October 19, 1970: Our 40th Year: $1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Nixon vetoes ceilings on candidates' air advertising
Must antismoking spots be carried after cigarettes go?
Civil Rights Commission wants FCC to get tough
President, at radio conference, stresses private rights

Just possibly the most important

16 MINUTES

in the future of your FM station!

AIR American Independent Radio, Inc.

6290 Sunset Blvd., Suite 1425 Hollywood, California 90028

☐ Rush me the SOLID GOLD ROCK & ROLL demo tape
☐ Contact me regarding SOLID GOLD ROCK & ROLL

Send me demo tapes on:
☐ HITPARADE '71 ☐ HISTORY OF ROCK & ROLL ☐ DRAKE JINGLE SERIES #1

name ______ title ______

station ______ address ______

city ______ state ______ zip ______

telephone ______

Our station ☐ is ☐ is not automated.

1 MINUTE

To tear out, fill out and drop this coupon in your out basket

15 MINUTES

To listen to the SOLID GOLD ROCK & ROLL demo tape

Solid Gold Rock & Roll is the most exciting contemporary sound ever developed for automated FM stereo stations.

What can Solid Gold Rock & Roll do for you?

It can build a solid audience in the important 18 to 49 age group.

It can dramatically increase your ratings —and revenues.

It can reduce your operating costs by keeping your staff requirements to a bare minimum.

Solid Gold Rock & Roll is the latest from Drake-Chenault, who also produce the highly successful HitParade '71, The History Of Rock & Roll, and the Drake jingles.

Solid Gold is based on the tight uncluttered sound that has made WOR-FM in New York a phenomenal success.

It is the very best of rock and roll music. Not underground—but the top hits of the past decade plus current favorites. And each selection is announced by a top disc jockey.

The package includes personalized musical logos. An engineering breakthrough provides the smoothest, tightest programming possible. And the service is continuously updated.

Solid Gold Rock & Roll is available on an exclusive first come, first served basis in each market through American Independent Radio.

So act today. It could just possibly be the most important 16 minutes in the future of your FM station.

AIR American Independent Radio, Inc.
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Hollywood, California 90028
Telephone (213) 461-4031

Self regulation

Favorable response is building for independent Advertising Review Council proposed by Quaker Oats Co.'s Victor Elting Jr., chairman of American Advertising Federation, both he and AAF say, despite opposition by couple of major advertisers so far. Supporters include FCC Chairman Dean Burch, Senator Warren G. Magnuson (D-Wash.), among others, plus sprinkling of broadcasters. Networks are silent. Mr. Elting regrets inadvertent first-draft mention that \$1.5-million assessment of TV would pay bill. His aim is that all advertising support voluntary plan. AAF has proposal on Nov. 17-18 board agenda, is pursuing concept seriously.

Shorthanded

FCC will be operating as five-man agency for several weeks beginning next Monday (Oct. 26). Robert T. Bartley, dean of commission, enters George Washington hospital for cataract surgery (one eye) and will be hospitalized for week. He won't return to office for about four weeks but will be available on call or for possible oral argument where no reading is entailed.

Second absentee is commissionership vacated by Kenneth Cox, who entered private practice last month and whose successor, Cincinnati attorney Sherman Unger, awaits confirmation by Senate. Hold had been placed on Unger nomination because of Internal Revenue review of his 1968 tax return involving what has been described as "routine check." But with Congress in recess until after Nov. 3 elections, no action is possible anyway.

Buckling down

FCC staff is moving fast in study commission ordered two weeks ago of television program service in top-50 markets (BROADCASTING, Oct. 12). Staff has already collected all data on programing—news, public affairs and "other" (agricultural, instructional and religious)—and on public-service spots and commercial quantity. It has yet to dig out financial information. Next big job in study will be categorizing stations—by kind of station and market size. At present rate, chance of staff bringing in study within month set for task looks good. Study is being made in connection with planned overhaul of commission license-renewal procedures.

Meanwhile, staff has completed, and submitted to commission for possible publication, description of present renewal procedures. Purpose of publication would be to inform licensees of how their applications are handled, thereby making it easier for them to fill out applications in way that would facilitate processing.

More trade-outs

General Foods Corp., White Plains, N.Y., is understood to be involved in extensive program-for-TV advertising project in which company is offering up to 100 TV stations six one-hour musical specials, *Doodletown Pipers*, in return for two minutes of time on each program. General Foods tested program, keyed to holidays and seasons of year, in seven major markets this summer and decided to make it available throughout country. Program, produced by Triangle Television, is being offered to stations by General Food agencies, including Benton & Bowles, Grey Advertising, McCann-Erickson, Ogilvy & Mather, and Young & Rubicam, all New York.

Whose tab?

ABC-TV has yet to resolve question of whether it will continue to absorb its increase in AT&T rates for network interconnection after end of this year. Review of issue— which hinges in large part on extent of affiliates' clearances of ABC-TV programs—is scheduled to be made at meeting of ABC-TV affiliates board of governors, tentatively set for Nov. 18-19 in St. Croix, Virgin Islands. ABC-TV had originally elected to absorb AT&T rate hike for one year, later extended this to 15 months—till Dec. 31, 1970, at which time ABC estimates it will have absorbed \$7 million in rate-boost since Oct. 2, 1969 (BROADCASTING, July 20).

Friend on scene

Broadcasters may credit Herb Klein, President Nixon's director of communications, for working up position papers favoring veto of political-broadcasting bill, which came last week (story, page 15). Operating at low visibility, Mr. Klein collected arguments against bill from knowledgeable legislators and broadcasters, set them out in memorandum to President.

Collectors' item

Agency slow-pay problem, especially acute for broadcasters, probably will run through first half of 1971, according to best estimates of experts meeting in Milwaukee last week at Advertising Media Credit Executives Association, old newspaper-oriented group now expanding to include radio-TV as complement to Institute of Broadcast Financial Management. Usual 30- 60-day lag that has run to 90-120 days recently, and longer in some cases, is not all due to paperwork tangle and high prime rate. Agency sources also admitted to AMCEA that high turnover in clerical staff is big factor and low-pay practices require review. Tougher collection effort and curbing of media availability to chronically slow payers, meanwhile, are best answers offered by some AMCEA leaders.

Waiting game

FCC's new Broadcast Bureau chief, Francis Walsh, is having tough time lining up his number-two man by promotion from within. It's been known for weeks ("Closed Circuit," Aug. 7) that Robert J. Rawson, incumbent chief of renewal and transfer division, was his selection as deputy chief of bureau, replacing James Juntilla, controversial attorney who since has moved to Common Carrier Bureau. Mr. Rawson had been registered Democrat, but job level isn't in category that would entail patronage clearance for 35-year government career lawyer. All that's needed ordinarily is FCC vote.

Paper load

Major sticking point appears to have developed between broadcast industry representatives and FCC staff on questionnaire being formulated for use in commission's study of conglomerate ownership of broadcast properties. It involves request for copies of wide variety of correspondence, reports and minutes over past three years that relate to all manner of broadcast operations—financing, budgeting, advertising, staffing, among them. Individual members of committee that advises Office of Management and Budget in clearance of forms to broadcasters feel file search that question would require would impose undue burden on licensees. Staff has sharpened question to make it more specific, but says it knows no way to simplify task further.

Matter may be resolved Wednesday, when full advisory committee and commission staffers meet with OMB officials on questionnaire. Beyond major sticking point, most issues appear to have been resolved.

BROADCASTING, October 19, 1970: Vol. 79, No. 16
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street. N.W., Washington, D. C. 20036

WeekInBrief

Democrats and dissenting Republicans term President Nixon's veto of political-broadcasting bill political outrage. As Congress recesses, question is how long after Congress returns will bill stay dead. See . . .

Will veto stand on cutrate politicals? . . . 15

What is broadcaster's responsibility on smoking-and-health issue? This is question FCC is asking in request for comments on possible fairness-doctrine, public-interest obligations after cigarette ads are banned. See . . .

Smoking issue opened for comment . . . 20

Civil Rights Commission urges FCC to take active role in programing and tougher license-renewal stand as one solution to racism and civil rights problems; wants easier entrance for minorities into broadcasting. See . . .

Can the FCC engineer racial justice? . . . 24

Taft Broadcasting Co. and WKBN Broadcasting Corp. vigorously oppose petitions by local black groups to deny license renewals of their stations in Columbus and Youngstown, Ohio. See . . .

Ohio stations defend policies . . . 25

More advocates for local regulation and technical standards crop up in second group of comments on number of aspects of FCC's package of proposed rules for cable television. See . . .

Local control wins wider support . . . 25

Justice Department finds FCC proposal to allow competition among microwave systems providing specialized services 'forward-looking' to meet growing communication needs. See . . .

Microwave plan called 'imaginative' . . . 33

FCC bends ear to pleas by ABC and NBC and extends 'until further order' Oct. 1, 1971, effective date of ruling requiring networks to divest themselves of domestic program syndication operations. See . . .

More time for syndication cut-off . . . 38

Midwest Video Corp. seeks court reversal of FCC orders requiring CATV systems with over 3,500 subscribers to originate programing and limiting kinds of programs CATV's may transmit. See . . .

Can FCC force CATV programing? . . . 40

FCC Commissioner Nicholas Johnson angrily accuses NBC-owned WRC-TV Washington of 'censorship' after station deletes from program statement he made referring to sexual implications of hair-spray commercials. See . . .

Whose taste is to be trusted? . . . 45

American Telephone & Telegraph and Communications Satellite Corp. are expected to file with FCC for approval of joint operation of satellite system. Comsat would provide two satellites; AT&T, earth stations. See . . .

Two giants team up for space race . . . 49

Departments

Broadcasting

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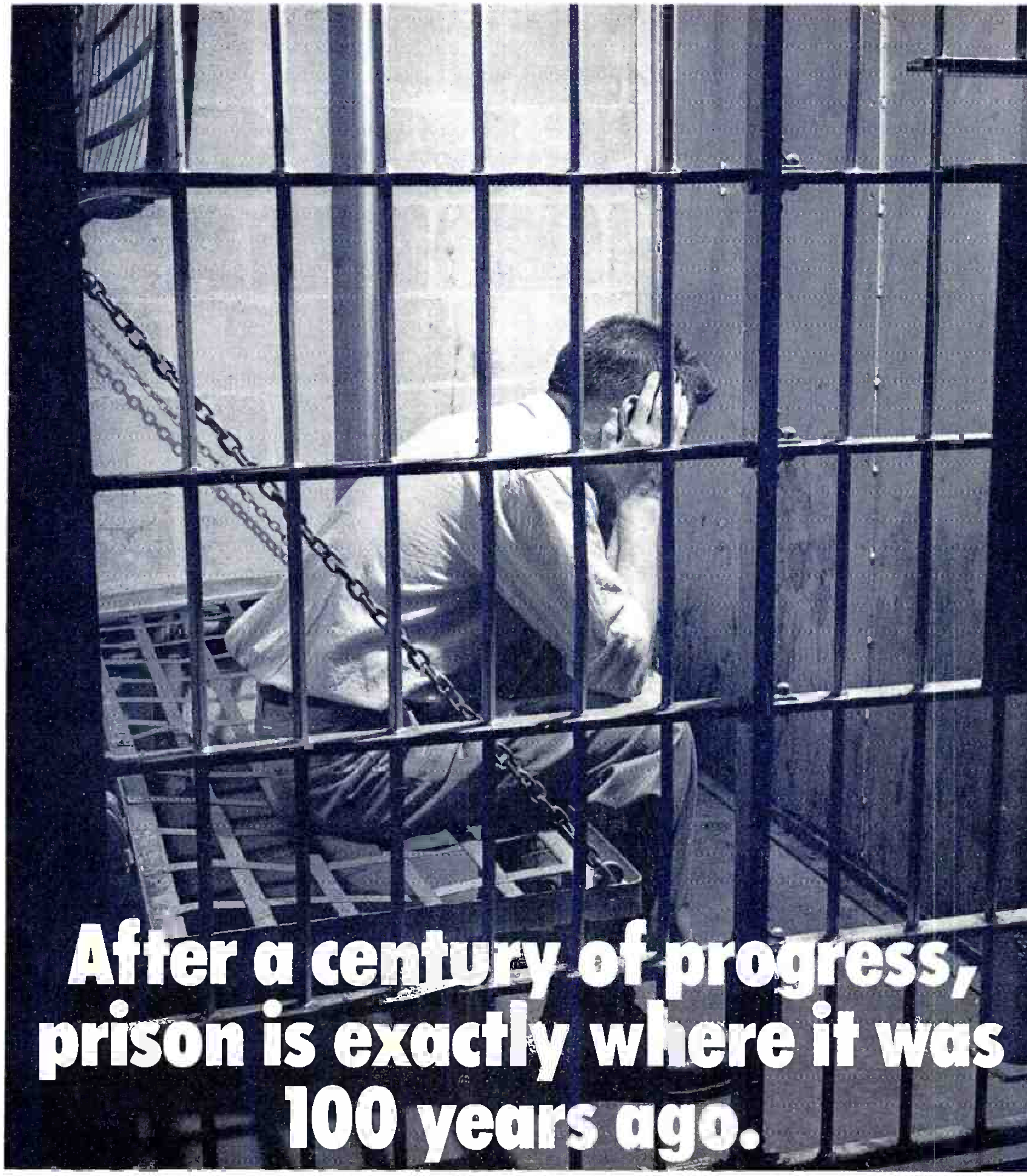


In 1870, the American Correctional Association proposed the first prison reforms in the United States.

One hundred years later, hardly any of their resolutions have seen the light of day. If anything, prison conditions are now more deplorable than ever.

Because of this, Group W's Urban America Unit prepared the 90 minute documentary, "On Trial: Criminal Justice." In it you hear about the horrors of prison life from the experts. Prisoners.

One man, in a psychodrama of his life, re-enacts the hideous events that culminated in murder.

Another prisoner tells what he had to endure in order to receive prescribed medicine for his infected foot.

"On Trial: Criminal Justice," was filmed at the 1970 Maryland Workshop on Crime and Correction. It's a confrontation between prisoners, guards and judges. And another one of the 52 prime-time specials Group W is presenting on its five television stations this year.

This time we bring you a special on the problems of criminal justice. Because maybe the real crime is not knowing about them.

GROUP W

WESTINGHOUSE BROADCASTING COMPANY

Times-Life station deal being negotiated

Prospective buyer is Combined Communications

Time Inc. may have found buyer for its string of domestic broadcast properties that have been on block for some time. It is negotiating for sale to Combined Communications Corp., Phoenix-based owner of smaller station group and other media. Price is said to be higher than $71 million discussed earlier with McGraw-Hill in deal that never jelled.

In joint announcement, Time and Combined Communications confirmed negotiations, but said little else. On good authority it was learned that details of financing remained to be settled. Combined Communications must also arrange for disposal of two of seven VHF television stations included in total present holdings of buyer and seller.

As now conceived, transfer of other properties would be submitted for FCC approval on promise that Combined Communications would divest itself of radio stations, within reasonable time, to comply with one-to-customer rule.

One of the CCC's present stations that will reportedly be spun out of deal is KBLU-TV Yuma, Ariz., (ch. 13, CBS-TV affiliate), which, according to some reports, may be turned over to educational use. CCC's other TV properties are KTAR-TV Phoenix (ch. 12, NBC-TV affiliate) and KOCO-TV Oklahoma City (ch. 5, ABC-TV), which company acquired for $6.5 million only last July.

Time-Life Broadcast TV stations are WFBM-TV Indianapolis (ch. 6, NBC-TV); KLZ-TV Denver (ch. 7, CBS-TV); WOOD-TV Grand Rapids, Mich. (ch. 8, NBC-TV); KOGO-TV San Diego (ch. 10, NBC-TV), and KERO-TV Bakersfield, Calif. (ch. 23, NBC-TV).

CCC also owns KTAR-AM-FM Phoenix, KBLU(AM) Yuma and KYC(AM) Prescott, Ariz. Its nonbroadcast holdings include Eller Electric Sign Co. of Detroit, Phoenix and Kansas City, Mo.; Eller Outdoor Advertising in Michigan, Arizona and Kansas City; *Phoenix* magazine; *Arizona Wildlife Sportsman* and *Sports News Weekly*.

Time-Life's other broadcast stations are WFBM-AM-FM Indianapolis; KLZ-AM-FM Denver; WOOD-AM-FM Grand Rapids; and KOGO-AM-FM San Diego. Company owns extensive cable-TV holdings which it intends to keep. Time Inc. publishes *Life*, *Time*, *Fortune*, *Sports Illustrated*.

Time is widely held public company.

CCC is publicly traded, but chief stockholders are John J. Louis Jr., chairman (17.8%), and Karl Eller, president (14.3%).

First word that Time-Life Broadcast stations were for sale appeared early last month ("Closed Circuit," Sept. 7). At that time Barry Zorthian, T-L president, admitted offers were being received and entertained.

FCC honor defended

FCC Chairman Dean Burch used unusually strong language in rebuking Phil Edwards, chairman of Broadcast Advertisers Reports, for letter to commission that chairman said was "offensive."

Chairman, in Oct. 9 letter that came to light Friday (Oct. 16), was responding to Mr. Edwards complaint, filed Oct. 1, concerning International Digisonics Corp. and its counsel and director, former FCC Chairman Newton N. Minow.

Mr. Edwards, whose firm is potential competitor of IDC in business of electronic monitoring of television commercials, had said that commercials encoded by IDC were not complying with commission rules. But what appeared to irk chairman was Mr. Edwards' suggestion that, because he is former FCC chairman, Mr. Minow "has insider's knowledge of the commission's vulnerabilities" (BROADCASTING, Oct. 5).

Chairman Burch said if matter were left to him, he would disregard BAR letter on ground it is "scandalous" and in such "poor taste as to preclude" its consideration as official pleading.

"Whenever you suggest that former FCC commissioners have "insider's knowledge of the commission,'" chairman added, "You are impugning the integrity of each present commissioner and each member of the [commission] staff."

Stand fast: Goodman

NBC President Julian Goodman urged broadcast journalists to resist pressures —"official and unofficial"—and noted "it should be apparent that the push [against radio-TV journalism] will very quickly become a shove if we show signs of knuckling under."

Mr. Goodman's remarks are contained in speech for delivery in San Francisco today (Oct. 19) at NBC Radio Network Affiliates convention.

Mr. Goodman said electronic journalists must stand by their "professional commitment to resist pressure and criticism—no matter what disguise they wear." He said there is "no question that the news media—especially radio and television—are under pressures, official and unofficial, that are perhaps greater than at any other time in our history."

He said he is concerned over "a growing obsession among broadcasters with what can best be called 'keeping out of trouble in Washington.'" Mr. Goodman said: "Of course we have to keep out of any trouble that threatens our ability to do our jobs and to stay in business. But we will keep out of trouble in Washington the same way we keep out of trouble anywhere else: by going about our work carefully and responsibly."

Mr. Goodman cited editorial in Oct. 12 BROADCASTING and commented: "What we intend to do is to go about our job as we have before, as professional journalists, and not to be influenced by the outside pressures which are—as the editorial in BROADCASTING goes on to point out—always a part of a journalist's job."

Mr. Goodman's example from NBC's recent experience was its appeal to FCC on "private pilots" fairness problem that it won; commission holding that NBC did not violate fairness doctrine in Huntley-Brinkley newscast segment that private pilots said reflected adversely on them (BROADCASTING, Sept. 28).

Campbell renews 'Lassie'

Wrather Corp. and Campbell Soup Co. have reached three-year agreement on Campbell sponsorship of 150 *Lassie* half-hour TV programs on network TV between September 1971 and September 1974. Cost will range from $5 million up to $7.25 million, depending on number of new episodes, according to Wrather.

Campbell has been sponsoring Wrather-produced *Lassie* for past 16 years on CBS-TV (Sun. 7-7:30 p.m.) and present contract expires in September 1971.

FBI help is sought

Delegation of broadcasters late Friday (Oct. 16) extracted promise from Anthony Ferris, U.S. attorney in Houston, to request federal intervention in investigation of bombing of Pacifica Foundation-owned KPFT(FM) Houston on Oct.

6. Bombing was second at noncommercial station in five months (BROADCASTING, Oct. 12). No arrests have been made in either bombing.

Meeting with Mr. Ferris were: Rudy Hurwich, Pacifica president; Willard E. Walbridge, board chairman, National Association of Broadcasters and executive vice president, Capital Cities Broadcasting Co., Houston; William Kling, assistant director for radio projects, Corp. for Public Broadcasting; Dan Neal, president of local governing board of KPFT, and Larry Lee, KPFT station manager. Cited were precedents for federal intervention and protection against bombings. Mr. Hurwich also claimed KPFT's First Amendment rights were breached by station being forced off air as result of $35,000 bombing damage.

Mr. Walbridge noted that NAB had "interceded with attorney general of the United States" on June 9 after first KPFT bombing. He recalled that no action was forthcoming, but urged that FBI now assert its jurisdiction. He cited crime bill signed by President Nixon last week to "underpin" his position.

Mr. Walbridge noted: "I believe that any radio or TV station in the nation is entitled to federal protection because it is federally licensed."

Workshop is postponed

Radio commercials workshop, scheduled to be held in New York tomorrow (Oct. 20), has been postponed till early in 1971. Announcement Friday (Oct. 16) by Stephen B. Labunski, WMCA(AM) New York, chairman of International Radio and Television Society-sponsored event, said postponement was deemed advisable because mixup in mailing of promotional material had left advertising agencies with too little time to plan for attendance by their creative people.

Johnson phrase hit

Senator Marlow W. Cook (R-Ky.) Friday (Oct. 16) strongly criticized street phrase made on WRC-TV Washington by FCC Commissioner Nicholas Johnson, but later deleted before airing.

Senator said in letter to FCC Chairman Dean Burch, that similar conduct in future could result in demand for Johnson's resignation.

Deleted comments, critical of oversexuality in hairspray commercials, were made on station's *Georgetown University Forum* (see page 64).

Mr. Johnson, in response to censoring of two sentences, characterized action as "the height of arrogant irony."

Senator Cook defended deletions and classified Mr. Johnson's response as "arrogant."

Oppose plugola rule

Three networks and National Association of Broadcasters have registered opposition to FCC's proposed anti-plugola rule, which would require licensees and their employes to disclose financial interests in services and commodities receiving on-air promotion.

In unusual comment, ABC, CBS, NBC and NAB advised FCC to continue applying approach of Section 317, which limits disclosure requirements to instances where presentation of product or service is beyond that reasonably related to program content. They said proposed rules would be difficult to interpret and add clutter to broadcasts.

Endorses ACT petition

Joan Ganz Cooney, creator of ETV's much-honored *Sesame Street* and president of Children's Television Workshop, Friday (Oct. 16) called for end to commercials on children's programs and urged that quality of programing be upgraded.

Occasion of remarks was First National Symposium on Children and Television, held last Friday and Saturday in Boston.

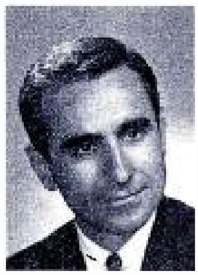
Symposium was co-sponsored by Kennedy Memorial Hospital for Children, Boston University School of Public Communication and Action for Children's Television. ACT had asked FCC to ban commercial sponsorship of children's programing and require broadcasters to devote 14 weekly hours weekly to such programing during specified time periods (BROADCASTING, April 6). Request has been accepted by FCC as petition for rulemaking.

In endorsing ACT petition, Mrs. Cooney said "battle rages . . . between those who view children's television as means of selling products and those who view it as means of enriching and educating young."

Week's Headliners

Mr. Minner

Mr. McGredy



Mr. Stevens

Frank Minner, VP and treasurer, U.S. Communications Corp., Philadelphia-based group owner, named president and chief operating officer. He succeeds **Robert McGredy,** named chairman, who will devote himself to firm's expanded effort in production and syndication areas. **Leonard B. Stevens,** VP, operations of USC, named executive VP and chief operating officer.

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

NAB asks short warning

National Association of Broadcasters has urged Federal Trade Commission to simplify proposed warning to accompany advertising of insecticides, weed killers and other pest control products.

FTC had proposed that such advertising carry phrase: "Warning: This product can be injurious to health; read the entire label carefully and use only as directed."

NAB chief counsel John S. Summers suggested alternate statement that product "should be used only as directed."

He said longer and more cumbersome message proposed by FTC would "all but preclude" five or 10 second spots on radio because advertisers could not run both advertising messages and full warning in that brief period.

Tenth of point counts

Networks were in virtual three-way tie, with ABC-TV fraction of point ahead, for week ended Oct. 11 in Nielsen 70-market multinetwork area (MNA) average ratings 7:30-11 p.m., out Friday (Oct. 16). ABC had 18.3 and CBS and NBC were tied at 18.2.

Nights of week won by networks also were nearly divided: CBS won Wednesday, Friday and Saturday; ABC Tuesday and Sunday; NBC Monday and Thursday. ABC and NBC had four shows each in top 10, CBS had two.

NBC's new *Flip Wilson* continued in top 10 (eighth place). Seven other new shows made top-40 list in MNA's; CBS's *Mary Tyler Moore* was 13th; CBS's *Arnie* was in bottom 20 as were ABC's *Make Room for Grandaddy,* and *Partridge Family,* and NBC's *Nancy* and *Red Skelton.*

Top 10 in MNA's: (1) *Marcus Welby* (ABC); (2) Movie of the Week (ABC); (3) *Bob Hope Special* (NBC); (4) *Medical Center* (CBS); (5) *FBI* (ABC); 6) *Ironside* (NBC); (7) *Here's Lucy* (CBS); (8) *Flip Wilson* (NBC), (9) *Bold Ones* (NBC) and *Mod Squad* (ABC).

Datebook ®

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

October

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.

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 said 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—*Federal Communications Bar Association* briefing session on the "New FCC Equal Employment Rules." Madison hotel, Washington.

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—Mideast 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-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 *Information 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.

■Nov. 10—*University of Southern California Journalism Alumni Association* awards. Winners include Joseph Alsop and John Chancellor. Beverly Hilton hotel, Los Angeles.

Nov. 10—Public hearing of the *Canadian Radio-Television Commission*. Winnipeg inn, Winnipeg.

Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters convention. Washington Hilton, Washington.

Nov. 11-14—*Sigma Delta Chi* convention. Palmer House, Chicago.

Nov. 12-13—Tutorial seminar on "Technologies In Motion Picture Film Laboratories", cosponsored by *Society of Motion Picture & Television Engineers*. Airport Marina, Los Angeles.

■Nov. 13—Annual FM Day, *Georgia Association of Broadcasters*. Featured speaker will be FCC Commissioner Robert E. Lee. Marriott Motor hotel, Atlanta.

Nov. 13-14—Meeting of *Maryland-District of Columbia-Delaware Association of Broadcasters*. Tidewater inn, Easton, Md.

■ Indicates first or revised listing.

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

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

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

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*Survey of Top 30 Markets originating news Monday through Friday. (If you know of any station that produces as much or more news, we'd like to hear from you)

WFAA-TV DALLAS-FORT WORTH

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

MondayMemo from Robert D. Miller, Warwick & Legler Inc., New York

Warwick & Legler's toughest client—Warwick & Legler

It's a funny thing about advertising agencies. We earn our keep making ads, but we hardly ever run ads for ourselves. In fact, Leo Burnett, Young & Rubicam and Cunningham & Walsh are just about the only major agencies I can think of that ever ran their own regular campaigns. Isn't it strange that more of us don't practice what we preach?

Well, a few months ago Warwick & Legler decided the time had come for a house campaign. First of all, we felt there were a lot of people out there who didn't know too much about us.

Second, the people who *did* know about us tended to think of us as a somewhat conservative agency. Sound as hell, but not the kind to set the world on fire.

And third, we felt we had a great story to tell. We had quietly been turning out some of the best advertising in the business, and this was reflected in a 20% growth for us in the last six months. So even though our prime prospects didn't think of us as the type to set the world on fire, the truth of the matter was we were starting a blaze. And we wanted everybody to know.

So our objectives were clear. And we were also clear about what our theme should be: Warwick & Legler, the quiet hot shop. *Ad Daily* had coined the nickname in an article about us, and we thought it fit.

It was just about this time in the project that the media director suggested radio. Some of us, including me, thought he was crazy. But the more we thought about it, the more the idea took hold.

First of all, the demographics were impressive. The early-morning news programs had large audiences of exactly the people we wanted to reach. And it was hard to resist the fact that no major agency had ever done a radio campaign. We're always telling our clients about the importance of a creative media buy. So, we decided to give radio a try.

Once we actually sat down to write the campaign, I must admit we all became slightly self-conscious. We were demanding, overly critical; almost impossible to please. (I guess an agency makes the world's worst client, just like a doctor makes the world's worst patient. Maybe because we both know too much.) We tried and rejected just about every kind of execution you can think of. We tried a jingle. We tried testimonials. We tried using samples of radio and TV commercials we had done for our clients. We even tried straight, stand-up jobs.

And finally we tried, and settled on, humorous vignettes that told about our growth in a provocative, friendly, offbeat sort of way. We wrote 14 commercials before we finally settled on two. (Humor is the trickiest thing in the world to do right. I mean, what makes people laugh is the world's most elusive thing.)

The two commercials we ended up with were zany, irreverent, informative and to us, very funny. We knew people would either love 'em, or hate 'em—but we were sure nobody would ignore them.

In fact, I'd like to reprint one of them for you right now.

(Sounds of a cocktail party)

Woman: What did you say you do again?

John Warwick: I'm the president of Warwick & Legler advertising, the quiet hot shop.

Woman: Oh, the Hot Shoppes! I've stopped at your restaurants many times, just off the turnpike.

JW: No, we're on Park Avenue . . .

Woman: Oh, how convenient; And colorful. I just love your darling orange roofs!

JW: That's Howard Johnson's.

Woman: Yes. And what sort of food do you have at your Park Avenue place, Howard?

JW: We don't have food, we're an ad agency. And anyway, my name is John.

Woman: Oh, John Johnson! How alliterative. Then dear Howard must be your father.

JW: No, no, you've got me confused with a restaurant chain.

Woman: Well, you did say something about a hot shop.

JW: Because *Ad Daily* calls our agency the quiet hot shop.

Woman: Then you deliver. What's the specialite de la maison?

JW: We don't have a specialty. We're diversified. Watches, whiskey, airlines, cosmetics—you name it, we've got it. Or we're getting it.

Woman: Ohhh! And to think it all started with an ice cream cone!

Voice-over: Recently, *Ad Daily*, the advertising trade paper, called Warwick & Legler the quiet hot shop. Quiet, because we haven't made a lot of noise about the work we do. Hot, because in the last few months our billings have increased over 20%.

Woman: How *could* I have made such a stupid mistake! But tell me, Mr. Howard, are you open for luncheon on Saturdays?

The commercials ran for four weeks, and the letters came in droves.

The letters ran about 6-to-1 in our favor, and although the negative ones made us wince a little, we figured our batting average was pretty good.

No, we haven't picked up any new piece of business yet as a result of the campaign. That wasn't our immediate objective (although we must admit it would have been a nice little bonus.)

What we did succeed in doing was to get people thinking and talking about Warwick & Legler again. And the radio campaign is just the beginning.

Robert D. Miller in April 1969 left BBDO where he was vice president and associate creative director to join Warwick & Legler as a senior vice president and creative director. Mr. Miller is also a member of the agency's management committee, and is the co-author of a musical comedy, "O Say Can You See!," which ran off-Broadway in 1963. In this article, Mr. Miller writes of Warwick & Legler's radio campaign promoting itself as the "quiet hot shop" that ran in New York last summer.

Broadcasting®
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Will veto stand on cutrate politicals?

President's strong message draws Democratic attacks; action to override could hinge on next month's elections

To cries of political outrage from Democrats and some dissenting Republicans, President Nixon vetoed the political-broadcasting bill last week. As the Congress went into recess for the closing weeks of this year's campaigns, the question was whether the bill would stay dead after the recess is over.

The bill would have put ceilings on the money candidates could spend on broadcast advertising, would have required broadcasters to give candidates minimum rates and, in an attempt to free time for leading contenders, would have repealed the application of the equal-time law to candidates for the Presidency and Vice Presidency.

The President called it "a good aim, gone amiss." In a carefully reasoned message, he said the bill would not achieve its supporters' stated aims. With broadcast curtailed, money would only be diverted, the President argued.

"The problem with campaign spending is not radio and television; the problem is spending," the President said. "This bill plugs only one hole in a sieve" (see full text, page 16).

The President, who had 10 days to consider his action on the bill, announced the veto on Oct. 12—the last day. Democrats and other supporters of the bill immediately charged that the presidential rejection was based on partisan politics and that Nixon vetoed the bill because the better heeled Republicans would be more restricted by a ceiling on broadcast spending than their less monied Democratic opponents.

A Nixon aide told reporters assembled at the White House that "if the merits of the veto are understood, there shouldn't be a campaign issued raised." Despite this contention, Democrats were deeply incensed and left no doubt that a strong effort would be made to override the veto soon after Congress returns following the November elections.

The President's main objections are:

- The bill would limit only radio and TV spending, resulting in a shift of the same money to other sources such as newspapers, billboards and direct mail.
- By limiting TV and radio appearances, it would "severely limit the ability of many candidates to get their message to the greatest number of electorate."
- By requiring broadcasters to charge a set rate for selling of time to candidates, Congress would be engaging in rate setting for private industry, which he termed "a radical departure."
- It would raise the possibility that chaos might result in campaigns where violations of the provisions are unresolved on the day the winning candidate is to take office.
- It would not affect the incumbent's advantage of getting free media coverage but would place a less well-known challenger at a disadvantage by limiting his purchases of time.


Senator Scott


Senator Pastore


Representative Macdonald

In his veto message, the President was quiet on the bill's provision which would have repealed the equal-time provision of Section 315 as it relates to the President and Vice President. This would have allowed broadcasters to present major candidates for the President without granting equal time to all other aspirants from minor parties. Supporters of the bill say that, although the President did not make his feelings known publicly, he opposed the repeal because he felt that it would make it more difficult to avoid debates in 1972.

The President's veto message, which contained his objections to the bill, was returned to the Senate last week but senators had no opportunity to vote on the veto prior to adjourning on Wednesday. Although the measure was almost totally the work of the House, the bill itself originated in the Senate, which must consider the veto first. The Democratic attempt to override the veto will probably occur soon after that body returns in November.

In the Senate, leaders of neither party would predict victory in the upcoming veto vote. Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, predicted a "very, very close" outcome in the effort to produce the vote needed to overcome the presidential veto (two-thirds of the members voting). More than the necessary two-thirds voted for the bill, 60 to 19, when it passed the Senate in final form. Of the 60 favoring it, 44 were Democrats and 16 Republicans.

Republican Minority Leader Hugh Scott (R-Pa.) predicted soon after the veto announcement last week that there was "about an even chance" that the Senate would sustain the veto. Reportedly, Senator Scott is banking heavily that the prestige and power of the President will swing Senate Republicans who originally supported the measure.

The voting numbers game, however, has its inherent pitfalls and, even though more than two-thirds of the Senate members present voted for the bill, this does not take into account how the remaining 21 who were not present might vote nor can one predict the number of Senators who will actually be present at the time of the veto vote. With absentees and vote changes, Senator Scott indicated that he is "optimistic" that the veto can be sustained.

It was Senator Scott who first formally raised the possibility of a presidential veto during Senate debate in September. He told fellow senators at that time that the measure was "loosely drawn and inequitable" and said that if the bill were vetoed, he would support the veto. He later added that he felt the bill to be discriminatory against the broadcast media and that he would order a head count to see if there were enough votes to sustain a presidential veto.

The veto, according to Senator Edward Kennedy (D-Mass.), assistant Democratic leader, "was based on the most crass consideration of partisan political advantage." Senator Kennedy urged that, if the veto is sustained, the political-broadcasting bill should be attached as a rider to "the first appropriate piece of legislation" that comes before the Senate during the post-election session. He added that the ceiling on political broadcast spending "is too important a reform to be so flagrantly denied in an eleventh-hour veto."

Senator John O. Pastore (D-R.I.), chief sponsor of the broadcasting bill in the Senate, said in a statement that he would try to muster support to force the bill into law. "The American people will be the losers unless Congress overrides the veto," he said, adding that he would "continue to press for the legislation in this Congress and continue to battle for it in the next Congress."

A House Commerce Committee staff member pointed out that the November election results could have a bearing on whether Congress sustains or overrides the presidential veto upon returning for the post-election session. He reasoned that a veto override would be more likely if the Republicans fail to make hoped-for congressional gains. This factor, he said, coupled with any widely publicized examples of massive TV spending by candidates during the remaining campaign weeks (the so-called TV blitz) might amplify congressional demands for a ceiling on broadcast expenditures and lead to an overthrow of the presidential veto.

A White House spokesman said that there was a "reasonable expectation" that the veto would be sustained but acknowledged strong Democratic support of the bill. According to another Nixon aide, the White House received no communications from candidates asking or opposing the veto. But, he said, the President did discuss the issue with Representative Rogers Morton, (R-Md.), who is chairman of the Republican National Committee, and Senator John Tower (R-Tex.), among others. Both urged a veto, he added.

If the veto is sustained in the Senate, the Democratic attempt to override ends. An override requires a two-thirds vote of both the Senate and the House.

Assuming that the Senate does vote to override the veto and it goes to the House, assessments of its fate there are mixed and conflicting.

Senator Scott said that if the Senate overrode the veto, the House would probably follow suit. "The House members are more directly affected by the bill, or they think they are," he said.

House members do not agree among themselves. Representative Harley Staggers, (D-W. Va.), chairman of the House Commerce Committee, which has jurisdiction over broadcast affairs, said Congress will have "to start again next year" on a new measure—thus virtually predicting that an override was not likely. There are 243 Democrats and 187 Republicans in the House with five vacant seats.

The political-broadcasting bill passed the House in its final form 247 to 112 following a partisan disagreement over the effective date of the bill. Democrats made a strong effort to apply the spending limitations to the upcoming November elections, a move the Republicans opposed (BROADCASTING, Sept. 28). As it turned out, action on the bill was delayed until its effect on this campaign would have been negligible if approved by the President.

In a news conference following the veto last week, Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, which molded the political-broadcasting bill into its final form, did not share Representative Staggers's pessimistic outlook. He told reporters that there was a good chance that Congress would override the veto after the November elections. He pointed out that the bill had received broad-based bipartisan support. Republican House leaders including Representative Gerald Ford (R-Mich.), House minority leader, and Representative Leslie Arends (R-Ill.), Republican whip, supported the measure.

Mr. Macdonald added that all Republicans on his Communications Subcommittee had co-sponsored the bill and that Representative William Springer (R-Ill.) ranking minority member of the House Commerce Committee, had spoken out strongly in favor of the bill during debate.

