eldon Campbell, WFBM-TV Indianapolis, and William Grant, KOAA-TV Pueblo, Colo.

FCC orders halt to cable construction

Two firms in New York are told to stop expansion while Telco case pends

Teleprompter Manhattan CATV Corp. and Manhattan Cable Television were prohibited by the FCC last week from further CATV construction in areas of New York pending the outcome of the proceeding involving applications by the New York Telephone Co. for Section 214 certification of public convenience and necessity.

The commission's order specified that Teleprompter and Manhattan must cease constructing or placing in operation any trunk or distribution cable in areas served or proposed for service by Comtel Inc. Connections to subscribers from trunk and distribution cable constructed and in operation may be installed, the FCC added.

Comtel, operator of a CATV system in Manhattan, requested a conditional grant of two applications by the New York Telephone Co. (Telco) for Section 214 certification so that it could provide Comtel with CATV channel service. Alternatively, Comtel sought a commission order barring further construction by competing CATV operators in Manhattan. Teleprompter, Manhattan Cable and the City of New York opposed the request.

In its petition, Comtel pointed out that while expansion of its operations had been precluded by the Telco proceeding, certification is not required for construction by Teleprompter or Manhattan Cable, both of which are expanding. A final decision in the Telco case may be meaningless because Teleprompter and Manhattan Cable will

pre-empt all the areas it could serve, Comtel stated.

The commission said it realized that the stay order might delay the availability of CATV service in the affected areas for an extended period of time and that the delay could be avoided by permitting Telco to construct the facilities covered by its applications, subject to the outcome of the proceeding. However, the commission said it did not have sufficient information to determine whether there would be disadvantages to this procedure that would outweigh the advantages. Consequently, it directed the chief of the Office of Opinions and Review to obtain information from the parties involved to enable the commission to determine whether there is an alternate remedy to the stay order.

The vote on the stay order was 4 to 2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

Telco had been ordered by the commission to cease construction of CATV channel-distribution facilities until it obtained Section 214 certification. Its applications for certification were opposed by the City of New York and jointly by Teleprompter and Manhattan Cable, which hold franchises for Manhattan. Comtel contended that no franchise was necessary for its operation since it leases channel-distribution facilities from the area's authorized communications common carrier, a contention which the New York courts have upheld.

Subsequently Telco's applications for certification to serve Comtel and others in New York were designated for hearing to determine whether Telco's practices and policies regarding the allocation of duct space for CATV operations were discriminatory.

Last July Hearing Examiner David I. Kraushaar recommended in an initial decision that Telco be permitted to furnish cable-TV facilities to Comtel in Manhattan and that Telco be authorized

NAB completes agenda

Vincent T. Wasilewski, president of the National Association of Broadcasters, will be the speaker at the first of this year's annual fall NAB conferences. He addresses the opening-day luncheon in Atlanta next Monday (Oct. 19).

Other speakers at the next two conferences will be FCC Commissioner Robert Wells, in Chicago, Oct. 22, and Lee Loevinger, Washington lawyer and former FCC commissioner, in Philadelphia, Oct. 26.

Speakers for the remaining three conferences next month (New Orleans, Nov. 12-13; Denver, Nov. 16-17, and San Francisco, Nov. 19-20) are to be announced.

to serve customers in Hyde Park and Brookhaven, both New York (BROADCASTING, Aug. 3). That decision was at odds with an action by the New York City Board of Estimate granting 20-year franchises to both Teleprompter and Manhattan Cable. Teleprompter and Manhattan appealed to the commission to reject the pro-Comtel ruling. On Oct. 1 the review board, on a motion by the Common Carrier Bureau, certified the hearing record to the commission for its decision.

In a development last week, the Justice Department asked the commission for permission to participate in the proceeding involving the several New York areas.

Specifically, the Justice Department said that "it appears that the hearing examiner began with a fundamentally erroneous premise that there was no competitive relationship between CATV systems and telephone companies and proceeded to the equally erroneous premise that the telephone company, as a monopolist of pole and conduit space, had no obligation to provide equal access to all applicants." Given the examiner's erroneous premises, Justice said, he was not in a position to reach factual conclusions as to whether Telco "sustained its burden of demonstrating that it did not discriminate between lessees of channel facilities and independent CATV operators." Once the commission reaffirms the correct analytical standards to be applied, the examiner or another "finder of fact" should be given the opportunity to re-examine factual questions, Justice asserted.

Fine assessed on lottery charge

The FCC last week fined WMAA(AM) Winston-Salem, N.C., \$2,000 for allegedly broadcasting lottery information and for failure to identify sponsors in its program logs. The licensee, Laury Associates Inc., has 30 days to pay or contest the forfeiture.

The commission said the station's logs indicate that 44 announcements were broadcast on behalf of five advertisers notifying WMAA's audience that they would receive a free numbered basketball schedule if they came to the station's booth at the Dixie Classic Fair. Random drawings would be made of the numbers on the cards and the winner would receive a prize from one of the five sponsors of the announcements. To receive the basketball schedule, however, the public was required to buy a ticket to the fair, the commission said.

The commission said "all three elements of a lottery existed—prize, chance and consideration"—in the station's announcements.



Reflecting an individualized education system

Until recently Ohio schools were dedicated to preparing students for college. Trouble was, only 30% went. The rest dropped out because of lack of interest or faced serious problems trying to get jobs without specific training.

To reverse this situation, the School Boards in 13 Miami and Montgomery County districts came up with a plan to give students instruction suited to their individual needs . . . a joint vocational school system providing 47 different vocational subjects. Kids could elect a college type curriculum. Or a practical one.

The only thing left was to get it approved.

And that's where WHIO-TV came in. Answering questions that were bound to pop into the minds of concerned parents, non parents and taxpayers . . . "aren't you sacrificing liberal arts . . . it's too expensive . . . what happens when kids that sign for vocational change their minds and want to go to college?"

It wasn't easy, but WHIO-TV's Community Service Director, Paul Price did what he set out to do . . . help the community understand the proposal. And more important, approve it.

A reflection of Dayton WHIO Television



A Communications Service of
Cox Broadcasting Corporation

Represented by TeleRep

Microwave-AT&T competition backed

FCC petitioners, including networks,
OK plan governing transmission services

The FCC has received more than 80 comments on a commission staff recommendation advocating competition among microwave systems providing specialized services.

The overwhelming majority of petitioners favored the FCC Common Carrier Bureau's proposal that would permit microwave systems to compete with American Telephone & Telegraph in providing data transmission, private-line and radio-TV transmission services.

In their joint supporting comments, ABC, CBS and NBC said, even though they are not engaged in such service and do not expect to be, they are interested in development of program transmission facilities as an alternative to those provided by the Bell System.

The National Association of Educational Broadcasters told the commission specialized common carrier services would have "inestimable worth for educators who require a low-cost, efficient and versatile telecommunications system."

In expressing its interest, the National Cable Television Association noted that the commission has inquired into the possibility of CATV systems becoming a broadband cable network capable of data transmission.

"The use of coaxial cable provided by CATV in the next decade may alleviate the frequency scarcity problem," NCTA stated. It said additional choices of satisfying communications needs will be of great value, and suggested it would be undesirable for the commission to determine any exclusive means for local distribution of specialized communications.

International Telephone and Telegraph Corp. noted that the existing needs of the data processing industry are apparently not being met by existing common carriers and that adoption of the proposal would open competition in the field to equipment manufacturers other than those owned by telephone companies. It urged prompt grants for pending microwave

applications at the commission.

Among the comments opposing the proposal were those filed by Communications Satellite Corp., Western Union and the National Association of Regulatory Utility Commissioners (NARUC).

Comsat urged the FCC not to adopt the staff recommendations until after the commission evaluates pending applications and the impact of the proposal on satellites. It questioned the FCC's conclusion that there would be no spectrum conflicts between satellites and microwave systems.

It added that adoption of the proposal could "substantially" increase the cost of satellite services because of "technical restraints that might be imposed on the design and development of domestic satellites. . . ."

WU stated it is not opposed to competition and believes there is a market for specialized common-carrier services. However, it said competition would weaken WU and is "certain to produce injury to the public through carrier bankruptcies, revenue diversions, increased costs and resulting deterioration in services." WU suggested that the FCC appraise the impact of competition in evidentiary hearings. It noted that, although there is a considerable number of microwave applications pending, "they actually involve relatively few individual applicants and many of the applications are closely related and can easily be consolidated for hearing in a single proceeding."

NARUC claimed that millions of local users have no need for specialized services, but would be "forced to shoulder a greater burden in supporting existing common carriers whose revenues would be diverted in part by new competitors."

It said stimulating "competition for competition's sake" may result in duplication of facilities, wasteful use of common carrier frequencies and "benefit a relatively small number of businesses and other affluent users."

The commission should only permit new entrants where existing common carriers fail to provide adequate service, NARUC maintained.

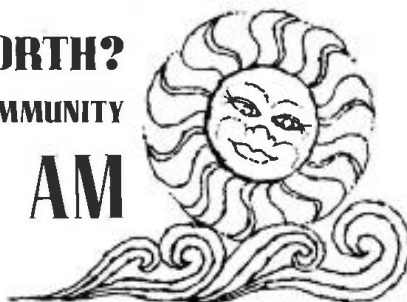
Reply comments on the proposal are due Nov. 2.

Media notes:

School days and sportscaster ■ Harry Caray, for 25 years the "Voice of the St. Louis Cardinals," now the "Voice of the Oakland A's," will open a broadcast school in St. Louis this month. It will be in Clayton Plaza West building, 7750 Clayton Road, St. Louis.

New studio ■ KFMX(FM) San Diego has moved to a new studio and general office at 1414 Eighth Avenue. Phone: (714) 235-6595.

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Two big cable systems plan merger

Tele-Communications Inc., Denver, will absorb State College, Pa.-based group

Tele-Communications Inc., Denver-based group CATV owner and the nation's second largest microwave network, and Centre Video Co., State College, Pa., group CATV owner, last week announced an agreement in principle to merge the two firms. Centre would become a TCI subsidiary.

The merger, which would make TCI the sixth largest group operator of cable systems in the country, provides for an exchange of no more than 642,860 shares of TCI common stock, valued at approximately \$7.6 million, on a ratio of 2.13 for each share of Centre stock. When completed, the agreement would increase the number of TCI's CATV subscribers to more than 130,000 through 73 systems in 21 states.

Approval of the transaction by directors of the two companies was announced jointly by TCI president Bob Magness and James R. Palmer, Centre's president. Mr. Palmer said Centre's 180 shareholders will meet later to approve the merger.

Messrs. Palmer and Magness have been pioneers in the CATV industry, developing their first systems in the early 1950's. They served terms together as directors of the National Cable Television Association. Mr. Magness remains as president of the parent firm while Mr. Palmer will be president of the subsidiary. Mr. Palmer also is president of C-Cor Electronics Inc., State College, manufacturer of amplifiers and other electronic equipment for CATV, industry and the military services. C-Cor is not involved in the TCI transaction.

Centre operates 15 systems serving 35,228 subscribers in State College, the Pittsburgh area and in Ohio and West Virginia. In the Pittsburgh area, Centre owns 380 miles of operating cable plant serving about 18,000 subscribers.

TCI boasts 95,139 subscribers from California to Georgia and its 10,000-mile microwave network serves 108 CATV cities, 24 television stations and other facilities in 17 states. The microwave network is second in size only to the Bell system, the company said.

Publicly traded over the counter, TCI last month acquired 11 other new franchise interests with over 80,000 homes in Riverside, San Bernardino county, both California, and Carrollton, Ga. With the Centre merger, TCI reports the total number of potential homes in franchise areas exceed 400,000.

While Mr. Palmer points out that he is impressed with the quality and the growth of TCI's cable plants, he emphasized that "the great opportunity for



Messrs. Magness (l) and Palmer

microwave and the increasing demand for diversified communications are most exciting, especially in data transmission." The major reason for merging with TCI, Mr. Palmer said, is the "tremendous potential we see in the microwave area."

Mr. Magness said this merger is "in the best interests for subscribers and shareowners of both companies."

Local regulation of CATV favored

Operators ask FCC for guidelines but fear economic burden

The pushing and shoving among interested parties has begun in the catch-all FCC rulemaking aimed at remaking CATV policy. Comments, usually conflicting, were received last week on proposals dealing with state-vs.-federal regulation, technical standards and restrictions on CATV ownership.

Under one of the rules the commission proposed last June, local governments would have the authority to investigate the character and proposed service of franchise applicants (with the FCC making the final decision) but franchise fees would be limited to 2% of a CATV's gross revenues (BROADCASTING, June 29).

The cities of Ann Arbor, Mich.; Modesto, Calif.; New Orleans; Lewiston, Idaho; and the Georgia Municipal Association, Atlanta, advocated local regulation and questioned the adequacy of a 2% franchise fee. However, FCB Cablevision Inc. said it would offset the burden imposed by the Public Dividend Plan, which calls for CATV's to subsidize educational television with 5% of their gross revenues from subscribers.

A group of nine CATV operators—

including Cox Cable Communications and The Jerrold Corp.—urged the FCC to set up federal guidelines for local regulation as soon as possible. They took issue with the "double and triple imposition of various regulations, fees and administrative proceedings" that hamper CATV, and called on the commission to prohibit local authorities from imposing additional burdens or expanding existing ones while the FCC formulates its guidelines.

The commission's proposed technical standards for CATV call for attention to quality and include the requirement for CATV's to establish monitoring facilities to check the quality of the signal going into the subscriber's home. Hammett & Edison, consulting engineering firm, said the proposed standards are "generally sound." It said that performance tests should be made at monitoring points rather than subscriber terminals. It suggested that the aural and visual carrier frequencies of the CATV should be synchronous with the local TV station it carries. It also asked the FCC to specify techniques for measuring "noise and coherent interference" under a CATV's normal operating conditions.

Cox Cablevision and other operators supported the technical standards, but warned against proceeding too fast in certain areas. It said the economic burden imposed on CATV would stifle short-range development of the industry. Laser Link Corp. suggested such standards be consistent with "the present state of the art."

Davco Electronics Corp., Batesville, Ark., warned that adoption of technical proposals would force manufacturers to produce equipment not properly designed and field-tested and urged the FCC to allow the "orderly advancement of technology" in the industry.

Hirsch Broadcasting Co., licensee of KFVS-TV Cape Girardeau, Mo., objected to the practice of some CATV companies of disconnecting a subscriber's existing antenna system when it installs CATV receiving facilities. Hirsch said the commission should require cable systems to install a switch permitting the subscriber to use either his existing antenna system or the CATV system.

Turner Communications Corp. said the commission should require "type-accepted" commercial substitution equipment in the same manner it imposed requirements on manufacturers of subscription television equipment. It also said there should be no distant signal importation until a system installs equipment "adequate to the task."

The American Association of Advertising Agencies, FCB Cablevision (a division of Foote, Cone and Belding Advertising) and North Advertising,



1.
Jim Reid
Program Manager
says:

3.
Barbara Fisler
Promotion Assistant
says:

2.
Les Corum
Operations Manager
says:

8.
Jim Anderson
National Sales Manager
says:

5.
Dave Wygant
Manager of Sales
says:

9.
Milton Grant
V.P. & General Manager
says:

6.
Don Plumridge
Director of
Creative Services
says:

4.
Paul Weber
Engineering Assistant
says:

7.
Don Doughty
Chief Engineer
says:

WDCA-TV on the 'cart' machine:

Now that station WDCA-TV in Washington, D.C., has been using a TCR-100 cartridge video tape recorder for almost six months, we thought you might like to hear what they have to say about it.

1. "With this new cartridge VTR, one man can run the station, as far as on-air presentation is concerned...three or four taped commercials in a row is easy, because you just don't run out of tape machines."

2. "There's no degradation of quality in the cartridge tapes, even after more than 100 plays...I've been tickled to death with this 'cart' machine; it just sits there and works."

3. "The TCR saves us time during station breaks...We're actually logging 30% more promos since we got it. And we're starting to piggy-back our promos."

4. "I'd say the TCR-100 is a bigger advance over reel-to-reel VTRs than the audio cartridge was over reel-type audio recorders...

and reliability has been terrific."

5. "It can help sell prospects because it really gives the station more production time...and that's going to help us become the most cooperative station in town."

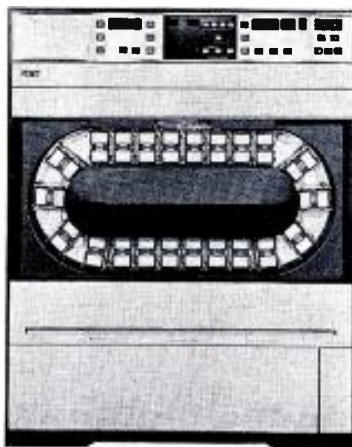
6. "We're changing our station's whole visual image. We're redoing all promos and slides...and the 'cart' machine is giving us the extra production capability to get the job done."

7. "The TCR-100 is the equivalent of at least three reel-to-reel VTRs...I frankly don't think any of our engineers would trade it for five regular video tape recorders."

8. "It's the world's best machine for programming commercials. They run so smoothly that we sold more national accounts."

9. "Our staff—Production, Engineering, Traffic, Promotion, Sales—is united in enthusiastic acceptance."

Thank you, lady and gentlemen.



RCA

Chicago, felt that a prohibition against CATV ownership by agencies would be unjustified. AAAA pointed out that there is no evidence that such ownership has led to a conflict-of-interest problem or unfair bias. However, Hirsch Broadcasting advocated "restricting CATV in crossownership and multiple-ownership situations conforming to principles enunciated in the rules relating to broadcasting licensees." And, Laser Link said, CATV equipment manufacturers should not be allowed to own cable systems to preclude manufacturers from being able to underbid franchise applicants in one community and make up the loss by charges imposed on their subscribers in another community.

NBC Radio affiliates to hear panel on youth

NBC News correspondent David Brinkley will moderate a panel discussion of "today's youth in tomorrow's society" at the convention of NBC Radio affiliates, meeting in San Francisco Oct. 18-20 (BROADCASTING, Oct. 5).

The discussion on youth will be held at the Mark Hopkins hotel, site of the convention, the morning of Oct. 20. Panel members will be Dr. S. I. Haya-kawa, president, San Francisco State College; Robert Dellinger, group vice

president of Robert Peterson Productions, an expert on youth research; Jamie Sutton, law student and veteran of two years in the Peace Corps, and another guest to be announced.

On the schedule leading up to the "youth" panel are a reception on Sunday, Oct. 18, to be hosted by NBC President Julian Goodman and Arthur A. Watson, president, radio division, NBC.

The two executives also are scheduled to address business meetings on Oct. 19 and Oct. 20, following the discussion on youth.

Church appeals denial of funds

The United Church of Christ is going to court over the FCC decision prohibiting reimbursement of expenses to the church for legal assistance to community groups opposing the license renewal of KTAL-TV.

The petition was filed last week in the United States Court of Appeals for the District of Columbia Circuit. At issue is a settlement agreement whereby the Texarkana, Tex., station would have paid the church \$15,137 (BROADCASTING, Sept. 28). This would have been reimbursement for the church's expenses in aiding a number of black groups that had petitioned to deny the

station's renewal application, then withdrew the petition after the station agreed to follow a number of programming and employment practices they had urged (BROADCASTING, June 16, 1969).

The commission, in the order adopted by a 4-to-3 vote on Aug. 27 (BROADCASTING, Aug. 31), established "as a principle of general application," that it will not permit reimbursement of expenses to petitioners in any "petition-to-deny situation, whatever the nature of the petitioner."

Changing Hands

Announced:

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

■ KPAY-AM-FM Chico, Calif.: Sold by Lucian M. Richardson and Crocker-Citizens National Bank to J. H. Wilson and others for \$373,693.59. Sellers are co-executors of J. Ned Richardson estate. Mr. Wilson owns 50% of KPNW-AM-FM Eugene, Ore. KPAY(AM) operates on 1060 khz with 10 kw. KPAY-FM is on 95.1 mhz with 50 kw and an antenna 18 feet above average terrain.

■ KBOM (AM) Bismarck-Mandan, N.D.: Sold by Richard Power to Russell Matthias Sr. and son William Matthias for \$275,000. Mr. Matthias Sr. is Chicago attorney; son is in investment banking. KBOM is on 1270 khz with 1 kw day and 250 w night. Broker: J. D. Stebbins Co.

■ KCTV(TV) San Angelo, Tex.: Sold by Houston M. and Edward H. Harte, Bruce B. Meador and others to T. B. Lanford for \$250,000. Messrs. H. Harte, E. Harte and Meador all have interests in KENS-TV San Antonio, Tex. Houston Harte is publisher of *San Angelo Standard-Times* and *Evening Standard*. Mr. Lanford owns KALB-AM-FM and 51% of KALB-TV Alexandria, KRMD-AM-FM Shreveport, all Louisiana; 13.8% of KKTU(TV) Colorado Springs-Pueblo, Colo.; 11% of WSLI-AM-FM and 13.8% of WJTV(TV) Jackson, Miss.; 74% of WYOU(AM) Tampa, and 74% of WZST(AM) Leesburg, both, Florida. Mr. Lanford also owns several equipment manufacturing companies and has interests in tobacco distribution and oil and water drilling. KCTV operates on channel 8 with 25.1 kw visual power and an antenna 443 feet above average terrain.

■ WHRN(AM) Herndon, Va.: Sold by J. Stewart Brinsfield Sr. and family to James Beattie for \$160,000. Mr. Brinsfield owns WOWI(AM) Norfolk, Va., and WOUR(FM) Utica, N.Y. Mr. Beattie is applicant to purchase WGOE(AM)



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EASTERN MAJOR MARKET CATV . . . \$625,000

Fine growth opportunity in top-ranked market with profit potential from conventional CATV reception and auxilliary services. Reasonable franchise terms. No rate control. All cash. Contact Frank Nowaczek, Jack Harvey or Joe Sitrick in Washington.

NEW ENGLAND . . . \$275,000

Excellent daytime radio facility in a principal market with over 400 million in retail sales. Station owns valuable land. Operating profitably for absentee ownership. 29% down and liberal terms which will permit station to be amortized out of earnings. Contact Joe Sitrick or Jack Harvey in Washington.

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70-33

Richmond, Va., for \$275,000 and operates investment firm in Rosslyn, Va. Mr. Beattie formerly held interests in WPTX-AM Lexington Park, Md., WYPR-AM Danville, Va., WSSB-AM Durham, N.C., and others. WHRN is a daytimer on 1440 khz with 1 kw.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 63).

■ WTOW-AM Towson, Md., and WTOW-FM Baltimore: Sold by T. E. Paisley Jr., Barrie Munro, Grace Bright, Daniel Neary and others to Robert W. Sudbrink for \$825,000. Mr. Sudbrink owns WRIZ-AM Coral Gables and WWPB-FM Miami, both Florida, and KFMZ-FM Pasadena, Tex. He has controlling interest in WRMS-AM Beardstown, Ill., and KYND-AM Burlington, Iowa. WTOW-AM is a daytimer on 1570 khz with 5 kw; WTOW-FM operates on 101.9 mhz with 20 kw and an antenna 280 feet above average terrain.

CBS publishing arm changes its name

The CBS division formerly known as the CBS/Holt Group has changed its name to the CBS/Education and Publishing Group. The group was formed in 1967 following the CBS merger with Holt, Rinehart and Winston Inc., New York publisher.

Ross D. Sackett, president of the CBS/Education and Publishing Group, said his organization intends to also play a "leading role" in the field of vocational training beyond the high-school level. It first entered the "proprietary-school" market earlier this year with the acquisition of the Franklin School of Science and Arts in Philadelphia, the Business Methods Institute of Chicago, and the Kansas City Business College.

CPB authorization is now official

The President last week signed the Corp. for Public Broadcasting authorization bill to provide continued federal financing for CPB during fiscal 1971 and 1972.

The bill authorizes a total of \$60 million for the two-year period plus up to \$5 million in additional funds each year to be matched equally from nonfederal sources, including donations and grants.

The two-year financing period represents a compromise between Senate and House—the former originally calling for a federal outlay for three years and the latter for one year.

Little looks at broad-band future

Twenty firms back \$500,000 study which could lead to creation of pilot network

Arthur D. Little Inc., Cambridge, Mass., management consulting firm, has begun a \$500,000 study for 20 different companies of the potentials of establishing a broad-band communications system.

If such a system proves feasible in the first two phases of the study, a \$20-million pilot network would be established, possibly by 1972, to provide two-way communication services to industry, education and homes.

The first phase of the study now in progress is to find out whether such a system can be made into a viable business. Representatives of Arthur Little and the companies, including Television Communications Corp., New York-based CATV multiple owner; Magnavox, which makes TV and radio sets as well as other communications equipment, and the *New York Times*, which owns WQXR-AM-FM New York, met for the first time Sept. 21.

Although one idea of the broad-band communication system is the use of cable, it also could use UHF microwaves and/or telephone lines. It would

provide such services to the home as teleshopping, information retrieval, computer aid instruction, mail delivery, banking, consumer program selection, and real-time stock information.

The second phase of the study would be planning to lay the groundwork for establishing this system. In the third phase, a firm would be formed, owned by the companies involved as well as the public, to operate a system.

The Little firm presented its proposal to both the Department of Justice and the FCC. Both encouraged the Little company to proceed, it was said.

Magnavox's primary interest is the home terminal. The firm is working on a video cassette recorder and color camera system which could be part of the home terminal (see page 49).

Initially, the project will explore the use of existing technology and information banks to help accelerate study. The objective is to establish the concept of a computerized service at the consumer's demand, to involve broad-band (6 mhz) signal into the home, narrow-band signal out.

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FLORIDA:—Class C FM Station on the air since 1960 in multi-station market in good growth area. Price \$125,000.

Contact C. L. "Lud" Richards in our Washington office.

WEST: —Daytimer in fast growing major market that has excellent coverage. Contemporary program format, Gates equipment. Good audience rating, sharp increase in billing for 1970. Price \$190,000—\$50,000 down, balance 5 years at 6% interest.

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Who was WPIX 'Man in Belgrade?'

Ex-news chief admits N.Y. station kept 'surreptitious' film library

A former WPIX(TV) New York News manager admitted last Thursday (Oct. 8) during the FCC hearing on the *New York Daily News*-owned station's license-renewal application that an Aug. 22, 1968, newscast referred to "our man in Belgrade," when in fact it had no regular employee there.

Walter D. Engels, whose job shift from news manager to special assistant in the news department came after a reported misrepresentation of news film by the station, said the reference was to a newsman the station had contacted by telephone in Belgrade.

He also admitted under questioning by Pat Valicenti, FCC Broadcast Bureau attorney, in the fourth week of the

hearing, that the reporter was not a regular WPIX employee, that he did not know his name nor whether he had been paid.

Mr. Engels testified that there was no record of the August 1968, telephone call in WPIX files, adding, however, the files were not complete.

Earlier in the week, Mr. Engels testified that, despite his instructions to the contrary, a "surreptitious" library of news film on both national and international subjects was kept at the station.

WPIX has been accused of passing old newscast as current, and misrepresenting the locale from which the reports were made. Mr. Engels said he told Ted Kamp, former editor-producer of WPIX's evening news show, not to keep a film library. He also told Mr. Kamp, Mr. Engels said, that local news film shot by the station's employees or supplied by United Press International should be stored in cans by date.

Under probing by Mr. Valicenti, Mr. Engels said he found out about the "surreptitious" storage of UPI national and international film in June 1969.

Mr. Kamp also told him, Mr. Engels testified, that Richard Hughes, a UPI correspondent based in Paris, had been "making voice reports from that city as Richard Evans, a WPIX correspondent".

It was not until mid-1969, Mr. Engels also testified, that he learned the station did not receive satellite transmission during the August 1968 Czech crisis. Before that, and in an affidavit to the FCC, dated March 5, 1969, Mr. Engels said he had thought that the station had satellite footage from Prague.

While newsmen were watching re-

created stories in a WPIX screening FCC Broadcast Bureau attorneys and other principals attended a screening at the offices of Lawrence Grossman, president of Forum Communications, which is challenging WPIX's license renewal.

Shown to the FCC were newscast and outtakes obtained by Mr. Valicenti during the FCC's investigation of distortion charges. Neither screening was made part of the testimony.

Stories shown to the news reporters at WPIX were the Scissors Bridge report; European student demonstrations; former Vice President Humphrey's Philadelphia and Los Angeles appearances during his presidential campaign; Boston high school disturbances and San Francisco state college riots, all in 1968.

Charge of censorship may mean revocation

WSTC-AM-FM said to have altered texts to be used in political broadcasts

Western Connecticut Broadcasting Co. faces the loss of its licenses for WSTC-AM-FM Stamford, Conn., for allegedly censoring political candidates' paid broadcasts and violating other rules.

The commission, in a 6-to-0 action, last week ordered Western Connecticut to show cause in a hearing why the licenses should not be revoked as a result of information the agency received since they were last renewed.

The details of the alleged violations will not be disclosed until the commission issues a bill of particulars. But it is understood that the commission action grows out of complaints filed by the Democratic and Fusion Party candidates for mayor in the 1969 election.

They are said to have charged that station personnel reviewed and made changes in texts of material they were to broadcast in paid time. The station denies the charge of censorship.

The two stations are the only broadcast outlets in Stamford and are under common ownership with the *Stamford Advocate*, the city's only newspaper. Kingsley Gillespie is president and majority stockholder of licensee corporation and publisher of the newspaper.

Besides the Communications Act provision and commission rules prohibiting censorship of political broadcasts, the stations are alleged to have violated rules requiring the maintenance of station logs and of public lists of those purchasing time for political programs.

The commission hearing order leaves the agency the option of imposing a forfeiture of up to \$10,000 instead of revoking the stations' licenses.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962: Section 4369, Title 39, United States Code).

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8. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.
9. For completion by non-profit organizations authorized to mail at special rates. Not applicable.
10. Circulation:
A. Total no. copies printed (net press run) 37,979* 38,700**
B. Paid circulation
1. Sales through dealers & carriers, street vendors & counter sales 86* 121**
2. Mail subscriptions 33,973* 34,983**
C. Total paid circulation 34,059* 35,104**
D. Free distribution (including samples) by mail, carrier or other means 3,319* 3,069**
E. Total distribution (sum of C and D) 37,378* 38,173**
F. Office use, left-over, unaccounted, spoiled after printing 601* 527**
G. Total (sum of E & F—should equal net press run shown in A) 37,979* 38,700**
I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
Executive vice president

*Average no. copies each issue during preceding 12 months.

**Single issue nearest to filing date.



Mr. Valicenti

Look what the 2 new ones did in Baltimore —in less than 3 weeks!

DATE: September 9, 1970

TIME: 5:30 - 6:00 P.M.

ESTIMATES

Total Attempted Calls503 100%
Completed Calls 58%

AUDIENCE COMPOSITION

STATION	PROGRAM	RATING	Men	Women	Teens	Children	*VPS	**SA
WMAR-TV	Big Valley	19	28%	34%	17%	21%	1.6	56%
STATION A	News, Weather, Sports	5						
STATION B	Entertainment	6						

*Viewers Per Set
**Share of Audience

DATE: September 9, 1970

TIME: 6:00 - 6:30 P.M.

