



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

An indecisive fourth quarter ends iffy spot-TV year  
 Fight shapes up on override of political-broadcasting veto  
 Noncommercial broadcasters move into the target zone  
 Promotion experts continue their search for relevancy

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## Screen Gems makes weekdays strong days

NOVEMBER 1970

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| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 1  | 2  | 3  | 4  | 5  |

**MAGILLA GORILLA**  
 (150 color  
 7-minute cartoons)  
*Premiere week—  
 tops in its time  
 period on WPIX,  
 New York.*

**HUCKLEBERRY  
 HOUND/YOGI BEAR**  
 (276 color  
 7-minute cartoons)

**THE FLINTSTONES**  
 (166-color half-  
 hours)

**THE FLYING NUN**  
 (82 color half-  
 hours) *Premiering  
 now in 35 markets.*

**HAZEL** (154 color  
 half-hours)

Screen Gems has other strong shows that will work successfully for you across-the-board. THE FARMER'S DAUGHTER (101 half-hours), THE DONNA REED SHOW (175 half-hours), DENNIS THE MENACE (146 half-hours), FATHER KNOWS BEST (191 half-hours) and QUICK DRAW McGRAW (135 cartoons). Call us. On a weekday.

**Screen Gems**



# our newscast has a new cast

A team of professional broadcast journalists presenting clearly and concisely the events and people that affect our lives.

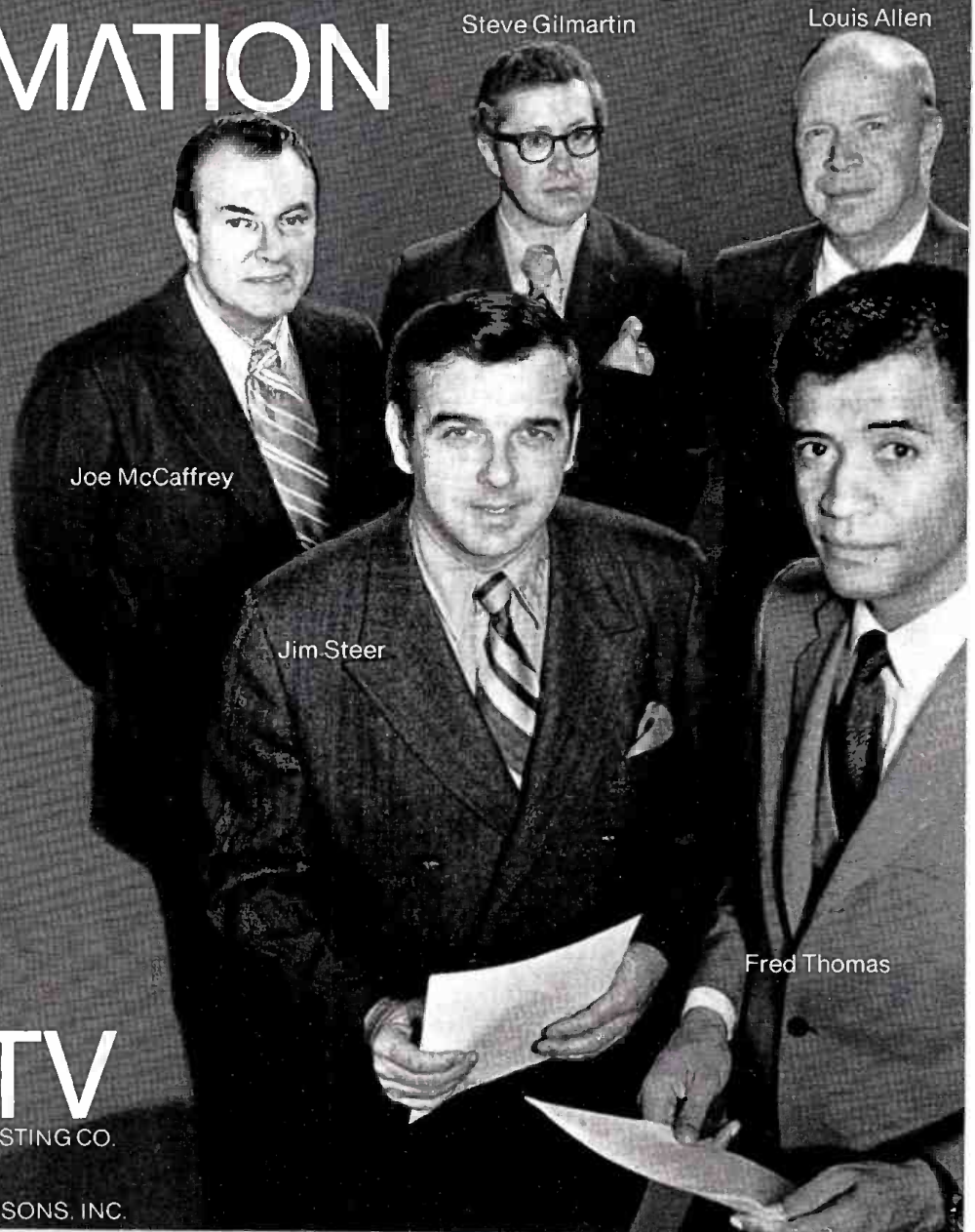
It cuts through the froth. Gets to the heart of an issue, problem or statement. The approach is more informal, relaxed, conversational.

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## TOTAL INFORMATION NEWS



5:30 & 11:00 PM



Joe McCaffrey

Steve Gilmartin

Louis Allen

Jim Steer

Fred Thomas

### WMALTV

THE EVENING STAR BROADCASTING CO.  
WASHINGTON, D.C.  
REPRESENTED BY  
HARRINGTON, RIGHTER & PARSONS, INC.

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(our family)

Back row, left to right: Joe Bilello, Barry Abrams, Joe Fields, Stan Najolia, \*Art Kass, Johnny Lloyd, \*Neil Bogart, Jerry Sharell, Ron Weisner, Emmett Garner, Cecil Holmes. \*President

Center row, left to right: Louie Newman, Richard Smith, Jack Hakim, George Morris, Joel Vance, Freddy "Boom Boom" Cannon.

Front row, left to right: Buck Reingold, Ron Mosely, Ed Charles.



# EYEWITNESS NEWS

*The Leader in the Southwest...*



*Warren Fulks*



*Jerome Davis*



Warren Fulks and Jerome Davis blend their specialties on camera to report the "feeling" behind the "facts" on Channel 4's EYEWITNESS NEWS. Fast moving and informative, EYEWITNESS NEWS covers the Dallas-Ft. Worth market — a sprawling giant that ranks 11th in retail sales. It's a new kind of newscasting that is making news! Contact your H R representative for availabilities.

**KDFW-TV**



**DALLAS-FORT WORTH**

**The Dallas  
Times Herald Station**

VES R. BOX, President

represented nationally by



## Downhold

Because he feels executive departments and independent agencies are spending too much for too little on public relations, President Nixon has directed sharp curtailment of promotional expenditures in fiscal 1971. Memorandum to all department and agency heads states that George P. Shultz, director of Office of Management and Budget, has been instructed to cut funds of each agency for broadcasting, advertising, exhibits, films, publications, and similar efforts.

President makes clear he is hitting at excessive promotions, fancy publications and extravagant exhibits aimed at limited audiences. Cabinet members and agency chairmen are ordered personally to implement directive so it is not circumvented through changes in position or titles or reallocation of resources intended for other purposes. Question arises whether directive also covers far-ranging speaking tours such as those indulged in by some members of independent agencies—including FCC.

## Easy pickings

Reporters on assignment from national desk of *Washington Post* have been digging into television-station records to find out how much was spent on TV advertising for candidates in several heavily contested races for U.S. Senate in recent election. Some broadcasters whose stations have been visited say reporters have no orders to dig as deeply into other types of spending in same campaigns. Fear is that finished article will distort TV costs in relation to others and be published in time to influence congressional vote to override President Nixon's veto of political-broadcasting bill, aimed exclusively at broadcast media (see page 26).

*Post* reporters and editors say they picked on TV costs because other figures are harder to come by. By FCC rule stations must exhibit records of political broadcasting to anyone who shows up and asks. Reporters searching for comparable estimates for spending on billboards, newspaper ads, throwaways or anything else can only go to political organizations—which are practiced in hiding such details. Among states where *Post* team is working are California, New York, Florida, Indiana, and Texas.

## Flicks abroad

U.S. distributors of TV programs abroad are optimistic that 1970 may be first

year that global sales of their product will hit \$100-million mark or better it. International sales reached estimated \$94 million in 1969, and spurt in feature-film business this year is expected to bring sales to magic \$100-million level. Sales of filmed series are expected to remain at about \$60 million, but feature volume may run as high as \$42 million, up from estimated \$34 million in 1969.

## Woman in wings?

In knowledgeable Washington quarters there's more and more talk that nomination of Sherman Unger to FCC will be withdrawn and vacancy left until it can be filled by Representative Charlotte Reid (R-Ill.). Mrs. Reid can't join FCC now: Constitution bars member of Congress from moving to other federal job created or improved during that congressional term. (FCC salaries were raised during this term.) She could go after resigning from next Congress to which she was elected two weeks ago.

As of late Friday Mr. Unger was still in limbo to which he was consigned soon after his nomination went to Senate nearly four months ago. White House put hold on his confirmation after it learned he was in dispute with Internal Revenue over tax return.

## Erratic record

This year's slowdown in advertising has imposed some strange patterns on broadcast-billing charts of individual agencies. Some that registered big gains in 1969—and often for years before that—are showing equally big, and in some cases bigger, declines this year. Some are turning 1969 declines into 1970 advances, and here and there one has added big gain to relatively small one last year, but gains on whole are on modest side. This may be changed when count is completed, but returns processed thus far in BROADCASTING's annual agency-billings report divide almost equally between those showing gains and those showing losses. Report will appear in Nov. 23 issue.

## Loaded for what?

FCC staff has completed massive study of television program service in top-50 markets—first step in plan to overhaul commission's renewal procedures (BROADCASTING, Oct. 12)—and presented findings to commission in meeting Thursday (Nov. 12). Officials declined to divulge results of study, which

compared performances of stations in same markets in terms of news, public affairs and "other" (agricultural, instructional and religious) programming. And no one is prepared to say what commission's next step will be, although Chairman Dean Burch has indicated agency will seek to develop new, sharply defined criteria for use in processing renewal applications.

In sidebar report, Dr. Barry Cole, special consultant on renewal-overhaul project, presented analysis of prime-time public-affairs programming by stations in top-50 markets. Analysis, drawn from *TV Guide* week of Oct. 10, reportedly showed that of 150 network affiliates, 69 carried no public affairs, local or network.

## Who's in charge?

Appeals-court decision rapping FCC for paying more attention to Atlanta listeners concerned about losing classical-music station in sale of WGKA-AM-FM Atlanta (BROADCASTING, Nov. 2) is already having repercussions. Commission staff has asked San Juan Racing Association what it plans to do about 100-150 complaints received regarding association's proposed purchase (for \$175,000) of WKAT-FM Miami. FM, now under common ownership with WKAT-AM, duplicates that outlet 50% of time and programs classical music other 50%. Association plans to install good-music format—which it uses at its WJMD(FM) Washington and WKLS(FM) Atlanta—and replace old monaural equipment with stereo gear.

But protesters, alerted by *Miami Herald* columnist, don't want to lose even half-station with classical music. So association is now attempting to decide whether to change format to provide for some classical music, attempt all-classical format for six-month trial period to determine whether station can be operated profitably on that basis, or throw in towel.

## Inflation

Not all Washingtonians will be happy about recent high-priced player acquisitions of Senators baseball team owner, Robert Short. If Mr. Short's plans work, tab for Denny McLain and Curt Flood will, in part, be passed along to broadcasters in bigger rights demands in 1971. Senators last summer got around \$350,000 for both full radio schedule and curtailed TV slate. One figure for 1971 reported unofficially is \$10,000 per game for 30-game TV schedule alone.

# "tie football games are for the birds"



WTOP TV sports commentator Warner Wolf says what he thinks. ... "If they don't permit tie games in professional championship contests, why allow them in regular season games? Let's have sudden death play-offs!" Remarks like these are typical of the provocative commentary and perceptive television news coverage that WTOP viewers expect nightly on

The Big News. WTOP TV's Big News is a unique mix—a news magazine that blends hard news with entertaining comment and probing analysis. Put together by Washington's largest staff of reporters and commentators, The Big News is unique. There are weather forecasts that don't hedge. Informative opinions from liberal and conservative analysts. Interesting views into Washington society. And more.

WTOP News is a different, and better, approach to television news coverage. If you're in the Washington area, get some great news—The Big News at 1:00, 6:00, and 11:00 PM on WTOP TV.

**WTOP TV**

WASHINGTON, D.C.  
A Post-Newsweek Station

Represented by Tvar

**THE BEST NEWS YOU'LL GET ALL DAY**

Broadcasting fourth-quarter survey returns show 60% of TV respondents expect increased national and regional spot-TV billings over 1969, 27% feel lower billings loom for 1970 and 13% see matching billings. See . . .

## **An iffy year for spot television . . . 21**

ARB reports gains in TV viewing levels in 19 markets, declines in three, in October measurements; sets peace meeting to settle controversy that led one-third of last years subscribers to hold out. See . . .

## **ARB finds more homes using TV . . . 24**

Senate Democrats may attempt to override President's veto of political-broadcasting bill this week. NAB issues call to members to contact congressmen and urge them to sustain it and enact 'meaningful' legislation. See . . .

## **Hard fight on cutrate politicals . . . 26**

Baton Rouge broadcaster warns he might 'twist arms' to collect second \$100,000 for his media group formed to beat back FCC's proposals to break up crossownerships; asks TV and radio owners to give fair share. See . . .

## **Hat to be passed for defense fund . . . 34**

Minority demands for greater roles in educational broadcasting echo in Washington as NAEB members find cries of racism and tokenism not unique to commercial broadcasting at their 46th annual convention. See . . .

## **NAEB confronts its own racial crisis . . . 38**

Chicago Federation of Labor, owner of WCFL(AM) Chicago and holder of construction permit for channel 38 in city, may sell permit to Zenith Radio Corp. Zenith wants to use facility for first regular pay-TV outlet. See . . .

## **Union may sell Chicago UHF permit . . . 45**

Boston-based Foundation to Improve Television files test suit against 'Wild, Wild West' syndicated series carried by WTOP-TV Washington, aimed at outlawing violence in children's TV programing. See . . .

## **New group sues to tone down TV . . . 49**

In sharp economy move, Kaiser Broadcasting Corp. cuts back expenditures for news and public-affairs programing—at least temporarily—at each of its five UHF stations. Fifty newsmen are laid off. See . . .

## **Down to the bone in Kaiser's news . . . 51**

Members of Broadcasters Promotion Association hear industry leaders in Houston seminar. Consensus: Practically everything is superbly sold over medium but medium itself and industry promotion is needed. See . . .

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Internal Revenue Service rules that public-interest law firms, which among other things represent public in matters affecting broadcast service, are tax exempt. It issues guidelines for classification. See . . .

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### **Broadcasting**

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**KATZ TELEVISION**



## **Our kind of people!**

They're from Augusta, Ga., and know us as a friend. They know Rust Craft Broadcasting's service to their community goes beyond network programming. The young man knows we're instrumental in helping his father earn a better livelihood through our specials, such as, **HELP WANTED**, exposing discrimination in employment, winner of the San Francisco State College Broadcast Media Award, and **THE BLACK EXPERIENCE**, a weekly program educating the community as to Black needs, winner of the Georgia Conference on Social Welfare Award. The young lady dances before scenery and lighting produced by our people for the Civic Ballet, of which our promotion man is a board member. She shared our joy in receiving the Esquire Magazine Business in Arts Award for our contributions to her dance company. And both benefit from our efforts to promote harmony among our citizens, efforts that won us the GAB Award of Excellence for Georgia Television Station of the Year.

# **WRDW-TV 12**



ANOTHER RUST CRAFT SUCCESS STORY

## Drastic overhaul of ABC-TV schedule

Seven shows will be dropped; three will be added

ABC-TV announced late Friday (Nov. 13) midseason program changes calling for dropping seven programs totaling six hours; addition of three new programs totaling three hours; considerable reshuffling, and return of three weekly prime-time hours—including all after 9:30 Saturday nights—to stations.

Three hours that will be returned, plus one half-hour not now programmed, will bring ABC to within half-hour of weekly total to be required next fall by FCC's prime-time access rule. Some of these local periods will have to be redistributed, however, to meet FCC requirement that stations carry no more than three network hours per night.

Programs ABC will be dropping in January are *Young Rebels* (Sunday, 7-8 p.m., which will become station time); *Silent Forces* (Monday, 8:30-9 p.m.); *Matt Lincoln* and *The Immortal Hours* and *Barefoot in the Park* half-hour, all on Thursday; *Tom Jones* (Friday, 10-11), and *Most Deadly Game* (Saturday, 9:30-10:30, which now will join 10:30-11 as station time). *Tom Jones* will be scheduled about once monthly on pre-emptive basis.

By nights, ABC's new schedule will go as follows:

ABC will program Mondays 7:30-10:30, moving *Let's Make a Deal* and *Newlywed Game* from Saturday into 7:30-8:30 spot now occupied by *Young Lawyers*. When Monday-night football season is over, movie will go at 8:30-10:30. If pending deal with Lever Brothers goes through, *This Is Your Life* will be inserted at 8:30-9 and movies will run to 11 p.m.

Tuesday will be programed 7:30-11

without change. Wednesday will also be programed 7:30-11 but *Room 222* will move back half-hour to replace *Make Room for Granddaddy*. At 8-8:30, new program, *The Smith Family*, starring Henry Fonda, will move into 8:30-9, *Johnny Cash* will continue at 9-10, and *Young Lawyers* will move into 10-11 period.

Thursday will be programed 7:30 to 10:30 with new show, *Alias Smith and Jones* replacing *Matt Lincoln* at 7:30-8:30, *Bewitched*, continuing as is, *Granddaddy* replacing *Barefoot* at 9-9:30 and *Dan August* replacing *Odd Couple* at 9:30-10:30.

Friday will be unchanged from 7:30 to 9:30, but *Odd Couple* will go into 9:30-10 period now occupied by *Love American Style*, which will be expanded back to full hour and replace *Tom Jones* at 10-11.

On Saturday, veteran *Lawrence Welk Show* will move up one hour to 7:30-8:30, with new *Pearl Bailey Show* going in at 8:30-9:30 and 9:30-11 being returned to stations.

## A new question of access

Commission on Rules of Democratic National Committee has recommended that TV cameras be restricted to off-floor positions during business sessions of 1972 Democratic national convention.

Group, headed by Representative James G. O'Hara (D-Mich.) made it clear, however, that plan called for convention-arrangements committee to provide adequate number of off-floor camera stations to cover all action and light-

ing facilities sufficient for color telecasts. Newsmen would not be prohibited from conducting on-floor interviews.

Rules Committee will review its recommendation after it receives comments and will then decide on final decision.

Although binding decision lies in hands of Democratic National Committee Chairman Lawrence O'Brien and 1972 presidential nominating convention, DNC staff member said that Rules Committee recommendation carries heavy weight and will receive careful study.

## WHDH-TV ruling upheld

U.S. Court of Appeals in Washington has upheld FCC's unprecedented decision to strip WHDH-TV Boston of its license to operate on channel 5 and to award facility to rival applicant, Boston Broadcasters Inc.

Court, in opinion issued Friday (Nov. 13) in 16-year-old case which had been before it three times previously, said remedies fashioned by commission to resolve case were not without an element of novelty.

But, it said that commission "soundly formulated" position in case and that "there was no error."

Officials of station owner, Boston Herald-Traveler Corp., declined immediate comment. But it was foregone conclusion that Herald-Traveler would continue to seek court reversal of commission decision, either in rehearing before appeals court or through appeal to U.S. Supreme Court.

BBI is composed principally of Boston-area business and professional people. Attorney Nathan H. David, vice president and 6.31% stockholder, is former FCC staff member; he was as-

## Johnson to AT&T: No

FCC Commissioner Nicholas Johnson on Friday (Nov. 13) rejected as "without merit" petition AT&T had filed asking that he disqualify himself from all matters involving Bell System.

Petition, addressed to Mr. Johnson, was triggered by speech he gave in Chicago Oct. 19 in which he accused company of following policies that produced higher prices for consumers and lower profits for shareholders (BROADCASTING, Nov. 2).

Mr. Johnson said his conclusion that no grounds exist for his disqualification was based on "traditional reluctance of higher courts to remove judges on bias

charges, the customary independence of Presidential appointees" and own his "statutory duty to promote the larger and more effective use of communications."

Mr. Johnson also cited FCC's opinion in Chronicle Publishing case and Supreme Court's ruling in "cement" cases as precedents for his conclusion.

In August 1969, Chronicle asked Mr. Johnson to remove himself from participating in hearing on renewal of its KRON-FM-TV San Francisco. Company charged then that Mr. Johnson was guilty of ex parte contacts and general bias against Chronicle, but commission

rejected petition (BROADCASTING, Sept. 20, 1966).

In "cement" cases, Federal Trade Commission was charged with "bias and prejudgment" on question of whether cement industry's pricing system violated antitrust laws. However, Supreme Court held that FTC's previously published opinions on matter did not disqualify it from proceeding against companies involved.

Mr. Johnson concluded that public interest is not served only when agency or commissioners fail to "search and question at every hand, inside the agency as well as outside, the performance of our large national monopolies."

More "At Deadline" on page 10

sistant general counsel during early 1940's.

Besides WHDH-TV, BBI won commission nod over two other competing applicants, Charles River Civic Television and Greater Boston Television Corp. Stock in Charles River would be held by charitable foundation.

Principal issue in case is WHDH-TV's contention that commission, in its Jan. 22, 1969, decision improperly applied criteria normally used in choosing among new applicants. It said it should have been treated as renewal applicant and been permitted to rely on its record of performance in defense of its license.

Commission had disregarded performance and granted BBI's application principally on grounds of diversification of media control and integration of management and ownership. Herald-Traveler owns two dailies and Sunday newspaper in Boston as well as WHDH-AM-FM. BBI has no media interests, and a number of its principals say they will work at station.

Commission decision alarmed broadcasters who feared they would be vulnerable if WHDH-TV decision was to be cited by would-be broadcasters challenging them at renewal time.

Legislation was introduced in Congress to afford licensees protection against such challenges, and commission subsequently issued policy statement which disavowed WHDH-TV as precedent. Statement, described as clarification and codification of existing policy, said commission would favor renewal applicants in comparative hearings if they could demonstrate substantial service to their communities (BROADCASTING, Jan. 19).

Appeals court, in upholding commission, agreed with commission view—expressed in denying request for reconsideration of its decision—that WHDH-TV case was different from most other renewal cases because of its tortured history. Commission originally awarded grant to WHDH in 1957, but series of commission actions and court appeals, involving among other things charges that president of licensee corporation had had ex-parte contact with commission chairman before 1957 decision, has kept case open.

WHDH-TV has operated most of time since 1957 on temporary authorizations, and is currently operating on four-month license awarded in 1962. Short-term license was given because of ex-parte activities. At same time, commission invited new applicants for channel.

Given this background, court, in opinion written by Judge Harold Leventhal, said course adopted by commission "cannot be considered as arbitrary or unreasonable, or as in violation of legislative mandate." It added that "on the unique facts presented, [the licensee] was neither a new appli-

cant nor a renewal applicant as those terms are generally construed. Since these orthodox classifications, and the rules generally pertaining to each, were not meaningfully available to the commission on these facts, that body soundly formulated an intermediate position for the instant case."

## The SDX convention

Continuing struggle to guarantee free flow of news and greater effort to inspire youth to journalism careers are two top goals for Sigma Delta Chi, national journalistic society's president said Friday (Nov. 13). Frank Angelo, SDX president and managing editor of *Detroit Free Press*, told SDX convention in Chicago: "We must be heard above the cacophony of shrill critics because we must be certain that society understands that a press which is free and imperfect is preferable to a press which is controlled and is considered perfect. SDX is committed to perfection as a goal and freedom as an uncompromisable principle." It was theme heard frequently at last week's convention (see page 48).

Henry Ford II, Ford Motor Co. chairman, told Friday luncheon meeting that journalism bears main responsibility for leadership in helping to solve problems such as pollution "because business and government can lead only to the extent that public opinion is educated to follow." He chided media for emphasizing critics' claims that auto firms are chief contributors of pollution. Actually, he said, firms have done much to cure their phase of problem while other major sources have done little or nothing.

Progress of SDX since reorganization as professional society in 1960 was cited by Russell E. Hurst, executive director. Total membership now is over 20,000, he said, doubled in decade, while chapters now are 216 compared to 136 in 1960.

## AWRT backs veto

Support for President Nixon's veto of political-broadcasting bill (see page 26) was voted Friday (Nov. 13) by board of American Women in Radio & Television.

Meeting in Washington, AWRT board sent telegrams to congressional leaders not only urging opposition to moves to override veto but also calling for Congress "to find a better way to cut campaign costs without discriminating against broadcasting."

## Caution on cassettes

Despite flood of publicity claims that cassette TV will be ready for homes in 1971, new cartridge system won't have

meaningful consumer impact until 1973 at earliest. That was word from Lloyd Singer, vice president, Motorola Systems Inc., speaking at seminar on subject Friday (Nov. 13) at Tarrytown, N.Y. He said over-promotion before industry agrees on standards and produces significant programing for medium will only confuse and disappoint public. Motorola is making players for CBS's EVR system.

## WPIX hearing hits the road

FCC hearing on license-renewal application of WPIX(TV) New York will move from New York to Washington. Hearing Examiner James F. Tierney did not specify when hearing would resume, but Friday's (Nov. 13) session was last in New York for present.

Walter D. Engels, on stand at close of session, will be further cross-examined by FCC lawyers and Forum Communications Inc. attorneys then. Forum is bidding to take over facility now occupied by WPIX, and has charged station with, among other things, distortion of news (see page 41).

Mr. Engels, former station news manager and now special assistant in its news department, defended WPIX's practice in fall of 1968 of using old film to illustrate current events. He told hearing he did not think practice was unethical.

## Goodman is optimistic

Continuing gains for broadcasting in 1971 and years ahead were foreseen by Julian Goodman, president of NBC, in report to NBC-TV affiliates board of delegates at its semiannual meeting last week in Phoenix.

He said broadcasting will continue to have rising share of trillion-dollar economy projected for U.S. in 1971, and by 1974 should have "a full one-quarter share of the \$26-billion advertising expenditure" expected then.

Mr. Goodman was honored at meeting with resolution in which board of delegates commended "his efforts to protect the integrity of broadcast news" and asked him "to speak out on other pressing industry problems."

Board of delegates also received NBC's current plans for programing under FCC's prime-time access rule (see page 50), heard reports on 27 program-development projects, were assured by NBC board chairman Walter Scott that NBC intends to maintain leadership in broadcasting and were told by Harold Grams of KSD-TV St. Louis, chairman of affiliate board, that NBC-TV "stands on the threshold of achieving the greatest competitive advantage it has ever had."

# In the Beginning there was Captain Kangaroo.



The beginning was 1955. That was the year Captain Kangaroo first arrived on network television. And since then children's programming hasn't been the same.

How has *Captain Kangaroo* managed for the past 15 years not only to give children meaningful instruction but to maintain its high level of entertainment?

Why is it that practically every other children's show on the air today is in some form or another derivative of *Captain Kangaroo*?

The answer to these questions can be found in the program itself.

To begin with, Bob Keeshan (Captain Kangaroo to children everywhere) is an innovator. With vivid imagination and subtle technique, he continues to invent new and different ways in which children can absorb practical knowledge in an interesting and enjoyable manner.