The veto, Representative Macdonald said, would "seem to be a repudiation by the President of the leadership of his own party in the House."

A House Commerce Committee staff member said that there are strong indications that the President did make an informal poll of Republican House leadership opinions on a veto and that replies had been mixed.

Last week's veto sparked immediate and scathing criticism from Democrats and other supporters of the bill and raised the likelihood that the veto—which they sharply condemned as motivated by political considerations—would become an issue in the closing weeks of the political campaigns.

Democratic National Chairman Lawrence O'Brien led off the barrage: "Mr.

Why Nixon vetoed political-time bill

Following is the complete text of President Nixon's message to the Senate, explaining his veto of S. 3637, the political-broadcasting bill.

I return herewith, without my approval, S. 3637, a bill to revise the provisions of the Communications Act which relate to political broadcasting.

This legislation is aimed at the highly laudable and widely supported goals of controlling political campaign expenditures and preventing one candidate from having an unfair advantage over another. Its fatal deficiency is that it not only falls far short of achieving these goals but also threatens to make matters worse.

S. 3637 does not limit the over-all cost of campaigning. It merely limits the amount that candidates can spend on radio and television. In doing so, it unfairly endangers freedom of discussion, discriminates against the broadcast media, favors the incumbent officeholder over the officeseeker and gives an unfair advantage to the famous. It raises the prospect of more—rather than less—campaign spending. It would be difficult, in many instances impossible, to enforce and would tend to penalize most those who conscientiously attempt to abide by the law.

The problem with campaign spending is not radio and television; the problem is spending. This bill plugs only one hole in a sieve.

Candidates who had and wanted to spend large sums of money, could and would simply shift their advertising out of radio and television into other media —magazines, newspapers, billboards, pamphlets, and direct mail. There would be no restriction on the amount they could spend in these media.

Hence, nothing in this bill would mean less campaign spending.

In fact, the bill might tend to increase rather than decrease the total amount that candidates spend in their campaigns. It is a fact of political life that in many congressional districts and states a candidate can reach more voters per dollar through radio and TV than any other means of communication. Severely limiting the use of TV and radio in these areas would only force the candidate to spend more by requiring him to use more expensive techniques.

By restricting the amount of time a candidate can obtain on television and radio, this legislation would severely limit the ability of many candidates to

get their message to the greatest number of the electorate. The people deserve to know more, not less, about the candidates and where they stand.

There are other discriminatory features in this legislation. It limits the amount of money candidates for a major elective office may spend for broadcasting in general elections to seven cents per vote cast for the office in question in the last election or $20,000, whichever is greater. This formula was arrived at through legislative compromise and is not based on any scientific analysis of broadcast markets. It fails to take into account the differing campaign expenditure requirements of candidates in various broadcast areas. In many urban centers, the $20,000 limitation would permit a congressional candidate to purchase only a few minutes of broadcast time, thus precluding the use of radio or television as an effective instrument of communication. On the other hand, $20,000 spent on television broadcasting in another district would enable a candidate to virtually blanket a large area with campaign advertising spots. For example, 30 seconds of prime television time in New York City costs $3,500; in the Wichita-Hutchinson, Kansas area, it costs $145.

S. 3637 raises a host of other questions of both principle and practice. It would require that broadcasters charge candidates no more than the lowest unit charge of the station for comparable time. This is tantamount to rate-setting by statute and represents a radical departure for the Congress which has traditionally abhorred any attempt to establish rates by legislation.

Among the other questions raised and left unanswered are these: How would expenditures of various individuals and organizations not directly connected with the candidate be charged? Would they be considered part of a candidate's allowed total expenditure, even if they were beyond the candidate's control? And how would money spent by a committee opposing a candidate be accounted? Would it be included in the total for that candidate's opponent, even though spent without his consent or control? This bill does not effectively limit the purchase of television time to oppose a candidate.

In the end, enforcement of the expenditure limitation would in most cases occur after the election. This raises the possibility of confusion and chaos as elections come to be challenged for violation of S. 3637 and the cases are still unresolved when the day arrives on which the winner should take office.

There is another issue here which is perhaps the most important of all. An honored part of the American political tradition is that any little-known but highly qualified citizen has the opportunity to seek and ultimately win elective office. This bill would strike a serious blow at that tradition. The incumbent—because he has a natural avenue of public attention through the news media in the conduct of his office—would have an immeasurable advantage over the "out" who was trying to get in. The only others who would share part of this advantage would be those whose names were well-known for some other reason.

What we have in S. 3637 is a good aim, gone amiss. Nearly everyone who is active or interested in the political process wants to find some way to limit the crushing and growing cost of political campaigning. But this legislation is worse than no answer to the problem—it is a wrong answer.

I urge that the Congress continue to analyze and consider ways to reach this goal through legislation which will not restrict freedom of discussion, will not discriminate against any communications medium, will not tend to freeze incumbents in office, will not favor the famed over the worthy but little-known, will not risk confusion and chaos in our election process and will not promote more rather than less campaign spending. Such legislation will have to be far better than S. 3637.

I am as opposed to big spending in campaigns as I am to big spending in government. But before we tamper with something as fundamental as the electoral process, we must be certain that we never give the celebrity an advantage over an unknown, or the officeholder an extra advantage over the challenger.

Nixon and his political advisers turned thumbs down for only one reason: This law would have stopped the Republican party's campaign to saturate the public airwaves with spot commercials."

This charge was widely echoed by other supporters of the bill who said that the President vetoed the measure to protect the Republicans' financial advantage over Democrats who are hampered by money shortages.

Another Democratic spokesman, Joseph Califano, general counsel of the national committee, branded the veto as "the most cynical act by a President since Warren Harding ignored and then personally participated in the financial corruption of the federal government from 1921 to 1923." He said that the President was telling the Congress and the American people that he would preserve the ability of the big corporations, the big banks and the big money in our country to buy the Presidency for another four years in 1972."

Mr. Califano added that, by estimates made within the Democratic National Committee, the Republicans would have "some $50 million" to spend on TV in the 1972 campaign while Democrats would have only $5 million. "With the financial dice so lopsidedly loaded," he said, "it would be difficult to beat Snoopy if he were on the Republican ticket in 1972."

Representative Carl Albert (D-Okla.) observed that "the presidential veto can only be considered an admission by the White House that the Republican party remains the party of the rich and the vested interest." Representative John E. Moss (D.-Calif), member of the House Commerce Committee, said the veto insured candidates with the most money would still be able "to buy the office."

One of the President's principal objections to the bill—that by leaving nonbroadcast campaigning untouched it provided no guarantee of diminished political spending—drew support from prominent Republicans. Senator Howard Baker (R-Tenn.) said that candidates who were forced to cut back their broadcast advertising "would simply increase their use of other advertising media." Thus the bill would fail in its supposed aim of equalizing races between rich and poor, he said.

Senator Robert Dole (R-Kan.) applauded the veto. He called the bill "discriminatory, unrealistic and would not have meant less spending."

In contrast, the other senator from

Kansas, James B. Pearson, also a Republican, opposed the veto. "To delay until the perfect and all-encompassing instrument of reform is devised is, in my judgment, to delay forever," said Senator Pearson. "And the longer we delay the more unconscionable will become the distortions in our election process."

Broadcasters had vainly fought the bill in both the Senate and the House. All argued that it was discriminatory. Radio broadcasters felt doubly abused. They were included in the ceilings on broadcast spending and rates although television was the real target of the attack on spending.

After the bill passed both houses and hit the President's desk, a call to more than 100 broadcasters went out from the Washington headquarters of the National Association of Broadcasters, asking them to urge the President to veto the bill. Telegrams were sent to all board members, the presidents of all state associations and to other influential broadcasters.

Just what response resulted from this campaign is uncertain. NAB officials did not ask that they be informed of action. In one instance, however, the boards of four state associations adopted a resolution urging President Nixon to veto the bill. The four: Florida, Georgia, North Carolina, and South Carolina. The action was taken at a joint board meeting in Florida Sept. 25-27.

In a carefully worded statement praising the President for his veto, NAB President Vincent T. Wasilewski concluded: "We urge the Congress to sustain this veto and to enact an effective corrupt-practices act which would limit campaign expenditures for all media and for all purposes."

What became of the broadcasting lobby?

Broyhill says it's now 'the most ineffective'; Georgians seek a remedy

Representative James T. Broyhill (R-N.C.), a four-term congressman who is a member of the House Commerce Committee and its Communications Subcommittee, jolted North Carolina broadcasters last week.

Obviously stung by criticism of his favorable vote last month on the political-broadcasting bill (S. 3637), the 43-year-old former furniture manufacturer told an audience of North Carolina broadcasters in Fayetteville, N.C., that the outcome of the vote in Congress was their fault.

"You've sat on your hands for years," he said. And, he added: "Broadcasting

Representative Broyhill

is the most ineffective lobby in Washington." He charged also that he had not seen a representative of the National Association of Broadcasters in his office for the last year.

NAB executives, aghast at the charge, disagreed vehemently. Not only had the congressmen been visited by government-relations staffers during the political-broadcasting bill's journey through the House, they said, but he had also been seen by broadcasters.

The North Carolina delegation in Congress split evenly on the vote last month on the final conference report. Five representatives (including Mr. Broyhill) and one senator voted for the bill while the same number voted against the report.

This lack of success with their congressional representatives is not limited to the North Carolina association. Out of the entire Georgia congressional delegation of 10 representatives and two senators, for example, only one, Republican Representative Benjamin B. Blackburn of the eastern Atlanta suburbs, voted against the bill last month.

This lack of support has so shaken the Georgia Association of Broadcasters that it is planning, beginning this spring, to hold regular, annual meetings with its delegation in Washington, complete with agenda, presentations and broadcasters ready and able to answer questions.

Heretofore, like many other state broadcast groups, the Georgians met once a year with their congressmen and senators in Washington over cocktails ready to answer questions.

The new Georgia approach was heralded last week by Don Elliott Heald, WSB-TV Atlanta, president of the association. In a letter to members, Mr. Heald also noted that Georgia broadcasters last year met with their local congressmen in home districts only twice —in Griffin with Representative Jack Flynt, and in Gainesville with Representative Phil Landrum, both Democrats. There must be more such meetings, Mr. Heald admonished, and he asked broadcasters to volunteer "to chairman and pull together such an event."

The next congressional legislation affecting broadcasters, he said, could be "on rate setting, one-to-a-customer, program control, license period or repeal of Section 315."

ABC's Reynolds would kill all politicals

In a commentary that ran 180-degrees counter to the prevailing broadcaster view, Frank Reynolds, ABC newsman, criticized the President's veto of the political-broadcasting bill. Mr. Reynolds even suggested that political commercials be banned entirely.

"The 10-second or 60-second commercial is made to order for trickery, innuendo, implications of treason, smear or irrelevance," said Mr. Smith on the Oct. 13 *ABC Evening News with Frank Reynolds and Howard K. Smith.*

"Let the candidates appear on news programs or debates," said Mr. Reynolds, "but deny them the right to buy time on the people's airwaves in order to let their image makers mislead the people or trick them, or overwhelm them."

Mr. Reynolds said there was a precedent for such strong action. "Cigarette commercials will be banned from the air after the first of the year," he said, "for the very good reason that cigarette smoking is injurious to public health. The slick political commercials now polluting the air are no less injurious."

Stans to business: inform the buyer

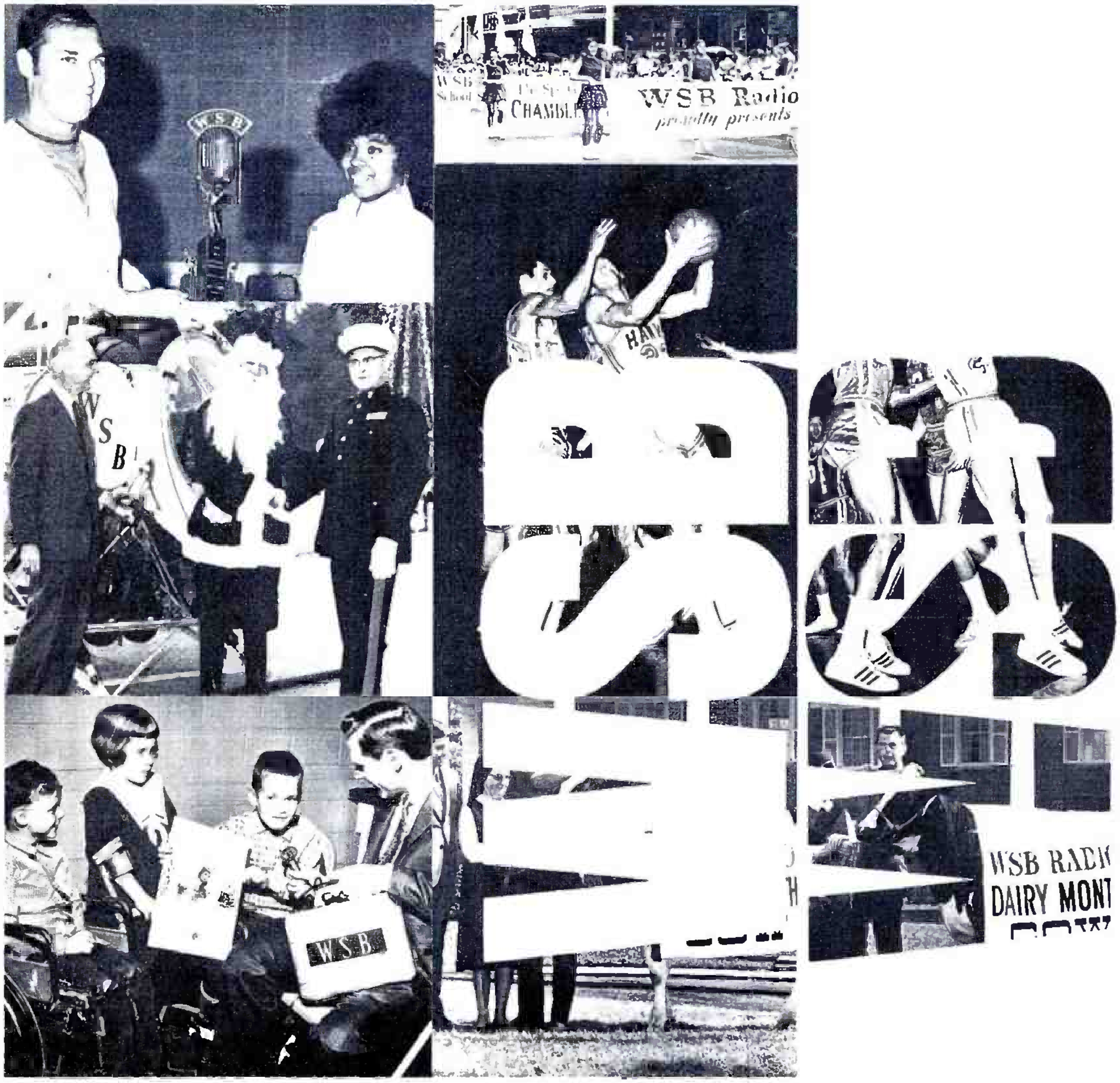
Warns of government role if industry, consumer can't resolve problems

U.S. Secretary of Commerce Maurice H. Stans urged business last week to adopt industry-wide codes of ethical conduct in advertising, selling, servicing and promotion.

He said it no longer was a case of let the buyer beware, but rather a rule of let the buyer be informed.

Commenting that there was a growing discord in the marketplace, he called for a restoration of harmony.

"Wherever business is wrong," he told a marketing conference of the National Industrial Conference Board in New York, "corrections are due. Wherever it fails to observe fair dealing, it must improve. More and more, government would be called on to draw lines in the bitter struggle. It would be called on to set standards for all products. It would



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COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland be called on to regulate all advertising and set the terms for all credit."

Mr. Stans also said the government would become the center for all complaints, unless industry and the consumer ironed out their problems.

"In sum, it would be called on to substitute the deadening judgment of the bureaucracy for the decision-making power of millions of individuals and the American competitive free-enterprise system—and all the benefits it provides—would come to an end."

Edward L. Bond Jr., chairman, Young & Rubicam, classified business as "today's whipping boy. And because advertising is the part of business that has the greatest visibility, we have become a prime target of these attacks."

He said business and advertising were being blamed for the air people breathe, the water they drink, the superabundance of choice in the marketplace, ghetto conditions, and the gold outflow.

The relationship between business and the consumer has changed subtly, and because of this, Mr. Bond said, "there must be a reappraisal of what business now stands for in the community.

"Whatever we do in re-defining and re-confirming our policies, we must attempt to strike a balance between those who worship the status quo and those critics who would have us flush our system of free enterprise down the drain."

He outlined five guidelines for setting advertising policy: search out what may be wrong in advertising in the light of the new buyer-seller relationship; ascertain and present the truth, "but in the presentation of this truth, we must exercise all the imagery, imagination, and artistry at our command."

The third guideline was that agencies and advertisers provide information the consumer truly needs to compare products. In his fourth guideline, Mr. Bond said: "Promotion and informational executions, be they copy on packages, warranty cards, point-of-sale material, and special-purchase inducement offers, should be reviewed by the same level of management that reviewed the public-relations and media advertising."

And last, he called for business to re-examine and redefine its own corporate responsibility policy, "then reaffirm this policy in no uncertain terms at every level."

Robert S. Market, president, McCann-Erickson Inc., outlined six easy ways advertising can get sloppy, deceptive and introspective: stick to old consumer appeals in a new consumer world; keep the advertising agency at arm's length as unthinking, do-as-you're-told robots; throw the responsibility for quieting consumer militancy on the legal department; commission vast investments in purely statistical research and avoid a constant person-to-person dialogue between creative people and consumers; stay away from negatives; and last, turn everything over to the retail sales level.

Federal Trade Commissioner Mary Gardiner Jones discussed the "Consumer Revolution." Advertising and promotional programs no longer can be regarded as a contest between the supplier and customer, she said. The supplier no longer can go as far as the law allows. "Consumers do not know legal implications of the marketplace transaction to which they are a party," Commissioner Jones added. She said the consumer doesn't wish to be treated as a child, but to be taken seriously, and wants to know the facts of what he or she is buying, through honest advertising and marketing practices.

Smoking issue opened for comment

FCC solicits advice on how to handle problem after cigarette commercials go off the air

The FCC, facing internal debate over the issue and pressed from the outside by those seeking to participate in the decision, has gone to the public for advice on the question of the broadcaster's responsibility on the smoking-and-health issue in the absence of cigarette commercials.

The commission last week asked for comments by Oct. 30 on two questions:

- The possible fairness-doctrine obligations on the part of broadcasters who do not carry cigarette commercials but do air the anticigarette spots broadcasters have been using to balance commercials.
- The public-interest obligations broadcasters will face after Jan. 1, when the statutory ban on cigarette commercials, adopted by Congress in March, becomes effective.

The commission began focusing on those questions as a result of a complaint from a Falls Church, Va., man, Michael E. Handley, who with several friends has been attempting to force a commission ruling that stations carrying the anticigarette spots in the absence of commercials are obligated under the fairness doctrine to air procigarette material (BROADCASTING, July 20).

Mr. Handley, staff announcer for WQMR(AM) Silver Spring, Md. and WGAY(FM) Washington, complained to the commission that WTOP(AM) and noncommercial WETA-TV, both Washington, which were carrying the anticigarette spots but not the commercials, dropped the spots after he contacted them with a request for time to present the contrary view. He said the commission was being unfair in not making sure that broadcasters "present neither or both viewpoints on this issue which the commission has held to be controversial" ("Closed Circuit," Sept. 7).

The commission, reportedly, was close to adoption of a response that, contrary to Mr. Handley's view, would have held that the health hazard involved in cigarette smoking is no longer a controversial issue—or at least will cease being one on Jan. 1. Thus, both sides of the issue would no longer have to be carried.

A draft of a letter being prepared for Mr. Handley also reportedly indicated that, while broadcasters would not be required to carry anticigarette spots after Jan. 1, they would be expected to continue informing the public of the health hazard involved in cigarette smoking.

However, there was said to be some disagreement within the commission on whether it should declare the health-hazard issue no longer a controversial one of public importance. And there was some dispute as to the stress that the commission should put on broadcasters "responsibility" to continue to inform the public on the health-hazard issue.

The commission decided to issue a notice of inquiry on "appropriate further regulatory policies concerning cigarette advertising and antismoking presentations" after hearing from two conflicting sides in the issue—the Tobacco Institute and John F. Banzhaf III and the anticigarette organization he heads, Action on Smoking and Health.

Each asked for an opportunity to comment on the questions involved.

Mr. Banzhaf, whose complaint led to the original commission ruling in 1967 applying the fairness doctrine to cigarette advertising, and ASH made their request in a petition for rulemaking. They proposed a rule that would require broadcasters "to devote a significant amount of time to the presentation of views and information on the health hazards of cigarette smoking" even though they had stopped airing cigarette commercials.

The ASH-Banzhaf petition, more than simply requesting an opportunity to comment, suggested that any commission decision reached without advice from interested parties might be vulnerable to a court challenge.

It said the commission lacked a record on which to rule that the hazard of cigarette smoking is no longer a controversial issue of public importance. It also noted that the original cigarette ruling was challenged by a number of parties on the ground that it was issued without giving them a chance to participate. And it recalled that the appeals court, while upholding the commission's decision, said that, as a general rule, more careful procedures were required.

The ASH-Banzhaf petition also contained a charge that cigarette companies were planning "hidden commercials" that would be broadcast even after Jan. 1. It referred to performers smoking in television programs and to "financial inducements" being offered to make sure that smoking and/or cigarette advertisements appear in films which will eventually be shown on television. The petition also said inducements are being offered to assure the presentation of cigarette advertisements in "certain sports programs."

The charge was made in support of one of three reasons the proposed rule should be adpoted. The others were that the number of health-hazard messages presented over the last three years cannot begin to counterbalance the cumulative effect of decades of cigarette commercials; and that the commission itself, in an order affirming its cigarette-commercial ruling, held that, irrespective of the fairness doctrine, the public interest requires the airing of health-warning messages.

Retailers must be sold by radio-TV, expert says

Television is an effective advertising vehicle for retailers, regardless of what long-term TV-user Julius Garfinckel & Co. of Washington may say in excusing its virtual withdrawal from the medium, Hiram Strong, a national retail advertising consultant said in Chicago last week.

Garfinckel's admittedly used TV purely for the purpose of image and that is what the prestige department store got for its money, Mr. Strong told the Illinois Broadcasters Association (also see story, page 28). If Garfinckel's had used TV with straight selling spots the way it uses radio successfully, Mr. Strong said, the store would have found TV a strong selling tool as well.

Mr. Strong suggested retailers too often get into the electronic media simply because they are disenchanted with newspapers, not because they know anything about radio-TV or have been properly sold on the air media. He said TV may be misleading retailers by overemphasizing "customer awareness" or image goals, instead of the basic need to move merchandise.

Robert J. Coen, vice president and director of media research, McCann-Erickson, New York, predicted that by 1975 advertisers and their agencies will be able to use their computers to tell profit potential in mixed-media advertising campaigns down to individual zip codes, as a result of the growing backlogs of demographic and industrial data now being fed into these systems.

He noted sponsors no longer are so much interested in station markets as they are in their own product markets. He said the computer now enables the agency to examine wide ranges of media combinations daily to guide buying. As many as 20 different media models, each with 12 demographic variables, can be worked out on a computer in a single working day today, he said. Among measured media, however, he felt radio data is weakest but did not see how stations could economically provide it in the depth desired.

A broadcast division at Visual Information

Formation by Visual Information Systems of a retail broadcast services division to encourage department stores and small manufacturers to increase their TV and radio advertising expenditures was announced last week.

According to Chet Harmon, former broadcast director for Allied Stores Marketing Corp., and head of the new VIS division, the unit will package and syndicate TV specials for manufacturers and fiber houses; offer total services including all creative work for TV and radio commercial production for department stores; conduct special projects for TV and radio, and offer a retail broadcast consultation service.

Mr. Harmon said the ABC Owned Radio Stations have retained the new division for consulting services on how to get retailers into broadcast media and how to present broadcast plans to retailers.

Visual Information Systems, a division of the Republic Corp., is producer, distributor and exhibitor of TV materials for business, education and the professions.

Coded spots raise more issues at FCC

Ruling is sought on who must inform and get okay from the TV's involved

International Digisonics Corp.'s pioneering effort in the field of electronic monitoring of television commercials is continuing to generate questions for the FCC.

Now pending before the commission is a request from a communications attorney for a ruling as to who is responsible for informing licensees that they are carrying encoded commercials and obtaining consent for their transmissions. The commission, in adopting rules permitting electronic monitoring, said such advance notice and consent would be required.

The request was made by Erwin G. Krasnow on behalf of "one of our television station clients who objects in principle to carrying any encoded signals designed to monitor station performance."

Mr. Krasnow said he had been informed by IDC's counsel that IDC had neither given stations continuing advance notice as to which commercials contained coded signals nor attempted to obtain written consent.

Mr. Krasnow also said he was concerned in his role as counsel for a potential competitor of IDC's, Audicom Corp., which is in the process of testing a submerged signalling device. Clarification of the type of advance notice required, Mr. Krasnow said, would be helpful to International Digisonics, television stations, advertisers and potential competitors.

The commission previously heard from another potential competitor in the electronic monitoring business, Broadcast Advertisers Reports. It said that some commercials encoded by IDC did not meet the technical standards the commission prescribed in its rules.

Mr. Krasnow also touched on this point, saying that some stations are concerned that the telecast of some encoded commercials would violate the technical rules. One of his firm's clients, WTIC-TV Hartford, Conn., has asked for a waiver of the rule until it receives film containing coded patterns that comply wth the rules.

IDC officials have maintained the technical problem is relatively minor and that all networks and stations except one, presumably WTIC-TV, "are broadcasting encoded commercials currently numbering over 400, for a growing list of advertisers" (BROADCASTING, Oct. 5).

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Sept. 27, 1970 (net time and talent charges in thousands of dollars)

	ABC		CBS		NBC		Total minutes	Total dollars		
Day parts	Week ended Sept. 27	Cume Jan. 1- Sept. 27	Week ended Sept. 27	Cume Jan. 1- Sept. 27	Week ended Sept. 27	Cume Jan. 1- Sept. 27	week ended Sept. 27	week ended Sept. 27	1970 total minutes	1970 total dollars
Monday-Friday Sign-on-10 a.m.	$	$	$ 129.2	$ 4,052.9	$ 339.0	$ 12,143.6	95	$ 468.2	3,083	$ 16,196.5
Monday-Friday 10 a.m.-6 p.m.	1,659.4	65,316.9	2,703.4	115,732.4	1,892.5	68,009.5	962	6,255.3	33,555	249,058.8
Saturday-Sunday Sign-on-6 p.m.	1,172.1	34,035.0	2,017.6	46,575.1	1,517.9	29,759.4	333	4,707.6	10,638	110,369.5
Monday-Saturday 6 p.m.-7:30 p.m.	496.5	9,075.2	874.5	28,110.7	495.4	21,004.8	68	1,866.4	3,019	58,190.7
Sunday 6 p.m.-7:30 p.m.	65.6	4,719.5	120.6	9,215.2	312.5	7,140.4	16	498.7	761	21,075.1
Monday-Sunday 7:30-11 p.m.	7,184.5	197,127.1	7,105.4	245,683.9	7,690.5	247,286.4	447	21,980.4	17,045	690,097.4
Monday-Sunday 11 p.m.-Sign off	819.1	11,663.3	350.8	14,185.4	900.4	27,285.6	140	2,070.3	4,473	53,134.3
Total	**$11,397.2**	**$321,937.0**	**$13,301.5**	**$463,555.6**	**$13,148.2**	**$412,629.7**	**2,061**	**$37,846.9**	**72,574**	**$1,198,122.3**

Business briefly:

Timex watches, through Warwick & Legler Inc., both New York, and **Florist's Transworld Delivery Association,** Detroit, through Post-Keyes-Gardner Inc., New York, will co-sponsor an encore telecast of musical special, *Hans Brinker,* on NBC-TV, Saturday, Dec. 12 (7-9 p.m., NYT). Original telecast was in December 1969.

Eastman Kodak Co., Rochester, N.Y., through J. Walter Thompson Co., New York, and **Derby Foods Inc.,** Chicago, through McCann-Erickson Inc., New York, will sponsor an encore broadcast of *Dr. Seuss' How The Grinch Stole Christmas.* Animated musical special, originally broadcast Dec. 18, 1966, will air on CBS-TV Wednesday, Dec. 2, 7:30-8 p.m. EST.

Field Enterprises Inc., through Needham, Harper & Steers Inc., both Chicago, will advertise its *World Book Encyclopedia* on ABC Radio's Contemporary Network news broadcasts from Oct. 26 through Nov. 28.

Burlington Industries Inc., through Don Greene Associates, both New York, will advertise its ballet hosiery on ABC Radio's American Contemporary Network. Campaign will run from November through December on news broadcasts.

Pillsbury Co., Minneapolis, through BBDO, New York, will sponsor rebroadcast of the animated special, *Frosty The Snowman,* Saturday, Dec. 5 (8-8:30 p.m. EST). Program, with comedian Jimmy Durante as narrator, was originally broadcast Dec. 7, 1969.

Chemagro Corp., Kansas City, Mo., through Rockwell, Quinn & Wall Inc., New York, and the **International House of Pancakes,** North Hollywood, Calif., through U.S. Media, New York, have purchased sponsorship for the first time in network daytime television. Chemagro campaigns are set to run on NBC-TV in the fourth quarter of this year and International House's the first quarter of next year.

Virginia H. Knauer (top), special assistant to the President for consumer affairs, greets Esther Peterson, who served as first such assistant when the office was established by President Johnson. Occasion was a Tuesday (Oct. 13) luncheon of the Advertising Club of Metropolitan Washington, at which Mrs. Knauer delivered a speech suggesting that all commercials carry the agency's byline, and that agencies and media tell the public what standards they use to police advertising. She also urged consumer organizations to compile for the public a list of advertising "saints and sinners." Seated next to Mrs. Knauer is Miles W. Kirkpatrick, new chairman of the Federal Trade Commission.

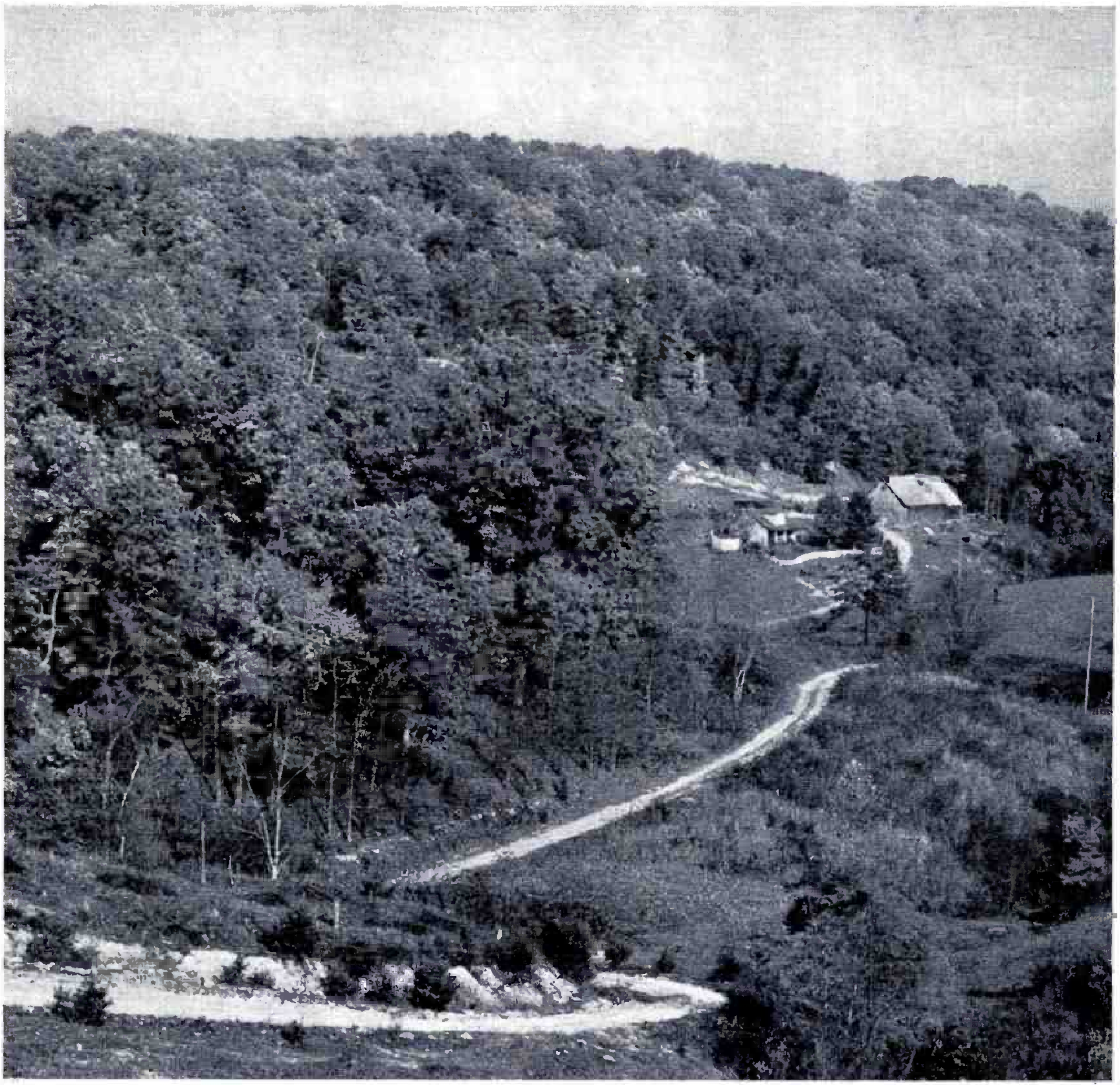
Canada Dry Corp., through Grey Advertising, both New York, will sponsor an ABC-TV special, *The Clowns, a Ringling Bros., Barnum & Bailey Presentation,* Sunday, Nov. 15 (8-9 p.m., EST).

Rep appointments:

- KPLM-TV Palm Springs, Calif.; WJAN-TV Canton, Ohio and WRMN(AM) Elgin, Ill.: The Devney Organization Inc., New York.
- KIOI(FM) San Francisco, WYFE(AM) Rockford, Ill.: Alan Torbet Associates Inc., New York.
- KLNG(AM) Omaha; WHEC(AM) Rochester, N.Y.; KAAY(AM) Little Rock, Ark.: Katz Radio, New York.

Agency appointments:

- Pale Corp., Providence, R.I., newly formed watchband and jewelry manufacturer, has chosen Doyle Dane Bernbach, New York, as its first advertising agency. Ad plans for company's first campaign next spring are still indefinite, according to DDB.
- Good Humor Corp., ice cream division of Thomas J. Lipton Inc., both Englewood Cliffs, N.J., has named Vitt Media International Inc., New York, to handle its media buying.
- Irish International Airlines has chosen Rumrill-Hoyt Inc., New York, to handle its $1.5-million account. Irish International has not used television but is a heavy spot-radio advertiser.



What ever happened to Monsignor Bukowski?

As part of TIME, INC., the world's largest news gathering organization, WOOD-TV covers all the news, of course.

But, like the other TIME-LIFE stations, WOOD-TV, Grand Rapids, Michigan, covers the human side of the community. The part that has nothing to do with international crises and plane hijackings.

"Another World" was one of those stories. It was about a Monsignor Arthur Bukowski and his work among the poor of Appalachia.

Monsignor Bukowski had for years been president of the St. Thomas Aquinas College in Grand Rapids. And telling the story of poverty through the eyes of a man that all Grand Rapids had known for a quarter of a century gave it an enormous impact.

"Another World" won the Gabriel Award, but more important, the people of Grand Rapids understood that other world a little better.

And understanding other worlds is the whole idea behind the TIME-LIFE stations.

TIME
LIFE
BROADCAST

DENVER KLZ-TV-AM/FM **SAN DIEGO** KOGO-TV-AM/FM **BAKERSFIELD** KERO-TV **INDIANAPOLIS** WFBM-TV-AM/FM **GRAND RAPIDS** WOOD-TV-AM/FM

Can the FCC engineer racial justice?

Civil Rights Commission report says agency could play 'key role' if it stiffens controls

Of all the federal agencies regulating American industry, the FCC has "the greatest potential for playing a key role in promoting the cause of civil rights and resolving problems of racial unrest." But if it is to achieve that potential, it must take a more active role in broadcast programing than it now plays and a tougher one in license-renewal consideration.

This appears to be the judgment of the U.S. Commission on Civil Rights in a massive report, released last week, on the government's attempts to enforce civil rights.

The report notes with approval the FCC action two years ago in adopting a policy prohibiting broadcasters from discriminating in employment—and thereby becoming the first regulatory agency to speak out on that subject.

But it urges the FCC to become more involved in station programing—at least to the extent of encouraging broadcasters to use their facilities as "powerful instruments for salutary social change."

And it is critical of the FCC, as well as the Interstate Commerce Commission, for "cumbersome procedures" for issuing licenses which, the report says, "tend to protect the economic interests of existing licensees." The report says the procedures should be amended "to facilitate" entrance by minority-group members into the broadcasting and transportation industries and to permit them "to compete for licenses on an equal basis with existing licensees."

In addition, the report recommends that the FCC and other federal agencies that regulate industry "should provide free legal service" to those who wish to challenge agency actions concerning license renewals but cannot afford to hire their own counsel.

The report is certain to be cited by the increasing number of citizens groups that are filing protests against broadcast stations at renewal time, usually on grounds that the stations are allegedly discriminating against blacks and other minority groups in hiring and program policies.

But it was unclear last week how much of an impact the report would have on FCC policies—beyond giving impetus to trends already under way. The FCC seems unlikely to reverse its policy on comparative hearings involving renewal applicants, which was specifically criticized in the report as an impediment to minority-group entry into broadcast ownership.

The commission is showing increasing sensitivity to citizens' complaints about stations, however. And the FCC staff is considering, as part of a possible reorganization of commission procedures, a proposal for an "office of public counsel" that would aid members of the public in dealing with the commission (BROADCASTING, May 11). Conceivably, too, the report could influence commission thinking in connection with the overhaul of the renewal processes now under way (BROADCASTING, Oct. 12.)

The Civil Rights Commission makes a number of recommendations for FCC action in the programing areas, including one that the agency "examine the impact of programing on the aspirations and self-image of minority-group members, so as to be in a position to recommend changes for improvement."

In addition, the FCC could encourage broadcasters "to serve more of a community-education function than they currently do," the commission says. The report cited the possibility of stations keeping the public informed on such matters as job-training programs, while also developing consumer-education programs aimed at making more sophisticated buyers out of listeners and viewers.