ESTIMATES

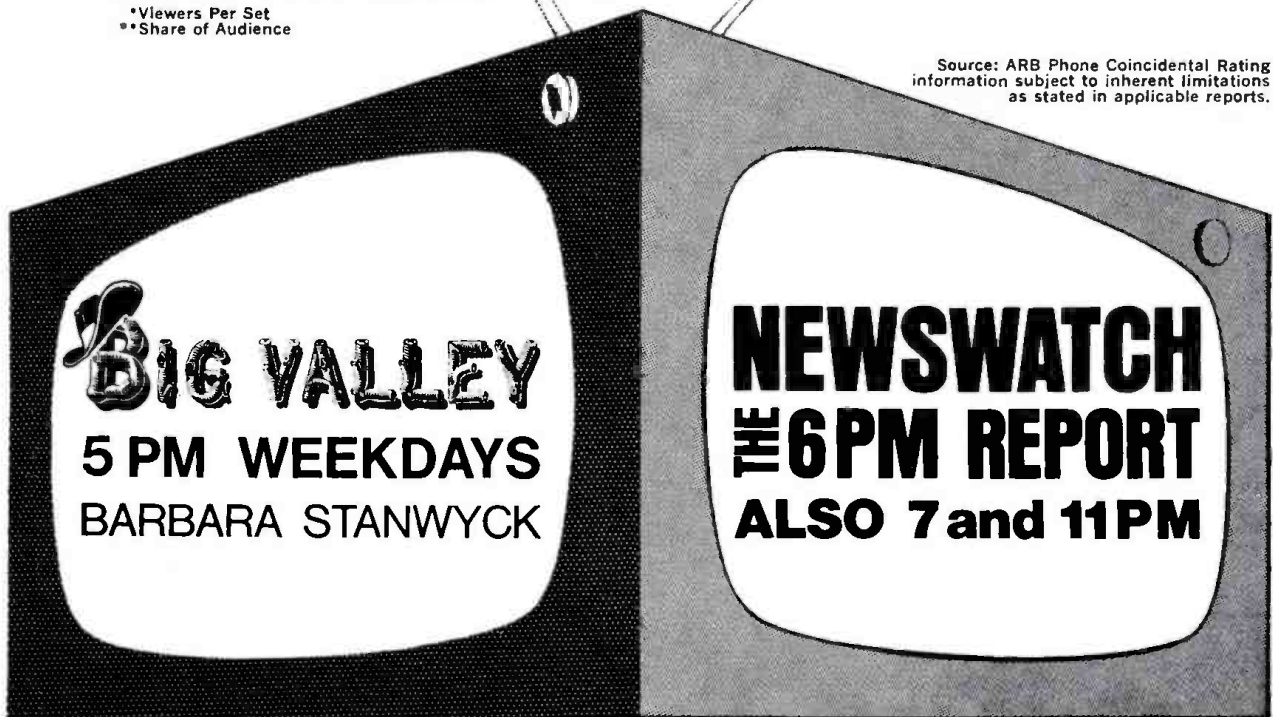
Total Attempted Calls504 100%
Completed Calls 57%

AUDIENCE COMPOSITION

STATION	PROGRAM	RATING	Men	Women	Teens	Children	*VPS	**SA
WMAR-TV	News, Weather, Sports	9	27%	45%	22%	6%	1.5	27%
STATION A	Entertainment	11						
STATION B	News, Weather, Sports	9						

*Viewers Per Set
**Share of Audience

Source: ARB Phone Coincidental Rating
information subject to inherent limitations
as stated in applicable reports.



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WMAR-TV

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A CBS AFFILIATE

Spotlight is put on CATV programing

Symposium delegates urged to concentrate on creativity; bright future is forecast

Cable television can be a force in developing innovative presentations for viewers by encouraging the creative output of small, talented production companies and young writers, directors and performers now in training at universities.

This message was given to the 108th technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers in New York last week during a symposium on cable television. Speakers focused on program developments in CATV in preparation for the origination of programing by systems on April 1, 1971.

Archer Taylor of Malarkey, Taylor and Associates, Washington, set the stage for the symposium by pointing out that the hardware aspects of CATV have attained a satisfactory level of performance but the software requirements of the medium still are in the formative stage.

Alfred R. Stern of Television Communications Inc., New York, a leading cable operator, reported that his company is in the process of developing a service that would supply to systems programing of a specialized nature, such as sports, entertainment, information and educational material.

He explained that one channel might be devoted to each of these categories, and there might be an additional channel appealing to professionals in the fields of medicine, attorneys and architects. He proposed that payment beyond the basic charge be on the basis of a program service rather than an individual program.

Cable operators were urged by Dan Zwick of the Eastman Kodak Co. Research Laboratories, Rochester, N.Y., to create their own film programing by producing shows centering around local events. He felt also that it was feasible for systems to establish film libraries of footage they have produced for repeat presentations.

Robert L. Lawrence of Monitel Inc., New York, described the opportunities cable systems have to carry programs that are interspersed with advertising. He said his service provides systems with programing aides on time, weather and informational featurettes and ob-

tains advertising from local companies as well as such national advertisers as Best Foods, RCA, Carnation Co., Lever Bros. and General Foods. Monitel, he added, has plans to extend its programing activities for CATV.

Henry Gillespie of CBS Enterprises, which is to be spun off from CBS into a new company called Viacom International, told the meeting that cable operators are being offered two services by his organization: a live-local package of programing in sports, audience participations, interviews and hobbies, and a consultancy unit to help train personnel and to assist in all phases of CATV operations.

Paul Klein, a former vice president of Audience Measurement, NBC, and now a partner in Computer Television Inc., New York, said TV networks today are economically vulnerable to competition and felt that CATV has the opportunity to provide the sternest challenge. He dismissed TV cassettes as a serious competitor, saying the initial investment and subsequent program purchases would be too costly for consumers.

Mr. Klein contended that cable systems, with a multiplicity of channels, can provide numerous viewers of minority interest with programs of special appeal and drain off network-TV viewers. He claimed that TV viewing is declining and indicated this is result-

ing from a programing fare of sports and repeat shows, which he called "future schlach." His company intends to provide systems with programing that viewers themselves can select, he said.

Samuel Gelfman of Avco Cartridge Television disputed Mr. Klein's assertions on cassette TV. He felt there would be a market for programs not available on regular television for viewers with particular cultural and entertainment interests.

Mr. Gelfman also believed that cable TV and cartridge television could co-exist, and said his company hoped that some CATV systems could become customers of Avco Cartridge programing.

Irving B. Kahn, president and chairman of the Teleprompter Corp., called cable TV "the leading edge of the broadband evolution" that will be "the most significant technological advance of the 1970's." He said cable promises diversity of programing; pinpoint delivery to specific audiences and retention and recall of information and non-entertainment services that may employ entertainment techniques of presentation.

He urged cable operators to use their facilities of communications "for the greatest possible advantage to troubled humanity."

Sol Schildhause, active chief, Cable Television Bureau, FCC, reported that CATV is a constantly growing medium of communications, but noted that it is a field that is beset with questions.

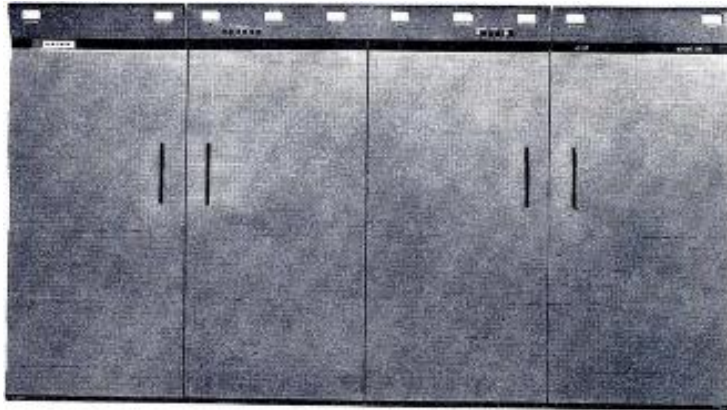
He cited the cost problem of operating CATV in large cities, caused by the outlay needed to lay cable in vast areas; the copyright issue; the proposal to separate newspaper and radio station ownership of cable systems; the program origination rule, and the proposal to permit importation of signals under certain conditions.

A report prepared by John A. Pistor and Earl Kage of the Eastman Kodak Co. Research Laboratories on local programing on film for CATV was delivered by Mr. Pistor. The report concentrated on a 16 mm film system that Eastman Kodak helped to set up at a Meadeville, Pa., cable installation for the production of local programs and commercials.



Mr. Schildhause

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Dave Morris, President
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GATES

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TV network showsheets: 4th quarter of '70

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective; R, repeat. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Smoke the Bear Show*, part.
CBS-TV 8:30-9 *Sunrise Semester*, part.; 9-9:30 *Tom and Jerry*, part.; 9:30-10 *The Perils of Penelope PlistoP*, part.
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10-10:30 *Jonny Quest*, part.; 10:30-11 *Cattanooga Cats*, part.; 11-11:30 *Bullwinkle*, part.; 11:30-12 *Discovery*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, part.; 10:30 *Look Up and Live*, part.; 11-11:30 *Camera Three*, part.; 11:30-12 *Face the Nation*, part.
NBC-TV No network service.

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 *Face the Nation*, part. (repeated to portions of the network Sept. 20 through conclusion of NFC football games; 12:30-12:45 No network service; 12:45-5:30 NFC & various sporting events, part.
NBC-TV 12-12:30 No network service; 12:30-1 *Meet the Press*, part.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, part.; 1:30-2 *Issues and Answers*, part.
CBS-TV Sporting events, cont.
NBC-TV 1-4 p.m. (single games) or 1-7 p.m. (doubleheader games) AFC football, part.

2-5 p.m.

ABC-TV No network service.
CBS-TV Sporting events, cont.
NBC-TV AFL, cont.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 Sporting events, cont.; 5:30-6 *Ted Mack & The Original Amateur Hour*, part.
NBC-TV AFL cont.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *CBS Sunday News with Roger Mudd*, part.; 6:30-7 *CBS Sunday News with Roger Mudd* (repeated to portions of the network, part.).
NBC-TV 6-6:30 AFL cont.; 6:30-7 *NBC Nightly News*, part.

7-8 p.m.

ABC-TV *The Young Rebels*, part.
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Hogan's Heroes*, part.
NBC-TV 7-7:30 *Mutual of Omaha's Wild Kingdom*, *Mutual of Omaha*. 7:30-8:30 *The Wonderful World of Disney*, part.

8-9 p.m.

ABC-TV *The FBI*, Ford.
CBS-TV *The Ed Sullivan Show*, part.
NBC-TV 8-8:30 *Disney*, cont.; 8:30-9 *The Bill Cosby Show*, Procter & Gamble.

9-10 p.m.

ABC-TV *The ABC Sunday Night Movie*, part.
CBS-TV *The Glen Campbell Goodtime Hour*, part.
NBC-TV *Bonanza*, part.

10-11 p.m.

ABC-TV Movie, cont.
CBS-TV *The Tim Conway Hour*, part.
NBC-TV *The Bold Ones*, part.

11-11:15 p.m.

ABC-TV *Weekend News*.
CBS-TV *CBS Sunday News with Harry Reasoner*, part.
NBC-TV No network service.

Monday-Friday

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 *CBS Morning News with John Hart*, part. (2 feeds); 8-9 *Captain Kangaroo*, part. (2 feeds); 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *The Lucy Show*, part.; 10:30-11 *The Beverly Hillbillies*, part.
NBC-TV 10-10:30 *Dinah's Place*, part.; 10:30-11 *Concentration*, part.

11 a.m.-noon

ABC-TV No network service.
CBS-TV 11-11:30 *Family Affair*, part.; 11:30-12 *Love of Life*, part.
NBC-TV 11-11:30 *Sale of the Century*, part.; 11:30-12 *The Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bewitched*, part.; 12:30-1 *A World Apart*, part.
CBS-TV 12-12:25 *Where the Heart Is*, part.; 12:25-12:30 *CBS Midday News with Douglas Edwards*, part.; 12:30-1 *Search for Tomorrow*, part.
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *The Who, What, Where Game*, part.; 12:55-1 *News*, part.

1-2 p.m.

ABC-TV *All My Children*, part.; 1:30-2 *Let's Make a Deal*, part.
CBS-TV 1-1:30 *Sunrise Semester*, part.; 1:30-2 *As the World Turns*, part.
NBC-TV 1-1:30 No network service; 1:30-2 *Words & Music*, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *The Dating Game*, part.
CBS-TV 2-2:30 *Love is a Many Splendored Thing*, part.; 2:30-3 *The Guiding Light*, part.
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *One Life to Live*, part.
CBS-TV 3-3:30 *The Secret Storm*, part.; 3:30-4 *The Edge of Night*, part.
NBC-TV 3-3:30 *Another World—Bay City*, part.; 3:30-4 *Bright Promise*, part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 No network service.
CBS-TV 4-4:30 *Gomer Pyle—USMC*, part.; 4:30-5 No network service.
NBC-TV 4-4:30 *Another World—Somerset*, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 *ABC Evening News with Frank Reynolds and Howard K. Smith*, part. (3 feeds).
CBS-TV 5-7 No network service; 7-7:30 *CBS Evening News with Walter Cronkite*, part.
NBC-TV 5-6:30 No network service; 6:30-7:30 *NBC Nightly News*, part. (2 feeds).

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30-1 *The Dick Cavett Show*, part.

CBS-TV 11-11:30 No network service, 11:30-1 *The Merv Griffin Show*, part.
NBC-TV 11-11:30 No network service; 11:30-1 *The Tonight Show Starring Johnny Carson*, part.

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Young Lawyers*, part.; 8:30-9 *The Sileri Force*, part.
CBS-TV 7:30-8:30 *Guns, Smoke, part.*; 8:30-9 *Here's Lucy*, part.
NBC-TV 7:30-8 *The Red Skelton Show*, part.; 8-9 *Rowan and Martin's Laugh-In*, part.

9-10 p.m.

ABC-TV 9-conclusion *NFL Monday Night Football*, part.
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.; 9:30-10 *The Doris Day Show*, part.
NBC-TV 9-11 *NBC Monday Night at the Movies*, part.

10-11 p.m.

ABC-TV Football, cont.
CBS-TV 10-11 *The Carol Burnett Show*, part.
NBC-TV Movie, cont.

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Mod Squad*, part.; 8:30-10 *Movie of the Week*, part.
CBS-TV 7:30-8 *The Beverly Hillbillies*, part.; 8-8:30 *Green Acres*, part.; 8:30-9:30 *Hee-Haw*, part.
NBC-TV 7:30-8:30 *The Don Knotts Show*, part.; 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV Movie, cont.
CBS-TV *Hee-Haw*, cont.; 9:30-10 *To Rome with Love*, part.
NBC-TV 9-11 *NBC Tuesday Night at the Movies*, part.

10-11 p.m.

ABC-TV *Marcus Welby, M.D.*, part.
CBS-TV *CBS News Hour* alternates with 60 Minutes, part.
NBC-TV Movie, cont.

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8 *The Courtship of Eddie's Father*, part.; 8-8:30 *Make Room for Granddaddy*, part.; 8:30-9 *Room 222*, part.
CBS-TV 7:30-8:30 *Storefront Lawyers*, part.; 8:30-9 *The Governor and J.J.*, part.
NBC-TV *The Men from Shiloh*, part.

9-10 p.m.

ABC-TV *Johnny Cash Show*, part.
CBS-TV *Medical Center*, part.
NBC-TV *Kraft Music Hall*, *Kraftco*.

10-11 p.m.

ABC-TV *Dan August*, part.
CBS-TV *Hawaii Five-O*, part.
NBC-TV *Four-in-One*, part.

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Matt Lincoln*, part.; 8:30-9 *Bewitched*, part.
CBS-TV 7:30-8 *Family Affair*, part.; 8-9 *The Jim Nabors Hour*, part.
NBC-TV 7:30-8:30 *The Flip Wilson Show*, part.; 8:30-9:30 *Ironsides*, part.

9-10 p.m.

ABC-TV 9-9:30 *Barefoot in the Park*, part.; 9:30-10 *The Odd Couple*, part.
CBS-TV 9-11 *The CBS Thursday Night Movies*, part.
NBC-TV 9-9:30 *Ironsides*, cont.; 9:30-10 *Nancy*, part.

10-11 p.m.

ABC-TV *The Immortal*, part.
CBS-TV *Movie*, cont.
NBC-TV *The Dean Martin Show*, part.

Friday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Brady Bunch*, part.; 8-8:30 *Nanny and the Professor*, part.; 8:30-9 *The Partridge Family*, part.
CBS-TV 7:30-8:30 *The Interns*, part.; 8:30-9 *Headmaster*, part.
NBC-TV 7:30-8:30 *The High Chaparral*, part.; 8:30-10 *The Name of the Game*, part.

9-10 p.m.

ABC-TV 9-9:30 *That Girl*, part.; 9:30-10 *Love, American Style*, part.
CBS-TV 9-11 *The CBS Friday Night Movies*, part.
NBC-TV *The Name of the Game*, cont.

10-11 p.m.

ABC-TV *This Is Tom Jones*, part.
CBS-TV *Movie*, cont.
NBC-TV *Bracken's World*, part.

Saturday

8-10 a.m.

ABC-TV 8-8:30 *The Reluctant Dragon and Mr. Todd*, part.; 8:30-9 *Motor Mouse*, part.; 9-10 *Lancelot Link and the Secret Chimp Hour*, part.
CBS-TV 8-8:56 *The Bugs Bunny/Road Runner Hour*, part.; 8:56-9 *In the Know*, part.; 9-9:56 *Sabrina and the Groovie Goolies*, part.; 9:56-10 *In the Know*, part.
NBC-TV 8-8:30 *The Heckle and Jeckle Show*, part.; 8:30-9 *The Woody Woodpecker Show*, part.; 9-9:30 *The Tomfoolery Show*, part.; 9:30-10 *The Bugaloos*, part.

10-11 a.m.

ABC-TV 10-10:30 *Will the Real Jerry Lewis Please Sit Down*, part.; 10:30-11 *Scooper and the Double-deckers*, part.
CBS-TV 10-10:30 *Josie and the Pussycats*, part.; 10:30-10:56 *The Harlem Globetrotters*, part.; 10:56-11 *In the Know*, part.
NBC-TV 10-10:30 *Dr. Dolittle*, part.; 10:30-11 *The Pink Panther*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Hot Wheels*, part.; 11:30-12 *Skyhawks*, part.
CBS-TV 11-11:56 *Archie's Funhouse*, part.; 11:56-12 *In the Know*, part.
NBC-TV 11-11:30 *H. R. Pufnstuf*, part.; 11:30-12 *Here Comes the Grump*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Hardy Boys*, part.; 12:30-1:30 *American Bandstand*, part.
CBS-TV 12-12:30 *Scooby-Doo Where Are You?*, part.; 12:30-12:56 *The Monkees*, part.; 12:56-1 *In the Know*, part.
NBC-TV 12-12:30 *Hot Dog*, part.; 12:30-1 *Jambo*, part.

1-2 p.m.

ABC-TV 1-1:30 *Bandstand*, cont.; 1:30-7:30 *Wide World of Sports*, part. or NCAA regional and national football, part. (various times).
CBS-TV 1-1:30 *Dastardly & Muttley in Their Flying Machines*, part.; 1:30-2 *The Jetsons*, part.; (12/5, 12/12, NFL Football, part.).
NBC-TV No network service.

2-5 p.m.

ABC-TV *Wide World of Sports*, part. or NCAA regional and national football, part. (various times).
CBS-TV No network service.
NBC-TV No network service.

5-7:30 p.m.

ABC-TV *Wide World of Sports*, part. or NCAA regional and national football, part. (various times).
CBS-TV 5-7 No network service; 7-7:30 *CBS Saturday Evening News with Roger Mudd*, part.
NBC-TV 5-6:30 No network service; 6:30-7:30 NBC nightly news, part. (2 feeds).

7:30-9 p.m.

ABC-TV 7:30-8 *Let's Make a Deal*, part.; 8-8:30 *The Newlywed Game*, part.; 8:30-9:30 *The Lawrence Welk Show*, part.
CBS-TV 7:30-8:30 *Mission: Impossible*, part.; 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8:30 *The Andy Williams Show*, part.; 8:30-9 *Adam-12*, part.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.; 9:30-10:30 *Englebert Humperdinck Show*, part. (eff. 10/10 *Most Deadly Game*, part.).
CBS-TV 9-9:30 *Arnie*, part.; 9:30-10 *The Mary Tyler Moore Show*, part.
NBC-TV 9-11 *NBC Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Humperdinck*, cont. (eff. 10/10 *Most Deadly Game*, cont.); 10:30-11 No network service.
CBS-TV *Mannix*, part.
NBC-TV *Movie*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

Specials in the quarter:

ABC-TV

Nov. 3, Election Night Coverage.
Nov. 15, 7-8 p.m. *Changing Scene*.
Nov. 15, 8-9 p.m. *The Clowns*.
Nov. 27, 7:30-8:30 p.m. *All the World's Children*.
Nov. 28, 7:30-8 p.m. *Kodak All-American Special*.
Dec. 12, 1-4:30 p.m. *Liberty Bowl*.
Dec. 25, 4:30-7:30 p.m. *North-South Shrine Game*.

CBS-TV

Oct. 13, 7:30-8:30 p.m. *National Geographic #1—Zoo's of the World*.
Oct. 24, 8:30-9 p.m. *It's the Great Pumpkin, Charlie Brown*.
Nov. 1, 5-6 p.m. *Tales of Washington Irving*.
Nov. 1, 6:30-7:30 p.m. Pre-election program.
Nov. 3, 7 p.m.-concl. Election night coverage.
Nov. 26, 9 a.m.-12 p.m. *1970 Thanksgiving Parade Jubilee*.
Nov. 26, 12-1:30 p.m. *A Connecticut Yankee in King Arthur's Court*.
Dec. 2, 7:30-8 p.m. *How the Grinch Stole Christmas*.
Dec. 2, 8-9 p.m. *National Geographic—Ethiopia: The Hidden Empire*.
Dec. 5, 7:30-8 p.m. *A Charlie Brown Christmas*.
Dec. 5, 8-8:30 p.m. *Frosty the Snow Man*.
Dec. 5, 10-11 p.m. *Miss Teenage America*.
Dec. 22, 8:30-9:30 p.m. *Christmas Cavalcade for Children of the World*.
Dec. 26, National Football Conference playoff.
Dec. 27, *Young People's Concerts*.
Dec. 27, National Football Conference playoff.

NBC-TV

Oct. 14, 9-10 p.m. *Country Music Awards*.
Oct. 24, 8:30-9 p.m. *Goldilocks*.
Oct. 31, 12-1 p.m. *NBC Children's Theatre*.
Nov. 3, 7 p.m.-concl. Election night coverage.
Nov. 4, 9-10 p.m. *Ice Capades*.
Nov. 12, 7:30-8:30 p.m. *G-E Monogram—Rhino*.
Nov. 16, 9-10 p.m. *Bob Hope Special*.
Nov. 16, 10-11 p.m. *Jack Benny Special*.
Nov. 17, 9-11 p.m. *Hallmark Hall of Fame—Hamlet*.
Nov. 26, 10 a.m.-12 p.m. *Macy's Thanksgiving Day Parade*.
Nov. 26 *Mouse on the Mayflower*.
Nov. 26, 8:30-9:30 p.m. *Festival at Ford's*.
Nov. 28, 11 a.m.-12 p.m. *NBC Children's Theatre—Pets Allowed*.
Nov. 29, 6:30-7:30 p.m. *The Making of Butch Cassidy and the Sundance Kid*.
Nov. 29, 8:30-10 p.m. *John Wayne Special*.
Nov. 30, 7:30-8 p.m. *Winnie the Pooh and the Blustery Day*.
Dec. 4, 7:30-8:30 p.m. *Rudolph the Red-Nosed Reindeer*.
Dec. 6, 7:30-9 p.m. *Hallmark Hall of Fame—The Littlest Angel*.
Dec. 6, 9-10 p.m. *Dick Van Dyke Meets Bill Cosby*.
Dec. 7, 9-10 p.m. *Bob Hope Special*.
Dec. 8, 7:30-8:30 *Say Goodbye*.
Dec. 8, 9-11 p.m. *First Tuesday*.
Dec. 12, 7-9 p.m. *Hans Brinker*.
Dec. 16, 7:30-8 p.m. *Little Drummer Boy*.
Dec. 16, 8-9 p.m. *Bing Crosby Xmas Special*.
Dec. 26, TBA American Football Conference playoff game.
Dec. 27, TBA AFC playoff game.
Dec. 31, 7:30-8:30 p.m. *Orange Bowl Parade*.

CBS tops Nielsen in premiere week

NBC-TV is runner-up; 'Wilson' is only new show among the top 20

CBS-TV was on top in the Nielsen averages for the week ended Sept. 27. The average in the fast Nielsen report: CBS 20.0 rating and 34 share to NBC's 17.3 and 29 share and ABC's 17.1 and 29 share.

The report covered the first full week in the new television season in which all three networks showed new shows. CBS also had won the CBS/NBC premiere week in the Nielsen fast national report (BROADCASTING, Oct. 5).

CBS took Monday, Wednesday, Thursday, Friday and Saturday nights in the prime-time averages; ABC took Tuesday and ABC and NBC tied for Sunday. CBS had 21 of the top-40 shows; ABC had 10 and NBC nine.

One new program, NBC's *Flip Wilson Show*, placed in the top 20 and five new shows in the bottom 20. *Wilson* (Thursday, 7:30-8:30 EDT) was tied with CBS's *Medical Center* in fifth position. The other new shows placed in the top 40 were CBS's *Mary Tyler Moore Show* which was tied with ABC's *Room 222* for 23d; NBC's *Men From Shiloh* tied with that network's *Walt Disney* for 26th; CBS's *Arnie* was 33d and CBS's *Headmaster* 38th and CBS's *Red Skelton Show* held the 40th spot. ABC's Monday night football placed 30th in the Nielsen rankings.

The top 40 for the week:

1. *Marcus Welby* (ABC);
2. *Thursday Movie* (CBS);
3. *Lucy* (CBS);
4. *Bonanza* (NBC);
5. *Flip Wilson* (NBC) and *Medical Center* (CBS);
7. *Doris Day* (CBS);
8. *Mayberry* (CBS);
9. *Gunsmoke* (CBS);
10. *FBI* (ABC) and *Movie of the Week* (ABC);
12. *Ironsides* (NBC);
13. *Carol Burnett* (CBS);
14. *Johnny Cash* (ABC);
15. *My Three Sons* (CBS);
16. *Sunday Movie* (ABC), *Saturday Movie* (NBC) and *Laugh-In* (NBC);
19. *Mannix* (CBS);
20. *Hee-Haw* (CBS);
21. *Ed Sullivan* (CBS);
22. *Hawaii Five-O* (CBS);
23. *Room 222* (ABC) and *Mary Tyler Moore* (CBS);
25. *Glen Campbell* (CBS);
26. *Men From Shiloh* (NBC) and *Disney* (NBC);
28. *Danny Thomas* (NBC);
29. *To Rome With Love* (CBS);
30. *NFL Football* (ABC);
31. *Mod Squad* (ABC);
32. *Jim Nabors* (CBS);
33. *Arnie* (CBS);
34. *Mission Impossible* (CBS);
35. *Adam-12* (NBC);
36. *Friday Movie* (CBS);
37. *Bill Cosby* (NBC);
38. *Headmaster* (CBS);
39. *That Girl* (ABC);
40. *Red Skelton* (CBS).

House access bill clears Congress

It opens door for cameras, radio at committee hearings

The Senate last week passed the long-awaited legislative reorganization bill—a reform measure which includes a provision giving broadcasters access to House committee hearings. The radio, TV and still-photography coverage, however, is governed by a strict set of rules and is limited to those House committee hearings which are open to the public.

After Senate passage, 59 to 5, the bill (H.R. 17654)—complete with amendments added by the Senate—was returned to the other body. The House then approved the Senate changes, clearing the way for delivery of the bill to the White House—probably early this week. Assuming the President signs it, the bill's provisions will not go in force until January.

Although the reorganization measure most strongly affects the rules by which the House conducts its legislative business, certain provisions pertain also to the other body. During Senate consideration last week, that body routinely agreed to those sections affecting the House, including the committee broadcasting provision. It did, however, examine those portions relating to the Senate and attached amendments affecting its own operation before sending it back to the House for final consideration.

The provision which opens House committee doors to broadcasters is a break with past practice. Although House rules have not specifically banned camera and recording equipment, broadcasters have been excluded by tradition. On only one occasion—during the 83d Congress in 1953-54—did the House open its hearing doors. But it closed them again to broadcast coverage. The late Speaker Sam Rayburn (D-Tex.) opposed the broadcasting of hearings. The Senate, conversely, has allowed such coverage for many years.

Although the present bill allows coverage of the committees, rules governing access are strict and the affected committee can still, by majority vote, close the hearings to radio, TV and still photographers on a number of grounds.

First, the rules governing the coverage provide that no radio and TV tapes and TV film of any House committee hearing can be used, or be made available for use, as partisan political-campaign material. The Rules Committee

report, which accompanied the reorganization bill to the floor (the House first passed the bill 326 to 19), reflected the concern of some members that the tapes and films of committee hearings might be used for political purposes, but strongly warned "it will be expected that the committee at whose meeting the offending tapes and films were made will cease permitting broadcast coverage of its meetings." It further added that, if the use of such material in partisan political campaigns becomes too big a problem, the Rules Committee "will review the entire matter with a view of returning to conditions as they are today."

Other rules governing broadcast access are as follows:

- If live TV or radio coverage of the hearing is presented, the coverage is to

DJ tells policemen: Radio can combat drugs

"Radio is the only effective way to communicate with young people about drugs." That is what Tom Campbell, radio personality with KYA(AM) and KORT(FM) San Francisco, told the International Association of Chiefs of Police in Atlantic City, N.J., last week. It is also the message he will be giving the International Narcotics Enforcement Officers Association meeting in Honolulu Wednesday (Oct. 21).

Mr. Campbell is conducting his own campaign to educate law-enforcement officials in the use of radio to increase their effectiveness in combating drug abuse. While in Honolulu, Mr. Campbell will also be meeting with local broadcasters to discuss his "Drug Alert" concept and other antidrug-abuse campaign matters.

"Nearly every single teen and young adult listens to some contemporary music station at one time or another every day," he told the law officers in Atlantic City. "And it represents," he added, "a large majority of the age group most vulnerable to the pusher."

He warned the policemen that it isn't enough to do public-service announcements. "Offer programs for youth, projects to involve them." And inform them through radio, he suggested.

Mr. Campbell, who terms "social activism" the key to turning off the pusher's potential audience, does his bit locally by airing "Drug Alert" on his nightly show for KYA.

Mr. Campbell is special consultant on youth programming to various organizations, and writes a column for the *San Francisco Examiner* and other newspapers.

be without commercial sponsorship. There are no restrictions on rebroadcast of films and tape.

- A witness who is subpoenaed to testify before a committee may decline to participate in televised or broadcast coverage of the hearings and also may refuse to be photographed while he is a witness.

- No more than four TV cameras operating from fixed positions will be permitted in the hearing room. Allocation of the camera positions will be in accord with procedures devised by the executive committee of the Radio and Television Correspondents' Galleries. This rule, among others, according to House people, is aimed at allaying an oft-expressed fear among some members that broadcasting of committees would cause a "circus atmosphere" of confusion and clutter.