Take, for example, the now famous "Letter Day." He used an ingeniously simple device of relating all aspects of the program to a specific letter. While he was singing songs, doing sketches or telling stories he was connecting them to a specific letter of the day.

This novel way of teaching children was so successful that, soon after, he instituted the same technique for a "Number Day."

But innovation is only a small fragment of the picture. Making children aware of social and cultural values has also played a major part in his success.

Since the program's inception Bob has made a point of not only exposing children to contemporary and classical literature but to contemporary and classical music as well.

It's almost become a ritual with Bob to teach children how to help out at home. By doing this he feels that he can lead them to a greater understanding of the family as a social structure.

Looking at *Captain Kangaroo* through the eyes of a child, one would have to say that the segment devoted to the world of animals is the most charming and delightful of all. In the last 15 years, Bob has presented on the program almost every animal in existence. He feels that by watching how animals take care of and protect themselves a child can learn many valuable and insightful lessons about life itself. And Bob has brought that world to children everywhere.

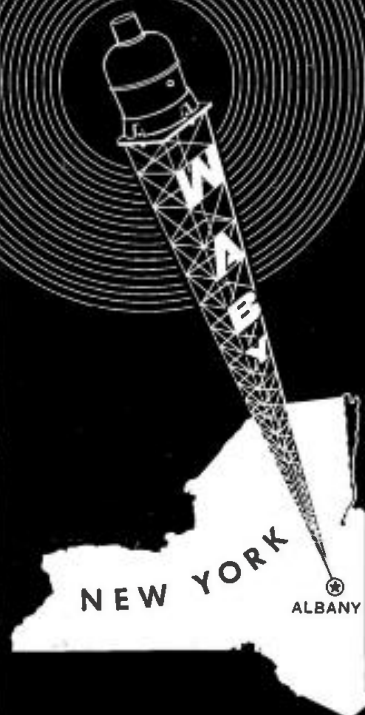
This year, Captain Kangaroo celebrates his 15th year on the CBS Television Network. We congratulate him along with the countless millions of children he has entertained over the years. But as we said at the beginning, it's only the beginning.

**CBS** 

# WABY RADIO 14

is

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## Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

### November

■ Nov. 16-17—Conference, *National Association of Broadcasters*. Brown Palace, Denver.

Nov. 16-19—*National Association of Regulatory Utility Commissioners*' 82d annual meeting. Speakers to include FCC Chairman Dean Burch discussing a "New Regulatory Profile for Communications" and Dr. Clay T. Whitehead, special assistant to the President for telecommunications policy, on "The Role of the White House in Formulating National Communications Policy." International hotel, Las Vegas.

Nov. 16-20—Annual meeting, *Television Bureau of Advertising*. New York Hilton. (For full agenda, see page 42)

Nov. 17—Meeting of *Institute of Electrical and Electronics Engineers*. New London, Conn.

Nov. 17-18—Board meetings, *American Advertising Federation*. DuPont Plaza hotel, Washington.

■ Nov. 18—Forum on commercials, New York chapter, *National Academy of Television Arts and Sciences*. Statler Hilton.

■ Nov. 18-19—*ABC-TV Affiliates* board of governors meeting. Estate Carlton, St. Croix, Virgin Islands.

■ Nov. 19—Newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria, New York.

■ Nov. 19-20—Conference, *National Association of Broadcasters*. Mark Hopkins, San Francisco.

Nov. 20—*Colorado CATV Association* annual meeting. Antlers Plaza hotel, Colorado Springs.

Nov. 20—Meeting of *Kansas Association of Broadcasters*. Radisson hotel, Wichita.

Nov. 20—Third annual fall management seminar, *Kansas Association of Radio Broadcasters*. Radisson hotel, Wichita.

Nov. 20-21—*National Association of FM Broadcasters* board of directors meeting. diLido, Miami Beach.

Nov. 20-22—*Fifth Annual Radio Program Conference*, sponsored and directed by Bill Gavin. FCC Commissioner Nicholas Johnson will speak at opening session on "The Social Impact and Opportunity of Radio." Century Plaza hotel, Los Angeles.

### December

Dec. 1—Deadline for filing applications with FCC for domestic satellite systems to be considered in conjunction with applications filed by Western Union July 30.

Dec. 1—Deadline for reply 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).

Dec. 3-4—Special meeting of board of directors, *Association of Maximum Service Telecasters*. Mauna Kea Beach hotel, Hawaii.

Dec. 4—Annual fall meeting, *Arizona Broadcasters Association*. Mountain Shadows, Scottsdale.

Dec. 4-6—Post-election conference, *University of Maryland department of Journalism*, on new communications techniques used in political campaigns this year. Center of adult education, College Park.

Dec. 6-9—First *CATV Advertising-Programming Seminar*. Walter Conkite, Jerry Della Fama and Bill Daniels are among speakers. Ambassador hotel, Los Angeles.

Dec. 7—New deadline for comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous

Balance of 1970 *National Association of Broadcasters* conference schedule:

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).

deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Oct. 22.

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

Dec. 7—New deadline for comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Oct. 22.

Dec. 7-9—*National Cable Television Association* cablecasting seminar. Chicago.

Dec. 14—New deadline for comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Aug. 21 (Doc. 18877).

### January, 1971

Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Nov. 23.

Jan. 8-9—Midwinter meeting, *Florida Association of Broadcasters*. Hilton South, Orlando.

Jan. 11-17—Triannual meeting, *Unda, International Catholic association for radio and TV*. Loyola University, New Orleans.

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

Jan. 18-20—*National Cable Television Association* cablecasting seminar. Burlingame hotel, Burlingame, Calif.

■ Jan. 19—Radio Commercials Workshop, *International Radio and Television Society*. Waldorf-Astoria, New York. Inquiries: IRTS, 420 Lexington Avenue, New York 10017.

Jan. 21-23—Meeting of *Alabama Association of Broadcasters*. Parliament House, Birmingham.

■ Jan. 24-25—Meeting of *Idaho Association of Broadcasters*. Downtowner hotel, Boise.

■ Jan. 24-25—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.

■ Jan. 24-26—Midwinter convention, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

■ Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters*. Hilton inn, Oklahoma City.

■ Jan. 25-27—Annual convention, *National Religious Broadcasters*. Washington Hilton.

■ Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Indianapolis.

### February, 1971

■ Feb. 1-3—Government affairs conference, *American Advertising Federation*. Washington Hilton hotel.

■ Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

■ Feb. 4-5—Spring meeting, *Louisiana Association of Cable TV Operators*. Ramada Inn, Monroe.

Feb. 4—*New Mexico Broadcasters Association*

convention. Palms motor hotel, Las Cruces, N.M.  
 ■Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.  
 ■Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.  
 ■Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders, New York Hilton.  
 ■Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

### March, 1971

■March 1-3—*National Cable Television Association* cablecasting seminar. Boston.  
 March 8-11—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.  
 ■March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.  
 ■March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

March 28-31—*National Association of Broadcasters* annual convention. Conrad Hilton hotel, Chicago.

### April, 1971

April 1—New deadline set by FCC for origination of programing by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

### June, 1971

■June 7—Second World Administrative Radio Conference for Space Telecommunications, *International Telecommunication Union*. Geneva.  
 ■June 17-20—Meeting of *Oklahoma Broadcasters Association*. Fountainhead Lodge, Chectah.  
 ■June 26-30—National convention, *American Advertising Federation*. Hawaiian Village, Honolulu.

### August, 1971

■Aug. 24-27—*Western Electronic Show and Convention*. Cow Palace, San Francisco.

## OpenMike

### Anniversary greetings

EDITOR: Congratulations on your superb 50th anniversary issue. It is a testimonial to journalistic research of the highest order, and it is history at its best.—*Frank Stanton, president, CBS, New York.*

EDITOR: Congratulations on your Nov. 2 issue marking the 50th anniversary of broadcasting. The special reports in this issue were thorough, informative and perceptive, and the "Retrospective" will be a valuable reference tool as we embark on our second 50 years.

Television and radio stand at the threshold of a new era, and we are confident that your publication — as chronicler of our activities — will continue to provide the balanced and accurate reporting that has always been its hallmark.—*Julian Goodman, president, NBC, New York.*

EDITOR: BROADCASTING is to be congratulated for an excellent 50th anniversary issue (Nov. 2). I know how much time and effort went into this special edition, and, as a broadcaster, I'm proud to be associated with such an outstanding achievement.

There are many problems still before us, but if broadcasters can work together in greater harmony and unity, I see no reason why these challenges can't become the opportunities of tomorrow.—*John Kluge, president Metro-media Inc., New York*

EDITOR: I read your anniversary issue with a feeling of pride and nostalgia—pride at being a part of this industry; nostalgia at having so many important events brought back so vividly. You've done a superb job. I look forward to reading your planned book next year,

and hope you lay the groundwork right now for a 75th anniversary issue.—*Norman E. Cash, president, Television Bureau of Advertising, New York*

EDITOR: The 50th anniversary issue will be a collector's item for the next 50, or until you put out your 100th anniversary issue. Reading through the extremely interesting and well-documented account of traumas past provides excellent reassurance that this industry will overcome its current problems. And BROADCASTING will document the events as ably in the future as it did during the first 50 years.—*Miles David, president, Radio Advertising Bureau, New York.*

EDITOR: I note the medium was just 11 years old when BROADCASTING Magazine set its first line of type. You too have come a long way. Broadcasting has been my life, and your book has been a valued ally.—*John J. McMahon, vice president-general manager, KABC-TV Los Angeles.*

EDITOR: Congratulations on the 50th anniversary issue. It's been a great industry through the years despite problems here and there, and you and your associates are to be commended for your important role in its growth and stability.—*Jim Parsons, chairman of the board, Harrington, Righter & Parsons, New York.*

EDITOR: The 50th anniversary issue is absolutely fabulous and should become a standard work for everybody connected with broadcasting.

One thing you must do is to issue the special report entitled "A Play-by-Play Retrospective" into a book of memories or memorial publication for teachers of broadcasting. I just can't think of another place where we could get this

# M&H

## "ARE THINGS GETTING TOUGH?"

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can't all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these "estimates" tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That's our problem. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions — these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

# M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

480 N. Woodward Avenue  
 Birmingham, Mich. 48011  
 Area Code 313  
 644-9200

**“Hello. I called to tell you I’m going to kill myself.”**



This is Maggie. She's 14. A pretty, fresh, bright American Kid. A lot like other kids. Except for one thing. She's a junkie.

Maggie's luckier than most addicts, though. She got help.

Some kids don't. Like Eddie, for instance. Eddie sniffed airplane glue at 13. Shifted to pot at 15. Switched to Methedrine at 16. By the time he was 17 he was "Maining".

Eddie was no ghetto kid. He lived on a nice, clean, middle-class street in Providence, Rhode Island.

He lived there for 17½ years. Then he died. Eddie's no special case. Neither is Maggie.

Right now, in the United States there are more than one million kids experimenting with pot, pills, speed, horse and LSD.

Some try drugs once or twice. And then drop it. They're either smart. Or lucky.

Then there are the other kids. The hooked kids. The kids too scared to talk. Too stoned to beat it. What do they do?

Where do they go?

Most young junkies can't face a community health center, a teacher, a doctor. And they sure as hell can't face their parents.

But what they might face is an anonymous, immediate hot line for help. WPRO in Providence dreamed up that one. A 24 hour phone line for addicts in trouble. Not just kids. Anyone. On the other end of the line was a man or woman from the local drug rehabilitation center.

Talking to this man or woman was the addict's first step towards coming back. He received encouragement. Comfort. Advice. And 9 chances out of 10 he didn't end up like Eddie.

The WPRO Narcotics Hotline was just one small part of a massive anti-narcotics drive started last year by the 11 Capital Cities radio and television stations.

In 1969, for example, Houston's KTRK

TV broadcast award-winning public service series like "Experiment in Disaster" and "Probe". Hundreds of letters poured into the station after each broadcast. And one ironic gift. A "Death Kit" with pills, spoon, razor, needle and powder. (KTRK-TV found out two programs aren't enough.)

KPOL radio in Los Angeles moved into the drug effort after a young girl was found unconscious in a Los Angeles park. She had taken an overdose of "Red Devils". She was 12.

KPOL prepared an appeal for parents of young children. It ordered 900,000 informative "Help" brochures to be distributed to three school systems. And then to make certain that parents would be aware their children were bringing home the pamphlets, a monumental information campaign was put into high gear.

Other radio and TV stations joined with Metropolitan and Suburban newspapers in passing the word. It worked. Parents who had thought drugs only happened to other people's kids were suddenly, shockingly shaken out of their apathy so they could warn, teach and guide their children as early as 4th or 5th grade.

The Capital Cities narcotics project is time-consuming and frustrating and often depressing.

But then, all at once, you begin to hear about things.

About the girl on the Hotline who said she was ready to attempt suicide and was quietly talked out of it. And found her way back at Marathon Center.

And about the bunch of former addicts who taped promos on the WPRO Narcotics Line.

And about the hundreds of thousands of kids now delivering "Help" brochures all over the country.

So we guess what we do it for is Eddie.

One dead boy is one too many. 

**Capital Cities Broadcasting**  
**We talk to people.**

**BROADCASTING PUBLICATIONS INC.**  
Sol Taishoff, president; Lawrence B. Taishoff, executive vice president and secretary; Maury Long, vice president; Edwin H. James, vice president; B. T. Taishoff, treasurer; Irving C. Miller, comptroller; Joanne T. Cowan, assistant treasurer.

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## TELEVISION

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\*Reg. U.S. Patent Office.

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kind of information to share with our students.—*Dr. John R. Rider, chairman of mass communications faculty and director of broadcasting services, Southern Illinois University, Edwardsville, Ill.*

EDITOR: I commend you and your staff for the issue marking the 50th anniversary of commercial broadcasting. It is certainly a collector's item and a valuable reference source for the industry.

As educational broadcasters gain strength and marshal resources for unprecedented contributions to the whole of the broadcasting industry, we are confident that our achievements will be chronicled, as effectively, in a future commemorative issue.

Congratulations.—*Chalmers H. Marquis, executive vice president, National Association of Educational Broadcasting, Washington.*

EDITOR: Congratulations on your Nov. 2 issue. It is a remarkable chronicle about a remarkable industry. The magazine is a welcome addition to my library.—*Ben Hoberman, vice president-general manager, KABC(AM) Los Angeles.*

### Ordeal in Saigon

EDITOR: I have just finished reading your editorial, "To kill a medium" (BROADCASTING, Oct. 12) and feel that it should have been even stronger in its wording against the current attack by the administration on the American press. I am a stringer for Fairchild Broadcast News in Saigon, where the administration has given orders to the U.S. Embassy and U.S. Military Command to block the American press from getting information.

Day after day it's a constant struggle fighting your own people in high positions who have been instructed not to tell us anything and even laugh at us when we get upset. In this day and age, when a newsman should be respected for trying to tell the American public what is going on, he is humiliated for speaking up and asking a question. I heartily endorse your editorial because I know what it feels like to be a newsman these days, dying a slow death.—*Michael J. Halloran, Saigon.*

### Frontier of TV

EDITOR: It might be of interest to show that there are some commercial broadcasters still around who take the money from one pocket, KUAM-TV Guam, and put it into a crazy project like television in Saipan which has a population of 10,000 people and 1,200 TV sets.

It's the only television audience which we know all by their first names.

I think that this project is a good example of what commercial television

can do rather than a government operation. KUAM-TV used its money and people to put WSZE-TV Saipan on the air, and we plan to construct the same kind of stations in Truk and Palau.

KUAM-TV is now in all-color operation in Guam, 18 hours per day, with NBC, CBS and ABC programs, all video-taped by us at our own video-taping center in San Francisco.

We carry all network shows with a one-week delay from the States, and in Saipan we have a 10-day delay.—*H. Scott Killgore, president, Pacific Broadcasting Corp., Agana, Guam.*

### Al Capp on TV

EDITOR: We would like to thank BROADCASTING for the article on our new Al Capp television show (BROADCASTING, Nov. 9), which we are currently offering. However, there were a couple of discrepancies which motivated a super Kickapoo long distance hook-up from Dogpatch.

Al Capp pointed out that the headline read "Al Capp on radio." This is true, he is on radio; however, our new show is video—"Al Capp on TV."

Also, Mr. Capp said: "Li'l Abner will soon be appearing on ABC-TV in his own series of one-hour specials and is far too expensive for me to hire in my show [as reported in BROADCASTING] so I'll be using cheap cartoon characters—like politicians and Peter Fonda."—*John Thayer and Don Bruce, Thayer/Bruce Together, Memphis.*

### Claims error in poll report

EDITOR: The reporting of our state-fair poll was incorrect in your Oct. 26 issue. The final tally showed Buckley with 43%, Ottinger with 36% and Goodell with 22%. Ottinger did show a heavy lead with those between 14 and 20 years of age. But the foregoing figures are for those of legal voting age.—*Deane Parkhurst, program director, WHEN(AM) Syracuse, N.Y.*

(BROADCASTING's story corresponded to notes made by its reporter during a telephone interview with a member of the staff of the associated WHEN-TV).

### Wrong network

EDITOR: I noticed that you included *The Red Skelton Show* in the CBS line-up of 21 of the top 40 shows (BROADCASTING, Oct. 12). Is this not in error since *Red Skelton* is telecast on Monday, 7:30-8 p.m., by NBC-TV?—*Polly Goodrich, Henderson Advertising Agency, Greenville, S.C.*

(BROADCASTING correctly reported on page 39 of the Oct. 12 issue that CBS-TV placed 21 of the top 40 shows in this season's premiere week. It did err, however, in identifying the *Skelton* show as part of the CBS-TV roster.)

## Why TV gets half of this big retail budget

When Harris & Frank decided four years ago to add television to its extensive advertising program, the decision was made in the face of much negative comment from buyers and suppliers. The consensus seemed to be that the medium was too costly and was incompatible with the ever-changing needs of our firm, which at that time comprised 27 men's and women's retail stores in southern California.

However, we felt that the critics overlooked television's tremendous sales power and influence. The critics themselves spent many hours before their sets yet seemed oblivious to the fact that their customers were doing likewise night after night—and were buying many of the products they saw advertised.

This was, in a sense, like a scene revisited. Under much the same circumstances we pioneered retail advertising in radio some 20 years ago. The results were gratifying. Today we are employing radio in a dozen markets.

Our first commercial was strictly institutional. It stressed our name, quality and number of stores. The response was immediate. Our store managers and many vendors and customers stated they had seen our commercial and were most favorably impressed.

Encouraged by our initial success, we proceeded on course and expanded our efforts, purchasing a weekly newscast, and adding to our schedule. For the first six months, our video ad program was institutional. Our aim was to acquaint everyone possible with our name, the fact that we then served 27 communities, the famous quality brand apparel we carried and our various charge plans.

Thereafter, we revised the ad ratio using 25% item commercials and 75% institutional. At present the ratio is 50-50. In time, having firmly established the Harris & Frank image over the years, our specific item commercials will predominate.

Our selling techniques have been painstakingly developed as we have progressed in the medium. At the outset we discarded both the live and filmed commercial as risky or too costly. Video tape was the answer for us. Commercials can be shot one day, edited, duped and on the air on all of our participating stations the next. And, if applicable, they can be used continuously for days

or weeks, thus amortizing their initial cost to just a few dollars each.

Another obvious and exclusive advantage in this medium, in addition to color, is the ability to show garments in use; demonstrate wrinkle resistance, washability and no-iron properties, as an example; see apparel worn and modeled by live professionals. In our commercials, we constantly stress that what the viewer sees is available at *our* stores. In the area of vendor co-op participation we avoid, wherever possible, using his commercials.

Because of the efficiencies we've developed, the cost of our TV production is not much greater today than artwork, mats and engravings were a few years ago when we were using newspapers to a far greater extent than we are now.

The branch-store concept which is the big thing in retailing now, particularly with department and specialty stores, requires outlets in widely separated communities. This is certainly true in sprawling southern California where we now operate 30 stores. The expense of reaching all of these areas via newspaper is now almost prohibitive—but not so with television.

We learned early that commercial content and product skill must be carefully blended to combine all of the powerful forces peculiar to TV to create the most effective selling messages. TV and newspapers have but one thing in common: They communicate. Beyond that they are as different as the telephone and smoke signals. A retailer applying newspaper ad techniques to TV is wasting time, money and benefits.

Equally important, we found, was

timebuying. We not only buy our schedules with a thought to economy, we select programs and spot schedules most likely to reach a majority of men and women who want and can afford superior quality apparel. Demographic charts, audience ratings, station-rep recommendations and occasionally seat-of-the-pants judgment are the mixture of ingredients from which we brew our final broth of buys.

Our modest beginning in television in 1966 was financed by an equally modest budget. Since that time we have produced over 300 commercials. Today, our budget for TV is about the same dollar amount as for newspaper advertising. Obviously TV has produced for us where it counts—at the point of sale.

Through the years, more and more retailers have taken the plunge into TV. Those who have used it judiciously have found it to be most effective.

Retailers contemplating the use of TV should be well advised. There are plenty of sources of help. Broadcasters, production houses, agencies and knowledgeable individuals are available. The retailer must, however, judge the advice he gets from a pure retail merchandising standpoint. Many of the sources of help know little or nothing of the retail business or problems.

Additional proof of the success of the retailer in TV is the fact that vendors previously insisted that co-op be used only in newspapers. Now, they are eagerly prodding retailers to spend these dollars on TV.

That was our contention four years ago. It still is.



*Robert Svensson is vice president, sales promotion for Harris & Frank, 40-store, West Coast men's and women's retail-apparel chain. He joined the firm as advertising manager in 1950 after having served for three years as agency account executive for the clothiers. His previous experience included a year at C. B. De Mille studios, three years as a Los Angeles Examiner reporter and 14 years with the Los Angeles Times, first in promotion, then as promotion and public relations director.*

# Now a word for Spot Radio sponsored by the ABC Demographic Radio Networks.



We believe network and spot should fit together  
not fight together.

We bring advertisers in other media into radio  
who become spot advertisers.

We sell distributors and retailers on tying in  
with our national advertisers' campaigns by using spot.

We try to convince our own advertisers to increase their reach  
and frequency by supplementing network buys with spot buys.

You see, we sell demographics and not  
broadscale network programming.

So as far as we're concerned,  
any good use of radio  
should hit the  
spot.



**The Four ABC Demographic Radio Networks –  
Any resemblance to traditional radio  
networks is purely coincidental.**

**We're running this ad in color  
in Newsweek magazine-  
space cost \$20,620.  
When we say we try  
to sell spot radio,  
we're not kidding**

**The four ABC Demographic Radio Networks.**





# THE MIRACLE WORKER

ANNE BANCROFT  
PATTY DUKE  
VICTOR JORY  
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ANDREW PRINE

**UA Showcase Six**

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*Entertainment from Transamerica Corporation*

# An iffy year for spot television

**Fourth-quarter survey turns up mixed results, with bigger markets softer than the smaller**

Television broadcasters appear ready to accept 1970, when they add it all up, as a year when almost any sort of gain in national and regional spot-TV billings will be welcome, and even matching 1969 levels will be a relief.

That is not the gloomy story for all of them, by any means, but it is the attitude that emerged time after time last week in a study of returns from BROADCASTING's annual fall-winter business survey of TV stations throughout the country. It was supported in good measure by a canvass of leading TV-station representation firms.

Returns from the station survey showed that six out of 10 respondents (60%) thought their 1970 national and regional spot billings would exceed 1969's, some substantially but often by only a few percentage points. Some of the forecasts were conditioned on continuation of a high level of fourth-quarter activity that has not, by most accounts, been sustained. Almost three out of 10 respondents (27%) expected their 1970 spot billings to be off, while 13% expected to match 1969's volume.

Among the station reps canvassed by BROADCASTING, one-half expected their own 1970 billings to be off slightly—by anywhere from 2% to 5%, with most in the 2-3% range—while 20% anticipated gains ranging from "slight" to a high of 11% and an equal number expected to maintain year-ago levels. For 10% of those checked, the outcome was considered too close to call.

For spot-TV business generally there appeared to be considerable belief that increases experienced by some stations and declines by others would probably tend to average out into a flat year not significantly different from 1969 in terms of total spot-TV expenditures.

That was the view of Harvey Spiegel, sales and marketing vice president of the Television Bureau of Advertising, who also said he expected network and local sales to gain "a few points" over

their 1969 levels, with the result that 1970 TV spending in total might move 2% or 3% ahead of the 1969 record.

What turns 1971 might take, with the loss of all cigarette advertising effective Jan. 2, were beyond prediction by most sources. Some reps reported, however, that they are already feeling agency and advertiser pressure on rates, and they warned that stations must hold the line or face even more severe pressures in the future.

"This is a market-to-market situation," one rep executive said. "But it is axiomatic that if one station chops away at rates, others tend to do the same thing and the market as a whole declines. Audiences have not eroded. Stations deserve the rates they are getting. Even though they are not in a sold-out position, they must try to hold their rates. Otherwise it will be a long, slow

climb to get back to where we've already been."

The state of the national economy was seen as the root cause of the slowdown, reflected in advertiser concern about year-end profit-and-loss statements and general uncertainty about the future. These symptoms in turn were reflected in tightened advertising budgets, shorter campaign flights and a substantial cutback in new-product introductions, a field in which TV is regarded as the master.

Political advertising apparently helped offset the general slowdown for many stations this year. Some broadcasters said political business was keeping them even with year-ago levels. Others said it was putting them ahead. One said he was "slightly ahead in regular business and quite a bit ahead due to political campaigns." Another expected to be "dramatically" ahead, thanks in part—but not entirely—to political.

In contrast some stations reported that political business, while increasing their unit volume of time sales, had depressed their dollar revenues. These were stations that had offered special rate reductions for political advertising.

Following are some typical comments gathered by BROADCASTING in its canvass of station representatives:

An official of a major firm reported that business held up until midyear, then began to slacken and has not held up in the fourth quarter. His firm's business for the year may be off as much as 4%, he said, with the result that while some stations are ahead and others holding even, some "are taking it very hard."

The head of another firm with a long list reported an opposite experience chronologically—business slow in the first half of the year and then picking up, becoming especially good in September and October—but he, too, found full-year sales running somewhat behind 1969's.

The executive vice president of a

## For first 10 months network TV gains

Network-television billings increased by 4.1% to \$1,397,771,400 for the first 10 months of 1970, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising.

Weekend daytime billings showed the largest increase, jumping by 10.8% over the comparable 1969 figure and reaching \$136,243,300. Daytime expenditures, including weekday and weekend, rose by 5% to \$445,102,700. Nighttime billings increased by 3.6% to \$952,668,700. October network-TV billings totaled \$182,878,050, representing a decrease of .5% from the October 1969 figure.

For the first 10 months of the year, according to BAR, CBS-TV's total was \$535,402,200; followed by NBC-TV, \$480,240,500, and ABC-TV, \$377,128,700.

leading firm said its 1970 sales are expected to dip about 2% below last year's levels. Through the first nine months, he said, business was down "just about 1%," but the fourth quarter doesn't appear to be up to earlier periods.

"It's good news that General Motors has settled the strike," he said, "but it's hard to say whether or not a substantial ad campaign will be launched to help fourth-quarter business."

He reported that, generally, smaller markets have been performing fairly well and large markets lagging. Among the markets that are trailing in 1970, in his opinion, are Chicago, Seattle, Detroit, New York, San Francisco and Kansas City, Mo.