Mrs. Freeman and Father Hesburgh

"Above all," the commission says, "radio and television stations could be encouraged to develop programing to attract and appeal to all segments of the community. To an important extent, the broadcasting media help define the individual citizen's sense of belonging to the community, and the programing they offer bears on his feeling of participation in community affairs."

Indeed, the commission notes that stations violate the law if they fail to serve the "substantial section of the community" that comprises the "disadvantaged and minority-group families." And beyond that consideration, it adds, stations would be "exacerbating" problems stemming from a lack of communication among community groups and "intensifying the sense of alienation from mainstream America that racial and ethnic minorities already feel."

The commission acknowledges that the FCC has deferred action on renewing licenses after receiving complaints from blacks concerned, among other things, about what they considered the lack of programing addressed to them. The commission suggests that the FCC continue to take such action—and "not only on the basis of complaints, but on its own initiative."

The commission also feels that the FCC could help contribute to the white majority's "greater understanding and sensitivity . . . to the social and economic injustices" underlying the unrest of minority groups by using its licensing power "to promote minority business ownership."

But instead, the commission says, the FCC is making it more difficult for minority groups to enter broadcasting as licensees. The commission referred to the Jan. 15 policy statement in which the FCC held that in comparative hearings involving a renewal applicant, it would favor the incumbent if he could demonstrate he had "substantially" served his community.

"Although the full significance of the agency's policy statement cannot yet be determined," the commission says, "it appears that it necessarily will discourage license competition and tend to exclude minority participation in the ownership of broadcasting stations." And this comes at a time, the commission notes, when minority-group members (in each case Negroes) own only 10 of the nation's 7,500 radio stations and none of the 1,000 television stations.

The FCC does stand out in the report as a trailblazer in efforts to ban discrimination in employment in regulated industries. But even here the Civil Rights Commission is not entirely pleased with the agency's performance. It notes that the FCC acts only on the basis of complaints about alleged discrimination, and does not take initiative or establish formal coordination with other concerned agencies. It also points out that in the FCC's only discrimination case to date—a case involving Bob Jones University's WMUU(AM) Greenville, S.C.—the agency acted only after being prodded by the Civil Rights Commission itself. The FCC has asked the station to submit a specific plan for complying with the equal-opportunity rules (BROADCASTING, Sept. 14).

Because it was the first regulatory agency to adopt antidiscrimination rules, the FCC occupies a unique role, in the commission's view. "It is important," the report says, "that the FCC's performance . . . be a model" for the federal agencies that have not yet sought to ban discrimination in the industries they regulate.

The Civil Rights Commission, created in 1957 as a "temporary," independent agency, to serve as a watchdog of enforcement of civil-rights laws, is headed by the Rev. Theodore M. Hesburgh, C.S.C., president of Notre Dame University.

Other members are Stephen Horn, vice chairman, president of California State College, Long Beach, Calif.; Mrs. Frankie M. Freeman, a St. Louis attorney; Maurice B. Mitchell, chancellor of the University of Denver (and a former broadcaster variously associated with WTOP(AM) Washington, Radio Advertising Bureau and NBC and later a top officer of Encyclopaedia Britannica); Robert S. Rankin, professor emeritus of political science at Duke University, and Manual Ruiz, a Los Angeles attorney.

Salazar slaying case closed

Los Angeles District Attorney Evelle J. Younger, after reviewing testimony of a coroner's inquest, last Thursday (Oct. 15) decided not to press charges against the deputy sheriff who killed KMEX-TV Los Angeles news director Ruben Salazar on Aug. 29. Mr. Salazar was killed by a tear gas projectile after a Mexican-American demonstration (BROADCASTING, Sept. 7).

Ohio Stations defend policies

Taft, WKBN reply to black challengers in Youngstown, Columbus

Two licensees last week vigorously opposed petitions by local black groups to deny the license renewals of their stations in Youngstown and Columbus, Ohio.

The oppositions were filed by Taft Broadcasting Co., licensee of WTVN-AM-TV and WBUK-FM Columbus, and WKBN-Broadcasting Corp., licensee of WKBN-AM-FM-TV Youngstown. Both documents were supported by a multitude of exhibits.

The Columbus Broadcasting Coalition and seven other groups had filed petitions to deny the renewals of the Taft stations—along with those of Columbus stations WBNS-AM-FM-TV and WCOL-AM-FM—charging the stations with failing to adequately ascertain the needs of blacks in the community, failing to provide enough black programing, and discriminating against blacks in employment (BROADCASTING, Sept. 7, et seq.).

The same charges were leveled against the WKBN stations (and also against WFMJ-AM-TV and WBBW-AM-FM Youngstown) by the Black Broadcasting Coalition.

In its opposition petition, Taft said it believed that, in the area of service to blacks in Columbus, its record is "exceptionally and unusually worthy."

"All of the contentions made in the petition to deny against Taft are wrong, unsupported, reflect ignorance of what the stations have actually done and complete lack of interest in the steady and growing efforts by the stations to serve the black community effectively," the licensee said.

Specifically, Taft said 20% of the persons interviewed in Taft's renewal ascertainment were black, not 6% as the coalition contends. It also pointed out that 17 out of 134 (13%) of its station employes are black, not eight out of 142 (6%) as the coalition maintains.

In addition, Taft stated that its programing dealing with black needs and problems has been extensive and has included many programs, editorials, news reports and public service announcements dealing with employment. It also noted that the music on WTVN-(AM) and WBUK-FM appeals "to a wide spectrum of Columbus listening tastes."

And, Taft said, contrary to the petition's claim, it has "sought in every possible way to promote the expression of divergent viewpoints." This policy is reflected in its regular presentations of opposing editorial points of view and in its presentation of spokesman for divergent viewpoints on many programs and news reports dealing with black problems, Taft said.

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

In its opposition to petitions to deny the renewals of its stations, WKBN Broadcasting Corp. said that "the Black Broadcasting Coalition has failed in all respects to establish any facts" to support the allegations in their petitions to deny.

WKBN Broadcasting said that, contrary to the thrust of allegations made by the coalition, it "has negotiated in absolute good faith with representatives of the BBC" and in fact the negotiations led to WKBN instituting certain programs and policies designed to meet needs and problems of local minority groups.

WKBN Broadcasting also pointed out that it referred to reliable data in determining the composition of the area served by its stations and consulted with 103 community leaders and 121 members of the general public in ascertaining the needs, interests and problems of its service area.

The licensee said its radio stations provide "a meaningful program service to the black community" and that WKBN-TV programing has been "extremely responsive" to minority groups and "fully intends to continue the programs which have provided the vehicles for this exceptional service." Similarly, it noted, WKBN news presentations are often used to focus upon issues and problems of concern to minorities as well as providing in-depth coverage to all groups that are involved with the minority community.

The coalition's allegations of discrimination in employment are "without a scintillia of support" and "wholly without foundation in fact," WKBN Broadcasting said.

It said it (the WKBN stations) have "consistently maintained a policy of equal opportunity in employment and will continue to hire and promote on the sole basis of ability and performance." The licensee noted it has instituted an on-the-job training program that includes black employes in the areas of news, news-film and office-clerical work.

The Black Broadcasting Coalition comprises individuals and organizations including the Interdenominational Ministerial Alliance, NAACP, Freedom Inc., Youngstown Area Urban League, Children and Family Services, Youngstown and Trumbull County Human Relations Commissions, Youngstown Area Community Action Council, and Eastern Ohio Baptist Association.

IRS reviews exempt status of law firms

New ruling could involve groups protesting licenses and anticigarette forces

The Internal Revenue Service is considering a ruling that could adversely affect the efforts of citizens groups to protest broadcast-license renewals and to participate generally in FCC proceedings.

The ruling, expected early in November, will involve the standards to be employed in determining whether so-called public interest law firms and similar organizations that litigate in support of what they consider the public good should be allowed tax-exempt status.

IRS has announced it is suspending the issuance of rulings on claims for tax-exempt status by such organizations pending the completion of the study.

The action, which appears to jeopardize the support of those organizations, has drawn an angry reaction from the Senate Employment, Manpower and Poverty Subcommittee. It plans to question IRS Commissioner Randolph Thrower on the matter next month.

Public-interest law firms, which have been proliferating in recent years, are usually staffed with law students and young lawyers who are using existing laws to oppose companies they feel are guilty of polluting the environment or defrauding consumers or otherwise acting contrary to the public interest.

Some of the public interest firms have appeared in cases before the FCC. The principal one is the Citizens Communications Center. But an adverse ruling would probably also affect Action on Smoking and Health, the anticigarette organization.

The year-old center, whose director is Albert Kramer, has represented many of the citizens groups that have protested license renewals or filed fairness-doctrine complaints with the FCC. It is also serving as counsel in a number of court appeals aimed at overturning commission actions, including the Jan. 15 policy statement on comparative hearings and renewal applicants.

ASH, which is headed by antismoking crusader John F. Banzhaf III, has participated in a number of matters before the FCC, pleading the antismoking case. At one time, it was filing numerous complaints against stations which it felt were not carrying enough antismoking spots.

CCC does not have tax-exempt status and was in the process of preparing an application for it when IRS announced the temporary ban on such rulings. However, the center is funded through the Robert F. Kennedy Memorial, which does have a tax-exempt status and for which it serves as a legal arm in matters affecting broadcasting. Most of the center's financial support is provided by Gordon Sherman, president of Midas International (BROADCASTING, Oct. 13, 1969).

ASH, which bills itself as "the legal action arm of the antismoking community," does have a tax-exempt status. ASH is a "charitable organization" and its letterhead states that contributions are tax deductible.

IRS, in announcing the study, made it clear it was concerned about public-interest law firms that are "organized to initiate, stimulate and handle litigation broadly in the public interest." It was not concerned about "the familiar legal aid group which provides representation for specifically identified persons or groups, such as poor and underprivileged people that are traditionally recognized as objects of charity."

It also said it was concerned "about the lack of standards or controls" if tax-exempt status were given to every group interested in litigating in behalf of the public interest. "Not infrequently," IRS added, "opposing sides in a law suit involving substantial private interests claim that they are acting in the public interest."

It takes a small fee to get these 'stations'

The citizens of Waycross, Ga. (pop. 23,500), found themselves with a new FM "station" recently and with a new TV "station" promised soon. But there's a catch: both are adjuncts of the local CATV system, Waycross Cable Co., and the TV and FM programing can only be received by subscribers to the cable system.

The FM station, under the "call letters" WCT-FM, began 24-hour-a-day service two weeks ago today. Its classical and contemporary-music format is available to subscribers on TV channel 9, and in stereo on regular FM sets hooked to the cable system. The 850-square foot, full-color TV station, to be called WCT-TV, will produce eight hours of programing a day, with emphasis on news and community affairs. It is being constructed on a site adjacent to the CATV system and is due to be finished the middle of next month.

Waycross Cable began operating in 1964. It provides eight TV stations to its 5,500 subscribers.

Al Morris, former general and commercial manager of WAYX(AM) Waycross, will serve as commercial manager in charge of advertising for WCT-TV. Both the television station and WCT-FM are accepting local ads and eventually hope to garner national spots.

KTYM opposed in renewal fight

FCC's Broadcast Bureau advocates denial in two-year-old case

The FCC's Broadcast Bureau last week recommended against grant of the renewal applications of KTYM-AM-FM Inglewood, Calif., citing the stations' rule violations and their "deceptive" dealings with the commission.

In its statement of proposed findings, the bureau said the programing logs submitted by Trans America as part of its renewal application were incorrect transcriptions of tape-recorded logs made to appear as if they were maintained in the course of normal operations. It noted there were discrepancies between the written logs and material actually broadcast.

The stations also were cited for selling station time to individuals for resale to others without filing time-brokerage contracts. The stations tried to persuade them that they were dealing with advertising agencies, the bureau said.

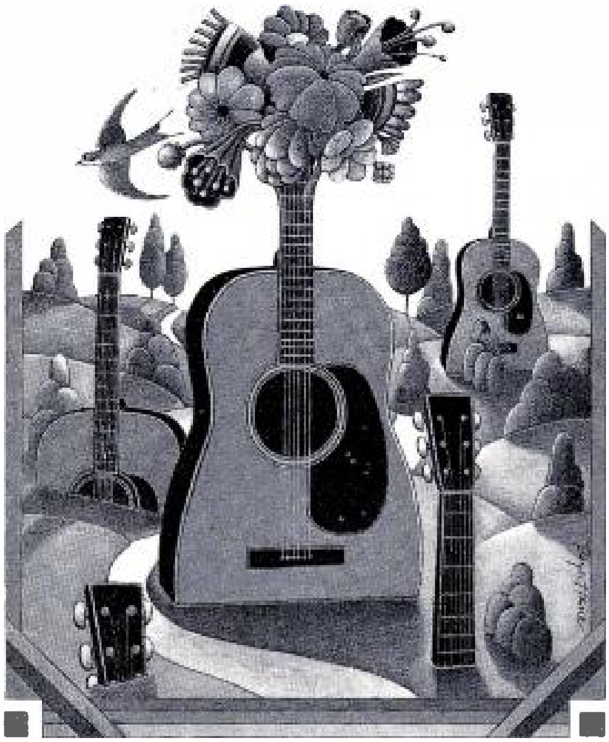
The Broadcast Bureau also found that the stations were discriminatory in rates for political advertising, because in 1968 "the balance of payments favored the Citizens for Humphrey-Muskie Committee." It noted that some political spots were sold on time-brokered programs and there was no record of the amounts received.

The stations' renewal applications were designated for hearing last year (BROADCASTING, Aug. 4, 1969) after an investigation that began in December 1968.

In 1967 the renewals of the stations were challenged by the Anti-Defamation League of B'nai B'rith for allegedly broadcasting anti-Semitic programs. The commission renewed the licenses, ruling KTYM had offered ADL time to air its views. ADL appealed the order. However, a federal appeals court upheld the commission's decision.

Trans America is owned by Albert John Williams and Jack M. Reeder, who through a subsidiary, Tel-America, also own KAIL-TV Fresno, Calif.

Congratulations to the winners of the BMI 1970 Country Music Achievement Awards



A BOY NAMED SUE
Shel Silverstein
Evil Eye Music, Inc.
ALL I HAVE TO DO IS DREAM
Boudleaux Bryant
House of Bryant Publications
ALL I HAVE TO OFFER YOU IS ME
Dallas Frazier
A. L. Owens
Hill and Range Songs, Inc.
Blue Crest Music, Inc.
BABY BABY
(I KNOW YOU'RE A LADY)
Alex Harvey
Norris Wilson
Al Gallico Music Corp.
Algee Music Corp.
BIG IN VEGAS
Buck Owens
Terry Stafford
Mike Curb Music Corp.
Blue Book Music
Exbrook Publishing Company
BUT YOU KNOW I LOVE YOU
Mike Settle
Pierre Delanoe (SACEM)
First Edition Productions, Inc.
BY THE TIME I
GET TO PHOENIX
Jim Webb
Rivers Music Company
CAJUN BABY
Hank Williams, Jr.
Hank Williams
Fred Rose Music, Inc.
CALIFORNIA GIRL AND THE
TENNESSEE SQUARE
Jack Clement
Jack Music, Inc.
CAMELIA
Marty Robbins
Noma Music, Inc.
CANADIAN PACIFIC
Ray Greff
Blue Echo Music, Inc.
DADDY SANG BASS
Carl Perkins
Cedarwood Publishing Co., Inc.
House of Cash, Inc.
DAYS OF SAND AND SHOVELS
Doyle Marsh
George Reneau
Lair Music
DREAMS OF THE
EVERYDAY HOUSEWIFE
Chris Gantry
Combine Music Corp.
THE FIGHTIN' SIDE OF ME
Merle Haggard
Blue Book Music
FOLSOM PRISON
Johnny Cash
Hi-Lo Music, Inc.
GAMES PEOPLE PLAY
Joe South
Lowery Music Co., Inc.
GENTLE ON MY MIND
John Hartford
Glaser Publications, Inc.
GET RHYTHM
Johnny Cash
Hi-Lo Music, Inc.
GIRL I USED TO KNOW
Jack Clement
Jack Music, Inc.
Glad Music Company

GITARZAN
Ray Stevens
Bill Everett
Ahab Music Co., Inc.
GREEN GREEN GRASS OF HOME
Curly Putman
Tree Publishing Co., Inc.
GROOVY GRUBWORM
Bobby Lee Warren
Harlow Wilcox
Shelby Singleton Music, Inc.
HOMECOMING
Tom T. Hall
Newkeys Music, Inc.
HUNGRY EYES
Merle Haggard
Blue Book Music
I CAN'T STOP LOVING YOU
Don Gibson
Acuff-Rose Publications, Inc.
I LOVE YOU BECAUSE
Leon Payne
Fred Rose Music, Inc.
I LOVE YOU MORE TODAY
L. E. White
Stringberg Music Co.
I SAW THE LIGHT
Hank Williams
Fred Rose Music, Inc.
I STARTED LOVING YOU AGAIN
Bonnie Owens
Merle Haggard
Blue Book Music
I TAKE A LOT OF PRIDE
IN WHAT I AM
Merle Haggard
Blue Book Music
I WALK THE LINE
Johnny Cash
Hi-Lo Music, Inc.
IF IT'S ALL THE SAME TO YOU
Bill Anderson
Moss Rose Publications, Inc.
I'LL SEE HIM THROUGH
Norris Wilson
Billy Sherrill
Algee Music Corp.
Al Gallico Music Corp.
I'LL SHARE MY WORLD
WITH YOU
Ben Wilson
Glad Music Company
I'M A DRIFTER
Bobby Goldsboro
Detail Music, Inc.

I'M DOWN TO MY LAST
I LOVE YOU
Billy Sherrill
Glenn Sutton
Al Gallico Music Corp.
I'M SO AFRAID OF LOSING
YOU AGAIN
Dallas Frazier
A. L. Owens
Hill and Range Songs, Inc.
Blue Crest Music, Inc.
JOHNNY ONE TIME
Dallas Frazier
A. L. Owens
Hill and Range Songs, Inc.
Blue Crest Music, Inc.
KING OF THE ROAD
Roger Miller
Tree Publishing Co., Inc.
MARGIE'S AT THE
LINCOLN PARK INN
Tom T. Hall
Newkeys Music, Inc.
ME AND BOBBY McGEE
Kris Kristofferson
Fred L. Foster
Combine Music Corp.
MR. WALKER IT'S ALL OVER
Gene Crysler
Barmour Music Co.
MUDDY MISSISSIPPI LINE
Bobby Goldsboro
Detail Music, Inc.
MY ELUSIVE DREAMS
Claude Putman
Billy Sherrill
Tree Publishing Co., Inc.
MY LIFE
Bill Anderson
Moss Rose Publications, Inc.
Stallion Music, Inc.
MY WOMAN'S GOOD TO ME
Billy Sherrill
Glenn Sutton
Al Gallico Music Corp.
OKIE FROM MUSKOGEE
Merle Haggard
Roy Edward Burris
Blue Book Music
ONE HAS MY NAME
THE OTHER HAS MY HEART
Deare Dean
Eddie Dean
Hal Blair
Peer International Corp.

ONE MINUTE PAST ETERNITY
William E. Taylor
Stanley Kesler
Varia Publishing Company
Hi-Lo Music, Inc.
ONE MORE MILE
Tom T. Hall
Newkeys Music, Inc.
ONLY THE LONELY
Joe Melson
Roy Orbison
Acuff-Rose Publications, Inc.
RAINING IN MY HEART
Boudleaux Bryant
Felice Bryant
House of Bryant Publications
RECONSIDER ME
Mira Smith
Margaret Lewis
Shelby Singleton Music, Inc.
RELEASE ME
W. S. Stevenson
Eddie Miller
Four Star Music Co., Inc.
RINGS OF GOLD
Gene Edward Thomasson
Acuff-Rose Publications, Inc.
RUBY DON'T TAKE YOUR LOVE
TO TOWN
Mel Tillis
Cedarwood Publishing Co., Inc.
RUNNING BEAR
J. P. Richardson
Big Bopper Music Co.
SHE EVEN WOKE ME UP
TO SAY GOODBYE
Douglas Gilmore
Mickey Newbury
Acuff-Rose Publications, Inc.
SINGING MY SONG
Tammy Wynette
Glenn Sutton
Billy Sherrill
Al Gallico Music Corp.
SIX WHITE HORSES
Larry Murray
Prodigal Son Music
STAND BY YOUR MAN
Billy Sherrill
Tammy Wynette
Al Gallico Music Corp.

STATUE OF A FOOL
Jan Crutchfield
Sure Fire Music Co., Inc.

SWEETHEART OF THE YEAR
Clyde Pitts, Jr.
Van Givens
Tuckahoe Music, Inc.
SWEET THANG AND CISCO
Bill Eldridge
Gary Stewart
Forrest Hills Music, Inc.
TALL DARK STRANGER
Buck Owens
Blue Book Music
TENNESSEE BIRD WALK
Jack Blanchard
Back Bay Music
THAT'S A NO NO
Ben Peters
Shelby Singleton Music, Inc.
THERE NEVER WAS A TIME
Mira Smith
Margaret Lewis
Shelby Singleton Music, Inc.
TO MAKE A MAN
Loretta Lynn
Sure Fire Music Co., Inc.
TRY A LITTLE KINDNESS
Thomas C. (Curl) Sapaugh
Bobby Allen Austin
Central Songs, Inc.
Glen Campbell Music
WABASH CANNONBALL
A. P. Carter
Peer International Corp.
THE WAYS TO LOVE A MAN
Glenn Sutton
Billy Sherrill
Tammy Wynette
Al Gallico Music Corp.
Algee Music Corp.
THE WEDDING CAKE
Margaret Lewis
Mira Smith
Shelby Singleton Music, Inc.
A WEEK IN A COUNTRY JAIL
Tom T. Hall
Newkeys Music, Inc.
WHO'S GONNA MOW YOUR GRASS
Buck Owens
Blue Book Music
WITH PEN IN HAND
Bobby Goldsboro
Detail Music, Inc.
WOMEN OF THE WORLD
Sharon Higgins
Sure Fire Music Co., Inc.
WORKING MAN BLUES
Merle Haggard
Blue Book Music
YOU AND YOUR SWEET LOVE
Bill Anderson
Moss Rose Publications, Inc.
Stallion Music, Inc.
YOU GAVE ME A MOUNTAIN
Marty Robbins
Noma Music, Inc.
Elvis Presley Music, Inc.
Mojave Music, Inc.
YOUNG LOVE
Ric Cartey
Carole Joyner
Lowery Music Co., Inc.
YOUR CHEATIN' HEART
Hank Williams
Fred Rose Music, Inc.
YOURS LOVE
Harlan Howard
Wilderness Music Publishing Co., Inc

The most performed Country Songs April 1, 1969 to March 31, 1970

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BROADCAST MUSIC, INC.

Hyde warns of FCC encroachment

Decries forays into programing; CATV menace exaggerated, Illinois panel told

The growing issues involving cable television and program restrictions held much of the attention of the Illinois Broadcasters Association in Chicago last week.

The IBA members Thursday (Oct. 15) adopted a resolution supporting the National Association of Broadcasters in its approach to CATV. IBA also commended state senators, congressmen and other officials for their role leading to the presidential veto of the political broadcast expenditures bill (see page 15).

Howard H. Frederick, WIRL-TV Peoria, Ill., was elected IBA president, succeeding James G. Hanlon, WGN-AM-TV Chicago.

Concern over the FCC's continuing forays into program regulation and surveillance contrary to the spirit of the Communications Act was voiced before the IBA by retired FCC Chairman Rosel H. Hyde. Recalling the commission's long history of effort since the 1945 blue book to substitute its own bureaucratic judgment for that of the public in programing, Mr. Hyde warned that "procedures can have disturbing consequences and may determine policy."

Mr. Hyde pointed to the new license-renewal procedure study as but another example of this dangerous practice (BROADCASTING, Oct. 12), and said any effort to determine so-called program balance and specific categories is simply an attempt to establish "official" program standards despite the law. He said the only effective regulation is that brought about by free public choice in the marketplace, otherwise known as the democratic process.

The evolution of electronic journalism to its present achievement came about entirely as a result of broadcasting's response to public desire, Mr. Hyde said. He noted no directive of the FCC brought this achievement about and it was accomplished in spite of restrictions.

The FCC trend toward increased regulation of programing in the cable television field was noted during a CATV panel session by Grover Cooper, Washington broadcast attorney. But John Gwin, vice chairman of the National Cable Television Association, was more concerned about serious consequences that may flow from broadcaster opposition to CATV.

Mr. Gwin felt certain "self-serving" and "radical" elements in the NAB and other industry groups such as the Association of Maximum Service Telecasters have misled broadcasters into believing cable will destroy broadcasting. He charged no one has yet proved economic injury and claimed that the broadcaster's cry of protest in Congress and before the FCC has become so extreme it is being tuned out, perhaps even having the opposite effect of helping CATV's cause.

Richard Dudley, president, Forward Communications Group, and member of the NAB's new Future of Broadcasting Committee, wondered why cable representatives walked out of the last meeting with NAB representatives, if they endorsed Mr. Gwin's philosophy that cable TV and stations can grow together without hurting the present broadcasting system. Mr. Dudley was worried especially about the rural areas, where cable TV has never said it would serve, and the smaller markets, where CATV audience fragmentation could hurt local stations.

Frank McGarr, first assistant attorney general of Illinois who becomes a U.S. district court judge on Oct. 27, told the IBA pollution could never have become a national issue without the news media. He said broadcasters particularly can help bring progress in solving the pollution problem because their journalistic role is so dominant.

William C. O'Donnell, vice president of CBS Radio and general manager of WBBM(AM) Chicago, called upon all broadcasters to mount a 52-week-a-year anti-drug campaign. He deplored the glorification of the drug culture by some air personalities.

"The radio disc jockey who condones the use of drugs, or refuses to speak out on the subject because of the fear of alienating listeners, is no better than the drug pusher," Mr. O'Donnell told the Chicago meeting.

Mr. Hyde

No court appeals left on automatic-stay rule

The FCC rule that permits television stations to delay the start of CATV service by filing objections to it has withstood an appeal to the U.S. Supreme Court.

The high court last week declined to accept for review, and thus left standing, a lower court ruling upholding the automatic-stay provision in a case brought by Bucks County (Pennsylvania) Cable TV Inc.

The automatic stay provision, designed to protect local television stations, bars CATV systems from providing service to which local stations object until the commission has considered the matter and resolves the case in favor of the systems.

Two Philadelphia UHF's, WIBF-TV and WPHL-TV, invoked the rule after Bucks County in May 1968 disclosed the plans of its system in Falls township, a suburb of Philadelphia, to import the signals of four New York stations as well as to carry the signals of Philadelphia's seven stations.

Bucks County went to court to challenge the constitutionality of the rule—and won the first round, in federal district court in Philadelphia. However, the commission appealed that decision, and won a unanimous verdict from the Circuit Court of Appeals for the Third Circuit, which held that the automatic stay is "a vital part of the FCC's total regulatory concept." (BROADCASTING, June 15.)

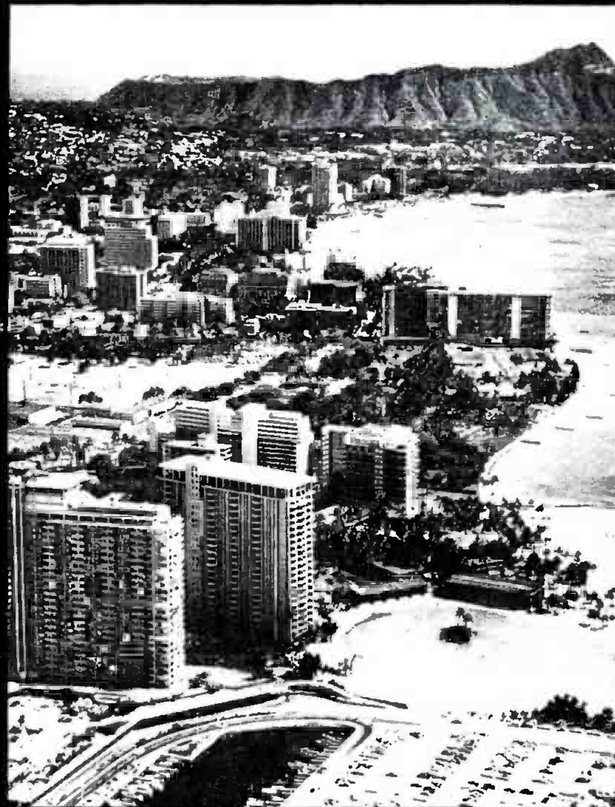
Media notes:

ABC's new radio affiliates ▪ 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.

DJ placement service ▪ Jim Powell, news and promotion director for WENO(AM) Madison, Tenn., has formed Nashville-based Disc-Jockey Placement Service Inc. Address: Box 1023, Nashville 37202; phone (615) 895-5240.

Hawaii's dominant station. Number 1** for all the islands . . . the CBS eye on the beguiling state of Hawaii. As expected, there's money to be made in this market . . . Honolulu is the fifth richest city in the U. S. in income per household. Indeed, average spendable income is an extremely affluent $13,253 and growing daily.***

As of right now, KGMB TV is being proudly sold by RTVR. We believe we have quite a story to tell. We look forward to the opportunity of telling it to you.



As of Oct. 1, 1970 KGMB/TV, Honolulu*... sold nationally by

RKO TELEVISION REPRESENTATIVES INC.

RTVR

SPOT TELEVISION'S MOST DYNAMIC SELLING FORCE
New York, Chicago, San Francisco, Los Angeles, Atlanta, Dallas

*CBS for Hawaii

**source: Nielson, Feb./March 1970
***source: Sales Management Survey of Buying Power, June '70

Forum fails to obtain probe delay

FCC refuses to defer its hearing into WPIX challenger's financial resources

A bid by Forum Communications Inc., challenger for the license of WPIX(TV) New York, for extra time before the license-renewal hearing checks into Forum's ability to raise the initial $1 million to take over the station, was denied last week by FCC Examiner James F. Tierney. At the same time, WPIX lost in its bid to have the hearing probe even deeper into Forum's financial situation.

Forum, which seeks control of the *New York Daily News* station, asked for the delay after the death on Oct. 10 of Dr. Lawrence Eldridge. Dr. Eldridge, a psychologist who, with his wife, a special assistant to New York Mayor John V. Lindsay, had pledged to buy 5,000 shares or 10% of the $1 million capital budget Forum plans to raise if it gets the license, was scheduled to be a Forum witness. In denying the request, Mr. Tierney said that, if it appeared that Forum could not proceed, the entire hearing might have to be postponed.

The hearing now is limited to the ability of Lawrence K. Grossman, Mrs. Eldridge and Irwin (Sonny) Fox, three Forum principals, to make good on minor parts of their pledges of capital in the event Forum wins the license.

The first phase of the hearing, which has occupied five weeks, is the alleged misrepresentation of news broadcasts by WPIX. More is expected on this subject this week.

In other developments, lawyers in the hearing agreed Thursday (Oct. 15) to a telephone conference with Merwin K. Sigale, a Miami-based freelance news correspondent, to determine whether he telephoned a report to WPIX on the 1968 Venezuelan presidential election from Miami or Caracas.

FCC Broadcast Bureau attorney Pat Valicenti demanded that WPIX show Mr. Tierney a memo about a telephone conversation between Mr. Sigale and a WPIX lawyer. John Schoemer Jr., WPIX attorney, objected on grounds it was privileged, but offered to produce Mr. Sigale as a witness. He said the memo was harmless, but on principle thought it privileged.

It had been implied earlier in the hearing that the telephone call on the elections could have come from Miami. Mr. Valicenti had asked Walter D. Engels, former WPIX news manager, whether a voice report of the 1968 Venezuela elections, said to have come from Caracas from Mr. Sigale, was not in fact made from Florida. Mr. Engels, now a special assistant in the station's news department, had replied it was technically possible but that in fact it had not.

Mr. Sigale wrote to FCC Chairman Dean Burch Tuesday (Oct. 13) stating he had telephoned from Caracas. In his letter, according to a copy made available last week, Mr. Sigale wrote: "The suggestion, or charge, was made, according to the press report, that a voice report from me which WPIX broadcast on Nov. 29, 1968, might not have been made from Caracas on the date mentioned but rather from Miami a week earlier.

"The line of questioning appeared to imply collusion on my part in the falsification of a news report. Since the commission seems to have made no effort to obtain the facts from me, I want to advise you for the record that any such allegation is wholly false.

"My call to WPIX from Miami a week before the broadcast dealt only with plans for coverage during my South American trip. Once in Caracas, I supervised the filming of the election story on Nov. 27, 1968. The film was shipped to New York for processing on Nov. 28. I telephoned the voice report, for use with the film, on Nov. 29, a few hours before it was actually broadcast. My sign-off—Merwin Sigale, channel 11 news, Caracas—was unquestionably accurate."

Mr. Sigale said he could furnish a copy of the broadcast script.

Mr. Schoemer told the hearing he had telephoned Mr. Sigale and had asked if he made the Caracas call. "For the price of a long-distance telephone call, Mr. Valicenti can do the same thing," he said.

Mr. Valicenti, however, replied that as a lawyer he could not testify as to what Mr. Sigale might tell him. Mr. Tierney then suggested the conference call, to include Forum's attorneys.

High court won't hear RKO-Frontier case

RKO General Inc. has lost in an effort to secure a Supreme Court reversal of a lower court order requiring the company to pay some $8 million to a subsidiary, Frontier Airlines.

The high court last week refused to review an appeals court decision that RKO General had violated a law barring "insiders" from profiting from corporate information not available to the general public.

In the case, which did not involve any of RKO General's broadcast holdings, the company had acquired for $7.5 million a controlling block of Central Airlines Inc. stock in connection with the merger of that airline company into Frontier. RKO, which owned 56% of Frontier before the merger, was able to maintain that percentage with the block of Central stock.

Following the merger, a Frontier stockholder sued RKO General under a provision of the Securities and Exchange Act providing for payment to a company of profits realized by an insider who buys and sells the company's securities within a six-month period.

A federal district court held that RKO was liable under the provision. It

Bus-crash interview leads to court case

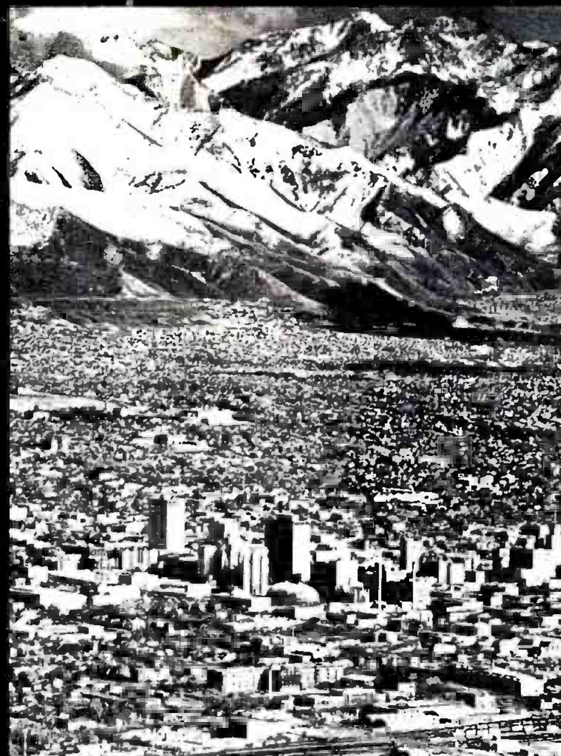
Henry Narrow, WKAP(AM) Allentown, Pa., newsman, is awaiting action by the Lehigh county grand jury on charges that he illegally "intercepted" conversations with a bus driver involved in the July 15 crash in which seven children were killed at New Smithville, Pa. Fifty-two other passengers were injured in the accident.

Mr. Narrow, 22, is charged specifically with violation of a 1957 Pennylvania law which, in effect, prohibits tape-recording of conversations over telephone or telegraph without, among other things, permission of all parties involved. The charge was brought by David Valente, agent for the insurance company which has coverage on the bus firm involved.

Mr. Narrow and WKAP claim that the bus driver, Hubert Daye, knew he was being recorded for broadcast when he was called on Aug. 10 at a Newark, N.J., hospital after the accident.

Ogden R. Davies, WKAP general manager, said last week Mr. Daye had been asked for permission and granted it.

According to Al Raber, WKAP operations manager, Mr. Daye later denied giving such permission, also claiming he didn't know to whom he was talking on the phone and that there was no beep on the line, as required by law. Station officials said all requirements were met.



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New York, Chicago, San Francisco, Los Angeles, Atlanta, Dallas

**NBC for Utah

**source: Sales Management Survey of Buying Power, June '70

Carmel, Ill., a member of the radio

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also decided that, based on Frontier's market price, on Sept. 18, 1967, when the merger was completed, RKO had realized a profit of almost $8 million in terms of the Frontier stock it received for its block of Central shares. The decision was affirmed by an appeals court.

Embattled Reeves sells WUSN-TV

White owners selling to blacks

KYAC(AM) Kirkland, Wash., has been programing to the black community of Seattle since it went on the air in 1964. Last Tuesday (Oct. 13), after nearly a month of negotiations between the station's white owner, Gordon Sherwood, and its black air personalities, Mr. Sher-

talk show broadcast by KIRO(AM) Seattle.

Out of this program, according to Mr. Sherwood, came the initial moves toward settlement finally reached last week. Mr. McAllister was appointed program director and the station returned to its rhythm-and-blues music format.

KYAC is owned by Mr. Sherwood, Edward S. Hopple, who manages another

ments broader than those necessary to eliminate interference, and that the FCC hold public meetings on conflicting microwave applications.

Prompt implementation of the Common Carrier Bureau's proposals "will not only greatly aid in the rapid development of a flexible, multifaceted... system . . ." but will also be a major step in achieving "the maximum amount of useful competition with the minimum degree of governmental control necessary to regulate the natural monopoly aspect of the communications industry," Justice concluded.

Dann to networks: Innovate or perish

Former CBS-TV executive sees economic stagnation unless programs improve

The television networks' economic outlook for 1971 "is so serious that I believe there is no chance the network structure as we now know it can or will survive."

That grim forecast was delivered last week by Michael H. Dann, vice president of the Children's Television Workshop and a former CBS-TV vice president, in a speech to the Hollywood Radio and Television Society. Mr. Dann did not provide detailed support for his prediction, but he indicated that the signs are clear to him: The networks' problems, he said, "stem from so many

Mr. Dann

causes that any decided upturn in the economy will not return the networks to the profit levels they enjoyed in recent years."