- TV cameras may not block the visibility of either witnesses or committee members and may not unnecessarily interfere with other media.

- Equipment can neither be installed in nor removed from the hearing room while the committee is in session.

- The light level for TV may not exceed the lowest intensity which provides adequate picture quality, given the present state of the art.

- Those covering committee hearings for radio and TV must be current members of the Radio and Television Correspondents' Galleries.

- All radio and TV personnel must conduct themselves in a generally "unobtrusive" manner.

Football kicks Cavett off air Monday nights

ABC-TV has discontinued the Monday-night telecasts of its late-night talk-fest, *The Dick Cavett Show*, for 10 weeks beginning today (Oct. 12). Coverage of the National Football League games on the network's *NFL Monday Night Football* schedule will now conclude ABC-TV's networking on Monday nights, with the remainder of programming given to the stations.

NFL games will have their final telecast Dec. 14 and Mr. Cavett will resume his Monday telecast on Dec. 21 (11:30 p.m.-1 a.m.).

The action was taken, according to ABC, because the football games were running overtime. Originally, the games were expected to run from 9-11:45 p.m. NYT, at which time a half-hour of local news would be programed and an abbreviated 45-minute *Cavett* show would follow. The first week's telecast, on Sept. 21, however, ended at midnight and the second, Sept. 28, at 12:10. The third telecast, on Oct. 5, ended at 11:38.

Public wants even more news—Harris

But pollster says TV faces special problems in satisfying that wish

Americans want television to be more than a blotter of the contemporary scene. They want some shape and form around the substance of what is shown, Louis Harris, public opinion analyst, told the International Radio and Television Society last Thursday (Oct. 8).

Speaking at the group's luncheon meeting in New York, Mr. Harris said, "I think television more than any other medium has opened up new vistas of exposure to more levels in the population than was ever dreamed of. This exposure from the media in turn has aroused an unquenchable thirst for education and information."

But, by the same token, he has witnessed people blaming the media for conveying bad news.

"Similarly, today, and consistently for the past nine months, a majority of 57% of Americans are prepared to go along with the criticism leveled against television particularly, but the print media as well, by the Vice President. . . ." He said there was no impartial arbiter of "divine wisdom" to say when the media were reporting the exact truth, or when they were going a "sacred ox" unfairly.

He told the society how he had undertaken a poll for Barry Zorthian and the Time-Life TV stations in San Diego and Grand Rapids this past year to find out what were the unfilled gaps in television programming.

"The key dimension we uncovered in these crude beginnings, I believe, is that people have a genuine, deep and abiding interest in the substantive problems going on around them, and want more rather than less reporting on television about them. Perhaps more than anything else, people want television to be something more than a blotter of the contemporary scene and to put some shape and form around the substance of what is shown.

"We know a great deal about who listens or views what kind of program on television or radio," the pollster declared. "But we know almost nothing about what program fare does for their psyche, their intellect, their emotional fulfillment, or their information needs."

Television, he said, produces an immediate sense of intimacy which probably evokes involvement. "It is essentially a hot, emotional medium." This medium, he went on, seems to

stimulate people. By turning the dial, one can see different groups demonstrating, giving differing viewpoints. This possibly leads to the tendency to categorize people not as individuals on television, but by groups, Mr. Harris said. And this categorization leads to people wanting to choose sides.

"There are those with whom one can empathize and others whom one can hate. We can observe the worst in ourselves in all its graphic splendor. It may make for magnetic viewing, but perhaps we are not prepared for it either psychologically or emotionally or educationally," he said.

Mr. Harris said he wasn't suggesting that television communication had reached the overkill stage, nor was he sympathizing with those who believed that reporting must be so open-minded that its brains fall out.

Rather, he said, "what I do believe deeply about broadcasting is that those vested with responsibility for the medium at least know what are the gaps of public knowledge and the quest for public information and the information in depth to ease some of the shock impact of the crisis event as it is flashed across the screen."

He urged the medium to stick its neck out by being willing to take on major substantive areas such as overcrowding, high mobility and fluidity, birth control, poverty and abundance, medical advances and technical growth—to report them, research them, explain them and take stands on how the problems should be solved, "albeit giving wide-open access to all those who disagree."

On TV can candidates be sold like soap?

FCC Chairman Dean Burch, his fellow Commissioner Nicholas Johnson and Laurence O'Brien, chairman of the Democratic National Committee, are among guests slated to appear on a CBS-TV special on Oct. 20, 10-11 p.m. EDT, that will explore the use and the "abuse" of television in political campaigning.

CBS News will produce the show and its news correspondent Mike Wallace will conduct it.

In announcing the *Television and Politics* show last Friday, CBS quoted Mr. Wallace as saying that what the show will "try to find out is if candidates can indeed be put together, packaged and sold like soaps and beer and mouthwash, and what kind of role, if any, cynical product pushing plays in elections."

CBS said the FCC commissioners and Mr. O'Brien would give their views "on the potential dangers of the use of tele-

vision in modern politics."

Currently the show's producing crew is following the current senatorial campaigns in Ohio and New York for "a look at some techniques of political campaigning on television." Mr. Wallace will speak with candidates Howard Metzenbaum, Robert Taft and John Glenn in Ohio (former astronaut Glenn lost to Mr. Metzenbaum in the Ohio Democratic primary), and with Richard Ottinger, James Buckley and Charles Goodell in New York. Both Mr. Metzenbaum and Representative Ottinger used TV extensively in the primaries.

Also to appear on the show are political-commercial producers Charles Guggenheim (Metzenbaum campaign); Robert Goodman (Taft, and in charge of Vice President Agnew's 1966 Maryland gubernatorial TV campaign); Sheila Kelly, media director for Senator Goodell; Robert Ailes, TV adviser for President Nixon's 1968 campaign; and Joseph Napolitan, who worked on Hubert H. Humphrey's TV commercials, also in the 1968 presidential campaign.

Reagan rebutters suffer setback

Complaint against 27 outlets turned down, but 7 others must make fairness showing

California Democrats seeking a right of uninterrupted broadcast reply to a speech by Governor Ronald Reagan have had no more success at the FCC than have antiadministration groups seeking the same kind of right to reply to President Nixon.

The commission staff last week rejected a fairness-doctrine complaint that the director of the gubernatorial campaign of Democratic assemblyman Jess Unruh filed against 26 radio and television stations in the state and a television outlet in Reno (BROADCASTING, July 13).

In all, Phillip Schott had directed his complaint against 34 stations that had carried Governor Reagan's 15-minute speech on May 7 ordering all state colleges and universities closed for four days to avoid "deliberate violence and disruption." Mr. Schott had said that "bits and pieces" of rebuttal on interview programs cannot provide a meaningful response. He said fairness could only be achieved through grant of an uninterrupted, unedited block of time to an opposing spokesman.

This is the kind of argument antiadministration forces have made in filing

fairness-doctrine complaints against stations refusing them the same opportunity to discuss an issue as that afforded the President. And FCC Complaints and Compliance Chief William Ray gave the California Democrats the same kind of answer the commission has given—that an obligation to afford an opposition spokesman an uninterrupted opportunity for reply does not arise from a single speech. (The commission, in a landmark decision on Aug. 14, said that obligation did arise after five Presidential speeches on the subject of the Indochina war [BROADCASTING, Aug. 17]).

Mr. Ray also referred to an earlier FCC ruling, arising out of a complaint by California Democrats about a Reagan speech in 1968, that broadcasters have discretion in determining the manner in which they will discharge their fairness-doctrine obligations.

He said that 27 of the stations—in documentaries, public affairs and open-mike programs and newscasts—had acted reasonably and in good faith in presenting views contrary to those expressed by the governor in his state-wide broadcast.

However, Mr. Ray described as “unreasonable” the position of the seven remaining stations that the speech did not deal with a controversial issue of public importance. The seven are being asked whether they had provided a reasonable opportunity for the presentation of contrasting views and, if not, what they intend to do to comply with the fairness doctrine.

Mr. Ray said that the speech, “whether categorized in terms of the necessity, wisdom or legality of the closing of California institutions or in other terms, must by all reasonable standards be considered a discussion of a controversial issue of public importance to the people of California . . .”

In disposing of another aspect of Mr. Schott's complaint, Mr. Ray said that four television stations that serve as a California broadcast pool and distributed the governor's speech did not violate the fairness doctrine by refusing to make the pool facilities available to a Democratic spokesman. Mr. Ray said that the pool simply distributed the speech and that each station that carried it was individually obligated to comply with the fairness doctrine.

The 27 stations found to have complied with the fairness doctrine are: KFWB(AM), KPOL(AM), KLAC(AM), KTLA(TV) and KNBC(TV), all Los Angeles; KNBR(AM), KCOP(TV), KRON-TV, KPIX(TV), KGO-TV and noncommercial KQED(TV), all San Francisco; KMJ-AM-TV and KJEO(TV), both Fresno; KGIL(AM) San Fernando; KNEW(AM) and KTVU(TV), both Oakland; KFBK(AM) Rose-

ville; KOGO-AM-TV San Diego; KCRA-TV and KXTV(TV), both Sacramento; non-commercial KCET(TV) Hollywood; KEYT(TV) Santa Barbara; KQVR(TV) Stockton; and KERO-TV Bakersfield, all California, and KCRL-TV Reno.

The seven stations which held that the Reagan speech was not controversial are: KFRE-AM-FM-TV Fresno; KEGF(AM) Santa Clara; KSFO(AM) San Francisco; KMIR-TV Palm Springs; KSBW-TV Salinas and KVIQ-TV Eureka.

Agnew stirring up 'fairness' trouble?

**FCC's Geller says
VP's campaign attacks require
offers of time to respond**

Vice President Spiro T. Agnew, who is serving as the point man in the Nixon administration's campaign in this year's House and Senate races, could set up fairness-doctrine or “quasi-equal-opportunity” situations when he attacks Democrats and out-of-favor Republicans.

Henry Geller, former FCC general counsel and now a special assistant to the chairman, made this clear last week in a briefing session on the equal-time law and the commission's fairness doctrine for a group of 75 individuals particularly interested in such matters—members of Congress and their staffs.

Several questions, including one by Nicholas Zapple, communications counsel to the Senate Commerce Committee, dealt with the broadcast coverage given the Vice President's campaigning—the attacks on Senator Charles Goodell (R-N.Y.) as well as efforts in support of other Republican candidates.

“Fairness is applicable,” said Mr. Geller. “It's good to put on Mr. Agnew, but what are you going to do about the other candidates?” And in answer to a specific question concerning the attacks on Senator Goodell, Mr. Geller said, “the broadcaster must make an affirmative effort to put Goodell on in response.”

Furthermore, if a broadcaster turned over a block of time to the Vice President for his use, Mr. Geller said, the so-called “quasi-equal-opportunity” doctrine would apply; time would have to be made available to the other side. The doctrine, first enunciated in response to a query from Mr. Zapple, was cited by the commission in its decision in August directing CBS to make time available to the Republican party to respond to the Democrats' *Loyal Opposition* program.

Mr. Geller said the equal-time

“merry-go-round”—which could result from the grant of time to a candidate—could be avoided either by presenting a spokesman for the candidate involved or presenting him, the candidate, in a regularly scheduled newscast, which is exempt from the equal-time law.

Mr. Geller's view of the kind of obligation broadcasters might take on in presenting Vice President Agnew was not based on commission ruling in any particular cases. He said later that the fairness aspect was elementary—“it's as simple as A B C.”

The briefing, in which William Ray, chief of the commission's complaints and compliance division, participated, was conducted in one of the House office buildings and had been arranged by the Communications Law Committee and the Capitol Hill Chapter of the Federal Bar Association.

Changing Formats

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

■ WYFM(FM) Charlotte, N.C.—Charlotte Broadcasters Inc., effective Sept. 21, returned to a format of classical programming after switching several months ago to an easy-listening pop sound. The station previously cut classical programming down to 20%, but now broadcasts classics from 6 p.m. to 1 a.m., Monday through Saturday. From 9 a.m. to 6 p.m., the station airs two 10-minute classical-music programs every hour. William Vaughn, president and general manager, attributed the change to a community request for a return to classical music. WYFM operates on 104.7 mhz with 318 kw and an antenna 210 feet above average terrain.

■ KCGO(AM) Cheyenne, Wyo.—North Star Broadcasting Co., effective Nov. 1, will switch from a top-40 rock music format to a contemporary middle-of-the-road sound. New programming, “geared to a 20- to 40-year-old housewife,” will feature records appearing on popularity charts and selected MOR album cuts. Robert T. Nelson, promotion director, said the station will also introduce open-ended “Freeform News” service featuring important news “for as long as it takes to deliver it.” KCGO is a day-timer on 1590 khz with 1 kw.

'Press pass' gone in L.A.

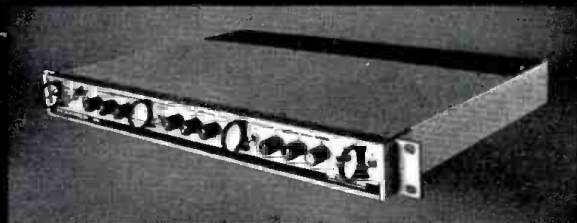
The change in emphasis from printed to electronic media in news reporting has been recognized officially by the Los Angeles police department and city council. The press pass, formerly issued by the law enforcement agency

Color Calisthenics?



Up Down, Up Down . . . despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

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will say "LAPD news media identification card" instead of "press pass." The change was brought about at the suggestion of Jack London, news director of KABC-AM-FM Los Angeles and president ex-officio of the Radio-TV News Association of Southern California.

Can TV programs help solve family problems?

Specialists in the field of family relations were urged last week by Roy Danish, director of the Television Information Office, to consider using popular television programs in their professional work.

He told the first plenary session of the National Council on Family Relations in Chicago that TV programs could be utilized to build group discussions around the stories, characters or themes. He noted that even situation comedies and westerns contain material bearing directly on the problems of people, and added:

"Television can provide a bridge for discussing family relationships, moral values, the consequences of foolish or even violent behavior. Whether or not a program has high esthetic qualities matters less than whether it touches on the issues that lie at the root of most personal problems."

CBS-TV will air several ABA games

CBS-TV has acquired rights to American Basketball Association professional games for this season, but according to both network and ABA officials, plans are to remain flexible.

CBS said it would schedule "five or seven games" this winter and ABA spokesmen amplified this in saying, "we will watch how it goes and CBS has options to increase the number of games." CBS also has options to continue the contract with ABA for 1971-72 and also for 1972-73.

First telecast date announced is Jan. 23 (Saturday afternoon) when CBS will cover the ABA All-Star game originating in Greensboro, N.C. The network will show at least one other Saturday game and one other Sunday game and a minimum of two play-off games. Dates have not been selected.

Equal time for grandchildren?

Several weeks ago, Fred Fletcher, president, WRAL-TV Raleigh, N.C., on his *Ask the Manager* show aired photos of his three grandchildren, while reciting their positive traits. Soon after, he received an anonymous phone call and a

letter from two other grandfathers demanding "equal time" for their kin.

Mr. Fletcher answered the letter from grandfather Carl Reischenbach by promising to grant the time if the two situations are really, truly equal—that is, if the grandfather "is 59 or 60 . . . bald . . . shows only three grandchildren . . . and one girl is a blue-eyed redhead. . . ."

Meanwhile, claiming he wants "to handle this thing fairly," Mr. Fletcher has written the FCC for advice.

Program notes:

Trans-Atlantic instant analysis ■ A correspondent for a Vietnamese Communist news service took part in a CBS Radio trans-Atlantic broadcast that assessed President Nixon's radio-TV cease-fire address immediately after the speech's delivery. CBS said the Communist figure, Le Chan, Paris bureau chief of the Vietnam news agency, was seated alongside CBS News Paris correspondent Peter Kalischer in Paris during a discussion of the President's speech (Oct. 7). Participating in the live broadcast stateside were correspondents Alexander Kendrick in New York and Robert Pierpoint in Washington. CBS said it was believed the broadcast was a "first" in broadcast journalism.

Driving safety home ■ National Safety Council, Chicago, last week announced that KSL(AM) Salt Lake City and WCAU-TV Philadelphia were top winners in their respective station categories of the 1969 Public Service Safety Awards. Phil Donahue, WLWD(TV) Dayton, Ohio, won the top TV award for an individual. KSL and Mr. Donahue won for safe driving programs; WCAU-TV for its home safety campaign.

Evangelist tribute to Constitution ■ *Thanksgiving With Oral Roberts*, eighth in a series of syndicated specials, will pay tribute to the creators of the U.S. Constitution, the 183d anniversary of which was celebrated in September. Adding to the historical theme of the program, Robert I. Clarke reads Abraham Lincoln's Thanksgiving Proclamation of 1863. A 48-page song book is being offered free to viewers. The special will be aired on more than 200 stations in the United States and Canada.

Huntley gone but not vanished ■ Retired NBC newscaster Chet Huntley will make his dramatic television debut in "Vanished," a four-hour movie for television which will be seen on consecutive nights on NBC-TV this season. Mr. Huntley will portray a television talk show host in Washington.

BMI in Syracuse ■ Broadcast Music Inc., performing rights licensing organization, has opened a Northeast regional office in the Hills Building, Syra-

cuse, N.Y. G. Lee Trimm is supervisor of BMI's new office, which will be mainly concerned with general licensing concerning commercial uses other than for television and radio broadcast.

Eye care ■ The importance of proper vision care is the subject of two public service announcements produced this fall for television and radio use by the American Optometric Association, St. Louis. The television version, "Portrait of Vision," and the radio transcription, "Eyes of Youth," are available to TV and radio station program directors through the mail. Inquiries may be directed to the division of public information, American Optometric Association, 7000 Chippewa Street, St. Louis 63119.

Second Paramount game show ■ The development of a second daytime and night-time game show has been announced by Paramount Television, Hollywood. *Put and Take* is being designed for network sale, although no commitments have been reached. The show is being co-produced with Entertainment Media Ltd., whose president, Martin Tahse, has produced the national tours of "Funny Girl" and "Fiorello."

QM's first for CBS ■ A contemporary drama using the United States as its backdrop will be the first Quinn Martin series to be produced for CBS-TV. The one-hour series is scheduled for the 1971-72 season. Title of the projected suspense and intrigue program is *Starr*. William Conrad has been signed to the title role.

Milwaukee Bucks broadcasting ■ Milwaukee Professional Sports and Services Inc., owners of the Milwaukee Bucks, and Miller Brewing Co. have reached an agreement on a three-year contract granting radio and television broadcast rights for Bucks games to Miller. All exhibition and regular-season games and play-off games will be sponsored by Miller and firms participating with Miller.

Lombardo in Familiar Role ■ ABC Films will produce and distribute for the sixth successive year a 90-minute television special, *New Year's Eve with Guy Lombardo* on Dec. 31 (11:30 p.m.-1 a.m.). The special will be fed live and will be sponsored in 19 markets by Brioschi Inc., Fair Lawn, N.J. Last year the program was telecast in more than 80 markets.

Old foliage ■ American Bible Society, New York, is offering for community affairs, *Living Plants of the Bible*, a television presentation. Script, slides and tapes of the 10-minute color slide feature are being distributed through the broadcasting and film commission of the National Council of Churches. Program discusses fruits, plants and trees described in the Bible and living today.

Times eyeing purchase of Cowles properties

New York Times Co. has had preliminary talks with Cowles Communications Inc. regarding the purchase of some of the assets of Cowles, the companies said last week in a joint statement.

They pointed out that Cowles' *Look* magazine and a number of other properties are not involved, but they would not name the properties that have been discussed. Cowles owns and operates KRNT-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis and WESH-TV Daytona Beach-Orlando, Fla. Cowles publishes three Florida daily newspapers, two monthly magazines, a group of medical and dental journals, and books.

Cowles reported an operating loss of \$1.2 million in the first half of 1970, compared to a profit of \$622,000 in the previous half (BROADCASTING, Aug. 24). *Look* and other Cowles magazines have slipped in revenue during the past year, and in the past two months, the company has sold two profitable properties, the *San Juan Star*, an English-language daily, and Magazines for Industry Inc., publisher of food-industry trade publications.

The New York Times Co., which publishes the *New York Times*, owns and operates WQXR-AM-FM New York.

GT&E telephone company sells its Comsat stock

General Telephone and Electronics Corp., the second largest independent phone company—preceded only by American Telephone and Telegraph—has divested itself of its 3.5% interest in the Communications Satellite Corp. GT&E realized almost \$15.8 million from the sale of its 350,000 shares.

Sold through a non registered secondary offering, the shares were underwritten by Paine, Webber, Jackson & Curtis, and Salomon Brothers at \$45½ a share on Oct. 1. GT&E bought Comsat stock when it was first offered to the public in June 1964, at \$20 a share.

A GT&E spokesman said the divestiture does not reflect "any lack of confidence" in Comsat's future, but rather the desire to use the money to further the telephone company's subsidiaries' construction programs. GT&E estimated that it will spend approximately \$926 million on new construction for 1970.

The secondary effect of the sale is

that it reduces the amount of ownership of Comsat shares by common carriers to 33%, with AT&T holding 2.9% of that. Subsequently, the number of common carrier representatives on Comsat's board of directors drops from four to three and, conversely, the number of directors elected by public shareholders increases from eight to nine. These changes will presumably occur at Comsat's annual meeting next May.

Financial notes:

■ Corinthian Broadcasting Corp., New York, has reported that a quarterly dividend of 7½ cents per share on the common stock will be paid on Oct. 31 to stockholders of record Oct. 16.

■ Kansas State Network Inc., Wichita, Kan., has declared an extra dividend of \$0.03 per share payable Oct. 30 to stockholders of record Oct. 20, and a

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- permits library of short messages to be stored and used without splicing
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The Broadcasting stock index

A weekly summary of market activity in the shares of 104 companies associated with broadcasting.

	Stock symbol	Ex- change	Closing Oct. 8	Closing Oct. 1	Closing Sept. 24	High 1970	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	28½	28½	28½	39¼	19½	7,073	202,429
ASI Communications		O	2½	2½	2½	7	2¼	1,789	4,473
Capital Cities	CCB	N	29½	29½	29	36½	19½	6,061	175,769
CBS	CBS	N	32	30½	30½	49½	23½	26,512	805,169
Corinthian	CRB	N	29¼	29¼	29¼	33½	19½	3,381	98,455
Cox	COX	N	19¼	17½	16¼	24½	10¼	5,789	96,966
Gross Telecasting	GGG	A	12¼	11½	11¼	17¼	9½	803	9,435
Metromedia	MET	N	16½	17½	18½	22½	9½	5,733	103,882
Mooney		O	7	7¼	7¼	8¼	4½	250	1,813
Pacific & Southern		O	15	14¼	13½	23	7½	1,636	22,086
Rahall Communications		O	16	12¼	12¼	16½	6	1,040	13,260
Reeves Telecom	RBT	A	4	4¼	4¼	15½	2	2,288	9,999
Scripps-Howard		O	18¼	18¼	18¼	24	15½	2,589	48,544
Sonderling	SDB	A	25	23½	24¼	34½	10¼	991	24,032
Starr	SBG	M	9½	9½	8¼	18	7½	461	4,034
Taft	TFB	N	22	22	21½	29¼	13½	3,712	79,326
Total								70,108	1,699,672
Broadcasting with other major interests									
Avco	AV	N	12½	12½	14	25¼	9	11,469	160,566
Bartell Media	BMC	A	6½	6½	7	14	3¼	2,254	15,778
Boston Herald-Traveler		O	33	32½	31½	43	25	574	18,081
Chris-Craft	CCN	N	7½	8	7½	11½	4½	3,660	28,804
Combined Communications		O	9	8	7¼	16½	6	1,945	14,101
Cowles Communications	CWL	N	4½	4½	4½	10½	3¼	3,969	17,305
Fuqua	FOA	N	13¼	13¼	14	31¼	7	6,190	86,660
Gannett	GCI	N	27¼	26	26	29½	18½	7,117	185,042
General Tire	GY	N	19	18	17	20½	12¼	18,434	313,378
Gray Communications		O	5½	5½	5½	7½	4	475	2,612
Lamb Communications		O	3½	3	3	6	2	2,650	7,950
Lee Enterprises	LNT	A	17½	17½	16	20¼	12	1,957	31,312
Liberty Corp.	LC	N	17½	18	18½	21½	13	6,744	123,887
LIN		O	6½	6½	7¼	11	3½	2,244	16,269
Meredith Corp.	MDP	N	27½	25	26¼	44½	18	2,779	74,338
Outlet Co.	OTU	N	13½	13½	13¼	17¼	10	1,342	17,782
Plough Inc.	PLO	N	73½	72	69¼	85	55	6,883	478,369
Post Corp.		O	10½	10½	10	17½	8	713	7,130
Ridder Publications		O	15¼	15½	14½	22	9½	6,217	90,147
Rollins	ROL	N	23	22½	23½	40½	19½	8,044	185,977
Rust Craft	RUS	A	27½	26¼	23¼	32¼	18½	1,159	26,947
Storer	SBK	N	23	24	24	30¼	14	4,223	101,352
Time Inc.	TL	N	34½	32½	34¼	43½	25½	7,257	250,367
Trans-National Comm.		O	¾	¾	¾	4½	½	1,000	750
Turner Communications		O	3	3	2½	8¼	2½	1,328	3,652
Wometco	WOM	N	17½	18¼	18¼	20¼	13¼	5,817	106,160
Total								116,444	2,364,716
CATV									
Ameco	ACO	A	7½	7½	7½	16	4	1,200	8,832
American TV & Comm.		O	16½	16½	16	22¼	10½	1,775	28,400
Burnup & Sims*		O	23½	23	23	23½	14	873	20,079
Cablecom-General	CCG	A	13¼	13½	13½	23½	7½	1,605	21,654
Cable Information Systems		O	4	4	3	13	¾	955	2,865
Citizens Finance Corp.	CPN	A	12½	12¼	11¼	17½	9¼	994	11,680
Columbia Cable		O	10½	10	8½	15½	8¼	900	7,650
Communications Properties		O	7½	7¼	7¼	10½	6	644	4,907
Cox Cable Communications		O	16½	16½	16¼	24	12	3,550	59,463
Cypress Communications		O	8½	8½	8½	17¼	6	1,887	16,040
Entron	ENT	A	3½	3½	3½	8½	2½	1,320	4,620
General Instrument Corp.	GRL	N	17	18½	18¼	30½	11½	6,250	117,188
Sterling Communications		O	4½	4½	4¼	7¼	3	1,100	5,225
Tele-Communications		O	11¼	11¼	11¼	20¼	9	2,704	30,420
Teleprompter	TP	A	75½	78	79½	133½	46	3,100	246,047
Television Communications		O	8	9	8½	18¼	5½	2,816	23,936
Vikoa	VIK	A	10½	9¼	10¼	27¼	6½	2,316	23,739
Total								33,116	602,633

regular quarterly dividend of \$0.03 per share payable Dec. 28 to stockholders of record Dec. 18.

■ MCA Inc., Universal City, Calif., parent firm of Universal Studios and Decca Records, declared a regular dividend of \$0.15 per share, payable Oct. 28 to shareholders of record Oct. 13.

■ RKO General Inc., New York, group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported net income of \$5,434,000 on revenues of \$73,316,000 for the nine months

ended Aug. 31, versus revenues of \$75,275,000 and net loss of \$903,000 in the same 1969 period. 1970 net income includes an extraordinary gain of \$2,418,000 while 1969 results show the effect of an operating loss at Frontier Air Lines of \$3,569,000 and a \$4,140,000 write-down for discontinued Frontier aircraft. RKO's share of Frontier's operating loss for the same 1970 period is \$1,553,000.

■ Telcom Inc., McLean, Va., CATV owner and communications technology

firm, reported a 46% increase in sales and a 35% increase in profits for the fiscal year ended June 30. Record highs were reported with profits of \$5,023,000 on net income of \$148,737. Last year Telcom had profits of \$3,562,000 on net income of \$109,995.

■ Post Corp., Appleton, Wis., publisher and group broadcaster, has acquired Inreco Inc., Los Angeles property and casualty insurance brokerage firm. Price was not disclosed. Thomas Werger, founder of Inreco in 1969, has been

	Stock symbol	Ex- change	Oct. 8 Closing	Closing Oct. 1	Closing Sept. 24	High 1970	Low	Approx. Shares Out (000)	Total Market Capital- ization (000)
Programming									
Columbia Pictures	CPS	N	12½	13¾	14¼	31½	8¾	5,942	86,159
Disney	DIS	N	115¾	117½	122½	158	89¾	5,894	722,722
Filmways	FWY	A	9½	9	9½	18½	5¾	1,842	16,799
Four Star International		O	2	2½	2	4	1½	666	1,332
Gulf & Western	GW	N	18	17½	17¾	20¾	9½	15,362	266,838
Kinney National	KNS	N	28¾	27½	28½	36	20¾	10,402	297,705
MCA	MCA	N	23½	23	23¼	25¾	11¾	8,195	190,534
MGM	MGM	N	17	17¼	18	29½	12½	5,883	105,894
Music Makers Group		O	2¼	2½	2½	9	2¼	589	1,473
National General	NGC	N	16¾	16¾	17¼	20¼	9	4,910	84,698
Tele-Tape Productions		O	2½	2¾	3½	6¾	2¼	2,183	7,640
Transamerica	TA	N	14¾	15½	16	26¾	11¾	63,630	1,018,080
20th Century-Fox	TF	N	10¼	10¾	10	20½	6	6,562	85,620
Walter Reade Organization		O	3¾	3¾	3¾	13½	2¾	2,414	9,053
Wrather Corp.	WCO	A	8¼	6¾	6¾	6½	10¾	2,211	14,637
Total								138,584	2,909,184
Service									
John Blair	BJ	N	16¾	15¾	15¼	23½	10¼	2,598	39,620
Comsat	CQ	N	42	45¾	44¾	57¾	25	10,000	448,700
Creative Management		O	11	6¼	8¾	14½	4½	1,182	10,343
Doyle Dane Bernbach		O	21¾	22¼	21½	24½	14	1,924	41,366
Foote, Cone & Belding	FCB	N	8¾	8¾	8½	12¼	7¼	2,175	17,661
Grey Advertising		O	9¾	9¾	9	13½	6¼	1,207	10,863
LaRoche, McCaffrey & McCall		O	9	9	9	17	9	585	5,265
Movielab	MOV	A	3¾	3¾	2½	7½	2	1,407	2,983
MPO Videotronics	MPO	A	6¾	6¾	7	9¾	4¾	558	3,906
Nielsen		O	36¾	35¾	33¾	42	26½	5,299	178,841
Ogilvy & Mather		O	24¾	22	20	22¾	15	1,096	21,920
PKL Co.	PKL	A	4¾	4	3¼	12¾	2½	743	2,415
J. Walter Thompson	JWT	N	29½	27½	26	36	21½	2,746	71,396
Wells, Rich, Greene	WRG	A	13¼	11½	8¾	9½	5	1,581	13,834
Total								33,101	869,113
Manufacturing									
Admiral	ADL	N	9¼	9¾	9½	14¾	6½	5,158	47,041
Ampex	APX	N	19¾	20¾	19¼	48½	12½	10,874	209,325
CCA Electronics		O	TK	2¾	2¾	5	1½	800	2,296
Collins Radio	CRI	N	16	18½	16½	37¼	9	2,968	48,972
Computer Equipment	CEC	A	5½	5¾	4¾	12¼	3½	2,406	11,717
Conrac	CAX	N	16¾	16¾	17	32¼	11	1,262	21,454
General Electric	GE	N	85½	84¼	82	86¾	60¼	90,884	7,452,488
Harris-Intertype	HI	N	52¼	50	51	75	38¼	6,357	324,207
Magnovox	MAG	N	33¾	33¾	32¾	36¾	22¼	16,429	538,050
3M	MMM	N	89¼	87	90	114¾	71	56,058	5,045,220
Motorola	MOT	N	45¾	46	48	49¾	31	13,334	640,032
RCA	RCA	N	26½	26	26¼	34¾	18½	66,926	1,756,808
Reeves Industries	RSC	A	3¾	3¾	4	5¼	2½	3,458	13,740
Telemation		O	13¾	12	8¾	24	8½	1,080	9,450
Westinghouse	WX	N	64½	64¾	63¾	69¾	53¼	39,803	2,542,218
Zenith Radio	ZE	N	33¾	32¾	33	37¾	22¼	19,020	627,660
Total								336,818	19,290,818
Grand total								728,171	27,736,196

Standard & Poor Industrial Average

94.65 92.67 92.21

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

Shares outstanding and capitalization as of Sept. 24.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce, Fenner & Smith Inc., Washington.
*New addition to index.

named executive vice president by Post.