The vice president and sales director of another large firm estimated that sales to date have been running about 3% behind last year and estimated that 1970 would be down from 2% to 4%. He said that in his experience stations in medium-sized markets have fared reasonably well while larger-market and small-market outlets tended to lag. He said his company intends to step up its sales presentations to advertisers in 1971.

The rep arm of one group-station owner reported business good, forecasting a 11% gain for the year and saying officials were "very optimistic" about 1971.

Another group-owner rep was less certain about the 1970 outcome, saying it could range from a 10% loss to a 7% gain, but thought sales next year could rise by 10%.

Still another group-owned firm said its sales were about the same this year as last and thought 1971 would start off slowly but pick up as it goes along.

Business to date on stations on the list of one large representative is "just about the same" as last year, according to the vice president and director of sales. He was hopeful that sales in 1970 would equal 1969's but said "we could wind up slightly ahead or slightly below." He observed that larger markets have generally been "harder hit this year," and said smaller and medium-sized markets are faring "somewhat better."

Another leading TV-station representative estimated its business will be 2% to 3% off last year's mark, noting that the fourth quarter is "flat," with October down "a couple of percentage points" and November "about the same as last year."

Still another thought December would decide whether the year for his firm will be up or down. Sales for the first nine months ran behind year-ago levels, he reported, but a sharp pickup in October and November showed promise—if December goes right—of

## ARF told 30's may be overrated

**FC&B's Pomerance says so in comparing TV lengths; Gerhold offers audit plan**

The relative-effectiveness score of 30-second TV commercials, as compared with 60-second versions, depends upon the kind of test used to determine it. The stricter the test, the lower the 30's relative value appears. In terms of sales power, the 30 may in fact be overrated.

That report was offered last week by Eugene C. Pomerance, vice president and director of marketing services for Foote, Cone & Belding, Chicago, in a speech at the 16th annual conference of the Advertising Research Foundation, held Monday and Tuesday (Nov. 9-10) in New York.

Mr. Pomerance, who was emphasizing that knowledge can often be produced through use and analysis of information already on hand without conducting a new survey or experiment, said FC&B dug into libraries and its own files and pulled together a variety of private and published studies comparing 30-second commercials with 60-second versions of the same messages.

In all, he said, more than 500 paired measurements were gathered, their original scores converted to a common basis and the results studied against a scale on which it was assumed that, as measures of effectiveness, product sales are the most valid of all, followed in descending order by measures of persua-

sion or attitude change or preference change, communication or recall, and expressions of interest.

"If you array the results from the least valid measurements to the most valid ones," Mr. Pomerance said, "something interesting appears. While 30's are more than 90% as good as their counterpart 60's in the worst tests—measures of interest following forced exposure—the relative value of 30's contrasted with 60's gets poorer and poorer as the validity of the measurement gets better and better.

"Indeed, a well-designed multimarket test—the best kind of all—showed that each exposure of a 30 was less than half as effective as each exposure of its companion 60."

That, he said, led to "an actionable, workable conclusion—that 30's may be overrated by advertisers and agencies."

Mr. Pomerance stressed that his point was that researchers are not doing all they can with information already on hand, "not how 30's compare with 60's," but, rather, was that researchers are not making the most of information already on hand. He did not mention relative prices of the two lengths. In general, although pricing policies differ among stations, 30's usually cost at least 50% of the 60-second rate and on the whole are believed to cost about 60%.

Mr. Pomerance's talk was one of some 35 speeches during the two-day meeting. Other highlights included:

■ Paul E. J. Gerhold, ARF president, said research "is frequently more commercial than it is professional," and called upon members to contribute to a \$100,000 annual fund to establish a new "ARF open-audit plan." The plan

giving 1970 a plus over 1969.

For the sales manager of a firm with a short list in medium-to-large markets the outlook is for a rise of 5% to 8% above 1969. "We didn't expect it to be up at all," he added.

## Retailers hit harder with TV

**Foreign-car advertising also rises sharply in first half of '70, says TVB**

Striking gains in the use of television by retailers and by advertisers of foreign cars during the first half of 1970 were reported last week by the Television Bureau of Advertising.

Paul Benson, vice president and director of local sales for TVB, said the number of retailer commercials scheduled during the six-month period rose by 33% over the comparable period of

1969. He pointed to Sears, Roebuck & Co. as the retail organization with the largest increase in dollar investment in TV during the period, with its expenditures (excluding All-State) rising to \$11.7 million from \$6.2 million in January-June 1969.

He said Montgomery-Ward's TV expenditures climbed from \$751,600 to \$1.5 million in the 1970 first half; department stores in nine major buying groups spent \$5.2 million, as compared with \$4.3 million in the comparable 1969 period, and mass merchandisers (the top-50 chains) invested \$2.7 million, as against \$1.3 million in the corresponding first half of last year.

The TVB analysis showed that Sears increased its investment in TV in January-June 1970 by 88%, Montgomery Ward, by 103%; department stores (nine major buying offices), by 22% and mass merchandisers, by 111%.

In another report, TVB said that nine leading import car manufacturers, dealers and dealers associations increased

would offer "official ARF registration" to commercial research services and provide ARF-controlled spot auditing of their operations at no cost to the research companies.

■ John A. Dimling Jr., research vice president of the National Association of Broadcasters, presented results of a special study that showed, he said, that "product-use ratings are worse than useless in timebuying," and said sponsors of the study were asking rating services to eliminate "data which haven't been shown to give us additional information, whether for product usage or demographic breaks" (BROADCASTING, Nov. 9). The real message of the study, he said, "is the importance of not allowing the pressures for more information to push us into producing or using numbers of undetermined utility."

■ John Adler, president of AdTel, which uses cable-television systems in testing commercials and programs, told a workshop session that about 40 "mini-markets"—cable systems in some 40 markets of varying sizes throughout the country—are cooperating with AdTel and thus provide AdTel clients a choice of test markets to coincide with their individual needs. He also indicated AdTel expects to complete arrangements soon with an unidentified "major network" for testing programs.

■ In separate workshops, representatives of American Research Bureau, Brand Rating Research Corp., A. C. Nielsen Co., Pulse Inc. and W. R. Simmons & Associates Research reviewed features of their respective services in broadcasting and related fields.

■ ARF proposed two major feasibility studies, one looking to the possibility of

establishing a computerized media-behavior simulation program, the other investigating the prospects for developing a program to "encourage and advance professional standards of market-research practitioners."



*Mr. Pomerance*

The ARF open-audit plan advocated by President Gerhold would provide, he said, two things: "First, the broad and public assurance of quality implied by the willingness of a service to open its operations to objective examination; and second, hard information on the operation of the service, derived from

unbiased professional auditing, under the direction of an elite panel of top research experts."

Research services that applied for registration would be permitted to mark their reports and promotion with the phrase "Registered for ARF open audit." Auditing would be controlled by an ARF committee, which would also schedule the audits and determine "which aspects of which registered services it will inspect with the funds it has available." Audit reports would be in descriptive, not judgmental, terms, and registration would not be denied or withdrawn because of anything an audit disclosed.

Mr. Gerhold estimated the audit operation would cost at least \$100,000 a year—a figure that some other sources thought exceptionally low. These sources noted that the Broadcast Rating Council, for instance, currently audits services of three research companies—American Research Bureau, A. C. Nielsen Co. and Pulse Inc.—and that the cost of those audits amounts to \$170,000 to \$175,000 a year. This is paid by the services themselves.

Mr. Gerhold noted that the audit operation would start with ARF's facilities, staff, paid-up overhead and know-how, all already paid for through membership dues. In addition, he said, the auditing division would "operate selectively and intelligently" and would also "make full use, after checking, of auditing and validation activities, like those of the Broadcast Rating Council, that may already apply to these services."

He called for contributions ranging from \$2,000 to \$4,000 each from "a broad base of contributors."

their investment in TV during the first half of 1970 by 72% over the same period last year. Expenditures rose to \$19,002,900 from \$11,016,400 in the first six months of 1969, according to Harvey Spiegel, TVB vice president, sales and marketing.

Based on figures supplied by Broadcast Advertisers Reports, TV spending in the first half of the year by Volkswagen increased by 64% to \$7,256,100; Toyota, by 20% to \$4,320,300; Datsun, by 53% to \$2,236,800; Mercedes-Benz, by 3,024% to \$1,890,100; Volvo, by 90% to \$1,380,400; Fiat, by 1,638% to \$897,000, and Subaru, by 63% to \$137,100.

## **CBS TV outlets target on January buying lag**

The January letdown in television time-buying is the target of a new campaign by CBS-owned television stations. According to Robert H. Perez, vice president and general manager of CBS Tele-

vision Stations National Sales, the strategy is to "counter the trend of January as a month of relatively lower advertising levels compared to the balance of the year."

The presentation is the second recent major effort to sell January. Harrington, Righter & Parsons, station representative, unveiled its newest January campaign last month (BROADCASTING, Oct. 5).

CBS stations enlisted the aid of R. H. Bruskin Associates, whose market research showed that people devote more time with television than to newspapers and magazines combined in January. Bruskin also conducted a study that revealed that the average viewer may be exposed to a commercial five times as long as he is to a newspaper advertisement (BROADCASTING, Sept. 14).

CBS is distributing a booklet entitled, "The Insult that Made January Show His Strength," to its five owned television stations. Booklet offers details of the Bruskin study and will be used for

station presentations to advertisers.

Other facts elicited from the Bruskin study: Television viewing is at the highest level of the year in January; availabilities are choicest in January; cost-per-thousand figures are often lowest in January, and consumer shopping activity for a broad range of products and services is strong in January.

The five CBS stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

## **Tangmere plans acquisition**

Tangmere Corp. said it will purchase all assets of Eastern Video Production Services Inc. Both companies are New York-based: Tangmere is a wholly owned subsidiary of Transmedia International Corp., independent supplier of mobile color teleproduction facilities. Eastern Video is owned by Transcommunications Corp. and is a video-tape post-production facility. Terms of the transaction were not disclosed.

# ARB finds more homes using TV

It sees recovery from 1969 slump,  
asks balky subscribers to peace meeting

Gains in TV viewing levels in 19 markets, as against declines in three, were reported by the American Research Bureau last week in results of October measurements in 31 of the 33 markets covered ("Closed Circuit," Nov. 9).

The figures were released—along with a report that ARB was running approximately five days ahead of its announced schedule for mailing of the October studies—at a time when ARB officials were preparing for a high-level meeting with agency and broadcasting management. ARB officials arranged the meeting, reportedly set for Friday (Nov. 20), in hopes of settling the controversy that has led about one-third of ARB's 1969-70 station subscribers to refuse, thus far, to subscribe for 1970-71 (BROADCASTING, Aug. 31, et seq.).

One break in the standoff came last week with a report that stations in Dallas and Fort Worth, previously among the hold-outs, had signed for 1970-71. But there was no sign of the wavering among the major group owners that have been holding out. These reportedly include Cox, Storer, Taft, Newhouse, Avco and General Electric Co. stations and some of the Corinthian and Post-Newsweek outlets.

Dr. Peter Langoff, president of ARB, released results of the October measurements along with comparable data from October 1968 and October 1969. He cited "remarkably similar" viewing levels in all three as evidence that, contrary to charges of many broadcasters, widespread declines shown in ARB's reports for last November did not result from changes initiated in the ARB

computer program at that time.

As compared with October 1969, most gains and all declines reported last week were of one or two percentage points in homes using television (HUT) during the average quarter-hour, 9 a.m. to midnight. One gain, in Sacramento-Stockton, Calif., was three points. HUT levels in nine markets were unchanged from a year ago. (Of the two other markets measured in October, Providence, R.I., had no measurement in October 1969 to provide a comparison—but was down one point from 1968—and data on Buffalo, N.Y., was still being processed.)

Dr. Langhoff said that although the same statistical procedure was used in both October 1968 and October 1969 and "an improved system" was used in 1970, the HUT levels in all three years are "remarkably similar." He noted that "for four of the 32 markets, the levels are identical for all three years, and in more than one-half the markets the HUT measurements were within one point of each other in all three years.

"As was anticipated from extensive tests run by ARB," he continued, "the new system has had little apparent effect on levels but has improved the quality of the demographic data and has generally increased the effective sample base.

"The stability of the system is further illustrated in that, while there were 22 markets which registered changes between 1969 with the old system and 1970 with the new system, there were 20 markets which changed between 1968 and 1969 when the old system

was used for both.

"It seems obvious that the market-level changes are not a function of the systems used by ARB in processing its diary data."

Complaints about HUT declines when the new system was introduced last November are only one of the grievances aired against ARB by station critics, however.

Their resistance centered on the 1970-71 contracts on rate increases—averaging 15% but said to range up to 25% in major markets—that ARB invoked. But their complaints covered a broader range than, in general, netted down to the charge that ARB acts arbitrarily without regard to the needs or wishes of broadcasters.

ARB officials contend they made report-format and other changes to conform with broadcaster desires but that it is too late now to make further changes for 1970-71.

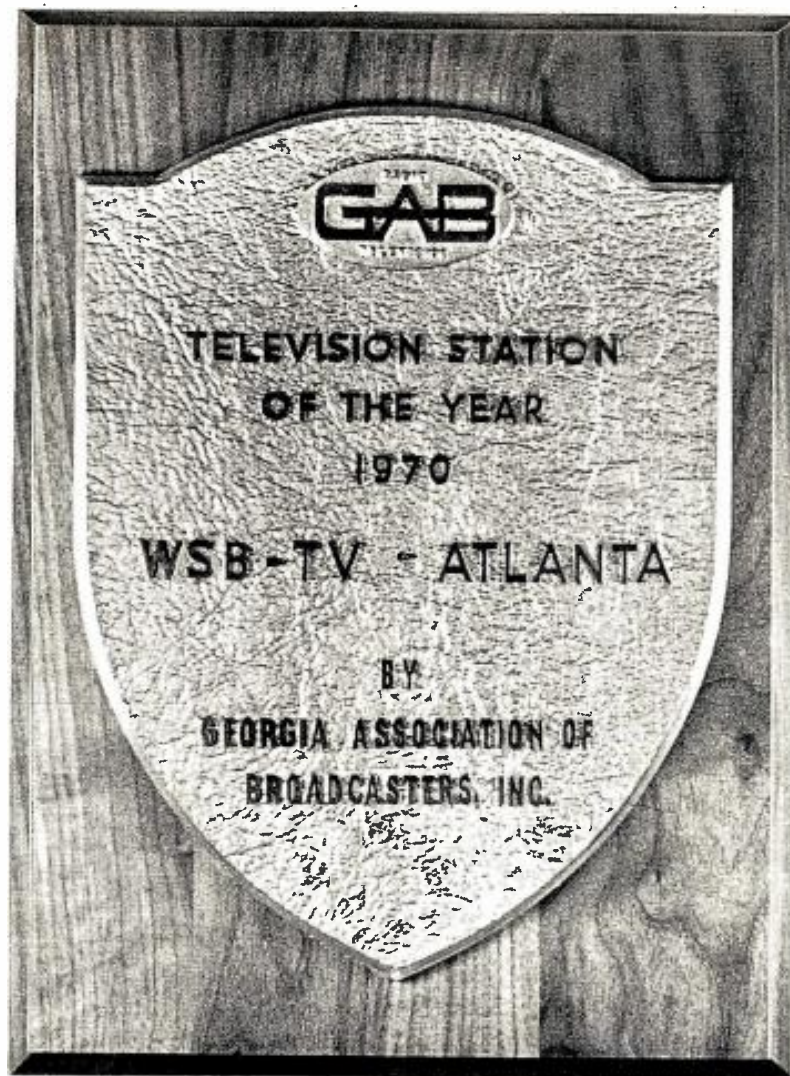
Critics contend, however, that some concessions could be made now to ease if not remove the tension between them and ARB. Among some that have been suggested are agreement to make no changes in methodology after a given date in the spring of any year, to abandon weekly ratings, to discontinue product-use data and reduce prices accordingly, and to make guarantees as to sample sizes and delivery dates—which ARB offered this year after the controversy developed—a matter of contract in the future.

The following table shows HUT levels for 32 of the 33 October markets this year along with comparable data for October 1968 and October 1969. The 1968, 1969 and 1970 columns show percentages of homes using television in the average quarter-hour from 9 a.m. to midnight, Sunday through Saturday. The right-hand column shows change between 1968 and 1969 in percentage points.

## ARB October ADI HUT: 1968-'69-'70 (9 a.m.-midnight, Sunday-Saturday)

| Market                    | 1968 | 1969 | 1970 | Change<br>'69-'70 | Market                      | 1968 | 1969 | 1970 | Change<br>'69-'70 |
|---------------------------|------|------|------|-------------------|-----------------------------|------|------|------|-------------------|
| Atlanta                   | 32   | 29   | 31   | +2                | Miami                       | 34   | 33   | 31   | -2                |
| Baltimore                 | 32   | 32   | 34   | +2                | Milwaukee                   | 31   | 31   | 31   | 0                 |
| Boston                    | 31   | 30   | 30   | 0                 | Minneapolis-St. Paul        | 30   | 30   | 30   | 0                 |
| Chicago                   | 33   | 33   | 33   | 0                 | Nashville                   | 32   | 30   | 31   | +1                |
| Cincinnati                | 33   | 32   | 34   | +2                | New Orleans                 | 36   | 35   | 36   | +1                |
| Cleveland                 | 33   | 31   | 33   | +2                | New York                    | 32   | 33   | 31   | -2                |
| Columbus, Ohio            | 32   | 31   | 32   | +1                | Philadelphia                | 32   | 30   | 31   | +1                |
| Dallas-Fort Worth         | 32   | 31   | 33   | +2                | Pittsburgh                  | 34   | 34   | 35   | +1                |
| Denver                    | 29   | 30   | 30   | 0                 | Portland, Ore.              | 33   | 29   | 30   | +1                |
| Detroit                   | 33   | 34   | 34   | 0                 | Providence, R.I.            | 33   | *    | 32   | *                 |
| Hartford-New Haven, Conn. | 30   | 29   | 30   | +1                | Sacramento-Stockton, Calif. | 32   | 30   | 33   | +3                |
| Houston                   | 31   | 31   | 32   | +1                | St. Louis                   | 33   | 32   | 32   | 0                 |
| Indianapolis              | 32   | 32   | 33   | +1                | San Francisco               | 29   | 28   | 28   | 0                 |
| Kansas City               | 29   | 29   | 30   | +1                | Seattle-Tacoma              | 32   | 30   | 32   | +2                |
| Los Angeles               | 30   | 30   | 31   | +1                | Tampa-St. Petersburg, Fla.  | 34   | 32   | 31   | -1                |
| Memphis                   | 30   | 30   | 32   | +2                | Washington                  | 29   | 29   | 29   | 0                 |

\* Not surveyed in October '69



WSB-TV

A reflection of leadership in Georgia

A reflection of Atlanta

**WSB Television**

NBC affiliate, Represented by TeleRep

 A Communications Service of  
Cox Broadcasting Corporation

# Hard fight on cutrate politicals

Senate may move this week to override veto;  
NAB sends urgent call for members' help

An impending attempt by Senate Democrats to override President Nixon's veto of the political-broadcasting bill may be made this week as Congress returns to work after the election-campaign recess.

Exactly when the move may be made is not known, although the National Association of Broadcasters considers the timing so imminent that it sent all members a special message bearing the word "urgent" repeated eight times at the top.

The NAB call was for all members to "phone, wire or write" their senators and congressmen immediately urging them to sustain the President's veto.

The NAB message noted that the bill discriminates against broadcasting and does not touch campaign expenses in other media. It also called the bill ineffective, since money saved from broadcasting could be spent on other means of promotion. The NAB said the bill would be a first step in federal rate setting for broadcasting.

Not only should the federal lawmakers be urged to sustain the veto, the NAB memorandum said, but they should also be urged to enact legislation that would provide for a "meaningful" limitation on all campaign expenditures for federal office.

Signed by Paul B. Comstock, vice president for government affairs and general counsel of NAB, the communication closed with a request to let NAB know how members' congressional

delegation plans to vote.

Since the message was mailed Nov. 10 and since there was no mail delivery the next day, Veterans Day, no accounting of congressional intentions was available at the NAB offices by late last week.

A veto override attempt is expected to begin in the Senate. Although no specific day has been set for Senate action, according to a staff member of the Senate Democratic Policy Committee (which includes Majority Leader Mike Mansfield [D-Mont.], Commerce Committee Chairman Warren Magnuson [D-Wash.] and Communications Subcommittee Chairman John O. Pastore [D-R.I.]) most observers feel that the vote will come fairly early in the post-election session, which is to begin today (Nov. 16).

The first day's agenda calls for a caucus of Democratic senators, and if the bill's floor leader, John O. Pastore, is present, strategy and scheduling of the override effort are considered sure topics of conversation.

If the veto override attempt is successful in the Senate, the House must then also act. If both houses override the veto by the necessary two-thirds vote of members present, the bill becomes law.

The fate of the veto in the Senate is unclear. Following White House announcement of the presidential rejection of the bill as "a good aim, gone amiss"—reasoning strongly supported

by broadcasters—Senator Magnuson predicted a "very, very close" override vote, and Republican Minority Leader Hugh Scott (R-Pa.) said that there "was about an even chance" that the Senate would sustain the President's veto. Senate assessments of the override possibilities have been mixed with claims of victory on the eventual vote from both supporters of the bill and supporters of the President's position.

The final version of the political-broadcasting bill passed the Senate 60 to 19 in September—more than the two-thirds margin necessary to overturn the veto.

If the veto is overridden in the Senate and moves to the House, it faces an equally unpredictable future there.

Representative Torbert Macdonald, chairman of the House Communications Subcommittee and one of the chief molders of the legislation, has said that there is a good chance that the House will override the veto but that it will be a tough fight.

Mr. Macdonald earlier pointed out that such Republicans as House Minority Leader Gerald Ford (R-Mich.) and Republican Whip Leslie Arends (R-Ill.) had supported the measure and that William Springer (R-Ill.), ranking minority member on the House Commerce Committee, had spoken out strongly in favor of the bill during debate.

In a newsletter to his constituents, Mr. Ford has said that he will support the veto override effort and, according

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

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Oct. 25, 1970  
(net time and talent charges in thousands of dollars)

| Day parts                        | ABC                |                     | CBS                |                     | NBC                |                     | Total minutes week ended Oct. 25 | Total dollars week ended Oct. 25 | 1970 total minutes | 1970 total dollars   |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|----------------------------------|----------------------------------|--------------------|----------------------|
|                                  | Week ended Oct. 25 | Cume Jan. 1-Oct. 25 | Week ended Oct. 25 | Cume Jan. 1-Oct. 25 | Week ended Oct. 25 | Cume Jan. 1-Oct. 25 |                                  |                                  |                    |                      |
| Monday-Friday Sign-on-10 a.m.    | \$ . . . . .       | \$ . . . . .        | \$ 226.5           | \$ 4,947.2          | \$ 338.2           | \$ 13,489.0         | 98                               | \$ 564.7                         | 3,479              | \$ 18,436.2          |
| Monday-Friday 10 a.m.-6 p.m.     | 1,666.2            | 71,381.6            | 3,491.5            | 130,094.2           | 2,229.4            | 80,753.6            | 969                              | 7,387.1                          | 37,248             | 282,229.4            |
| Saturday-Sunday Sign-on-6 p.m.   | 1,571.1            | 39,257.8            | 2,268.7            | 54,956.8            | 1,050.8            | 39,501.4            | 322                              | 4,908.8                          | 11,979             | 133,716.0            |
| Monday-Saturday 6 p.m.-7:30 p.m. | 334.5              | 10,654.7            | 838.2              | 31,462.2            | 482.8              | 23,893.4            | 62                               | 1,655.5                          | 3,335              | 66,010.3             |
| Sunday 6 p.m.-7:30 p.m.          | 65.5               | 4,981.8             | 310.3              | 10,665.7            | 160.0              | 8,240.5             | 16                               | 535.8                            | 847                | 23,888.0             |
| Monday-Sunday 7:30-11 p.m.       | 7,223.3            | 226,304.9           | 7,421.4            | 275,621.3           | 7,864.8            | 278,163.6           | 452                              | 22,509.5                         | 18,844             | 780,109.6            |
| Monday-Sunday 11 p.m.-Sign off   | 575.9              | 14,635.2            | 247.1              | 15,414.4            | 616.4              | 30,302.5            | 117                              | 1,439.4                          | 4,982              | 60,352.2             |
| <b>Total</b>                     | <b>\$11,436.5</b>  | <b>\$367,216.0</b>  | <b>\$14,821.7</b>  | <b>\$523,161.8</b>  | <b>\$12,742.4</b>  | <b>\$474,364.0</b>  | <b>2,056</b>                     | <b>\$39,000.6</b>                | <b>80,714</b>      | <b>\$1,364,741.8</b> |

Want to dip into Pittsburgh's young Spenders?

# Take TAE and see

WTAE-TV 4 delivers  
more total viewers  
under 50\* in the 10th  
major TV market.

Ask your Katz  
man for a  
spot of  
TAE.



## wtae-tv 4

\*Feb/Mar 1970 ARB

to a persistently heard but as yet unverified report, Mr. Springer has indicated a similar intent.

The political broadcasting bill received bipartisan support in passing the House in September in final form 247 to 112—also a margin wide enough to support the veto override if voting patterns remain the same and Republicans do not move en masse to support the President's veto.

The outcome of the Nov. 4 elections has been mentioned frequently in both houses as a factor that might influence the veto override attempt.

Staff members of both House and Senate Commerce Committees expressed parallel thoughts: If the Democratic showing in the elections was impressive enough—and instances of heavy overspending on broadcast time during the election were widely publicized—Democrats would be encouraged to mount an aggressive attack on the veto. They also theorize that Republicans who supported the political-broadcasting bill would be more inclined to oppose the President and vote for the veto override if their party did not fare as well as expected.

Another member of the House Commerce Committee staff discounted the elections as an important factor. "When the chips are down, Republicans will support the President's veto and Democrats will oppose it—regardless of the election results," he said.

Even if the override attempt fails this will probably not mark an end to the issue. Senator Edward Kennedy (D-Mass.) urged that, should the veto be 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. Other legislators, including Representative Macdonald and Senator Pastore—chairmen of their respective Communications Subcommittees who wield vast influence in communications matters—have vowed to continue into the next Congress, if necessary, the fight to gain a ceiling on campaign expenditures for radio and TV time. During an address to the Massachusetts Association of Broadcasters, Mr. Macdonald warned, "You can take my word for it. If you continue fighting this bill, you're going to get a worse one."

The bill which was vetoed by the President would repeal Section 315, the equal-time provision, in its application to candidates for the Presidency and Vice Presidency. The theory behind this is that major-party candidates would be given more time if broadcasters could escape the obligation to give equal time to obscure candidates.

It would prohibit broadcasters from charging candidates more than the low-

est rate offered any advertiser for an equivalent time period. The bill also limits candidate expenditures in broadcast advertising to an amount equal to the multiple of seven cents for each vote cast for that office in the previous general election or \$20,000, whichever is greater. Primary spending is pegged at half that formula—three and a half cents per vote or \$10,000.

## TVB plans to unveil research results

### New York annual meeting will review the findings of six TVB-backed studies

Public attitudes toward major media, toward television advertising and toward specific television commercials will be among the factors covered in reports on research projects during this week's 16th annual meeting of the Television Bureau of Advertising in New York (BROADCASTING, Nov. 9).

In all, six new studies commissioned by TVB and previously unpublished results of one conducted by J. L. Hudson Co., Detroit's leading department store, will be presented, according to George Huntington, TVB executive vice president and general manager. The meeting will be held from Tuesday evening (Nov. 17) through Thursday (Nov. 19).