Mr. Dann provided an explicit prescription for improvement: innovative programing. "Unless the industry's leaders introduce other values than profits into their operating formulas they may—and undoubtedly will—end up with long-term leases on a network of coaxial cables that are of little or no use to anyone," he said. Television networks must "do what their predecessors did in the early fifties," Mr. Dann said, "experiment, gamble and most of all not play it safe to insure some sort of short-term profits."

He charged that commercial television is derivative rather than distinctive, and the result is "by and large bland where it should be bold; poor where it should have power." (Mr. Dann speaks from experience. He was in charge of CBS-TV programing for years until resigning a few months ago.)

Mr. Dann, whose prime responsibility with CTW is the international marketing of CTW's *Sesame Street*, reported that the workshop also was experimenting with new program forms that will "flower as well as *Sesame Street*."

As for CATV, Mr. Dann noted that "a number of interesting things could arise from this area . . . including the eventual creation of a children's network via cable TV." He added that CTW is exploring the feasibility of launching a series aimed at 7-to-10-year-olds with histories of reading failures. He said that the program could begin next September. Mr. Dann also confirmed that CTW is exploring acquisition of a cable television franchise in Washington, D.C. ("Closed Circuit," Aug. 24) and, later, in other areas.

Mr. Dann called himself the "happiest man in television," conceding, however, that he sometimes misses the "exciting moments of commercial television."

Mr. Dann was nearly upstaged by a leaky roof at the Beverly Wilshire Hotel during Tuesday's luncheon. Occupants of the dais, plus two tables of broadcasting executives, were forced to scatter. "There are only four people who could have caused this," observed Mr. Dann. "One is God and the other three are the chairmen of the boards I've worked for."

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CBS gross holds but profits slip

Soft broadcast business is blamed for decline in third-quarter figures

CBS Inc. reported last week a slight decline in estimated net income for both the third quarter and the first nine months of 1970.

William S. Paley, chairman, and Frank Stanton, president, attributed the

CBS's decline in earnings for the first nine months of the year came despite a comfortable climb in net sales to more than $890 million from slightly more than $816 million in the same period of 1969. In the third quarter of 1970 (13 weeks) net sales fell slightly to $296.6 million from $296.8 million in the corresponding quarter last year (14 weeks).

During the first half of 1970, CBS kept pace with 1969 in earnings performance. In the first quarter, net profits were up one cent per share (49 cents to 50 cents) over last year and for the first six months, income per share was

Strike blamed for RCA losses

Sales, earnings down from 1969; advertiser cutbacks hurting NBC

RCA sales and earnings in both the third quarter and the first nine months of 1970 declined from 1969 levels, it was announced last week by Robert W. Sarnoff, chairman and president of the RCA Corp.

Mr. Sarnoff said sales and earnings

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THE ORIGINAL STATION REPRESENTATIVE

The girl who has it all!

She lives in the Wheeling-Steubenville area and she knows what she wants! And she gets it ALL on WSTV/TV's TOTAL NEWS, 6:00 p.m. Monday through Saturday. Along with thousands of other women, she has learned to depend on WSTV/TV for ALL the news, ALL the time! That's why more women, from 18 to 49 [30% more in the ADI and 25% more in the TSA, ARB, May '70, compared to March '70] are watching TOTAL NEWS than any other newscast in the market. Also, WSTV/TV's 11:00 p.m. NEWS is watched by this group of women more than any other area late newscast! Could it be the same reason that WSTV/TV delivers 110,000 more homes [net weekly circulation] than its nearest competitor?* It's the station that has it all . . . WSTV/TV, another Rust Craft Broadcasting Station that gives its viewers what they want!

May '70 ARB Audience Survey subject to limitations.

WSTV/TV 9

ANOTHER RUST CRAFT SUCCESS STORY

adversely affected by the reluctancc of many businesses to undertake extended major advertising commitments in view of the uncertain profit outlook."

Total RCA sales in the third quarter fell to $805 million from $846 million in the 1969 quarter, while earnings skidded to $12.1 million, equal to 16 cents a share, from $40.8 million, equal to 59 cents a share in the 1969 quarter, he said.

Net profit for the first nine months of this year declined to $54.4 million, equal to 75 cents a share, from the record $110.6 million, equal to $1.59 a share, in the corresponding period last year.

In addition to labor troubles, Mr. Sarnoff said, the third quarter of 1970 was characterized by decreases in sales and profits in RCA's consumer electronics operation. He pointed out that "domestic industry sales of the bellwether product—color TV sets—were down 21% during the first nine months from the same period of 1969." But, despite the depressed market, Mr. Sarnoff said, RCA managed to improve its share of color TV, radio and phonograph sales.

For the first nine months, ended Sept. 30:

	1970	1969
Income per share	$ 0.75	$ 1.59
Sales	2,380,000,000	2,470,000,000
Net profit	54,400,000	110,600,000

RCA plans to purchase home furnishings firm

RCA Corp. has agreed in principle to buy Coronet Industries, Dalton, Ga.,

The Broadcasting stock index

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

	Stock symbol	Exchange	Closing Oct. 15	Closing Oct. 8	Closing Oct. 1	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	27½	28½	28½	39¼	19⅝	7,073	202,429
ASI Communications		O	2½	2½	2½	7	2¼	1,789	4,473
Capital Cities	CCB	N	29	29⅝	29⅝	36½	19½	6,061	175,769
CBS	CBS	N	29⅝	32	30½	49⅞	23⅞	26,512	805,169
Corinthian	CRB	N	27⅝	29¼	29¼	33⅞	19⅝	3,381	98,455
Cox	COX	N	19⅛	19¼	17⅛	24⅝	10¼	5,789	96,966
Gross Telecasting	GGG	A	12	12¾	11½	17¾	9⅜	803	9,435
Metromedia	MET	N	18	16⅝	17⅛	22⅜	9¾	5,733	103,882
Mooney		O	6⅞	7	7¼	8¼	4½	250	1,813
Pacific & Southern		O	14½	15	14¼	23	7½	1,636	22,086
Rahall Communications		O	13⅝	16	12¾	16½	6	1,040	13,260
Reeves Telecom	RBT	A	3⅞	4	4¼	15⅞	2	2,288	9,999
Scripps-Howard		O	18½	18¾	18¼	24	15½	2,589	48,544
Sonderling	SDB	A	25	25	23⅞	34⅞	10¼	991	24,032
Starr	SBG	M	8⅞	9⅛	9⅜	18	7⅞	461	4,034
Taft	TFB	N	22⅜	22	22	29¾	13⅞	3,712	79,326
							Total	**70,108**	**1,699,672**
Broadcasting with other major interests									
Avco	AV	N	11⅞	12½	12½	25¼	9	11,469	160,566
Bartell Media	BMC	A	5⅞	6⅜	6⅜	14	3¾	2,254	15,778
Boston Herald-Traveler		O	31½	33	32½	43	25	574	18,081
Chris-Craft	CCN	N	7	7⅝	8	11½	4⅝	3,660	28,804
Combined Communications		O	9¼	9	8	16½	6	1,945	14,101
Cowles Communications	CWL	N	4½	4⅝	4⅜	10⅞	3¼	3,969	17,305
Fuqua	FQA	N	13	13¾	13⅞	31¾	7	6,190	86,660
Gannett	GCI	N	27⅝	27¼	26	29½	18½	7,117	185,042
General Tire	GY	N	84½	19	18	20⅝	12¾	18,434	313,378
Gray Communications		O	5½	5½	5½	7⅜	4	475	2,612
Lamb Communications		O	3⅛	3⅜	3	6	2	2,650	7,950
Lee Enterprises	LNT	A	16⅜	17⅝	17¾	20¾	12	1,957	31,312
Liberty Corp.	LC	N	16⅞	17½	18	21⅞	13	6,744	123,887
LIN		O	6	6⅛	6⅞	11	3½	2,244	16,269
Meredith Corp.	MDP	N	22⅞	27⅛	25	44⅝	18	2,779	74,338
Outlet Co.	OTU	N	13½	13⅞	13⅝	17¾	10	1,342	17,782
Plough Inc.	PLO	N	69	73⅝	72	85	55	6,883	478,369
Post Corp.		O	9¾	10½	10½	17½	8	713	7,130
Ridder Publications		O	15¼	15¾	15⅛	22	9½	6,217	90,147
Rollins	ROL	N	24⅝	23	22⅝	40⅜	19⅞	8,044	185,977
Rust Craft	RUS	A	26⅝	27⅞	26¾	32¼	18½	1,159	26,947
Storer	SBK	N	23⅛	23	24	30¾	14	4,223	101,352
Time Inc.	TL	N	34⅞	34½	32⅛	43½	25½	7,257	250,367
Trans-National Comm.		O	¾	¾	¾	4½	½	1,000	750
Turner Communications		O	3	3	3	8¾	2⅞	1,328	3,652
Wometco	WOM	N	17	17½	18¼	20¼	13¾	5,817	106,160
							Total	**118,444**	**2,364,716**
CATV									
Ameco	ACO	A	6¾	7⅜	7⅞	16	4	1,200	8,832
American TV & Comm.		O	15¼	16½	16½	22¼	10½	1,775	28,400
Burnup & Sims*		O	26¾	23⅞	23	23⅞	14	873	20,079
Cablecom-General	CCG	A	13½	13¼	13⅜	23⅞	7⅜	1,605	21,654
Cable Information Systems		O	3¾	4	4	13	¾	955	2,865
Citizens Financial Corp.	CPN	A	12½	12½	12¾	17½	9¾	994	11,680
Columbia Cable		O	10¼	10½	10	15½	6¾	900	7,650
Communications Properties		O	7¼	7½	7¾	10½	6	644	4,907
Cox Cable Communications		O	16¼	16⅜	16⅜	24	12	3,550	59,463
Cypress Communications		O	8¼	8½	8½	17¾	6	1,887	16,040
Entron	ENT	A	3⅜	3½	3½	8⅛	2⅝	1,320	4,620
General Instrument Corp.	GRL	N	17	17	18⅛	30⅞	11½	6,250	117,188
Sterling Communications		O	4⅜	4⅜	4½	7¼	3	1,100	5,225
Tele-Communications		O	12	11¾	11¾	20¾	9	2,704	30,420
Teleprompter	TP	A	74	75⅛	78	133½	46	3,100	246,047
Television Communications		O	7¼	8	9	18¾	5½	2,816	23,936
Vikoa	VIK	A	9⅝	10⅜	9¾	27½	6⅛	2,316	23,739
							Total	**33,116**	**602,633**

manufacturer of carpets, furniture and fabrics.

Robert W. Sarnoff, board chairman and president, RCA, said the proposed sale would mark RCA's entry into the home-furnishings business and add to its diversification program in an important consumer-growth area.

Both Mr. Sarnoff and Martin B. Seretean, chairman and president of Coronet, said the agreement is subject to approval of shareholders and boards of directors.

The transaction would involve a share-for-share exchange of Coronet and RCA stock. Coronet has 5.8 million shares outstanding. The deal represents about $150 million in RCA stock.

A spokesman for RCA said Coronet possibly would be operated as a wholly owned subsidiary. Coronet, he said, with sales of nearly $106 million in 1969, is a growing firm.

Last year, RCA earned $151.3 million. Several months ago, it announced plans to acquire Cushman & Wakefield Inc., New York, which manages and leases office buildings, and late last week said acquisition had been completed. Cushman now is a wholly owned subsidiary.

RCA, parent of NBC and manufacturer of television sets, radios, computers and electronic equipment, also owns Random House, a publishing concern; Hertz Corp., automobile rental firm; and Banquet Foods, frozen food manufacturer.

Financial notes:

Thomson Newspapers Inc., Des Plaines,

	Stock symbol	Exchange	Closing Oct. 15	Closing Oct. 8	Closing Oct. 1	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	12½	12½	13⅜	31½	8⅝	5,942	86,159
Disney	DIS	N	116	115¾	117⅛	158	89⅞	5,894	722,722
Filmways	FWY	A	8¼	9⅛	9	18½	5⅞	1,842	16,799
Four Star International		O	2	2	2⅛	4	1½	666	1,332
Gulf & Western	GW	N	16½	18	17½	20¾	9½	15,362	266,838
Kinney National	KNS	N	29	28¾	27½	36	20⅞	10,402	297,705
MCA	MCA	N	22⅝	23½	23	25¾	11⅜	8,195	190,534
MGM	MGM	N	15	17	17¼	29⅛	12⅛	5,883	105,894
Music Makers Group		O	2¼	2¼	2½	9	2¼	589	1,473
National General	NGC	N	16¾	16⅝	16⅜	20¼	9	4,910	84,698
Tele-Tape Productions		O	2½	2½	2¾	6¾	2¼	2,183	7,640
Transamerica	TA	N	13¾	14⅝	15⅛	26¾	11⅜	63,630	1,018,080
20th Century-Fox	TF	N	10	10¼	10¾	20½	6	8,562	85,620
Walter Reade Organization		O	3⅝	3¾	3⅝	13½	2⅝	2,414	9,053
Wrather Corp.	WCO	A	9½	8¼	6⅜	10¾	4⅛	2,211	14,637
							Total	138,584	2,909,184
Service									
John Blair	BJ	N	16	16¾	15¾	23½	10¼	2,598	39,620
Comsat	CQ	N	47⅛	42	45⅜	57¾	25	10,000	448,700
Creative Management		O	11¼	11	6¼	14½	4½	1,182	10,343
Doyle Dane Bernbach		O	20½	21¾	22¼	24½	14	1,924	41,368
Foote, Cone & Belding	FCB	N	8⅜	8¾	8¾	12¼	7¼	2,175	17,661
Grey Advertising		O	9¼	9⅝	9⅛	13½	6¼	1,207	10,863
LaRoche, McCaffrey & McCall		O	8⅝	9	9	17	9	585	5,265
Movielab	MOV	A	3¼	3⅞	3¾	7½	2	1,407	2,983
MPO Videotronics	MPO	A	6⅝	6⅞	6⅞	9⅞	4⅜	558	3,906
Nielsen		O	36¾	36¾	35¾	42	26½	5,299	178,841
Ogilvy & Mather		O	23¼	24⅞	22	22¾	15	1,096	21,920
PKL Co.	PKL	A	4	4⅛	4	12⅝	2½	743	2,415
J. Walter Thompson	JWT	N	29⅜	29½	27½	36	21⅛	2,746	71,396
Wells, Rich, Greene	WRG	A	13⅝	13¼	11½	9½	5	1,581	13,834
							Total	33,101	869,113
Manufacturing									
Admiral	ADL	N	8½	9¼	9⅜	14⅞	*6½	5,158	47,041
Ampex	APX	N	18¾	19¾	20¾	48½	12½	10,874	209,325
CCA Electronics		O	2¾	2¾	2¾	5	1½	800	2,296
Collins Radio	CRI	N	16¾	16	18½	37¼	9	2,968	48,972
Computer Equipment	CEC	A	5	5½	5⅞	12¼	3½	2,406	11,717
Conrac	CAX	N	15⅝	16⅛	16⅞	32¼	11	1,262	21,454
General Electric	GE	N	84½	85⅛	84¼	86⅞	60¼	90,884	7,452,488
Harris-Intertype	HI	N	50¼	52¼	50	75	36¼	6,357	324,207
Magnavox	MAG	N	30¾	33⅛	33¼	38⅞	22¼	16,429	538,050
3M	MMM	N	89⅞	89¼	87	114¾	71	56,058	5,045,220
Motorola	MOT	N	47	45⅜	46	49⅜	31	13,334	640,032
RCA	RCA	N	23⅛	26½	26	34⅝	18⅛	66,926	1,756,808
Reeves Industries	RSC	A	3⅝	3¾	3⅞	5¼	2½	3,458	13,740
Telemation		O	13¼	13¾	12	24	8½	1,080	9,450
Westinghouse	WX	N	64⅜	64½	64⅞	69¾	53¼	39,803	2,542,218
Zenith Radio	ZE	N	31⅞	33⅝	32⅞	37¾	22¼	19,020	627,660
							Total	336,818	19,290,818
							Grand total	728,171	27,736,196
Standard & Poor Industrial Average			93.16	94.65	92.67				

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.

Ill., has bought the Zanesville, Ohio, *Time-Recorder* and the Coshocton, Ohio, *Tribune*. Price was not disclosed. The Ohio dailies, headed by Clay Littick, own WZIP-AM-FM Cincinnati, WOMP-AM-FM Bellaire, WNXT-AM-FM Portsmouth and WHIZ-AM-FM-TV Zanesville, all Ohio. The stations are not being sold. Thomson Newspapers publishes over 50 newspapers in the U.S. and Canada and an additional 12 U.S. dailies in cooperation with Thomson-Brush-Moore Newspapers, Canton, Ohio.

Texas-Ohio CATV merger wins stockholder OK's

Communications Properties Inc. and Tower Communications shareholders last week approved merger of the two group CATV operators. CPI said it becomes "the nation's 14th largest CATV system" when the merger is effective on Oct. 29.

Final agreements were signed last June (BROADCASTING, June 15) merging the firms into CPI to serve 43 CATV systems with more than 60,000 subscribers in six states, as well as private microwave systems.

Terms of the agreement remain unchanged since its announcement last May. Tower Communications, now owned by Citizens Financial Corp. of Cleveland, will be transferred to CPI in exchange for one-million shares of CPI common stock and 100,000 shares of $2 cumulative, convertible preferred CPI stock, making Citizens Financial a 65% owner of CPI (BROADCASTING, May 18).

The merged company will have combined sales of approximately $6.5 million, and after-tax profit of $640,000, CPI said last week. Both CPI and Citizens Financial are public companies.

CPI has headquarters in Austin, Tex., and is in a joint venture to build a CATV system in Mexico City with Mexican principals. It also has filed for FCC permission to build a 1,000-mile-microwave system for Data Communications in Texas.

Tower Communications, Coshocton, Ohio, owns 23 CATV systems, as well as microwave systems in Ohio, Pennsylvania, West Virginia and Kentucky.

CPI owns 13 cable systems in Texas and seven in New Jersey. The Tower Communications properties will operate as the eastern division of CPI. Citizens Financial bought the Tower Communications group in 1969 in an exchange of stock valued at over $10 million.

Time net income up

Time Inc., New York-based publisher and station group owner, reported increased revenues and net income for the nine months ended Sept. 30. Its consolidated revenues rose almost $20 million in the period and net income was up $2 million representing a $0.28 boost in per share earnings. Time said, however, that during the period, magazine and broadcast advertising revenues were off 8% and 6% respectively.

In the third quarter, Time reported it had record revenues of $146,470,000 representing a 1% gain over a comparable period the year before and net income of $220,000 or three cents per share compared with a net loss of $689,000 before extraordinary items in its 1969 third quarter. Both magazine and broadcast advertising revenues were off also in that quarter—by 11% and 6% respectively. Revenue increase in the third quarter resulted primarily from sales of books and records, of marketing data, book clubs, sculpture replicas, newspapers and films.

Time also reported its advertising revenues were affected in September because of deferment of introduction dates for some new auto models in anticipation of a strike but that the impact of the General Motors strike on fourth-quarter revenues will be even greater.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	$ 1.59	$ 1.31
Revenues	457,232,000	437,282,000
Net income	11,508,000	9,460,000
Shares outstanding	7,257,000	7,239,000

Programing

More time for syndication cut-off

FCC puts off prohibition against networks acquiring program rights for station sale

The FCC has stayed "until further order" the effectiveness of its new rules that would have removed the networks from the domestic program-syndication business by Oct. 1, 1971. The commission acted on petitions of NBC and ABC, which had argued that their syndication operations faced liquidation even before the merits of their court appeals, now pending, could be decided.

The rule barring network-program syndication was one of those the commission adopted May 4 in an effort to break what it considers the networks' domination of prime-time programing. The key rule adopted will, beginning Oct. 1, 1971, bar affiliates in the top-50 markets from taking more than three hours of network programing between 7 and 11 p.m.

The commission last week said any delay in implementing the prime-time access rule would have an immediate and drastic effect on the public interest. It added that, although it regards resolution of the network syndication question as important to the public interest, the immediate implementation of this phase of the rules is not as crucial.

Besides the domestic-syndication rule itself, the commission stay affects a provision that was to become effective last Oct. 1, barring networks from acquiring subsidiary interests in independently produced programs. The action stays the rule "as it applies to domestic syndication and foreign distribution rights and interests in programs" not intended for the schedule of the network acquiring the rights or interests.

The prime-time access and related rules have been appealed by the three networks, MCA Inc., NBC Television Affiliates, and several stations. NBC, in asking for the syndication rule stay, said that the networks faced "divestiture" prior to judicial review of the appeals unless the stay were granted (BROADCASTING, Oct. 5).

It argued that, as a "practical matter," the networks' syndication business would begin to erode after Oct. 1, when the networks would be prohibited from acquiring product, and would be seriously weakened in the year that followed as they sought buyers for their syndication operations.

CBS, which has announced plans to spin off its network syndication business to a company owned by CBS stockholders, has not requested a stay of the syndication rule. However, along with MCA Inc., WCAX-TV Burlington, Vt., and NBC, it is seeking a one-year stay of the prime-time rule.

However, ABC last week was sharp-

In Washington, D.C.

The Gospel Truth is that

WUST IS NOW FIRST*

IN AFTERNOON AUDIENCE OF ALL RADIO STATIONS BROADCASTING IN WASHINGTON, D.C.*

WUST'S ALL GOSPEL PROGRAMMING DELIVERS THE LARGEST QUARTER-HOUR AUDIENCE

MONDAY THRU FRIDAY 10 AM TO 3 PM

MORE TOTAL ADULTS

MORE TOTAL WOMEN*

*ARB Audience Estimates July/August 1970

Only recently, WUST announced a dramatic change in programming — ALL GOSPEL MUSIC FROM SIGN ON TO SIGN OFF. WUST made the change after extensive research into the needs of the community because we believed it would attract maximum leadership.

Is Gospel the key to Washington audience? People know it. Now the numbers show it.

WUST's afternoon audience share is now FIRST. In the afternoon, WUST is FIRST among all ethnic stations, FIRST among *all* stations broadcasting in Washington, D.C.

We believe we're coming on strong. Because there's power in the happy sound of gospel. And that's the Gospel Truth!

WUST THE POWER OF ALL-GOSPEL RADIO IN WASHINGTON, D.C. / **1120** ON THE DIAL

ATLANTIC BROADCASTING COMPANY 815 V Street, N.W., Washington, D.C. 20001 Phone (202) 462-0011

Represented nationally by Greener, Hiken & Sears ening its differences with the other networks on the prime-time access rule. It was to file last Friday (Oct. 16) an opposition to requests for a stay of that rule. ABC, which had given the rule its qualified endorsement in the commission's rulemaking proceeding, had told the commission in pleadings that, if the rule were adopted, it would cooperate in implementing it. It has also expressed the view that the industry "can live with it."

The commission itself, in denying petitions for reconsideration of the prime-time and related rules (BROADCASTING, Aug. 10), eased the proposed restrictions to meet some of the broadcaster objections. It extended for one year—until Oct. 1, 1972—a ban on the use of off-network program and feature films that might be used to fill time recaptured from the networks; it also specified that the ban on feature films applies only if the films have been broadcast by a station in the market within the previous two years.

The commission attached a condition to the stay it granted last week. It directs the networks to inform the commission at three-month intervals of all program rights and interests they acquire that would have been prohibited if the rule were in effect. The requirement is applicable to CBS if it decides to take advantage of the stay order.

The commission acted on a 6-to-0 vote, with Commissioner Nicholas Johnson concurring in the result.

Can FCC force CATV programing?

Court asked to reverse agency's order compelling the origination of shows

The FCC has no authority to force a CATV system into the origination of programing as the price for staying in the CATV business. That would be like a government order requiring General Motors to manufacture helicopters as a condition for continuing in the business of producing cars and trucks.

Midwest Video Corp. made that argument last week in a brief filed with the U.S. Circuit Court of Appeals in St. Louis, seeking reversal of the commission order requiring CATV systems serving more than 3,500 subscribers to operate "to a significant extent as a local outlet by cablecasting."

Midwest, which does not oppose voluntary program origination by CATV systems, is also seeking reversal of collateral rules limiting the kinds of programs CATV systems may transmit on a pay-TV as well as a non-pay-TV basis. It says the rules are defective on procedural as well as substantive grounds.

The program-origination rules, adopted on Oct. 27, 1969, are to become effective on April 1, 1971. In adopting them, the commission said CATV program origination "would best exploit cable-channel capacity" and would provide the public with greater diversity of communications media (BROADCASTING, Oct. 27, 1969).

But Midwest argues that the commission's authority over CATV has been held by the courts to extend only to those operations that are "ancillary to the effective regulation of television broadcasting." And the requirement that CATV systems originate their own programing, it adds, "has no possible relationship, ancillary or otherwise, to regulation of radio broadcasting."

But even if the commission can confer that right on CATV systems, Midwest says, "that right could not be conditioned upon CATV systems entering into the entirely different activity of cablecasting."

Midwest saw the consequences of the commission's "benefit-theory" as "staggering." If it were upheld, it says, what could stop the commission "from requiring a CATV system—or a broadcast station—to publish a daily newspaper in its community?"

In dealing with the rules relating to programs for which CATV systems charge on a per-program or per-channel basis, Midwest says they are invalid because the commission's notice of rulemaking dealing with program origination made no mention of pay-TV by cable. The rules—virtually identical to those adopted by the commission for over-the-air pay television, were announced in the commission order denying petitions for reconsideration of the program-origination rules.

The commission, Midwest says, violated the Administrative Procedure Act, which requires regulatory agencies to invite comments on proposed rules before adopting them. "To sustain rules on the basis of the commission's action in this case would be the equivalent of enforcing a statute which was not presented to Congress for its action."

The nonpay-TV rules Midwest attacks are those familiar to broadcasters: they involve the equal-time rule, the fairness doctrine, sponsorship identification requirements, and the ban on broadcast of lottery information. Midwest's principal argument rests on the commission action exempting from the rules newspapers disseminated by cable. Midwest says this constitutes unconstitutional discrimination against CATV systems cablecasting pictures.

It also says the commission has illegally discriminated against CATV systems in restricting the manner in which they may carry advertising—it may be carried only at the beginning and end of each program and at natural breaks. No such limitation, Midwest notes, is placed on broadcast stations.

National Film Board is available on EVR

Motorola Inc., Chicago, disclosed last Thursday (Oct. 15) that it will become active in the "software" portion of cartridge television as well as the "hardware" and has signed an agreement with the National Film Board of Canada to convert and distribute their films in the U.S. in the electronic-video-recording (EVR) format.

Motorola, which has a license from CBS to manufacture and market the EVR teleplayer units in the U.S. and Canada, announced at a news conference in New York that it has formed the Motorola Teleprogram Center ("Closed Circuit," Oct. 12). The organization acquires program material for conversion to EVR and distribution to the home market and other outlets, such as education, business and industry, and cable television.

WABC-TV exonerated in fairness case

An FCC official last week advised the Socialist Workers 1970 New York State Campaign Committee that WABC-TV New York did not violate the equal-time provisions of Section 315 or the fairness doctrine in its handling of broadcast time for candidates for the U.S. Senate from New York.

The campaign committee alleged that WABC-TV had planned to broadcast a one-hour debate at 2 p.m. on Oct. 11 involving three New York candidates for the Senate, but refused to allow its party's candidate, Miss Kipp Dawson, to participate in the debate because of the public interest "in seeing a debate between the 'major-party' candidates," and for no other reason.

WABC-TV offered, the commission said, Miss Dawson and three other candidates each a separate half-hour of free time between 3 and 5 p.m. on the afternoon of the debate. The campaign committee alleged that this would discriminate against candidates of minor parties.

William Ray, chief, complaints and compliance division of the FCC Broadcast Bureau, told the campaign committee that FCC rules do not require a station to invite all candidates for a particular office to appear on the same program. They do require, he added, that all opposing candidates be afforded equal opportunities in the use of broadcast facilities if the licensee permits any person who is a legally qualified candidate for any public office to use the station initially.

Mr. Ray said: "It does not appear that the scheduled broadcasts, solely by virtue of the fact that a debate with 'major-party' candidates may have a larger audience than separate or joint appearances of 'minor candidates,' will result in prejudice. . . ." He also said that licensee ABC requested all stations carrying the 2 p.m. program to also broadcast the 3-5 p.m. segment and treat the segments as one program.

Video-tape maker opens office

Mobile Color Inc., Austin, Tex., video-tape production company, has opened new offices at 4809 Westpark, Houston, with studio and remote video-tape production facilities available. Mobile Color also operates remote and studio production centers in Phoenix and San Juan, Puerto Rico. It has general offices in Austin, Tex.

A broadcasting 'bill of rights'?

That may be ultimate need, says Salant but now is time for courageous journalists

CBS News President Richard S. Salant called last week for development of a broadcasting "bill of rights" which would determine—if not limit—government's role in electronic journalism.

In a speech prepared for delivery to the Tennessee Association of Broadcasters Friday (Oct. 16) in Gatlinburg, Tenn., Mr. Salant said he already sees the first signs of threats to broadcast journalism, and outlined suggestions to combat them.

He pointed out that Vice President Agnew's attack was not the first slap at the journalism media. "The fact is that the relationship between the government and the press has always been tense and uneasy. Over the years, the press has had some very harsh things to say about presidents of the United States—and vice versa."

But the major difference between printed news and broadcast news, he said, was: "broadcast journalism is a part of a business which is pervasively regulated and, above all, licensed—licensed by appointees of the very government which so often is in an adversary relationship with us. And as far as the First Amendment is concerned, this brutal fact has made us at best second-class citizens among American journalists."

Broadcast journalism must bear the albatross of its built-in inequality, Mr. Salant said. "In what had been a battle between equals, a war of words, in respect of the new form of journalism—broadcast journalism—one side, the government, had a new weapon—nothing less than the power of capital punishment over its adversary."

Federal officials' conduct, he said, has compounded, even exploited the vulnerability of broadcast journalism rising out of licensing and regulation.

"New bills are introduced in the Congress to regulate broadcast news—most recently by the Investigations Subcommittee of the House Commerce Committee, which would make it a crime to broadcast 'false' news," he said. When a legislator is displeased by a news broadcast, Mr. Salant said, he demands FCC action, condemns the agency if it doesn't act, and then threatens legislation to bring broadcasters to heel.

"Big Brother watches us—with counters and stopwatches," he told association members. "All of which may be perfectly proper—after all, we'd hate it if they didn't watch us; but the trouble is that Big Brother has that critical licensing power in its arsenal."

In defending freedom of the press as

Mr. Salant

guaranteed under the First Amendment, Mr. Salant said the industry must first recognize there are dangers. "And that this excruciating dilemma presented by the traditions of a free press, on the one hand, and the antithetical phenomenon of licensing on the other hand, must be faced and must be resolved."

It will be a long, hard road, he warned. "There is no panacea, no magic solution to solve all our problems, no easy answers—it is hardly practical to expect stations suddenly to be granted licenses in perpetuity."

But he suggested three steps to obtain an equality: "All of us in broadcast journalism must do our level best to follow Elmer Davis's profoundly simple and profoundly difficult injunction, 'Don't let them scare you.' We in journalism must try to make news judgments in the most independent and honest way of which we are humanly capable, and you in management must insist that news judgments be so based.

"We must try to achieve the extraordinary mental feat of putting out of our minds the presence of that sword of Damocles called licensing, which hangs over all our heads. If newsmen do not tell the truth as they see it because it might make waves, or if their bosses decide something should or should not be broadcast because of Washington or Main Street consequences, we have dishonored ourselves and we have lost the First Amendment by default."

Secondly, he said, the industry must speak out when it sees a threatened erosion of the rights of any part of the press and any part of broadcasting. "It (First Amendment) was not designed to protect the press from saying things with which we, or the majority of the people, agree. It was designed to prevent government intrusion against outrageous and disagreeable statements with which we totally disagree."

And, thirdly, "we must face up once and for all to this problem of freedom of electronic journalism which is part of a business subject to pervasive regulation and licensing, and then we must seek, imaginatively, creatively, systematically, to find the way to reconcile to the maximum extent possible the irreconcilables of freedom and licensing."

He called upon the best minds in and out of the industry "to begin the development of a new bill of rights for broadcasting which would say once and for all, and without having to depend on the particular administration or on the moods of the particular people who are appointed to the FCC, that the government can go so far and no farther—that the First Amendment means something to this most important part of the press. "They must examine, once and for all, the realities of the factors on which government intrusion seems to rest—the 'scarcity' of spectrum space, and the use of the public airwaves."

NBC-TV moves up in Fast Nielsens

CBS-TV, ABC-TV slip; Flip Wilson gains, only new show in top 20

CBS-TV's lead in the Fast Nielsens was narrowed to a one-half point over NBC-TV in the ratings averages for the week ended Oct. 4. CBS had 18.8, NBC 18.3 and ABC-TV had 16.2.

While NBC's performance improved ABC's slid in comparison with the prior Fast Nielsen report for the week ended Sept. 27 when CBS had 20.0 in the averages, NBC 17.3 and ABC 17.1 (BROADCASTING, Oct. 12). The Oct. 4 fast report covered the second full week in the new television season in which all three networks showed new programs.

The staying power of NBC's new *Flip Wilson Show* was noted in the Nielsen rankings for the week ended Oct. 4

Use your imagination.

There's a time and a place for animated film commercials. The time is now. The place is your agency. Sure, animation isn't right for everything, but when it is...WOW!

Maybe you thought animation was expensive. Well, did you know that new animation techniques and equipment refinements have actually cut the cost of an animated film commercial to below an average live-actor spot? And no residuals either.

And money saving is only part of the story. Animated film gives you a limitless commercial medium. It expands your creative horizon and your market. Film is the best way to animate your imagination. Just imagine what you could do in your next commercial. And do it!

EASTMAN KODAK COMPANY

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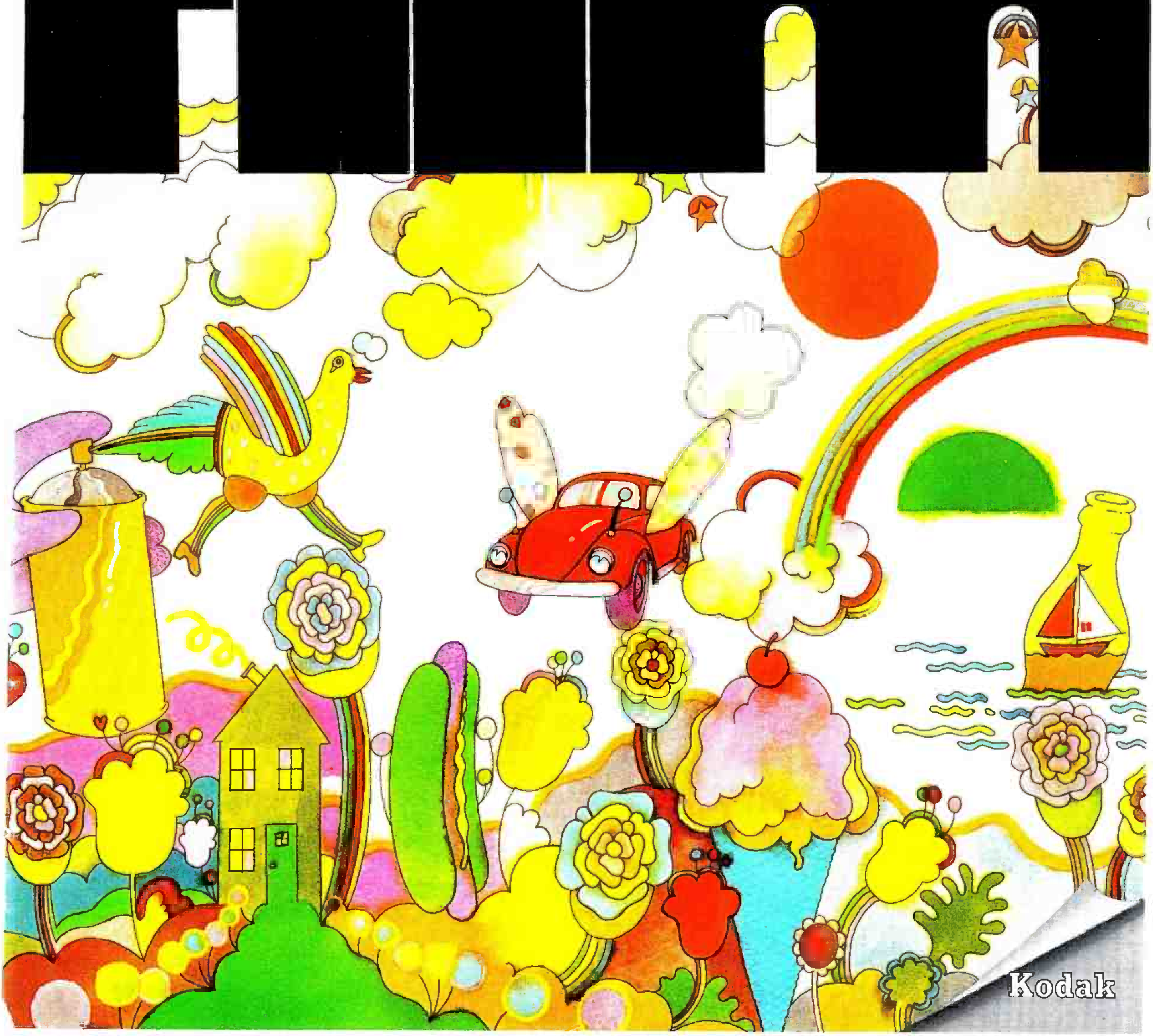
film



How to carve a profitable future from an ancient past.

Right now Alaska is enjoying an industrial boom that should help her economy for years to come.

But many of Alaska's citizens fear that her cultural and artistic heritage may get lost in the shuffle. Humble is one of those citizens.

That's why we're sending three art professors from the University of Alaska on a special mission to many of the villages throughout the state.

They don't plan to teach art. Or to interfere with the excellent quality of the art that thousands of years has already created. They simply want to help preserve it.

The professors will demonstrate modern techniques in ivory, driftwood, whalebone and soapstone carving. And show villagers how to speed up production.

It is their hope–and Humble's–that many young Alaskans will recognize what this traditional art can mean aesthetically and commercially to their own futures.

Humble is glad to sponsor this project. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra to help other people do the same thing.

Humble is doing something extra.

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

when the program placed fourth, up one ranking from the previous report. It is the only new program to make the top 20. In the week, CBS won Monday, Wednesday, Thursday and Friday in the prime-time averages; ABC took Tuesday and Sunday and NBC had Saturday. CBS had nine of the top-20 and 18 of the top-40 shows, NBC had six and 13 respectively and ABC five and nine.