■ RCA, New York, declared a quarterly dividend of 25 cents per share, payable Nov. 2 to stockholders of record Sept. 14. Dividends also were declared of 87½ cents per share on \$3.50 cumulative first preferred stock and \$1 per share on \$4 cumulative convertible series first preferred stock, both for the Oct. 1 to Dec. 31, 1970 period, payable Jan. 2, 1971, to stockholders of record Dec. 11, 1970.

Company reports:

Chuck Barris Productions, Hollywood, producer-packager of television game shows, reported increased income despite reduced revenues for its fiscal year ended May 31:

	1970	1969
Earned per share	\$ 0.72	\$ 0.65
Revenues	4,920,911	5,235,364
Net income	518,555	419,785
Shares outstanding	635,187	617,000

Market Resources & Applications Inc., New York, media-buying service, re-

ported net sales more than quadrupled and net income more than tripled during the fiscal year that ended last April 30.

MRA said the general economic slowdown in the U.S. has not been an impediment to its business because advertisers are offered cost efficiencies resulting from MRA's "negotiating skills."

For the year ended April 30:

	1970	1969
Earned per share	\$ 0.57	\$ 0.16
Net sales	3,151,028	692,068
Net income	222,215	56,055

FCC asked to ease modulation proposal

An FCC proposal aimed at preventing radio transmitters with excessively powerful modulators from producing interference received qualified support from some broadcast organizations last week.

The rulemaking proposal issued by the commission last May suggested that positive modulation should be limited to 100% to reduce the potential for interference with other stations—particularly co-channel and adjacent-channel operations (BROADCASTING, May 25). The present rules limit negative modulation to 100% but set no limit on positive modulation.

RKO General agreed that positive modulation peaks should be limited but said the 100% limit is an "unduly harsh remedy." It suggested an upper limit of 130% to allow the broadcaster to exercise his discretion and "sift all factors affecting limiting and compression of AM modulation." Factors such as the type of music, how it is recorded, the type of audience sought and the practices of competitors must be considered in addition to technical criteria in developing a high-quality signal, RKO said.

The Association for Broadcast Engineering Standards Inc. told the commission that modulation of 115% on positive peaks would be a more practical limit. This feeling was echoed by Westinghouse Broadcasting, which noted that signal deterioration is not excessive at 115%.

The Clear Channel Broadcasting Service—which comprises 11 independently owned class I-A stations in large markets—said it shared the commission's concern with "souped-up" modulation. It supported the 100% level "since the

modulation levels of clear-channel stations cannot be arbitrarily increased without increasing the distortion of their signals, due to selective fading in secondary service areas."

In their joint comments seven AM outlets said the commission should withhold action on its proposal and "institute an inquiry into the advisability of imposing restrictions to curb undesirable [broadcasting] practices. . . ." They added that "available data" indicates that limits of 100% to 115% may be used.

The AM stations filing these comments were WOKO Albany, N.Y.; KCOL Fort Collins, and KTLK Denver, both Colorado; WSLR Akron, Ohio; and KLNQ Omaha, WJAG Norfolk and KVSH Valentine, all Nebraska.

Gates Radio Co. said the 100% level would be "detrimental to quality AM broadcasting and would place a limiting factor on improvements in the state-of-the-art." The commission's present rule, Gates said, provides sufficient control for protection of co-channel and adjacent-channel interference.

Sony shows adaptor, camera

Two new products were introduced last week by Sony Corp. of America, Long Island City, N.Y. One, a color film chain adaptor, at a suggested manufacturer's list price of \$1,200, is for projecting motion-picture and slide images for transfer to video-tape. The other is a monochrome camera for use in video-tape recording and closed-circuit TV, at a suggested price of \$450. Sony said the adaptor (VCR-1) has a motion picture and slide projector and can be operated also with 35mm slide projectors and 8mm and 18mm motion-picture projectors.

New ABC system films, tapes simultaneously

ABC-TV said last week that a new experimental filming system called "Synchrovision" is being used in the production of a two-part episode for its *The Silent Force* series (Monday, 8:30-9 p.m.).

The new filming technique was alluded to by James E. Duffy, president of the ABC TV Network, in his address to the Hollywood Radio and Television Society on Sept. 15 (BROADCASTING, Sept. 21).

Martin Starger, vice president in charge of programing at ABC-TV, said production was to begin with the new system on Oct. 9. The system uses more than one camera, the shooting is in 16 mm and is accompanied by simultaneous video taping to expedite editing. ABC said the system is expected to cut costs.

In his Hollywood speech, Mr. Duffy suggested that program costs could be kept down also by eliminating expensive pilots except in special situations, by placing greater reliance on TV-produced movies that can serve both as original shows and as series prototypes, and by cutting back on the 35-mm, one-camera process.

Hill Production Services Inc., Hollywood, provided the equipment and key personnel for the experiment in cooperation with executive producer Aaron Spelling, whose company produces the series. Under Synchrovision, cameras deliver multiple images to a console where the director may select his shots while shooting is in progress. The selections are coded on both film and sound track for easier editing, according to ABC-TV.

Preliminary experiments with Synchrovision have been conducted in the past, but the two *Silent Force* episodes will be the first to be shot in their entirety for use on the air.

CD plans 30-second attack warning system

The National Office of Civil Defense is planning a nationwide emergency-alert system employing special receivers in radio and television receivers that would take just 30 seconds to warn 98.5% of the population of a coming nuclear attack.

Under the Decision Information Distribution System, a warning and subsequent emergency instructions would be broadcast over 10 low-frequency ra-

NOTICE

Following FCC approval, the sale of WQAL-FM, Philadelphia, Pa. was consummated on September 30, 1970.

Seller: George Voron Co. — **Buyer:** United Artists Broadcasting Inc., a Division of Transamerica.

Sales Price: \$950,000

Broker: La Rue Media Brokers, Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y. 10019
(212) 265-3430

dio stations following a signal emanating from the North American Air Defense Command.

A small, battery-powered receiver box in home radio-TV sets would operate, even if power were disrupted. Still unresolved is the best method of placing the receivers in sets; one defense official reportedly feels the best solution would be to install them at the factory on all new sets.

The present Emergency Broadcast System—which was set up in 1962 following the phasing out of the Conelrad system—functions only when home receivers are turned on. However, the FCC has entertained proposals for a system of triggering receivers when they are turned off. One, proposed by the National Industry Advisory Committee, involved a two-tone inaudible signal to activate home receivers: its implementation entailed the installation of a generator at transmitting stations and a radio receiver incorporating a special reed sensor.

Two million dollars has been appropriated by Congress for construction of the first system transmitter at Edgewood Arsenal in Maryland.

TV stations to use RCA weather radar

TV stations are bringing down to earth RCA weather radar system used in jet aircraft, RCA has announced. Several TV stations around the country have installed the AVQ-10 radar to improve their weather reporting capabilities.

"The AVQ-10, built by RCA's aviation equipment department, Los Angeles, is well suited for TV stations because of its 360-degree scan capability, C-band operating frequency, and reasonable cost," said Joseph R. Shirley, division VP, RCA aviation equipment department. The C-band frequency permits the radar to penetrate severe storms and allows for more accurate representation of the storm's size, shape and intensity on the radar scope.

RCA wouldn't give the cost of the AVQ-10 weather radar.

Stations that have installed this radar system include: WMC-TV Memphis; WLBW-TV Miami; WSOC-TV Charlotte, N.C.; WPSD-TV Paducah, Ky.; KVII-TV Amarillo, Tex., and KFVS-TV Cape Girardeau, Mo.

Evans forms consulting firm

Ralph E. Evans, former vice president of engineering with Bartell Broadcasters Inc., licensee of WOKY(AM) Milwaukee, KCBQ(AM) San Diego and WADO(AM) New York, has established a radio and communications consulting firm, Ralph E. Evans Associates. Offices: 3500 North Sherman Boulevard, Milwaukee.

System allows consumer to record own TV tapes

Magnavox said last week that it plans to market "a highly versatile" videotape recording system in 1972 and will adopt a proposal for an international stand on color video-tape cassettes as announced by European and Japanese companies.

Magnavox, in a "background" statement released in New York, said the company is now holding discussions with the N. V. Philips Co. of Holland and others it did not identify "to create for the consumer a video recording system using [Philips's] new color video magnetic-tape recorder and tape cassette." The Philips equipment would be used along with a Magnavox "single low-cost vidicon color camera."

The system it envisions, Magnavox said, will play back pre-recorded cassettes and will enable the user to record in the home or elsewhere by using a mobile camera and to record programs as they are broadcast.

Technical topics:

Titling generator ■ Telemation Inc., Salt Lake City, has designed and built an electronic titling generator, model TCG-225. The generator is the video source and no television camera is required to

pick up the prepared information. Characters may be mixed, supered, keyed or wiped out for use in news flashes, credits, titles and support information. Price is \$2,995. More information is available from Telemation, 2275 South West Temple, Salt Lake City 84115.

End of relationship ■ CBS Laboratories, division of CBS Inc., Friday (Oct. 9) announced termination of a licensing arrangement with Visual Electronics Corp. to market a new generation TV display system for commercial, educational, and CATV broadcasting, advertising production and general use. No reason was given for the termination, but CBS Laboratories said it would produce and market this system here and abroad.

Ampex sale ■ A special sale of six one-hour reels of ½-inch wide helical scan videotape is being conducted by Ampex Corp. franchised tape distributors. Included with tape purchase is a tape storage mailer and container. Total price is \$99, a saving of \$141, according to the Redwood City, Calif., broadcast-equipment manufacturer. Promotion continues through January.

Big buy ■ WOKR(TV) (ch. 13) Rochester, N.Y., is acquiring approximately \$500,000 worth of RCA color-TV equipment for its new studios, it was announced by RCA last week. Purchase

NUMATH 70 brings something new and exciting to radio planning: radio planning.

Till now, radio planning has really been little more than radio buying.

NUMATH 70 changes all that.

This new computerized service provides detailed planning never before available.

For example, it develops alternate radio plans in terms of market budget goals. It evaluates existing schedules. It estimates reach and frequency for any combination of stations in any market. For any demographic group. And for any part of the day.

What's more it can do it all in a matter of seconds.

For a demonstration call your Radio Advertising Representative.

And bring along a day's work.

NUMATH 70 will do it for you. If you've got a minute to spare.



RADIO ADVERTISING REPRESENTATIVES, INC.

WBZ Boston, WINS New York, KYW Philadelphia, KDKA Pittsburgh, WIND Chicago, WOWO Ft. Wayne, KFWB Los Angeles, KHOW Denver.

includes two TR-70 "high band" TV tape recorders, the advanced TS-51 video-switching systems for both studio control and master control rooms, a TSA-3 preset switcher, a BC-100 custom audio console, and studio lighting.

Two from Ampere ■ The Electro-Optical Devices division of Ampere Electronic Corp., Slatersville, R.I., has developed a new low-light-level TV tube (type S50XQ), combining the high-performance characteristics of a silicon vidicon tube with the virtually noiseless gain of a light image intensifier tube. Ampere also has developed a two-inch diameter Plumbicon tube (type S40XQ) with a 40mm clear aperture target area and a limiting resolution capability exceeding 1400 lines. Address: Province Pike, Slatersville, R.I. 02876. Phone: (401) 762-3800.

Master ■ Telex Communications Division, Telex Corp., Minneapolis, has added the new 235CM-1 cassette duplicating master transport to its tape duplicating line. The new model boasts IC logic control providing end-of-tape sens-

ing for automatic shut-off on both play and rewind and is available in both two- and four-channel configurations with individual equalization and level adjustment for each channel. Unit is priced from \$495. Write Telex at 9600 Aldrich Avenue South, Minneapolis 55420. Phone: (612) 884-4051.

Switch for 24 ■ A new switch enabling CATV companies to offer subscribers up to 24 channels is being offered by Electronic Industrial Engineering Inc., North Hollywood, Calif. The instrument uses a sliding switch with gold-plated contacts instead of rotating connectors and is said to offer a high level of isolation in an A/B coaxial switch. Two models are available, both with a frequency range of 0-300 mhz. Model AB5-300 has a built-in transformer. Both models, AB5-300 and AB5-75, have RF connectors that mate with the standard RG-59/U cable and attach to a subscriber's set with either adhesive or screw mounting. For information write: 7355 Fulton Avenue, North Hollywood, Calif.

Courses augmented for buyers of Ampex gear

An expansion of its customer-training service to include all users of broadcast, closed-circuit TV and cable-television equipment has been announced by Ampex Corp., broadcast equipment manufacturer, Redwood City, Calif. Customer training had previously been directed at purchasers of new products.

The new program is designed to provide professional training for all members of the industry with product or application training needs, according to the company. Classes in the areas of broadcast video, closed-circuit television, CATV and professional audio are offered. They are available at Ampex headquarters in Redwood City or, through prior arrangement, may be conducted on-site anywhere in the world.

Course charges are \$30 per day per student including manuals and other written materials, for classes in Redwood City. Students must pay transportation and living costs.

BroadcastAdvertising®

Oversee all drug ads, NAB urged

Only 'mood' products covered by guidelines, manufacturer complains

Martin Himmel, president, Jeffrey Martin Inc., Union, N.J., pharmaceutical manufacturer, through his attorney, has lodged a complaint with the National Association of Broadcasters claiming its new guidelines for medical advertisements are discriminatory.

In a letter dated Oct. 1 to Stockton Helffrich, NAB's code director, Mr. Himmel said he had no quarrel with the principles of the guidelines. But, he added, they did not go far enough.

Through his attorney, Andrew J. Graham, of Graham, McGuire & Campaign, New York, Mr. Himmel said: "The code is an advertisement regulation. Either it regulates everybody or nobody." In view of this, he has asked NAB to broaden the scope of its policy to include all drug products.

Mr. Helffrich said last week he had received the letter and told Mr. Graham it would be forwarded to members of the subcommittee which created the guidelines referred to in the letter.

He added that Mr. Himmel originally

had indicated his concern to the extent the guidelines were directed to stimulants, calmatives and sleeping aids when NAB was formulating them with a subcommittee.

"That position now has been reiterated in a letter," Mr. Helffrich said. "The subcommittee had an awareness of those attitudes at the point it was drawing up the guidelines and now will have the reiteration of Mr. Graham on behalf of Martin Himmel."

The code director said he could not predict when the subcommittee would

meet. "If they feel it is necessary to have one (meeting), I would imagine that Robert Ferguson, who is chairman of the Television Code Review Board and the ex-officio member of the subcommittee, would then indicate a calling together of the subcommittee."

The full code board, which empowered the subcommittee to proceed on the guidelines, Mr. Helffrich said, meets Dec. 9-10.

The guidelines, released by NAB Sept. 10 and to go into effect Feb. 1, 1971, apply to over-the-counter products advertised as stimulants, calmatives or sleeping aids.

Mr. Himmel pointed out the guidelines, as they now exist, do not cover Bufferin, Anacin, aspirin and Excedrin, among others.

But, he asserted, all advertising of over-the-counter drugs at least implies a promise of relief. "It is the advertising of a product that creates the impression. In a sense, it is mood-changing advertising."

If this type of advertising is causing anyone to take drugs, he said, through Mr. Graham, then the guidelines should apply to all drug advertisements, including remedies for aching corns.

Nobody has come up with a study reporting advertising of medicines causes children to use drugs, Mr. Himmel said. Therefore, he argues against the validity of the premise that adver-



Mr. Helffrich

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Sept. 20, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended	Total dollars week ended	1970 total minutes	1970 total dollars
	Week ended Sept. 20	Cume Jan. 1- Sept. 20	Week ended Sept. 20	Cume Jan. 1- Sept. 20	Week ended Sept. 20	Cume Jan. 1- Sept. 20	Sept. 20	Sept. 20		
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 99.3	\$ 3,923.7	\$ 330.1	\$ 11,804.6	78	\$ 429.4	2,988	\$ 15,728.3
Monday-Friday 10 a.m.-6 p.m.	1,588.0	63,657.5	2,618.6	113,029.0	1,803.1	66,117.0	918	6,009.7	32,593	242,803.5
Saturday-Sunday Sign-on-6 p.m.	1,388.7	32,862.9	1,984.7	44,557.5	1,710.9	28,241.5	346	5,084.3	10,304	105,661.9
Monday-Saturday 6 p.m.-7:30 p.m.	162.9	8,578.7	872.9	27,236.2	675.7	20,509.4	75	1,711.5	2,950	56,324.3
Sunday 6 p.m.-7:30 p.m.	65.6	4,653.9	210.3	9,094.6	327.3	6,827.9	21	603.2	745	20,576.4
Monday-Sunday 7:30-11 p.m.	4,562.3	189,942.6	7,236.8	238,578.5	7,784.7	239,595.9	451	19,583.8	16,598	668,117.0
Monday-Sunday 11 p.m.-Sign off	185.2	10,844.2	281.0	13,834.6	632.9	26,385.2	121	1,099.1	4,333	51,064.0
Total	\$ 7,952.7	\$310,539.8	\$13,303.6	\$450,254.1	\$13,264.7	\$399,481.5	2,010	\$34,521.0	70,511	\$1,160,275.4

tisements of over-the-counter drugs is an overwhelming contributing factor in drug abuse.

But, he added, postulating this is so, that commercials themselves bring about drug abuse, then the guidelines are inadequate and should be extended.

The guidelines now cover about \$13.7 million in TV billings for 17 products, out of a \$298-million advertising category.

In Jeffrey Martin's commercials of its Compoz, a warning against the abuse of any medicine is included, Mr. Himmel said, adding he has been urging self-reform within the proprietary drug industry for some time.

Competitive bids by media buyers

That's new technique used by Manoff agency to drive down costs

The relatively new business of outside media-buying services already is undergoing functional changes, with some advertising agencies utilizing several of these organizations jointly to negotiate and buy time in different markets as part of over-all campaigns for their clients.

This wrinkle in media buying was revealed last week by Richard K. Manoff Inc., New York, which considered it a new approach. But several media services said that in recent months they have completed assignments or have been asked to consider ones that involved their joint services in a group of markets.

Jerry Firestone, media director of

Manoff, said that on behalf of a client planning a broadcast campaign in 31 markets, the agency asked six media service companies to submit estimates and bids on the job. He reported that the bids ranged from a high of \$220,000 to a low of \$185,000. But after the 31 markets were divided up among three services (10, 10 and 11), the total cost dropped from \$185,000 to \$172,000. Mr. Firestone stressed that the lowest bidder would not necessarily get an assignment.

Officials of four media-service organizations were divided on the merits of this approach. Two felt that the method was sound inasmuch as media companies would have the opportunity to demonstrate their expertise and substantiate their professionalism. The other two voiced the belief that the lowest bidders were likely to draw assignments and they might not be the most competent organizations.

Mr. Firestone said he is awaiting the post-buy analysis of the 31-market campaign and will use these results to determine Manoff's future policy on the use of outside media services.

Hughes has sell-out

The Hughes Sports Network has sold out sponsorship and signed approximately 20 stations for the finals of the \$75,000 Professional Bowlers Association national championship, Saturday, Oct. 24. The live telecast will originate from the Garden City Bowl, Garden City, N.Y., 5-6:30 p.m. NYT. Sponsorship is to be split among Firestone Tire & Rubber (through Eddie Elias Enterprises); Miller Brewing Co. (Mathisson & Associates); R. J. Reynolds (William Esty); and Fabrege (Nadler & Larriemer).

Conflict over coded TV spots heats up

IDC concedes start-up problems but asks FCC to reject BAR complaint

The battle over whether the optical coded TV commercials of International Digisonics Corp. always comply with the FCC's new technical rules allowing automated commercial monitoring grew more intense last week as Chicago-based IDC hit back at a potential New York competitor, Broadcast Advertisers Reports, and filed its own letter with the FCC asking the commission to disregard a BAR complaint.

BAR, in its letter of protest, had requested the commission to enforce its rules on the encoding of commercials and to order alleged "illegal commercials" off the air (BROADCASTING, Oct. 5). IDC Thursday said the BAR complaint "contained innuendo and distortion."

Glenn M. DeKaker, IDC executive vice president, in a separate statement, called for an impartial group from the industry to study claims by BAR that it also has an electronic monitoring system as BAR represents that it has. In defense of its own operating system, now functioning in 27 markets, IDC admitted there have been some start-up problems.

Late last week BAR cited another "apparent flagrant by-passing" of the rules in connection with the IDC system. In a pleading filed with the commission, BAR said "those responsible for certain commercials being encoded with IDC codes are neither advising licensees carrying the commercials nor seeking their permission to transmit the

codes.

BAR's pleading was a comment in a pending rulemaking proceeding to permit encoding in the aural transmissions of radio and television stations for monitoring purposes. BAR urged the commission to adopt an "open skies" policy in which a monitor would not be permitted to use the airwaves "for the transmission of secret codes which would produce a beneficial result for that monitor alone." This was an apparent reference to the IDC system.

IDC executives meanwhile were meeting in New York with CBS-TV representatives looking toward resolving their differences over proper handling of the coded commercials. CBS-TV had indicated it probably would formulate a new policy concerning coded spots after these meetings were concluded.

IDC is underwriting the transfer of all its coded film spots to video tape, not only for CBS, but for the other TV networks too. IDC sources indicated that although only about 10 film spots had been improperly coded by an optical house now out of business, out of a total of some 400 coded commercials now on the air, the tape transfer was undertaken to be absolutely sure all commercials comply. Many of the spots already were on tape originally.

Mr. DeKraker said he hoped the filing with the FCC would "set the record straight once and for all." He felt it now is time to focus instead "on the established needs of the industry and those who are attempting to satisfy those needs."

For years, he pointed out, the industry has been aware of the need for electronic monitoring to overcome the paper-work problem. "The needs for electronic monitoring are not related to

any disclosure of discrepancies," he claimed, "but to the formulation of a computer data base that can be drawn on by all segments of the industry, including networks, station representatives, advertisers, agencies, talent, etc."

Industry needs in these areas have been "established, hashed and rehashed," he continued, "and now the question is who is doing anything about satisfying those needs. It is time to get away from sensationalism and do some accounting of performance."

Mr. DeKraker charged that "through the filing of comments BAR has implied to the FCC that they have an electronic monitoring system. In a letter to broadcasters, asking for permission to broadcast BAR encoded information, they have implied to broadcasters that they have an electronic monitoring system."

The IDC official further charged, "through verbal and written communications with the Joint Policy Committee [advertisers, agencies and unions], BAR has stated that they have an electronic monitoring system."

Accordingly, Mr. DeKraker called for an industry group to "establish credibility for those claiming to be investing in the future needs of the industry via an electronic monitoring system."

Digisonics, he said, "openly welcomes any competition in the area of computer services based upon monitoring." But, he argued, "the motivations of those who oppose electronic monitoring should be clearly disclosed."

IDC expects opposition from "those whose business is being obsoleted by technological advance," Mr. DeKraker said, just as buggy-whip manufacturers tried to block the horseless carriage. As with the advent of the auto, he noted,

"there are start-up problems in any new technological advance."

Mr. DeKraker concluded with the observation that responsible representatives in the industry, including broadcasters, "are contributing enlightened criticism and suggestions for implementing the many complex facets involved with the development of a computer data base for the industry."

To imply there would not be start-up difficulties, he agreed, "would be less than naive."

GE buys out ABC on three Saturdays

General Electric Consumer Electronics Division, Syracuse, N.Y., announced last week the purchase of all network commercial time on the four ABC Radio networks for three pre-Christmas Saturdays, Nov. 14 and 28, and Dec. 12. Estimated cost of the campaign was not available.

The campaign, handled by Grey Advertising, New York, will include an estimated 300 commercials running on more than 1,500 stations affiliated with ABC Radio. There will be 11 different 60-second commercials broadcast in the campaign.

Norman R. Huey, advertising manager for the GE division, said "every commercial originating from the network studios on the three Saturdays" will sell radios, phonographs and tape equipment, but there is "a considerable amount of local commercial time available" for retailers to buy tie-in spots.

Probe Nixon rerun sponsors, DNC asks

The Democratic National Committee last week called on chairmen of four congressional committees to investigate the TV-time purchases of four corporations for their rebroadcast of an edited version of President Nixon's Kansas State University address on campus unrest.

The letters went out from DNC General Counsel Joseph A. Califano Jr. to committee Chairmen Wilbur Mills (D-Ark.), House Ways and Means; Emanuel Celler (D-N.Y.), House Judiciary; James O. Eastland (D-Miss.), Senate Judiciary, and Russell B. Long (D-La.), Senate Finance. The DNC contends that the Nixon speech was political in nature and that the purchase of the TV time by PepsiCo. Inc., Warner-Lambert Pharmaceuticals, *Reader's Digest* and Hawthorne Books for the rebroadcast, constituted a violation of the Federal Corrupt Practices Act. The act, the DNC states, forbids contributions by corporations or labor organizations toward the

Once over lightly for stomach pain

Pepto-Bismol TV commercials through the years generally have had a staidness that implies there is nothing funny about an upset stomach. Usually the action of the message has been a serious-toned spokesman explaining with diagrams how the product's coating action relieves upset stomachs.

But for this fall Benton & Bowles has created a 10-second commercial with Morey Amsterdam using his comedy talent to portray a "bug" that invades a bigger-than-life stomach with his bag of pain, nausea and queasiness.

The windup of the vignette comes when two Pepto-Bismol "stomach painters" corner villain Amsterdam and cover him with a coating of the pink Pepto-Bismol.



The spot will premiere on CBS-TV's *Merv Griffin Show* on Oct. 16 and will later appear on the other networks.

A similar animated version of the bug was created by the agency in 1968 for Norwich Pharmacal Co., Norwich, N.Y., maker of Pepto-Bismol.

Joe Lapinski was copywriter for the new ad; Paul Singer, art director; Harvey Greenberg, producer; and Jerry Smith, account executive.

tions or labor organizations toward the election of candidates for major federal offices including President, Vice President, senator and representative.

"Campus unrest," Mr. Califano wrote the chairmen, "is one of the major political issues in virtually every Senate and House campaign this fall." He pointed out that Republican figures, including the President, Vice President and national chairman, have stressed the importance of campus unrest as a partisan political issue.

"In every market where this speech was telecast there are House campaigns, and in virtually every market there are Senate campaigns, many of them involving seats which the Republicans have expressed particular interest in taking from Democrats," he said, adding that "obvious and very serious questions of public policy" are presented if officers of major corporations are allowed to commit company funds, which include the money of its stockholders, to advance the officers' "political views."

The DNC earlier asked the Justice Department to study the possible violation of the Corrupt Practices Act and also requested that TV stations which sold time for the Nixon rebroadcast provide free time to the Democrats for their program (BROADCASTING, Oct. 5).

Mr. Califano wrote that newspaper accounts indicated that the Justice Department "saw no problem with these activities by corporations, and therefore assumes that no action will be taken."

Consumer groups split on Dennison FTC bid

The Consumer Federation of America announced last week that it would not oppose David S. Dennison Jr. for Federal Trade commissioner. But other consumer groups continued to voice their displeasure with the President's FTC choice, arguing that he lacks a background in consumer protection.

The Senate Commerce Committee, which will report Mr. Dennison's nomination to the Senate floor either positively or negatively, has conducted two confirmation hearings, but has withheld its final decision pending completion of its study of the consumer group charges. That study, according to a Senate Commerce Committee aide, should be ready for presentation to the full committee early this week.

The Consumer Federation of America had earlier submitted a list of eight names to the President as possible nominees for the FTC spot and CFA president Howard Frazier had worked against Mr. Dennison's nomination before it was announced by President Nixon.

The announcement that CFA would

Remco allocates \$5 million

Remco Industries Inc., New York, through its house agency, Webb Associates, New York, announced last week that it has increased this year's advertising budget to more than \$5 million. The heaviest increase will come during the pre-Christmas toy-selling season. The company spends practically all of its money in spot-TV, ranking it as one of the major spot advertisers in the toy industry.

not fight Mr. Dennison's nomination was made by the group's executive director, Erma Angevine, who said a poll of CFA directors showed a majority backed the decision.

Two Philadelphia-based consumer groups have charged that a partner in Mr. Dennison's law firm has engaged in debt collection work for a finance company, a fact which Mr. Dennison disclosed in a letter to the committee. A Commerce Committee aide reported that Beneficial Finance Co. had been a small client of the law firm, but that services were limited to writing collection letters and amounted to only several hundred dollars a year in fees.

AAMCO agrees to sign FTC consent order

AAMCO Automatic Transmissions Inc. last week agreed to a Federal Trade Commission consent order which bars the company from using deceptive business practices and making false advertising claims as outlined in the FTC complaint.

The complaint, issued June 18, charged that AAMCO required its franchisees to adhere to a fundamentally deceptive "AAMCO plan or method of doing business," and terminated the franchise if they failed to do so.

The FTC complained that AAMCO shops did not normally repair transmissions with a simple \$4.50 adjustment of

the bands, provide a "safeguard service" for \$13.75, or perform a removal and inspection service for \$23, as the company claimed in its advertising. In reality, the FTC said, these claims were normally made only as a means to find prospects who were then led to accept more costly repairs. The commission also charged that the \$75 overhaul was misleading because it included only the replacement of gaskets and other "soft" parts, not all worn parts.

The FTC also said the company offered no credit or "easy terms." Instead, the complaint charged that AAMCO referred its customers to finance companies and refused to return the car until he paid in full, and that what was called a "lifetime" guarantee was actually subject to undisclosed conditions.

AAMCO denied the charges Aug. 4, but last week's announcement indicated that the automatic transmission firm, based in Bridgeport, Pa., had agreed to sign the consent order anyhow. Under the order, the company agrees to refrain from the challenged tactics and abide by the FTC guidelines—but the action is not an admission of guilt.

Under FTC rules the commission provisionally will accept the AAMCO order subject to withdrawal of its acceptance following receipt of public comments, which may be filed through Nov. 3. At that time, the commission will take final action.