"Today's manufacturer and retailer agree that knowing is better business than guessing, and we at TVB believe the best sales tool is the best knowledge," Mr. Huntington said. "To help find this information that advertisers need to evaluate media and creative messages, TVB has undertaken a variety of research studies. The findings are sometimes statistical and sometimes concepts, but they fill areas in which we have been forced to guess until now."

Among the highlights:

- A measure of public opinion of different media—including a finding that 79% of adults vote TV the most influential medium and 80% call TV advertising the most influential advertising.

- Women aged 18 to 34 spend more time with television than with the three other major media combined. This from a study of how people invest their time in different media.

- A TVB study conducted with Montgomery Ward & Co. finding that six times as many people were aware of Ward's TV advertising as were aware of its magazine advertising—although its magazine budget was 50% higher.

- A finding, from before-and-after

research by the Hudson store, that unaided recall of its TV advertising had increased 68% after five weeks.

- A TVB study of how women react to TV commercials, pointing up the difference between what a commercial says and what women get from it, with examples based on reaction to commercials from 17 leading stores.

- A TVB study of TV-station involvement in the fight against drug abuse, showing that virtually all stations—96% in the first half of 1970—gave on-air support to the campaign and that station executives were extensively involved in personal support as well.

- TVB's new Television Spot-Buying Guide, a statistical analysis of spot-TV availabilities to help media planners.

TVB's new presentation film, "CompeTVity" will have its first showing Thursday morning. It contains some of the results from the new TVB studies.

### Business briefly:

Purchases on CBS Radio include **Lay-Z-Boy Chair Co.**, Monroe, Mich., through Marvin Hahn Inc., Birmingham, Mich.; **Scholl Manufacturing**, through N. W. Ayer & Son, both Chicago, for foot care products, and **National Presto Industries**, Eau Claire, Wis., through BBDO, New York. Commercials will be in news and feature programs.

**Allstate Insurance Co.'s**, Northbrook, Ill., through Leo Burnett Co., Chicago, has bought sponsorship of NBC-TV's *Meet The Press* on an alternate-week basis, starting Jan. 3 and continuing through the balance of 1971. The show, now 23 years old, is sold out for next year. **Standard Oil Co.** New Jersey and its principal operating affiliate in this country, **Humble Oil & Refining Co.**, previously purchased sponsorship on an alternate-week basis for 1971, starting in the last quarter of 1970. Program, currently seen Sundays, 12:30-1 p.m. NYT, will return to its normal 1-1:30 p.m. period when the professional football season ends.

**American Telephone and Telegraph Co.**, New York, through N. W. Ayer & Son, Philadelphia, is sponsoring as part of its *Bell System Family Theater* series the one-hour documentary, "It Couldn't Be Done," to be shown for the second time on NBC-TV Tuesday, Feb. 9 (7:30-8:30 p.m. NYT).

**Maxwell House** division of General Foods Corp., White Plains, N.Y., through Grey Advertising, New York, is launching a varied campaign to introduce its new Freeze-Dried Yuban coffee. Buying for the new product, now being test marketed in Cleveland and San Francisco areas, will include spot TV, magazines, newspapers and outdoor.



**With regrets  
we observe  
the first  
anniversary  
of the  
Drug Scene.**

For the past year, five days a week, two times a day, WCBS NEWSRADIO 88 has presented a series called REPORT ON THE DRUG SCENE. It is now a year old.

We're sorry that DRUG SCENE was needed a year ago. Sorrier still that the need continues to exist.

REPORT ON THE DRUG SCENE began on November 10, 1969 with a simple idea and a lot of hope. The idea, to bring all the facts to bear about the complicated world of drugs. The hope, to reach and affect as many people as possible in the New York area.

In this series we report everything that has to be reported. From specialized drug treatment programs, to drug-related crime and law enforcement. We talk to addicts. And ex-addicts. That's what REPORT ON THE DRUG SCENE is all about: hard information on drugs.

As far as we know, we were the first station in the country to do a report of this kind. When President Nixon made a speech on April 9, 1970 requesting the support of broadcasting executives in combating the drug problem *we had already been on the air for five months.*

Right now, REPORT ON THE DRUG SCENE is celebrating its first anniversary.

Hopefully there will not be a second anniversary. And as far as we're concerned, that would really be something to celebrate.

**WCBS Newsradio 88**

## More concern over ad restrictions

### Ayer president foresees possibility of broad government controls

An advertising agency president urged his industry last Monday (Nov. 9) to either regulate itself or face complete government control within three to five years.

Neil W. O'Connor, president and chief executive officer, N. W. Ayer & Son, speaking at the 62d annual meeting of the Grocery Manufacturers Association in New York, said the mechanism for self-regulation by the industry could be created. He said the American Association of Advertising Agencies was pursuing the idea aggressively.

But, he warned, unless there were some important moves to fill the self-regulatory vacuum within the industry, a government bureaucracy would be set up to control advertising content, use of media, and even expenditure levels.

Mr. O'Connor said the major trouble area in national advertising was the parity product categories where there were very few real product differences.

Robert D. Stuart Jr., president, The Quaker Oats Co., also speaking on the panel for "Marketing Reality and Consumer Choice," said GMA companies spent \$1.3 billion on television advertising in 1969. And, if the grocery manufacturers wanted to continue advertising as they have in the past, they must take constructive action before government intervention.

"Most advertising is constructive," he said. "But if the practices of advertising are in any way contributing to false values in our children, or to drug abuse, or to other social problems, then I think most of us would agree that the sale is not worth the costs."

Mr. Stuart, however, questioned the National Association of Broadcasters' code, "which permits 16 minutes of commercials during an hour of morning programming and 'only' 10 during prime time."

Personally, Mr. Stuart said, he felt that if the offensiveness and frequency of some television advertising were lessened, "and the sexual extreme, particularly in print advertising in the newspaper entertainment sections, were corrected, the criticism of advertising on economic grounds would get much less attention."

He cited a speech made by Victor Elting, vice president, advertising, at Quaker Oats, whereby Mr. Elting called for formation of a seven-man advertising review council, to look into adver-



Mr. O'Connor

tising complaints and seek immediate cooperative response from offending advertisers (BROADCASTING, Sept. 21).

If disputes cannot be settled amicably, the plan states the council would publicize the abuse, and call on all media to refuse to carry the advertisement or advertisements involved.

### L.A. agency goes under Clinton E. Frank banner

Smock/Waddell Inc., and Clinton E. Frank Inc., both Los Angeles, have merged to form one of the larger billing advertising operations in California. Total for the two agencies, which become Clinton E. Frank/West Coast, is approximately \$28 million. Billings for 1969 by Smock/Waddell were nearly \$3 million.

Nearly 70% of the Frank billings have been in radio and television, according to Richard Westman, media director of the autonomous subsidiary of Clinton E. Frank, Chicago. About 50% of S/W's billings have been in the broadcast media.

Jack Smock and Paul Waddell will become vice presidents in Clinton E. Frank/West Coast.

### Commercials, listeners rise

Monitel Inc., a programming and advertising service for cable TV, has reported that preliminary results of a survey show a 21% increase in viewers on channel 4 in Melbourne, Fla., despite a 50% increase in commercials. Monitel said it conducted the survey after the cable system started Monitel service seven weeks ago. The channel carries a commercial every 30 seconds, interrupting program matter supplied by Monitel dealing with weather forecasts, household hints, horoscope reading, health, safety, sports and gardening.

## UHF group lifts ban on liquor ads

### U. S. Communications opens door at its five stations but sets tough restrictions

U.S. Communications Corp. will accept liquor advertisements for its five owned television stations, it was announced last week by Frank H. Minner Jr., president.

However, Mr. Minner said, the commercials will have to adhere to strict standards. These include: no on-camera drinking; no endorsements by public figures or persons in uniform; no suggestion of excessive consumption; no health claims or claims as to alcoholic content; and no suggestion that the use of hard liquor contributes to individual achievement or personal acceptance, or that it is a habit worthy of imitation.

The commercials would be carried only after 9 p.m.—and would never be aired in, or adjacent to, a program designed for children. Station managers, Mr. Minner said, must personally enforce the rules and are responsible for "reviewing every piece of copy, film, tape, slides, etc., for distilled spirits prior to its being shown." The program is being limited to manufacturers and distributors of distilled spirits.

A U.S. Communications spokesman noted last week that its stations do not subscribe to the National Association of Broadcasters code authority, which contains a prohibition against advertising of hard liquors on the air.

The spokesman also said USC has not signed any liquor advertisers.

USC's TV stations are WPHL-TV Philadelphia; WPGH-TV Pittsburgh; KEMO-TV San Francisco; WATL-TV Atlanta and WXIX-TV Cincinnati, all UHF.

### FTC is blamed for not curbing cigarette ads

The Federal Trade Commission has failed to stem a rising tide of deceptive cigarette advertising that links specific brands with various desirable themes, according to Warren Braren, former manager of the New York office of the National Association of Broadcasters' code authority.

He charged in his complaint that the advertisements—many of which are broadcast—seek to entice both smokers and potential smokers with intimations of greater status and social desirability, material success, tranquility, clean air claims and an over-all false sense of security.

He said that the FTC has failed to act on such cigarette advertising which violates the guidelines set forth in the



## KCOP TELEVISION, INC. CHANNEL 13

915 NORTH LA BREA AVENUE HOLLYWOOD, CALIFORNIA 90038 656-6050

October 28, 1970

Joseph Fusco, Jr.  
Director of Advertising, Publicity and Promotion  
Twentieth Century-Fox Television  
444 West 56th Street  
New York, New York 10019

Dear Joe:

Your efforts to provide promotional material on the DANIEL BOONE series are quite impressive! I don't believe we've ever received anything more than color slides in the way of episodic on-air material for a syndicated show.

The cost is more than reasonable — and the whole idea of episodic trailers is great. However, on this particular series we were fortunate enough to have the services of Fess Parker, who was good enough to record numerous promotional announcements for us and our sister stations in Portland and Minneapolis. At the moment, we have almost more material on this series than we can schedule.

Thank you for your interest and cooperation. Please keep us informed of any new promotional materials of this nature that become available through your office in the future. Working with you is a pleasure.

Cordially,

A handwritten signature in cursive script, appearing to read 'Wanda'.

Wanda Carriker  
Promotion Coordinator

commission's own reports to Congress and that cigarette industry self regulation quietly collapsed with the disbanding of the Cigarette Advertising Code on Aug. 1, 1970.

In his petition, Mr. Braren asked the commission to announce its enforcement policy and correct any abuses in cigarette advertising and labeling before Jan. 2—the day on which the ban on radio and TV advertising of cigarettes becomes effective. Advertisers, he said, are gearing up for the change to non-broadcast media and “now clearly is the time to set up warning flags so all parties concerned are fully aware of the commission's enforcement policies.”

He warned that if the themes currently being used in cigarette advertising continue they can “readily negate and offset the new health warnings [on cigarette packages] and the broadcast ban.”

Mr. Braren, now an advertising and broadcast consultant, resigned from the NAB in 1969 and later testified before congressional hearings that the broadcast industry's attempts at regulation of cigarette advertising were ineffective.

## Baltimore firm to work with Doremus & Co.

Doremus & Co., New York-based advertising and public-relations agency, and Newhoff-Blumberg Inc., a Baltimore agency, have announced an agreement to affiliate. The Baltimore firm will now be associated with and offer the full services of the larger firm. Newhoff-Blumberg will also become the accounts service and media contact as well as the service arm for Doremus in Baltimore.

G. Barry McMennamin, executive vice president of Doremus, said the affiliation would permit a strengthening of both organizations by “providing extensive resources and services in the growing Baltimore area as well as bringing additional capabilities to Doremus's country-wide operations.”

Doremus & Co. also announced the election of two account supervisors in its public-relations department, Warren Bennett and Walter F. Wiener, to vice presidencies.

## Tele-Rep adds nine; revamps sales, research

Expansion in personnel and a change in the organizational structure of Tele-Rep Inc., effective yesterday (Nov. 15), were announced last week by Alfred M. Masini, president.

In the restructuring, the New York and Chicago sales staffs will be split into two groups. Named as New York sales managers are Gerry Mulderrig and Lloyd Werner, while Dick Brown and



Actor John Armstrong Marshall reclines horizontally during a break in filming of a new commercial for Lawn-Boy power mowers. Marv Fremerman of Fremerman-Papin Inc., Kansas City agency handling the Lawn-Boy national sales campaign, holds Mr. Armstrong's head on a specially designed set built to give the impression of floating on air. The new Lawn-Boy campaign will feature a national preseason sale on three models of power lawn mowers, offering reduced prices in an effort to encourage the public to purchase the product during the off-season. Fremerman-Papin, in conjunction with the sale, is also making a 25-second animated color-TV spot with accompanying musical soundtrack which will be available on dubbed tapes for local radio promotion.

Rich Goldman will serve as group sales managers. In Chicago, Rich Frank continues as sales manager and his group sales managers will be Stu Strizak and Lee Redfield. Mr. Mulderrig remains as vice president and national sales manager of the company.

The research department under Bob Schneider, vice president, sales planning and development, also will be split into two groups. Dan Kelly will be director of research for one group and George Feldman for the second unit. Mr. Kelly will continue as director of research and sales promotion in charge of Tele-Rep's publicity and advertising.

New account executives in New York are Don Gorman, from H-R Television; Len Ziegel, previously with Avco TV Sales; Les Einhorn, formerly with Edward Petry & Co.; Tom Tilson, from Ogilvy & Mather, New York; Pat Garvey, recently with Dancer-Fitzgerald-Sample, and Mike Eigner, previously with Ted Bates & Co. The Chicago staff has been bolstered by the addition of three account executives: Van Rubinstein, formerly general sales manager, WHCT(TV) Hartford, Conn.; Tom Ashley, from ABC-TV Spot Sales, and Rich Eggner, formerly with A. C. Nielsen Co.

## NH&S is new agency for Falstaff beer billing

Falstaff Brewing Corp., St. Louis, announced last week that it is ending its five-month association with Ogilvy & Mather, New York, and moving the estimated \$10 million in billings, all in broadcast, to the Los Angeles office of Needham, Harper & Steers.

Ogilvy won the account from Foote, Cone & Belding earlier this year (BROADCASTING, March 30) and began work on it May 31.

NH&S now does the advertising for Falstaff's two other regional beer brands, Narrangansett and Krueger pilsner. Falstaff beer is marketed in 40 states.

Falstaff declined to comment on the break. But James Heekin, president of O&M, in announcing the switch in a staff memo, said the move was initiated by a new executive vice president of Falstaff. “Within a few days of his appointment,” the memo read, “he disbanded his entire marketing department and fired Ogilvy & Mather. He must have thought he was doing something right.”

## Toycraft sponsors four new animated specials

D. L. Taffner Ltd., New York, sales representative for overseas producers, reported last week that the Toycraft division of General Mills Corp., Cincinnati, will sponsor four additional animated programs on network television. All are based on classic works of literature.

D. L. Taffner, president, said Toycraft's first sponsorship was the one-hour *Tales of Washington Irving*, carried on CBS-TV on Nov. 1. Through Leonard M. Sive & Associates, Cincinnati, Toycraft also has bought *Connecticut Yankee in King Arthur's Court* and *A Christmas Carol*, set to be telecast on CBS-TV on Thanksgiving day and Dec. 13 respectively, plus *Treasure Island* and *Don Quixote*.

They are among a large group of animation specials produced by Air Programs International, Sydney, Australia, which Taffner represents in the U.S.

## Rep appointments:

KOFY(AM) San Mateo, Calif.; WGS(AM) and WIDV(FM) both Ephrata, Pa.; WQDY(AM) Calais, WYOU(AM) Houlton and WMKR(AM) Millinocket, all Maine: AAA Representatives, New York.

KDAY(AM) Santa Monica, Calif.: Young Radio Sales, New York.

■ WSYB(AM) Rutland, Vt.: Eckels & Queen Inc., Boston.

# Gauss: engineered precision where it counts

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



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



## Hat to be passed for defense fund

**New Orleans conference is told \$100,000 more is needed to fight media crossownership curbs**

Douglas L. Manship, president and general manager of WBRZ(TV) and WJBO-AM-FM Baton Rouge, is about to embark on what he has told friends is going to be one of his toughest jobs.

He's going to try to collect a second \$100,000 in contributions from broadcasters to help his "Media Structure and Service Group" beat back the FCC's proposals to break up crossownerships of media.

Mr. Manship told National Association of Broadcasters members, at the organization's fourth regional conference in New Orleans last week (Nov. 12-13), that he hoped he wouldn't have to twist arms, "but if necessary I will."

He announced that he and his committee already had raised the first \$100,000 in substantial contributions from networks and major station groups. Now, he said, it is up to the individual broadcasters and smaller groups to help.

He is asking TV stations or TV-radio combinations to contribute an amount equal to their highest one-time hourly rate. Radio-only stations are asked to assess themselves for a sum equal to 10 times their highest minute rate.

Mr. Manship's committee was organized last June to lead broadcasting's opposition to the FCC proposals that also envisage the possible ban and future divestiture of newspaper-owned TV and radio facilities. The commission has asked for comments on these ideas by Jan. 15, 1971.

In order to prepare for the proceeding, the Manship committee was given \$100,000 outright by the NAB. Mr. Manship promised to raise another \$200,000 in contributions from the industry. Most of this money is being spent on research aimed at proving to the commission that the goal of diversity does not require the breakup of the present broadcast industry structure.

The committee has hired Lee Loevinger as special counsel; Mr. Loevinger is a former FCC commissioner and previously was chief of the antitrust division of the Department of Justice under the late President Kennedy. Before that he was a member of the Minnesota Supreme Court.

Serving with Mr. Manship on the media structure team are Norman P.



*Mr. Manship*



*Mr. Bell*

Bagwell, WKY-TV Oklahoma City; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; James M. Moroney Jr., WFAA-TV Dallas; Ward L. Quaal, WGN Continental Broadcasting Co., Chicago; J. Leonard Reinsch, Cox Broadcasting Corp., Atlanta; E. R. Vadeboncoeur, Newhouse Stations, Syracuse, N.Y.; and Edwin K. Wheeler, Evening News Stations, Detroit.

Ex officio members of the group are Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, who is chairman of NAB; James M. Caldwell, WAVE-AM-TV Louisville, Ky.; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb.; Harold Essex, WSJS Stations, Winston-Salem, N.C.; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., and Vincent T. Wasilewski, NAB president.

At last week's New Orleans meeting, which saw 230 broadcasters on hand, the NAB members also heard Howard H. Bell, president of the American Advertising Federation, express the belief that an over-all advertising industry code would "complement and support" the NAB codes "and assist in dealing with abuses you now face alone."

In remarks last Thursday (Nov. 12), Mr. Bell said that the NAB codes "stand alone as an instrument with machinery for their enforcement." And, he added, the broadcast codes are "the only meaningful effort to date among media and within advertising."

Earlier this year, proposals for the creation of an independent advertising review council to police advertising were

made by Victor Elting, Quaker Oats Co., chairman of the AAF, and by Fred Baker of N. W. Ayer-F. E. Baker Inc., senior vice chairman of AAF and chairman of the AAF ethics committee.

While the government is asking for help from the business community in solving social ills, such as drug abuse, Mr. Bell said, "it is clubbing us with the other [hand]. There must be some accommodation of interests and recognition on the part of government and the public that the free enterprise system . . . just might be getting fatal doses of harassment and regulation."

Business, he said, must mount an over-all campaign to counteract what he called the one-sided flow of antibusiness publicity, using all the tools of communications, including advertising.

The business community, including advertising and broadcasting, he said, must become more closely identified with the consumer movement "by initiating new programs for the benefit of the consumer and giving them much greater visibility."

### **New rules implemented to speed up FCC hearings**

In order to expedite hearings, the FCC has authorized hearing examiners to act on joint requests by broadcast applicants for approval of payoff agreements on such matters as merger, withdrawal or dropout of applicants in competitive proceedings.

Previously, authority to act on payoff agreements had been vested in the



# **Now watch! KWTW, Oklahoma City has appointed Blair Television!**

Oklahoma City—exciting, fast-growing market in the Sooner State. A center for agri-business, aeronautics, manufacturing, government, and oil. And the pace-setting station in this bustling capital city is Griffin Television's KWTW, with strong leadership in high-priority audience periods. And it's still growing! Now this leading station has appointed the nation's leading broadcast representative, John Blair & Company. So now when you want to know where to strike paydirt in Oklahoma City, call your Blair man.



**BLAIR TELEVISION**

America's leading television representative  
A Division of John Blair & Company

FCC review board.

The new rules also state that examiner rulings that do not terminate proceedings may be appealed only with the examiner's approval. Parties had been able to appeal any ruling by an examiner without his prior consent under the old rules.

The new rules were proposed by the Procedure Review Committee, a group of five senior staff members appointed last January in line with Chairman Dean Burch's suggestion that the commission and the Federal Communications Bar Association seek ways of speeding up commission procedures (BROADCASTING, Jan. 9).

## Bigger load given key NAB committee

### New mission, new members for group to watch over the future of broadcasting

The National Association of Broadcasters reshuffled its Future of Broadcasting Committee last week and gave it a new mission—to survey the whole range of broadcast problems that involve the federal government.

The announcement was made late last week in a report to members of the NAB board of directors by Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston, who is chairman of the NAB. Mr. Walbridge said that the move was approved by the executive committee of the association at its meeting Nov. 5.

The new committee, superseding the former group with the same name, will be led by Hamilton Shea, Gilmore Broadcasting Co. executive vice president, who is also chairman of the NAB's TV board. Mr. Shea said last Thursday (Nov. 12) that the new committee will number about the same as the former six-man group, but probably with some changes in membership. The old Future of Broadcasting Committee was established in 1969 as the CATV Negotiating Committee. Its name, but not its function, was changed last summer. The former committee, Mr. Walbridge said, will continue to function in the CATV field as a subcommittee of the new group.

The NAB chairman paid tribute to the work of the old committee in the CATV field and to its performance in establishing what he called the foundation of a permanent legislative contact procedure. "Broadcasting," Mr. Walbridge said, "owes a solid debt to the hard-working members who have helped establish this permanent future mechanism for effective broadcaster



Mr. Shea

liaison with government." This was a reference to the NAB's 60-man political-action committee, which held its first meeting in Washington earlier this month (BROADCASTING, Nov. 9).

The former committee was headed by Dale G. Moore, KGVO-TV Missoula, Mont. Other members were David M. Baltimore, WBRE-TV Scranton Wilkes-Barre, Pa.; Richard D. Dudley, Forward Communications, Wausau, Wis.; Jack Harris, KPRC-TV Houston; Terry Lee, Storer Broadcasting, Miami Beach, and Fred Weber, Rust Craft Broadcasting, Margate, N.J.

One of the charges to the newly constituted committee, according to Mr. Walbridge, is to concentrate on "an overview of all problems and issues that affect the future functioning of our industry." Among these, according to Mr. Shea, are the political-broadcasting bill, vetoed by President Nixon, but marked for revival by members of Congress (see page 26); FCC proposals to break up crossownerships of media; the CATV campaign to convince Congress that it should legislate cable-TV guidelines for the FCC to follow.

Mr. Shea also said that he hoped to step up the use of broadcast stations in the political activities of NAB "in order to bring the audiences into the action." He said he expects to present recommendations for membership in time for next meeting of the association's executive committee, Dec. 3.

## Connie B. Gay sells his stations

Connie B. Gay, who built a half-hour radio show into a country-music empire, last week announced he is retiring from broadcasting and will sell his four radio stations to Greater New York Media for \$3.3 million, subject to FCC approval.

The stations involved are WGAY(FM)

Washington; WQMR(AM) Silver Spring, Md.; WTCR(AM) Ashland, Ky., and WVQM(FM) Huntington, W. Va.

Greater New York Media, owned by Joseph L. Rosenmiller and Peter A. Bordes, is the parent company of WTCR-AM-FM New Brunswick, N.J.; WGSN(AM) Huntington, N.Y.; WCTO(FM) Smithtown, N.Y., and WESO-AM-FM Southbridge, Mass. It also owns the *Sentinel*, *Spokesman* and *Recorder*, newspapers serving Middlesex county, New Jersey, and Greater New England Cable TV, which operates CATV systems in Massachusetts.

Mr. Gay began his broadcasting career in 1946 with a half-hour country music show on WARL(AM) (now WAVA) Arlington, Va.

His *Town & Country Time* show was expanded to three hours and subsequently WARL went completely country music. He began lining up talent from WSM(AM) Nashville's *Grand Ole Opry* for box-office appearances in Washington and groomed country singers Jimmy Dean and George Hamilton IV for stardom. At one time his broadcast holdings included WFRC(AM) Kinston, N.C.; KITE(AM) San Antonio, Tex., and WYFE(AM) New Orleans. William T. Stubblefield is the broker.

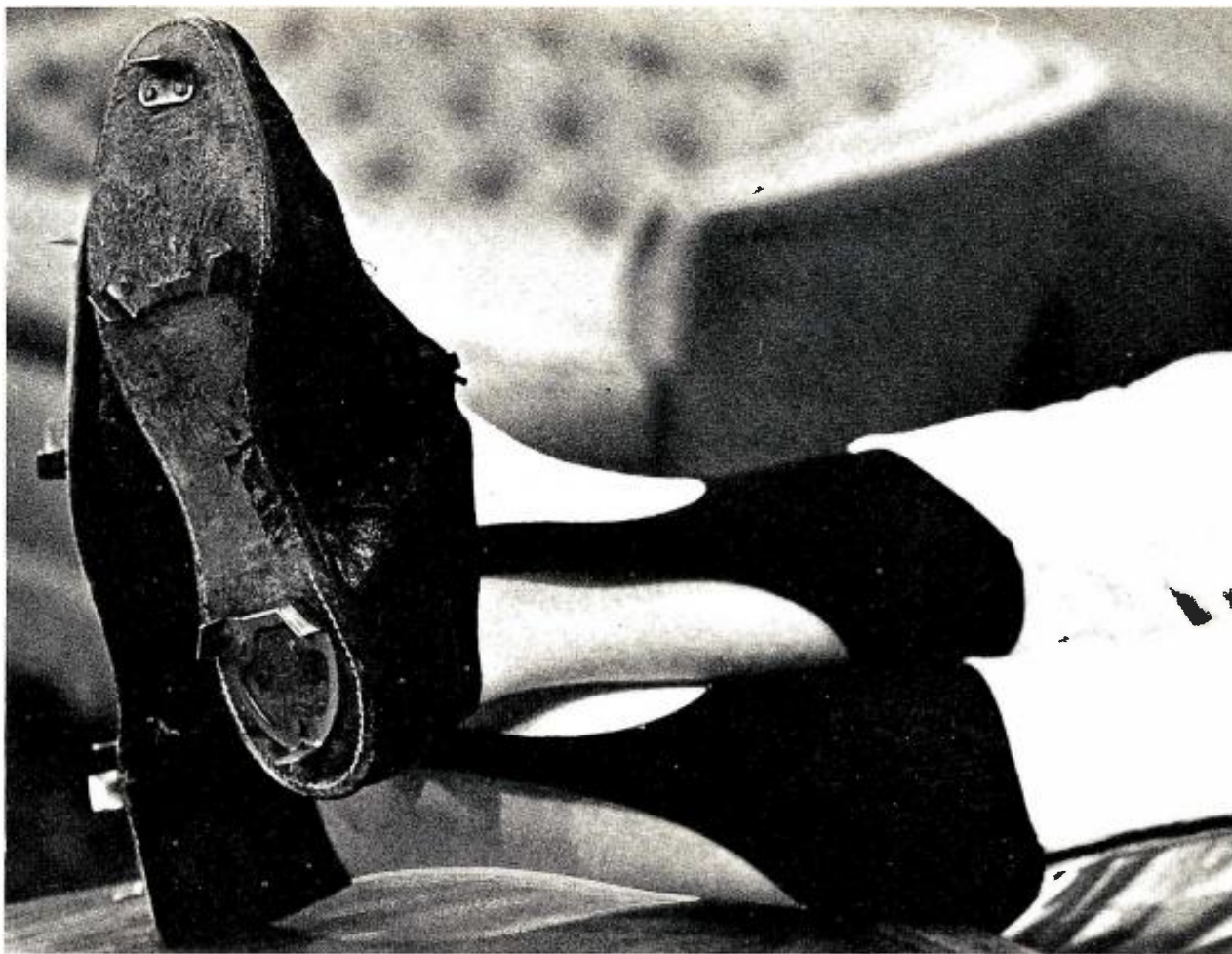
## She's not Earhart, says Guy Bolam's widow

Mrs. Guy (Irene) Bolam, president of Guy Bolam Associates Corp., and American Sales & Servicing Division, Princeton, N.J., international radio and TV consultants in the advertising field, emphatically denied last week she was the missing aviatrix, Amelia Earhart.