Four new shows were in the second 20: CBS's *Mary Tyler Moore* was 24th; NBC's *Men From Shiloh* was tied for 25th with CBS's *Mission Impossible*, ABC's *Make Room for Granddaddy* was tied with CBS's *Green Acres* at 30th; NBC's *Red Skelton Show* was tied with NBC's *Kraft Music Hall* at 39th. CBS's new shows, *Arnie* and *Headmaster*, which had appeared in the top-40 list in previous Fast Nielsen reports, failed to make it in the newest.

The top 40 for the week:

(1) *Gunsmoke* (CBS); (2) *Mayberry R.F.D.* (CBS) (3) *Medical Center* (CBS); (4) *Flip Wilson* (NBC); (5) *Doris Day* (CBS) and *Thursday Movie* (CBS); (7) *Lucy Show* (CBS); (8) *Sunday Movie* (ABC); (9) *Marcus Welby* (ABC); (10) *Laugh-In* (NBC) and *Ironside* (NBC).

(12) *FBI* (ABC); (13) *Bonanza* (NBC); (14) *Carol Burnett* (CBS) and *Tuesday Movie* (NBC); (16) *Hawaii Five-O* (CBS) and *Hee-Haw* (CBS); (18) *Movie of the Week* (ABC); (19) *Adam-12* (NBC); (20) *Mod Squad* (ABC).

(21) *Jim Nabors* (CBS) and *Saturday Movie* (NBC); (23) *Walt Disney* (NBC); (24) *Mary Tyler Moore* (CBS); (25) *Men from Shiloh* (NBC) and *Mission Impossible* (CBS); (27) *My Three Sons* (CBS); (28) *Friday Movie* (CBS); (29) *Ed Sullivan* (CBS); (30) *Make Room for Granddaddy* (ABC) and *Green Acres* (CBS).

(32) *Bill Cosby* (NBC); (33) *Room 222* (ABC) and *Eddie's Father* (ABC); (35) *Name of the Game* (NBC) and *A Family Affair* (CBS); (37) *Johnny Cash* (ABC) and *Glen Campbell* (CBS); (39) *Kraft Music Hall* (NBC) and *Red Skelton* (CBS).

Whose taste is to be trusted?

Station deletes it when Nicholas Johnson, in interview, speaks of woman getting 'laid'

NBC-TV's Washington outlet, WRC-TV, faced with the choice of deleting from a television tape a remark of FCC Commissioner Nicholas Johnson or airing language not ordinarily heard on the air, opted for the scissors.

The commissioner angrily accused the station of "censorship" and said it was "inconceivable" that the decision to eliminate the remark was based on the language he had used. NBC officials said the thrust of the commissioner's remarks was not affected by the deletion.

The flap involved his appearance on the *Georgetown University Forum*, a discussion program that was taped on Oct. 6 and carried by WRC-TV four days later. The commissioner, in a passage in which he was denouncing what he considers the overt sexuality of hair-spray commercials, said they tell a woman that if she "looks sexy" as a result of using the product "she's gonna get laid."

WRC-TV excised that sentence and the one following.

Commissioner Johnson defended his use of the term as "an essential part of a deadly serious discussion" and said it was "much less offensive than the kind of remarks and scenes one can often see on NBC's Johnny Carson show—or any one of the hundreds of sex-theme commericals that TV pumps out unceasingly . . ."

Then, going on the attack, he said, "It is commercial television that has rendered obscene one of the most beautiful aspects of a meaningful relationship between a man and a woman. For commercial television to tell me that I can't talk about what *they* have done because *my* discussion offends *their* taste is the height of arrogant irony."

Burton Bridgens, public-affairs director of WRC-TV, said the deletion was made "in compliance with normal NBC policy on use of language on the air. I felt it should come out. If anyone else had said it and we took it out," he added, "nobody would have said anything about it."

Mr. Bridgens also said the same cut was made in a tape of the program WRC-TV makes available to Georgetown University for distribution to several stations around the country. "It carries the WRC-TV tag, so it should follow our standards," he said.

The controversial passage occurred near the end of the taping of the show, "Take a hair spray commercial," the commissioner said. "What does it say . . . Wow, what a composite of lies. I mean it starts off by saying that one hair spray is better than the other which it demonstrably isn't—probably. It then says that that hair spray is sort of good for your hair, which it demonstrably isn't; it then says if you wear it your hair will contribute to you looking sexy which, you know, raises a whole other phony sense of values. It then tells a woman if she looks sexy as a result of wearing the hair spray that she's gonna get laid. And it then says that if that happens to her, that's gonna be the salvation to all her search for a meaningful relationship of love with a man.

"And that is all premised on a really phony foundation about the role of women in our society, which treats them essentially as working housewives and sex objects to be manipulated rather than as whole persons. And then we wonder why we have some problems in our society when this stuff is being preached hour after hour. Well, that's the problem and that's the moral responsibility and that's what 'How to Talk Back to Your Television Set' [which he wrote] is designed to help people with."

Commissioner Johnson, in the statement which he prepared in response to inquiries about the incident, charged that NBC had "officially embargoed the tape" of the program and that he had to rely on a transcript provided by "someone who happened to watch the show and tape it." He also said the network would not provide him with a copy of "the censored portion."

NBC officials denied the charge. They said a member of the commissioner's staff had telephoned WRC-TV at 2:30 p.m. last Thursday (Oct. 15) with a request for an audio tape and that he was told an unedited tape and a transcript of the controversial passage would be delivered promptly. They said the material was "hand-delivered" later that afternoon to Commissioner Johnson's office, just as promised.

BBC dramas on American radio

BBC World Theatre, which has been described by British critics as the best radio drama series produced in the English-speaking world, will be presented this fall by the National Educational Radio Network, programing arm of the National Association of Educational Broadcasters.

Also to be carried over 203 NERN-affiliated stations is *Hemingway*, a two-hour examination of Ernest Hemingway which will include commentaries by persons close to the writer and a recording of Hemingway reading fragments from his newly-published novel *Islands in the Stream*.

President stresses broadcaster rights

In briefing radiomen he draws sharp limits on government influence

Among other events during day's indoctrination of radio broadcasters in government's antidrug campaign was demonstration of how dogs have been trained by Customs Bureau to detect marijuana by smell. This dog picked planted package containing drug out of number of packages picked at random from post office. Watching were (l-r) John Murphy, Avco Broadcasting; President Nixon; John Kluge, Metromedia, and (half hidden by Customs officer) Gene Autry, Golden West Broadcasters. Later, dog fixed on another package which, unknown to Customs men, turned out to contain a quantity of hashish shipped from Spain. The second discovery was made after the special demonstration.

President Nixon and the FCC are at odds over philosophies of broadcast-program regulation, to judge by remarks the President made last week at a briefing for broadcasters.

Mr. Nixon informally addressed some 70 radio executives who had been called to the White House for a day-long conference on the campaign to curb drug abuse. He said he hoped radio, which he noted commands a huge audience among the young, would take an energetic and imaginative role in solving the drug problem.

But he went out of his way to emphasize his conviction that the "independence" of broadcasting and "the right to criticize and the right to program" were inviolate. "I do not think it is proper for government to come to people in the private sector and say, 'You must do this or that for the public good,'" the President told the broadcasters.

Some of those attending the meeting noted a distinction between the approach of the President and that of Dean Burch, FCC chairman, who also appeared at the conference. Mr. Burch started out by telling the broadcasters he did not intend to "throw Red Lion in your faces." His mere reference to the Supreme Court's decision in that case, affirming the FCC's power over programing, was regarded as a conflict with his professed intention.

Mr. Burch exhorted broadcasters to assume leadership in persuading the young to avoid drugs. He said they might some day have to answer the question: "Daddy, what did you do in the war against drug abuse?"

The President was lower keyed. "If you think the problem is one that deserves attention," said Mr. Nixon, "then make a decision as to whether or not you can help on the problem. If you do reach that conclusion, I can only assure you that I think the nation will owe a very great debt of gratitude to you."

He said he thought the broadcasters would agree that it's proper for leaders of government to "present" national issues when they arise. At such times, he said to the broadcasters, if "in your own judgment and in your newsrooms and in your programing you feel that you could cooperate in your interest and in the national interest, we ask you to do so."

He said it was in a "personal way that I am making this presentation to you." He said it was "not to put you on the spot but to ask for your cooperation, if the facts, after you have heard them all, lead to the conclusion that that cooperation will be justified."

Herbert G. Klein, director of communications for the Nixon administration, opened the broadcasters' conference with an explanation that it was a sequel to one held for television programers last April (BROADCASTING, April 13). The format of last week's was an updated version of last April's which the President, in his remarks, said had resulted in some 20 television programs in the current season taking up the anti-drug theme. The President said the theme was handled "not as a straight-out sermon" but in "that subtle, far more effective method of approach"—telling a story that interests the audience and incidentally conveys a message.

With the aid of sound tracks and visual displays, the broadcasters last week were shown what the government is trying to do in interdicting importation of drugs of all kinds, methods used in rehabilitation and means of keeping media informed on developments, largely through the National Institute of Mental Health.

Addressing the conference were John Finlator, deputy director, Bureau of Narcotics and Dangerous Drugs on sources of supply; John C. Broger, director, Office of Information for the Armed Forces, on the mass media and the drug gospel including loss of life among troops after use of drugs; Myles J. Ambrose, commissioner, Bureau of Customs and Smuggling; Lester Cohen, senior vice president, Compton Advertising, voluntary agency for The Advertising Council's campaign against drug abuse; John Ehrlichman, assistant to the President for domestic affairs, under whose aegis the drug campaign falls; Elliott L. Richardson, secretary of health, education and welfare, on the HEW programs in the over-all crisis area; Dr. Bertram S. Brown, director, National Institute of Mental Health, on medical aspects of drug abuse, and Gerald N. Kurtz, director of Office of Communications, NIMH, who outlined a program on what radio can do. John Mitchell, attorney general, buttoned up the session with a status report on legal and policing aspects. Sitting in during the day's session was Richard Moore, former West Coast broadcaster, now serving as executive assistant to the attorney general.

Arrangements for the conference, under Mr. Klein's policy direction, were made by his deputy director, Jeb Magruder; Jeffrey E. Donfeld, executive assistant to Mr. Ehrlichman and White House liaison in drug control, and Al Snyder, TV-radio deputy to Mr. Klein.

Those attending the conference included Walter Schwartz, ABC Radio; John T. Murphy, Avco Broadcasting; Thomas S. Murphy, Capital Cities Broadcasting; Sam Cook Digges; CBS Radio; C. Wrede Petersmeyer, Corinthian Broadcasting; Gardner Cowles, Cowles Communications; Reid L. Shaw, General Electric stations.

Also Gene Autry, Golden West Broadcasters; William Shaw, Golden West Broadcasters; Franklin C. Snyder, Hearst stations; Gordon B. McLendon, McLendon stations; James E. Conley, Meredith Broadcasting; John W. Kluge, Metromedia; John P. Fraim, MBS; Arthur A. Watson, NBC Radio.

Also Peter Storer, Storer Broadcasting; Harold Green, WMAL(AM) Washington; Egmont Sonderling, Sonderling stations; Lawrence Rogers II, Taft Broadcasting; Barry Zorthian, Time-Life Broadcast; George A. Koehler, Triangle stations; Larry H. Israel, Post-Newsweek Stations; J. Robert Cole, CBS-owned FM stations; Donald H. McGannon, Westinghouse Broadcasting.

Also Charles E. Gates, WGN(AM) Chicago; Mal Johnson, Cox Broadcasting; Ross Taber, RKO-General; Frederick Allen, National Association of FM Broadcasters; Jay Levy, Black Audio Network; Bill Harley, National Association of Educational Broadcasters; Vincent T. Wasilewski, National Association of Broadcasters.

Also Gordon Manning, CBS News; Russell Tornabene, NBC News; Elmer Lower, ABC News; Pierre Eaton, WBNX(AM) New York; Jamie Jarrin, KWKW(AM) Los Angeles; Lucky Cordell, WVON(AM) Chicago; Bernie R. McCain, WWRL(AM) Woodside, N.Y.; George Williams, WABC(AM) New York; Stephen B. Labunski, WMCA(AM) New York; Ron Ruth, WOR-FM New York; Richard N. Hughes, WPIX(TV) New York.

Also Perry S. Ury, WRKO(AM) Boston; Harry H. Averill, WEAM(AM) Arlington, Va.; John D. Gibbs, KQV(AM) Pittsburgh; Thomas Skinner, noncommercial WQED(TV) Pittsburgh; Gene Taylor, WLS(AM) Chicago; Hugh S. Wallace, KHJ(AM) Los Angeles; Lawrence Webb, KRLA(AM) Pasadena, Calif.; George Mair, KNX(AM) Los Angeles.

Also Peter C. Newell, WKBW(AM) Buffalo, N.Y.; Arnold C. Kaufman, WFUN(AM) Miami; Phillip W. Trammel, WQAM(AM) Miami; Fred Berthelson, WTIX(AM) New Orleans; Mark Hurd, KFRC(AM) San Francisco; Howard S. Kester, KYA(AM) San Francisco; Dan McKinnon, KSON(AM) San Diego; Richard D. Buckley, Buckley Broadcasting; Craig Bowers, WLS-FM Chicago.

Also LeBaron Taylor, WDAS(AM) Philadelphia; Alfred C. Grosby, WAKR(AM) Akron, Ohio; Robert Rogers, WANV(AM) Waynesboro, Va.; John F. Ball, J. Walter Thompson; Richard Cox, Doyle, Dane, Bernbach; Lester Cohen, Compton Advertising; Geraldine Molter, The Advertising Council, and Alan Livingston, Mediarts Inc.

ChangingFormats

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

- WORJ(AM) Orlando, Fla.—Osceola Operating Corp., effective Oct. 12, switched from middle-of-the-road to "soft-rock" music. On Sept. 3, WORJ-FM Mount Dora, Fla., ceased duplication of the AM's programing to provide "progressive free-form" stereo music, Tom Doyle, general manager, said. Previously, the FM facility duplicated programing from 6 a.m. to 6 p.m. from Monday through Friday. WORJ(AM) is a daytimer on 1270 khz with 5 kw. WORJ-FM operates on 107.7 mhz with 100 kw and an antenna 230 feet above average terrain.
- KLIQ(AM) Portland, Ore.—Cascade Broadcasting Co., effective Oct. 1, changed its format from country-and-western music to "public affairs, instructional and other talk-type programing." KLIQ-FM Portland, previously duplicating country-and-western music, on Oct. 1, began unduplicated C & W music and expanded the format from 18 hours to 24 hours per day. Cascade told the FCC: "KLIQ-FM will be the only country-and-western music FM station in the Portland market, and KLIQ(AM) will be the only AM in the market which employs a talk-and-interview format during daytime hours." KLIQ(AM) is a daytimer on 1290 khz with 5 kw. KLIQ-FM operates on 92.3 mhz with 59 kw and an antenna 930 feet above average terrain.

Cassettes could supply programing for CATV's

The possibility of 10 or more CATV channels being programed automatically by cassette equipment was suggested in Los Angeles last week by Frederick W. Ford, former FCC chairman and onetime head of the National Cable Television Association. Paul Klein, president, Computer Television Inc., seconded Mr. Ford's notion, during the first international symposium on TV cassettes.

Mr. Klein predicted a future combination of free, commercial and rental TV using cassette programing. Mr. Ford said the early pattern of radio would be repeated in cassettes, with some prerecorded programs containing sponsor messages playing an important role,

Mr. Ford

not only in promoting the cassettes, but in gaining acceptance for particular equipment. "I am sure that marching hand-in-hand with cable television, the TV cassette industry will become one of the huge industries of this country," added Mr. Ford.

All panel sessions at last week's symposium were held behind closed doors, with such subjects as standardization and compatibility among cassette systems being discussed.

The only cassette system displayed last week was the Sony video-tape system. Avco, Philips and Motorola-EVR did not show their hardware, as previously scheduled. Reasons given varied from claims of previous commitments for the equipment to a dispute between Al Preiss, executive director of the symposium, and the Television Academy over who would be first with such a symposium. The Hollywood chapter of the National Academy of Television Arts and Sciences has scheduled a cassette symposium for Nov. 14.

Heart group cites TV stations, newsman

A radio reporter and two television programs will be honored with a 1970 Howard W. Blakeslee Award of the American Heart Association for outstanding reporting in the cardiovascular field. Two newspaper reporters also will receive the award in Atlantic City on Nov. 16. The awards, each consisting of a $500 honorarium and a citation, are for the contest year ended last Feb. 28.

The recipients were: Lou Adler for his coverage of new developments in the cardiovascular field which were included in the *Report on Medicine* series which he wrote, produced and broadcast from March 1969 through January 1970 on WCBS(AM) New York, and the TV shows, "The Heartmakers," a one-hour program on the controversy surrounding the first artificial heart implantation in a human being, National Educational Television-produced and broadcast on Nov. 5, 1969, and "The Pros and Cons of Exercise," half-hour documentary on the value of exercise, broadcast by WAGA-TV Atlanta on Feb. 6 and 7, 1970.

Newspapermen winners were Bill Sidlinger, for his three-part series of articles in the *Hutchinson* (Kan.) *News*, in February 1970, and Patrick Young, Greenbelt, Md., for his article in the weekly *National Observer*, Dec. 29, 1969, "New Technique Holds Out Hope to Heart Patients."

Program notes:

Sid Caesar syndicated ■ More than 600 comedy sketches varying from 10 to 20 minutes in length, have been put together for a half-hour series, **The Sid Caesar Comedy Library.** Comedy routines date as far back as 1949. The series is being offered for syndication and CATV programing by Sid Caesar Productions, Hollywood.

North to Alaska ■ Former broadcast newsman Ivan Scott, now with the Washington-based American Petroleum Institute, has returned from Alaska where he made a series of five broadcasts (average length five minutes) dealing with a proposed giant pipeline which would carry oil south from the state's North Slope. The pipeline's construction has been blocked by a court injunction secured by conservationists who contend it would mar wilderness areas. API hopes to place the programs in each of the top-100 markets.

Alcindor plays the role ■ Lou Alcindor, star center of the Milwaukee Bucks of the National Basketball Association, will portray a collegiate basketball star in an upcoming episode of *Mannix* on CBS-TV. Also in the segment is the seven-footer's former teammate at UCLA, Gail Goodrich, now with the Los Angeles Lakers. *Mannix* star Mike Connors played basketball at the school before turning to acting.

'Ivan' set for winter ■ Group W Films, division of Westinghouse Broadcasting Co., New York, involved with two overseas production companies in making the feature film, "One Day In The Life Of Ivan Denisovich," said last week it will assist in the theatrical distribution of the movie worldwide this winter. The movie, shot in Norway, was adapted from the novel by Alexander Solzhenitsyn, Soviet writer announced as a Nobel Prize winner on Oct. 8. Group W Films said the movie will eventually be distributed worldwide for TV.

Hockey via cable ■ Flint Cable Television, Flint, Mich., division of Lamb Communications Inc., multiple CATV owner, will present all Sunday games of the Flint Generals Hockey Club for the 1970-71 season, beginning Oct. 18. The system also presently originates *You and the Law*, in which attorneys answer viewers' legal questions, and *Black and White*, a half-hour program produced by leading organizations in the local black community. More community-oriented programs are in the planning stage.

Black struggle ■ Westinghouse Broadcast Co. reports that 70 TV stations have agreed to telecast *The Man Nobody Saw*, a 45-minute drama produced and distributed free of charge by WBC in association with the Family Service Association of America, the National Urban League and the National Assembly for Social Policy and Development. The program, previously telecast on Westinghouse-owned stations, is a court-room drama depicting the struggle of the black man to survive in a white society.

Broadcast study grant ■ WJR(AM) Detroit has given a $1,000 grant to the University of Michigan at Ann Arbor to support the education of an inner city student from Detroit who wants to study broadcast journalism. Money from other university sources will be added to the grant to enable the school to offer a full scholarship.

New production house ■ Formation of Viva Productions Inc., New York, to produce television programs and commercials and records was announced last week by David Niles, president. The company has established headquarters at 65 West 55th Street, New York. Other principals in Viva are record producer Harold Thomas, actress-singer Polly Niles and actress Shirley Wilson.

Crosstalk ■ Eight staff members of the Corp. for Public Broadcasting will discuss CPB radio policies and procedures during the National Association of Educational Broadcasters' annual convention in Washington, Nov. 8-11. CPB President John W. Macy Jr. will be

'Smith Family' finds a home

ABC-TV said last week that it would insert in the nighttime schedule next January a new comedy-drama series, *The Smith Family*, starring Henry Fonda in the role of a detective sergeant with the Los Angeles police. The network did not say what show it would replace nor the time period the half-hour series would occupy. Production started last week in Hollywood. ABC first announced the show, which involves itself with the generation gap and problems of youth, several months ago.

chairman of the meeting which is being held to discuss past programs and projects and consider future plans.

New series in school-TV ■ National Instructional TV Center is producing a series of 30 programs designed to relate the experience of art to the daily lives of 10-to-13-year-olds. Series, entitled *Images And Things*, has been funded and developed by an American-Canadian consortium of 26 educational and broadcasting agencies. Its budget will exceed $350,000, said to be one of the largest sums ever spent on an instructional-TV project. Release is scheduled for September 1971.

Time marches on ■ *Here Come The Seventies*, 26 half-hour television specials produced by Hobel-Leiterman Productions Ltd., New York and Toronto, has started on the Canadian Television Network and in syndication in the U.S. and world markets. Series is examining a wide range of human interests in the decade ahead. The company, which produces television series and commercial films, is now acquiring properties for feature film production and CATV distribution.

News consulting firm ■ J. Paul Huddleston, news commentator of KHJ(AM) Los Angeles, has announced the opening of a broadcast news consulting firm. The firm, News-Aid, will offer in-shop seminars and periodic monitoring critiques of reporters.

Talking to the animals ■ *The Night The Animals Talked*, half hour animated Christmas musical special, will be seen on ABC-TV Wednesday, Dec. 9, 7:30 to 8 p.m. EST. The story concerns a group of barnyard animals in Bethlehem who suddenly discover they can talk. Special is being produced by Zavala/Riss Productions and David Gerber Productions with music and lyrics by Jule Styne and Sammy Cahn.

Gina plays the game ■ Gina Lollobrigida will make her first American television appearance in a dramatic role on *The Name of The Game*. In the NBC-TV program, Miss Lollobrigida plays a nun who comes to California after the death of her sister. The episode is scheduled for the 1970-71 season.

New Technicolor studio opens ■ A new studio designed especially for production of commercials and small-cast television programs has been opened in Technicolor's Vidtronics division headquarters, Hollywood. The 4,000-square-foot rental studio is in the same building as Vidtronic's video-tape production facilities and, according to Technicolor, enables both production and post production to be conducted under one roof. Caravan Productions Inc., producers of *Clarence, The Keystone Kop*, a live-action show, is the first company to use the facility.

Equipment&Engineering

Two giants team up for space race

Comsat, AT&T want authority to run joint domestic-satellite operation

The Communications Satellite Corp. and American Telephone and Telegraph Co. are expected to file applications today (Oct. 19) with the FCC seeking approval of a jointly operated domestic satellite system consisting of two Comsat-owned-and-operated satellites and a number of earth stations to be built and operated by AT&T.

Under the agreement, which as of last Thursday (Oct. 15) had not yet been signed, Comsat would lease the two satellites to AT&T for approximately $200 million over seven years.

AT&T was originally expected to file its own application for an entire system; however, the agreement reached with Comsat was not completely unanticipated. There was speculation as early as last July that when Comsat filed for a system, AT&T would file also as its first customer (BROADCASTING, July 20). The decision to set up a joint apparatus reportedly came after six months of negotiations.

Comsat, which owns the U.S. portion of the Intelsat system, let it be known last week that it plans to file further applications with the FCC for a second system of satellites and ground facilities for other users—possibly including the television networks as well as other news media, CATV operators and data transmitters.

The satellites to be launched by Comsat boast new technological developments permitting a doubling of channels from the present capacity of 1,200 voice channels to 2,400, increasing TV capacity from four to eight. This is accomplished through the use of dual antennas radiating in opposite directions on the same frequency.

Details of the Comsat-AT&T agreement were not disclosed last week. What information was obtainable surfaced after AT&T started issuing invitations for a news conference on its proposals. The conference was set for today in Washington.

Western Union filed the first proposal for a satellite network last August, asking the FCC to sanction a system involving three satellites, six earth stations and 31 terrestrial microwave relay stations. WU said it would charge a flat fee of $105,000 per video channel per month to relay television programs, and estimated that the proposed system would require a capital outlay of about $95 million (BROADCASTING, Aug. 3).

In comments submitted last August on the FCC's rulemaking proceeding on domestic-satellite systems, WU told the commission that permitting AT&T to enter the domestic-satellite field would undermine the ability of other groups to compete successfully for business. WU championed a single, high-capacity, multi-purpose system to be equally shared among all users, and suggested that AT&T's participation, initially at least, be limited to leasing channels for its common-carrier services (BROADCASTING, Aug. 17).

AT&T's decision to lease Comsat satellites was apparently prompted by anticipated difficulty in securing FCC approval for a complete system because of anticompetitive considerations.

Other groups expected to file for satellite systems include Hughes Aircraft Co. and Teleprompter Corp.: RCA Global Communications Inc.: Data Transmission Co.: General Telephone & Electronics Corp.: Microwave Communications Inc., and TRW Systems Group of TRW Inc.

ABC, CBS and NBC told the FCC last month that they wouldn't know until some time in December whether or not they would file applications.

The networks contracted for a feasibility study by Page Communications Engineers, a Washington consulting firm. Page found that either a satellite system or a terrestrial microwave system could be built and operated for between $15-million to $30-million annually less than the $70 million a year the networks presently remit to AT&T for interconnection service (BROADCASTING, Aug. 10).

The deadline for submitting satellite applications was extended last month by the FCC to Dec. 1. Comments on satellite policy questions are due on or before Jan. 15, 1971, and reply comments by Feb. 3.

Richard E. Wiley, the FCC's new general counsel, is reportedly devoting much of his time to the commission's domestic-satellite proceeding.

AT&T is the single largest stockholder in Comsat; it holds 2.9 million shares which it purchased for $58 million in 1963. It also holds three of the four Comsat board seats assigned to the communications industry under the Communications Satellite Act of 1962.

Senator Mike Gravel (D-Alaska) has proposed legislation that would curtail or eliminate AT&T's interest in Comsat; he contends the company's influence poses a threat to free competition in the satellite communications field (BROADCASTING, Sept. 14).

Last January the Nixon administration recommended that the FCC establish a wide-open interim policy on satellite systems allowing virtually any group with the required technical and financial qualifications to own and operate its own system. The FCC, however, reserved for itself several options, including the authorization of specialized versus earth stations and other basic policy considerations.

AMST seeks end to FM-TV interference

Problem on channels 6-13 brings call for FCC to set up special committee

The Association of Maximum Service Telecasters has urged the FCC to establish an industry advisory committee to aid in eliminating a problem that has long plagued television broadcasters, not to mention television viewers—FM radio interference to television reception on channels 6 through 13.

The problem, which is expected to get worse with the growing saturation of the FM band, particularly as a result of government-stimulated development of educational radio, was the subject of a meeting at the FCC last month of industry representatives and commission lawyers and engineers.

The meeting failed to produce a solution, other than to lead AMST representatives to suggest formation of an advisory committee to help in finding the technical and regulatory approaches to a solution. Participating with AMST in the meeting were representatives of the National Association of Educational Broadcasters, the Electronic Industries Association, the Corp. for Public Broadcasting, and the Oak Manufacturing Co.

AMST last week, in proposing the creation of an FM-TV Interference Advisory Committee, noted that the problem is generally found in two forms. One involves interference to television channel 6 from FM stations in the lower portion of the FM band, primarily that part occupied by noncommercial educational stations. The other form involves interference to TV channels 7 through 13 from commercial and educational FM stations.

AMST made it clear it felt the principal problem was the inability of present-day television receivers to block out the interference, and it expressed the view that the commission presently has the authority to require "correction of receiver design problems."

However, it said it was proposing the creation of an advisory committee "for the purpose of seeking a prompt solution through immediate cooperative efforts with and among the receiver manufacturers." AMST saw the committee helping the commission encourage manufacturers "to design 'state of the art' receivers incorporating suitable FM filters or traps."

Furthermore, AMST said, not all problems involved are attributable to receiver design. The committee, therefore, would explore other approaches to FM interference, the association said, such as FM allocation and assignment standards and various transmitter "siting" approaches.

AMST suggested that the committee be composed of representatives of various FCC bureaus affected by the problem, manufacturers of television sets and set components, and commercial and educational FM and television broadcasters.

Antenna marker width upped 40 feet by FCC

The FCC has adopted new tower rules which increase from 40 feet to 80 feet the maximum width of the bands to be painted on antenna structures to make them more visible to aircraft.

The commission's action last week requires that existing antenna structures be painted throughout their height with alternate bands of aviation surface orange and white paint at the time they next require painting, or not later than Nov. 1, 1977. New or changed antenna structures must comply with the new rules by Nov. 1, 1970. The rules further require there be no less than seven bands of equal width, with each band not less than 1½ feet, nor more than 100 feet.

The seven-year period allows for compliance with the changed rules, the commission said, but added that it is working with the Federal Aviation Administration to formulate specific guidelines for determining when repainting is needed. "It may be found that a different time frame is justified," the commission said.

Commenting on the rules when they were proposed last June, the National

Association of Broadcasters and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repainting (BROADCASTING, Aug. 24). Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be "unreasonable and discriminatory" to impose a deadline applying only to commission licensees, Rust concluded.

Concord offers new video recorders

A new line of half-inch reel-to-reel videotape recorders designed for institutional or CATV use has been announced by Concord Electronics Corp., Los Angeles. The four-unit product line is said to be compatible with video tapes now used on Sony and Panasonic recorders. In addition, the unit will also accept video tapes meeting the standards of the Electronic Industries Association of Japan. Included in the EIAJ format is the American standard of 525 lines for video recordings.

The basic model is VTR-800, a black and white record-playback unit weighing less than 33 pounds, according to the manufacturer. It has standard UHF connectors for video input and output as well as eight-pin audio-video connector for a monitor receiver. Price of the 800 is $695.

The VTR-820 is identical to the 800 except for the addition of electronic editing and controllable slow motion. Cost is $950. A third model, VTR-450T, is battery-operated and consists of camera with built-in viewfinder and portable recorder with rechargeable batteries. User price is $1,350.

The fourth model, VTR-1000, is a color recorder and is priced at $1,250.

AMST fears effect of call boxes on ch 4, 5

The Association of Maximum Service Telecasters last week warned the FCC that the use of radio call boxes in the 72-76 mhz band for highway emergency radio systems will produce "repeated, severe and extensive interference" to television channels 4 and 5. The commission authorized their use in its report and order adopted last month.

AMST said the commission concedes that there would be "minimal" interference, described as not being "more disruptive than that caused by passing airplanes, ignition noise. . . ." AMST noted that the cumulative effect of these various interference sources would amount to a large degree of harmful interference. AMST concluded the commission "is content to create a cycle in which the presence of existing sources of interference justifies the authorization of a new source of interference."

AMST petitioned the commission to reconsider and stay its order in light of the commission's proposed rules concerning a similar highway public safety and emergency plan using the 450 mhz band in Connecticut, Massachusctts and Rhode Island. AMST noted that the commission recognized the merit of the joint proposal of the three states as the basis for a more complex highway communication system to be developed in the future into a two-way voice communication emergency system.

AMST noted that use of the 72-76 mhz band would be restricted to one-way, tone-only operation, limited to one watt of power at 20 feet of antenna height. "It does not require a great deal of foresight," AMST said, "to see that frequencies in the 450 mhz band will become the initial 'home' of an over-all highway safety communications system. AMST concluded that call boxes operating in the 72-76 mhz band would be incompatible with such a future system."

Technical topics:

Sales agent named ■ Cohu Electronics Inc., San Diego, has appointed Dynamic Associates, Los Angeles, agent for sales and service of its full product line. Ronald J. Carter and Richard L. Sjoberg of the Sherman Oaks, Calif., office of Cohu, join Dynamic, whose offices are located at 2500 South La Cienega Boulevard. Phone (213) 837-0123.

New unit ■ Systems Resources Corp., Plainview, N.Y., has formed a division, Chiron Telesystems, to manufacture and market digital video communications systems for television broadcast, industrial and educational uses. Typical applications are said to include TV titling for broadcast and uses in production control information, airline display and management information systems.

Tall Tennessee tower ■ WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va., now boasts the highest tower in Tennessee, Kentucky and Virginia (4,398 feet above sea level). The new transmitter and tower installation atop Holston Mountain will cost about $500,000 on completion. Licensee Roy H. Park Broadcasting of the Tri-Cities Inc. rereports the antenna and transmitter will reach over 500,000 new viewers.

20th Fund delivers 2d satellite report

Task force sees ITU as coordinator of a world communications system

A report on the "Future of Satellite Communications" issued last week by the Twentieth Century Fund—a New York-based research foundation—concludes that an abundance of satellite frequencies and orbital positions is available in the foreseeable future; that fears of propaganda and "cultural imperialism" surrounding the prospect of direct satellite-to-home broadcasting are much exaggerated, and that the International Telecommunication Union requires simplification and centralization if it is to effectively oversee satellite policy.

The report is the second and final study produced by the fund's Task Force on International Satellite Communications. The first report, issued last year, had as its major recommendation an integrated and comprehensive international communications satellite system under the aegis of Intelsat.

However, as subsequent events have indicated that satellite communications is apparently developing "as a set of operating systems more diffuse and decentralized than what the first task force report favored," the second study looks to the International Telecommunication Union—a world agency related to the United Nations—for international coordination of satellite communications, and concerns itself with issues to be confronted at the ITU-sponsored World Administrative Radio Conference, scheduled for June 1971.

The conference will consider the adequacy of satellite-frequency allocations as well as other technical problems.

The task force's report recommends that the satellite radio-frequency spectrum and the satellite orbital arc be considered as international resources and that their use be subject to "advance planning and coordination at the international level."

The report also recommends that the WARC renew the frequency allocations now shared by satellite and terrestrial systems, since "the practice of frequency sharing is a more efficient use of the frequency spectrum." However, the report also suggests that some higher frequencies be allocated for satellite broadcasting on both an experimental and operational basis since these frequencies have "particular advantages for some satellite services" and can be reserved exclusively for satellite use.

Likening Intelsat to a "global common carrier," the task force suggests that newly developing regional systems be used to "skim off essential" satellite traffic, such as that across the Atlantic and Pacific oceans, and that the Intelsat network be maintained for the benefit of all countries, "particularly the developing nations with poor communications systems, which are increasingly dependent on worldwide communications links."

Noting a growing "international consensus in opposition to detailed and onerous restrictions" on direct satellite-to-home programing content, the task force "commends and encourages this recognition that the fear of propaganda and other offensive programs has been much exaggerated."

To strengthen the ITU, the report recommends a rationalized and simplified basic structure; an expanded, strengthened and unified technical staff, and two new organs: a planning group charged with developing a plan for spectrum and orbital use by global, regional and national satellite communications systems, and a mediation panel to adjust conflicts that may arise among users.

Austrian colorcasting to get boost from RCA

RCA last week announced a \$6.1-million contract to supply a complete color-television studio system for Oesterreichischer Rundfunk Gmbh (ORF), the Austrian broadcasting agency.

The contract is one of the largest awarded for broadcast equipment.

RCA will build and supply color-TV cameras, video-tape recorders, TV film systems and other gear for installation in a large TV production complex in Vienna, where ORF is consolidating its operations. An RCA spokesman said the complex, with nearly 900,000 square feet of total space, will rival in size and technical capability the central program studio of any television network.

The contract follows an ORF decision to adopt U.S. techniques for color-TV production in Austria. The technical system will be built at RCA's Camden, N.J., plant and will operate predominantly on the PAL (Phase Alternation by Line) standard used in Austrian colorcasts.

The complex—named Vienna Central—will have a 9,700-square-foot theater studio with several TV production studios and control rooms and will include a restaurant, a bank and other support facilities, representing an investment of some \$47 million.

Loan repayments bothering CBC

Broadcasting system, seeking capital grants, says debts sap operations

The Canadian Broadcasting Corp. warned last week that the present system of repayment of parliamentary loans "will have an increasingly serious impact on CBC operations in the future." In its annual report, the CBC suggested that a system of capital grants should replace the present practice of loans for capital requirements.

The report notes that with one possible exception the CBC is the only public body relying principally on parliamentary appropriations for its operating requirements which is required to repay capital loans from the government out of operating funds. For 1969-70, the built-in cost of repaying principal and interest of capital loans amounted to over \$11 million. For 1970-71 it will rise to almost \$15 million, and if the present system continues to 1974-75, \$26,200,000 will have to be withheld from the operating loan and returned to the government.

Total operating expense for the year was \$208,033,000 for an increase of \$11.5 million or 5.9% over last year, and included \$10,182,000 for depreciation and amortization not recoverable from the parliamentary payment. Revenues from advertising, interest on investments and miscellaneous earnings were \$48,908,830, a significant increase from \$41,535,822 in 1969.

The balance of \$148,942,000 was provided by Parliament, representing a 3.2% increase over net expenses of the previous year.

The total parliamentary payment of \$166 million was composed of the net expenditure of \$148,942,000, payment of capital loans totalling \$5,065,000 and operating funds not spent amounting to \$11,993,000 retained to meet future operating expenditures.

The gross advertising revenues of \$47,033,000 showed an increase of

$7,467,000 or 18.9% over last year. Television revenue was $44,881,000; radio, $2,152,000. The cost of radio programs, distribution and transmission was $33,778,000, a 6% increase over $31,854,000 last year. The cost of programs, distribution and transmission of television service amounted to $120,-815,000, an increase of 4% over last year's cost of $116,222,000.

Payments to private stations and commissions to agencies and networks totalled $11,108,000, which was an increase of 9.8% last year, and represent 23.6% of gross advertising revenue.

$20-million CBC complex

The Canadian Broadcasting Corp. is planning to construct a $20-million radio-television broadcast complex at Vancouver, B.C. George F. Davidson, president of CBC, said the planned facility will include English and French radio and TV studios. Construction is to start by December 1971 and the complex is to be completed by mid-1974.

Abroad in brief:

Far East Rep ■ Schnur Appel Television International Inc., New York, has named Creative Marketing Ltd., Bangkok, as its official representative for the sale of S-A syndicated TV programs in Thailand.

Mexican arrangement ■ Ogilvy and Mather International, New York, has acquired the Hertz, New York, account in Mexico. Panamericana De Publicidad S.A., Mexico City, member agency in the Ogilvy International family will handle the advertising. Fourth quarter advertising plans include newspapers and TV. Previous agency was Noble and Asociados, Mexico City.