RKO/TV reps add outsiders

RKO Television Representatives Inc., New York, said last week it will no longer represent RKO/TV properties exclusively, and announced the addition to its client roster of "outside" stations KUTV(TV) Salt Lake City and KGMB-TV Honolulu.

RKO/TV properties represented by the firm are WOR-TV New York; WNAC-TV Boston; KHJ-TV Los Angeles; WHBQ-TV Memphis and WHCT(TV) Hartford, Conn. It also represents CKLW-TV Windsor, Ont.-Detroit, in those cities. RKO/TV formerly owned CKLW-TV.

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What's ahead for AAAA conference

Network ad scheduling, full-service agencies lead list of topics

The hottest advertising topics of the fall season would appear to include, among others, network commercial "scheduling" and the current dialogue on the role of the "full-service" advertising agency, judging by the agenda of the 1970 eastern annual conference of the American Association of Advertising Agencies.

The conference will be at the Biltmore Hotel in New York on three days, Oct. 20-22, and other than speeches by AAAA President John H. Crichton on Oct. 21 and by its chairman, Archibald McG. Foster, who is president and chief executive officer of Ted Bates & Co., on Oct. 22, the program is heavily loaded with panels.

The panel, "Does Network Commercial Scheduling Destroy Impact and Effectiveness?" is scheduled for Wednesday (Oct. 21) morning. Featured on the panel are Edward H. Meyer, president and chief executive officer, Grey



Mr. Foster



Mr. Bardach



Mr. Maneloveg



Mr. Confer



Mr. Meyer



Mr. Tankersley

York editor of *Advertising Age* and Philip H. Dougherty, advertising columnist of *The New York Times*.

The youth session will be moderated by William A. Sharon, president of William A. Sharon Associates. Panelists are M. E. A. (Mike) Wilkinson, corporate secretary, Friedlich, Fearon & Strohmeier; John Lane, student at the University of Chicago Graduate School of Business; and Richard Grinberg, account executive of C. S. McKee & Co.

Topic of Mr. Foster's address is "The Right to Advertise" and he will be preceded by William J. Colihan Jr., AAAA senior vice president, who will give "A View of Washington From Washington." Mr. Crichton will speak on "Advertising and the Public."

4A's hear of high cost of smaller audiences

The increased fragmentation of the audience in the 1970's will lead to larger advertising costs to reach customers, Richard E. Casey, senior vice president of Benton & Bowles, New York, asserted last week.

In TV, he said, viewer options will expand as a result of the FCC prime-time access rule reducing network hours: the rapid growth of cable television, and the advent of the home entertainment (cassette) field. Mr. Casey said options for customers are expected to grow in the magazine field, as general publications contract and selective audience publications gain wider acceptance.

Mr. Casey told the Western Region Convention of the American Association of Advertising Agencies in Colorado Springs that the numerous changes in the media during the decade ahead are likely to place limitations on the quality of media research to be produced.

Richard W. Tully, former board chairman of Foote, Cone & Belding, was in a highly critical mood, and chastised clients, advertising agencies and the commission system. He indicated that a client is dictatorial and usually can win an argument "by intimating it might exercise its prerogative to change agencies."

He castigated agencies that spend substantial sums of money on speculative presentations to gain accounts and

Advertising, who will serve as moderator; William H. Tankersley, vice president, program practices, CBS-TV; Peter M. Bardach, vice president and director of broadcast, Foote, Cone & Belding advertising; Herbert D. Maneloveg, president, SFM Media Service Corp.; and Richard Confer, vice president, Reynolds Metals Co. A panel that follows will discuss the question of whether agencies should support "The Unending Advertising Awards." Moderator is Victor G. Bloede, president and chief executive officer of Benton & Bowles; panelists are Shepard Kurnit, chairman and chief executive officer, DKG Inc.; Edward A. McCabe, vice president and copy director, Scali, McCabe, Sloves; John E. O'Toole, president of FC&B; and Robert D. Miller, senior vice president and creative director, Warwick & Legler.

"Is the Full-Service Agency a Living Fossil?" is the topic of the Thursday (Oct. 22) morning panel, moderated by Melvin Anshen, professor of business, Columbia University. He will be joined by Maxwell Dane, chairman of the executive committee and secretary-treasurer, Doyle Dane Bernbach; Jerry Della Femina, president of Ketchum, MacLeod & Grove.

Opening panels on Tuesday (Oct. 20) will discuss the advertising trade press and the question, "Is Today's Youth Disenchanted with the Agency Business?" The press panel, moderated by Matthew (Joe) Culligan, vice president, the Diebold group, includes David McCall, president of LaRoche, McCaffrey & McCall; Jack O'Dwyer, New York advertising news correspondent for *The Chicago Tribune*; James O'Gara, New

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See front page
Wall Street Journal
of September 24th.

had harsh words for executives who "prosper primarily because they are well connected, good over cocktails or at the country club."

'Nobody like you' is Equitable theme

The Equitable Life Assurance Society of the United States, New York, returned to network TV this past weekend, after an absence of nine years. Occasion was marked with a new advertising campaign created by Foote, Cone & Belding, New York.

Three one-minute commercials, which premiered on NBC-TV's World Series telecasts last Saturday, Oct. 10, stress individuality. A group of bowlers display their individual forms, softball players show their own stances, and a group of football fans react differently to the same game. The theme of the campaign, "there's nobody else like you," emphasizes the sensitivity of the insurance company to the individual needs of its clients.

The schedule runs through Jan. 24, 1971, and includes sponsorship in the National Football League games on all three networks, the Super and Cotton Bowls, playoff contests, and ABC-TV's *Wide World of Sports*.

Chevron disputes FTC, continues ads

When the Standard Oil Co. of California was told by the Federal Trade Commission that its advertisements for Chevron gasolines containing F-310 additive were misleading, the company said it would continue to market the product as aggressively as before (BROADCASTING, Oct. 5). Last week double-truck ads appeared in 141 newspapers, including the *Wall Street Journal*, *Washington Post* and *New York Times* in addition to the company's regular list of West Coast papers. The ads said: "If every motorist used Chevron with F-310 for 2,000 miles (the same mileage used in four tests conducted by Standard), air pollution would be reduced by thousands of tons in a single day. The Federal Trade Commission doesn't think that's significant. We think it is."

In half of the ad space, Standard Oil describes the tests it conducted or supervised. The other half challenges the FTC charge that F-310 additive is neither new nor different from other detergents used by other refineries in their gasolines. "Because the FTC's allegations may tend to lessen confidence in F-310," Standard's ads say, "we are taking strong and immediate action against those accusations. We will con-

tinue to advertise and market Chevron with F-310."

A spokesman at the company's San Francisco headquarters said the current broadcast campaign featuring Scott Carpenter would continue. Mr. Carpenter would not be used, the spokesman felt, as a voice to speak against the Federal Trade Commission charges in any radio or television commercials the company might produce.

Also in advertising:

Minority media buying ■ Communicon Inc., new black-oriented media buying service, has been formed in Chicago at 333 North Michigan by Bill Fonvielle, president; Fred Grant, executive vice president, and Larry Shaw, vice president. Mr. Fonvielle formerly was with Vince Cullers Advertising and J. Walter Thompson Co. Messrs. Grant and Shaw also had been at Cullers.

DAV campaign ■ The Disabled American Veterans have produced a series of radio and television spots in a campaign to spur the public to demand an official list of all American servicemen held prisoner by the communists in Southeast Asia. DAV National Commander Cecil W. Stevenson said that some 6,000 stations will be involved. "There are over 1,550 servicemen listed as missing in action," Mr. Stevenson said, "and their wives and families have not been officially told whether or not they are prisoners of war." Twenty public service announcements are available for distribution. Well-known personalities will be featured in the spots, entitled, "Who are the Prisoners".

Business briefly:

Clark Oil Co., Milwaukee, introduces a new 30-second commercial featuring Alex Karras of the Detroit Lions on a varied schedule TV campaign starting Oct. 12 on 48 stations across the Middle West and running through Dec. 7. The

spot was created by Fiore & Walsh, New York, and the campaign was placed by Time & Space Inc., Milwaukee.

R. T. French Co., Rochester, N.Y., through Rumrill-Hoyt Inc., New York, is introducing Mighty Wipe synthetic non-woven cloth into test markets. The 30-second commercials, featuring June Lockhart, are on TV stations in Indiana, Oregon, Ohio and Georgia, and are backed by newspaper ads and consumer sampling.

Rep appointments:

■ Texas State Network, Fort Worth: Walton Broadcasting Sales, Chicago.

■ KRGN(FM) Las Vegas; KOBY(AM) Reno; KSET-AM-FM El Paso; KDOT-AM-FM Scottsdale, Ariz., and WMRC(AM) Milford, Mass.: AAA Representatives, New York.

■ KBIG(AM) Los Angeles, KSL(AM) Salt Lake City: Robert E. Eastman & Co., New York.

■ WOUR(FM) Utica, N.Y., and WQNS(FM) Natchez, Miss.: Young Radio Sales, New York.

■ WSSB(AM) Durham, N.C.: Avery-Knodel Inc., New York.

FTC on guarantees

The Federal Trade Commission has ruled that oral guarantees made on TV and radio must also be available to purchasers or prospective purchasers in written form that is consistent with the broadcast offer.

The FTC added that such oral guarantees must also conform to the commission's guides against deceptive advertising of guarantees.

The action was prompted, the commission said, by complaints that some broadcast guarantee representations have been made without corresponding written guarantees disclosing terms, conditions or the guarantor's identity.

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Broadcast news: Bending to the times?

Editors in charge say they're under new restraints from government, management and an uneasy public

Executives in charge of broadcast news-rooms all over the country are running scared. Never have they been subjected to so many pressures from so many directions. Never has the threat of governmental intrusion into editorial judgments seemed more real.

"In my 20 years of journalism," says Carl Siskind, news director of KOGO-AM-FM-TV San Diego, "I have never felt as depressed."

The onset of intimidation may be dated from Nov. 13, 1969, when Vice President Spiro T. Agnew, in that now-famous speech to Republicans in Des Moines, Iowa, impugned the objectivity and fairness of network news. But Mr. Agnew was only the prompter. Since he gave the cue, broadcast journalists everywhere have been fair game for

critics of every stripe and for politicians of every station, from the Capitol of the United States to the meanest county courthouse. And, if not leading the orchestration of abuse, the FCC has done nothing to abate it with the fairness rulings it has been issuing.

"We know there's someone watching us out there, picking out every word, every nuance."

"We're more aware."

"We take our burden of reporting more seriously."

Such were the comments of delegates interviewed at the annual convention of the Radio Television News Directors Association in Denver. The consensus was clear. The story that might have been routinely handled a year ago is now scrutinized for its possible reper-

cussions. If days used to pass between look-ins on the news department by the station manager, there is new frequency of supervision and advice. It is the manager's job to keep the station out of trouble in Washington.

Keeping out of trouble in Washington these days is a terror to some news directors and a puzzler to all. Fairness rulings "are hard to define and are confusing," said Ed Kennedy, WWLP-TV Springfield, Mass. "Sometimes we consider them threatening."

"The FCC has gone far beyond the original intent which was the allocation of frequencies in radio, now channels in television," said Doug Hill, WWBT-TV Richmond, Va.

"The FCC is there to govern channels; it has overstepped its bounds," add-



Mr. Salant



Mr. Frank



Mr. Lower

Tougher times for network news

News chiefs at the radio-television networks are feeling the heat, but they insist that they are sticking by their journalistic standards.

"I am damned pessimistic about increased covert and overt pressures of all sorts from government," says CBS News President Richard S. Salant.

NBC News President Reuven Frank says there is "more pressure than there used to be." Sophisticated politicians realize, says Mr. Frank, that "pressure on the media is now more acceptable. They're taking advantage of it."

ABC News President Elmer Lower,

acknowledging the "criticism of broadcast news from some quarters," takes some comfort in the observation that "we have not seen any attempt by the FCC to censor our output, to restrain us from dealing with controversial material."

All deny that they are ducking harder subjects to avoid stirring up more trouble. "This has become a myth," says Mr. Salant. "I don't know how to deal with it. We look for gutty issues; we're after them all the time."

"It's becoming a very popular thing to say that we've been avoiding controversy," says Mr. Frank. In reality, he says, NBC has been going into controversial subjects "a little more than usual." He adds: "We get a lot of people

mad all the time."

Mr. Lower points to ABC-TV's *Now* series as proof of his organization's interest in developing meaty subjects.

The spate of recent rulings by the FCC in fairness-doctrine cases worries the network news presidents. "If we extend fairness enough," says Mr. Frank, "nobody will watch. TV will become only a spigot."

Both Mr. Salant and Mr. Frank see some assurance in the FCC's denial of a request by private-aircraft pilots for time to answer a *Huntley-Brinkley* report on air safety and airport congestion (BROADCASTING, Sept. 28). Both news executives hope that this may indicate a freer atmosphere for news.

ed a broadcaster from mid-America, Dick Petrik, KOEL(AM) Oelwein, Iowa, a newly elected RTNDA director.

To Glen Broman, WFTV(TV) Orlando, Fla., there's no question that "there's a definite threat, a considerable danger of government encroachment. It's going to come through the FCC issuing guidelines or policies. It's a trend that has been coming for years."

Several directors share Mr. Broman's fears, considering such a "trend" potentially fatal to the communications media. Don F. Stellges, KPTV(TV) Portland, Ore., for instance, has no doubts about ultimate governmental control. "Everything is becoming more governmentalized," he observed. "It's bound to happen: control through the executive branch indirectly through the FCC."

Henry A. Magnuson, WGAN-AM-FM-TV Portland, Me., referred to "this ominous governmental blanket that is smothering all radio and television." Bern Rotman, WBEN-AM-FM-TV Buffalo, N.Y., concurred: "There's already more governmental control than there should be. I fear it."

"I think it's something we have to be deeply concerned about," said Lamont McLoughlin, WTOL-TV Toledo, Ohio. "I think it's probably a very serious threat and has been highlighted by the Vice President. It's good to shake the bushes, as long as it doesn't get to the point where we're told what we can do. Once that happens, the danger is: Who does the telling? It would be untenable; we'd no longer have freedom of the press."

Al Morgan, WKNR-AM-FM Dearborn-Detroit, who believes the governmental pressures have made broadcast newsmen "more aggressive in seeking out stories we haven't done before," finds himself virtually alone on this island of affirmative response. Most feel Mr. Agnew and the government establishment are inhibiting the gathering and dissemination of news. "Repressive," is how KOGO's Sisskind described the climate.

As the FCC's regulations have thickened, said Mr. Sisskind, "people like me have had to practice our trade with one eye over the shoulder and the other on the typewriter. It makes it difficult to produce a valid newscast." In the end, it is the audience that is deprived.

WGAN's Magnuson agreed emphatically. "Before," he recalled, "if you saw a community problem in the day-to-day news, you'd say, 'We ought to do more on this; the public needs more understanding on this.' Now you say, 'Gee, if we get into that, this nut group is going to want equal time.' And you worry about it. And sometimes you decide not to do anything on it because you're going to go through all that grief."

"The public," added Mr. Magnuson,



WGAN's Magnuson



KOMO's Eddy



WRBL's Whitelaw



WBAY's Marshall



WOW's Murray



WDIO-TV's Gottschald



WFRV's Leonard



WTMJ's Loose



WBEN's Rotman



ABC's McCulla



WKNR's Morgan



KOGO's Sisskind



WBZ's Schiffman

"is being cheated with government getting into this whole area."

"If the FCC sticks to some broad guidelines to help the broadcast industry to do a fair job," said Dave Partridge, WFBC-AM-FM-TV Greenville, S.C., "that would be acceptable. But if it's going to get into individual cases and look at individual judgments of newsmen, it'll eventually make the job of the newsmen impossible."

Jim Marshall, WBAY-AM-FM-TV Green Bay, Wis., doubts the sincerity of the FCC.

"What the FCC is doing now," he said, "is government encroachment. They say on one hand they're not going to quarrel with news judgments. Then they turn around and start quarreling with news judgments. You know that any judgment you make is now subject to government perusal, and it isn't a healthy news situation. We have to consciously fight the tendency to hold back now."

In another way the news director's focus is being shifted from traditional journalistic standards. At more and more stations he is reminded by his boss, the general manager, that in choice and content, his news programs can raise legal problems.

"You almost have to be part lawyer to be a reporter," said Richard Gottschald, WDIO-TV Duluth, Minn. "How can a news director make a news judgment that does not affect his license? Right now the news director's judgment is so closely tied into renewal it hampers the journalistic function."

"When you hear what the FCC is doing," commented Thomas Murray, WOW-AM-FM-TV Omaha, "you think you're going to spend all your time satisfying the FCC."

At smaller stations another type of FCC pressure is causing still other problems for the news directors. Mr. Petrik of Oelwein, Iowa, explained that because of the Washington prodding "to go into more community problems and to write editorials, we have no time to cover news." Beyond that, said Mr. Petrik, it is "almost a full-time job" to keep the records that management now feels must be retained against a possibility of investigation.

The verbal exercises of some FCC commissioners trouble Jim Moore, WGH-AM-FM Newport News, Va. "Too many loose comments are coming from the FCC," he said. "Too many commissioners speak carelessly. As a result, enemies of the press pick up these comments, and blow them up until we have an issue of magnitude where there wasn't an issue before. You can forever be charged with something, right or wrong. A lot of people are vindic-



A political truce was momentarily declared last Wednesday (Oct. 7) as J. Leonard Reinsch (r), president of Cox Broadcasting Corp. and prominent Democrat, greeted Vice President Spiro T. Agnew at Cox's WUC-TV Pittsburgh, where the barnstorming Republican taped a program. Mr. Reinsch has

played key roles in Democratic national conventions since Harry Truman's Presidency. With the Vice President and Mr. Reinsch are Tom Frawley (l), vice president in charge of Cox's Washington news bureau, and Leonard Swanson, vice president and general manager, WUC-TV.

tive," Mr. Moore added.

Among the news directors, Mr. Agnew is now conceded to have known what he was doing when he picked Des Moines as the site for delivery of his indictment of television journalism. Although his identified targets were the networks and their Eastern command posts, he shot from the heartland of America. Main Streets everywhere have been reverberating ever since.

Suddenly the nervous viewer who cries for "good news" instead of bad, the politician who cries for an outlet for his oratory, the local official who wants to keep the prying eye of television out of his affairs—all are given voice and, by association with Mr. Agnew, status.

"The Agnew syndrome is feeding on the selective habits of our viewers," said WBAY's Marshall. "They hear and see what they want to and remember what they want to. Agnew is making it very convenient for them to remember what they regard as 'bad things.' They feel criticism is in vogue.

"A lot of people are disturbed at what is going on in the world today and are looking for a scapegoat. Agnew has given them us on a silver platter."

"The biggest danger from the Agnew attack is not that he is not right in certain instances," commented WGH's Moore, "but that it affects other people with whom we deal, from whom we get news. Anybody who has got it in for news people can jump on this Agnew thing as a means of petty revenge." Mr. Moore said a police official told him: "We're going all-out for Agnew, we agree with Agnew." Said Mr. Moore: "It's the idea that they're resentful of news media, and now's the time to get back."

Two competitors from Atlanta agreed. David A. Riggs, WSB-TV, said: "Agnew has given them a very strong crutch to swing as part of the argument against broadcasters." Added Bob W. Neal, WQXI-AM-FM-TV: "Agnew helped

to crystallize a growing distrust of the news media."

"People are saying, 'I know that you are wrong the way you did it, because look what Agnew says about you; you're all a bunch of malcontent liberals,'" observed WDIO's Gottschald. "Everybody is questioning the credibility of the newsmen. Before, no one actually questioned a newsmen's judgment."

"He has polarized the dissidents," said Mr. Sisskind, of KOGO.

Jack Eddy, KOMO-TV Seattle, said Mr. Agnew "turned us into the lightning rod."

"Mr. Agnew merely crystallized those feelings and articulated them for people who felt some of those things," noted WFBC's Partridge.

"Agnew didn't start it," said Bob Benson, KGO-AM-FM San Francisco. "He just brought out everybody we thought might be with us, and we finally realized there wasn't anybody there to defend us."

Not surprisingly, there are political figures who are trying to turn the new mood to their own use.

"There is a growing sophistication and awareness among politicians who are attempting to use media to their advantage," said Mr. Eddy. "They confuse fairness with equal opportunity. This is the biggest hang-up we've got. The game we play now is how to cover the political scene fairly without being used."

That game, it is apparent, is being played with varying degrees of enthusiasm by TV and radio stations across the land. Most news directors indicate they are doing what they always have done—presenting the news objectively and fairly—albeit with one key difference: One eye is trained on the FCC.

WGAN's Magnuson, amplifying his conviction that government is inhibiting news and public-affairs programming, said: "You worry so much about equal time that you're liable not to cover the

story well for fear of leaving somebody out and getting a citation from the FCC." Len Martin, KSD(AM) St. Louis, takes extra precautions in this area. "What we're trying to do now more than ever," he reported, "is to give both sides of controversial issues in the same broadcast."

"I don't believe in Section 315," declared Ed DeForest, KWKH-AM-FM Shreveport, La. "I think it's unfair. Fairness is unfair. It has the potential to inhibit some things you would like to do. It tends to restrict freedom of expression, and that's not right."

"Sometimes in its efforts to be fair the FCC is actually creating more problems for us," said Rod G. Gelatt, KOMU-TV (university-owned) Columbia, Mo. "For example, the directives now about the fairness doctrine. We would just much rather that broadcasters with responsibility and integrity should be relied upon to do a fair job."

An increased tendency for local governmental bodies to call executive and closed-door sessions is traced by many news directors to the atmosphere created by criticism of the news media.

Charles Leonard, WFRV-TV Green Bay, Wis., said: "When Mr. Agnew makes his comments, he indirectly affects the local governmental agencies in to maybe putting a little pressure on us. They become a little suspicious where they had not been. Where we once had a close working relationship, they start looking at us with a jaundiced eye."

The threat to broadcasters is coming, "not so much from Agnew and government," according to wow's Murray, but "from all the other myriad of politicians—mainly on the local level—who half hear and half understand." As for the viewers, Mr. Murray is convinced their "questioning was more intelligent before Agnew. They had their own thoughts; now they're parroting Agnew."

The spotlight thrown on the broadcast news profession also has had its impact on the personal lives of some news directors.

By Williams, WIIC-TV Pittsburgh, for one, related how he has lost friends, "especially people who consider themselves a little bit sharper in the news critique than the newsroom." Why? Agnew, he declared. "They rallied behind him and he gives them constant encouragement."

"I've found that there are a lot of instant news directors and editors nowadays," said Jim McCulla, ABC News, Los Angeles, new president of RTNDA. He recalled how he told a surgeon friend he would fill in for him at the hospital while the surgeon was on vacation; and later "he could come down and run my newsroom."

Commented Jeffrey Schiffman, WBZ-

TV Boston: "I often wondered what would happen if I walked up to an architect and criticized the home he just built as freely as some people feel they can make judgments about what we're doing and why."

"I don't think you lose friends over this sort of thing," continued Mr. McCulla. "But you take a hard look at people and suddenly you realize they aren't the sort of people you thought they were."

"I get into a lot more arguments now, especially with people who call the station, offended that they think we'd sell out or cop out to the Eastern establishment," said Charles Whitehurst, WFMV-TV Greensboro, N.C. Another Southern RTNDA member, Mrs. Eleanor B. Whitelaw, WRBL-AM-FM-TV Columbus, Ga., said: "I've gained more friends. They think maybe I know more than they do and they want to learn."

For Pat Polillo, the sudden interest in his profession has affected him closer to home. When he became news director of KGO-TV San Francisco several months ago, his mother pleaded: "Please make the news better; try not to make the news bad."

Perhaps the key effect of all the name-calling and rhetoric of the past year is one that could have the most lasting, positive impact on the broadcast news fraternity: "unity," with the newsmen recommitted to integrity and professionalism.

"Agnew solidified news people in this country more than newsmen could ever hope to do themselves," observed Al Crouch, WBRZ-TV Baton Rouge, La.

Some news directors, however, lament the lateness of this development.

"I'm tremendously distressed that our industry has not come to our own defense any more than it has," said WFMV's Whitehurst. He and others, however, did recall and praise RTNDA's enterprise in meeting with FCC commissioners several months ago to discuss mutual problems (BROADCASTING, June 29).

But there has not been enough such effort, the directors agreed. "One mistake we have made," said RTNDA President McCulla, who is generally pessimistic about the situation, "is that any time a threat is made by a government official or anybody, it has to be answered immediately. We can't let the thing dangle. It's like the big-lie technique." And, he conceded, "I don't think we answered Agnew with any great degree of unanimity."

That they now have their work cut out for them is recognized by all.

Even Donald Loose, WTMJ-AM-TV Milwaukee, a self-styled "optimist," is wary and urges vigilance. The danger of government interference, he said, is

great "if organizations like RTNDA and the National Association of Broadcasters aren't watchdogs." Added WGN's Moore: "We have to continue to fight, continue to make our views known to the FCC and politicians."

While recognizing what must be done, Mr. McCulla struck a disquieting note.

"The problems are going to be continuing from government," he forecast. "Nobody's ever going to convince me Vice President Agnew is speaking for himself. I think he's speaking for everybody in the administration. I'm afraid. I'm very concerned about the whole thing—about our rights under the First Amendment."

WWT's Hill looks ahead philosophically. "It's the very nature of anybody who has power to seek more power," he observed.

Don Webb, WKRC-AM-FM Cincinnati, expressed more confidence. "I don't think we have to stand in fear of the government on license renewal. If you're doing your job in broadcasting, holding up your share of the bargain . . ."

What, then, is the answer?

Kogo's Sisskind called for a "certain amount of reasonableness" from the FCC. "Times have changed," he said, "but people haven't; they have the same desire to learn, to know what's going on. To repress the electronic media is wrong. Instead of keeping pace with the times, we're walking backwards."

Chet Casselman, KSFO(AM) San Francisco, vice president of RTNDA and on the escalator to be president next year, expressed a more pragmatic outlook.

"Agnew made me even more conscientious, more aware of my responsibilities," he said. "He and we serve the same function; we're a public service. Our license is up for renewal every three years; his is up every four."

"I'll stand on our record; I hope he can stand on his."

(The foregoing special report was researched and written by Norm Oshrin, associate editor, Washington, on assignment in Denver for the RTNDA convention.)

Policeman's guide to media

To insure complete access by the media to information from police sources, a booklet containing criteria for police-media relations has been issued by the Detroit Police Department. Main purpose of the material, prepared following a series of conferences among the police, radio, TV and newspaper representatives, is "to add a further dimension to police professionalism by showing the individual officer how police and newsmen can cooperate to make each other's jobs easier . . ."

BOAC brings Britain to U.S. airwaves

It is a British invasion, but not one designed to get the American revolutionary forces up in arms.

WVOX-AM-FM New Rochelle, N.Y., was taken over from sign-on to sign-off Oct. 6 by an all-English cast broadcasting an all-British program.

Sponsored by British Overseas Airways Corp., this was the fourth time the airlines firm has moved in on a radio station. The others were WKNE-AM-FM Keene, N.H.; WBRK-AM-FM Pittsfield, Mass., and WGHQ(AM) Kingston, N.Y.

William O'Shaughnessy, president of the suburban New York radio station, termed the day a tremendous success, adding that revenues were in excess of \$2,300.

It costs BOAC about \$2,000 per show to tape interviews, bring personnel in, and beam trans-Atlantic broadcasts. Usually, an airlines spokesman said, the radio station increases its advertising for the day. The Kingston station management said it nearly tripled its announcements during this special programming.

Although BOAC is the main sponsor, the program is an all-English endeavor with the British Broadcasting Corp. supplying local news either by satellite or leased line, Big Ben tolling the hours, and the British trade development organizations, through English distributors, supplying shops with display materials.

A special feature on this particular broadcast was a link-up between BBC Radio Brighton and New Rochelle. It included interviews with Brighton persons living in the U.S.

T. Ivan (Tip) Pyle, public relations manager, BOAC-U.S.A., is the all-day announcer for the all-British program.

Currently, the airlines firm is investigating San Diego and Miami as possible sites for future broadcasts.

Grey offers to fight drugs around world

Grey Advertising Inc., New York, has volunteered the services of its international organization to help fight drug abuse on a worldwide level.

Edward H. Meyer, president, speaking at a special United Nations meeting Sept. 21, said Grey's knowledge of the

problem was gained while working with the U.S. government's National Institute of Mental Health on an anti-drug abuse campaign. This information, he said, now is available to other countries to help combat this rising problem.

Grey and its international partners also have hired Dr. Sidney Cohen, former director of the narcotics addiction and drug abuse division, National Institute of Mental Health, as a consultant. Dr. Cohen recently returned from Europe with figures indicating drug abuse has reached crisis proportions in many countries, Mr. Meyer said.

Population control drive set

Richard K. Manoff Inc., New York, has been appointed by the Advertising Council to create a national advertising campaign on population control and family planning. Manoff will work with Planned Parenthood-World Population which has been designated by the Advertising Council as campaign sponsor, with Vincent Van Beuren, manager advertising and sales promotion, Xerox Education Group, Xerox Corp., Stamford, Conn., serving as coordinator.

Fates&Fortunes

Broadcast advertising



Mr. Connelly

Marlin F. Connelly, VP and director of sales for Metro-media-owned television stations division, New York, named VP, general sales manager, Metro TV Sales there.

Charles Allen, research director, Compton Advertising, New York; **Bernard Lipsky**, director of information services, and **James W. Thomas**, elected senior VP's of agency.

Philip Agisim, executive VP, Parkson Advertising, New York, elected president, succeeding **Edward Kleiter**, who becomes chairman of board.

Steven R. Orr, director of Eastern sales, CBS Television Stations National Sales, New York, named general sales manager of WBBM-TV Chicago, CBS station. He succeeds **James R. Stevenson**, ap-

pointed general executive, CBS Television Stations, New York.

Neil Rockoff, general sales manager, WEEL-AM-FM Boston, Mass., CBS-owned stations, appointed Eastern sales manager, CBS FM Sales, New York. **Anthony C. Rufo**, with Chicago office of CBS Spot Sales, appointed Midwest sales manager for CBS FM Sales.

Robert M. Collins, associate creative director, Benton & Bowles, New York, named VP.

Albert S. Kestnbaum, VP-marketing, J. B. Williams Co., New York, named senior VP-advertising. Williams manufactures Geritol, Aqua Velva and other products.

Edward Bessey, director of product management, Pfizer Pharmaceuticals, New York, named VP-marketing.

Joseph Vevoda, director of manpower training and development for Pfizer Laboratories, named VP-sales. **William Steere**, formerly director of product management, Roerig division of Pfizer, named VP-marketing.

Gene Jankowski, account executive,

CBS-TV Network Sales, appointed general sales manager, WCBS-TV New York.

William Culp II, director-marketing, Campbell Soup Co., Camden, N.J., for canned food products other than soup, appointed director-marketing, frozen foods.

Paul Whitman, with research management staff, informations systems division, General Electric, Phoenix, named VP and research director, Grey Advertising, Los Angeles.

Thomas F. Papanek, VP-associate creative director, Needham, Harper & Steers, Chicago, named creative director.