Mrs. Bolam, who assumed the presidency of firm upon the death of her husband on May 6 (BROADCASTING, May 18), had been named in a book published by McGraw-Hill, New York, as the famed flier. The book stated she had assumed a different identity to conceal her part in an espionage mission against Japan in 1937.

Describing the book as a poorly documented hoax as far as she was concerned, Mrs. Bolam said it was utter nonsense to suggest she was Amelia Earhart. She acknowledged she held a pilot's license in the nineteen-thirties and had known Miss Earhart.

Miss Earhart mysteriously disappeared in the Pacific in 1937 in an attempted round-the-world flight. The book, "Amelia Earhart Lives," claims she was captured by the Japanese while on an espionage mission for President Franklin D. Roosevelt, spent eight years as a prisoner in the Imperial Palace in Tokyo, and was secretly released in 1945 by Emperor Hirohito in return for his being allowed to remain in power and exempt from trial as a war criminal.



## YEAR OF THE MULE



"The Chinese call 1970 the Year of the Dog, but the 1,146,000\* people of the Carolinas know better. It is the Year of the Mule.

For the "Mule" is a popular native of Greenville, who has made good in the big time. Dick Dietz of the San Francisco Giants.

The fascinating story of the real man wearing the nickname "Mule" was told in the public service documentary, *Year of the Mule*, shown on October 15, another in a series of continuing community involvement programs.

(Like to know how "Mule" got his nickname? Drop Doug Smith a line. It's a fascinating story.)

\*Greenville-Spartanburg-Asheville ADI

**wfbc-tv 4!**  
GREENVILLE, SOUTH CAROLINA  
REPRESENTED BY **KATZ TELEVISION**



**MULTIMEDIA**

A station of Multimedia Broadcasting Company. Affiliated with WBIR-TV, Knoxville, Tenn., and WMAZ-TV, Macon, Georgia.

# NAEB confronts its own racial crisis

As Washington convention shows all too clearly,  
minority grievances transcend commercial system

Minority demands for a greater voice in educational broadcasting generated much heat but an uncertain amount of light last week in Washington during the 46th annual conclave of the National Association of Educational Broadcasters.

Commercial as well as educational broadcasting was cast as a "white racist play toy" by Tony Brown, president of the National Association of Black Media Producers and executive producer of NET's *Black Journal*, who emerged as spokesman for the mostly disenfranchised black delegates to the convention.

He charged that blacks were being "systematically disenfranchised" by commercial broadcasters whose only concern is to "make a dollar," and by noncommercial broadcasters who fail to "serve a number of publics."

Mr. Brown—who served as chairman for two of three convention sessions devoted to minorities and educational broadcasting—castigated broadcasters who shy away from airing programs depicting black culture realistically and who "keep a list of bad words on their desks" to stifle authentic black voices. He predicted that video cassettes would enable people to see and hear whatever they wanted when they wanted and eventually put commercial broadcasting out of business.

Blacks voiced frustration over the amount of black-oriented programming scheduled by educational stations, the disproportionately low number of blacks employed by educational broadcasters and the inadequacy of training and recruiting programs, "tokenism" on the part of program producers and the inadequate attention they said NAEB gave to minority needs. They also expressed irritation over the timing of the convention sessions devoted to their concerns (two were scheduled for 8:00 a.m.) and the panel-type formats which they said worked to prevent meaningful "rapping" and fruitful results. Also denounced were the absence of NAEB executives and board members at the minority sessions and the alleged inadequacy of black input in planning the sessions.

Domingo Nick Reyes, head of the Mexican-American Anti-Defamation Committee, said Chicanos had become broadcasting's "new nigger" and that in their efforts to placate blacks demanding a better shake broadcasters were virtually ignoring the country's second

largest minority group.

Dr. Vivian Henderson, president of predominantly Negro Clark College in Atlanta, told those present at a Wednesday luncheon that educational broadcasting had "grossly neglected" blacks. He charged: "The broadcast industry, commercial as well as noncommercial, is one of the most lily-white institutions in this society from the standpoint of control, management and content of the material it puts before its many publics." He said blacks were increasingly aware of the power of television and of their right to be served by it and predicted that license challenges would continue to be made by blacks across the country.

"The time is ripe for broadcasters, especially educational broadcasters, to build bridges to black audiences," he concluded.

Responding to the "black challenge" in a Wednesday session, NAEB and Corp. for Public Broadcasting officials maintained that while much remained to be done, educational broadcasting was responsive to minority grievances and was taking positive steps to effect change.

CPB President John W. Macy Jr. noted that of a total full-time educational broadcasting employment of

4,825, 499 are minority members. He said CPB was "encouraged but not satisfied with the progress made so far in this critical area" and said the corporation would continue to push for minority hiring.

Public Broadcasting Service President Hartford Gunn described several new black-oriented shows that PBS hopes to carry, including a program dealing with life in the Chicago ghetto, a Negro history series and a talk-back type of program. He cited a need for more programs to specific audiences such as Indians, Chicanos and women and the necessity for recruiting first-rate writers to develop high-quality material.

In response to complaints that NAEB was not doing enough to encourage increased minority programming and hiring, board member Dr. Erling S. Jorgensen pointed out that the association had gone \$26,000 in the red to fund the newly formed Office of Minority Affairs and hire director Lionel Monagas (BROADCASTING, Sept. 14). He noted that Mr. Monagas had only been on the job some six weeks and urged that he be given a chance. He agreed that the office, which has been given a budget of approximately \$85,000 for the next year, was inadequately financed and said a search for additional funds would continue.

But the polarization between blacks who felt they were getting too little too late and officials who assured them that significant progress was being made within the system became apparent at the Wednesday-afternoon business meeting, the convention's closing session.

Two resolutions aimed at forcing the NAEB board to take a more forceful stand on alleged instances of discrimination or censorship by broadcasters were soundly defeated. One, which was introduced for the third consecutive year, called for the establishment by the NAEB board of a Freedom of Broadcasting Committee to censure "each and every attack made upon the freedom and independence of educational broadcasting." (The resolution was passed last year by the NAEB membership in a vote of 300 to 2; however, the board subsequently voted against setting up such a committee.)

A statement accompanying the resolution attacked the NAEB for not speaking out, among other occasions, when the Alabama ETV Commission dropped certain black-oriented programs from its schedule and later when the FCC up-



Mr. Brown

held the ETV commission's right to delete the programs. The statement said NAEB's silence "could only be equated with support of the most blatant racism."

The second resolution provided for revocation of NAEB membership of any institutions "which refuse to adopt and implement practical policies which result in recognition and satisfaction of their responsibility toward minority constituencies."

Following the 119-67 defeat of this resolution, one member shouted that the NAEB was "racist and reactionary" and Domingo Nick Reyes walked out of the Sheraton-Park hotel's Cotillion room (and, presumably, out of the NAEB) and urged others to follow. However, only three did.

Several members subsequently questioned said they voted against the resolutions not because they were unsympathetic with the issues they addressed but out of a belief that they were poorly worded and incapable of practical application.

The convention was not entirely negative in tone.

FCC Chairman Dean Burch promised that the commission would do all it can to obtain adequate permanent financing for educational broadcasting. He admonished noncommercial broadcasters to "dig deep into your community's problems and needs and take risks to try to serve them." He also said the commission would not sanction moves to obtain increased support from commercial sponsors and urged ETV stations not to compete with commercial broadcasters for maximum audience. "Do your own thing. Don't play a numbers game," he advised (see page 40).

Joan Ganz Cooney, president of the Children's Television Workshop and creator of the widely acclaimed *Sesame Street*, announced that next October a new, experimental CTW series aimed at building reading skills among seven-to-10-year-olds will be launched over the PBS network (see page 54).

An additional 3 million new households were added to noncommercial television's audience in the last year, Leroy Miller, director of research for the Corp. for Public Broadcasting, told NAEB delegates. The increase from 8 million to 11 million educational TV homes was among the findings in a survey conducted last month for CPB by Louis Harris & Associates. Similar data from the American Research Bureau and A. C. Nielsen confirm the increase, Mr. Miller noted.

Other findings: Of those who watched ETV for the first time in the past year, more than 50% said a particular program had attracted them, and 25% of those said the program was *Sesame Street*. Mr. Miller said the Harris study



Mr. Reyes

identified the new ETV viewer as more likely to live in the Midwest or West and in the suburbs, between 21 and 49 years of age, and a college graduate earning more than \$10,000 per year. He added, however, that one of every four new viewers is not a high school graduate and some 15% earn less than \$5,000 annually.

National Public Radio President Donald Quayle said NPR will begin networking service to some 100 stations next April with current-affairs and magazine-type programing in the early morning hours, with similar material of greater length provided on weekends. Bernard Mayes, NPR chairman, said that while the network's main production center will be in Washington, NPR will be "committed to decentralization as a cornerstone of our policy," with local stations and other far-flung producers expected to provide a major share of programing. A first annual spring meeting for educational radio stations was scheduled for May 1971 in Washington.

Among other highlights:

■ Board Chairman Warren A. Kraetzer, executive vice president and general manager of WHY-TV (WHYY-TV Wilmington, Del.; WUHY-FM-TV Philadelphia), was re-elected chairman and Albert P. Fredette, manager of WAMC-FM Albany, N.Y., was elected vice chairman.

■ Secretary of the Interior Walter J. Hickel urged broadcasters to support efforts to fight environmental pollution and to help educate their audiences about the fight to maintain the ecologi-

cal balance. He suggested that Environment Bonds be issued to help fund the war against pollution.

■ CPB President John W. Macy Jr. warned that the growth of educational broadcasting may be arrested if an adequate, long-range federal financing program is not forthcoming within the next two years. "We are asking Congress for a commitment that will cost over \$1 billion in the next decade," he told delegates, adding that he was setting a deadline of two years for establishing a long-term program because key congressmen believe there has already been excessive delay and have indicated they will vote against further annual appropriations beyond 1972.

■ NAEB's annual Distinguished Service Award was bestowed upon C. Scott Fletcher, until 1961 president and director of the Fund for the Advancement of Education of the Ford Foundation and presently president of the Community Television Foundation of South Florida Inc. and NAEB consultant. He is also a former NET director.

■ NAEB President William G. Harley told delegates that if "distasteful realities are what community involvement yields then that is the arena in which we must operate." He emphasized the need for strong, local community-based programing in educational broadcasting.

■ *The Turned-On Crisis*, a series of eight programs dealing with the drug problem to be presented by PBS next February was previewed through film clips. The series was produced by WQED-TV Pittsburgh (BROADCASTING, Oct. 5).

■ Student delegates to the convention vented their frustration in attempting to gain a greater voice within the NAEB and were promised broader representation at next year's convention in Miami.

■ One session focused on selected ETV efforts to present political programing during the 1970 elections—ranging from a faltering first step in Hawaii to a highly polished four-hour program in Florida.

The Hawaiian Educational Television Network attempted to provide as many candidates as possible in a well-defined context, according to Dr. Lark Daniel, director and general manager of the network. The series provided all candidates for offices below the statewide level with two one-minute spots for the reading of a position paper by a station announcer.

In Florida, WPBT-TV Miami and the other Florida ETV stations linked together to "make the ballot come alive" with a four-hour, live prime-time "Politithon '70," according to John

Felton, director of programming for WPBT—the station originating the program. Each segment—which presented all candidates for a particular statewide office in turn—was preceded by a film clip describing the duties of the office

followed by balanced biographical material for each candidate, prepared statements on the issues, and ad-lib answers to questions fed from the live audience and from the other Florida ETV outlets.

■ William B. Ray, chief of the FCC's Complaints and Compliance Division, urged the next educational broadcaster fined for airing obscene material not to pay up so that the commission could institute a test court case.

## How 'commercial' can ETV become?

**FCC eases rules on identifying donors, but Burch warns NAEB not to go too far**

Educational broadcasters meeting in Washington last week (see page 38) were cheered by an FCC announcement that the commission had eased some of its rules dealing with on-air identification of businesses providing financial support for educational broadcasting. The educators had requested the changes as a means of protecting present sources of revenue.

But at the same time, the commission—with the exception of Commissioner Robert E. Lee—expressed uneasiness over the "commercialization" of educational broadcast services. And Chairman Dean Burch, in a speech to the National Association of Educational Broadcasters, put the concern bluntly: "We will not take the route of securing greater financing for you by making you more commercial—by permitting you to obtain greater backing from commercial sponsors."

The chairman, in fact, was concerned with protecting not only the noncommercial nature of educational broadcast stations but their local character as well. He said that concern is reflected in the commission's studies of a permanent-financing plan for educational broadcasting—a plan that would benefit noncommercial stations as well as the Corp. for Public Broadcasting.

The rule changes announced last week were in response to a petition by the NAEB seeking clarification or modification of rules the commission adopted in May. As modified, the rules permit hourly identification of a program supplier when the program runs over an hour in length. Previously, the rule permitted identification only at the beginning and end of the program. And if the actual donor is a bona fide operating division of a larger company, the name of the division as well as the parent company may be given ("the Buick division of General Motors," for instance).

The commission turned down an NAEB suggestion that it permit a brief description of the contributor's business as a means of distinguishing between similarly named companies. The commission said such announcements would "tend toward undue commercialization of the medium," but it said special

problems could be dealt with on the basis of waiver requests.

The commission also eased the rules relating to mentions given for contributors to general operating expenses. A limit of three announcements per day is lifted, and in its place is a rule permitting announcements at the opening and closing of the day of all general contributors, and an announcement of one general contributor per hour.

The new rules do not apply to the broadcast time that businesses and others underwrite for the auctions of commercial products that many educational stations conduct as a means of raising money. But the commission stressed its "reservations about the public-interest character of those practices," and said it would re-examine the matter "if and when other means of financing ETV operation become better established."

The commission also made a point of noting its concern with the whole subject of "credits." It referred to NAEB's statement, in support of the petition for modification, that the rules adopted in May "could well result" in underwriters canceling their current agreements.

"This appears to indicate that, likely

to an undesirable extent," the commission said, "contributions by private business enterprises are made in return for substantial exposure." The commission also said the regular association of a particular underwriter with a particular program could lead to an "undue channeling of educational broadcast time and effort" into some programs that are presented because they are likely to draw support and that may duplicate the product of commercial television.

The only one of the five commissioners voting on the rules change (Commissioner Robert T. Bartley was absent) who did not share the concern over a possible trend toward commercialization in educational broadcasting was Commissioner Robert E. Lee. He issued a statement asserting he would have imposed "less restrictive limitations on identifications" than those the commission adopted.

Commissioner Nicholas Johnson, the lone dissenter, took the opposition position. He saw the commission's action as another step down the road to complete commercialization of educational broadcasting. He said he respected his colleagues' sincerity in expressing a "this far and no further" position. But, he said, "I just think we've already gone



William G. Harley (l), president of the National Association of Educational Broadcasters, chats with two of the principal attractions at last week's NAEB convention. FCC Chairman Dean Burch (c) said noncommercial broadcasting should stick to that role and quit trying

to move toward advertising-supported programming. Joan Ganz Cooney (r), president of the Children's Television Workshop, announced a new noncommercial series aimed at "graduates" of her widely acclaimed program, Sesame Street.

too far, and that they're going to have a tough time holding the line against those burly professional ball players who are about to come charging down the field."

Chairman Burch, however, appeared confident of the commission's ability in that regard. And besides committing the commission to avoidance of steps that would make noncommercial stations more commercial, he used his speech at the NAB convention to urge educational broadcasters to steer clear of a competition with commercial broadcasters for maximum audience. "Do your own thing," he said. "Don't play a numbers game."

In discussing local programming, the chairman said that educational broadcasters who do not serve their areas' needs "cheat" their communities and "undermine the status of all local non-commercial stations." Indeed, he said that educational broadcasters "cannot lay claim" to government support "if the noncommercial station substantially shirks its full local duties."

The chairman disclosed for the first time the kind of plan the commission may suggest as a means of providing permanent financing for noncommercial broadcasting—and it appears aimed at shifting the present focus of concern in the matter.

The White House and Congress are concerned with financing for CPB, which was established by Congress three years ago to supply programming and financial support for educational stations. But, the chairman said, "there has been a tendency to overlook" the needs of the stations themselves for financial support.

He noted that in its current rulemaking proceeding aimed at overhauling its CATV rules, the commission proposed that CATV systems be required to pay 5% of their revenues to noncommercial broadcasting, and requested comment on whether the payment should be divided equally between the corporation and local stations. "In our studies of permanent financing," he said, "we have in mind the same kind of division."

The chairman sees permanent financing as satisfying two basic purposes: the need for an assured, ample financial base; and the independence needed to insulate noncommercial broadcasting "from any possibility of inappropriate government involvement with programming."

The commission is reported to be considering a proposal under which the federal government would match local spending on the basis of a ratio to be established by Congress. However, as the chairman noted last week, the final decision on permanent financing is up to

Congress and the President. "We at the commission can only propose," he said, "not dispose."

## WPIX is portrayed as a 'scapegoat'

In hearing's ninth week  
WPIX newsman tells how  
station relied on UPI film

Arthur Alpert, WCBS-TV New York news managing editor, told the FCC hearing on the license-renewal application of WPIX-TV New York last week that he forwarded a letter sent him by Mrs. Nancy McCarthy to the commission and to Senator Thomas J. McIntyre (D-N.H.). The letter, charging *Daily News*-owned WPIX with news distortion, precipitated the FCC investigation.

Testifying during the ninth week of the license challenge by Forum Communications Inc., Mr. Alpert said he also wrote an article for the *New Republic* in October 1969 saying if the charges were true, "WPIX was caught playing the same game everybody else plays."

He denied under questioning, however, that such practices existed either

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More than \$20,000 of free prime air time to present every candidate for a contested office in Franklin County, including candidates for United States Senator and Congress, candidates for state and county offices, and those aspirants who qualified legally as write-in candidates.

A total of 71 candidates were taped and aired by WBNS-TV and WBNS AM-FM radio. The series was presented each week night over each of the stations from August 6 through October 30.

This "Meet the Candidate" series, unique in broadcasting, enabled each candidate running in the County to present his platform and his stand on the current issues at no charge to him or his party.

In Addition, COLUMBUS TOWN MEETING, a forum for discussing public issues aired weekly over the three WBNS stations, devoted 90 minutes to a question-and-answer program, for the seven candidates for Governor of Ohio and an hour to a similar program for the four candidates running for the United States Senate from Ohio.

Viewer response, as measured by questions telephoned in to the candidates, was overwhelming.

"Meet the Candidate" and COLUMBUS TOWN MEETING, proud products of the WBNS Stations, programming in the public interest.



at WCBS-TV or National Educational Television. Mr. Alpert at the time of the letter incident was a producer for the Public Broadcast Laboratory of NET. He has been with WCBS-TV since mid-October this year.

Mr. Alpert said Mrs. McCarthy telephoned him about the alleged misrepresentations, and he told her to send him a letter detailing the complaints against the station.

After he received the letter, Mr. Alpert said, he telephoned Mrs. McCarthy, who had been fired by WPIX, and they agreed to send copies to the commission and to Senator McIntyre.

This conflicted with what Mrs. McCarthy had told the hearing earlier (BROADCASTING, Nov. 9). Then, under questioning by WPIX attorney John R. Schoemer Jr., she said the letter was hastily written on yellow copy paper. "It was a letter to a friend," Mrs. McCarthy said, "not a document I would present. Mr. Alpert took the initiative without either my general or specific permission."

Mr. Alpert's appearance last Wednesday (Nov. 11) ended after Mr. Schoemer pointed out that the WCBS-TV executive wrote in an article for the *Village Voice*, "I nominate WPIX as media scapegoat of the year."

Walter Engels, special assistant in WPIX's news department, returned to the stand last Thursday (Nov. 12), this time as a station witness.

Under questioning by Mr. Schoemer, Mr. Engels said United Press International Television News was WPIX's ma-

ior source for outside news film. The station used its own camera crews to cover local stories, Mr. Engels said, but had to rely on UPITN for the majority of its national and international news film.

The former station news manager said the outside film used by WPIX in its news broadcast was often at least a day old. Answering a question by Mr. Schoemer, Mr. Engels said UPITN tried very hard to do a substantial job under the circumstances.

Since there was no other major source for national and international film for an independent station such as WPIX, Mr. Engels said, there was no basis for comparison with any other service.

It was an unusual event for WPIX to receive film from UPI on the same day that it was shot, Mr. Engels told the hearing. When film was received on incidents or news stories that had taken place a day or more earlier it was used as part of a running story when possible, he said. "The script must be carefully written [in such cases]," Mr. Engels said, and the film properly identified.

Mr. Schoemer queried Mr. Engels on a number of FCC exhibits pertaining to the station's using old film on a news broadcast.

One such exhibit related to a landslide in Japan that swept two tourist buses off the road. The film was broadcast on August 20, 1968, but according to the FCC, had been shot Aug. 19, 1968. It was indicated by the FCC that

the broadcast script did not specify when the landslide occurred or when the film was taken.

Mr. Engels said in reply that in this case, the date of the accident should have been mentioned in the story. In a number of similar exhibits where WPIX had used day-old film, Mr. Engels said, the scripts were written properly and that the scripts did not indicate that the film shown directly referred to the up-to-the-minute events related in the news story.

Last Monday (Nov. 9), Morton L. Fleischner, producer of WPIX's evening news show, said he learned that UPI film used during a news program in July 1969 was misdated. But because he neglected to leave a note to this effect, Mr. Fleischner said, the misdated film was broadcast late on two occasions.

In the spring of 1969, Leavitt Pope, station vice president, asked Mr. Fleischner to comment on a published story discussing complaints against the station by writers. His answers were recorded and an affidavit was drawn up from the tapes, Mr. Fleischner said.

In the affidavit, Mr. Fleischner had said he considered the newspaper article completely wrong, and that both the story and the writers' complaints were cases of intentional malice. Challenged on how he could reach such a conclusion when he wasn't employed by WPIX until December 1968, after most of the allegations had occurred, Mr. Fleischner answered that the article seemed to offer no evidence to prove the charges.

## They'd rather switch off than fight

### Honolulu AM quits rather than face expense of hearings on charges stemming from conservatism

As midnight approached in Honolulu on Saturday, Nov. 7, KTRG(AM), a 24-hour, telephone-talk show station that has been one of the more controversial outlets in the 50th state, played "Auld Lang Syne," with some 1,000 local residents in the studio and the parking lot joining in. Then the station went off the air.

The two-hour "sign-off" broadcast leading up to that moment apparently was the final chapter in owner David Watumull's running battle with the FCC to win a license renewal without undergoing the hearing the commission had ordered on March 18 on 11 issues (BROADCASTING, March 23).

With the hearing scheduled to begin on Nov. 24, the licensee, Hawaiian Paradise Park Corp., told the commission two weeks ago it would withdraw its renewal application—filed in October 1968—and take the station off the air unless the hearing could be avoided.

It suggested a meeting with the commission, a reprimand or an "advisory" as to how the station might comply with commission rules as possible alternatives to a hearing.

The licensee, which has operated the station for eight and one-half years, maintained it could not afford a renewal hearing; it said the station has been operating at a loss and is losing advertisers. It also challenged the seriousness of some of the charges involved, and cited the "overwhelming number of letters commending" the station that the commission has received.

And letters and wires from the station's fans have been pouring in. Several hundred were received at the commission offices in Washington after the station made an on-air announcement, on Nov. 2, that it was abandoning its fight for renewal because of the expense involved. The letters generally praised the station's service, branded

those whose complaints led to the hearing as "malcontents" and accused the commission of interfering with the station's freedom of speech.

But if the station, which is regarded as an exponent of conservative views, has its fans, it also has its detractors. The hearing order grows out of complaints received by the commission in the form of letters, tapes of broadcasts, affidavits and in-person visits and calls to the commission's engineer-in-charge in Honolulu.

The complaints involved allegations—all of which evolved into hearing issues—that KTRG or its air personalities obtained money from members of the Japanese community by threatening to defame their character over the air; violated the commission's personal-attack rules as well as its fairness doctrine, discouraging presentation of views contrary to the station's on controversial issues, and employed the station's facil-



# What's this attractive couple have against prime network TV?

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Meet Mr. and Mrs. Lou Gordon (she's Jackie). Since 1966 Lou has been creating a legend on Kaiser's WKBD TV Detroit.

Lots of cities have famous people being interviewed on TV. But if you look for one in prime time with 162,000 adults, you'll only find it in Detroit.

Obviously, The Lou Gordon Show is something special.

**WKBDch50**

**KAISER**  
BROADCASTING

ities to further Mr. Watmull's ambitions to become governor of the state.

Another complaint, which also wound up as an issue, involved a previous shut-down of the station which precipitated an outpouring of listener support for the station. That occurred on June 30, 1969, five months after the station's license expired. The bill of particulars the commission issued in support of the hearing order said KTRG had "deliberately staged its departure from the air to create the impression that the station had been removed from the air and to thus stimulate listener support for its campaign for renewal of its station license."

The station, which returned to the air on July 4, has denied that its departure from the air was for other than legitimate technical reasons; the transmitter was said to be in need of repair.

There was nothing wrong with the transmitter on Nov. 7 as the station broadcast remarks of local dignitaries and the defiant remarks of Mr. Watmull—"We have not yet begun to fight"—interspersed with bursts of patriotic music.

The commission had refused to drop the hearing. In an order adopted on Nov. 6 and announced three days later, the commission directed Hawaiian Paradise to inform it by Nov. 13 whether it had in fact withdrawn its application

and quit operating, or whether it would proceed with the hearing.

As of Nov. 12, there was no indication that the farewells spoken at the station on the night of Nov. 7 were premature.

## Conditional grant of Starr sale to blacks

The sale of KOZN(AM) and KOWH-FM Omaha to a group of young blacks, predominantly local Omaha residents, was granted by the FCC last week, but was made subject to the outcome of a lawsuit by others contending they had an oral agreement to purchase the stations. The stations were sold by Starr Broadcasting Inc. to black-owned Reconciliation Inc. for \$275,000.

A petition to deny approval of the stations' sale was filed by Thomas J. and David J. Lynch, but Messrs. Lynch failed to convince the commission to defer action on the applications until a court ruling is made on their contract suit against Starr. Reconciliation Inc. agreed, however, to delay consummation of the transaction pending the district court decision. The trial is scheduled for Nov. 23.