Hot off the line in Chile ■ General Telephone and Electronics International Inc., New York, has signed a licensing agreement with Industrias Electronics Sudamericanas, Santiago, Chile, for the assembly of Sylvania 19-inch and 23-inch black-and-white TV sets in Chile. Both companies are subsidiaries of GT&E Corp.

New company is set up to rep CTV in New York

Intercontinental Communications Inc., New York, has been formed to serve as an international broadcast organization in network and station representation and program distribution throughout the world, it was announced last week.

The new organization is headed by Donald W. Coyle, formerly president of ABC International Inc., who will be president. It was organized with the financial participation of CTV, Canada's largest independent TV network, and other Canadian investors. Among its activities, Intercontinental Communications Inc. will serve as CTV's time sales representative in New York and will be engaged in U.S. program distrihution and sales for CTV.

International Communications Inc. has established headquarters at 230 Park Avenue, New York 10017. Telephone: (212) 683-3741.

Fates&Fortunes

Broadcast advertising

Diran R. Demirjian, manager, local sales, WKYC-TV Cleveland, joins WRC-TV Washington as general sales manager. He succeeds **Raymond J. Timothy** who moves to WKYC-TV as manager (see "Media"). He is succeeded at WKYC-TV by **Richard Robertson,** with NBC Spot Sales, San Francisco. WRC-TV and WKYC-TV are NBC-owned stations.

Thomas M. Battista, national sales manager, KNXT(TV) Los Angeles, CBS-owned station, and **Arthur C. Elliot,** formerly VP, general manager of Avco Radio and Television Sales, named directors of Eastern sales, CBS Television Stations, National Sales. They succeed **Robert H. Perez** and **Steven R. Orr,** appointed VP and general manager, CBS Television Stations National Sales and general sales manager of CBS-owned WBBM-TV Chicago, respectively (BROADCASTING, Oct. 12).

Richard W. Cooper, senior VP, Sykes Advertising, Pittsburgh, elected president. He succeeds **J. Milnor Roberts,** elected chairman.

Allen Hundley, director of sales for the Southwest headquarters of Radio Advertising Bureau, Dallas, appointed director of RAB's Detroit sales office, replacing **Edward L. Hearn,** who becomes VP and general manager of KIXI-AM-FM Seattle (BROADCASTING, Oct. 12).

Jack Beauchamp, sales manager, Eastern office, Katz Television, New York, named VP and manager, Katz Chicago office.

William Conklin, VP-creative director, BBDO San Francisco, moves to Boston office in same capacity.

James K. Francis, with Chicago office of Edward Petry, appointed television

11 picked for MBS group

Mutual Affiliates Advisory Council has elected 11 new nonmetropolitan-area members. Election of metropolitan representatives will be held next year. Newly elected are Bill Jamar, KBWD(AM) Brownwood, Tex.; Wes Bradley, KSSS(AM) Colorado Springs. Re-elected are: Mike Tackley, WICY(AM) Malone, N.Y.; Henry Rau, WDOV(AM) Dover, Del.: Robert Ray, WBBB-AM-FM Burlington, N.C.; Edwin Mullinax, WLAG-AM-FM La Grange, Ga.; Jay Wagner, WLEC-AM-FM Sandusky, Ohio; Roger H. Coleman, WGIL-AM-FM Galesburg, Ill.; Sam Anderson, KFFA(AM) Helena, Ark.; Ed Breen, KVFD(AM) Fort Dodge, Iowa; and Keith Munger, KCOK(AM) Tulare, Calif.

sales manager of Petry's St. Louis office.

Walter J. Konjolka, formerly general sales manager, WHTN-TV Huntington, W. Va., joins Television Advertising Representatives, Chicago, as sales manager.

Joel M. Thrope, formerly executive VP, LIN Broadcasting, Nashville, joins KCMO(AM)-KFMU(FM) Kansas City, Mo., as general sales manager.

Harry E. Wholley, VP and director of advertising-promotion, Chase Manhattan Bank, New York, joins Media Corp. of America there as managing director of firm's marketing consultant division.

Jim Lowe, with WNOR-FM Norfolk, Va., appointed sales manager.

Richard E. Yancey, local sales manager, WIBC(AM) Indianapolis, named VP and general sales manager.

Gerald Hennebeul, sales development manager, Broadcast Market Report division of Dow-Jones, New York, joins KMEG-TV Sioux City, Iowa, as sales manager.

James A. McPherson, formerly with KIDD(AM) Monterey, Calif., joins KOCN(FM) Pacific Grove, Calif., as sales manager.

Joseph Kennedy, with WQTE(AM) Monroe, Mich., appointed general sales manager.

K. Layton Miller, formerly with Katz Radio, Houston, joins WLCY(AM) St. Petersburg, Fla., as sales manager.

Henry A. Tronco, with WDVR(FM) Philadelphia, joins WJMD(FM) Bethesda, Md., as sales manager.

Douglas T. Spellman, formerly with Ogilvy & Mather. New York, joins Warren, Muller, Dolobowsky, New York, as media supervisor.

Kenneth Angel and **Steven G. Dapper,** assistant planners; and **John Adams,** planner, Dancer - Fitzgerald - Sample, New York, appointed media supervisors.

Media

Henry T. Hede, VP, network sales administration, ABC, New York, retires after 28 years with network. He began career with NBC in 1927; was elected VP of ABC in 1959.

Raymond J. Timothy, sales manager, WRC-TV Washington, joins WKYC-TV Cleveland as manager. Both are NBC-owned stations. He succeeds **Eugene Bohi,** named station manager, WAST-TV Albany, N.Y.

Lawrence J. Pollock, station manager, WKBW-TV Buffalo, N.Y., and VP of licensee, Capital Cities Broadcasting, named general manager of WKBW-TV succeeding **Bob King,** senior VP-television for Capital Cities, who will remain at station.

Mark Goodson, chairman, Goodson-Todman Cablevision, New York, multiple-CATV owner, also named president of firm.

Bazil O'Hagan, VP of TV, radio and CATV operations, WNDU-TV South Bend, Ind., named president-elect of Indiana Broadcasters Association.

Colin A. Hanna, with CBS Radio Spot Sales, New York, appointed director, corporate relations, Viacom International, New York, firm into which CBS is spinning off CATV interests and television syndication operations.

Mae Sunada, operations manager, KNEW-TV San Francisco, joins WTTG(TV) Washington in same capacity. Both are Metromedia stations.

Sherwin B. Greene, formerly executive director of sales, WLS-FM Chicago, joins WWEL(AM) there as general manager.

Lyn Higbee, program director, KCMO(AM)-KFMU(FM) Kansas City, Mo., appointed operations director.

Edward R. Gries, sales manager, KWIK(AM) Pocatello, Idaho, appointed station manager.

Dave Taylor, executive VP and general manager, KPRO(AM) Riverside, Calif., resigns effective Nov. 15.

Robert J. Naples, director of financial planning, control and investment analysis, CBS Television Services Division, New York, appointed controller of division.

J. Everett Kochheiser, general manager, Bakersfield (Calif.) Cable TV, joins Kern Cable there in similar position.

Programing

Michael Filerman, director of daytime programs, New York, CBS-TV, appointed director of daytime programs for CBS-TV. **Barbara Schultz,** executive producer of *CBS Playhouse*, named director of program development, CBS-TV, New York.

Jack Parris, formerly district manager, Mobil Color, Omaha, joins KMEG-TV Sioux City, Iowa, as program manager.

Harry Sosnik, VP, Ambroad Music Services, New York, subsidiary of ABC Inc., named VP in charge of music at ABC.

Nina Ronnow, administrative VP for Bill Burrud Productions, Los Angeles, retires after 17 years with firm.

Phil Gardner, promotion manager, WNOW-AM-FM York, Pa., appointed program director.

John J. O'Leary, with Eastern Video Productions, New York, named VP and director of sales.

W. E. (Dick) Risenhoover Jr., formerly news director, KGNC-TV Amarillo, Tex., joins KDFW-TV Dallas as sports director.

News

Arthur Alpert, assistant executive producer, ABC-TV News, New York, joins WCBS-TV New York as managing editor, news.

Walter Hawver, manager of news operations, WTEN(TV) Albany, N.Y., joins KTRK-TV Houston as managing director of news. Both stations are owned by

Capital Cities Broadcasting.

Richard Florea, with WKJG-AM-FM-TV Fort Wayne, Ind., appointed news director.

Jon Poston, city editor, KETV(TV) Omaha, joins KMEG-TV Sioux City, Iowa, as news director.

Leo Adde, news director, WTOP-TV Washington, appointed editor of Washington bureau of *Los Angeles Times.*

Donald C. Harbour, newscaster, KBOX-AM-FM Dallas, joins WINN(AM) Louisville, Ky., as news director.

J. P. Stadius, with WBBM-TV Chicago, appointed news producer.

Bob Harris, with CBS Radio, New York, joins WOR-AM-FM New York as meteorologist and science editor.

David Horowitz, reporter with KNBC-(TV) Los Angeles, appointed to newly created postion of education editor.

Scott Osborne, with WCBS-TV New York, joins ABC News there as New York correspondent.

Charles J. Bierbauer, Central European correspondent, Westinghouse Broadcasting, with headquarters in Vienna, assumes additional responsibilities as Bonn bureau chief.

Phil Thomas, formerly news editor, KIOA-AM-FM Des Moines, Iowa, joins WHO-AM-TV there as reporter-newscaster.

Thomas James Brown, formerly with ABC, New York, joins WKRC-TV Cincinnati as reporter-announcer.

Joseph Durso Jr., previously science writer for NASA's Goddard Space Flight Center, Greenbelt, Md., joins noncommercial WETA-TV Washington as reporter.

Equipment & engineering

Mr. Kaylor

Kenneth K. Kaylor, Western regional sales manager, Audio-Video Systems Division (Norelco), Philips Broadcast Equipment Corp., North Hollywood, Calif., appointed director of sales for division. He will be responsible for sales and service operations in Philips offices in Montvale, N.J.; Atlanta; Houston; Skokie, Ill., and Hollywood.

Robert C. McKenzie, with Bell & Howell Magnetic Tape, Irvine, Calif., named general sales manager. He will be responsible for sales in audio, instrumentation and video-tape.

William P. Brandt, with Altec Lansing, Anaheim, Calif., appointed product manager of audio-controls division of Altec Lansing. He will coordinate sales efforts of all Altec regional sales managers in U.S. regarding audio controls.

G. L. (Pete) Bidwell, formerly with Singer/GPL, Little Falls, N.J., joins Plessey Electronics, Garrard division, Farmingdale, N.Y., as sales manager.

Promotion

R. Kevin Buchta, with KCMO(AM)-KFMU(FM) Kansas City, Mo., appointed promotion director.

Richard A. Cerri, sales manager, WJMD(FM) Bethesda, Md., appointed director of advertising and promotion for group-owner SJR Communications, licensee of WJMD.

Anthony Altieri, with Porterhouse and Associates, Los Angeles PR firm, joins KFI(AM) Los Angeles as director of merchandising and sales promotion. **Carolyn James,** public affairs director, KFI, appointed director of advertising and public relations. **Diana Wyngarden,** with KFI, appointed director of public service.

Jeff Morris, with Folger coffee division of Procter & Gamble, Phoenix, joins KTAR-TV there as merchandising manager.

Lou Zaccheo, assistant advertising and sales promotion manager, WKYC-TV Cleveland, joins WBZ-TV Boston as audience promotion manager in creative services department.

Allied fields

Thomas C. Hansen, director of public relations, National Collegiate Athletic Association, Kansas City, Mo., named assistant executive director. He will continue his public-relations duties and will become assistant program director of NCAA football TV broadcasts on Jan. 1, 1971.

Basil J. Mezines, director of Bureau of Competition and acting executive director, Federal Trade Commission, Washington, appointed executive director of FTC. He is succeeded as director of Bureau of Competition by **Alan S. Ward,** formerly with Washington law firm of Hollabaugh, Jacobs & Ward.

John H. Porter, senior VP and director of Ogilvy & Mather, New York, named director of public affairs for Peace Corps, Washington.

International

Robert C. Short, former president of Edwards of Canada, Montreal subsidiary of Edwards Co., New York electrical manufacturing firm, named first full-time president of Canadian Cable Television Association. He will establish offices in Ottawa. Previously, CCTA has been run by elected board and chairman.

Deaths

Paul R. Schreier, 34, director of program administration, ABC-TV, New York, died Oct. 9 in automobile accident in Greenfield, Mass. He is survived by his wife, Frances.

Jack Snyder, 67, retired manager of WFBG-AM-FM Altoona, Pa., died Oct. 4 in Altoona. Survivors include son, Donald, program manager, WNBF-TV Binghamton, N.Y.

Edward J. Rosenwald, 68, VP, Daniel & Charles, New York agency, died Oct. 9 at his home in New York. He is survived by his wife, Katherine, and three sons.

Milton H. Budd, 57, radio and television personality, WMBD-AM-FM-TV Peoria, Ill., died Oct. 1 at Proctor hospital, Peoria, after long illness. He is survived by his wife, Jean, and two daughters.

As compiled by BROADCASTING, Oct. 6 through Oct. 13 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

Applications

■ Orlando, Fla.—Sun World Broadcasters Inc. Seeks UHF ch. 35 (796-802 mhz): ERP 335 kw vis., 66.9 kw aur. Ant. height above average terrain 1,066 ft; ant. height above ground 1,066 ft. P.O. address: 501 East Church Street, Orlando 32801. Estimated construction cost $754,000; first-year operating cost $250,000; revenue $200,000. Geographic coordinates 28° 36′ 17″ north lat.; 81° 05′ 13″ west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-45J. Legal counsel Welch & Morgan, Washington; consulting engineer Raymond E. Rohr & Associates, Silver Spring, Md. Principals: Wayne F. Boyles (20.72%), Paul H. Moser (10.36%), et al. Dr. Boyles owns medical clinic and has interest in leasing firm; Mr. Moser is retired. Ann. Aug. 4.

■ Ashland, Ky.—Trico Inc. Seeks UHF ch. 61 (752-758 mhz); ERP 1,775 kw vis., 355 kw aur. Ant. height above average terrain 1,100 ft; ant. height above ground 1,009 ft. P.O. address: c/o Diedrich, Hermansdorfer & Wilson, Ashland 41101. Estimated construction cost $837,947; first-year operating cost $300,000; revenue $250,000. Geographic coordinates 38° 29′ 24″ north lat.; 82° 42′ 40″ west long. Type trans. RCA TTU-60A. Type ant. RCA TFU-46K. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington; consulting engineer H. Harold Munn Jr. Principals: H. David Hermansdorfer, president; Hal Murphy, executive vice president; Donald H. Putnam Jr., secretary-treasurer; Herbert Glimcher, Cecil M. Hinton, and Samuel Mansbach (each 16.7%). Mr. Hermansdorfer is partner in law firm, owns horse breeding concern and has interest in real estate subdivision; Mr. Murphy is vice president and sales manager of WIRO(AM) Ironton, Ky.; Mr. Putnam has interest in insurance concern, real estate concern, and has oil and steel interests; Mr. Glimcher owns real estate firm and has interest in real estate subdivision with Mr. Hermansdorfer; Mr. Hinton owns poultry-agriculture business, has interest in poultry and egg business and is director of bank in Ashland; Mr. Mansbach is president of scrap processing firm, vice president of steel manufacturing concern and has interest in real estate business. Ann. July 17.

Starts authorized

■ KBMA-TV Kansas City, Mo.—Authorized program operation on UHF ch. 41, ERP 1,000 kw vis., 100 kw aur. Ant. height above average terrain 2,049 ft. Action Sept. 18.

Final actions

■ Kenosha, Wis.—Wisconsin Television Corp. FCC granted UHF ch. 55; ERP 239 kw vis., 47.8 kw aur. Ant. height above average terrain 363 ft; ant. height above ground 391 ft. P.O. address: 505 Kenosha National Bank Building, 625 57th Street, Kenosha 53140. Estimated construction cost $88,000; first-year operating cost $60,000; revenue $80,000. Geographic coordinates 42° 32′ 03″ north lat.; 87° 56′ 11″ west long. Type trans. RCA TTU-12ALA. Type ant. RCA TFU-30J. Legal counsel none indicated, consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals: Donald L. Patrick, president (52%), James L. Kastelle, vice president (8%), John B. Boltz, secretary, Larry Krueger, treasurer (each 4%), et al. Messrs. Krueger, Kastelle and Patrick are Control Data Corp. employees. Mr. Boltz is social worker. Action Oct. 7.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss., TV proceeding, granted motion by Civic Communications Corp. to extend procedural dates; continued hearing for CP for new TV at Jackson from Nov. 16 to Jan. 26, 1971 (Docs. 18845-49). Action Oct. 8.

■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Harriscope Broadcasting Corp.), TV proceeding, granted request by Harriscope Broadcasting Corp. and postponed hearing to Nov. 17 (Docs. 18737-8). Action Oct. 6.

Other action

■ Review board in Boston, TV proceeding, postponed until further notice date for filing exceptions to initial decision (Docs. 18338-39). Action Oct. 7.

Rulemaking petitions

■ Gastonia and Monroe, both North Carolina, and New Haven and New London, both Connecticut—FCC proposed to assign UHF ch.'s 53 to Gastonia and 66 to Monroe, and shift ch. 26 to New Haven from New London and assign ch. 59 to New London in its place. Actions Oct. 7.

■ Clarksville, Tenn.—FCC proposed in response to petition by Tennessee Televentures, joint venture of residents of Nashville, Memphis, Jackson and Franklin, all Tennessee, amendment of TV table of assignments by assigning VHF ch. 10 to Clarksville. Action Oct. 7.

Rulemaking action

■ Marion, Ind., and Oxnard, Calif.—FCC assigned UHF ch. 23 from Muncie to Marion, both Indiana (Doc. 18472), and UHF ch. 63 to Oxnard (Doc. 18644). Actions Oct. 7.

Call letter action

■ Atlantic Video Corp., Newark, N.J.—Granted WWRO(TV).

Existing TV stations

Final actions

■ KCST(TV) San Diego—Broadcast Bureau granted CP to install alt. main driver. Action Oct. 7.

■ WDCA-TV Washington—Broadcast Bureau granted CP to change ERP to vis. 3090 kw; aur. 309 kw; change type trans. and type ant.; conditions. Action Oct. 5.

■ WKBG-TV Cambridge, Mass.—Broadcast Bureau granted license covering installation of aux. trans.; granted CP to change ERP to vis. 1660 kw, aur. 166 kw; and type ant.; conditions. Action Oct. 7.

■ WKBD(TV) Detroit—Broadcast Bureau granted license covering permit authorizing new station; redescribe trans. and studio location as 26955 West 11 Mile Road, Southfield township, Mich. Action Oct. 2.

■ KOMU-TV Columbia, Mo.—Broadcast Bureau granted license covering aux. ant. Action Oct. 7.

■ WNJU-TV Linden-Newark, N.J.—FCC denied petition filed by Anthony R. Martin-Trigona on behalf of Radio Free America asking for reconsideration of memorandum opinion and order released Sept. 14, which authorized transfer of control of New Jersey Television Broadcasting Corp., licensee of WNJU-TV Linden-Newark, N.J., to Screen Gems Broadcasting Corp. Action Oct. 7.

■ WPIX(TV) New York—FCC denied application by WPIX Inc. for review of review board memorandum opinion and order released May 5, which denied WPIX petition to enlarge issues in New York City ch. 11 comparative hearing (Docs. 18711, 18712). Action Oct. 7.

■ WCHS-TV Charleston, W. Va.—FCC determined that WCHS-TV did not violate fairness doctrine or personal attack rules in references it made to West Virginia Congressman John M. Slack on July 7 public affairs broadcast. Action Oct. 7.

Actions on motions

■ KHFI-TV Austin, Tex.—Chief, Broadcast Bureau granted request of Southwest Republic Corp., licensee, and extended through Oct. 23, time to file comments and to Nov. 3 time to file reply comments in matter of amendment of TV table of assignments (Kerrville-Fredericksburg, Tex.) (Doc. 18979). Action Oct. 8.

■ Chief Hearing Examiner Arthur A. Gladstone in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV(TV)]), TV proceeding, on request of Southern Broadcasting Co., extended procedural dates and postponed hearing to Jan. 4, 1971 (Doc. 18880). Action Oct. 5.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co. [KFBC-TV]), TV proceeding, postponed indefinitely application of Frontier Broadcasting Co. for renewal of license of KFBC-TV (Doc. 18797). Action Oct. 7.

Rulemaking petition

■ *KQED(TV) and *KQEC(TV), both San Francisco—Request rulemaking to shift UHF noncommercial ch. reservation in San Francisco from presently assigned ch. 60 to presently assigned ch. 32. Ann. Oct. 9.

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.

■ WJBF(TV) Augusta, Ga. (Fuqua Industries Inc.) Amendment dated Aug. 7, 1970, reduces network rate from $1,000 to $935 effective Jan. 1, 1971.

■ KCRG-TV Cedar Rapids, Iowa (Cedar Rapids

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Summary of broadcasting

Compiled by FCC, Oct. 1, 1970

	On Air Licensed	On Air STA*	On Air CP's	Total On Air	Not On Air CP's	Total Authorized
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.*

Television Co.) Amendment dated June 1, 1970, reduces network rate to $771 effective Jan. 1, 1971.

■ WGHP-TV High Point, N.C. (Southern Broadcasting Co.) Contract dated Aug. 10, 1970, replaces one dated March 11, 1970; effective Oct. 1, 1970, to Oct. 1, 1972. First call right. Programs delivered to station. Network rate, $950; effective Jan. 1, 1971, $895; compensation paid at 30% prime time.

■ WKOW-TV Madison, Wis. (Midcontinent Broadcasting Co. of Wisconsin Inc.) Amendment dated Aug. 7, 1970, reduces network rate from $400 to $374 effective Jan. 1, 1971.

■ WITI-TV Milwaukee (WITI-TV Inc.) Contract dated July 23, 1970, replaces one dated March 14, 1968; effective Sept. 15, 1970, to Sept. 15, 1972. First call right. Programs delivered to station. Network rate, $1,700; effective Jan. 1, 1971, $1,590; compensation paid at 30% prime time.

■ WAOW-TV Wausau, Wis. (Midcontinent Broadcasting Co. of Wisconsin Inc.) Amendment dated Aug. 7, 1970, reduces network rate to $460 effective Jan. 1, 1971.

■ KFBC-TV Cheyenne, Wyo. (Frontier Broadcasting Co.) Amendment dated Aug. 26, 1970, extends contracts effective date from Feb. 1, 1971, to July 31, 1971.

CBS

■ Formula: Same as ABC.

■ KXII-TV Admore, Okla. (Texoma Broadcasters Inc.) Contract dated Sept. 8, 1970; effective Sept. 13, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, $150; compensation paid at 30% prime time.

■ WAIM-TV Anderson, S.C. (Wilton E. Hall) Contract dated July 6, 1970; effective July 15, 1970, to July 14, 1972. First call right. Programs delivered to station. Network rate, $47; none effective July 15, 1971; compensation paid at 32% prime time; 60% deduction weekly.

■ KGNC-TV Amarillo, Tex. (Stauffer Publications Inc.) Contract dated Sept. 8, 1970; effective Sept. 13, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, $450; compensation paid at 30% prime time.

New AM stations

Start authorized

■ KCRL Reno—Authorized program operation on 780 khz, 50 kw-DA-N-U. Action Sept. 28.

Final action

■ Monticello and Wabash, both Indiana—FCC granted joint application by Iroquois County Broadcasting Co., Monticello, and Wabash Valley Radio Inc., Wabash, for approval of agreement for drop-out of Iroquois County for new AM at Monticello in return for reimbursement by Wabash Radio of $1,856.16 in expenses incurred in processing application; dismissed Iroquois application, and granted Wabash application for new AM on 600 khz, 1 kw D. P.O. address: Box 3, Goshen, Ind. Estimated construction cost $27,618, first year operating cost $65,000, revenue $72,000. Principals include Chris L. Graber, Clifford H. Carpenter, and Glen E. Yoder, 20.51% each, and Rollin R. Rheinheimer, H. Brooks Dawson, and William S. Miller, 12.82% each. Mr. Graber is president of gas company. Mr. Carpenter owns hardware store. Mr. Yoder is employe of grain company. Mr. Rheinheimer is student. Messrs. Dawson and Miller are employes of WCMR(AM) Elkhart, Ind. Actions Oct. 7.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, ordered that petition by George E. Worstell to amend application with respect to trans. site may be filed on or before Oct. 22 (Docs. 18856, 18858). Action Oct. 6.

■ Hearing Examiner Lenore G. Ehrig in Sylacauga and Jacksonville, both Alabama (Heart of Dixie Broadcasting Co., et al.), AM proceeding, granted motion by University Broadcasting Company to extent that all presently scheduled procedural dates are continued for two weeks; postponed hearing until Nov. 3 (Docs. 18898-900). Action Oct. 2.

■ Hearing Examiner Millard F. French in Blue Ridge and Clarkesville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, granted petition by Click Broadcasting Co. for leave to amend application with respect to financial showing; continued hearing to date to be set by subsequent order (Docs. 18526-7). Action Oct. 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Flora, Ill. (Doyle Ray Flurry and Virginia Broadcasting Corp.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer and scheduled prehearing conference for Nov. 9 and hearing for Dec. 7 (Docs. 19024-5). Action Sept. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Eudora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer and scheduled conference for Nov. 17 and hearing for Dec. 14 (Docs. 19026-7). Action Sept. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Bentonville, Ark. (Northwestern Communications Corp.), AM proceeding, on request of parties continued Oct. 15 hearing to Oct. 20 (Doc. 18869). Action Oct. 5.

Other actions

■ Review board in Whitley City, Ky., AM proceeding, granted motion to extend date for reply, filed Oct. 6, by Jellico Broadcasting Corp. (Docs. 18959-60). Action Oct. 8.

■ Review board in Sapulpa, Okla., AM proceeding, dismissed petition for reconsideration and other relief and appeal from examiner's order denying petition for leave to amend and for other relief, both filed Aug. 27, by Tinker Area Broadcasting Co. (Docs. 13341-42, 13344). Action Oct. 9.

Designated for hearing

■ Honesdale, Pa.—FCC set for hearing mutually exclusive applications of Wayne County Broadcasting Corp. and Peter L. Pratt for new D AM at Honesdale. Action Oct. 7.

■ McConnellsburg, Ligonier and Jeanette, all Pennsylvania—FCC set for hearing applications by Town Radio Inc., McConnellsburg, Laurel Highlands Broadcasting Co., Ligonier, and Central Westmoreland Broadcasting Co., Jeannette, all for new AM's on 1530 khz. Action Oct. 7.

Existing AM stations

Final actions

■ KXEW Tucson, Ariz.—Broadcast Bureau granted CP to change from DA to non-DA and increase ant. system; conditions. Action Oct. 6.

■ KWCB Searcy, Ark.—Broadcast Bureau permitted remote control. Action Sept. 18.

■ WAAM Ann Arbor, Mich.—Broadcast Bureau granted CP to increase N power to 5 kw, make changes in DA-2 patterns; change trans. location to north of Merritt Road, east of Platt Road, 6.7 miles south-southeast of Ann Arbor, and make changes in ant. system; conditions. Action Oct. 5.

■ WQTE Monroe, Mich.—Broadcast Bureau granted license covering use of former main trans. as alt. main trans. Action Oct. 5.

■ WSLR Akron, Ohio—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Oct. 5.

■ WKOV Wellston, Ohio.—Broadcast Bureau permitted remote control. Action Sept. 28.

■ WHYZ Greenville, S.C.—Broadcast Bureau granted license covering aux. trans. Action Sept. 30.

Other action

■ WSTC-AM-FM Stamford, Conn.—FCC directed Western Connecticut Broadcasting Co., licensee, to show cause at hearing why its licenses should not be revoked for alleged censorship of paid political broadcasts by legally qualified candidates for public office, and for other rule violations. Action Oct. 7.

Actions on motions

■ Chief, Office of Opinions and Review in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, granted motion by applicant and extended to Oct. 9 time to file responses to Broadcast Bureau's exceptions to initial decision and brief in support of exceptions (Doc. 17613). Action Oct. 5.

■ Chief Hearing Examiner Arthur A. Gladstone in Titusville and Fort Pierce, both Florida (WRMF Inc. [WRMF] and St. Lucie Broadcasting Co.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr., as presiding officer; scheduled prehearing conference for Nov. 18 and hearing for Jan. 4, 1971 (Docs. 19022-3). Action Sept. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Monroe, Ga. (Walton Broadcasting Co.), renewal of license of WMRE, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled prehearing conference for Nov. 10 and hearing for Dec. 14 (Doc. 19011). Action Sept. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Montezuma, Ga. (Macon County Broadcasting Co.), renewal of license WMNZ, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for Nov. 9 and scheduled hearing for Dec. 7, in Montezuma (Doc. 19012). Action Sept. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawaiian Paradise Park Corp.), renewal of license of KTRG, ordered applicant to exchange direct case in respect to programing issue added by review board order released July 31 on or before Oct. 30, and to exchange direct case with respect to other matters in issue on or before Nov. 6 and further ordered counsel for applicant and bureau achieve agreement to other matters discussed at conference or report to presiding examiner in event of necessity for calling further prehearing conference to reach agreement (Doc. 18819). Action Oct. 5.

■ Chief Hearing Examiner Arthur A. Gladstone in West Jefferson and Blowing Rock, both North Carolina (Childress Broadcasting Corp. of West Jefferson [WKSK] and Mountain Broadcasting Corp.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer and scheduled prehearing conference for Nov. 17 and hearing for Dec. 14 (Docs. 19015-6). Action Sept. 25.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, et al.), AM proceeding, granted petition by WUVA for leave to amend application by furnishing copy of new contract between WUVA and Charlottesville Broadcasting Corp. relating to lease of WUVA's proposed trans. site and purchase of improvements thereon, granted petition by WELK Inc. (WELK) for leave to amend application by submitting copy of new contract between WELK and Charlottesville Broadcasting Corp. covering lease of WELK's proposed trans. site and purchase of improvements thereon and further granted motion by WELK for hearing examiner to receive in evidence WELK exhibit (Docs. 18585-7). Actions Oct. 6.

■ Hearing Examiner Chester F. Naumowicz Jr. in Titusville and Fort Pierce, both Florida (WRMF Inc. [WRMF] and St. Lucie Broadcasting Co.), AM proceeding, advanced prehearing conference to Nov. 17 (Docs. 19022-3). Action Oct. 5.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, on request of counsel for Jay Sadow, continued procedural dates and scheduled hearing for Dec. 15 (Docs. 18901-2). Action Oct. 5.

Fine

■ WMAA Winston-Salem, N.C.—FCC notified Laury Associates Inc., licensee, that it has incurred apparent forfeiture liability of $2,000 for violation of Title 18, United States Code, Section 1304 which prohibits broadcast of advertisements of, or information concerning, "any lottery, gift enterprise, or similar scheme offering prizes dependent in whole or in part upon lot or chance. . ."; and for willful or repeated failure to identify on program logs sponsors of announcements in violation of rules. Action Oct. 7.

Call letter applications

■ KWRM, Austin Oil Co., Guthrie, Okla.—Requests KOKC.

■ WCYB, 690 Radio Inc., Bristol, Va.—Requests WZAP.

■ WKOW, Midcontinent Broadcasting Co., Madison, Wis.—Requests WTSO.

Call letter actions

■ KZIK, Fort Collins Broadcasting Co., Fort Collins, Colo.—Granted KIIX.

■ KABH, Green Dolphin Broadcasting Co., Midland, Tex.—Granted KNAM.

New FM stations

Applications

■ West Haven, Conn.—New Haven College Inc. Seeks 88.7 mhz, 3 kw. Ant. height above average terrain 151 ft. P.O. address 300 Orange Ave., West Haven 06516. Estimated construction cost $30,000; first-year operating cost $4,425; revenue none. Principals: Ronald M. Bixler, chairman, board of governors, et al. Ann. Oct. 1.

■ Jupiter, Fla.—Lighthouse Broadcasting Inc. Seeks 92.1 mhz, 3 kw. Ant. height above average terrain 215 ft. P.O. address Box 1246, Jupiter 33458. Estimated construction cost $25,000; first-year operating cost $16,414; revenue $24,000. Principals: T. A. Aliapoulious, et al. Ann. Aug. 5.

■ Murphysboro, Ill.—Sunshine Broadcasting Corp. Seeks 104.9 mhz, 2.44 kw. Ant. height above average terrain 198.3 ft. P.O address RFD #2, Murphysboro 62966. Estimated construction cost $19,-917.65; first-year operating cost $36,900; revenue $60,390. Principals: William R. Varecha, president (51%), Joseph Varecha (49%). William Varecha is sales manager of KYMS-FM Santa Ana, Calif.; Joseph Varecha is with circulation department, *Chicago Tribune*. Ann. Sept. 22.

■ Oelwein, Iowa—Hawkeye Broadcasting Inc. Seeks 92.3 mhz, 100 kw. Ant. height above average terrain 372 ft. P.O. address 109 South Frederick Street, Oelwein 50662. Estimated construction cost $138,488; first-year operating cost $50,000; revenue $40,000. Principals: James Stuart, chairman of board, and Helen C. Stuart, secretary-treasurer (jointly 100%). Mr. Stuart owns KFOR(AM) Lincoln and KRGI(AM) Grand Island, both Nebraska; KSAL(AM) Salina, Kan.; KMNS(AM) Sioux City and KOEL(AM) Oelwein, both Iowa, and WMAY(AM) Springfield, Ill. Ann. Aug. 5.

■ Maryville, Mo.—Clark Broadcasting Co. Seeks 95.3 mhz, 3 kw. Ant. height above average terrain 233 ft. P.O. address P.O Box 278, Maryville 64468 Estimated construction cost $18,145; first-year operating cost $7,500; revenue $9,000. Principals: Roger Moyer, sole owner. Mr. Moyer owns KNIM(AM) Maryville. Ann. Aug. 24.

■ Wallace, N.C.—Dulphin Broadcasting Co. Seeks 94.3 mhz, 3 kw. Ant. height above average terrain 295 ft. P.O. address: Box 449, Wallace 28466. Estimated construction cost $27,991; first-year operating cost $5,000; revenue $5,000. Principals: Harry E. Kramer, president (50%), Same Leder, vice president (50%). Mr. Kramer has interest in two department stores; Mr. Leder owns motel, has interest in department store and is stockholder and director of bank in Jacksonville, N.C. Ann. Sept. 28.

■ Wilkes-Barre, Pa.—Wilkes College. Seeks 90.7 mhz, .175 kw. Ant. height above average terrain 1,020 ft. P.O. address 184 South River Street, Wilkes-Barre 18703. Estimated construction cost $16,175; first-year operating cost $6,000; revenue none. Principals: Donald F. Carpenter, trustee, et al. Ann. Aug. 24.

■ Shell Lake, Wis.—Charles R. Lutz. Seeks 95.3 mhz, 20 kw. Ant. height above average terrain 854 ft. P.O. address 6th Avenue, Shell Lake 64871. Estimated construction cost $21,012; first-year operating cost $64,861; revenue $86,469. Principals: Charles R. Lutz, sole owner. Mr. Lutz owns WCSW(AM) Shell Lake, drive-in restaurant, sporting goods store and apartment dwelling. Ann. Sept. 25.

Starts authorized

■ *KBPK(FM) Buena Park, Calif.—Authorized program operation on 90.1 mhz, TPO 10 w. Ant. height above average terrain —36.18 ft. Action July 6.

■ *WMCU(FM) Miami—Authorized program operation on 89.7 mhz, ERP 3 kw. Ant. height above average terrain 880 ft. Action Sept. 21.

■ KRNT-FM Des Moines, Iowa—Authorized program operation 102.5 mhz, ERP 50 kw-U. Ant. height above average terrain 540 ft. Action Sept. 28.

■ *WRBB(FM) Boston—Authorized program operation on 91.7 mhz, TPO 10 w. Action Sept. 21.

■ *WALP(FM) Corinth, Miss.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Sept. 24.

■ KUVR-FM Holdridge, Neb.—Authorized program operation on 103.1 mhz, ERP 2.7 kw. Ant. height above average terrain 155 ft. Action Sept. 30.

■ KRSB(FM) Roseburg, Ore.—Authorized program operation on 103.1 mhz, ERP 2.7 kw. Ant. height above average terrain 220 ft. Action Sept. 29.

■ *KASD(FM) Aberdeen, S.D.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Sept. 24.

Final actions

■ *Kent, Conn.—The Kent School Corp. Broadcast Bureau granted 88.9 mc, TPO 10 w. Ant. height above average terrain not indicated. P.O. address Box 401, Kent, Conn. Estimated construction cost $2,265; first-year operating cost $200.00; revenue none. Principals: Cyrus S. Eaton Jr., president of board of trustees, et al. Action Oct. 6.

■ Muskegon, Mich.—Multi-Com Inc. Broadcast Bureau granted 104.5 mc, 50 kw. Ant. height above average terrain 499 ft. P.O. address 500 Hackley Bank Building, Muskegon 49440. Estimated construction cost $86,070; first-year operating cost $55,000; revenue $70,000. Principals: Fred C. Culver Jr., president; David H. Walborn, vice president. and Thomas H. Seyfferth, secretary-treasurer (each 33-1/3%). Mr. Culver is partner in law firm. Mr. Walborn is general manager for Associated Publications Inc., Whitehall. Mich. weekly newspaper publishers. Mr. Seyferth owns 3% of steel foundry and transportation-equipment manufacturer. Action Sept. 28.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Burney and Fall River Mills, California (Ulysses Sherman Bartmess and W. H. Hansen), FM proceeding, designated Hearing Examiner James F. Tierney as presiding officer and scheduled prehearing conference for Nov. 12 and hearing for Dec. 14 (Docs. 19034-5). Action Oct. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Omaha (Charles F. Heider and Pier San of Nebraska Inc.). FM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer and scheduled prehearing conference for Nov. 10 and hearing for Jan. 4, 1971 (Docs. 19020-1). Action Sept. 25.

■ Chief Hearing Examiner Arthur A. Gladstone in Sun Prairie, Wis. (Sun Broadcasting Inc. and Jerry J. Collins), FM proceeding, designated Hearing Examiner A. Gladstone as presiding officer and scheduled prehearing conference for Nov. 12 and hearing for Jan. 18, 1971 (Docs. 19032-3). Action Oct. 2.

■ Hearing Examiner Jay A. Kyle in Leisure City, Homestead and Goulds. all Florida (Resort Broadcasting Inc., et al.). FM proceeding, rescheduled evidentiary hearing for Nov. 19; granted petition by Resort Broadcasting Inc. for leave to amend application relative to revision of option to purchase parcel of land on which to locate proposed trans. (Docs. 18956) Actions Oct. 6.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P. A. L. Broadcasters Inc.), FM proceeding, ordered evidentiary hearing to convene on Nov. 9 (Doc. 17885). Action Oct. 2.