Thomas G. Yohe, senior VP and art and TV group head, LaRoche, McCaffrey and McCall, New York, appointed head of agency's art and TV production departments.

John P. Hoag Jr., associate manager, N. W. Ayer, Boston, appointed manager of agency's Boston operations. He succeeds **Garrett J. Sheahan**, who transfers to N. W. Ayer, Philadelphia.

Allan J. Hughes, VP and director of

advertising sales, *Film-TV Daily*, New York, which recently suspended publication, joins ABC Radio Network, New York, as merchandising manager.

Donald A. Bandman, VP and account director, Ted Bates & Co., New York, joins Bozell & Jacobs, New York, in same capacity.

Dorothy Shahinian, senior associate, Vitt Media International, named VP.

Allen Franco, with WTTV(TV) Indianapolis, joins Donegan, Willingham & Bartlett, Indianapolis agency, as VP-account executive.

Gary Marshall, with WLWI(TV) Indianapolis, joins WLWC(TV) Columbus, Ohio, as sales manager.

Donald A. Getz, Western sales manager, WGN(AM) Chicago, appointed general sales manager. **Donald E. DeCarlo**, senior account executive, appointed assistant general sales manager of WGN.

Raymond Maselli, with WBNF-FM Binghampton, N.Y., joins WHEN(AM) Syracuse, N.Y., as general sales manager.

Ben Kordus, with *Milwaukee Journal*, joins WTMJ-TV Milwaukee as local sales manager.

Jerry Colvin, formerly national sales manager, KTBS-TV Shreveport, La., joins WAPT(TV) Jackson, Miss., as general sales manager.

Rod Barker, sales manager, KHOW(AM) Denver, joins KWBB(AM)-KQTY(FM) Wichita, Kan., in same capacity.

Robert E. Reich, local sales manager, KGFJ(AM) Los Angeles, appointed general sales manager.

Robert E. Alden, with WOR(AM) New York, appointed to newly created position of director of sales operations.

Media

Theodore W. O'Connell Jr., VP, general manager, CBS Television Stations National Sales, New York, named VP, administration, CBS Television Stations division, New York. He is succeeded by **Robert H. Perez**, director of sales for New York Office of CBS TV Stations National Sales.



Mr. O'Connell Mr. Perez

Marvin Astrin, VP-general sales manager, WGN(AM) Chicago, appointed general manager, effective Nov. 1, succeeding **Charles E. Gates** who retires.

Mr. Gates, 43-year veteran with WGN and the *Chicago Tribune*, continues as consultant.

William B. Arthur, editor, *Look* magazine, and director, Cowles Communications, New York-based group owner, elected VP of Cowles. *Look* magazine is subsidiary of Cowles. **John Haberlan**, general manager, WESH-TV Daytona Beach-Orlando, Fla., Cowles station, elected VP of Cowles, and **William Hippee**, general manager, KRNT-AM-FM-TV Des Moines, Iowa, also Cowles stations, elected VP of Cowles.

Arthur D. Glenn, local sales manager, KTAR-TV Phoenix, appointed VP and general manager.

K. James Yager, general manager, wis-TV Columbia, S.C., Cosmos Broadcasting station, named senior VP of Cosmos. **James V. Dunbar Jr.**, director of administration for Cosmos, named VP.

Robert C. Wisnewski, general manager, Cosmos Cablevision, Columbia, S.C., also appointed assistant to president, Cosmos Broadcasting there.

Don Moore, station manager, KSEL-TV Lubbock, Tex., named executive VP and general manager, WAPT(TV) Jackson, Miss.

Herbert S. Ornstein, controller, CBS Television Services division, New York, named VP, development and business affairs, of communications division of Viacom International, firm to which CBS is spinning off domestic CATV interests and TV program-syndication operations. **Colin A. Hanna**, with CBS Radio Spot Sales, New York, appointed director, corporate relations, Viacom.

Charles A. Castille, with Southwestern Louisiana Communications, licensee of KLNI-TV Lafayette, La., elected president of Southwestern. **T. Marshall Weaver**, executive VP and general manager of KLNI-TV, resigns. He will remain with station in advisory capacity until end of this year. His duties are assumed by Mr. Castille.

Aaron I. Fleischman, attorney with CBS, New York, joins Television Communications there as VP, general attorney.

James Robertson, coordinator of radio and television for University Extension and University of Wisconsin, Madison, appointed director of National Educational Radio, division of National Association of Educational Broadcasters, Washington.

Amos Eastridge, KMTV(TV) Omaha, elected president, Nebraska Broadcasters Association. **Roger Larson**, KFOR(AM) Lincoln, elected president-elect, and **Orv Koch**, KFOR, elected treasurer.

Dr. Ron Hull, assistant manager-administration, Nebraska Educational Television Network, Lincoln, appointed network program manager for Nebraska Educational Television Commission and assistant general manager-programing for University of Nebraska Television, Lincoln. He succeeds **Bill Oxley**, who resigned to join Public Broadcasting Service, Washington. Dr. Hull is succeeded by **Paul Few**, operations coordinator, Great Plains National Instructional Television Library, Lincoln.

Edward L. Hearn, VP, Radio Advertising Bureau, Detroit, joins KIXI-AM-FM Seattle, as VP-general manager ("Closed Circuit," Oct. 5). He succeeds **Wally Nelskog**, who resigns to devote time to consulting activities to KFMX(FM) San Diego, of which he is president.

L. Brent Hill, assistant general manager and program director, wis(AM) Columbia, C.S., appointed general manager. He succeeds **Lamar Clifton**, who resigned to join U.S. Chamber of Commerce.

Duane Christ, formerly with Kaiser CATV, Phoenix, rejoins firm as manager of special projects.

Bob Templeton, formerly with WMKC(AM) Oshkosh, Wis., joins KICS-AM-FM Hastings, Neb., as station manager.

Deane Johnson, program director,

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KDWB(AM) Minneapolis-St. Paul, appointed general manager.

Al Kessler, national program director, SJR Communications, Atlanta-based group owner, appointed station manager of SJR's WJMD(FM) Bethesda, Md.

John T. Caldwell Jr., manager of operations, noncommercial WGBH-TV Boston, named general manager, noncommercial WGBY-TV Springfield, Mass. He is succeeded at WGBH-TV by **Peter Downey**, production manager.

Gordon H. Tuell, formerly production manager, noncommercial KCTS-TV Seattle, joins noncommercial KWSU-AM-TV Pullman, Wash., as manager.

Wayne Seal, news secretary to South Carolina Governor Robert E. McNair, appointed director of Southern Educational Communications Association, Columbia, S.C.

Programing

Frank J. Kiernan, formerly with The Singer Co., New York, joins CBS Electronic Video Recording Division, New York, as VP, EVR processing sales.

Brad Stewart, sales manager and director of CATV services, Reeves Production Services, New York, appointed general manager, Reeves/Actron, post-production subsidiary of Reeves Production.

Mort Zimmerman, director of sales development, National General TV Productions, New York, joins Western Video Industries, Hollywood, as Eastern sales manager. He will have headquarters in WVI's New York offices.

Reg Dunlap, sales and operation manager, Jefferson Productions, Charlotte, N.C., joins Show Biz, Nashville TV production firm, as VP for sales and marketing.

Martin J. Clancy, executive producer of news, WTOP-TV Washington, joins National Educational Television there as producer of special events for Washington bureau.

Albert G. Hartigan, general program executive, Telcom Associates, New York, appointed national sales manager.

Frank D'Ascenzo and **Newland F. Smith**, formerly with Visual Electronics, New York, join newly formed Chiron Telesystems division of Systems Resources, Plainview, New York, as marketing manager and director of planning, respectively. Chiron is post-production service firm.

John P. Kloborg Jr., manager, American Society of Composers, Authors and Publishers district office, Syracuse, N.Y., appointed New England district manager with headquarters in Boston.

George Andrus, with KFMB-TV San

Diego, appointed producer-director.

Jim Feller, assistant director of worldwide television operations, Warner Bros., New York, will leave company at end of this month. His future plans have not been announced.

Robert L. Taylor, music director, WVNJ-AM-FM Newark, N.J., appointed program director succeeding late Steven Van Gluck.

Mike Engel, formerly with ABC-TV station clearance, New York, joins WLTV(TV) Bowling Green, Ky., as program director.

Mel Shaveson, president, Writers Guild of America West, joins Warner Bros. Television, Beverly Hills, Calif., to work in television development and motion pictures.

John Roina, with staff of KSFO(AM) San Francisco, named production coordinator.

Michael Butler, freelance film maker, joins Haboush Co., Los Angeles commercial producers, as director-cinematographer.

News

Roy L. Karon, news producer, KMOX-TV St. Louis, appointed news director of KDAL-AM-TV Duluth, Minn. He succeeds **Bill Krueger**, appointed editorial director.

John Sharp, reporter and anchorman, WLKY-TV Louisville, Ky., appointed news director.

Pat Gaughan, weather director and

NAB engineering committee

Charles Abel, manager of engineering for KFMB-TV San Diego, was named chairman of next spring's engineering conference committee of the National Association of Broadcasters.

The 10-man committee, named by NAB President Vincent T. Wasilewski last week, is responsible for planning the annual Broadcast Engineering Conference held in conjunction with the NAB convention in Chicago March 28-31, 1971.

Other members: **Ralph F. Batt**, WGN Continental Broadcasting Co., Chicago; **William J. Clark**, RKO General Inc., New York; **James H. Hoke**, Southern Broadcasting Co., Winston-Salem, N.C.; **Leslie S. Learned**, MBS, New York; **James D. Parker**, CBS Television, New York; **Royce LaVerne Pointer**, ABC, New York; **Lindsey G. Riddle**, WDSU-TV New Orleans; **Leonard A. Spragg**, Storer Broadcasting Co., Miami Beach, and **William H. Travarthen**, NBC, New York.

newscaster, WTRF-TV Wheeling, W. Va., appointed night news editor.

Burl Osborne, Denver news editor, AP, appointed chief of AP bureau at Louisville, Ky., succeeding **Dorman E. Cordell**, who becomes chief of AP's Denver bureau. Mr. Cordell succeeds **Noland Norgaard**, who retires.

Irwin Safchik, formerly European field producer, *Huntley-Brinkley Report*, NBC-TV, appointed news manager, West Coast, NBC-TV.

Melvin A. Berman, with WINQ(AM) Tampa, Fla., appointed news director.

William H. Hamilton, with Independent Research Associates, Washington public-opinion and marketing-research firm, joins WTOP-AM-FM-TV Washington to assist in interpreting 1970 political campaigns.

Rudolph W. Brewington, newsman, WUST(AM) Washington, joins WOOK(AM) there in same capacity.

Connie Lawn, with WFAN-TV Washington, joins WTEV(TV) Providence, R.I., on news staff.

Equipment & engineering

Carlos E. Burnett, with RCA, Harrison, N.J., named division VP and general manager, industrial tube division. **Clifford H. Lane**, with RCA, named to newly created position of division VP, technical planning, RCA Electronic Components, Harrison.

Edward J. Phillippe, partner, Arthur Andersen and Co., accounting firm, joins Memorex Corp., Santa Clara, Calif., in new position of VP and controller.

R. Joseph Dorcy, senior sales engineer, Sylvania Electric Products, Melrose Park, Ill., appointed product sales manager, Sylvania television picture tubes, Seneca Falls, N.Y.

Raymond E. Johnson, Washington counsel and director of government relations for McKee-Berger-Mansuteto Inc., New York-based management consulting firm, joins Electronics Industries Association, Washington, as general counsel.

John W. Kean, chief engineer, Connecticut Educational Television, Hartford, named VP-engineering.

W. I. McCord, with Ohio Educational Television Network, appointed director of engineering.

Jerold Ireland, technical director, NBC-TV Burbank, Calif., named supervisor, field technical operations, West Coast. He replaces **Ralph Clements**, who retires.

Promotion

Christopher Cerf, formerly senior editor, Random House, New York pub-

lisher, appointed editor in chief of newly created nonbroadcast materials division of Children's Television Workshop, New York. New division will produce materials to help reinforce lessons from CTW TV series.

Carolyn James, public-affairs director, KFI(AM) Los Angeles, named director of advertising and public relations. **Diana Wyngarden**, assistant, production department, KFI, named public-service director.

Anthony Altieri, account executive, Porterhouse and Associates, Los Angeles agency, joins KFI(AM) there as director of merchandising and sales promotion.

Antoinette W. Roades, editorial assistant, BROADCASTING magazine, Washing-

ton, joins WMAL-AM-FM Washington as assistant promotion director.

Allied fields

Jerry Zarin, formerly marketing VP and principal in Responsive Data Processing, Mt. Kisco, N.Y., joins Rubin Kleidman Research, New York, firm involved in new-product market testing and consumer research, as executive VP.

Harry J. Bolger, with A. C. Nielsen Co., New York, appointed client-service executive, media-research division local services.

Deaths

Frank G. Macomber IV, 37, president and owner, KSEE(AM) Santa Maria,

Calif., died Sept. 16 of pneumonia. He acquired station in 1966. His mother survives.

Robert G. Boardway, 45, executive producer-director, KTNT-TV Tacoma-Seattle, died Sept. 24 in Tacoma. Prior to joining KTNT in 1947, he was on staff of KMO(AM) Tacoma.

Paul D. DeTuccio, 47, director, WJAR-TV Providence, R.I., died Sept. 14 at Rhode Island hospital of heart attack. Survivors include his wife, Kathi, two daughters and five sons.

Tom Hanlon, 63, retired sportscaster for CBS Radio, Hollywood, died Sept. 29 in Northridge, Calif. He had been KNX(AM) Los Angeles night manager and sports announcer for 30 years. His wife, two sons and daughter survive.

ForTheRecord

As compiled by BROADCASTING, Sept. 29 through Oct. 6 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ **Office of Opinions and Review in Terre Haute, Ind.** (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, on request by Terre Haute Broadcasting Corp., extended through Oct. 7 time to respond to application for review filed by Alpha Broadcasting Corp. (Docs. 18321-2). Action Sept. 28.

■ **Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N.C.** (Florida-Georgia Television Inc. et al.), TV proceeding, granted petition by Wometco Enterprises Inc. and Antwin Theatres Inc. to extend time for filing reply findings to Oct. 19 (Docs. 10834, 17582-4 and 18185-6). Action Sept. 28.

Other actions

■ **Review board in Homewood, Ala.**, TV proceeding, denied petition to enlarge issues filed Aug. 11 by Birmingham Television Corp. (Docs. 15461, 16760-61 and 16758). Action Sept. 30.

■ **Review board in Jacksonville, Fla.**, TV proceeding, granted motion for further extension of time filed Sept. 23 by four Jacksonville applicants (Docs. 10834, et al.). Action Sept. 29.

■ **Review board in Orlando, Fla.**, TV proceeding, granted motion for extension of time, filed Sept. 29 by Mid-Florida Television Corp. (Docs. 11083, et al.). Action Oct. 1.

Call letter action

■ **Northern Entertainment Inc.**, Traverse City, Mich.—Granted WGTU(TV).

Existing TV stations

Final actions

■ **WTCI(TV) Chattanooga**—Broadcast Bureau granted license covering new TV; specify studio location: 4411 Annicola Highway, Chattanooga. Action Sept. 29.

■ **WRIK-TV Ponce, Puerto Rico**—Broadcast Bureau granted CP to replace expired permit for aux. ant. Action Sept. 28.

Action on motion

■ **Hearing Examiner Forest L. McClenning in Boston** (RKO General Inc. [WNAC-TV], Community Broadcasting of Boston Inc. and Dudley Station Corp.), TV proceeding, denied motion by Community Broadcasting of Boston Inc. for further order to compel answers; granted motion by Community Broadcasting of Boston Inc. to produce specified documents at offices of Pierson, Ball & Dowd, with inspection to be made in presence of representative of RKO General Inc. and that time, place and manner ordered may be modified by mutual agreement of all participating parties without further notice of hearing examiner, subject to condition that delay in any scheduled procedural date shall not occur from mod. (Docs. 18759-61). Action Sept. 28.

Call letter actions

■ ***KEBS-TV San Diego State College, San Diego**—Granted *KPBS-TV.
■ ***WNET(TV)**, Educational Broadcasting Corp., Newark, N.J.—Granted *WNET(TV).

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.

■ **KINY-TV Juneau, Alaska** (Midnight Sun Broadcasters Inc.) Contract dated Aug. 31, 1970, replaces one dated March 16, 1970; effective Oct. 1, 1970, to May 1, 1971. First call right. Network rate, \$75; compensation paid at 30% prime time.

■ **KBOI-TV Boise, Idaho** (Boise Valley Broadcasters Inc.) Contract dated Sept. 4, 1970, replaces one dated April 27, 1970; effective Oct. 15, 1970, to Oct. 15, 1972. First call right. Programs delivered to Salt Lake City AT&T testboard. Network rate, \$400; \$387 effective Jan. 1, 1971; compensation paid at 30% prime time.

■ **WJZ-TV Baltimore** (Westinghouse Broadcasting Inc.) Amendment dated Aug. 7, 1970, reduces network rate by 6½% effective Jan. 1, 1971.

■ **WTEV-TV New Bedford, Mass.** (WGAL Television Inc.) Amendment dated Aug. 7, 1970, reduces network rate to \$1,122 effective Jan. 1, 1971.

■ **KMSP-TV Minneapolis** (United Television Inc.) Amendment dated March 1, 1970, increases network rate from \$1,350 to \$1,400 effective Sept. 1, 1970.

■ **WLOS-TV Asheville, N.C.** (Wometco Skyway Broadcasting Co.) Contract dated July 23, 1970, replaces one dated March 6, 1968; effective Sept. 1, 1970, to Sept. 1, 1972. First call right. Programs delivered to station. Network rate, \$950; effective Jan. 1, 1971, \$888; compensation paid at 30% prime time.

■ **WVEC-TV Norfolk, Va.** (Peninsula Broadcast-

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Summary of broadcasting

Compiled by FCC, Oct. 1, 1970

	On Air			Total On Air	Not On Air		Total Authorized
	Licensed	STA*	CP's		On Air CP's		
Commercial AM	4,289	2	10	4,301	74		4,375 ¹
Commercial FM	2,114	0	43	2,157	131		2,288
Commercial TV-VHF	496	2	14	512	14		526
Commercial TV-UHF	149	0	33	182	109 ²		296
Total commercial TV	645	2	47	694	123		822
Educational FM	405	0	22	427	44		471
Educational TV-VHF	76	0	8	84	5		89
Educational TV-UHF	100	0	11	111	12		123
Total educational TV	176	0	19	195	17		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.

ing Corp.) Amendment dated Aug. 7, 1970, reduces network rate to \$912 effective Jan. 1, 1971.

CBS

■ Formula: Same as ABC.

■ WRET-TV Charlotte, N.C. (Turner Broadcasting of North Carolina Inc.) Contract dated Aug. 14, 1970; effective Sept. 1, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$50; compensation paid at 30% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ KFSM-TV Fort Smith, Ark. (American Television Inc.) Amendment dated Aug. 21, 1970, reduces network rate from \$425 to \$412 effective Aug. 1, 1970.

■ WTOG-TV Tampa-St. Petersburg, Fla. (Hubbard Broadcasting Inc.) Amendment dated Sept. 3, 1970, increases network rate from \$150 to \$225 effective March 1, 1970.

■ KBOI-TV Boise, Idaho (Boise Valley Broadcasters Inc.) Amendment dated May 11, 1970, increases network rate to \$400 effective Oct. 4, 1970.

■ KORK-TV Las Vegas (Western Communications Inc.) Amendment dated Sept. 2, 1970, increases network rate from \$328 to \$353 effective March 1, 1971.

New AM stations

Starts authorized

■ WLTV Luverne, Ala.—Authorized program operation on 1080 khz, 500 kw-D. Action Sept. 18.

■ KFWJ Lake Havasu City, Ariz.—Authorized program operation on 980 khz, 500 w-D. Action Sept. 21.

■ WAPR Avon Park, Fla.—Authorized program operation on 1390 khz, 1 kw-D. Action Sept. 23.

■ WKEG Washington, Pa.—Authorized program operation on 1110 khz, 1 kw-DA-D. Action Sept. 22.

Final action

■ Fergus Falls, Minn.—FCC denied petition by Harvest Radio Corp., applicant for new AM at Fergus Falls (Doc. 18852), for reconsideration of commission's memorandum opinion and order released May 11, designating application for hearing. Action Sept. 30.

Call letter action

■ Kershaw County Broadcasting Co., Camden, S.C.—Granted WPUB.

Existing AM stations

Final actions

■ KPAL Palm Springs, Calif.—FCC approved application of KPAL Broadcasting Corp., joined in by R. R. Moore Corp., the assignee, for relocation of KPAL trans. to point 4.8 miles southeast of present site. Action Sept. 30.

■ WAIT Chicago—FCC denied petition by WAIT Radio, licensee, for reconsideration of commission

action denying WAIT's request for rule waivers and returning as unacceptable application for full-time operation. Action Sept. 30.

■ WNDU South Bend, Ind.—FCC granted application by Michiana Telecasting Corp., licensee, and request for waiver of principal city coverage requirements. Action Sept. 30.

■ KVFD Fort Dodge, Iowa—Broadcast Bureau granted CP to change ant.-trans. location to 0.5 miles south of US 169 and 20 intersection on 169, Fort Dodge; conditions. Action Sept. 28.

■ WMOR Morehead, Ky.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Sept. 30.

■ WGTI Kannapolis, N.C., and WAAK Dallas, N.C.—FCC dismissed applications of Fred H. Whitley Inc., licensee, for renewal of licenses terminated for failure to prosecute; terminated stations' authorizations; and deleted call letters effective Oct. 30. Action Sept. 30.

■ WHBQ Memphis—Broadcast Bureau permitted remote control. Action Sept. 28.

Action on motion

■ Chief, Office of Opinions and Review in Media, Pa. (Brandywine-Main Line Radio Inc., renewal of licenses of WXUR-AM-FM, granted petition by applicant and extended through Oct. 19 time to rely to oppositions to WXUR's petition for reconsideration (Doc. 17141). Action Sept. 29.

Call letter action

■ WCVU, Rust Communications Group, Portsmouth, Va.—Granted WKLX.

New FM stations

Starts authorized

■ KDEW-FM Dewitt, Ark.—Authorized program operation on 96.7 mhz, ERP 3 kw-U. Ant. height above average terrain 145 ft. Action Sept. 18.

■ KFMV(FM) Magnolia, Ark.—Authorized program operation on 107.9 mhz, ERP 53 kw-U. Ant. height above average terrain 290 ft. Action Sept. 4.

■ WCCF-FM Punta Gorda, Fla.—Authorized program operation on 92.7 mhz, ERP 3 kw-U. Ant. height above average terrain 150 ft. Action Sept. 4.

■ WITT(FM) Tuscola, Ill.—Authorized program operation on 93.5 mhz, ERP 3 kw-U. Ant. height 115 ft. above average terrain. Action Sept. 22.

■ WCMX(FM) Fort Wayne, Ind.—Authorized program operation on 101.7 mhz, ERP 3 kw-U. Ant. height above average terrain 300 ft. Action Aug. 19.

■ WBTO-FM Linton, Ind.—Authorized program operation on 93.5 mhz, ERP 3 kw-U. Ant. height 240 ft. above average terrain. Action Sept. 11.

■ KGOU(FM) Norman, Okla.—Authorized program operation on 106.3 mhz, ERP 3 kw. Ant. height above average terrain 150 ft. Action Sept. 22.

■ WJBW-FM Hampton, S.C.—Authorized program operation on 103.1 mhz, ERP 3 kw. Ant. height above average terrain 140 ft. Action Sept. 17.

■ WATP-FM Marion, S.C.—Authorized program operation on 94.3 khz, ERP 3 kw. Ant. height above average terrain 190 ft. Action Sept. 18.

■ WJLE-FM Smithville, Tenn.—Authorized program operation on 101.7 mhz, ERP 3 kw-U. Ant. height above average terrain 195 ft. Action Sept. 3.

■ KETX-FM Livingston, Tex.—Authorized program operation on 92.1 mhz, ERP 3 kw-U. Ant. height 145 ft. above average terrain. Action Sept. 11.

Final action

■ Perry, Iowa—Perry Broadcasting Co. Broadcast

Bureau granted 104.9 mhz, 3 kw. Ant. height above average terrain 298 ft. P.O. address: Box 26, Perry 502240. Estimated construction cost none indicated; first-year operating cost \$9,464; revenue \$10,400. Principals: Shirley Whitehead, executrix of G. E. Whitehead (68%), and Thomas A. Quinlan, treasurer (32%). Mrs. Whitehead owns printing company. Mr. Quinlan is station manager of KDLS(AM) Perry, licensed to principals. Action Sept. 28.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Satellite Beach and Melbourne, Fla. (William H. Brown and Cape Canaveral Broadcasters Inc.), FM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Nov. 10 and hearing for Dec. 9 (Docs. 19013-4). Action Sept. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Anderson, Ind. (White River Radio Corp., Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson), FM proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for Nov. 9 and hearing for Jan. 4, 1971 (Docs. 19017-9). Action Sept. 25.

Other action

■ Review board in Gahanna, Ohio, FM proceeding, granted petition to enlarge issues filed June 8 by Delaware-Gahanna FM Radio Broadcasting Station Inc. and further petition to enlarge issues, filed June 30 by Christian Voice of Central Ohio (Docs. 18308 and 18793). Action Oct. 5.

Rulemaking action

■ Bay Shore, N.Y.—FCC rescinded assignment of FM ch. 276A to Bay Shore effective Nov. 9. Action Sept. 30.

Call letter applications

■ Big Basin Broadcasters Inc., Salinas, Calif.—Requests KRBB-FM.

■ San Joaquin Delta College, Stockton, Calif.—Requests *KSJC-FM.

■ Millikin University, Decatur, Ill.—Requests *WJMU(FM).

■ 3-D Communications Corp., Marion, Ill.—Requests WDDD(FM).

■ Prairie Communications Inc., Scobey, Mont.—Requests KCGM(FM).

■ Bellevue School District #405, Bellevue, Wash.—Requests *KASB(FM).

■ ASWC Radio Committee, Walla Walla, Wash.—Requests *KWCV(FM).

Call letter actions

■ Metropolitan School District, Indianapolis—Granted *WEDM(FM).

■ Riggs-Bussard Broadcasting Co., Lima, Ohio—Granted WLSR(FM).

■ Rio Grande Family Radio, McAllen, Tex.—Granted KVMV-FM.

Designated for hearing

■ Burney and Fall River Mills, both California—FCC set for hearing mutually exclusive applications of Ulysses Sherman Bartmess, Burney, and W. H. Hansen, Fall River Mills, for new FM on 106.1 mhz, 100 kw. Action Sept. 30.

■ Sun Prairie, Wis.—FCC set for hearing mutually exclusive applications of Sun Broadcasting Inc. and Jerry J. Collins for CP's for new FM in Sun Prairie on 92.1 mhz in consolidated proceeding. Action Sept. 30.

Existing FM stations

Final actions

■ WGNE-FM Panama, Fla.—Broadcast Bureau permitted remote control. Action Sept. 29.

■ WSIP-FM Paintsville, Ky.—Broadcast Bureau extended time for data filed in accordance with commission first report and order released Nov. 21, 1969, in Doc. 18574 to Dec. 29 (Doc. 18574). Action Sept. 30.

■ WJIB(FM) Boston—Broadcast Bureau granted license covering new aux. trans. Action Sept. 30.

■ WMMR(FM) Philadelphia—Broadcast Bureau granted license covering aux. ant. Action Sept. 30.

■ KWHO-FM Salt Lake City—Broadcast Bureau granted SCA on 67 khz. Action Sept. 20.

Call letter application

■ KCNA(FM), Pennino Music Co., Henderson,

(Continued on page 71)

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RADIO

Help Wanted Management

NE local station . . . NYS . . . needs strong sales-station manager. Mail photo and full particulars. Box K-12, BROADCASTING.

Expanding radio group looking for manager and chief engineer with proven records for important medium market in northern Ohio. Salaries commensurate with ability. Send resume to Box K-61, BROADCASTING.

We're splitting off our FM from AM. Separate sales and programing. Need experienced sales manager or manager. Must be aggressive with good background. Contact Donald W. Curtis, P.O. Box 518, Cherryville, N.C. (704) 435-3745.

Help Wanted Sales

Experienced salesman with good track record. 5000 watts AM, 3000 watts FM. Single station market. Over \$767 million retail sales in primary coverage area. Rated No. 1 in August area survey. Excellent opportunity for hard working type. The future can be yours. Station has been undersold. Commuting distance from Washington, D.C. Box K-95, BROADCASTING.

Join aggressive sales staff at WNAX 5 state radio. Only those capable of selling \$40 minute with farm radio interest need apply. Guarantee plus expenses call Roger Turner, Gen. Mgr. 605-665-7442, Yankton, S. Dak.

Call (312) 787-1267 in Chicago for a challenging sales position with broadcast service firm. \$25,000.00 potential.

Three station group of young broadcasters is expanding again and needs one more aggressive street salesman not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers with an interest in stations. Start at \$12,500. Must travel for interview at your expense. Call or write Michael Schwartz, 1-203-521-1550, or 998 Farmington Avenue, West Hartford, Conn.

Announcers

Pennsylvania fulltimer with easy listening format needs experienced announcer with first phone. Includes tape & resume with reply. Box J-195, BROADCASTING.

Maryland MOR has excellent position available for experienced announcer. Stable, mature person only. Send tape and resume. Box K-1, BROADCASTING.

Five day week . . . New Hampshire small market . . . good on news and production. State salary requirements. Box K-71, BROADCASTING.

New station all announcers first to third phone, with and without experience. Interested in news, sports, folk, rock, contemporary, jazz, classical, and talk shows. Excellent opportunity, top pay and benefits, New York location. Reply immediately. Must send tape, resume and pic. Send to Box K-99, BROADCASTING.

Afternoon drive man for MOR near New York City. Must have experience. Salary commensurate with quality. Box K-100, BROADCASTING.

Immediate opening for experienced announcer in southeastern New York. Rush tape, resume, salary requirements. Box K-101, BROADCASTING.

Medium market overnight show within 75 miles New York city awaits right young man. Impeccable references, third class license. Tape resume, salary requirements. Box K-109, BROADCASTING.

Midwest contemporary MOR, first phone personality needed immediately. Station rated #1. Salary open. Send tape, full resume, salary requirements. Box K-110, BROADCASTING.

Eastern regional AM-TV wants versatile, experienced announcer for bright MOR format and daily TV program. Send complete resume, air check, picture and salary requirements to Box K-126, BROADCASTING.

Announcers continued

Five kilowatt fulltimer needs morning announcer with sales experience for top 100 format. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico.

Top 40 pro, rush resume, photo, tape (prod.-news-air) to: Rick Shaw, WDAT, Box 5038, Daytona Beach, Florida 32020.

Immediate need for contemporary jock with strong production ability, experience essential. Send tape, photo and references at once, or call 319-583-6471, WDBQ, Box 1280, Dubuque, Iowa 52001.

1st phone announcer—possibility of advancement to operations manager. Fastest growing station in market offers stability and good company benefits, excellent opportunity. Call 317-359-5591 or send tape, resume to station WGEE, Indianapolis, Indiana 46203.