Prominent stockholders of the buying group include Bob Gibson of professional baseball's St. Louis Cardinals

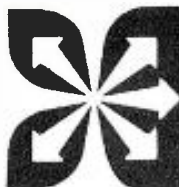
and Bob Boozer of the National Basketball Association's Seattle Sonics. Other principals include Dr. Claude Organ, an Omaha surgeon and heart specialist, and Dr. Marion Jones, a Kansas City urologist. Another stockholder, Rodney Wead, director of the United Methodist Community Center in Omaha, is founder and acting president of Reconciliation Inc.

There are a total of 21 black stockholders in Reconciliation Inc. Three white investors will eventually relinquish their interest.

Starr Broadcasting, a New Orleans-based group owner, is buying KEIR(FM) Dallas from William Robert Elkins for \$300,000 (BROADCASTING, March 2) and its first TV station—WCYB-TV (ch. 5) Bristol, Va.—Johnson City-Kingsport, Tenn.—for \$5 million (BROADCASTING, Feb. 9). Both sales are pending FCC approval.

Starr owns KISD(AM) Sioux Falls, S.D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston, and WLOK(AM) Memphis. William F. Buckley Jr., columnist, TV commentator and owner of the *National Review*, is board chairman; Peter H. Starr is vice president. Starr Broadcasting stock is traded over the counter.

KOZM(AM) is a daytimer on 660 khz with 1 kw; KOWH-FM is on 94.1 mhz with 100 kw and an antenna 510 feet above average terrain.



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## *Changing Hands*

### **Announced:**

The following sale was reported last week subject to FCC approval:

■ WGAY(FM) Washington; WQMR(AM) Silver Spring, Md.; WTCR(AM) Ashland, Ky., and WVQM(FM) Huntington, W. Va.: Sold by Connie B. Gay to Greater New York Media Inc. for \$3.3 million (see page 36).

### **Approved:**

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 73).

■ WABY(AM) Albany, N.Y.: Sold by Toni Brady and others to CCA Electronics Corp. for \$400,000. CCA Electronics, Gloucester, N.J., broadcast-equipment manufacturer, owns QRK Electronic Products Inc. and Rek-O-Kut Co., both Fresno, Calif. WABY is full time on 1400 khz with 1 kw day and 250 w night.

■ WCMI-AM-FM Ashland, Ky.: Sold by Robert and Charles Levinson and others

that in 1980 there will be 4,391 systems serving 28.5 million subscribers who will pay \$2.2 billion for service, compared to 2,350 systems, 4.4 million subscribers and \$264 million in subscriber revenues in 1970. Quantum projected that advertising revenues on cable will be \$7 million in 1971, \$75 million in 1975 and \$600 million in 1980.

## Status quo resolves CATV import issue

A compromise agreement between a Burlington county, N.J., CATV operator and three Philadelphia TV stations, allowing the cable system to continue operation but restricting further expansion, was approved by the FCC last week.

Under the agreement between General CATV Inc., operator of the Burlington system, and KYW-TV, WTAF-TV and WPHL-TV, General Cable promised to stop constructing additional trunk lines or feeder cable in Burlington county on which New York TV signals would be carried, while continuing to carry New York signals over existing cable. The agreement would remain in effect indefinitely unless the commission changes its rules to permit importation of New York signals into areas within 35 miles of Philadelphia.

General was under a show-cause order because of alleged violation of the FCC's Delaware county cable order prohibiting carriage of New York signals on Philadelphia market systems. It began operating its four Burlington systems without notifying the FCC that it was carrying WPIX-TV New York on its Willingboro township cable system in violation of the rules. In defense of these activities, General argued that it was authorized to continue its present operation, substantially expand its existing plant and add several New York signals.

In a joint request for termination of the proceeding filed last May by General and the other parties, General pointed out that the proposed agreement showed a willingness by both sides to compromise their rights to protect their own interests and serve the public.

In approving the compromise agreement and granting the joint request for termination of the show-cause proceeding, the commission said the case involved "unusual and complex factual circumstances." It said the question of whether there has been any violation of the rules is a "close and difficult one" and that there is a substantial possibility that General could justify the delivery of New York signals throughout some or all of the communities it serves.

The commission added that the agreement serves the public interest by

prohibiting the expansion of CATV service that could adversely affect present and future CATV service in the area, while at the same time continuing existing CATV service. However, it warned that its approval of the agreement was based only on the peculiar aspect of the case and should not be considered any departure misconstrued to mean that it will grant rule waivers for a CATV system operating in violation of the rules.

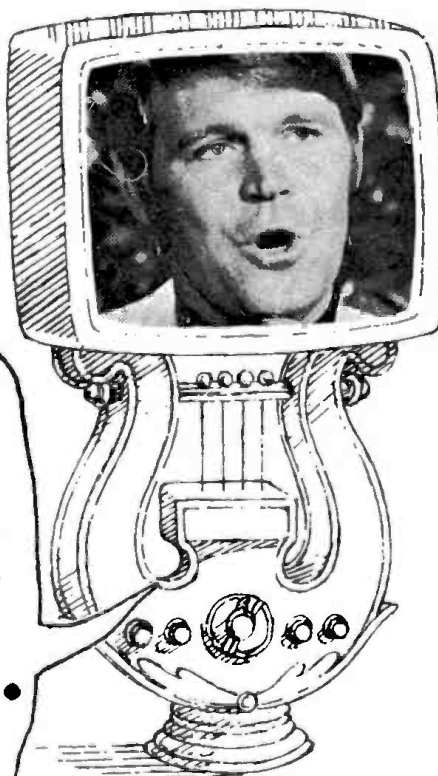
## Houston in 1972?

The Republican party has looked over Houston's Astrodome as a possible site for its national convention in 1972.

That word was dropped last week by Paul Haney, vice president of the Astrodome and associated enterprises, during an appearance before the Broadcasters Promotion Association (see page 62).

Mr. Haney, former "voice of the astronauts" when he worked for the National Aeronautics and Space Administration, said a number of Republican officials had made inspections in Houston. He said the entire GOP delegation could be accommodated on the playing field of the Astrodome, and the huge seating areas could be allocated to the public. The last two Republican National Conventions were held in San Francisco, in 1964, and Miami Beach, in 1968.

In  
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## A professional meeting of minds

**Katharine Graham tells SDX the only answer to increasing criticism is better performance**

As the chorus of public and governmental hostility toward the news media has risen, professional journalists have gradually gone beyond their initial, defensive reactions to adopt a more positive and fundamental stance. More and more, newsmen are reminding one another that whatever criticism they may receive, their job remains the same: to report the news fairly, vividly, and comprehensively, acknowledging their critics but refusing to be intimidated by them. That basic theme was very much in evidence last week in Chicago at the 61st annual convention of Sigma Delta Chi, national journalistic society.

Its strongest expression came from Katharine Graham, president of the Washington Post Co., publishing and broadcasting group.

In a Thursday luncheon talk, Mrs. Graham took note of strained public confidence in the media and called for greater efforts to achieve balanced news coverage. To express the journalist's dilemma in a sentence, she chose this quote from NBC's John Chancellor: "Most reporters are members of the extreme center—and it's a difficult place to be these days."

Mrs. Graham pointed out that "it is not our principal mission to bring people together. What is our purpose is to report to everybody, on all sides of every argument, as comprehensively as possible, what is going on, what is news, what we think it means, and, in our editorial comments, what we think of it."

Whether the presentation "of the most perfectly balanced picture of our society," she said, "could cool or escalate the conflicts this country is now caught up in, no one can say. All we can be sure of is that if we do not do our job and do it better, then there is that much less hope that the gulf between the cultures will be bridged."

Though Vice President Agnew exploited public discontent when he attacked the media, Mrs. Graham said, "he has provoked an important debate, generated some constructive criticism and forced us to reappraise ourselves." She said this internal examination was under way before the Vice President's blasts, but she did not feel the media

are doing enough.

"The hard fact is that we are not believed," Mrs. Graham said, "and to find out why we must examine more intently than ever the critical question of what news really is and we must reassess our means and methods of gathering and presenting it."

Yet professionalism is not the whole answer, Mrs. Graham said. Another factor is image. "There is an impression of arrogance, conveyed by many practitioners of the news business that their power is theirs by divine right, that they can trample on the sensitivities of the bereaved, badger distinguished public figures and bully speakers with the threat that 'you don't get an inch unless I get the prepared text'."

Mrs. Graham cited recent newspaper and station efforts to openly comment on news performance, give the public more say and present better over-all balance of views within the news.

"We may need a greater representation of Middle America in our newsroom," she said. But there are limits to this theory too, she felt, because sending blacks to cover the ghetto, youth to interpret youth and Arabs to cover Arab nations also suggests "that decent, well-trained professional newsmen cannot keep their background or their personal prejudices out of their work."



*Mrs. Graham*

Mrs. Graham concluded the answer "still comes back to the traditional values, to an honest effort to understand the incomprehensible and to bring it in the most fair and comprehensible fashion to the readers and to the viewers—to do with the Woodstock Nation and what might be called the Lawrence Welk Nation what good reporters have been doing with respect to other political and social and cultural phenomena over time."

In another speech, CBS newsman Walter Cronkite said that political pressure or any other kind of pressure must be ignored if the media are to fulfill their role. Sticking close to his recent text before the Radio-Television News Directors Association in Denver, he said: "I don't think it is any of our business what the moral, political, social or economic effect of our reporting is. I say let's get on with the job of reporting the news—and let the chips fall where they may" (BROADCASTING, Oct. 5).

As of late Thursday, the national journalistic society reported an all-time record attendance of 826 delegates for its convention. Formal sessions starting that day were to run through Saturday. Discussion panel subjects ranged from ecology to politics.

### **Campaign coverage: Finch vs. NBC-TV**

White House Counselor Robert H. Finch last week provided editors around the country with a post-mortem analysis of the election that, so far as the Republican party was concerned, was very much upbeat. The analysis was downbeat, however, in a reference to the media in general and NBC in particular.

The analysis was described as an expansion of Mr. Finch's notes taken at a cabinet and White House staff meeting during which President Nixon reviewed the election returns, the Republican party's successes and losses "and the meaning of it all."

Mr. Finch added in a covering letter that he thought the observations would be of interest to editors since they provide "a more reasonable and accurate

to O. W. Myers, Robert M. Hauck and others for \$400,000. Messrs. Myers and Hauck have interest in WKKE(AM) Asheville, N.C., and WWKE(AM) Ocala, Fla. Contingent on grant of sale of WCMI-AM-FM, buyers will sell FM station to W. Richard Martin and associates for \$50,000. Mr. Martin is general manager of the Ashland stations. WCMI(AM) is full time on 1340 khz with 1 kw day and 250 w night. WCMI-FM is on 93.7 mhz with 50 kw.

■ KOZN(AM) and KOWH-FM Omaha: Sold by Starr Broadcasting Group Inc. to Rodney Wead, Bob Gibson, Bob Boozer, Dr. Claude Organ, Dr. Marion Jones and others for \$375,000 (see page 44).

## KVII-TV says mailing wasn't to inflate ratings

Marsh Media Ltd., licensee of KVII-TV Amarillo, Tex., last week denied a charge by two competing stations that it had engaged in promotional activities for the purpose of hypoing audience ratings.

Earlier, Stauffer Publications Inc. licensee of KGNC-TV, and Bass Broadcasting Co., licensee of KFDD-TV, both Amarillo, wrote the FCC, charging that some time prior to Oct 19 KVII-TV mailed a questionnaire regarding its news programing to a substantial number of Amarillo residents. The mailing was timed to coincide with the A. C. Nielsen audience-rating survey of Oct. 29 and the American Research Bureau survey of Nov. 4 and required tune-ins to KVII-TV in order to complete the questionnaire, they said.

In support of their allegations they cited a similar survey undertaken by Marsh Media a year earlier, which they asserted was also for the purpose of hypoing ratings.

In its letter to the commission last week, Marsh Media said the purpose of first survey was to obtain audience reaction to KVII-TV's news programing and that it was "totally unrelated" to the start of the rating periods. It explained that it found the survey useful and decided to use it on a regular basis.

Marsh Media noted that it wanted to avoid future allegations of hypoing and sought the commission's advice before mailing the second questionnaire. The licensee said it was informally advised by the commission that no questions of hypoing would be raised if the KVII-TV survey was begun three weeks before the audience rating surveys. The second KVII-TV survey "was initiated so far in advance of any Amarillo audience rating surveys as to preclude the possibility that it would have any effect on the conduct or results of those surveys," Marsh Media said.

## Union may sell Chicago UHF permit

### Zenith hopes to put its first regular pay-TV outlet on air by buying WCFL-TV

The Chicago Federation of Labor, licensee of WCFL(AM) Chicago and holder of a construction permit for UHF channel 38 there, is negotiating with Zenith Radio Corp. for sale of the TV permit which Zenith proposes to make its first pay-TV station in the U.S. on a regular basis as now authorized by the FCC.

Late Thursday, however, the transaction was still in the talk stage. The sale of WCFL-TV would be subject to approval of the commission and the consideration would be limited to the amount of the expenses incurred so far by the labor group.

The CP authorizes the UHF facility to operate with 1,260 kw visual power with an antenna 1,250 feet above average terrain.

When the labor federation met Tuesday night to sanction the negotiations, William A. Lee, federation president, assured his members they would "get back every nickel" and suffer no loss. The real consideration to be gained, he indicated, would be the added jobs to be made possible through the develop-

ment of pay TV.

Zenith, pioneer in the field with its Phonevision system, had no comment on the talks or the prospects of their outcome at this point. Zenith did admit they are being held and that the details are now in the hands of the lawyers.

The Chicago Federation of Labor won the channel 38 permit after a competitive hearing. The other applicant was Chicagoland TV Co., owned by Fred Livingston, head of his own advertising agency there, and Tom Davis, former manager of WAAF(AM), now WGRT(AM) Chicago. Not on the air, WCFL-TV is the last of the TV channels authorized for Chicago. The transmitter site is to be atop the 100-story John Hancock Center where most of the city's other TV outlets are now.

In its resolution approving the negotiations with Zenith, the Chicago Federation of Labor noted that various labor groups are on record as supporting pay TV in the U.S. because of the new programing sources it would make possible. The resolution indicated pay TV also would create many jobs.

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# UHF swings at CATV; both punch FCC

**Cable-outlook session has harmonious moment when \$600-million revenues by '80 are forecast**

The chasm that separates the cable and television broadcasting industries was in full view last week at a one-day conference in New York on the opportunities of CATV in the nineteen-seventies.

Proponents of cable and on-the-air TV broadcasting belabored one another but all blamed the FCC in part for contributing to lack of growth in their respective fields. Often with considerable acrimony, broadcasters asserted they were highly regulated while the cable field was growing at their expense. CATV operators said the FCC was impeding the development of their business through various regulations, particularly the freeze on cable installations in the top-100 markets.

The conference was held under the auspices of Quantum Science Corp., New York, a management-marketing-scientific information company. Approximately 65 executives of financial and industrial firms attended the meeting.

The television broadcasters were represented by David Baltimore, executive vice president, WBRE-TV Wilkes-Barre, Pa.; William L. Putnam, president, Springfield (Mass.) TV Broadcasting Corp., and Richard D. Dudley, president of Forward Communications Corp. All three are UHF broadcasters and their complaint was that cable systems are taking their programs without paying a fee, are fractionalizing the audiences in their markets, and are contributing to a steady loss of their advertising revenue.

In the question-and-answer period, exchanges between the broadcasters and the cable operators, represented by Irving B. Kahn, president of the Teleprompter Corp., and Robert Beisswenger, president, Jerrold Corp., became heated. Mr. Kahn and Mr. Beisswenger stressed that cable was performing in the public interest by making images clearer and opening up a diversity of channels to the viewers. They scoffed at assertions that cable was contributing to the woes of UHF stations, claiming there were other factors affecting UHF operations.

Henry Geller, the FCC's special assistant to the chairman for planning, brought the audience up to date on FCC regulations and proposed rules. He pointed out that the commission rules and proposals are subject to modification and all are designed to benefit the public. He claimed the commission is neither pro-broadcaster nor pro-CATV operator.

Jay E. Raeben, president, Visual Information Systems, reported on pro-

gramming for CATV and described a program his company has created especially for physicians over five cable systems. He said the project was "highly successful." Miss Roberta Weinberg, executive vice president, Good Communications Inc., Philadelphia, gave a presentation comparing conventional TV with cable programming and emphasized that CATV can be provided with satisfactory programming aimed at narrow, specific audiences at a modest cost. The Good company is a promotional, advertising, and programming service for cable.

Other speakers were Mr. Kahn, who discussed some of the technological de-

velopments in CATV and predicted that cable will usher in a "wired nation"; Monroe Rifkin, president, American Television and Communications Corp., who described some of the two-way applications of cable that should be a reality within the next few years, and Ira Kamen, president of The Laser Link Corp., who spoke on the design of a cableless cable-TV system developed by his company.

A report on cable television prepared by Quantum Science Corp. traced the development of CATV up to the present and makes projections for the future. The report said it anticipates

## Alive and well: Ralph Blumberg

**Former radioman who lost fight with Ku Klux Klan turns up on FCC staff**

In 1965, Ralph Blumberg attracted considerable attention throughout broadcasting because of his fight to hold on to a 1 kw daytimer, WBOX(AM) Bogalusa, La., despite a boycott organized by the local Ku Klux Klan. Mr. Blumberg eventually gave up the battle, sold his station at a loss and went to work for WCBS-TV New York as a newsmen. After that, he dropped out of the news.

He has since surfaced again at, of all places, the FCC. He has been working there since April as an investigator for the complaints and compliance division.



Mr. Blumberg

He and his wife, he said, got tired of New York.

He landed at the commission after hearing of a possible opening in the complaints and compliance division, and contacting its chief, William Ray. As for the unobtrusive way in which he slipped into his new job, he said, with apparent reference to his experience in Bogalusa: "After a while, you get to the point where all you're looking for is a little peace and quiet."

His battle with the Klan began after he and several other residents of Bogalusa invited former Arkansas Congressman Brooks Hays, a Baptist layman and a moderate on the race issue, to speak in Bogalusa. The Klan succeeded in forcing a cancellation of the invitation. And, after Mr. Blumberg began editorializing on the air against the Klan, local advertisers began canceling and he began receiving threatening phone calls. The Klan was said to have been behind the cancellations and threats.

Mr. Blumberg received some help from broadcasters around the country—\$9,000 worth. But after nine months, his advertisers had virtually disappeared and he had felt obliged to send his wife and two children to St. Louis.

So he accepted an offer of \$71,500 and sold the station. He had bought it four years earlier for \$80,000.

Mr. Blumberg brings some 25 years' experience in all phases of broadcasting to his job as a commission investigator. He is undoubtedly the only commission staffer—or member, for that matter—to be the recipient of both the Paul White award, presented by the Radio Television News Directors Association, and the Lee De Forest award, presented by the National Association for Better Radio and Television. Both were in recognition of his work in Bogalusa.

assessment of what was and will be than one finds dominant in the media."

It was in a discussion of the issues of the campaign that Mr. Finch found the media's performance wanting. He said that the Democrats' chief issue was the economic dislocations the country is experiencing and that "they milked those dislocations for all they were worth—with great help from the media. The problem was not so much the fact of the economic drag but rather the myth and the way it was played. NBC," he added, "night after night, played the story out of proportion."

NBC, in reply, suggested that Mr. Finch was out of his depth. When he makes such a charge, NBC said, Mr. Finch "is substituting his news judgment as a partisan for the judgment of news professionals. The subject is a principal news issue and a controversial one that deeply involves partisan politics. NBC has covered it fairly and analytically. We expect that such coverage may not be pleasing to those who are assigned political missions but that is not going to deter us from carrying out our news responsibility."

## How networks handled de Gaulle funeral

The TV networks made extensive use of satellite transmissions in coverage of last week's funeral ceremonies and burial of Charles de Gaulle in his native France.

ABC-TV, starting at 9:30 a.m. on Thursday (Nov. 12), transmitted live for an hour from Colombey-Les-Deux-Eglises, where funeral and burial were held, and from a memorial service, attended by world leaders, in Notre Dame cathedral in Paris.

CBS-TV's coverage included final rites for the French leader and events at Notre Dame, both shown in a special 7-8 a.m. EST edition of the *CBS Morning News with John Hart*. In addition, live transmissions from Colombey and a filmed account of de Gaulle's life and contributions were shown at 8-10:30 a.m. in *The Funeral of Charles de Gaulle*, sponsored by Western Electric which pre-empted regular programming on CBS.

NBC-TV carried six hours of continuous live and taped coverage, starting at 4:30 a.m., with *The Today Show* extended to three and one-half hours and devoted almost entirely to taped excerpts of events in Paris and live coverage from Colombey.

CBS Radio provided a series of five-minute broadcasts on the hour and half-hour, starting at 4:30 a.m. and continuing till 7:30 a.m. NBC Radio broadcast live coverage of the service at Notre Dame 5-5:30 a.m., a special report by correspondent Ray Scherer at 10:12

a.m., and other broadcasts throughout the morning in regular news programming.

ABC Radio began its live coverage at 4:45 a.m. with short takes from Paris every 15 minutes until 5:30 a.m. Throughout the day, coverage was provided in regular newscasts. Mutual broadcast special reports during the funeral ceremonies in the early-morning hours and kept on the story through the day in its regular news programs.

## New group sues to tone down TV

### It files test case against alleged violence in children's shows

A Boston-based group, the Foundation to Improve Television, filed suit in federal court in Washington last Thursday (Nov. 12) with the ultimate aim of outlawing violence in children's programs on television (BROADCASTING, Nov. 9).

The test suit was brought against *Wild, Wild West*, a syndicated off-network series carried on WTOP-TV Washington at 4 p.m., six days a week.

Defendants in addition to WTOP-TV are CBS Inc.; CBS Enterprises (now Viacom International Inc.), the seller of the program; Pillsbury, Royal Crown and Richardson Merrell Inc. (maker of Clearasil acne remedy), advertisers on the program; Television Advertising Representatives, the station's sales representative, and the FCC.

None except WTOP-TV knew about the suit by midafternoon of the day it was filed. Because of that, FIT lost the first round in court. It had asked for a temporary restraining order, and argument took place on that motion early in the afternoon of the day the complaint was filed. District Court Judge John J. Sirica dismissed the request for a temporary order after it was shown that the complaint had not been served on all the defendants.

The FIT complaint asserts that children have a Fifth Amendment right "to be free from the mental harm caused by the viewing of television programs that portray fictional violence and horror." It seeks a declaratory judgment that would apply the court ruling in the WTOP-TV case to all broadcast stations.

John J. Corporon, vice president and general manager of the Washington station, defended the carriage of the program which he said was scheduled as counterprogramming to the children's shows carried by three other Washington TV stations in the time period.

He noted that *Wild, Wild West*, which he called "a tongue-in-cheek

spoof" of western melodrama, had been carried for four years on the CBS television network at 7:30 to 8:30 p.m.

In announcing the filing of the lawsuit at a heavily attended news conference in Washington the morning the complaint was filed, William S. Abbott, president of FIT, declared that TV has become "a school of violence" for the young.

Mr. Abbott said that "we hope to make it impossible, or at least unprofitable, to present violence as entertainment during children's normal viewing hours." Admitting that the organization he heads has only "a few hundred members," Mr. Abbott said that FIT was now in the midst of a membership drive.

Mr. Abbott is a Boston lawyer. Others on the board of directors of FIT include Robert R. Pauley, former president of Mutual and ABC Radio, and Katherine Peden, a member of the President's Commission on Civil Disobedience and president of WNVL(AM) Nicholasville, Ky., which she is selling for \$80,000 to Walter E. May and associates (BROADCASTING, June 1). Other directors include Dr. Roy W. Menninger, Topeka, Kan., psychiatrist, and Dr. Jerome Kagan, Harvard University child specialist.

The FIT approach to children's programming is not the only attack from Boston. Pending before the FCC is a petition for rulemaking from Action for Children's Television, also Boston-based, that seeks to eliminate all commercials from children's shows and to require all stations to program for children at least 14 hours a week.

## L.A. drag race first on ATN's sport slate

The American Teleports Network was started in New York last Monday (Nov. 9). It will join with Century Broadcast Communications, New York, television syndicator. ATN will provide the programming and facilities through its parent company, Transmedia International Corp., supplier of mobile teleproduction equipment, and Century will handle sales and distribution.

William Schwing, executive vice president of Transmedia and president of the new sports network, said he hoped the association with Century would put the network in "serious contention as the fourth sports network."

Century Broadcast Communications, formed in December 1969, has been responsible for the sale and distribution of *The Real Tom Kennedy Show*, *Name That Tune* and *American Business Briefing* and the *Miss Black America Beauty Pageant*.

First venture of the new ATN is the

1970 *Supernationals*, a drag racing event, scheduled for Sunday, Nov. 22. A two-hour broadcast, originating from Los Angeles, is due to be carried by approximately 75 stations. Mattel Inc., toy and game manufacturer, will sponsor half of the telecast. The remaining sponsors have not been named.

Also scheduled by ATN is the Dec. 12 *Orange Blossom Classic* from Miami Beach, Fla., an annual contest pitting Florida A&M's Negro football team, against another leading Negro college team. In addition, plans are now being made for coverage of a series of tennis tournaments, golf matches, horse and auto racing events and rodeos.

### 'Movie of Week' survives

ABC-TV said last week that *Movie of the Week* (currently Tuesday, 8:30-10 p.m. EST) has been renewed for the 1971-72 season. The 90-minute series, made up of movies produced especially for TV showing, is now in its second season on the network. In its announcement, ABC said the movie series in the first four weeks of programming this year, starting Sept. 22, attracted almost 14 million homes in the average minute, a performance representing a 10% increase over the comparable period of a year ago.

## NBC-TV's response to prime-time rule

**Network tentatively plans to drop 7:30-8 p.m. slot except on Sunday night**

NBC-TV last week became the first network to disclose, at least tentatively, its plans for programming under the FCC's prime-time access rule, due to go into effect next fall.

Faced with the rule's requirement that networks give up a half-hour of programming each night, NBC officials said they had decided to relinquish 10:30-11 p.m. New York time on Sunday nights and 7:30-8 p.m. on all others.

But they also made clear that these plans were subject to change, depending on what schedules the other networks might adopt. They also left no doubt that the plans would be dropped if court challenges of the rule prove successful.

Neither CBS-TV nor ABC-TV would comment on the NBC decision—nor reveal its own plans. There has been considerable speculation that at least one network would adopt a schedule different from the others, if only to insure

that its own programs would have less network competition in some periods. Time given up by the networks will be programmed by affiliates individually.

Thus under NBC's plan it will rely upon local programming at 7:30-8 p.m. for lead-in audiences for its network schedules on weeknights. CBS or ABC, or both, may seek to capitalize on this fact by scheduling their programming from 7:30 to 10:30 in hopes of capturing bigger lead-ins.

NBC officials disclosed their plan to the NBC-TV Affiliates Board of Delegates last Tuesday (Nov. 10) at a meeting in Phoenix, then notified other affiliates by telegram. The board of delegates was said to have endorsed the plan.

NBC authorities said research showed no significant differences in sets-in-use levels at 7:30-8 p.m. and 10:30-11 p.m. and that they decided to program 7:30-10:30 p.m. on Sunday nights because *Wonderful World of Walt Disney* is "most appropriate" in its current 7:30-8:30 p.m. Sunday period. On the other nights, they said, they decided to program 8-11 for several reasons.

Among these were: Aside from *Flip Wilson* at 7:30-8:30 on Thursdays, most of NBC's strong shows start after 8 p.m.; it is easier to schedule movies and run-overs past 11 p.m.; 8-11 p.m. programming protects NBC's late-news and *Tonight* shows and also seems more appropriate for the scheduling of entertainment and event specials.