■ Chief Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, continued Oct. 14 prehearing conference to Nov. 3 (Docs. 18971-2). Action Sept. 30.

Other actions

■ Review board in Big Bear Lake, Calif., FM proceding, granted motion to extend time to reply, filed Sept. 30 by Stolte Inc. (Docs. 18967-68). Action Oct. 7.

■ Review board in Harriman, Tenn., FM proceeding, granted motion for extension of time, filed Oct. 2 by Folkways Broadcasting Inc. (Docs. 18912-13). Action Oct. 8.

Rulemaking petition

■ Sherman Oaks, Calif., Jerry Lawrence—Requests amendment of FM table of assignments to assign ch. 244-A to Santa Paul, Calif. Ann. Oct. 9.

Call letter applications

■ Neosho County Broadcasting Inc., Chanute, Kan.—Requests KNOY-FM.

■ Tylertown Broadcasting Co., Tylertown, Miss. —Requests WTYL-FM.

Call letter actions

■ Cumberland Gap Broadcasting Co., Middlesboro, Ky.—Granted WMIK-FM.

■ Little Miami Local Schools, Morrow, Ohio—Granted *WLMH(FM).

■ Rushmore Broadcasting Inc., Rapid City, S.D. —Granted KFFM(FM).

Existing FM stations

Final actions

■ WRSA(FM) Decatur, Ala.—Broadcast Bureau granted CP to install ant. and make changes in ant. system; ant. height 300 ft. Action Oct. 7.

■ *KAXR(FM) Flagstaff, Ariz.—Broadcast Bureau granted CP to replace expired permit. Action Oct. 6.

■ *KEDC-FM Northridge, Calif.—Broadcast Bureau granted CP to make changes in transmitting equipment. Action Oct. 2.

■ *KZSU(FM) Stanford, Calif.—Broadcast Bureau granted CP to change trans. location to 3,100 ft. south of Intersection of Juniper Serra Boulevard and Mayfield Avenue, Stanford University, Stanford; install ant. and make changes in ant. system; remote control permitted. Action Oct. 6.

■ WOCN-FM Miami Beach, Fla.—Broadcast Bureau granted request for SCA on 67 khz. Action Oct. 7.

■ WTOW-FM Baltimore — Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ant. height 700 ft.; conditions. Action Oct. 5.

■ WPGC-FM Morningside, Md.—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Sept. 30.

■ *WCFM(FM) Williamstown, Mass.—Broadcast Bureau granted CP to change frequency to 91.9 mhz; change type trans. and ant.; make changes in ant. system; remote control permitted. Actions Oct. 6.

■ *WCMU-FM Mount Pleasant, Mich.—Broadcast Bureau granted CP to change frequency to 89.5 mhz; trans. location to 0.4 miles west of Blue Grass Road and Old U.S. Route 27, Mt. Pleasant; change studio and remote control location to Moore Hall, Central Michigan University; install new trans. and ant.; make changes in ant. system; ant. height 420 ft. Action Oct. 7.

■ WLXN(FM) Lexington, N.C.—Broadcast Bureau granted CP to install trans.; ERP 7.3 kw. Action Oct. 7.

■ WTNC-FM Thomasville, N.C.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ant. height 255 ft. Action Sept. 28.

■ WEYA(FM) Bayamon, Puerto Rico—Broadcast Bureau granted CP to change trans. location to 1.2 miles southeast of Guaynabo on Piedras Blancas road, near Guaynabo; change studio and remote control; make changes in ant. system; ERP 31 kw; ant. height 110 ft.; remote control permitted. Action Oct. 7.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, ordered prehearing conference on Oct. 15 (Docs. 18805-6). Action Oct. 6.

Rulemaking petition

■ KVRE(FM) Santa Rosa, Calif.—Requests rulemaking to amend rules and regulations to assign FM ch. 249-A to Santa Rosa. Ann. Oct. 9.

Call letter applications

■ WLLH-FM, WLLH Inc., Lowell, Mass.—Requests WSSH(FM).

■ WFIL-FM, Richer Communications Inc., Philadelphia—Requests WIOQ(FM).

■ WJCW-FM, Tri-Cities Broadcasting Inc., Johnson City, Tenn.—Requests WQUT(FM).

■ WRAC-FM, WRAC Broadcasting Co., Racine, Wis.—Requests WRKR(FM).

Call letter actions

■ KFMF(FM), Fort Collins Broadcasting Co., Fort Collins, Colo.—Granted KIIX-FM.

■ WDOV-FM, Dover Broadcasting Co., Dover. Del.—Granted WDSD(FM).

■ KAFM(FM), Salina F-M Inc., Salina, Kan.—Granted KSKG(FM).

■ WAZL-FM, Hazelton Broadcasting Inc., Hazelton, Pa.—Granted WVCD(FM).

■ KCTA-FM, Broadcasting Corp. of the Southwest, Sinton, Tex.—Granted KOUL(FM).

Renewal of licenses, all stations

■ Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM and KTYM-FM, granted petition by Broadcast Bureau and extended to Oct. 13, time to file proposed findings of fact and conclusions of law, and to Oct. 27, time to file replies (Doc. 18616). Action Oct. 1.

■ Broadcast Bureau granted renewal of licenses

(Continued on page 65)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—$2.00 minimum.
Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. **Forward remittance separately.** All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—$2.00 minimum.
All other classifications 35¢ per word—$4.00 minimum.
Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require** display space. **Agency commission only on display space. No charge for blind** box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

We need a selling manager for an excellent small market radio station. A once in a lifetime opportunity for a good man to take charge. Station is profitable at present and excellent staff & facilities. Send complete details and picture to Box K-133, BROADCASTING.

Florida large market needs aggressive, creative, local sales manager. Excellent opportunity for salesman who can lead staff to new highs and bring in billing himself. Quality station, good production, big company, superlative fringe benefits. If you can increase local sales dramatically, write ASAP, Box K-137, BROADCASTING.

Major market station management opportunity . . . group owned radio station needs a sales oriented station manager for top 50 market. Rare chance to join fast growing broadcasting group in executive capacity. The man we are looking for may or may not be in sales or station management now but must have proven sales record. Career opportunity for man who seeks additional responsibility, income and advancement. All replies treated in the strictest confidence. Box K-200, BROADCASTING.

Immediate opening for young aggressive salesman who wants to manage a station in the Rocky Mountains. Should have extremely good track record in sales . . . good voice . . . good appearance . . . desire to work hard . . . ability to manage money . . . sober . . . family type. Must know all phases of radio including air sales. You can work out part-ownership with expanding Rocky Mountain group. Modern country format. Must be completely honest . . . no phonies please! Contact Lou Erck, P.O. Box J, Aztec, New Mexico. Phone 505—334-6911.

Help Wanted Sales

Major southeastern city AM programing religion and inspirational music requires experienced full-time salesman. Send resume. Box K-164, BROADCASTING.

Sales manager. Permanent opportunity, major midwest market. Successful experience in local direct sales and sales supervision required. Salary plus incentive. All details first letter. Reply Box K-180, 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.

San Jose FM. Sales manager, salesman. Excellent salary, commission. New contemporary stereo FM starting soon! Ron Cutler, 1775 Los Gatos - Almaden Road, San Jose, Calif. 95124.

Announcers

Pennsylvania fulltimer with easy listening format needs experienced announcer with first phone. Include tape & resume with reply. Box J-195, BROADCASTING.

New Hampshire daytimer . . . announcer to read news, do production. Five days, weekdays off. Give complete details, salary requirements. Box J-242, 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.

Position open for announcer production combination. Ideal climate, good working conditions, nice community, good schools. Please send all info first letter. Box K-145, BROADCASTING.

First phone—morning man for top rated northeastern MOR. Good starting salary. Experience a must. Send tape, resume and photo to Box K-196, BROADCASTING.

Announcers continued

Deep south small market AM-FM with variety format needs afternoon AM—night FM top 40 jock. Third phone. Commission paid on account servicing sales. KVCL, Winnfield, La. 318—628-5822.

Top 40 pro, rush resume, photo, tape (prod.-news-air) to: Rick Shaw, WDAT, Box 5038, Daytona Beach, Florida 32020.

NE New York top rated 5KW modern full-time MOR AM-FM has immediate opening for fully qualified announcer. Experience smooth, young on-air sound and polished production required. Send photo, resume, air-check, tape to Lewis Edge, WEAV, Plattsburgh, N.Y. 12901.

Fredericksburg, Virginia needs exerienced announcer. Relaxed contemporary format 6 to midnight shift. Some sports knowledge helpful. State dollars $120 plus liberal benefits. No screamers, no beginners, no phone calls. Send tape and complete details WFVA, Fredericksburg, Va. Equal opportunity employer.

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.

Immediate opening three experienced CW and MOR announcers. Call Nathan Frank, WHNC, Henderson, N.C. Phone 919—438-7136. No collect calls please.

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.

Regional midwest station in need of announcer with first class and with some news experience. If you are a young man with these qualifications and ready to work for a progressive operation with a professional staff, contact WRTL, Rantoul, Illinois—217—893-1460.

Attention Mrs. Mancini . . . Would you like a good job? We need a top forty jock. Immediate opening seven PM to midnight. You must be presently employed. We are an equal opportunity employer. We are replacing a man who has moved up to Buffalo, bigger but not better! No tapes returned, no collect calls. Contact General Manager, Art Simmers, WTRY, Troy, N.Y. AC 518—274-1100 nine AM to five PM EDT.

Immediate opening for experienced announcer in Catskill resort area. Salary open. Phone or write, S. Lubin, WVOS, Liberty, N.Y.

Wanted: Experienced announcer to work an exciting new operation in southeast Iowa. Write Radio Washington, Box 370, Washington, Iowa 52353.

Opportunity for announcer with 1st to move to P.D. For information call 314—586-8577.

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.

Chief engineer—low pressure job in automated FM station. Best suited to older man who wants to work in the Las Vegas area. Box K-135, BROADCASTING.

Chief engineer—to technically maintain small market AM-FM. Pleasant community in Ohio. No announcing required. Send all details to Box K-141, 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.

News

Have opening for news and/or sports director college town, resort area, golf, skiing, etc. Nice community. Please send full info in first letter. Box K-144, BROADCASTING.

Fast paced, authoritative newsman sought by major market East Coast rocker. Must be mature, dependable and able to offer excellent references. DJs interested in news will be considered. No floaters please; send tape, resume and pic to Box K-159, BROADCASTING.

Newsman wanted for immediate opening at leading midwest contemporary station. Send tape, resume, picture, to News Director, WLYV Radio, 925 Anthony Wayne Bank Building, Fort Wayne, Indiana.

Programing, Production, Others

Copywriter. Experienced. Send full details and references. N.E. Pennsylvania Station. Good opportunity. Good living. Box K-183, 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.

Situations Wanted

Management

Automation specialist seeks managerial or group engineering challenge. Box J-232, BROADCASTING.

Radio and/or TV manager heavy background all phases including local and national sales. Southeast area. Prefer Florida east coast. Box K-111, BROADCASTING.

Assistant general manager in medium market ready to move up. Experience in all aspects with knowhow to deliver profitable, creative and efficient operation. Box K-149, BROADCASTING.

30 year old, desires management position, 10 years experience, all phases, married, excellent track record, first class, currently studio manager. Box K-161, BROADCASTING.

Seeking manager/sales manager position with aggressive operation. Solid, successful sales background. Presently employed. Top references. Photo, detailed resume upon request. Box K-178, BROADCASTING.

I care. Thoroughly experienced No. 2 man seeks medium market gen. mgr. challenge. Hard-working pro with administrative ability, program-sales knowhow. Family man, 33, master's degree. Total dedication is my thing. Box K-195, BROADCASTING.

Major market salesman with network experience seeks manager's position anywhere in the country. Married. Box K-197, BROADCASTING.

Aggressive married radio salesman seeks manager position in Florida. Formerly station relations administrator at major network and salesman for major Miami station. Box K-198, BROADCASTING.

20 years experience radio-TV, all phases, including 9 manager. M.A. speech plus college teaching. Interested teaching or radio management, college-owned or commercial. Presently employed. Bob Hess, 1501 Fannin, Amarillo, Texas 79102, 806—374-4813.

Radio manager-sales available 30 days small-medium size market—good track record. Salary commission $12,000, minimum, call 601—773-5764. Fred R. Vice, Louisville, Mississippi.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Box J-229, BROADCASTING.

Soul jock or P.D. draft exempt. College, 7 years experience first phone. Available now. Box K-35, BROADCASTING.

Announcers continued

Black jock, first phone, experience, stable. Box K-64, BROADCASTING. Tel. (206) EA 3-9136.

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.

First phone combo at L.A. FMer seeks change. PD and light maintenance experience. Box K-103, 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.

Mature announcer. Deep voice best suited to news, commercials, better music. Currently doing personality program. Prefer switching back to non-personality quality format. Current employed. Box K-139, BROADCASTING.

First phone, professionally trained announcer, also commercial writing, production. Military complete. Married. Available Nov mber 10. Box K-148, BROADCASTING.

Soul air personality-p.d. & music. 1st phone, tight board, top news, heavy production, tight music list, night club entertainer, and I'll put you over to the Black and General Markets. I'm number one here! Box K-150, BROADCASTING.

Black female dj single, 4 yrs experience AM & FM radio in news, jazz, soul, easy listening tight board. Third endorsed, graduate of two radio schools. Box K-162, BROADCASTING.

Experienced first phone announcer available 413—739-8241 6-8 PM. Box K-166, BROADCASTING.

Talk . . . young, mature newsman wants talk show. Major market news, talk experience. Masters, best references, married. Box K-171, BROADCASTING.

Announcer—newsman salesman—dee-jay. Experience —versatile, tight board—3rd endorsed. Box K-186, BROADCASTING.

Humorous personality D.J. top rated afternoon drive time MOR format in the rock age? Tape tells why. College graduate 15 years experience. Married. Excellent references. Larger markets only. Box K-173, BROADCASTING.

Bright personality dj. 26. Superb knowledge rock music past 15 years. B.A. communications. Limited experience. Produced dj shows in Army 2 years. Military complete. 3rd endorsed. Available immediately. Box K-181, BROADCASTING.

Hockey play-by-play. Sportscaster. My personality: "entertaining extrovert". Thrive on sports outcome predictions. Looking for hockey or heavy sports-minded market. Box K-184, BROADCASTING.

Country jocks. First phone. Over two years experience. Box K-188, BROADCASTING.

First phone, experienced, high ratings, 27, presently employed, will consider television, prefer Florida, will consider other. Box K-192, BROADCASTING.

Can a versatile jock with a voic 9 yrs. exp., 1st phone find success and happin s in northwest? Write Box K-199, BROADCASTING.

Number 1 rated MOR afternoon drive. Top 20 market. Available. 513-825-5472.

Experienced—3rd, vet, married. Bill 219-362-7243 Aft. 6.

Attention Michigan stations radio or television. DJ/announcer, copywriting, production, news reporter. I want work now. Call for personal interview and I'll audition at your station. Television experience. 22, single, stable. Tom Stephens, 313—363-7019 between noon and 5 PM.

Experienced—versatile . . . talk show . . . play-by-play . . . newsman . . . married . . . 34 . . . presently employed . . . 717—645-2964 . . . will relocate—$125.

Jeeehene peaeuele reeebeeeretese iese feoere heiereee! Try your de-coder ring on this one! Major market top-40 pro has the answer: 305—929-2451.

First phone, good voice, experience, 23, draft exempt, David Waldman, 2637 13th Ave., S. Mpls., Minn. 55407.

Wanted in Delaware Valley: Position by young experienced announcer-disc-jockey with third endorsed . . . 609—783-5771.

Announcers continued

A west coast rock-jock, capable of putting personality into your time and temp format, is looking. Professional with good pipes, ambition and brains. Medium and major markets only. 714—688-1570 between 2-6 P.M. P.S.T.

Inventive progressive rock DJ—college degree, third, Gargoyle, 577 Mayfair Drive South, Brooklyn 11234.

Attention medium markets: 2 years/combined experience as dj and director of a local news operation. Want to return to dj work. Good voice. Good delivery. Good sense of humor. Entertaining and informative. MOR or chicken rock. Steve Ostrow, Sparrowbush, N.Y. 12780. 914—856-3968, weekdays, 1-3 P.M.

Announcer, broadcast school, 3rd endorsed, tight board, pleasant voice for MOR. 26, married. Hard worker. Will relocate. Mike Deska, 37052 Bingham, Apt. #204, Sterling Hgts., Michigan 48077, phone (313) 939-4696.

Midwestern Broadcasting School grad, 3rd endorsed, stable young family man. Tight board, top newscaster, copywriter. Seeks 1st big opportunity. Iowa preferred but will consider all opportunities, phone T. A. Rogers (319) 268-0334.

First phone announcer-dj. Mature family man. Sober. C&W, MOR, top-40. Excellent ratings. Prefer midwest. Phone 317—453-3222. P.O. Box 54, Kokomo, Ind. 46901.

Third class jockey with clever new ideas! Richard Williams, 2123 North Steele, Tacoma, Washington 98406.

First phone, college graduate, 8 years in rock and MOR. Roy Arpan, 651 Cornelia, Chicago 60657.

Technical

Chief engineer, professional and businesslike attitude seeks a position with a top quality station. Fully experienced. Box K-79, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box K-156, BROADCASTING.

Engineer—presently in college—2 years commercial broadcast experience—maintenance—seeks employment during 6 week quarter break—November 21 - January 2. Have 1st phone with radar endorsement. Robert Spain, Box 340, Tusculum College, Greenville, Tenn. 37743.

Experienced chief engineer, in AM-FM stereo operation. Prefer, Ohio or surrounding states. Christian. Age 43. Available November 4th. Phone Don 216—928-8436.

News

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.

Newsman, 10 years experience, with right credentials. Currently in major market, seeking the same in midwest. Family man. Call John, 317—639-4111.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box J-105, BROADCASTING.

Take-charge PD looking. Thrives on 60 hour weeks. Top production, etc. Box K-52, BROADCASTING.

Copywriter, prefers New England area. 203—658-6196 or Box K-140, BROADCASTING.

Do you need experienced contemporary first ticket program director to organize dept., responsibility, set up music production, train head personnel? Need full backing to function properly. Gutless managers don't respond. Radio not toy. Write for phone number, etc. Box K-146, BROADCASTING.

Play-by-play. Major league, major college experience. Box K-151, BROADCASTING.

Experienced programer for automation. Can deliver "the live sound". Professionally trained announcer. Married, will relocate, reliable and versatile. Box K-160, BROADCASTING.

Desperate for experienced help or realignment? Operations, traffic, continuity, sales, programing, production. Box K-168, BROADCASTING.

Experienced farm ser. dir. desires to relocate in upper midwest. 12 yrs. radio, member NAFB, 1st FCC. Box K-174, BROADCASTING.

Programing, Production

Others continued

Serious talent is available immediately for your top 40 or MOR staff. Experienced—all forms. Production expert. Looking for place in midwest to settle. 3rd, vet, exp. in top 5 market, numbers. Call G. B. nights at 313—537-7444 or write 14071 Rockland, Detroit 48239.

Attention radio-TV. Are you looking for someone in writing, lighting, producing or announcing? I'm 21, draft free, married, and have solid experience in all. Worked at CBS and major market radio-TV. Some college. Extensive music background. I want a job with creativity and room. One promise "I'll work my tail off". Want to talk? Call collect 615-385-0765 or write 801 Inverness Ave. B-9, Nashville, Tenn. Photos, tapes on request.

Television Help Wanted

Management

Rapidly expanding 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.

Sales

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 list generated $22,000 in income during the last 12 months and has an immediate potential of $33,000. Box K-124, BROADCASTING.

Announcers

TV booth announcer with on camera experience in staff weather and/or sportscasting. Send tape. Box K-165, BROADCASTING.

Technical

Director of engineering. Must be experienced in engineering and be a good administrator, capable of supervising up to 20 people. Stock plan available. Biggest need is for a competent administrator who is production oriented. Box K-194, 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.

Chief engineer to install and maintain religious station WURD-TV Indianapolis, Ind. New TTU 30 for 937,000. Dr. Wendell Hansen, Rte. 4, Noblesville, Ind. 46060, 317—773-0030.

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.

Major market east coast, in top 20, area's leading news operation needs feminine reporter, a girl-on-the-go who knows a story when she sees it and what to do with it. News experience a must. Broadcasting experience preferred. Send picture and history to Box K-163, BROADCASTING.

Immediate opening for experienced newsman for Stockton staff of KOVR-TV Stockton-Sacramento. Job involves both on the air and field work. Send resume/film/VTR to: Personnel Dept. McClatchy Broadcasting 21 & Q, Sacramento, Calif.

Programing, Production, Others

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.

Continuity director wanted for medium market, Midwest. Strong on creative copy with supervisory ability. Send samples, resume and salary requirements. Box K-189, BROADCASTING.

Television Help Wanted

Programing, Production

Others continued

Color video man, thoroughly experienced Norelco and/or Marconi needed by top-flight production facility. Good pay. Man must be willing to travel. This company does a lot of remotes. Box K-193, BROADCASTING.

Television

Situations Wanted Management

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.

Sales management. Twelve years experience, major and medium markets. Present employer will verify abilities and qualifications. Box K-134, BROADCASTING.

Program director—program-production manager, experienced producer-director, operations, administration, programing feature and syndicated product, FCC regs, production costs. 35 years old, FCC first ticket, college, vet, now working major market in VTR production, looking for management spot VHF, UHF or CATV. Box K-138, BROADCASTING.

Program operations manager seeks change for challenge and growth. Box K-187, BROADCASTING.

Production-manager in top 20 market with 12 years of solid television experience seeks program/operations or production manager position in med. size market. Will furnish excellent references. (317) 897-9639.

Announcers

Top 50 market sports director. B.S., young and aggressive desires similar position in another market. Box K-83, 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.

Director of engineering, experienced all phases broadcasting, looking for right position. Box K-167, BROADCASTING.

Are you in need of a real chief engineer and/or operations manager? Well versed broadcaster seeks new challenge. Box 90202, Atlanta, Georgia 30344.

News

News or sports—College grad. (varsity athlete), 25, single, draft deferred. Combined commercial newspaper, radio and TV experience, full or part time, since 1965 (top 100 market properties). Northern Midwest, Mideast or East. Available now. Box J-207, BROADCASTING.

Professional meteorologist doing TV-radio weather broadcasts seeks greater opportunity. Member of A.M.S. Box K-49, 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.

News director. Top-rated newscaster and experienced, efficient news administrator. Record of successful involvement with community problems. Imaginative special events producer with thorough knowledge of production techniques. VTR, resume, and best professional, personal and business references. Box K-143, BROADCASTING.

Sportscaster. Stanford grad. Major radio experience. Seeks TV. Box K-152, BROADCASTING.

News continued

Mature, stable broadcaster, 16 years experience, including news, makes excellent anchorman . . . seeks anchor slot in smaller than the top ten market in which I'm presently on general assignment. Box K-157, BROADCASTING.

News anchorman—if you're a top ten market, or pay like one, and want an authoritative young-looking personable newscaster with 20 years of seasoning, here's your man. Box K-175, BROADCASTING.

Hard working, responsible newsman, with ten years experience desires air position with progressive station. Resume, photo available at once. Box K-179, BROADCASTING.

Meteorologist—Liberal college and military experience features creative presentation college TV member AMS. Pete Reuss, Rural Route 3, Galion, Ohio 44833. 419—468-9086.

Programing, Production, Others

Coming out of retirement. Want station putting in an Agriculture Department. 16 years radio & TV experience. Write "The Sharecropper" Box K-155, BROADCASTING.

Art dir./artist, set designer, photographer & graphic designer would like to "put it all together" in medium market, South. Box K-182, BROADCASTING.

Wanted: Creative challenge. This A.D. presently in top ten market. Location open. Box K-190, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: AM field strength meter, Nems-Clarke type 120 or RCA type WX-2. State age, condition, and price. Box K-147, BROADCASTING.

FOR SALE Equipment

Rigid Transmission Line—6 ⅛" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

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 Heliax 1⅝" air coaxial transmission cable, jacketed, 10,000 feet available, 5 2000' reels, perfect surplus test reports, available 50% of factory price; can be cut to order at tremendous savings; brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois. 312-235-2830.

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.

Equipment for sale: RCA BTA-5F, on the air now 1260KC. Also have 25KW Onan generator. Call or write Gary Weber, WIXY Radio, 3940 Euclid Avenue, Cleveland, Ohio (216-391-1260).

Ampex TA 15-BT television transmitter in new condition with color. I.O. camera, switchgear, related equipment. Box K-172, BROADCASTING.

For sale Schafer stereo-800 automation system 1 yr. old. 3 systems in our group only need two. Includes TRU 8 make up unit, network fill-deck, network joiner time gate panel, digital clock, audioclock, Schafer 1 by 24 brain, and random access—SA 100B spotter with M 50B memory. 3 music decks all Ampex record and play back units. Are the newest age 440 series. Pick up balance. Phone 214—586-2211.

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

4 Fairchild 663 NL compressors at $125.00 each. 8 Fairchild 664 NL equalizers at $125.00 each. 1 Fairchild 675 De Esser at $125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven $5.00. Command Productions, Box 26348, San Francisco 94126.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Wow! 25 pages best one liners only $3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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.

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. $3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE**** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford. Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida. 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, News Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Instructions continued

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston** — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! $5.00. Command Productions, Box 26348-R, San Francisco 94126.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for 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 phone license. For instant information call toll free: 1-800—237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813—955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St., Phone: 703—373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213—244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816—WE 1-5444.

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800—237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2½ to 3½ 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.

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.

We train broadcasters. . . . The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV Announcing coverage, News, Sports, Commercials, Narrative & Descriptive reading and languages. Radio Production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & Commercial writing and producing. Sales & Station Management. Television Production including Camera Operation. Floor Management Production & Tech Directing. 16mm filming, Video taping. Audio, Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. HO 2-3281.

Radio Help Wanted Sales

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

Technical

SOUTH FLORIDA
CHIEF ENGINEER

For 50,000 watt contemporary music radio station. Must think young, dig great sound and thoroughly understand the audio end of the business. Send complete resume and references to

BOX K-169, BROADCASTING

News

Network Station in Southeast

has openings for

NEWS DIRECTOR and SPORTS DIRECTOR

Salary commensurate with ability and experience.

Submit resumes, tapes and full-length photos with applications.

Box K-136, BROADCASTING

Situations Wanted

Management

Top 10 market PD with highly successful record as contemporary programer and station manager seeks new challenge with reputable station or group. Presently employed by one of the best. Top ratings, references and reputation. Will consider all markets. Replies confidential.

BOX K-176, BROADCASTING

Management continued

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-191, BROADCASTING

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 newsman 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

Major Market Sportscaster
With emphasis on play-by-play wishes to re-locate. (My decision) 14 years experience. Currently play-by-play man for NFL and major college football teams. Desire similar position with sports minded radio/TV operation. Please contact Bob Starr: 617-484-3321.

TELEPHONE TALK HOST
#1 adult (afternoon drive) WTOP, Wash., D.C. Talk host—P.D.—G.M. WAYE, Baltimore. Recently WBZ, Boston. Also talk KLAC, L.A.
Allan Prell (301) 356-4445
15F Old Coach Ln.,
Owings Mills, Md. 21117

News

WASHINGTON NEWS BUREAU
Bright young newsman will operate Washington bureau for station group. Major market, group, Washington experience. M&J, married, reserves. Best references. Think about it.

BOX K-170, BROADCASTING

Television Help Wanted

Management

CABLE TV OPPORTUNITY

MSO is seeking young, aggressive manager for CATV system in the Northeast. The man we are seeking must possess experience in production and direction of local TV programing. Must be able to sell advertising locally. Technical knowledge of cable TV not a prime requirement. If you would like to be a part of the exciting future of Cable TV and local origination, tell us about yourself including a complete résumé. Write

BOX K-153, BROADCASTING

An Equal Opportunity Employer

Television

Help Wanted News

TELEVISION NEWSMAN
Central Pennsylvania. Must gather, write, edit and authoritatively deliver the news. Experienced radio newsman 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

Management

Available soon: Veteran broadcaster, background television, radio and cable (with equally talented wife), seeks management challenge east of Pittsburgh, north of Atlanta. Prime requirement is attractive retirement area; salary relatively unimportant. If you want the best for your small market television, radio, ad agency or cable planning local originations, let's talk a deal for a maximum of five years.
BOX K-185, BROADCASTING

Young president of CCTV has sold interest. Seeks challenging G.M. slot in top 50 mkt. Strong on local sales with solid background in print, radio & TV. I can make a bad station good & a good station better, fast. Need 25M. Call collect (608) 395-3687 H. Rossin.
BOX K-158, BROADCASTING

News

EXPERIENCED TELEVISION MAN
Six years in the ranks, three in jr. level management. Award winning newsman and qualified producer-director with all associated skills. Full resume and pictures on your request. Interviews arranged in person only.
BOX K-154, BROADCASTING

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

For Sale Stations

N.H.	small	AM & FM	275M	29%	Tenn.	small	daytime	75M	29%
Mich.	small	fulltime	250M	29%	Ind.	small	daytime	73M	Terms
MW	med.	AM & FM	325M	Cash	SW	med.	FM	55M	Cash
West	metro	daytime	200M	29%	East	metro	daytime	285M	29%
South	major	daytime	210M	75M	East	metro	fulltime	300M	100M

CHAPMAN ASSOCIATES
media brokerage service®
2045 Peachtree Road — Atlanta, Ga. 30309

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

California full time AM in attractive growing single station market. Owner desires to sell to responsible party. Terms available. No brokers, please.
BOX K-177, BROADCASTING

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067
1801 Ave. of the Stars
Century City, Suite 501
213/277-1567

Wash., D.C. 20006
1725 Eye St., N.W.
Suite 714
202/223-1553

Top notch small daytime AM station. Single AM market in southeast priced double gross and showing rapid growth. Good investment for principals. Write
BOX K-142, BROADCASTING

STATIONS FOR SALE

1. CATV. We can offer a number of systems. Please let us know your requirements.
2. CALIFORNIA. Regional fulltimer serving multi-million market. Price $550,000. 29% down.
3. PACIFIC NORTHWEST. $15,000 down.
4. MIDWEST. $15,000 down.
5. TEXAS. Exclusive. $30,000 down.

Jack L. Stoll and ASSOCIATES
6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-464-7279

FOR SALE OR MERGER
Major Market fulltime
5,000 watt AM radio station
Top 15 Central area
$2,000,000 category
Qualified principals only
BOX K-201, BROADCASTING

For Sale Equipment

FOR SALE

UHF TRANSMITTER/ ANTENNA PACKAGE

GE TT-24A 12.5 KW CH56 Transmitter
RCA TFU-30J CH56 Pylon Antenna
RCA 6⅛ Universal Line, 400 feet

Equipment surplus to our needs

Call E. H. Herlihy — WKBG-TV CH56
Boston, Mass. — 617/266-3200

Wanted to Buy—Stations

Qualified buyer seeks broadcast opportunity in GREATER-MIDWEST

(1) FM (CLASS B or C) in market of 750,000 or more.

(2) AM or AM-FM COMBO in market of 200,000 or more (with present cash flow, before provision for income taxes, to roughly approximate payout, after down payment of up to $150,000).

Present management can be retained on good salary plus participation arrangement (retention of minority stock interest or percentage of operating profits).

Desire to deal DIRECTLY with interested owners. Replies will be handled on strictly CONFIDENTIAL basis.

Contact: Harold M. Nudelman, Attorney for Purchaser
111 W. Washington St.
Chicago, Ill. 60602
(312) AN 3-3000

Employment Services

STATION MANAGERS
Why look for personnel? Call
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

(Continued from page 59)
for following and co-pending aux.: WBRJ(AM) Marietta, Ohio; WCER-AM-FM Charlotte, Mich.; WCKY(AM) Cincinnati; WCLT-AM-FM Newark, WCLW-AM-FM Mansfield, and WCWA-AM-FM Toledo, all Ohio; WDMJ-AM-FM Marquette, Mich.; WHIO-AM-FM Dayton, WHIZ(AM) Zanesville, WHLO(AM) Akron, and WHOT(AM) Cambell, all Ohio; WITL-AM-FM Lansing, WKLA(AM) Ludington, WLRC(AM) Whitehall, and WLST(AM) Escanaba, all Michigan; WMAN-(AM) Mansfield, Ohio; WMPL-AM-FM Hancock, WMUS-AM-FM Muskegon, WNBY(AM) Newberry, WNIL-AM-FM Niles, WPHM(AM) Port Huron, and WPLB-AM-FM Greenville, all Michigan; WTOO(AM) Bellefontaine, Ohio; WXOX-(AM) Bay City and WBBC(FM) Jackson, both Michigan; WBBY(FM) Westerville, WCOM-FM Urbana, and WCXL(FM) Cincinnati, all Ohio; WMUK(FM) Kalamazoo, Mich.; WNCO-FM Ashland, Ohio; WOAP-FM Owosso, Mich.; WCPO-TV Cincinnati, and WHIO-TV Dayton, Ohio.

And: WKDA(AM) Nashville; WKDZ(AM) Cadiz, Ky.; WKRA(AM) Holly Springs, Miss.; WLCM-FM Lancaster, S.C.; WLCS(AM) Baton Rouge, La.; WLEX-FM-TV Lexington, Ky.; WLOK(AM) Mem his; WLTV(TV) Bowling Green, and WMJL(AM) Marion, both Kentucky; WPGC-FM Morningside, Md.; WRBN(AM) Warner Robins, Ga.; WSAO(AM) Senatobia, and WSJC(AM) Magee, both Mississippi; WSTL-(AM) Eminence, Ky.; WVHI(FM) Evansville, Ind.; WXTN(AM) Lexington, Miss.; KAGH-AM-FM Crossett, KBHC(AM) Nashville, KBOK(AM) Malvern and KDDA(AM) Dumas, all Arkansas; KJIN(AM) and KCIL(FM), both Houma, and KNOE-TV Monroe, both Louisiana; KOSE(AM) Osceola, and KRLW(AM) Walnut Ridge, both Arkansas; KTDL(AM) Farmerville, La.; KTLO-(AM) Mountain Home, Ark.; KVOB(AM) Bastrop, La.; KVOM(AM) Morrilton and KVSA-(AM) McGehee, both Arkansas; WDTM(AM) Selmer, Tenn.; WKAY(AM) and WGGC(FM), both Glasgow, Ky.; WNDU-AM-FM South Bend, Ind.; KWRF(AM) Warren, Ark.; WACR(AM) Columbus, Miss.; and WAFI(AM) Middlesboro, Ky.

And: WALK(AM) Kendallville, Ind.; WBGS-(AM) Slidell, La.; WBIR-AM-FM Knoxville and WBMC(AM) McMinnville, both Tennessee; WCCA(FM) McComb and WCPC-AM-FM Houston, both Miss.; WEPG(AM) South Pittsburg, Tenn.; WFPM(AM) Ft. Valley, Ga.; WGNS-(AM) Murfreesboro and WHIN Gallatin, both Tennessee; WJPR(AM) Greenville, Miss.; WKBL-AM-FM Covington, Tenn.; WAFM(FM) Angola and WAWK-FM Kendallville, both Indiana; WBHB(AM) Fitzgerald, Ga.; WBIW(AM) Bedford, and WBNL-AM-FM Boonville, both Indiana; WCJU(AM) Columbia, Miss.; WCRK(AM) Morristown, WCSV(AM) Crossville and WDBL-AM-FM Springfield, all Tennessee; WDEC-AM-FM Americus, Ga.; WBTO(AM) Linton, Ind.; WCBI(AM) Columbus, Miss.; WABQ(AM) Cleveland; WAMM(AM) Flint and WBCK(AM) Battle Creek, both Michigan; WBCO-AM-FM Bucyrus and WBKC(AM) Chardon, both Ohio; WBRN-AM-FM Big Ra ids, Mich.; WBTC(AM) Uhrichsville and WNPQ(FM) New Philadelphia, both Ohio; WCEN-AM-FM Mt. Plesant, Mich.; WCIT(AM) Lima and WCNW-AM-FM Fairfield, both Ohio; WDOW(AM) Dowagiac, Mich.; WERT-AM-FM Van Wert, Ohio; and WERX-(AM) Wyoming, Mich.

And: WGON(AM) Munising, WGRD(AM) Grand Rapids, WHLS-AM-FM Port Huron, WHTC-AM-FM Holland, WIKB(AM) Iron River, WJBL-AM-FM Holland and WJCO(AM) Jackson, all Michigan; WJER-AM-FM Dover-New Philadelphia, Ohio; WJML-AM-FM Petoskey, WJPD(AM) Ishpeming, WJR(AM) Detroit, WKJR(AM) Muskegon Heights and WKPR(AM) Kalamazoo, all Michigan; WLW(AM) Cincinnati; WMIC(AM) Sandusky and WMIQ(AM) Iron Mountain, both Michigan; WMOA-AM-FM Marietta, WMOH(AM) Hamilton and WFOB-AM-FM Fostoria, all Ohio; WGAR(AM) Cleveland; WFAH-AM-FM Alliance, Ohio; WMPC(AM) Lapeer, Mich.; WMRN-AM-FM Marion, Ohio; WMTE(AM) Manistee, Mich.; WMVO-AM-FM Mount Vernon, WMWM(AM) Wilmington and WNCO(AM) Ashland, all Ohio; WOAP(AM) Owosso, Mich.; WOHO(AM) Toledo, Ohio; WOOD-AM-FM Grand Rapids, Mich.; WOSU-(AM) Columbus and WOUB(AM) Athens, both Ohio; WPON(AM) Pontiac, Mich.; WPTW-AM-FM Piqua and WPVL(AM) Painesville, both Ohio; WQTE(AM) Monroe, WRBJ(AM) St. Johns and WSAM-AM-FM Saginaw, all Michigan; WSLR(AM) Akron and WSOM-AM-FM Salem, both Ohio.