Station increasing power needs 1st phone announcer. Experience not as necessary as good work attitude. No maintenance. Twenty minutes from downtown St. Louis on four-lane highway. All details first letter. WINU, P.O. Box 303, Highland, Illinois.

Personality plus contemp/MOR—immediate opening for professional entertainer in beautiful area. Will consider limited experience if promising. Rush tape, resume, photo and salary requirement to: Barry St. John, WLVA, Box 238, Lynchburg, Va. 24505.

WSAF, West Florida's "good music" station is seeking an experienced, quality afternoon announcer. 1st phone and smooth delivery a must. Immediate opening. Tape and resume to Chuck Davis, Ops. Mgr., P.O. Box 338, Sarasota, Florida 33578. (813) 955-3308.

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.

Wanted—announcer—lower Rio Grande Valley. Contact Edgar Clinton, 345 South 7th, Raymondville, Texas.

Nome, Alaska, 10KW . . . needs three experienced announcers to join in educational radio venture. Men with ideals. Must be single due to living accommodations. Audience 95% English speaking Eskimos in 50 remote villages. All new Collins equipment. Non salaried positions. All living expenses and travel paid. Minimum of one year service. Needed in December of 1970. Must have voice, delivery, personality and a great interest in helping others. All varieties of music format with educational fill. Station sponsored by Catholic Bishop of Northern Alaska. Must have excellent work and character references. Send "on air" tape, resume and photo. Contact Father Jim Poole, S.J., Box 101 Nome, Alaska.

New Ultra-modern country swinger 1 hr. from Nashville needs right man! He must: Run tight swingin' board, with personality; have good sales background; have modern country music knowledge and love; be anxious to progress with station. Base salary \$125, total salary depends on his sales ability. Primary coverage population over 1/4 million. Send tape, resume, picture immediately to 4707 Joy Circle, Huntsville, Ala. 35810.

Technical

Southeastern AM-FM-TV station offers above average salaries for engineers experienced in AM-FM-TV operation and maintenance. First class license necessary. First class engineer without experience will be considered. Reply must be complete with references, photograph and salary requirements. Reply Box J-198, BROADCASTING.

Experienced engineer for good sound AM-FM operation in small South Carolina market. No drifters or bad habits. Want a solid settled man that will fit in with a good family station, prefer engineer-announcer, but not necessary. Box K-117, BROADCASTING.

New owners, new plant soon under construction, need engineer, announcer in the only AM station, non-directional, in Temple, Texas. Must have common knowledge of electronics and run a tight contemporary top-40 board. Contact Don Chaney, KTEM Radio, Box 1230, Temple, Texas 76501.

Technical continued

Chief engineer for KWBB(AM)-KQTY(FM), Wichita, Kansas. KWBB is 5 kw daytime, 1 kw night, both directional. KQTY in stereo with automation. New management willing to pay for top quality experienced chief. No announcing. Call or write Frank Gunn, Box #486, Wichita, Kansas 67201. 316-838-3331.

Needed immediately. Experienced chief engineer for AM FM stereo/automation operation. Maintenance important. Opportunity for CATV closed-circuit maintenance and radio announcing. Salary open for career man who will settle and grow with us. Mail complete resume with recommendations to Andy Hilger, WJON Broadcasting Company, St. Cloud, Minn.

News

Newsman—join top rated news staff at midatlantic MOR. Good voice, initiative and perspective a must. First rate facilities. Excellent fringe benefits. Local news is our bag. At least two years experience. Think you've got what it takes? Send resume and tape and recent photo. Equal opportunity employer. Box K 42, BROADCASTING.

KRVN has immediate openings for morning news men, and evening DJ. Farm station going to 50,000 watts. Light contemporary music. Require experienced men. Send complete resume, tape and salary to manager, KRVN, Lexington, Nebraska 68850.

Newsman wanted for immediate opening at leasing midwest contemporary station. Send tape, resume, picture, to News Director, WLTV Radio, 925 Anthony Wayne Bank Building, Fort Wayne, Indiana.

Leading radio-TV operation has opening for newsman equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV Radio and Television, Savannah, Georgia.

Programing, Production, Others

Experienced, capable writer to take over medium market station's copy needs. Knowledge of production, sound, music. Professional references, writing samples and resume. Box K-108, BROADCASTING.

Position open operations production director Florida city. Please send all info first letter. Box K-132, BROADCASTING.

Modern country music director & announcer wanted immediately. Good personality & thorough knowledge of C&W music. Good salary for right man; all replies confidential—send resume and tape to radio station WBHP, P.O. Box 547, Huntsville, Alabama.

Need a full-time, sales-oriented, imaginative person experienced in A/V communications to create effective product promotional programs, background in copy writing and sales promotion desired. Resume in confidence to Norden Laboratories, Inc., Personnel Department, P.O. Box 80809, Lincoln, Nebraska.

Announcer now director for 5 KW MOR. Send resume and tape to Donald W. Curtis, P.O. Box 518, Cherryville, N.C. (704) 435-3745.

Situations Wanted

Management

Gen. mgr. offers the winning combination. Hard work, dedication, experience, and honesty plus a desire to make money. 13 years experience covers all markets, all formats. Heavy sales. Excellent references. Presently employed. . . . Box J-137, BROADCASTING.

Automation specialist seeks managerial or group engineering challenge. Box J-232, BROADCASTING.

General manager—major market only. Box K-80, BROADCASTING.

Station sold must relocate. Station manager with outstanding sales success in major market seeks exciting growth opportunity. Family, degree, 34. Will consider all areas. Box K-104, BROADCASTING.

Situations Wanted

Management continued

Radio and/or TV manager heavy background all phases including local and national sales. Southeast area. Prefer Florida east coast. Box K-111, BROADCASTING.

Sales mgr: Imaginative leader. Looking for growth in West. Will consider your market. Married professional. Resume. Box K-112, BROADCASTING.

Attention owners: Mature, experienced broadcaster (family type), dedicated to hard work and with a proven record of success, is seeking a challenging and rewarding General Manager's post. All regions will be given equal consideration since the location is of secondary importance to the package. Currently employed by one of the giants. Box K-115, BROADCASTING.

Manager/sales manager, mature—for small, medium market station. 15 years experience selling radio time direct—local, retail, regional. Thorough knowledge AM/FM operation. Highest industry references. Box K-118, BROADCASTING.

Stan Kaplan, Jack Gale, WAYS, Charlotte; Art Wander, WAKR, Akron; Sam Holman, WOHO, Toledo; Professionals Ray Mack has worked for. Master's degree complete December 1970. Seeking programming-management position. Phone 216-678-8677. Write 1528 Allerton, Kent, Ohio.

Situations Wanted

Sales

Experienced Southeast sales manager-announcer, strong play-by-play. Can manage, invest. Box K-33, BROADCASTING.

Salesman-sportscaster. Professional salesman . . . quality play-by-play all sports. Enthusiasm that produces sales and pleases the sportsman. Family man, 29. Big Eight or Mo-Valley area preferred. Personal interview will be arranged. Box K-84, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box J-229, BROADCASTING.

1st phone . . . pro . . . 28 . . . does everything. Personal interview, d.i. convention or tape, resume. Box K-6, BROADCASTING.

Experienced jock. Rock or progressive. Fast. Reasonably clever. Draft exempt. 21. 3rd. Degree. Tape, resume available. Pro. Box K-7, BROADCASTING.

Soul jock or P.D. draft exempt. College, 7 years experience first phone. Available now. Box K-35, BROADCASTING.

Beginner—3rd endorsed—Negro—single—relocate—Wants first break in radio—owns car—broadcast grad. Box K-38, BROADCASTING.

Black jock, first phone, experience, stable. Box K-64, BROADCASTING. Tel. (206) EA 3-9136.

Need a PD? Major market personality seeks opportunity to program your contemporary MOR operation. Single . . . 25 . . . AFTRA . . . first ticket professional attitude . . . excellent references. Box K-66, BROADCASTING.

First ticket—wants top 40 with news. Recent broadcast school graduate. Stable, married, 31. Service completed. Willing to relocate. Box K-68, BROADCASTING.

Versatility personified; young vibrant major market rock jock with first. Proven ratings. Excellent sales record. Can gather and deliver news. Hard worker. References. Box K-70, BROADCASTING.

Discjockey, 3rd phone beginner. Top 40 or MOR plus news, commercials. 25, married, military free. Box K-72, BROADCASTING.

Michigan . . . disc jockey with ability to write and produce commercials seeking employment. Experienced, draft exempt, some college . . . call 1-313-881-9348 . . . will consider out state employment . . . Box K-74, BROADCASTING.

Announcer/newsman. Country/MOR. Permanent. Prefer east. 15 months experience. Near medium city. Box K-76, BROADCASTING.

Experienced DJ, creative, tight board, third endorsed, broadcast school grad, will relocate. Box K-77, BROADCASTING.

Announcers continued

Trained beginner wants break into small station market, 3rd endorsed. Dependable. Box K-81, BROADCASTING.

Black beginner begs break! Trained with 3rd endorsed. Available now! Box K-82, BROADCASTING.

Contemporary or C&W personality . . . experienced, third. Box K-88, BROADCASTING.

First phone combo at L.A. FMer seeks change. PD and light maintenance experience. Box K-103, BROADCASTING.

Near Chicago. New voice. 1st soon. Veteran (312) AV-2-0621. Box K-106, BROADCASTING.

First phone experienced top 40 jock, mature voice looking for permanent position in medium market. Box K-107, BROADCASTING.

Southeast top forty/contemporary. What are you looking for? Have voice/talent/three years two stations . . . various formats. Sincere, 305-833-4856 after 5:00 PM, or Box K-119, BROADCASTING.

Any format anywhere! 3rd endorsed, tight board, dedicated. Box K-120, BROADCASTING.

Top 10 market . . . top 40 personality . . . looking. 7 yr. pro w/No. 1 ratings. Can't move up here. Now seeking afternoon or early evening air slot. Major markets only, please. I communicate w/my audience. Let's do the same. Box K-122, BROADCASTING.

First phone. Mature voice. Tight board. Creative, emphasis: music, programming. Top 40 or MOR. Box K-128, BROADCASTING.

Emerson grad. 7 yrs. experience radio talkmaster. Seeks new challenge. Hosted top rated talkshow on WGAN Portland. Contact Craig Worthing. 207-772-4851.

Number 1 rated MOR afternoon drive. Top 20 market. Available. 513-825-5472.

Now . . . let's play hre the DJ. Answer this ad and win! Top 40 pro. Proven #1, Youngstown, Pittsburgh, & Miami. 305-929-2451.

Attention P.D.'s! Solid personality from N.Y.C. area looking for major market station. Top references!! Call 516-798-8935.

Experienced—3rd, vet, married. Bill 219-362-7243 Aft. 6.

First phone, broadcast school grad. Do anything, want chance, Larry Missey, 714-447-0901.

Young, ambitious beginner, 3rd endorsed, broadcasting school. College grad eager to learn sales too. Draft exempt and willing to relocate, Rich Orlando, 109 Lexington Ave., Haverstown, Pa. 19083.

1st phone, 9 years experience disc-jockey, chief engineer. Sales. Presently doing all three. \$650 min. Lynn Gibson, 1801 Gulf-Way, St. Petersburg Beach, Florida.

Black jock, third endorsed. Unusual beginner. Broadcast school graduate. Will relocate. Dean Reynolds, 1231 Sheridan Avenue, Bronx, N.Y. 10456.

DJ/newsreader, 28, MOR or top 40. Northeast only. College graduate. 5 years experience, third endorsed. Strong on news and production. Tight Board. Articulate, versatile. Dependable, dedicated worker. Rated #1 last station. Excellent references. Available immediately. Contact Dick Sherman, 201 376-6835, 66A Lakeside Drive, Millburn, N.J.

Radio & TV combo job wanted in southeast. 16 years programming, sales, management. First ticket, 36, married. Box 525, Delaware, Ohio.

1st phone seeks play-by-play. Some experience. Draft exempt. Dean McMann, 901 Audrey Lane; Prescott, Ariz. 86301 (445-7511).

Black announcer, 25, 1st phone, 3 years experience as program director, 6 years total experience. Single, will relocate. P.O. Box 3264, Seattle, Washington 98104—Available now . . .

Technical

Chief engineer, professional and businesslike attitude seeks a position with a top quality station. Fully experienced. Box K-79, BROADCASTING.

First phone technician available immediately. Transmitter experience. Married, car. Rural area preferred. Box K-113, BROADCASTING.

Southeast only chief engineer announcer plenty experience including directional. Good voice, first class phone, mature, sober, reliable. Box K-127, BROADCASTING.

News

Reporter-cameraman. Major market experience doing both well. Journalism degree. Draft exempt. 21. Hustler and artist of sorts. References, prints available. Box K-8, BROADCASTING.

News writer, editor, reader now working in suburban New York wants to advance to a comparable position larger market. Background includes some newspaper and beat coverage and college. Nine years experience. Military complete. Resume and tape on request. Box K-44, BROADCASTING.

News director—13 years—college degree—also sports—production—prefer central Florida—will definitely consider Miami, Atlanta elsewhere in southeast. Box K-67, BROADCASTING.

Sportscaster, 35, major play-by-play experience. Commentary. Box K-96, BROADCASTING.

Television/radio newscaster. Strong anchor, authoritative voice and delivery. Four years tube time/five radio. First phone. T. Donald Schumacher, 804 S.E. 2nd., Little Falls, Minnesota. 612-632-4358.

More than a beginner, though seeking first opportunity anywhere—radio/television news. Journalism grad, third endorsed, draft exempt—Steve Lobel, 679 Ocean Parkway, Brooklyn, New York 212-633-9786.

Programming, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box J-105, BROADCASTING.

Three years experience, third phone, want first crack at PD position, at present asst. PD and Music Director. Box K-27, BROADCASTING.

Top girl Friday, network oriented, available immediately within 50 miles of Chicago. 10 years experience, can work both radio/television or ad agency with similar production. Write Box K-28, BROADCASTING.

Take-charge PD looking. Thrives on 60 hour weeks. Top production etc. Box K-52, BROADCASTING.

Are you willing to try a young exciting team that can make your station No. 1? We can give you medium or major market station ratings and profit at an unbelievably low cost. Everything from management down to bookkeeping, handled by our professional staff. Creative Broadcasting. Box K-69, BROADCASTING.

Announcer with radio & TV experience looking for P.D.-announcer position at progressive station on the East Coast. Box K-73, BROADCASTING.

Top play-by-play credits. Wants Pacific, Rockies. Box K-92, BROADCASTING.

Available immediately . . . MOR personality with exceptional knowledge of MOR, and oldies, sports, and telephone talk. Just completed 6-years in medium market as assistant program director, production director, and afternoon drive, along with weekend telephone talk and music with WBZ. Recent winner in billboard MOR competition. Willing to relocate for minimum 5-figure salary. Jack Miller, 33 Norman Terrace, Apartment #45, Feeding Hills, Mass. Telephone 1-413-734-8087.

Television Help Wanted

Management

Reptily expending broadcasting company is looking for ambitious, young men eager for management responsibility in large markets. We have an executive team that believes potential is more important than experience. All we ask is that you have sales experience in medium or large markets with enough initiative and confidence in your ability to send a resume for consideration. Our management psychologist will help us determine your potential after extensive interviews and testing. Salary minimum \$30,000.00 plus substantial incentive. Send resume to Dr. Dawson, Management Consultant, Box K-32, BROADCASTING. Completely confidential.

Promotion manager for southeastern public TV station. Must have experience in PR, writing, advertising, TV production, supervision and administration. Competitive salary, excellent fringe benefits. Send resume, salary requirements. Box K-98, BROADCASTING.

Vice President operations for a 200,000 home system under construction—subsidiary of MCO. \$25,000 per annum to start. Send resume to Chairman, P.O. Box 968, Alachua, Florida 32615.

Sales

Chicago TV sales opening. List worth \$27,000.00 last year. Applicants from smaller market invited. Rush resume to K-24, BROADCASTING. Confidential. Equal opportunity employer.

Television Help Wanted

Sales continued

We are a sales oriented independent in the top 10 markets. We are looking for a young professional with at least three years television experience in a major market. (Preferably independent.) This agency last generated \$22,000 in income during the last 12 months and has an immediate potential of \$33,000. Box K-124, BROADCASTING.

Call (312) 787-1267 in Chicago for challenging sales position with broadcast service firm. \$25,000-00 potential.

Announcers

Wanted: Weatherman-reporter, strong on-air weather presentation. Meteorology background helpful. Opportunity in medium Pacific Northwest market. Moving into new studio facilities. Send photo, tape, and resume. Reply to Box J-161, BROADCASTING.

Technical

First class engineer, strong on maintenance, for Carolina VHF station. Ampex VTRs and complete color facilities. Excellent fringe benefits including profit-sharing. Box J-206, BROADCASTING.

Experienced first phone engineer who knows maintenance on VTR and color studio equipment. Excellent salary in northeast community, close to good ski country. Send complete resume to Box K-105, BROADCASTING.

Wanted. TV studio technicians . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer . . . send resume to Engineering Department, WNAC-TV, RKO General Building, Government Center . . . Boston, Mass.

Experienced studio maintenance technician needed at full color VHF station. All modern equipment. Contact Chief Engineer, WPRI TV, 24 Mason St., Providence, RI 02903 or call collect 401-521-4000.

Studio maintenance engineer for NYC-UHF station. Must be thoroughly experienced and familiar with GE & AMPEX color broadcast equipment. Union scale with salary commensurate with experience. Send resume to: Fred M. Samuel, Chief Engineer, WXTV Channel 41, 641 Main St., Paterson, New Jersey 07503 or call (201) 345-0041. An equal opportunity employer.

News

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.

Leading radio-TV operation has opening for newsman equally adept gathering, writing and performing news. Journalism grad preferred. WSAV Radio and Television, Savannah, Georgia.

News director. Immediate opening for experienced man to direct an established professional news team. Excellent opportunity for the right "Gung-Ho" individual. Send complete resume/film/VTR to John Mackin, WXEX-TV, P.O. Box 888, Richmond, Virginia. Channel 8, a Nationwide Communication Station, is an equal opportunity employer.

Programing, Production, Others

Producer/director, top 10 market, group owned station. Must be exceptionally strong in direction of major newscasts. Equal opportunity employer. Box J-247, BROADCASTING.

Producer/director Ohio "V" has immediate opening for experienced producer/director. Must have background in creative commercial production. Equal opportunity employer. Send complete resume, video tape and salary requirements to Box K-51, BROADCASTING.

TV pro. Multi-system, CATV company is serious about its programing and needs a programing director. Plenty of responsibility, freedom, and money. Write: Box K-85, Broadcasting.

Television

Situations Wanted Management

Executive material. 25 years broadcast experience. Strong sales, account development, programing, personnel management. Interested relocating Nov. 1. Top 100 TV markets preferred. Box J-241, BROADCASTING.

Management continued

Manager/station manager: Outstanding background large and small markets in group, net and independent station operation. Tops in efficiency-effectiveness. Box K-59, BROADCASTING.

Operations or program manager: Single and group ownership background, net and independent small to large markets. Stable, family, top references. Box K-60, BROADCASTING.

General sales manager or general manager, in the mid-west. Presently employed as G.S.M. at indie in the top ten. Geography very important, this may be my last move. Credentials available by return mail. Box K-123, BROADCASTING.

Announcers

Top 50 market sports director. B.S., young and aggressive desires similar position in another market. Box K-83, BROADCASTING.

Experienced St. Louis announcer seeks television sports-news. MA, excellent play-by-play. Would consider talk, children's and weather shows. Box K-87, BROADCASTING.

Major or medium markets. Versatile personality. Commercials, weather, sports, variety and talk shows. Box K-97, BROADCASTING.

Negro TV anchorman . . . fifteen years news experience. Desire opportunity to join aggressive in depth reporting TV news staff. Experienced moderator on talk shows. Contract expires in December. All information on first contact. Box K-129, BROADCASTING.

Technical

Engineering manager fully experienced all phases of broadcasting. Able to handle any situation. Top references. 21 years solid background looking for permanence in right situation. Box K-26, BROADCASTING.

Present chief desires relocation. Knowledgeable of TV, AM, stereo, remote control. Construction experience. Excellent references. Box K-39, BROADCASTING.

News

Professional meteorologist doing TV-radio weather broadcasts seeks greater opportunity. Member of A.M.S. Box K-49, BROADCASTING.

Los Angeles radio newsman wants western market TV. Box K-93, BROADCASTING.

Do you want to have a professional, exciting, well-run newsroom? I can provide experience, new ideas and excellent news sense in every facet of newsroom operation. Have both local and network experience; am seasoned political reporter; have been the recipient of Freedom's Foundations awards. Am presently weekend anchorman; reporter on the 6 and 11 pm news daily, but have reached total deadend at present station. Would prefer news director position, but will consider anchor and/or special reports and documentaries. Let's talk salary-what your station offers and the location may make the difference. Expense may not be as great as you think. Write Box K-102, BROADCASTING.

TV reporter currently in top forty seeks challenge with larger market or as news director. Five years experience as network remote producer, field producer for news. Top recommendations. B.A. 34, Box K-131, BROADCASTING.

Programing, Production, Others

Production manager of large state ETV network seeks director of production/operations or similar position. Fourteen years experience in ETV/commercial; color, film, remotes. M.A. telecommunications. Teaching credentials. CPB/SEN credits. Presently administer and supervise large, complete production staff, plus producing and directing specials. Growth potential is primary consideration. Prefer west coast, but will consider any location if position is right. Box J-210, BROADCASTING.

BA R-TV (news), year graduate study (ETV/ITV) seeking first, honest job-in news, ETV production, cable origination. Reasonably intelligent, creative, hardworking and knowledgeable of biz despite mere college education. NAEB member. Location open. Now. Cheap. Box K-75, BROADCASTING.

Sportscaster-eleven years major radio markets. Wants TV. Box K-91, BROADCASTING.

Executive, many years with major network and O&O station. Seek program or production mgr. with strong local station. Very knowledgeable in programing, sales production, etc., would be vital asset. Resume on request. P.O. Box 5096, Grand central station, New York, N.Y. 10017.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iuribide St., Laredo, Texas 78040.

FOR SALE Equipment

Rigid Transmission Line-6 1/4"-50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused, 500 ft. available-bargain. Sierra-Western-Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

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.

HJ7-50 Andrews Helix 1 1/2" air coaxial transmission cable, jacketed, 10,000 feet available, 5 2000' reels, perfect surplus test reports, available 50% of factory price; can be cut to order at tremendous savings; brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois. 312-235-2830.

G.R. 916AL RF bridge, like new \$600-G.R. 650A impedance bridge \$125.00. Box K-37, BROADCASTING.

Standard Electronics Company one KW-FM transmitter brand new, best offer. Standard Electronics stereo generator brand new companion unit to transmitter, best offer. Buy both for less. Gates studioette console, factory overhauled, best offer. Take all three excellent deal. Call WRLB, Long Branch, N.J. 201-222-1071. Box X-116, BROADCASTING.

Mobile unit, RCA, self-contained, 27 foot custom body, with 3 TK-30 cameras, TS-30 Switcher, 2 TG-10 sync Generators, W. E. Audio Mixer, complete \$4000. New self-contained 10 KW Generators \$1500 additional. Contact WMVS, 1015 N. 6th St., Milwaukee, Wis. 53203.

Customized T.V. Mobile Van includes: GE Pell B&W cameras, 2-Sync generators, 1-Dynair VS 121 B solid state switcher, 8 video monitors, 1-Taylor Hobson 10-1 (40-400mm) lense, 1-Tektronix model 453 portable scope, 1-RCA TR-5 VTR w/spare head. Includes 3000 ft. camera cable, audio and power cable and mixing equipment all housed in a custom made 1967 (GMC) truck with new engine. Box K-78, BROADCASTING.

Hewlett Packard 200AB Oscillators \$70, 410B VTVM \$110, 650A Signal Generator \$210, recent calibration Nicholas, 4200 Blackthorne, Long Beach, Calif. 90808.

Color videotape recorders for sale. Four IVC model B60. Almost new, excellent condition. Cost \$7,800 each. Make a reasonable offer. Phone 904-354-2806.

For sale: Sony VTR-PV120U; RCA 3-TK15B studio cameras complete; 2 RCA TK21 film, cameras, TP-11 multiplexer; 2 RCA sideband response analyzers BW5B with UHF converters; 2 low & high freq phase equalizers; 2 G.R. UHF TV freq & mod monitors; tube type DA's, power supplies; Sync Gen; RCA TA-5 & TA-9 stab amps; TS-5A video switcher; RCA BCM-1A & P.S. audio aux console; 1 watt RCA 7KMC microwave with dishes; Electro slide projls. & more. Contact Columbia Empire Broadcasting, P.O. Box 466, Yakima, Washington, 98901, PH 509-248-2300.

Equipment for sale: RCA BTA-5F, on the air now 1260KC. Also have 25KW Onan generator. Call or write Gary Weber, WJXY Radio, 3940 Euclid Avenue, Cleveland, Ohio (216-391-1260).

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.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven \$5.00. Command Productions, Box 26348, San Francisco 94126.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Miscellaneous continued

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barrier, or trade... better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Feedback newsletter—one liners, intros, promotions. Usable samples, \$3. Newsfeatures, 1312 Beverly, St. Louis, Mo. 63122.

Trade insurance premium... we accept air time, merchandise, stock, securities, real estate, articles having a fair market value equal to the life insurance premium. International Insurance Exchange, International Building, P.O. Box 4548, Fort Lauderdale, Florida 33304.

Heavy Lines—volume one, a collection of hundreds of fresh, hip one-liners is yours for five bucks. Contemporary Comedy, 726 Chestnut St., Suite "B" Philadelphia, Pa. 19106.

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

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston** — Memphis** — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Instructions continued

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 10600 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 Jan. 6 & Apr. 14, 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)

REI—FCC First Class License in (5) weeks. Approved for Veterans Training—over 97% of REI graduates receive their First Class Radio Telephone License. For instant information, call toll free: 1-800-237-2251. Florida residents call: (813) 955-6922, or write the school nearest you. REI—809 Caroline St., Fredericksburg, Va. 22401, REI—1336 Main St., Sarasota, Fla. 33577, REI—3123 Gillham Rd., Kansas City, Mo. 64109, REI—625 E. Colorado St., Glendale, California 91205.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2 1/2 to 3 1/2 weeks. New classes start every Monday. Housing can be arranged for \$12-15 per week. Total tuition \$330. 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-0469 or 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.

Jobs, jobs, jobs. Weekly we receive calls from the top stations throughout the fifty states. Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Va., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

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TELEPHONE SALES SPECIALISTS

MR. RADIO STATION OWNER OR MANAGER

We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 83 satisfied radio stations for over seven years. We sell for only one station in a market, and you must be within 1200 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

Your r.o.s. unsold time will mean big profits to you once each year, plus additional accounts and leads for your salesmen. Call collect: Area Code 312-275-9200 or write for station references in your area and details. Roberts Advertising Inc., 2717 W. Peterson Ave., Chicago, Illinois 60645.

Sales continued

TIME BUYER

L.A. based co. needs hip, aggressive and knowledgeable person thoroughly versed in top 40 time buying. Fabulous opportunity. Salary open.

Dan Wilson, Media Consultants
725 N. Western, Hollywood, Calif.
213-462-6686

SALES REPS

Sparta/East now forming and needs top AM-FM equipment sales reps working east of the Mississippi. Lucrative Sparta line of audio equipment including Sparta-Mation plus Bauer AM/FM transmitters. Please send details about your firm and sales record.

Jack J. Lawson
General Sales Manager
Sparta Electronic Corporation
5851 Florin-Perkins Road
Sacramento, Calif. 95828

Announcers

CHICAGO

Radio agency needs announcer-production man (kind of a creative pro with comm's) for recording session 7:30 a.m.-Noon, Mon.-Fri. Start at \$150 for 22 1/2 hours. Can lead to full time if desired. Quick answer to your fact-filled reply.

BOX J-216, BROADCASTING

Afternoon drive man, mature, professional, clever needed by major station in major market. Salary well into 5 figures. Recent air check, resume in confidence to:

BOX K-90, BROADCASTING

Situations Wanted

Management

Attention TV-AM station owners and group managers. I'm seeking employment in management role. 44 years old, twenty years broadcast experience, last 8 as General Manager of TV-AM-FM small market operation. Resume and photo upon request.

BOX K-17, BROADCASTING

RADIO

Highly qualified young General Manager whose proven track record includes sales, creative programming administrative experience in major markets. Recognized by the industry as an expert in building ratings, revenues, profits... along with community image and public service.

BOX K-121, BROADCASTING
(All replies confidential)

Situations Wanted Announcers

TO: STATION MGRS. . . . TOP 20 MARKETS

Drugs, wars, pollution, revolution Do something about them . . . don't just play pretty music. Former network newsmen with successful talk shows in two large markets seeks to establish talk show your station. No heavy bread required. Aircheck available.

BOX K-23, BROADCASTING

Professional seeks sports position play-by-play reporting. Radio/TV. Major markets only.

BOX K-125, BROADCASTING

**AVAILABLE:
MAJOR MARKET TALK
PERSONALITY CONSERVATIVE
POINT OF VIEW**
Contact immediately before this rare talk radio commodity is grabbed up!
**RUSH INQUIRIES TO
BOX K-65, BROADCASTING**



**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
611 East Wells Street
Milwaukee, Wisconsin 53202
Phone: (414) 272-4822
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Announcers continued

MATURE, EXPERIENCED TALK SHOW MODERATOR

Telephone and interview
No. 1 personality and highest ratings
in top 70 market. Must move up.

BOX K-114, BROADCASTING

Programing, Production, Others

CONSULTANTS PREMIER PROGRAMING SPECIALIST

Top markets—top ratings. Contemporary—MOR.
Rating problems fixed. Write or call 656-5260.

**Checkmate, 818 Woodlawn Ave.
Wilmington, Delaware 19805
Top one hundred markets only**

Television Help Wanted

Programing, Production, Others

PRODUCER/DIRECTOR

Ohio "V" has immediate opening for experienced producer/director. Must have background in creative commercial production. Equal opportunity employer. Send complete resume, video tape and salary requirements to:

BOX K-50, BROADCASTING

Help Wanted News

TELEVISION NEWSMAN

Central Pennsylvania. Must gather, write, edit and authoritatively deliver the news. Experienced radio newsmen who is ready for TV considered. Send resume with references and recent VTR or audio tape with photo.

BOX K-89, BROADCASTING
An Equal Opportunity Employer

Television

Situations Wanted

Programing, Production, Others

Cum Laude U.S.C. graduate, telecommunications background, with years training experience at Western TV station seeks position in programing-production. References furnished. Future and opportunity more important than initial salary. Write:

Box K-130, BROADCASTING

Employment Services

STATION MANAGERS

Why look for personnel? Call
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

INSTRUCTIONS



THE ALPHA OMEGA COMPANY
Post Office Box 1015
SAPULPA, OKLAHOMA 74066

**PRE
HOLLOWEEN**

It takes . . . BRASS

Basic Radio Advertising Sales School is one week of fifteen hour days spent on the fundamentals of selling radio. Things that should be known before hitting the street. It is an end to the old style "training" for salesmen . . . namely, here's-a-rate-card-and-there's-the-door, kid!