NBC said it would continue to have two feeds of the *NBC Nightly News*, though not necessarily at their present times (6:30-7 and 7-7:30).

### Dow Jones will drop special news service

Dow Jones & Co., New York, will discontinue its special news service for broadcasters, starting in 1971, and will make available to TV-radio stations its nationwide business and financial news service at that time.

William F. Kerby, president, said last week in announcing the dropping of the "Dow Jones Business Newscasts" that the company's experience over the past two years "has reaffirmed our thinking that there definitely is a market in broadcasting for Dow Jones's business news." He said in early 1971 stations will be able to substitute news from the more extensive Dow Jones News Service.

The Dow Jones News Service is manned by the same reporting staff that serves *The Wall Street Journal*. Bureaus are maintained in major cities in the United States and in Canada, Europe and Asia.

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## Down to the bone in Kaiser's news

### UHF group gives notice to 50 air journalists in sharp economy move

Kaiser Broadcasting Corp., one of the nation's leading UHF group owners, is cutting back sharply—at least temporarily—its expenditures for news and public-affairs programming at five of its six TV stations. It indicated that continuing difficulties in turning the outlets into profitable enterprises leave it no other choice.

Kaiser disclosed its decision in papers filed with the FCC on Thursday describing generally its plans for news and public-affairs programming at WKBD-TV Detroit, WKBS-TV Burlington, N.J.-Philadelphia, and WKBF-TV Cleveland. Statements regarding KBHK-TV San Francisco and WKBG-TV Cambridge, Mass., were to be filed on Friday (Nov. 13). No change was indicated for KBSC-TV Corona-Los Angeles, whose news and public affairs programming has not been as heavy as the other stations.

The Kaiser announcement came at a time when the commission is showing renewed interest in station performance in news and public-affairs programming, and also when citizens groups, particularly those representing blacks, are demanding more local programming tailored to their needs.

These factors are likely to sharpen the psychological blow Kaiser's announcement is bound to be for UHF operators generally who are having difficulty turning a profit. The subsidiary of the vast Kaiser Industries complex is regarded as one of the licensees most equipped, at least in terms of resources, to make UHF profitable.

The Kaiser filings indicated that each of the stations would continue to carry some public-affairs programming to meet the needs of its community in general and those of blacks in particular.

But the filings said that Kaiser cannot afford to sustain the kind of news and public-affairs effort at the stations that, the papers said, has cost a total of \$6 million over the last three years. Some \$3 million of that was divided between WKBF-TV and WKBS-TV, while WKBD-TV spent \$1.4 million. The Detroit station is understood to be returning a 1% profit while the five other stations remain in the red.

Kaiser did not reveal the expenditures it intended to make after its cutback. But the filings said news and public-affairs programming would be moved out of prime time and indicated that staffs that had been assembled in an effort to

make the five UHF stations competitive with network-affiliated VHF outlets in news and public affairs would be slashed sharply. Entertainment strips are being moved into the vacated time.

Kaiser, in its statement regarding WKBF-TV programming, said, "at least one highly trained and experienced newsman" will be retained at each station to serve "as a center of production effort in the informational field." A Kaiser official told BROADCASTING that 50 "pure" news people are being laid off.

Kaiser stressed that it does not intend to refrain from a "full-fledged effort" in news and public affairs permanently. Its filings described the cutback as the start of a "hiatus" and said that the newsman being retained would serve "as the nucleus for a larger staff when the hiatus has come to an end."

In the meantime, Kaiser plans to use its resources in an effort to make its stations "viable enterprises." Kaiser is seeking or implementing construction permits to beef up the power of its stations in an effort to make them fully competitive.

Kaiser, which acquired its stations over the past five years—it bought its interests in the Cambridge and Cleveland stations and put the others on the air—told the commission in its filings that, "unlike most operators of independent stations (UHF or VHF)," it decided to provide an informational service of considerable magnitude long before any of its stations could be expected to be self-sustaining.

But it said two factors caused it to change its mind about investing substantial sums in broadcast journalism while its operations were losing money—a policy it once considered reasonable as a matter of business judgment and a means of fulfilling its license obligation.

One was its conclusion that the initial period of loss operation for independent UHF stations will be longer than anticipated. And Kaiser assigned primary responsibility for the delay in commercial development of UHF to the problems in UHF tuning and receiver antennas. The commission has adopted rules aimed at bringing UHF equipment in line with that built into VHF sets. But Kaiser pointed out that those "partial steps" will not be fully effective as to receivers shipped in interstate commerce until mid-1974.

The other factor leading to the news reduction is the national economy. Kaiser said even small ripples in the economy are felt sharply by media, especially independent UHF stations that are not yet established as advertising vehicles.

"At the same time," Kaiser added, "general economic conditions make it extraordinarily costly to invest substantial liquid resources in uses which

neither produce a present return nor move the Kaiser stations perceptibly towards a self-sustaining status." Kaiser said that while it looks for changes in the next few years, "it would not be prudent to anticipate a sharp reversal of current trends in the near future."

## U.S. Communications U gets Phillies rights

WPHL-TV Philadelphia, a UHF station, has acquired TV coverage rights to the Philadelphia Phillies baseball games for the next three years, it was announced last week. The move ends the team's 21-year association with WFIL-TV, a VHF in Philadelphia.

The rights switch was accomplished by the purchase of Prime Sports Inc., holder of the radio and TV rights, by the U.S. Communications Corp. (WPHL-TV's owner) for an estimated \$8 million. Prime Sports was owned by the Phillies owner, Robert Carpenter.

A three-station network in Pennsylvania—WNEP-TV Wilkes-Barre, WGAL-TV Lancaster and WLYH-TV Lebanon—will continue to pick up the feeds, which include 70 live telecasts.

WCAU(AM) Philadelphia, which has carried the games for three years, will continue to provide radio coverage. WCAU will feed 182 live broadcasts, including exhibition games, to an expected lineup of 24 stations.

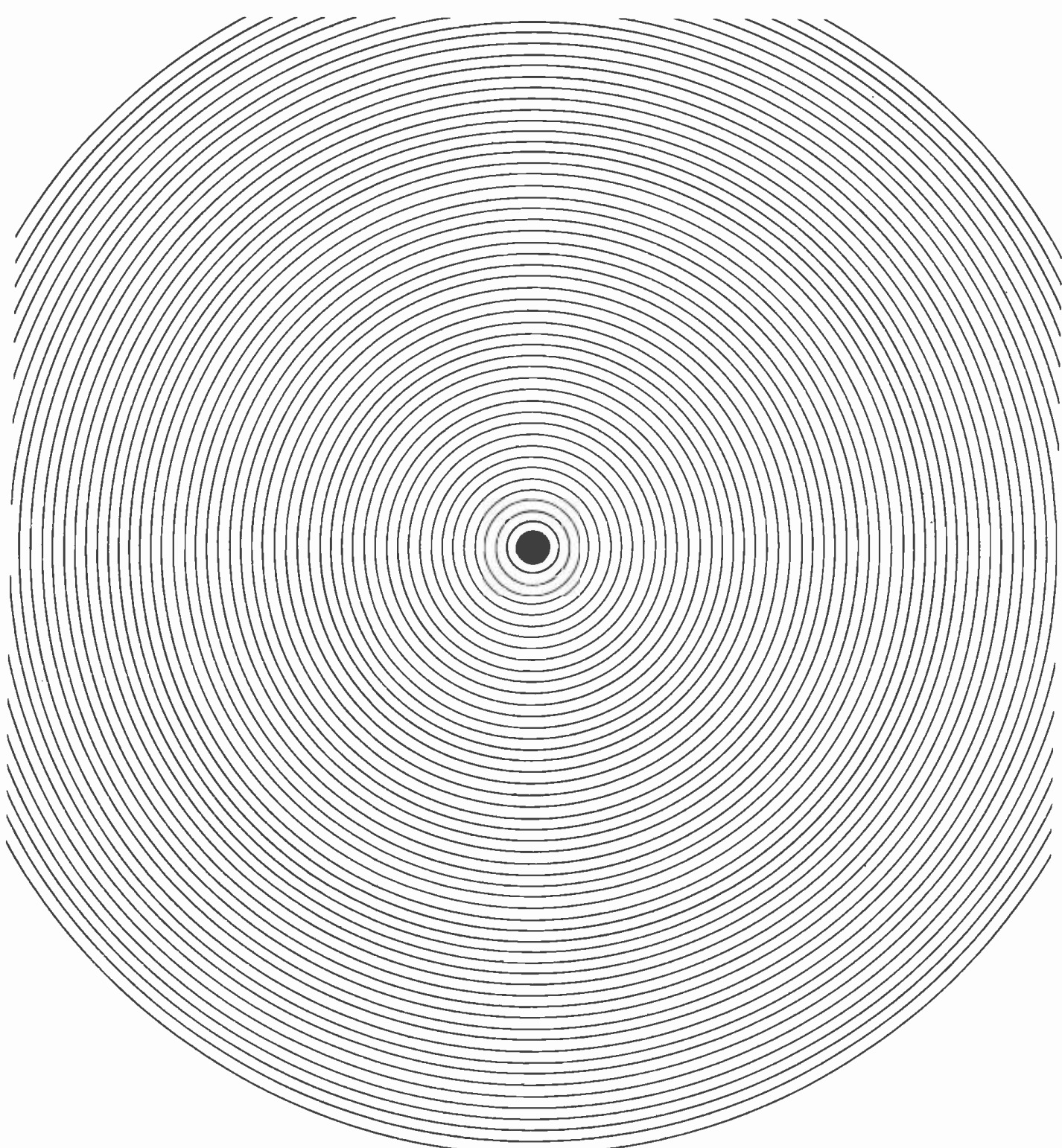
A full sponsor schedule has not been announced, but participations have been purchased by Arco Refining Co. and C. Schmidt & Sons Inc.

## CATV gets five-year TV sports contract

### But subscriber sues over delay in getting events on Manhattan cable system

A five-year contract calling for Sterling Manhattan Cable Co. to carry home games of New York professional basketball and hockey teams plus other entertainment events at Madison Square Garden was announced last week. Terms were not disclosed, but rights costs for the package were estimated at \$1 million to \$1.5 million.

Coincident with the announcement, a suit, which the plaintiff described as a class-action filing, was initiated in New York supreme court against the cable company. It asks \$3,025,030.40 in damages for a "breach of agreement." The suit claims Sterling Manhattan had deprived subscribers of sports events they bargained for because Manhattan Cable TV Services Inc., former name of Sterling Manhattan, failed to present pro-



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Canadian AM by  
Frequency  
FM, Frequencies,  
Channels  
Canadian FM by  
Frequency  
FM Assignments  
Caribbean, Mexican  
Stations  
College Stations

**C—Equipment and Products**  
Product Guide  
Equipment Manufacturers  
FCC Rules & Regulations  
Station Application

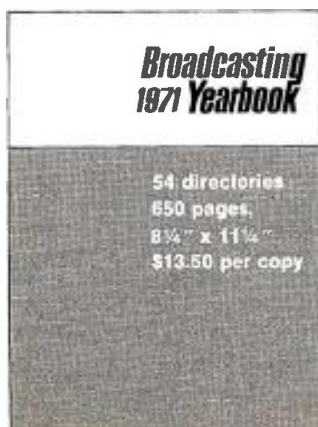
**D—Radio and TV Program Producers and Distributors**  
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Producers  
Television Program  
Producers  
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Producers  
NAB Television Code  
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Talent Agents and  
Managers  
Radio-TV News Services  
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Producers  
Business, Promotion  
Films  
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fessional sports.

The new contract includes all home games of the New York Knickerbockers basketball and New York Rangers hockey teams, 20 entertainment events and the option for 25 additional programs. The deal had been in negotiation for three months.

The suit—filed by Howard Slonim, an attorney with the New York law firm of Solk, Slonim and Young—charged that the Knicks and Rangers games were scheduled to begin last Oct. 13. Under the new agreement with Madison Square Garden, they began last week (Nov. 11).

The delay in agreement was caused, according to a Sterling spokesman, by "small legal points." Under the new agreement, the cable firm will continue to transmit the Knicks and Rangers games to the lower portion of Manhattan. Additionally, the agreement allows Sterling to transmit games for the next three years on its systems in Nassau and Suffolk counties, Long Island, N.Y.

The agreement was said to be the longest cable television contract in professional sports. Over the five-year period, more than 600 sports events will be carried. All telecasts from the Garden are produced by Madison Square Garden Productions. Commentary is provided by Bob Wolff.

Mr. Slonim is asking over \$3 million in damages for himself and the 25,000 Sterling subscribers. In the three-part action Mr. Slonim is suing Sterling Information Services and Manhattan Cable TV Services for \$3 million worth of service charges for the 25,000 subscribers, \$30.40 for his own monthly service charge and \$25,000 on his own behalf for alleged "fraud and misrepresentation."

The attorney said his suit will remain unchanged in light of the new agreement reached with the Garden and Sterling. Sterling has 20 days to answer the suit.

Charles Dolan, president of Sterling Manhattan Cable, said he saw "no merit in the suit." "There was never any agreement signed between the company and the subscribers concerning the telecast of the Knicks, Rangers games," he said. "We have been very careful not to say definitely that they would be on. Sterling pioneered the effort to bring blacked-out sports to the public last year as an 'experiment.' The negotiations took so long because we didn't want a one-year deal for our subscribers. We wanted a five-year contract."

Richard Flynn, attorney for Sterling, added that a "consumer has no right, according to law, to sue for other consumers."

Sterling also announced that it has signed a contract with Janus Films for 30 uncut feature films, including a num-

ber rated "C" (condemned), by the Legion of Decency.

"These will be shown at 10 p.m.," said Mr. Dolan. "We will keep an eye on subscriber reaction to them." Movies will premiere on the cable system Monday, Dec. 7.

Mr. Dolan was also enthusiastic about increased advertiser support for Sterling's programs: "Last year we had only a handful of advertisers on the Garden events. This year we have already sold as much advertising as we are going to accept. The net income from this advertising is sufficient this year to pay the cost of the programs."

Teleprompter, New York cable-operator serving residents in Upper Manhattan, has signed a one-year contract with the Garden to carry 125 events including all home games of the Knicks and Rangers (BROADCASTING, Oct. 5). Sterling held an exclusive contract with the Garden last year.

## Networks at work on casualty lists

Midseason changes in night-time schedules were under way at the TV networks last week. Though no changes were announced, CBS and NBC were expected to replace two series each, and ABC was said to have a more extensive overhaul in mind. All three will move some shows around in the schedules.

At NBC, *Bracken's World* (Friday, 10-11 p.m.) was reported canceled, and *Nancy* (Thursday, 9:30-10) likely to share that fate. NBC was known to have two series ready to go in as replacements—*The Strange Report*, one-hour scientific crime-solving show produced by Norman Felton in London and a likely substitute for *Bracken*, and *Bird's Eye View*, a Sheldon Leonard half-hour comedy series about an airline stewardess. It was questionable whether *Bird's Eye* would move directly into the *Nancy* time period, NBC sources indicating that a fair amount of juggling of time periods could be expected.

At CBS, the future of *The Governor and JJ* (Wednesday, 8:30-9) was in doubt, with *To Rome With Love*, now in the Tuesday, 9:30-10 period, likely to be moved into *Governor's* spot. A new half-hour show, *All in a Family*, was mentioned as a replacement, but at CBS also several changes in time periods of existing shows will be made. *The Tim Conway Show* (Sunday, 10-11) was also up for decision at CBS, and network sources indicated that reruns of *The Honeymooners* with Jackie Gleason would be a likely replacement, though not necessarily at that hour.

At ABC, there were reports that a two-hour movie will be moved into

Monday nights when professional football closes out its season. In addition, in the latest available Nielsen report, there were nine ABC shows in the bottom 12. These were *Barefoot in the Park*, *Silent Force*, *Young Lawyers*, *Young Rebels*, *Odd Couple*, *Matt Lincoln*, *Dan August*, *The Immortal* and *Most Deadly Game*. But as one ABC official said last week, it was conceivable that the network may attempt salvage by moving some of these shows to new time periods.

## A graduate version of 'Sesame Street'

A new educational television series aimed at bolstering reading skills of 7-to-10-year-olds was announced during last week's National Association of Educational Broadcasters convention (see page 40) by Joan Ganz Cooney, president of Children's Television Workshop and "mother" of the much-lauded *Sesame Street* series.

The new half-hour program will premiere Oct. 25, 1971, and will be broadcast daily over the Public Broadcasting Service.

Mrs. Cooney asserted that "there is very little question that there exists in the United States a crisis in education. We believe that television at this point has an extraordinary opportunity to help meet the problem."

She said the reading program—the subject of almost a year of feasibility studies—will be even more experimental than the *Sesame Street* format. It will be designed in particular to reach disadvantaged children, Mrs. Cooney said, pointing out that some 20 million children in the country are "reading cripples" and that another 24 million Americans aged 18 or older have already left school without learning to read.

The new series is scheduled to be aired at 11 a.m. and again in the late afternoon to reach children both in school and at home.

Mrs. Cooney said CTW hopes to obtain funding for the show from the U.S. Office of Education, the Corp. for Public Broadcasting, the Ford Foundation and the Carnegie Corp. all of which aided in financing *Sesame Street*.

She added that in production approach the new series will lean on *Sesame Street* as a developmental model, but that this would be the only direct connection between the two series.

CTW is pushing to have the two programs scheduled back to back, with the reading show following *Sesame Street*.

The new show—as yet untitled—is not intended as a comprehensive beginning reading curriculum but rather as a means of developing certain basic

reading skills which lend themselves to television presentation and serve critical needs.

## Federal seeding sought for 'Sesame'-type shows

Legislation which would make \$80 million in federal funds available over the next two years for the development and production of educational TV programs for children was proposed last week by Senator Walter F. Mondale (D-Minn.).

He announced that the legislation will be introduced as an amendment to President Nixon's Emergency School Aid Act of 1970 which would provide \$1.5 billion to aid school integration.

Mr. Mondale's amendment would provide the funds to nonprofit agencies to pay the costs of development and production of *Sesame Street*-type programs for both preschool and school-age children—\$30 million next year and \$50 million the following year. The resulting programs would be made available free to any TV station, including commercial stations, although commercial sponsorship of the broadcasts would not be allowed.

Senator Mondale, chairman of the Senate's Select Committee on Equal Educational Opportunity, said: "We should encourage groups in different parts of the country to create television programs that will reach children of all ethnic, racial and economic backgrounds in a way that will help them to enjoy the pursuit of learning."

## Changing Formats

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

■ **KNX-FM** Los Angeles—Effective Nov. 2, the CBS-owned FM began programming Stereo 93, a combination of top-40 hits, easy-listening album cuts and oldies. The station had been programming the CBS Young Sound. The new format leaves out the extremes such as psychedelic, country and underground rock. Music is promised every "nine out of 10 minutes" by the station.

■ **WTAX-AM-FM** Springfield, Ill.—Sangamon Broadcasting Co., effective Nov. 9, began programming news from 7 to 8:30 a.m. and from 4 to 7:35 p.m., Monday through Friday, and initiated progressive/underground rock programming in the evening on AM. AM previously was a full-time middle-of-the-road station. Concurrently, the affiliated FM dropped a soul-music format, previously programmed on Friday, Saturday and Sunday nights, to expand stereo beautiful-music format. WTAX(AM) operates full

time on 1240 khz with 1 kw day and 250 w night. FM is on 103.7 mhz with 17 kw and an antenna 320 feet above average terrain.

■ **WFMP(FM)** Fitchburg, Mass.—Music Service Corp., effective Oct. 19, ceased simulcasting middle-of-the-road programming of affiliate WFGL(AM) there from 1 to 6 p.m. daily to expand "Country Carousel" format of country-and-western music. The AM continues to program MOR from 5 a.m. to 6 p.m., and the FM will continue duplicated MOR programming from sign-on to 1 p.m. AM and FM simulcast "Country Carousel" from 7 p.m. to 12 midnight. WFGL operates on 960 khz with 1 kw; WFMP is on 104.5 mhz with 50 kw and an antenna 280 feet above average terrain.

## Program notes:

**Round-the-world 'Bozo'** ■ Larry Harmon Pictures Corp., Hollywood, will distribute to TV stations in early January a five-minute children's program titled *Bozo's Window On the World*. The programs were produced and will be distributed by Harmon, which owns worldwide rights to the Bozo the Clown character.

**Cons turn pro** ■ Denny Hall who has spent over 16 years in prison, is host of a 90-minute pilot *The Denny Hall Show* being prepared for syndication by Cinema General Corp., Los Angeles. Mr. Hall will moderate a panel in each show dealing with subjects of social significance. Among the guests on the pilot program were The Astrological Souls, a seven-member singing group that includes prisoners at the California Correctional Institution for Women, Corona, Calif.

**Three NBC pilots per movie** ■ The NBC-Universal studios partnership is preparing a world premiere movie constructed from three half-hour comedy pilots. The three segments will be woven together into the movie with a host narrator introducing each one. Pilots are *Dr. Dan*, starring Jackie Cooper; *The Detectives*, featuring ex-agent 99, Don Adams; and *Bobby Parker & Company* with Ted Bessel. NBC-TV also has cast Forest Tucker, previously of *F Troop*,

## NBC-TV holds ratings lead

NBC-TV led the Fast Nielsens by nine-tenths of a point for the week ended Nov. 1, the same week that the network had a clear win in the Nielsen 70-market Multinetwork Area (MNA) ratings (BROADCASTING, Nov. 9). In the new Nielsen report, out last week, average 7:30-11 p.m. ratings were NBC 19.6, CBS 18.7 and ABC 17.3. NBC also led the previous week's rating report.

in the role of Kid Shelleen in *Cat Ballou*, a half-hour comedy based on the movie being produced for TV by Screen Gems.

**Boxing greats for Cartridge TV** ■ Cartridge Television Inc., subsidiary of Avco Corp., New York, plans to release the greatest moments of professional boxing featuring champions from Jack Johnson to Muhammad Ali for home video-tape cartridges during the first half of 1971.

**Ecology films** ■ CCM Films Inc., New York, has compiled a catalog of 16-mm films on environmental and ecological problems and is offering it free to any interested group. The ecology catalog lists 23 environmental films which have been selected by CCM Films for their discussion value—films on smog, water pollution, slum clearances and all other ecological issues. Write: CCM Films, 866 Third Avenue, New York.

**Army-Navy broadcast** ■ TNC Networks, New York, has acquired radio rights to this year's Army-Navy football game, to be played Nov. 28 at Philadelphia's John F. Kennedy Stadium. TNC covers Army football each week. Marv Albert will handle the play-by-play of the Nov. 28 game for TNC and Dick Lynch will provide the color.

**Pacers carried** ■ WLWI-TV Indianapolis will televise 13 games, three of them at home, of the 1970-71 season of the Indiana Pacers of the American Basketball Association. WLWI-TV said it will keep its programming flexible during the season in order to make its facilities available in the event of a particularly important series. This season marks the fourth consecutive year that WLWI-TV has carried Pacers' games. One year still remains on a three-year contract.

**Lutheran broadcast allocation** ■ The Lutheran Laymen's League Board of Governors, St. Louis, has allocated nearly \$3 million for production and distribution of its radio series, *The Lutheran Hour*, which is on more than 900 stations in the U.S. and Canada. \$750,000 of the allocation will go to the operation's 19 overseas branch offices, which produce programs in 41 different languages. In addition, the league has allocated \$400,000 for production of the television program, *This Is The Life*, which is telecast on over 400 stations. The league cosponsors the program with the Lutheran Church-Missouri Synod.

**Warner pilot projects** ■ Warner Bros. Television reports it will produce a two-hour feature film pilot, "Crosscurrent," an action drama about a black police lieutenant, for CBS-TV. In addition, Warner Television, in association with Penbar Productions Inc., will produce a

half-hour comedy pilot film, "Greenyard & Stebbins, USA," for ABC-TV.

**Bengals and Brown on WLW** ■ WLW-(AM) Cincinnati has acquired rights to the Cincinnati Bengals, professional football team, for three years through the 1973 season. The station will also continue the *Paul Brown Sports Show* for three years.

**Captain Jim meets Cinderella** ■ Captain Jim, portrayed by Ted Eckman, host of WPC-TV Pittsburgh children's show, is working with the Pittsburgh Junior Playhouse to expose preschool and kindergarten youngsters to live theater productions. Captain Jim plugs the theater's current production on his show in various ways in the hope that children will develop an understanding and appreciation of theater that will carry over into adult life.

**Royalty profiled** ■ Patrick Anson, photographer with title of the fifth Earl of Lichfield, will be the subject of a Westinghouse Broadcasting Co. one-hour TV documentary, *One Lord A-Leaping*. The special, to be broadcast the week of Dec. 28 on the five WBC television stations, will profile the photographer's work, travels, and home life.

**Second handicapped TV detective** ■ James Franciscus, star of *Mr. Novak* several season ago, will return as the star of an ABC-TV *Movie of the Week*

in the role of "Longstreet." The title role centers on a special insurance investigator blinded by a mysterious explosion that kills his wife and destroys his home. A series, for which the movie will serve as the pilot, is planned for the 1971-72 season. The Stirling Silliphant produced and written film began production on Nov. 2.

**New cartoon venture** ■ A new half-hour animated, musical series, *Underland*, has been produced by the Wes Farrell Organization, a New York-based musical production firm. The series marks their first venture into the TV animation field. Negotiations are now underway, according to the firm, with networks and potential sponsors. The stories, which are geared toward all age groups, combine live and animated performances of a five-man rock group traveling through the mythical Underland.

**Cable origination** ■ WDLB-AM-FM Marshfield, Wis., is producing local television programs for Valtronics Inc. of Marshfield, local CATV system. Programs are produced in the WDLB studio. This is reportedly the first radio station in Wisconsin to provide local CATV origination.

**More films for TV** ■ Alan Enterprises, Pacific Palisades, Calif., has been formed for the sale of feature film packages and television series in syndication.

President is Alan L. Gleitsman, formerly vice president, television, Walter Reade Organization, New York. First offering by the new company is a group of 32 feature films from Janus Films including "Rashomon," "The Lavender Hill Mob," "The 400 Blows" and "Black Orpheus." Address of Alan Enterprises is 17366 Sunset Boulevard, Pacific Palisades, Calif. 90272. Telephone (213) 459-2925.

**On the bench** ■ The Professionals Inc., Cincinnati-based media buying firm that also provides marketing counseling and celebrity management services, has announced that Stadium Productions Inc., New York, has been granted exclusive production and distribution rights for a new TV syndication package, *The Johnny Bench Show*. The half-hour weekly series will be produced at various major league baseball parks during the season featuring the Cincinnati catcher as host with guest athletes and other personalities.

**Freeman writes 'Catcher'** ■ HBL Productions Inc. New York, has signed David Freeman to write the screenplay for "The Catcher," an original two-hour motion picture for television. Movie, which is being produced by HBL for Screen Gems, is to be shown on NBC-TV as a *World Premiere* presentation, and will also serve as the pilot of a projected one-hour TV series for NBC-TV in the 1971-72 season.

**Star-studded parade** ■ The 39th annual "1970 Santa Claus Lane Parade of Stars" will be distributed for telecast this holiday season by Metromedia Producers Corp., New York. The two-hour procession along Hollywood Boulevard, to be color-taped by Metromedia TV on Nov. 25, will be available to TV stations outside of Los Angeles between Nov. 28 and Christmas Day.

**From big screen to little** ■ A situation comedy based on the movie "Funny Face" with Sandy Duncan in the lead for the pilot episode, is being produced by Paramount Television, Hollywood, on order from CBS-TV. Paramount also produced the movie version, which starred Fred Astaire and Audrey Hepburn. The half-hour TV series is presently being considered for the 1971-72 season.