And: WSOO(AM) Sault Ste. Marie and WSTR-AM-FM Sturgis, both Michigan; WSTV-AM-FM Steubenville and WTIG(AM) Massillon, both Ohio; WUNN(AM) Mason and WWAM(AM) Cadillac, both Michigan; WWOW(AM) Conneaut, Ohio; WWJ-AM-FM Detroit; WAKR-FM Akron, Ohio; WAKW(FM) Cincinnati; WANG-(FM) Coldwater, Mich.; WBEA(FM) Elyria and WBEX-FM Chillocothe, both Ohio; WBFG(FM) Detroit; WCRF(FM) Cleveland; WDBN(FM) Medina, Ohio; WDET-FM Detroit; WDOK(FM) Cleveland; WFBE(FM) Flint, Mich.; WFIZ(FM) Conneaut, Ohio; WFMK(FM) East Lansing, Mich.; WHFD(FM) Archbold, Ohio; WHFI(FM) Birmingham, Mich.; WHIZ-FM Zanesville and WHOH(FM) Hamilton, both Ohio; WHSB(FM) Alpena, Mich.; WIMA-FM Lima and WJEH-FM Gallipolis, both Ohio; WJFM(FM) Grand Rapids, WJR-FM Detroit and WKFR-FM Battle Creek, all Michigan; WKLR(FM) Toledo, Ohio; WLAV-FM Grand Ra ids, WLDM(FM) Detroit, WLDR-FM Traverse City and WLEN(FM) Adrian, all Michigan; WLNO(FM) London, and WMHE-(FM) Toledo, both Ohio; WMMS-FM Cleveland; WMUZ(FM) and WMZK(FM), both Detroit; WNCR(FM) and WNOB(FM), both Cleveland; and WOGM(FM) Bellefontaine, Ohio.

And: WOMC(FM) Detroit; WOMP-FM Bellaire, WONE-FM Dayton, WPOS-FM Holland and WRED(FM) Youngstown, all Ohio; WSAI-FM Cincinnati; WSBM(FM) Saginaw and WSEO-FM Kalamazoo, both Michigan; WTGN(FM) Lima, Ohio; WTHM-FM Lapeer, Mich.; WTOF-(FM) Canton, Ohio; WVGR(FM) Grand Rapids, Mich.; WVNO-FM Mansfield and WVUD-FM Kettering, both Ohio; WWTV-FM Cadillac, Mich.; WWWW(FM) Detroit; WXEN(FM) Cleveland; WAKR-TV Akron and WHIZ-TV Zanesville, both Ohio; WILX-TV Onondaga, Mich.; WIMA-TV Lima, Ohio; WKZO-TV Kalamazoo and WLUC-TV Marquette, both Michigan; WLWD(TV) Dayton, Ohio; WLWT(TV) Cincinnati; WMSB(TV) Onondaga, WOOD-TV Grand Rapids and WPBN-TV Traverse City, all Michigan; WSTV-TV Steubenville and WTOL-TV Toledo, both Ohio; WTOM-TV Cheboygan, WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie, all Michigan; WYTV(TV) Youngstown, *WAPS(FM) Akron, *WAUP(FM) Akron, *WBGU(FM) Bowling Green, *WBOE(FM) Cleveland, *WCBE(FM) Columbus, *WCDR-FM Cedarville and *WCMO(FM) Marietta, all Ohio; *WCMU-FM Mount Pleasant, Mich.; *WCSU-FM Wilberforce and *WCWS(FM) Wooster, both Ohio.

And: *WDTR(FM) Detroit; *WDUB(FM) Granville, Ohio; *WEMU(FM) Ypsilanti and *WGGL-FM Houghton, both Michigan; *WGUC-(FM) Cincinnati; *WKAR-FM East Lansing, *WHPR(FM) Highland Park and *WIAA(FM) Interlochen, all Michigan; *WKSU-FM Kent, *WKTL(FM) Struthers and *WMUB(FM) Oxford, all Ohio; *WNMR(FM) Marquette and *WOAK(FM) Royal Oak, both Michigan; *WOBN(FM) Westerville, *WOSU-FM Columbus, *WOUB-FM Athens, *WRDL(FM) Ashland, *WRUW-FM Cleveland, *WSLN(FM) Delaware and *WUHS(FM) Urbana, all Ohio; *WUOM-(FM) Ann Arbor and WVAC(FM) Adrian, both Michigan; *WYSO(FM) Yellow Springs and *WBGU-TV Bowling Green, both Ohio; *WCET-(TV) Cincinnati; *WCMU-TV Mount Pleasant, Mich.; *WGSF(TV) Newark, *WGTE-TV Toledo, *WMUB-TV Oxford, *WOSU-TV Columbus and *WOUB-TV Athens, all Ohio; *WUCM-TV University Center, WABJ(AM) Adrian, WALM(AM) Albion, WATC(AM) Gaylord, WATT(AM) Cadillac, WATZ-AM-FM Al ena, and WBCM-AM-FM Bay City, all Michigan; WBLY-AM-FM S ringfield, Ohio; WCBY-AM-FM Cheboygan and WCSR(AM) Hillsdale, both Michigan; and WERE-AM-FM Cleveland.

And: WFIN-AM-FM Findlay, Ohio; WFUR-AM-FM Grand Rapids, and WGHN-AM-FM Grand Haven, both Michigan; WGIC(AM) Xenia and WHBC-AM-FM Canton, both Ohio; WHDF-(AM) Houghton, Mich.; WHK(AM) Cleveland; KHMI(AM) Howell, WION(AM) Iona and WIOS(AM) Tawas City-East Tawas, all Michigan; WIRO(AM) Ironton, Ohio; WJEF(AM) Grand Rapids, Mich.; WJEH(AM) Gallipolis, Ohio; WJIM-AM-FM Lansing, WJLB(AM) Detroit and WJMS(AM) Ironwood, all Michigan; WJW-AM-TV Cleveland; WKFR(AM) Battle Creek, WKMI-(AM) Kalamazoo and WKNR(AM) Dearborn, all Michigan; WKRC-AM-FM-TV Cincinnati; WKYO(AM) Caro and WLEW(AM) Bad Axe, both Michigan; WLGN-AM-FM Logan and WLMJ(AM) Jackson, both Ohio; WMBN-AM-FM Petoskey and WMDN(AM) Midland, both Michigan; WMNI-AM-FM Columbus and WOMP(AM) Bellaire, both Ohio; WSDS(AM) Ypsilanti, WSHN(AM) Fremont, WTCM-AM-FM Traverse City, WTHM(AM) Lapeer and WTIQ(AM) Manistique, all Michigan; WUBE(AM) Cincinnati; WVOC(AM) Battle Creek, Mich.; WABX(FM) Detroit; and WBZI(FM) Xenia, Ohio.

And: KCJW(FM) Cleveland; WDEE-FM Detroit; WERM(FM) Wapakoneta and WECJ(FM) Miamisburg, both Ohio; WGER-FM Bay City, Mich.; WHBM(FM) Xenia, Ohio; WIGS(FM) Houghton Lake, Mich.; WNCI(FM) Columbus, WNRE(FM) Circleville, WNXT-FM Portsmouth and WSPD-FM Toledo, all Ohio; WVMO(FM) Monroe and WYON(FM) Grand Rapids, both Michigan; WZAK(FM) Cleveland; WZZM-FM Grand Ra ids, Mich.; *WDEO-FM DeGraff, Ohio; *WSHJ(FM) Southfield, Mich.; WEWS-(TV) Cleveland; WJIM-TV Lansing and WJRT-TV Flint, both Michigan; WKBF-TV and WKYC-TV, both Cleveland; WSPD-TV Toledo, Ohio; WZZM-TV Grand Rapids, Mich. and WMPO-(AM) Middleport-Pomeroy and WMVR-FM Sidney, both Ohio. Actions Sept. 30.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K71BR, K76CI and K81BB, all East Price; K72CM Helper; K70CN, K75AY and K78BG, all Myton (and area); K70AR, K74AQ, and K78AA, all Orangeville, Castle Dale, Ferron and Huntington; K73BF rural Beaver county, Hamilton Fort and Newcastle; K68AA rural Duchesne county and Spring Glen; K78BN rural Sanpete county, Aurora and rural Juab county; K64AA rural Duchesne county and Spring Glen; K67AA rural Beaver county, Hamilton Fort and Newcastle; K75BW rural San Peter county, Aurora and rural Juab county; K72AQ, K77AJ and K83AF, all Delta and West Millard county; K70BD, K74AO, K80AN and K76BM, all Fillmore; K79AU Delta; K80CE rural Beaver county, Hamilton Fort and Newcastle; K66AA rural Duchesne county and Spring Glen; K69AA rural San Pete county, Aurora and rural Juab county; K75BS Bryce Flats; and K70DD Circleville, Kingston and Junction; all Utah.

And: K83BB Columbia, rural Duchesne, Carbon and Emery counties; K76BU Enoch and rural Iron county; K80BY Kanab and Mt. Carmel; K70DO Manti, Ephraim and Fountain Green; K83BD Marysvale; K71BH Milford and rural Beaver county; K72CF Myton; K80BQ Orangeville and rural Emery county; K78BY Panguitch and rural Garfield county; K72CG Richfield and Monroe; K82BA rural Juab and San Pete counties; K76BV rural Wayne county; K70DC Torrey; K71BN Tropic, Cannonville and Henrieville; K71AU and K74AY, both University of Utah campus and Salt Lake City; K83BC Virgin; K75BP Washington and rural Washington county; K70CU, K73BE and K76BN, all Logan; K81BD St. George and K77CA Santa Clara, all Utah; K79CA Santa Clara, Utah, and Littlefield, Ariz.; K07GY, K09CS, K11CX and K13CV, all North Creek and Beaver area and Adamsville area; K02FS, K04FS and K05DX, all Castle Gate; K09BQ, K11BV and K13BZ, all Helper; and K08CF, K10CL and K12CE, all Scofield, all Utah.

And: K06DR, K08AU, K10AZ and K12AZ, all Spring Glen, Price and rural Emery county; K09DP, K11DW and K13DP, all Coalville and adjacent area; K08CQ, K10CY and K12CO, all Hanksville; K03AU, K06BS and K07CT, all Loa; K09CU, K11DB and K13CY, all rural Wayne county; K02BO, K04BN and K05BG, all Teasdale and Torrey; K03CN Duchesne; K08CT, K10DE and K12DL, all Duchesne City and Strawberry River area; K03BF, K05BU and K07ED, all Enterprise; K08FK, K10FL and K12FP, all Hatch; K08AS, K10AY and K12AY, all Henefer; K07GQ Cedar City; K12FL Parowan; K09CJ, K11CQ and K13CP, all Cedar City and Iron S rings; K02BJ, K04BE and K05BC, all Enoch; K08CE, K10CK and K12CD, all Kannarraville and New Harmony; K02CL, K04CH and K06CQ, all Modena and Beryl Junction, all Utah.

And: K03AR, K08CD and K10CJ, all Parowan; K02BI, K04CK, K05AX and K07ES, all Kanab; K13IY Brigham City; K13IF Naphi; K13HI Salt Lake North Bench; K02EN and K04EK, both Glendale; K08FJ and K10FJ, both Alton and surrounding ranches; K03CX, K06FM and K07HY, all Navajo Lake resort and surrounding homes; K09HH and K11HJ, both Orderville; K09FM, K11FP and K13FF, all Manti and Ephraim; K09EU and K13ET, both Oak City, Leamington and Lynndyl; K08DP Scipio and Holden; K11FA Oak City, Leamington and Lynndyl; K10EB, K12DH and K06DH, all Scipio and Holden; K06DI Lynndyl and Oak City; K02BY, K04BC and K05AT, all Minersville; K08GA, K10FW and K12GI, all Morgan, Milton and Mountain Green; K08CC, K10CH and K12CC, all Mt. Pleasant; K07BL, K09BA and K11BF, all farm area north of Randloph and Randol h, all Utah.

And: K02BN, K04AU and K05BB, all Panguitch; K09CI, K11CO and K13CN, all Park City; K09FX, K11FZ and K13EK, all Circleville; K02BQ, K04BO and K05BH, all Marysvale; K13HC Randolph; K06DY Fort Duchesne, Roosevelt, Neola and Indian reservations; K07CY, K09CY and K11DF, all Redwash and Bonanza and Vernal; K08CS, K10DD and K12FG, all Roosevelt, Ft. Duchesne, Neola and Deep Creek; K13HF Vernal, Redwash and Bonanza; K13HH Enterprise; K08EN Pine Valley and Central; K04BB, K05AR and K09CD, all Rockville; K02AV, K08BN, K11JE and K13CA, all St. George; K04AZ and K06AY, both Santa Clara and Washington; K03AL, K05CP, K07CG and K12BQ, all Toquerville, all Utah.

And: K02AW, K08BO and K12BR, all Virgin; K13EF Huntsville and Morgan; K08BP, K10BX and K13AZ, all Logan and Wellsville; K08EI, K10ES and K12EB, all Wendover; and K08BV, K10CD and K12BX, all Woodruff, all Utah. Actions Sept. 30.

Modification of CP's, all stations

■ KXTC(FM) Glendale, Ariz.—FCC granted application by Arizona Communications Corp. for mod. of CP to increase ERP to 100 kw. Action Oct. 7.

■ WRTG(FM) Thomasville, Ga.—Broadcast Bureau granted mod. of CP to change trans. and studio location to U.S. 319, South Thomasville, Ga.; change trans. and ant.; make changes in ant. system; ant. height 390 ft. Action Oct. 7.

■ WDM-25 Lahaina Maui, Hawaii—Cable Television Bureau granted mod. of CP to change location of trans. of community ant. relay station. Action Oct. 2.

■ KWAY-FM Waverly, Iowa—Broadcast Bureau granted mod. of CP to change trans. and ant.

Action Oct. 6.

■ WDXR-TV Paducah, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to April 6, 1971; change ERP to vis. 759 kw, aur. 110 kw; trans. location to 2 miles northeast of Melber, Ky.; studio location to Kentucky Avenue at 4th Street, Paducah; change type trans. and type ant.; ant. height 710 ft. Action Oct. 6.

■ KHMA(TV) Houma, La.—FCC granted application by St. Anthony Television Corp. for mod. of CP to make changes in facilities of KHMA-(TV) and request for waiver of mileage separation requirements of rules. Action Oct. 7.

■ WAUS-FM Berrien Springs, Mich.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 380.5 ft. Action Oct. 7.

■ WJGS(FM) Houghton Lake, Mich—Broadcast Bureau granted mod. of CP to make changes in trans. line; change type trans.; ERP 67 kw; condition. Action Oct. 6.

■ WMFG-FM Hibbing, Minn.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 270 ft. Action Oct. 7.

■ WTCN-TV Minneapolis — Broadcast Bureau granted mod of CP to change ERP to aur. 45.7 kw; change type trans. and ant.; ant. height 1,440 ft.; condition. Action Oct. 7.

■ WHLB-FM Virginia, Minn.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Oct. 7.

■ WTIB(FM) Iuka, Miss. — Broadcast Bureau granted mod. of CP to make changes in transmission line. Action Oct. 7.

■ K77CL Alamogordo and K81BM Carrizozo, both New Mexico—Broadcast Bureau granted mod. of CP to extend completion date to March 6, 1971. Action Oct. 6.

■ WIBO(FM) Waverly, Ohio—Broadcast Bureau granted mod. of CP to change studio and remote control location to 118 East Second Street, Waverly; change trans. and ant.; remote control permitted. Action Oct. 6.

■ WCHQ Camuy, Puerto Rico—Broadcast Bureau granted mod. of CP to change MEOV's on DA pattern. Action Oct. 7.

Other actions, all stations

■ FCC denied petition of Pinkerton Electro-Security Co. for temporary waiver of rules prohibiting marketing of devices which do not comply with commission technical standards. Action Oct. 7.

■ Chief, Broadcast Bureau, granted request of National Association of Broadcasters and extended to Nov. 5, time to file comments and to Dec. 2, time to file reply comments in amendment of rules concerning AM's to prescribe limit on positive modulation (Doc. 18867). Action Oct. 5.

Translator actions

■ Wawona Community Television Association, Wawona, Calif.—Broadcast Bureau granted CP's for new VHF translators to serve Wawona on ch. 5 by rebroadcasting KNTV(TV) San Jose, and ch. 7 by rebroadcasting KCRA-TV and ch. 13, KXTV(TV), both Sacramento, all California. Actions Sept. 30.

■ Sacramento Valley Television Inc., Yreka, Calif. —Broadcast Bureau granted CP for new VHF translator to serve Yreka on ch. 4 by rebroadcasting KRCR-TV Redding, Calif. Action Oct. 5.

■ Garfield county, Carbondale, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Carbondale on ch. 11 by rebroadcasting KBTV(TV) and KOA-TV, both Denver. Action Sept. 30.

■ Grand Mesa Television, Paonia, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Paonia and Hotchkiss, both Colorado, on ch. 8 by rebroadcasting KBTV(TV) Denver. Action Sept. 30.

■ Town of Red Cliff and Pando area, both Colorado—Broadcast Bureau granted CP's for new VHF translators to serve Pando area on ch. 6 and Red Cliff on ch. 10 by rebroadcasting KLZ-TV Denver. Actions Oct. 2.

■ Paradise Valley TV District. Emigrant. Mont.—Broadcast Bureau granted CP for new VHF translator to serve Paradise Valley, Miner Basin and Emigrant, all Montana, on ch. 5 by rebroadcasting KULR-TV Billings, Mont. Action Oct. 7.

■ K02FK Indian Springs, Nev.—Broadcast Bureau granted mod. of CP to change frequency of VHF translator from ch. 2 to ch. 7; change call letters to K07JC. Action Oct. 5.

■ Multimedia Inc., Gatlinburg, Tenn.—Broadcast Bureau granted CP for new VHF translator to serve Gatlinburg on ch. 4 by rebroadcasting WBIR(TV) Knoxville, Tenn. Action Oct. 5.

■ Nationwide Communications Inc., Gatlinburg, Tenn.—Broadcast Bureau granted CP for new VHF translator to serve Gatlinburg on ch. 8 by rebroadcasting WATE-TV Knoxville, Tenn. Action Oct. 5.

■ South Central Broadcasting Corp., Gatlinburg, Tenn.—Broadcast Bureau granted CP for new VHF translator to serve Gatlinburg on ch. 12 by rebroadcasting WTVK(TV), Knoxville, Tenn. Action Oct. 5.

■ Big Spring, Tex.—FCC granted application by Doubleday Broadcasting Inc. for new 10 w VHF translator to serve Big Spring by rebroadcasting KOSA-TV Odessa, Tex. on ch. 10; granted request for waiver of rules. Action Oct. 7.

■ Lovell Byron Cowley TV, Lovell, Wyo.—Broadcast Bureau granted CP for new VHF translator to serve Lovell on ch. 6 by rebroadcasting KWRB-TV Riverton, Wyo. Action Oct. 5.

Ownership changes

Applications

■ KSKU(FM) Hutchinson, Kan.—Seeks transfer of control of Sound Sales Inc. from D. W. Wright (52% before, none after) to Marguerite Sours (none before, 52% after). Consideration $13,000. Mrs. Sours is professional artist, composer and musician. Ann. Oct. 9.

■ WARD-TV Johnstown, Pa.—Seeks voluntary acquisition of CP from Rivoli Realty Co. to The Ben Werk Group of Canton, Ohio, for $575,000. Sellers: Mrs. George D. Gartland and Walter M. Thomas (jointly 53%), et al. Mrs. Gartland and Mr. Thomas are retired. Buyers: Benjamin C. Werk, Norman W. Sponseller, Shelby L. Estep and Dustin C. Lewis (each 25%). Mr. Werk is national sales manager for WJAN-TV Canton, Ohio, and owns livestock feed additive distribution firm; Mr. Sponseller is Stark county, Ohio, commissioner and has interest in construction firm; Mr. Estep owns sporting goods store and motor home leasing firm; Mr. Lewis has interest in building supply firm. Ann. Oct. 6.

■ KLYX(FM) Clear Lake City, Tex.—Seeks assignment of license from Spaceland Broadcasting Corp. to Intermedia Inc. for $300,000. Seller: Dawson Communications Inc. (100%). Dawson Communications also owns KXXX(FM) Dallas, KKLS(FM) Oklahoma City, and KMOD(FM) Tulsa, Okla. Buyers: Mark L. Woodlinger, president, et al. Intermedia Inc. is seeking to acquire KQTV(TV) St. Joseph, Mo., KBEA(AM) Mission, Kan., and KBEY(FM) Kansas City, Mo. Ann. Oct. 5.

Actions

■ WGIG-AM-FM Brunswick, Ga.—FCC granted transfer of control of Golden Isles Broadcasting Corp. from C. J. Thornquest, John D. Shafer, J. H. Heeter, et al (as a group, 100% before, none after) to Radio Station KVOL Inc. (none before, 100% after). Consideration: $190,184. Principals of KVOL Inc.: James L. Kirk II, president (79.99%), Evan H. Hughes Jr., vice president (20%), Josephine Kirk Thompson, secretary-treasurer (.001%). Principals own KVOL(AM) Lafayette, La. Mr. Kirk owns 93.33% of WGGA-(AM) Gainesville, Ga., 25% of real estate firm and is involved with Muzak, Atlanta Inc. Mr. Hughes Jr. is station manager of KVOL(AM). Action Oct. 7.

■ KSND(AM) Seattle—Broadcast Bureau granted assignment of license from Am-Com Inc. to Big Wind Broadcasting for $550,000. Sellers: Riley R. Gibson, president, et al. Mr. Gibson owns 56.7% of KYOS(AM) Merced, Calif. Buyers: Davis Broadcasting Co. (80%), Philip C. Davis, president (15%), et al. Davis Broadcasting is licensee of KWIZ-AM-FM Santa Ana, Calif. Davis Broadcasting is owned by W. Thomas Davis and Philip C. and Carolyn Lyle Davis jointly (42.5% each), et al. Buyers own KLOK(AM) San Jose, Calif. Mr. Davis has interest in 12 CATV systems. Action Sept. 29.

CATV

Application

■ Kansas City, Kan.—Midway Cable TV seeks distant signals of WGN-TV and WFLD-TV, both Chicago, and KPLR-TV St. Louis, to Kansas City (Kansas City, Mo., ARB 23). Ann. Oct. 9.

Final actions

■ WDT-41 Chula Vista, Calif.—Cable Television Bureau granted CP for new community antenna relay studio to headend link station; trans. location: atop Cowles Mountain, Calif. Action Oct. 2.

■ WDT-39 Colorado Springs—Cable Television Bureau granted CP for new community antenna relay station to bring signals of KRMA-TV and KWGN-TV, both Denver, to CATV at Colorado Springs. Action Oct. 2.

■ WDT-38 Mt. Vernon, John Day and Canyon City, all Oregon—Cable Television Bureau granted CP for new community antenna relay station to bring signals KATU(TV), KGW-TV and KOIN-TV, all Portland, Ore., to CATV in Mt. Vernon, John Day and Canyon City. Action Oct. 2.

■ Hamburg, Pa.—FCC denied request by Hamburg Community Cable Co., operator. asking waiver of carriage and program exclusivity requirements of rules. Action Oct. 7.

■ WDT-40 Casper, Wyo.—Cable Television Bureau granted CP for new community antenna relay station to bring signal KTWO-TV, Casper to CATV in Casper. Action Oct. 2.

Other action

■ New York—FCC prohibited Teleprompter Manhattan CATV Corp. and Manhattan Cable Television, operators, from constructing any trunk of distribution cable in areas served or proposed for service by Comtel Inc., while proceeding on applications of New York Telephone Co. for certification of CATV distribution facilities is pending or until further order of commission (Docs. 17441, 18620, 18750). Action Oct. 7.

Actions on motions

■ Cable Television Bureau, on request of Storer Broadcasting Co., extended to Oct. 22, time to file comments and to Nov. 23, time to file reply comments in amendment of commission's rules and regulations relative to diversification of control of community antenna television systems; and inquiry with respect thereto to formulate regulatory policy and rulemaking and/or legislative proposals (Doc. 18891). Action Oct. 3.

■ Hearing Examiner Charles J. Frederick in Wilkes-Barre, Pa. (Teleservice Co. of Wyoming Valley), CATV proceeding, set procedural dates and scheduled hearing for Oct. 27 (Doc. 18923). Action Oct. 6.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct 13. 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*.

■ *Napa, Calif.*—Napa Valley Cablevision Inc., an affiliate of Ameco Inc. of Phoenix, has been granted a 20-year franchise.

■ *Riverside, Calif.*—Franchise has been awarded to Riverside Cable TV, a subsidiary of Tele-communications Inc. of Colorado.

■ *Longmont, Colo.*—Franchise has been granted to Mountain States Video Inc. for a 15-channel system. Installation is $9.95 for the first set and $1.50 for each additional set. Monthly rate is $4.75 for the first set and $1 for each additional set.

■ *New Port Richey, Fla.*—TM Communications has been granted a non-exclusive franchise.

■ Muncie, Ind.—Three firms have applied for franchises: H & B American Co. of Los Angeles, (group owner) TeleCable Co. of Norfolk, Va., (group owner) and Muncie CableVision of Indianapolis.

■ Seaside Park borough, N.J.—Crosswicks Industries Inc. has applied for a franchise. The borough would receive 5% of the gross income from all sources except installation fees. Installation would be $10 for the first connection and $5 for each additional set. Monthly rate would be $5 for the first set and $1.25 for each additional set.

■ White Plains, N.Y.—Four firms have applied for franchises: Mid-County Television Corp., Fishburn Communications of Bronxville, Goodson-Todman Cablevision of White Plains (group owner) and Teleprompter Corp. of New York, (group owner). Mid-County would pay the city $7,500 upon grant of franchise and from $4,000 or 7% of the gross up to $15,000 annually or 13% of the gross during a 20-year period. Fishburn would pay the city 2% of the gross. Goodson-Todman would give the city $5,000 on grant of franchise with future payments up to 20 years from $3,000 or 6% of the gross to $10,000 or 10% of the annual gross. Teleprompter offers the city $25,000 on grant and 5% of the gross with a minimum of $10,000 yearly.

■ Columbus, Ohio—Coaxial Communications Inc. (multiple-CATV owner) has applied for a franchise. The city would receive 6% of the gross income.

■ Hamilton, Ohio—Three firms have applied for franchises: Neptune Broadcasting Co. of Steubenville, Ohio (group owner), Echo Cable Corp. and Coaxial Communications Inc.

A quiet young man with power and the will to use it

In the weeks following President Nixon's nomination, on June 26, of Dr. Clay T. (Tom) Whitehead as the first director of the new Office of Telecommunications Policy, government officials in the communications field and communications-industry representatives speculated among themselves on the kind of role the 31-year-old ex-Rand staffer would play. Among those who had had an opportunity to watch Dr. Whitehead in his job as a White House aide with responsibilities in communications, there was a feeling he would be an "activist," that he was, at bottom, "aggressive"—a feeling that Dr. Whitehead did much to reinforce when he briefed reporters on his concept of the job a day after he was sworn into it, on Sept. 22 (BROADCASTING, Sept. 28).

But the speculation had heavy going, for in a city known for its operators, where brilliance and accomplishment are worn on one's sleeve and ambition is not camouflaged, Dr. Whitehead is something of an enigma. He is one of the youngest men to head a federal agency. And he applies himself with energy and, in the view of those from Capitol Hill and the FCC, considerable skill, to the many projects of national importance that fall to him.

But he does not come on as the whiz-kid type familiar to Washington. ("He is cautious, very conservative," says one Department of Defense communications expert.) And he expresses a respectful, almost old-fashioned feeling for those older than he with whom he deals—which is almost everyone—although he is not intimidated in talking to industry senior vice presidents or high government officials. "I respect their experience and knowledge. I don't have 30 years experience," he says, "but I can organize information, find out what is needed and get it."

Indeed, perhaps the most striking thing about him is his reserve. He is usually described as "introverted," "cool," "withdrawn." But whatever the precise adjective, the effect of the characteristic can be disconcerting. "We went to see him [Dr. Whitehead] about some matter related to domestic satellites," one FCC official recalled recently about a meeting when Dr. Whitehead was on the White House staff. "We explained our position for 20 minutes, and got absolutely no reaction in all that time—not a word, no change in expression. When we finally stopped talking, there was a pause, then he said, 'Is that all?' We left thinking we had blown that one. But that's just the way he is."

But as one begins to form a picture of Dr. Whitehead as a withdrawn, perhaps mechanistic young man, other facts about him surface in conflict with that image. There is, for instance, the matter of a hobby he pursued while an Army lieutenant at the Edgewood, Md., arsenal, working on defenses against chemical and biological warfare—skydiving. He made 20 or 25 jumps, and found the experience extraordinary. ("It's very peaceful, incredibly quiet.")

And for a man who, although young and tall (about 6 feet), is soft-cheeked and sufficiently concerned about his waistline to skip all lunches except those forced on him in the line of duty, his idea of getting away from it all comes as something of a jolt. Following his Senate confirmation hearing in July, he spent five days canoeing and camping in the wilderness of northern Minnesota and southern Canada.

Dr. Whitehead's background is similarly filled with incongruities. He began life in Neodesha, Kan. (population 3,500), and graduated from Cherokee County Community High School in Columbus, Kan., but then went on to prestigious Massachusetts Institute of Technology. There he not only earned B.S. and M.S. degrees in electrical engineering and a Ph.D. in management, but he found time to teach courses in electronics and political science.

Week'sProfile

Dr. Clay Thomas Whitehead—director, Office of Telecommunications Policy; b. Nov. 13, 1938, Neodesha, Kan.; B.S. (1960), M.S. (1961) and Ph.D. (1967), Massachusetts Institute of Technology; taught courses in electronics and political science while graduate student; consultant at Rand Corp., Santa Monica, Calif., over 18-month period between 1961 and 1963, and member of Rand staff, 1967-68; U.S. Army, 1964-65; consultant to Bureau of Budget, 1966; member of President-elect Nixon's task force on budget policies and aided in transition, 1968; White House staff, 1969-1970; member Tau Beta Pi, Sigma Xi, and Eta Kappa Nu, engineering and science honorary societies; hobby—camping.

Dr. Whitehead first made contact with the Nixon forces in the summer of 1968 in Washington, when a mutual friend introduced him to Robert Ellsworth, who had been Richard Nixon's preconvention campaign manager and who was to become top White House staff man before being appointed to his present post of ambassador to the North Atlantic Treaty Organization. At the time, Dr. Whitehead was associated with the Rand Corp., in Santa Monica, Calif., planning and organizing a policy research program on health services and other domestic-policy areas.

Following the election, Dr. Whitehead accepted an invitation to serve on the President-elect's task force on budget policies and to aid in transition matters. And in January 1969, he joined the White House staff as an aide to Mr. Ellsworth (later to Peter Flanigan, who succeeded Mr. Ellsworth when he took the NATO post), attending to a wide variety of responsibilities.

In the briefing he gave reporters, he surprised them with the candor with which he discussed the broad powers that are vested in OTP as the President's arm in telecommunications matters—powers that he intended to use. There was no tone of aggressiveness in his recital; rather one of considerable self-confidence.

This kind of confidence was evident, also, in a private interview in which he discussed not so much the nuts-and-bolts aspect as what might be called a cosmic view of OTP. "Our primary contribution will be in laying out the interconnection between the broader objectives of society and communications," he said. "We need more attention, more systematic thinking through the whole range of problems to make sure communications policy makes sense in terms of the bigger picture."

He also feels there is another role OTP can perform for, as well as in, government. Governmental policy statements that are not related to a central theme are "meaningless," he said. "If you have decisions that are related, you have policy, and a policy process that makes sense. Developing policy and a policy process in the telecommunications area," he added, with a slight, self-deprecating smile, "can be a model for broader policy-making processes in government."

Dr. Whitehead's vision of his job, it is clear, is not limited.

Editorials

Chance for real reform

Some very shoddy political oratory and equally shoddy journalism emerged last week in response to President Nixon's veto of the political-broadcasting bill. To listen to the Democratic legislators and read the editorials and columns in such papers as the *New York Times* and *Washington Post* was to be told that the President had rejected a document that ranked with Magna Carta and had done so to protect the Republicans' financial advantage over Democrats in the present campaigns.

The present campaigns could not, of course, have been affected at all if the President had signed the bill. Built into the legislation was a 30-day delay in effective date. As for party financing two years from now, that could be changed radically by the outcome of this year's elections and the choice and prospects of candidates in 1972.

The President was restrained enough to avoid saying so, but it must surely have been apparent to him that this bill was an effort to create an illusion of political reform without significantly altering political practices. It would indeed have imposed ceilings on the broadcast advertising that candidates could use, and it would indeed have required broadcasters to offer maximum discounts to candidates, but it would have done nothing at all to limit spending or rates for other media and services. As Mr. Nixon said, the practical effect could be to enlarge political expenditures in nonbroadcast campaigning.

When a *New York Times* or *Washington Post* deplores political spending on radio and television, its cries would be more persuasive if accompanied by announcements of ceilings or discounts on political advertising in the press. In the same vein, the editorial reputation of the print media would be in better repair if more of the organs that so vociferously clamored for a ban they finally got on the broadcast advertising of cigarettes were now rejecting cigarette business. It did not escape notice last week that the *Washington Post* which was running cartoons and editorials protesting political broadcasting was also carrying advertising for Lucky Strikes. A year ago the same paper was incessantly maligning broadcasters for accepting cigarette business.

It will be not only in their own but also in the public's interest if broadcasters can persuade their congressmen to let the presidential veto stand. The persuasion should be accompanied by a tangible offer of support for a truly effective bill to limit political spending. If broadcasters will take the lead in drafting legislation and campaigning for public endorsement, they will be practicing governmental and public relations with a creative touch.

Starting point

Broadcasters worried about their fate in this 50th anniversary year of their business have little reason to breathe easy because the National Association of Broadcasters is going to be reorganized. Even after the action is taken the job will only have begun.

By authorizing appointment of three executive vice presidents and thereby freeing President Vincent Wasilewski for highest level activity, the board took a needed first step. But the over-all task is enormous. Essentially, the assignment is to transform the broadcast media from a punching bag to the formidable, vibrant force they are in the eyes of perhaps 99% of the American electorate.

Broadcasters, by failing to learn the axiom known to every little leaguer that a good offense is the best defense, have lost their leadership momentum at the federal level. They knuckled under to government by giving just a little here and just a little there.

There isn't a seasoned practical member of Congress who would not support his constituent broadcasters in any reasonable approach to any legislation. The anticigarette sell-out would never have been applied to radio if radio broadcasters —all 6,000-odd of them—had used persuasion with their elected congressmen. Logic was with them because the attack was against TV advertising—not radio. And even the TV ban, on grounds of discrimination alone, might have been licked.

An NAB staffed by geniuses can't bring justice and equity to broadcasters without the help of a solid majority of all broadcasters interested in the next generation as well as increased profits. Times have changed. Many broadcasters need to alter their views and their goals.

As the trade association charged with over-all responsibility, the NAB must implement and articulate the new mandate now. There's no time for procrastination.

Easy mark

Once again broadcasting has been picked as the principal point of pressure in another reform proposal that purports to cure larger matters. This time the picking comes in the report of the President's Commission on Civil Rights, described in detail elsewhere in this issue.

To oversimplify, the report says the FCC, among all governmental agencies, has the most power to effect progress for minorities. Why? Because it can regulate the programing and ownership of broadcasting.

It goes without saying that broadcasting is essentially white owned and white oriented and has only recently taken much interest in the minorities who now struggle for status. But the same can be said for every other large enterprise in the country, regulated by the government or not. To ask broadcasters to carry the main burden of eliminating oppression and equalizing opportunities is to ask more than they can give by themselves.

Drawn for BROADCASTING by Sid Hix

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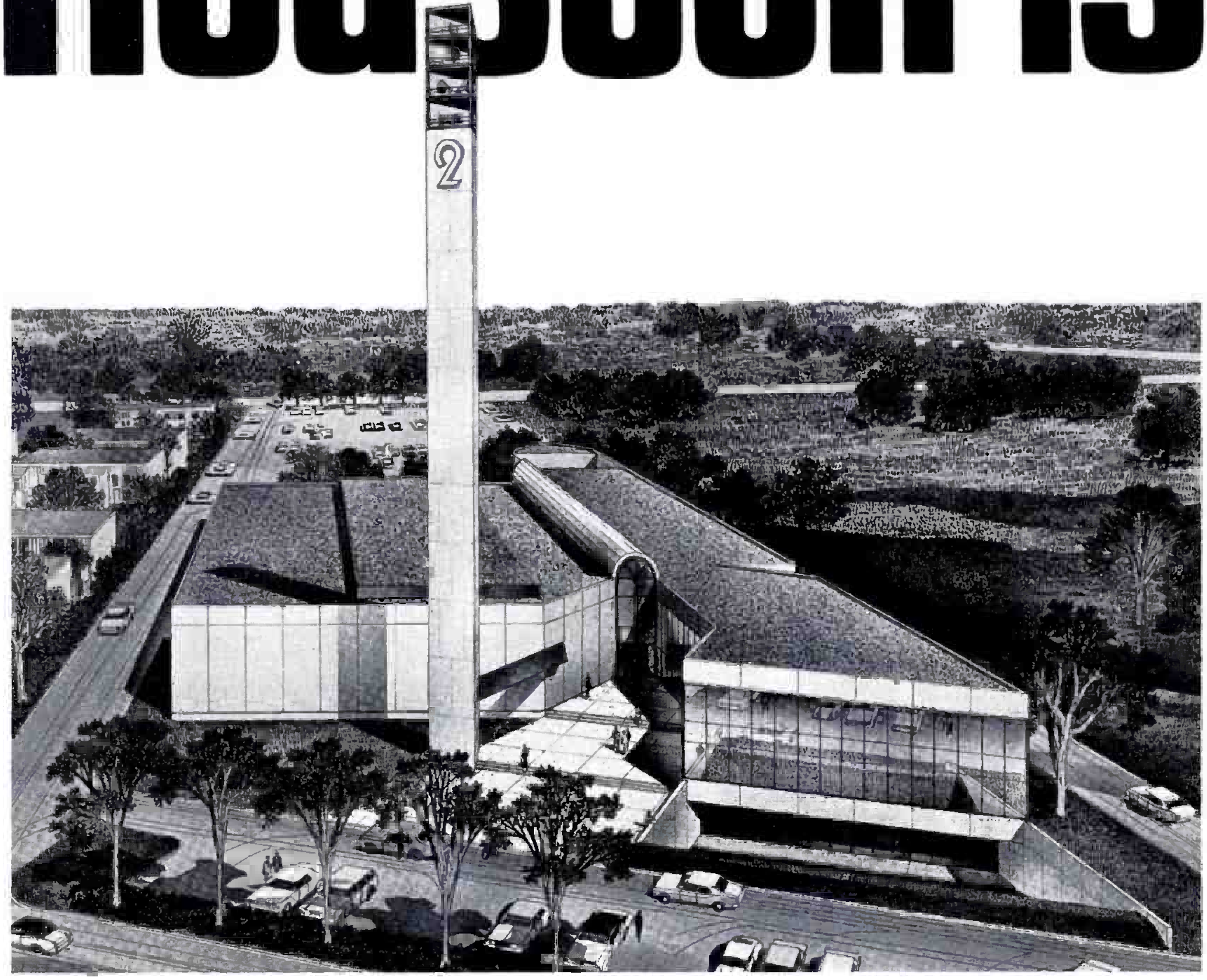

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