Our next class begins October 25 in Tulsa, Oklahoma. It will be over at noon the following Friday. Over fifty hours of basics will be offered through our custom text, lectures, speakers bureau, tapes, films and actual presentations. On-site tutor plans available at certain times.

Complete cost for the class, room and all meals is \$290.00. Write for enrollment details in care of our ALPHA DIVISION at the address shown above.

It takes . . . GUTS

Guidance Under Trying Situations is needed by both new stations and older firms in distress. Our consultant-in-coversalls actually lives in your market for the period needed to do all things skilled management needs to do to get results. Only after working on your job will we accept consultant tasks.

Your investment buys hard work backed by a track record of having been in other tough situations. Write a confidential inquiry in care of our OMEGA DIVISION to the address shown above.

It takes . . . IDEAS

Intelligently Different Extra Assist Service like . . . the URC—Universal Rate Card, the RRRP—Residential Radio Sales Plan, the FCCII—FCC Inspection Insurance, the CSIL—Custom Sales Idea Lab and other interesting ideas. Write care of our SPECIAL DIVISION for details to the address shown above.

We are a broadcast service organization . . . from beginning to end!

Instructions continued

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"Learn Electronics"

Over 97% of REI Graduates over the past 7 years, have received their First Class Radio Telephone License. Our newly revised course for the new FCC Exams includes training in Directional Antenna Systems.

We Have A School Near You . . .

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Write the school of your choice, or
call toll free: 1-800-237-2251 . . .
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INVESTMENT OPPORTUNITY

Multiple station company with properties
in top 100 will entertain major equity
investment with option possibilities or
merger of interests. Replies confidential.

BOX K-86, BROADCASTING

FOR SALE Stations

Clear-channel Ark-La-Miss daytimer
for sale. Good potential for right
owner-operator. Write

BOX K-94, BROADCASTING

For Sale Stations

continued

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NEW YORK, N.Y.
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STATIONS FOR SALE

1. CALIFORNIA. Regional fulltimer serving markets that are among the state's fastest growing. Price \$550,000. 29% down.
2. PACIFIC NORTHWEST. Exclusive. Daytimer. \$15,000 down. Long term payoff.
3. ARIZONA. AM-FM. \$265,000. Excellent terms.
4. TEXAS. Exclusive daytimer. \$110,000. Terms.

Jack L. Stoll and ASSOCIATES

6430 Sunset Blvd., Suite 1113
Los Angeles, California 90028
Area Code 213-464-7279

FOR SALE

Full-Timer AM. 1,000 watts D, 250 Watts N. priced at less than twice the gross. Cash flow of \$50,000.00 annually for past four years. Owner for past 19 years retiring. Station priced at \$189,000.00. Buyer must have 29 per cent cash down payment and must show sufficient security for financing balance over 7-year period at 8 per cent interest. Payments to be made monthly. Am only interested in buyers who can meet above requirements. Excellent money-making facility for financially sound buyer. Phone after 5 P.M. only. Area code 504-732-3888.

N.Y.	small	fulltime	200M	29%	Fla.	small	fulltime	125M	29%
Vt.	small	fulltime	450M	29%	Vt.	small	AM & FM	450M	29%
Tex.	small	AM & FM	100M	100M	Wash.	med.	daytime	40M	nego.
W. Va.	med.	TV	1.1MM	cash	Wash.	med.	fulltime	160M	29%
MW	metro	FM	65M	50%	West	major	TV	2.2MM	nego.



CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 64)

Nev.—Requests KLVN(FM).

Call letter action

■ *KEBS-FM, San Diego State College, San Diego
—Granted *KPBS-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted license renewal for following: K08FY Gallina and K10FT Coyote, both New Mexico, and WAFT(AM) Grand Rapids, Mich. Action Sept. 25.

■ WNDU-TV and WSBT-TV, both South Bend, and WSJT-TV Elkhart, all Indiana—FCC denied petition by Mishawaka CATV Inc., which holds franchise for CATV in Mishawaka, Ind., for denial of license renewal applications of WNDU-TV and WSBT-TV, both South Bend, and WSJT-TV Elkhart, all Indiana; renewed licenses of stations. Action Sept. 30.

■ WIVK-AM-FM Knoxville, Tenn., and WMOC(AM) Chattanooga—Broadcast Bureau granted renewal of licenses. Action Sept. 29.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: *KNWS-FM Waterloo, Iowa, to Dec. 19; WYNN(AM) Baton Rouge, to Feb. 27, 1971; *WWNO(FM) New Orleans, to Feb. 28, 1971; WXLN(AM) Potomac-Cabin John, Md., to March 24, 1971; KWIX(AM) Moberly, Mo., to Jan. 8; WELV-FM Ellenville, N.Y., to March 15; *WSHR(FM) Lake Ronkonkoma, N.Y., to Dec. 9; WHN(AM) New York, to March 20; WFNC(AM) Fayetteville, N.C., to March 15; WFAA(AM) Dallas, to March 20; and WBAP(AM) Fort Worth, Tex., to March 25. Actions Sept. 30.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: *WSAE(FM) Spring Arbor, Mich., to Nov. 30; KEBR(FM) Sacramento, Calif., to March 23, 1971; WSCB(FM) Aurora, Ind., to Jan. 2; KEWI-FM Topeka, Kan., to Feb. 1; WANG(FM) Coldwater, Mich., to March 28; WALM-FM Marshall, Mich., to Oct. 30; KCMT-FM Alexandria, Minn., to Feb. 1; WMFG-FM Hibbing, Minn., to March 25; WHLB-FM Virginia, Minn., to March 25; and KIRO-FM Seattle, to Oct. 30. Actions Sept. 30.

■ KLCN-FM Blytheville, Ark.—Broadcast Bureau granted mod. of CP to change terms, and ant.: ERP 25 kw; condition. Action Sept. 30.

■ KTB-84 and KTB-85 Miami—Broadcast Bureau granted mod. of CP to extend completion dates to April 30, 1971. Action Sept. 29.

■ WKCB(AM) Hindman, Ky.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 0.25 miles west of Hindman city limits on route 80, Hindman; conditions. Action Sept. 28.

■ KBUB-FM Reno—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 19, 1971. Action Sept. 29.

Other actions, all stations

■ FCC Complaints and Compliance Chief William Ray informed Phillip Scott, campaign director of Committee to Elect Jess Unruh Our Next Governor, that some 27 of 34 California radio and TV stations that carried May 6 speech by (Calif.) Governor Ronald Reagan did not violate fairness doctrine by failing to provide reasonable opportunity to present opposing views. Ann. Oct. 5.

■ Chief, Broadcast Bureau, granted request by ABC and extended through Oct. 8 time to file reply comments in amendment of rules to limit TV stations' access to programs of more than one national network. (Petition of Triangle Telecasters Inc. [WRDU-TV], Durham, N.C.) (Doc. 18927). Action Sept. 30.

■ FCC postponed effective date of recently amended rules covering announcements permissible or required when other parties furnish program material, funds for program production or funds for station operation to educational FM's and TV's until Oct. 31, 1970. Action Sept. 30.

■ FCC granted application by Reuben B. Robertson III and Ronald L. Winkler for review of Aug. 3 ruling by executive director, denying request by Mr. Winkler to inspect inter-agency memorandum from FCC's Office of General Counsel to Commission on impact of Supreme Court's opinion in Red Lion Broadcasting Inc. vs. FCC and FCC vs. Radio-Television News Directors Association, et al., and copies of memorandum are to be made available for public distribution. Action Sept. 30.

■ Dallas—FCC denied petition for reconsideration, filed by Collins Radio, Dallas, June 16, objecting to May 18 FCC report and order with respect to sale, lease, import or shipment for sale of devices causing harmful interference to radio communications.

Action Sept. 30.

■ Broadcast Bureau informed Robert C. Ryan, Chevy Chase, Md., that NBC did not violate personal-attack rules of fairness doctrine in *Tonight Show*, which included comments about Vice President Agnew, affirming June 8 ruling by Broadcast Bureau. Action Sept. 30.

Translator actions

■ Baca county and Campo, both Colorado—Broadcast Bureau granted CP for new VHF translator to serve Mount Carmel and rural area, both Colorado, on ch. 8 by rebroadcasting KOAA-TV Pueblo, Colo. Action Sept. 24.

■ Baca county and Pritchett, both Colorado—Broadcast Bureau granted CP for new VHF translator to serve rural area in southwest Baca county, Colo., on ch. 9 by rebroadcasting KOAA-TV Pueblo, Colo. Action Sept. 24.

■ K04ED Northern, eastern, southern and western North Platte and rural areas, all Nebraska—Broadcast Bureau granted CP to change trans. location of VHF translator to corner of Chestnut and East 8th Street, North Platte; change type trans. Action Sept. 30.

■ New York—waived sections of the translator rules and granted CP for Metromedia Inc., to serve New York (upper Manhattan and Bronx), on ch. 64 by rebroadcasting WNEW-TV New York. Action Sept. 24.

■ K04BJ Upper Deschutes River, Lower Deschutes River and La Pine, all Oregon—Broadcast Bureau granted CP to change trans. location to Finley Butte, 4 miles east southeast of La Pine; change type trans. and make changes in ant. system; condition. Action Sept. 30.

■ Garden City, rural Aberdeen area and Aberdeen, all South Dakota—FCC granted applications by South Dakota State Board of Directors for Educational Television for two UHF and one VHF translators to serve Garden City, rural Aberdeen area and Aberdeen, all South Dakota. Action Sept. 30.

Ownership changes

Applications

■ KPAY-AM-FM Chico, Calif.—Seeks assignment of license from Lucian M. Richardson and Crocker-Citizens National Bank, co-executors of estate of J. Ned Richardson (deceased), to Richardson Broadcasting Corp. for \$373,693.59. Sellers: estate of J. Ned Richardson (100%). Buyers: Pacific Northwest Broadcasting Corp. (86%), Frank Mertz, vice president (10%), et al. Pacific Northwest Broadcasting Corp. owns KPNW-AM-FM Eugene, Ore. Ann. Sept. 4.

■ WGSB(AM) Geneva, Ill.—Seeks transfer of control of Dolph Hewitt & Associates (parent co. of licensee) from Dolph and Ruth Hewitt (34% before, none after) to Nelda Brickhouse, president (49.99% before, 75% after) et al. Consideration \$57,800. Ann. Sept. 28.

■ WLOB(AM) Portland, Me.—Seeks assignment of license from Portland Broadcasting Corp. to Aurovideo Inc. for \$950,000. Seller: ASI Communications Inc., group broadcast owner. ASI Communications also owns WRYT(AM) Boston, KROY(AM) Sacramento, KMAK(AM) Fresno and KJTV(TV) Kern county, all California, WERE(AM) Cleveland and KFAC-AM-FM Los Angeles and CATV interests. Buyers: Richard Surprenant, president-treasurer (38.00 shares of common stock), et al. Ann. Sept. 4.

■ KCTV(TV) San Angelo, Tex.—Seeks assignment of license from Westex Television Co. to Jewell Television for \$250,000. Sellers: Houston M. Harte, vice president-director, Edward H. Harte, and Bruce B. Meador, et al. Messrs. H. Harte, E. Harte, and Meador all hold interest in KENS-TV San Antonio, Tex. Buyer: T. B. Lanford, sole owner. Mr. Lanford owns several equipment manufacturing concerns and has interest in tobacco distributing firm and oil and water drilling concern. Ann. Sept. 10.

Actions

■ KZIX(AM) and KFMF(FM), both Fort Collins, Colo.—Broadcast Bureau granted assignment of license from Purdue Valley Broadcasting Co. to Fort Collins Broadcasting Co. for \$215,000. Sellers: James R. Belatti, et al. Buyers: Dan Lary III, sole owner. Mr. Lary is vice president of Central National Bank, Oklahoma City. Action Sept. 11.

■ WMCL(AM) McLeansboro, Ill.—Broadcast Bureau granted transfer of control of Hamilton County Broadcasting Co. from Philip Kane (25% before, none after) to Donald Medley (25% before, 50% after). Consideration \$16,000. Action Sept. 25.

■ WSAB(FM) Mt. Carmel, Ill.—FCC granted assignment of license from WSAB Inc. to JolCo Radio Inc. for \$124,845.50. Sellers: Leonard M. Koger Jr., president, et al. Buyers: John F. Hurlbut, president, Emmy L. Hurlbut, secretary-treasurer (jointly 51%), Halsey F. Hubbard, assistant treasurer (37%), and Dwight M. Hurlbut (12%). Sellers own interests in WGLC-AM-FM Mendota

and WVMC(AM) Mt. Carmel, all Illinois. Messrs. Hurlbut own interests in WEIC-AM-FM Charleston, Ill. J. Hurlbut owns 20% of Wabash Cablevision, Mt. Carmel. H. Hurlbut owns manufacturer's representative firm and 70% of Mt. Carmel Register. Action Sept. 30.

■ WTOW-AM-FM Towson, Md.—Broadcast Bureau granted assignment of license from WTOW Inc. to Robert W. Sudbrink for \$825,000. Sellers: William C. Hamilton, secretary, et al. Buyer: Robert W. Sudbrink, sole owner. Mr. Sudbrink owns WRIZ(AM) Coral Gables, Fla., KYED-FM Pasadena, Tex., WWPB-FM Miami, 85% KYND(AM) Burlington and 50% of WRMS(AM) Beardstown, both Illinois. Action Sept. 30.

■ WADR(AM) Remson, N.Y.—Broadcast Bureau granted transfer of control of P.H. Inc. from Donald Malka, Allen F. Bonapart, E. Porter Felt, Carmen Fondario, Russell Baldwin Jr. and William S. Dola (each 6% before, none after) to A. Richard Cohen and Joseph Uzdavinis (each 25% before, 44% after). Consideration \$60. Action Sept. 23.

■ WEAL(AM) and WUBC(TV), both Greensboro, N.C.—Broadcast Bureau granted involuntary transfer of control of WEAL Inc. from licensee to William Zuckerman, trustee of licensee in bankruptcy. Consideration \$40,000. Action Sept. 22.

■ WEPN-AM-FM Elizabethtown, Pa.—Broadcast Bureau granted assignment of license from East Pennsylvania Broadcasting Corp. to Smith Communications Inc. for \$250,000. Sellers: Joseph A. Barrett, vice president-secretary, et al. Buyers: Charles C. Smith, president (60%) and Sue Marshall Smith, secretary-treasurer (40%). Mr. Smith was former owner of WDEC-AM-FM Americus, Ga. Action Sept. 22.

■ WHYZ(AM) Greenville, S.C.—Broadcast Bureau granted assignment of license from John H. Fleet to WHYZ Inc. for \$300,000. Seller: John H. Fleet, sole owner. Buyers: Dexter L. Stucky Sr., president (35%), Raymond A. Somers, secretary-treasurer (30%) and J. P. Askins, vice president (35%). Buyers have interest in WKYB(AM) Hemingway, N.C. Action Sept. 30.

■ KABH(AM) Midland, Tex.—FCC granted assignment of license from Mid-Tex Broadcasting Co. to Green Dolphin Broadcasting Corp. for \$55,000. Sellers: Neil W. Shirley and Charles F. Johnson (as a group, 100% before, none after). Buyers: Michael Fitz-Gerald, treasurer (50.33%), Max G. Lloyd, president (20%), Michael D. McLaren, secretary (19.66%), et al. Messrs. Fitz-Gerald, Lloyd and McLaren own 65.33%, and .33% each, respectively, of KNFM(FM) Midland. Mr. Fitz-Gerald is investor. Mr. Lloyd has interest in advertising production firm. Mr. McLaren is program and production director for KNFM(FM). Action Sept. 30.

■ KMUL-AM-FM Muleshoe, Tex.—Broadcast Bureau granted transfer of control of Radio Station KMUL from John Borroughs (40% before, none after) to Leola Randolph (40% before, 80% after). Consideration \$30,000. Action Sept. 22.

■ WAKX(AM) Superior, Wis.—Broadcast Bureau granted transfer of control of Quality Radio Inc. from William H. Whitsitt (51% before, none after) to Lewis M. Latta Jr. (49% before, 100% after). Consideration \$40,590.40. Mr. Latta Jr. is manager of WAKX. Action Sept. 28.

CATV

Applications

■ Federal Heights, Colo., Mountain States Video Inc.—Seeks distant signals of KTVU(TV) Oakland-San Francisco; KQED(TV) San Francisco; KTLA(TV), KTTV(TV), KCOP(TV), KCET(TV), KMEX-TV and KWHY-TV, all Los Angeles; and KLXA-TV Fontana and KMTW(TV) Corona, both California (Denver ARB 41). Ann. Sept. 30.

■ Lafayette, Colo., Mountain States Video Inc.—Seeks distant signal of KTLA(TV), KHJ(TV), KTTV(TV) and KCOP(TV), all Los Angeles, to Lafayette (Denver ARB 41). Ann. Sept. 30.

■ Kewanee, Ill., Kewanee Cablevision Inc.—Seeks distant signals of WGN-TV, WFLD-TV and WTTW(TV), all Chicago, to Kewanee (Davenport, Iowa-Rock Island and Mobile, both Illinois, ARB 62). Ann. Oct. 1.

Final actions

■ Russellville, Ark., Continental Transmission Corp.—Cable Television Bureau dismissed request for waiver of rules filed Aug. 2, 1966. Action Sept. 30.

■ Dayton, Wash.—FCC dismissed petition by Touchet Valley Television Inc., operator, for reconsideration and dismissal of April 8 order requiring operator to show cause why it should not be ordered to cease and desist from violation of rules by alleged failure to give requested carriage and non-duplication protection to KNDU-TV Richland, Wash. Action Sept. 30.

Initial decision

■ Sharon, Hickory township and Sharpsville, all

Pennsylvania—Hearing Examiner Frederick W. Dennison in initial decision ordered Shenango Cable TV Inc., operator, to cease and desist from carriage of WICU-TV Erie, Pa. (Doc. 18911). Ann. Sept. 29.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Williams-town, W. Va., and Marietta, Ohio (Ohio Valley Cable Corp.), CATV proceeding, granted motion by Reeves Telecom Corp. and continued prehearing conference to Oct. 15 (Doc. 18919). Action Sept. 29.

■ Hearing Examiner Charles J. Frederick in Wilkes-Barre, Pa. (Teleservice Co. of Wyoming Valley), CATV proceeding, changed hearing set for Oct. 6 to further prehearing conference (Doc. 18923). Action Sept. 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Crowley, La. (Crowley Cable Television Inc.), CATV proceeding, designated Hearing Examiner Ernest Nash as presiding officer; scheduled prehearing conference for Nov. 2 and hearing for Dec. 2 (Doc. 19010). Action Sept. 25.

Other actions

■ FCC granted extension of time to Oct. 22 to file comments on proposal to permit CATV systems to import distant signals subject to specified payment for public broadcasting (Public Dividend Plan) (Doc. 18397-A). Action Sept. 30.

■ Review board in Hyde Park, N.Y., CATV proceeding, granted motion for certification of record to commission, filed Aug. 7 by Chief, Common Carrier Bureau (Docs. 17411, et al.). Action Oct. 1.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 6. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ *Ridgecrest, Calif.*—Ridgecrest Cablevision Inc. has been awarded a 20-year franchise. Installation charge will be \$9.95 and \$5 monthly. Ridgecrest will pay a minimum of \$2,000 per year or 5% of the gross revenues, whichever is larger.

■ Chicago—The Better Broadcasting Council Inc. has applied for a non-exclusive franchise. In letter of application to chairman of city council's subcommittee on miscellaneous matters, Better Broadcasting Council said its application shall be considered on the basis of a nonprofit corporation.

■ Clarksville, Ind.—G.R.C. TV of Clarksville and Suburban Communications of Beverly Hills, Calif. (multiple-CATV owner), have applied for franchises. G.R.C. would pay from 2% to 4½% of its gross over a five-year period. Suburban Communications would pay 6%, with that amount to be raised if the firm's income exceeds \$100,000 yearly. Suburban would have no installation fee and would charge \$4.80 monthly for the first set in a home and \$1 for each additional set. G.R.C. offered a rate of \$4.75 monthly and a \$10 installation charge.

■ Chicopee, Mass.—Greater New England Cablevision Inc. has applied for a franchise.

■ *Denton, Md.*—Denton Cable TV Inc. has been granted a franchise. Installation fee will be \$9.95 for subscribers other than commercial and multiple unit dwellings. Commercial fee will be \$14.95. Single unit dwellings can have more than one outlet at \$4.95 each. Monthly rate will be \$4.95 for the first set in a home and \$1.25 for each additional set. It will be a 12-channel facility. Service to town hall, schools and fire and police departments will be free.

■ *Leonardtown, Md.*—Ross Telecommunications Engineering Corp. of Washington has been granted a franchise.

■ *Kutztown borough, Pa.*—Parkland Cable TV Inc. of Ironton, Pa., has been granted a 20-year franchise. Monthly rate will be \$4.95. The borough will receive 5% of the gross. Free service will be provided to schools, churches and public buildings.

■ *Miller, S.D.*—TV Signal Co. of Aberdeen, S.D., has been granted a franchise by town vote.

■ Pasco, Wash.—Columbia Television Co. (multiple-CATV owner), Westport, Conn., has increased its rate to \$5.45 plus city tax.

■ *Appleton, Wis.*—Fox Cities Communications Inc. has been granted a franchise. The firm is a subsidiary of American Television & Communications Corp.

■ Oshkosh, Wis.—Marcus Theatres has applied for a franchise.

■ *La Habra, Calif.*—International Cable Television Inc. (multiple-CATV owner), Dallas, has been granted a franchise.

On the face of it, the road that led Tom Johnson into the ranks of broadcast management is miles out of the ordinary. Who else has moved from a three-year tour of duty on the White House staff to become executive vice president of a broadcast operation—all before his 29th birthday?

The progression is unusual, but not at all difficult to understand. For one thing, the man whom Mr. Johnson served in Washington was that other, unrelated Johnson, who numbers among his accomplishments leadership of the nation, the LBJ ranch, and the family that owns Texas Broadcasting Corp., licensee of KTBC-AM-FM-TV Austin, Tex., where Tom Johnson now works.

For another, Wyatt Thomas Johnson is a man who has had success stamped on his forehead for many years. About halfway through his lifespan he decided he wanted to be a newspaper publisher; today, with news experience, college training in journalism and management, an acquired habit of leadership and an acquaintance with the center of power, the new executive vice president of the Johnson stations could not be termed a callow youth.

Still, the job is his very first in broadcasting. Some of his earlier training is readily transferable to this new realm, but not all of it.

"I've consciously started out by emphasizing those aspects of the business that are least familiar to me," he says. Asked which of those aspects ranks first in importance, his answer comes rapidly: "understanding the FCC."

Contributing ideas is one part of his early months on the job, but the greater part is a learning experience, working under a real veteran—J. C. Kellam, long-time head of the Johnson stations. Before too much longer, it is assumed, Tom Johnson may be groomed and ready to assume the Kellam mantle at the top of the organization.

The young man who has been thrust into this position combines in his make-up the qualities popularly attributed to that half-mythological entity, the "new South"—a combination of the courtly and the very business-like. He speaks in a strong, deep baritone, distinctively Southern in accent but just a bit too crisp and controlled to qualify as a drawl. He looks others squarely in the eye from behind black-rimmed glasses, which frequently rest a shade below plumb line. His demeanor suggests the word "careful" as he chooses his words, conveying what he wants to and only that, looking serious though not solemn. The image is that of the rare class member who made good on the vote to be most likely to succeed.

Tom Johnson was born and grew up in Macon, Ga. When, early in life, he

He's learning broadcasting from the top

decided he wanted not only to work on a newspaper but eventually to run one, he took the logical course and got a job with a hometown paper, *The Macon Telegraph and News*. (He was 14 at the time.) From then through his college years, he worked at one time or another on the sports desk, the state desk, the city desk, the wire desk, and in the circulation department.

He won a journalism scholarship to the University of Georgia, where he edited the campus newspaper and won a wide variety of campus awards. In

Week's Profile



Wyatt Thomas Johnson—executive vice president of Texas Broadcasting Corp., licensee of KTBC-AM-FM-TV Austin, Tex.; b. Sept. 30, 1941, Macon, Ga.; BA in journalism, University of Georgia, 1963; MBA, Harvard Graduate School of Business, 1965; named White House Fellow, 1965; served on White House staff under President Johnson, 1968; during that time held positions of assistant press secretary, deputy press secretary, special assistant to the President; served as President Johnson's executive assistant in charge of staff activities at Austin, Tex., 1969-70; named to present position Sept. 1, 1970; serves on Board of Foreign Scholarships, White House Fellows Foundation, University of Georgia Advisory Council; m. Edwina Chastain, Athens, Ga.; children, Thomas, 5, and Crista, 3; hobby—tennis.

1963, the year he graduated, he was selected as one of the top four men at that large university. He then won a scholarship to the Harvard Business School, from which he graduated in 1965.

Then came the beginning of his association with Lyndon Baines Johnson.

A presidential commission headed by David Rockefeller selected Tom Johnson to be a White House Fellow. On Sept. 1, 1965, he met President Johnson for the first time; among the President's first words to him were: "We intend for you to be more than just an intern." That proved to be a correct prognosis, as Mr. Johnson moved steadily up the staff hierarchy as assistant press secretary, deputy press secretary and special assistant to the President.

The kind of role he played may be suggested in small vignettes. It was Tom Johnson who first informed the President that Dr. Martin Luther King had been assassinated. It was Tom Johnson who presided over 100 press briefings on a variety of subjects. When the President held his Tuesday foreign policy luncheons with the director of the Central Intelligence Agency, the chairman of the Joint Chiefs of Staff and the secretaries of state and defense, it was Tom Johnson who served as executive secretary to that weekly gathering, helping it all run smoothly, taking notes (now among the raw material used by President Johnson in compiling his memoirs).

When Richard Nixon entered the White House and Lyndon Johnson returned to private life in Texas, Tom Johnson went along as executive assistant. On Sept. 1, 1970, he was named to his present post.

Only time will demonstrate how comfortable Tom Johnson will be as he applies his impressive background and skills to the new task of running a broadcast operation. One recalls another, still younger protege, Patrick Nugent, who was brought into the business; at the moment, Mr. Nugent is on what is officially termed a "leave of absence" while serving as president of an athletic-equipment company in San Antonio.

Right now, however, it is clear that Mr. Johnson has committed his time and energy to a total immersion in broadcasting. "Having had only a month to involve myself in the business," he says, "I recognize its excitement, its challenge, its great appeal." He also recognizes an enormous debt to the former President who, he says, "has a far more intense interest in young people than has been publicly recognized. His staff at the White House was young. He likes to work with young people. He's shown me every kindness, every opportunity imaginable."

To kill a medium

The inescapable inference to be drawn from talking with news directors at stations of various sizes and locations is that broadcast journalism may be a dying craft. The first symptoms of enfeeblement are now apparent.

News directors admit that considerations other than those of conventional journalistic judgment are flavoring their decisions. They are acutely aware of an FCC that stands ready to second-guess them, of a Congress that entertains repressive legislation, of local authorities who are learning how to use federal leverage, of influential citizens who dislike receiving impressions that are in conflict with their own. To those debilitating pressures may be added the reminders from station management that licenses are re-examined every three years and that lawyers charge money to answer inquiries from Washington.

The basic question is whether broadcasting is to continue as a dynamic journalistic force or deteriorate into a passive conduit. There are those who would prefer it in the latter state. Prominent among them, it hardly need be said, is Spiro T. Agnew.

But as the newsmen themselves repeatedly pointed out, in the interviews conducted for the special report that appears elsewhere in this magazine, Mr. Agnew speaks for many. When a Senator Fulbright introduces and a Senator Muskie supports a resolution to require television to make prime time available to the speeches of legislators, the universality of the assault becomes obvious. When national committees of the two major parties begin contesting before the FCC and the courts for access to the television networks, the threat to broadcast independence intensifies.

But for all the pressures, broadcasting is by no means powerless to resist. A key role in that resistance must be taken by the station news director, though the role cannot be brought off without the unwavering support of station management. The critical point that must be kept in mind is that the vigorous practice of professional journalism is the only guarantee of broadcasting's survival.

It is just possible that broadcast newsmen and station managers are running too scared these days. For all the actual intrusions by the government and threats that seem very real, it is unlikely that any license will be lost for the practice of responsible journalism.

As was suggested on this page a year ago when some were talking about reaching accommodations with the government, pressure goes with the newsman's job. He must keep his nerve and go on with his work—which is to keep his audience reliably informed. The news directors who are sticking by that standard—and they are numerous, to judge by our talks with them—will save radio and television.

No time to scoff

A few years ago *Life*, the highly successful illustrated weekly, was billing itself as the world's largest advertising medium, and none-too-obliquely implying that advertisers were squandering their money in the broadcast media.

Just a few months ago, *Life*, its semimonthly competitor, *Look*, and the pocket-sized *Reader's Digest* ganged up to capture some of the budgets going to television with arguments about purported research showing what wonderful things the magazine-TV mix would do. But that campaign appears to have expired.

In recent weeks, first *Look* and then *Life* have cut back circulation and advertising rates and have economized in

other ways. They, too, have been affected by advertiser belt-tightening, plus higher costs of production and distribution, and now the deleterious effect of the General Motors strike at the outset of the new season.

Currently, *Reader's Digest*, which for many years eschewed all advertising, has begun ripping into television much in the fashion of the old *Life* onslaught.

Boastful claims are not going to sway the professionals in advertising and marketing in these days of careful buying.

These consumer magazines obviously are suffering from an inferiority complex. They would do better to concentrate on affirmative selling of their vehicles than to try to unseat the acknowledged leader, whose very success has created for broadcasters their own set of regulatory, political and economic problems.

Gifted management

The FCC which chronically complains of a tight budget and an overworked staff assigned a new project last week. The staff was told to calculate percentages of various categories of programs carried on all television stations in the 50 biggest markets.

Some commissioners voted their approval on the assurance that the study would not necessarily lead to any action. Now *there's* a memorable reason to assign new work to a staff that can't cope with present backlogs.

The FTC's scarlet letter

Consumerism, which may be defined as creation or magnification of public discontent for political purposes, is getting out of hand. The harsh new penalties proposed by the Federal Trade Commission for violations of its rules on deceptive advertising may even be ahead of the trend.

As reported in *BROADCASTING* a week ago, the FTC is attempting to invoke a requirement that advertisers found guilty of deceptions must include confessions in their future advertising. In two cases now pending the FTC has proposed specifically that for a whole year 25% of the time of broadcast commercials and 25% of the space in print ads would be devoted to descriptions of the alleged violations.

This kind of punishment went out of style with stocks, the ducking stool and brands on adulterers. Along with consumers, advertisers deserve reasonable consideration.



Drawn for *BROADCASTING* by Sid Hix

"Why doesn't he ever pre-empt a football game?"



An audience is one person at a time.

A listener to the Fetzer radio station in Grand Rapids recently expressed interest in a specific program that related to his problem. He was blind. In response, the people at the station took a tape of the program to his home, reviewed it with him and assisted him in taking notes so he might receive further help. This kind of individual personal service doesn't occur very often; but it clearly reminds us of the purpose of community broadcasting — to serve our audience's needs.



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

If you lived in San Francisco...



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