**New programing consulting firm** ■ Arnie McClatchey, program director of KEZY-(AM) Anaheim, and Jack Alexander, music consultant and programmer for KXOA(AM) Sacramento, both California, and WGAR(AM) Cleveland, have formed Alamac International, programing consulting firm. Stations will be set up with a complete record library of 45's from 1956 to 1970. Alamac will also provide stations with personnel, promotional material, and management consultation.

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## Flexible stance on satellite deadline

**Dec. 1 still target date for applications, but FCC will relent in some cases**

The FCC last week said that in special cases it would consider extending the Dec. 1 deadline for filing domestic-satellite applications. And, in a related action, it granted a request by the television network-affiliates associations for more time to apply for a prototype earth station.

In response to comments filed by GT&E Service Corp., objecting to an extension of time the commission granted to Microwave Communications Inc. to file alternative frequency proposals for a satellite system, FCC Common Carrier Bureau Chief Bernard Strassburg said that, although the commission has not extended the Dec. 1 deadline for filing satellite applications, it would consider similar extensions in "hardship" situations.

On Nov. 5 the FCC gave MCI three additional months, to Feb. 28, 1971, to file its two proposals—one to use the 4 and 6 ghz bands and another to use the 12 ghz band, possibly in combination with the 4 and 6 ghz bands. MCI said much of the technical and supporting data would be common to both proposals and could be included in a single application.

The commission said MCI's proposals will be considered with other satellite applications for 4 and 6 ghz bands that are due Dec. 1. However, it requested that MCI file as soon as possible.

Last week the commission granted a request by the ABC, CBS and NBC network affiliates associations for an extension of time to Jan. 5, 1971, to file for a receiver-only earth station in the 4 and 6 ghz bands to provide interconnection of TV stations and satellites. The pilot-type project would be contingent on some entity beaming programming to a satellite for transmission to the earth station and relay to TV stations (BROADCASTING, Oct. 26).

In requesting the extension, the affiliates groups told the commission it would be helpful to them to see all the applications filed for frequencies in the 4 and 6 ghz bands, as well as the networks' statements of intent, before they submitted their applications. Two months ago, the commission gave the networks a 15-day extension of the Dec. 1 deadline to file notifications of intent to ap-

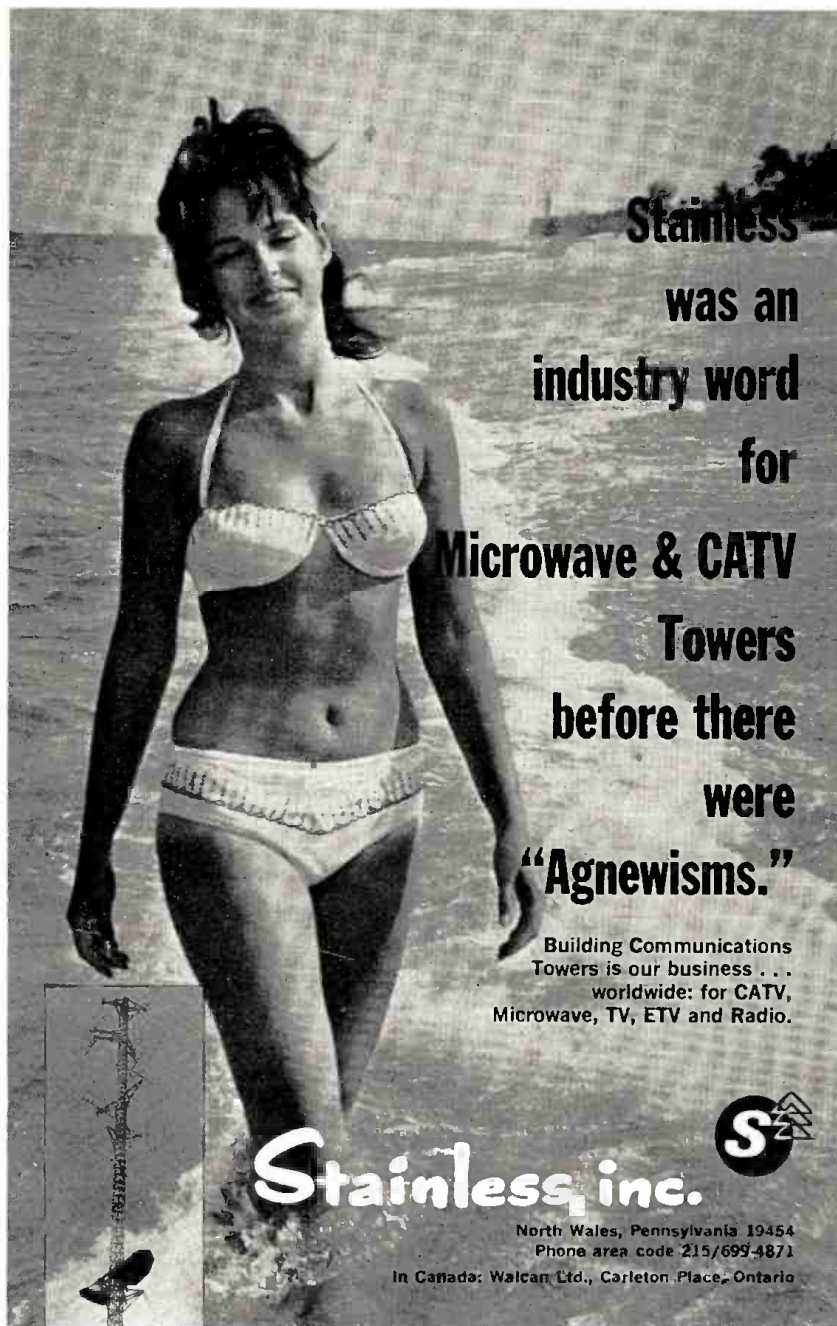
ply for a satellite system (BROADCASTING, Sept. 7).

## Is duplication hurting all-channel radio bill?

FCC Commissioner Robert E. Lee was scheduled to tell FM broadcasters that he'd be more inclined to back them on all-channel legislation if there weren't so many FM broadcasters duplicating their AM programming. In remarks prepared for the annual FM day of the

Georgia Association of Broadcasters Friday (Nov. 13) in Atlanta, Mr. Lee said:

"It seems to me that the industry, which is seeking enforced FM-set sales, is in a poor advocacy position if it contributes to the inefficient spectrum utilization that is manifested by AM-FM program duplication. Why should the government require the public to buy FM receivers if FM programs are obtainable on AM stations? When this question is answered to my satisfaction



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and I am satisfied that the broadcaster is giving the FM medium the full exploitation that it deserves and the public seems to be clamoring for, I would throw my full weight to the support of this proposed legislation."

Mr. Lee mentioned earlier that he is not a supporter at this time of all-channel legislation. That would require AM set manufacturers to include FM reception capability in all radio receivers. The move, patterned after the all-channel TV set law of 1962 (that requires all TV sets to be capable of receiving both VHF and UHF transmissions), has been pushed by the National Association of FM Broadcasters and others. Representative Alvin E. O'Konski (R-Wis.) introduced one such bill in the 91st Congress, but no hearings have ever been held.

Mr. Lee also urged FM broadcasters to increase their stereo transmissions and to get interested in quadrasonic (four channel) broadcasting. Less than 36% of the 2,126 FM stations on the air broadcast in stereo, he noted.

He also observed that there have been complaints of interference to FM reception from ground radio communication services. For example, he said, air-ground interference near airports (he named Washington National Airport as one instance) blankets FM receivers and also causes image interference.

The GAB "day" also was to hear from Harold Krelstein, Plough Stations, and Frederick H. Allen, NAFMB.

## Marks handicaps satellite race

A Washington communications attorney and former head of the United States Information Agency predicted last week that the high economic risk of operating a domestic satellite will drive away most entrepreneurs, including the broadcasting networks, and leave the field to existing common carriers.

Leonard H. Marks, now with the law firm of Cohn & Marks, said the net-



Mr. Marks

works and CATV companies are more likely to be the key users of satellite than to be operators. He noted that those who have applied for permission to operate a domestic satellite are basing their proposals largely upon the assumption that they will be able to secure broadcast revenue.

Accordingly, Mr. Marks said, "I'd be inclined to predict that the networks will decide to leave the risks of satellite launch and reliability to others and enjoy the role of a much-sought-after customer. They will find other more profitable uses for the large capital required to enter the field, and be content with rate reductions that are the usual result of competition. In my opinion, the field of applicants will be reduced to the adventurous few."

Mr. Marks spoke in Washington at a meeting of the Diebold Research Program, which brings together executives from corporations that are large-scale users of communications services.

## EVR finds a place in public libraries

More than 100 public libraries have agreed to purchase 100 Electronic Video Recording cassette titles each through a plan that will install starter collections and Motorola EVR teleplayers in each

institution by early 1971.

In announcing the starter plan, Robert E. Brockway, president, CBS Electronic Video Recording, hailed it as a significant development and noted that "central points will be set up where people can begin benefiting from enrichment through EVR cassettes."

The starter EVR package will put one EVR teleplayer and 100 titles in each participating library for a total investment of \$3,350 per library. The 100 films were selected by librarians and all are from the National Audiovisual Center (National Archives) collection in Washington.

The plan is supported by the Division of Library Development of the New York State Library and the Film Library Council. It was offered initially to public libraries in New York state, then expanded nationally. The package is now being offered also to private and educational institutions.

## Electronic smog gets airing at D.C. meeting

Now it's, like man, maybe electronic smog to muck up the environment?

That's the theory advanced by Dr. Henry L. Logan, a fellow and life member of the prestigious Institute of Electrical and Electronics Engineers, at a meeting of the Society of Engineering Science in Washington last week.

Dr. Logan, who is chairman of the Holophane Corp., New York, thinks that mankind's envelopment in an electronic environment (TV, radio, refrigerators, power lines, infra-red lamps) cumulatively could have a physiological effect on man. The effects are unknown and unpredictable, Dr. Logan said, but he feels studies should be undertaken.

## Audio cassettes are due for home consumption

Time-Life Books has formed a new audio department to produce information and entertainment on audio cassettes for home, business and school/library markets. James Levy, who developed the audio cassette project for Time-Life Books, will head the new department.

Time-Life Audio has been developing a number of audio products, to be marketed and distributed primarily by mail, for the last 10 months.

First audio cassette program to be offered is "The Executive Voice," a one-hour cassette produced monthly for *Fortune* magazine. Among those to be interviewed for this series will be Najeeb Halaby, president of Pan American; Peter Drucker, management consultant; Franz Pick, money expert; Bill Blass, fashion designer, and Stanley Marcus,

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president of Nieman-Marcus. To be available in January 1971, "The Executive Voice" will be sold on an annual subscription basis for \$80 a year.

Time Inc., earlier this year, formed Time-Life Video, an exploratory venture into pre-recorded cartridge television. The new departments, video and audio, are separate activities and each has its own sales and programming staffs.

On Oct. 30, Time-Life Broadcast announced the sale of all its TV and radio stations to McGraw-Hill for \$80.1 million (BROADCASTING, Nov. 2). The proposed transaction, however, did not include Time-Life's extensive cable-TV franchises and systems or its minority holdings in foreign broadcasting properties.

Mr. Levy, 26, new manager of Time-Life Audio, has been with Time since January 1969. Before then, he worked in the marketing department of Hershey Foods.

## Ampex shows its mini's at the NAB convention

Ampex Corp. last week demonstrated its new "Instavision" miniature video-tape recorders and players at the equipment exhibits of the National Association of Educational Broadcasters convention in Washington.

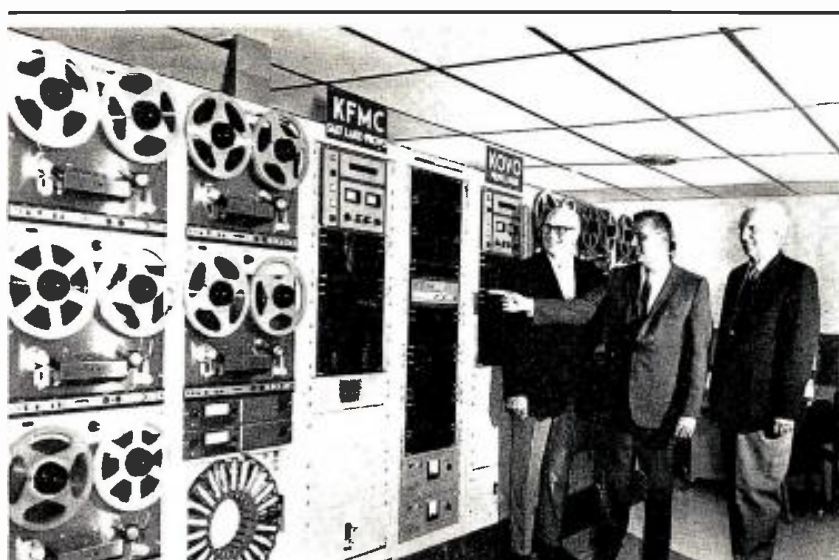
The units feature automatic cartridge loading and are designed for closed-circuit television and home-market applications. The recorders and players are to be available in mid-1971. Ampex also displayed a new line of one-inch video production recorders.

Displayed by Gates Radio Co. was a 1.3 kw VHF transmitter using IF modulation and a 20 kw FM transmitter employing direct carrier frequency modulation and digital automatic frequency control, as well as other gear.

Magnavox introduced a new single-videon color-television studio camera weighing only 30 pounds. The camera operates in an illumination range from 75 to 250 foot candles. Color reproduction is said to be excellent at 75 foot candles, a level about one-fourth of that usually required in a studio. The company also showed a new three-port multiplexer which accommodates two film projectors and one slide projector and can be controlled for any desired sequence from the multiplexer itself or from a control console.

3M Co. demonstrated a new "high energy" magnetic oxide formulation capable of producing greater output for improved picture quality.

Telemation displayed a new random access disc memory which stores information entered by the company's titling generators and retrieves it for playback. The unit stores up to 700 lines of in-



Glenn C. Shaw (l), vice president-general manager, KOVO(AM)-KFMC(FM); James M. Cunningham (c), vice president-gen-  
eral manager, Schafer Electronics, and Ashley Robinson, president, KOVO/KFMC, inspect Schafer 8000 computer.

## New computer system automates AM-FM

There are automated AM stations and there are automated FM stations, but Schafer Electronics of Chatsworth, Calif., is now providing a system that automates both AM and AM-FM with one computer. The installation in Provo, Utah, at KOVO(AM)-KFMC(FM), provides two different formats, all the switching between different elements in the systems, and separate log printouts.

The electronics behind this is the Schafer 8000, a digital computer whose component parts can fit into a single 19-inch rack. That includes the broadcast control center, the computer, the expandable electronic memory, teletype control, system interface, and power supply. Both Provo stations, owned by Kovo Inc., are on the air from 5 a.m. to 1 a.m. using the Schafer system. The AM plays the top-60 records and the FM airs an up-tempo, middle-of-the-road play list. The computer turns both stations on, operates all the separate functions from music to joining the network, then turns both off at night.

These stations are controlled by Program Director Dick Kastle and the traffic girl. Each format is set up in advance for the two stations, then inserted into

the computer by teletype. Additions, deletions or changes in commercial spots or other programming bits are also accomplished by using the teletype. The two stations have a combined library of more than 200 tapes. In addition, random access music tapes are continuously updated to account for new releases. A daily voice track provides the "live" sound with different voices used during different segments of the day.

The computer in use at KOVO-KFMC has a 24,000-word core memory and, according to Schafer, uses everyday language as opposed to some of the more sophisticated computer linguistics. On AM, the 8000 system operates 15 separate program sources, including a network switcher and audio clock. For FM, 11 different inputs are in the system.

The savings, according to Glenn C. Shaw, vice president and general manager of the stations, were manifested almost immediately. He noted that personnel were reduced from a maximum of 11 to four full-time announcers. "Our announcers easily handle all of the voice work, yet have much more time to spend in community service activities, and to prepare better programs," said Mr. Shaw.

Schafer claims its system is the first of its kind for AM and FM.

formation which may be recorded and played back in either the "static" or "dynamic" mode. Telemation also introduced a new series of special effects generators, self-contained and featuring wipe-key and wipe-matte modes, and a new model character generator.

Central Dynamics showed a new video production switcher specifically

designed for educational and closed circuit application, with 12 inputs, four primary busses, sync comparator, 12 pattern special effects, chroma keyer and other features.

Telesync Corp. showed its horizontal-vertical color effects crawl capable of typing continuous bulletins with white/black, color and black white modes.

## Can promotion turn down the heat?

That's question dominating broadcasters' seminar which also tries to cross that generation gap

An earnest delegation of 314 members of the Broadcasters Promotion Association gathered in Houston last week for a Monday-to-Wednesday package of workshops and business sessions crammed with exploration of the broad, basic and critical issues facing broadcasting.

"The Responsibility and Challenge of Broadcast Promotion: II" was the theme of BPA's event, second phase of a search for relevancy begun at the group's 1969 convention. Again, some of broadcasting's leaders participated.

Jack Harris, president, KPRC-AM-TV Houston, was interrupted by applause when he said that the chief motivation of too many stations is higher and higher profits each year with a minimum of service. He was concerned that so many broadcast groups are traded on the stock exchange and feared price fluctuations could influence managements that hold stock options (BROADCASTING, Nov. 9).

Mr. Harris said self-examination is essential now because the industry, especially TV, has slipped in public image though it is the world's best. Steps to help: better news, more minority pro-

gramming and less reliance on boxcar ratings.

"We have done a superb job of selling practically everything else via our marvelous medium," he said, but "we have done a very poor job of communicating our own story to the general American public." The cue for BPA members was clear.

It was repeated by William E. Walbridge, NAB board chairman and Capital Cities Broadcasting senior vice president for corporate affairs. He proposed that "every time you promote a program or your station you become mindful of the need to promote our free industry, the institution of broadcasting, as well."

Mr. Walbridge said he wasn't asking for any tempering of the competitive spirit among stations. "Sell your shows, yes," he explained, "but let our industry spirit shine through your themes—to make it clear that we are pleased and proud and privileged" to serve the public.

J. Leonard Reinsch, president, Cox Broadcasting Corp., urged BPA members to take the offensive in educating the public to broadcasting's better points and not to become apologists when at-

tacked. "I would be the first to admit we make mistakes," he said, "but we are much better than the shrill voices of publicity-seeking critics would have us believe." Mr. Reinsch cautioned, however, that "we must innovate for ourselves or we will have someone ordering us to innovate."

James E. Duffy, president, ABC-TV network, explored implications of the fragmentation of audiences to come in the new decade and said that "even though we are and will remain a mass medium, we are going to have to stop thinking so rigidly in terms of mass audience." Television, he said, can no longer "be all things to all people, either in its programming or its promotion."

The industry this fall, Mr. Duffy noted, overreacted to "relevancy" programming, misjudging the viewer. "While we were addressing ourselves to the very real concerns of our times—pollution, drug addiction, increasing crime, the generation gap," he explained, "many viewers were tuning these problems out and in the end tuning us in for the 'tried and true,' for the established programs and performers."

Marcus Cohn, Washington attorney,



Mr. Reinsch



Dr. Fleming



Mr. Harris



Mr. Duffy



Mr. Cohn



Mr. Shapiro



Mr. Walbridge

observed that broadcasters got caught being too smug. "The popularity of our programs has led us to believe that we could escape the attacks which are being made today upon all institutions. We were wrong."

Reviewing the history of broadcast regulation, Mr. Cohn observed that the FCC has begun yielding to pressures from other governmental bodies and the public and is slowly abdicating its independence as a regulatory agency. The courts, Justice Department and the President's Office of Telecommunications Policy were cited as among the pressure points. Congress too is concerned, Mr. Cohn said, and since it composed the Communications Act it also can alter it. But the real seat of power, he indicated, is with the public.

"We must invite the public in," he said, "and let them share our experiences, problems, joys and sorrows." Such a two-way street, he felt, would enable the media and their constituencies to understand one another better, hinting this might also prove useful on Capitol Hill.

Mike Shapiro, vice president and director, A. H. Belo Corp., operator of WFAA-AM-FM-TV Dallas and KFDM-TV Beaumont, Tex., pleaded for total support of the NAB's advertising and programming codes to hold the confidence of the public. Citing nightly multiple violations in prime time, Mr. Shapiro suggested cutting back on commercial time being offered to advertisers as one way to reduce the clutter and complaints.

Barbara Walters, panelist on NBC-TV's *Today* show, disagreed with Mr. Shapiro over the issue of taste on such shows as *Laugh-In*, an example of the trend to permissiveness that disturbed the Texas broadcaster. She felt society needs its humor though some shows may edge overboard.

Lawrence B. Laurent, broadcast editor of the *Washington Post*, and David Victor, executive producer of ABC-TV's *Marcus Welby M.D.*, also shared the Shapiro panel. Mr. Laurent, recalling crises in history, noted society usually attacked the medium of the moment or looked for another scapegoat, and he predicted critical pressures on broadcasting will continue to escalate in the seventies rather than decrease.

Mr. Victor, who completed a four-hour *Vanished* drama for NBC-TV just before going to the BPA, said the "material should fit the style." Recalling format evolution over the years, he felt creative freedom in TV will be enhanced even more as arbitrary limits are overcome. NBC-TV will run the show in two two-hour segments early next year.

BPA's major sub-theme last year was the racial question. This year it was youth. Monday's keynote speaker, Dr.



*The Broadcasters Promotion Association's top TV sales-promotion award this year went to a major station representative, Harrington, Righter & Par-*

*sons, whose president, John F. Dickinson (r), was at the awards luncheon to accept from BPA's retiring president, F. C. Strawn, KCMO-AM-TV Kansas City.*

Robben W. Fleming, president of the University of Michigan, said today's college students "are your children and grandchildren. They bring with them all the values you have given them." They should not be judged by external appearance, he said.

Dr. Fleming likened the few campus extremists to earlier Hitler youth and said the average student has "sound instinct against any such nonsense." But, he warned, the average student is deeply concerned, especially when the older generation does nothing.

"You need to look at some of the things they are saying," he suggested, "and then sit in the still of the night and think about them."

Hospitality suites kept many BPA members busy into the still of the night. But the delegates packed Tuesday morning's youth panel session, moderated by Andrew C. Erish, director of advertising and promotion, ABC-owned radio stations, who first presented a "mini-film festival" of works by contemporary young film makers.

The panelists were Erich Segal, Yale University professor and author of "The Yellow Submarine" and "The Love Story"; Joseph Rhodes Jr., Harvard University graduate student and member of President Nixon's Commission on Campus Unrest, and Melanie, winner of Europe's Edison award for best female vocalist ("Candles in the Rain"). They pleaded with broadcasters to help close the generation gap, re-establish human values and restore respect for individual life.

Mr. Segal said the mass media have made the black man visible and similarly can help overcome the alienation of youth, the new neglected minority. "You people are the eyes and ears of this nation," he said, "and it is morally incumbent upon you to attune the present majority to the virtue, morals and genuine altruism of the young that lie beneath a life-style or hair-style or vocabulary that sometimes seem strange."

The determination of youth to over-

come despite all odds and fear was cited by Mr. Rhodes who recounted personal visits at Kent State and Jackson State after student killings there. Calling upon broadcasters to give the people some hope, he said: "I hope you see a vision, for without it, the people despair."

Here and there the generation gapped, and a few delegates walked out.

Melanie closed the session with a song.

And if the lights had been lower, some could have let flow an honest tear, at the BPA, 1970.

## **Reps try own touches on station promotion**

The latest sales-promotion strategies were on the agendas of meetings sponsored by national sales representatives for their client stations on the eve of the Broadcasters Promotion Association convention (story page 62).

The 25 station and group executives attending the Katz Television seminar, for example, were counseled on ways to get the most impact out of business-publication advertising and on such other topics as community involvement. Ken Mills, director of research and promotion for Katz Television, also presented a panel on the uses of audience data. Bill Shafer of American Research Bureau and Gene McClure of A. C. Nielsen Co. were participants.

"There is a real and effective place for trade-paper advertising in the station-promotion spectrum," the Katz session was told by Howard Coleman, associate director, Commission on Press, Radio and Television of the Lutheran Church in America. "But you must use the space in a way that makes it a sales tool," he said, "not just a vanity case."

K. C. Strange, WFBM-TV Indianapolis, told the Katz meeting about his station's community-involvement project, "The Negro in Indianapolis," which won a 1970 Peabody public-service award.

A highly visible trade-paper cam-

paign embracing client stations was the vehicle that won a top BPA award for Harrington, Righter & Parsons Inc. (picture this page), which was host also for a station seminar at the BPA. Sally Beauchamp, HR&P promotion director, conducted the session which included George Pettett of HR&P's Dallas office. Mr. Pettett detailed the various ways the national representative's sales team uses station-produced promotion materials.

An in-depth analysis of station-produced sales-service material for national-spot selling support was presented at still another seminar under the guidance of Robert L. Hutton, Edward Petry & Co. This material was a working partner to that produced by Petry research and promotion departments, he noted.

The combined effectiveness of these creative aids was highlighted by a special Petry study showing that selling is more than rating numbers alone. Ben Holmes, executive vice president of Petry, also participated.

### Promotion tips:

**New location** ■ The office of Larry Lowenstein Inc., public relations firm, has moved to larger quarters at 341 Madison Avenue, New York.

**Advertising acclamations** ■ James M. Roche, chairman of the board and chief executive, General Motors Corp., will be given The Advertising Council's highest award for public service achievement, at the council's annual dinner, Dec. 14, in New York. The 1969 recipient, Dr. Frank Stanton, CBS president, will make the presentation.

**ABC merchandises 'Curiosity'** ■ ABC Merchandising Inc. will license the non-theatrical, non-television and merchandising rights of *Curiosity Shop*, an ABC-TV children's series, scheduled for showing Saturday mornings in the 1971-72 season (BROADCASTING, Nov. 2). ABC Merchandising has begun discussions with national firms, and an extensive line of books, records and educational toys may be marketed.

## How-to sessions range widely

### Promotion men get word on message content and media selection

Experts from several segments of broadcasting participated in seven workshop sessions at the Broadcasters Promotion Association seminar in Houston last week, each workshop designed to sharpen the professional skills of the station promotion director.

A detailed outline of how KXYZ(AM) Houston promotes itself, its sound, theme and direction, was related by Ronald L. Sack, ABC vice president and KXYZ general manager. He stressed that the promotion manager must be part of the management team to properly understand and effectively translate overall goals into promotions.

Boosting KXYZ's "beautiful music" format without using that term proved his challenge, Mr. Sack explained, because the term can be confused with something else. Kxyz went for selling the mood of the music instead, he said, and its advertising centers on the simple idea that "KXYZ 1320" is "gentle on your mind."

John Asher, vice president, Golden West Broadcasters, group operator, and Chris Duffy, WLS-TV Chicago, told how to promote news and sports with creative films and advertising. Mr. Asher showed a 10-minute sales promotion film, "Baseball—Golden West Style," used successfully as a sponsor door opener for stations airing games of the San Francisco Giants and Los Angeles Angels.

Mr. Duffy said the Chicago market thrives on news, and a station's success and profit hinge on how well it serves this interest. WLS-TV's news team has been extensively promoted, he related, with the focus on personalities in vari-

ous humorous poses to accent their human qualities and warmth. The resulting increases in ratings, he said, pushing WLS-TV up from fourth to a close second, were accompanied by increases in minute spot rates, from \$500 to a new high of \$2,700.

At the research workshop, Wells Bruen, Marketing and Research Consultants Inc., Dallas, said media-mix effectiveness studies had found that television on-air promotion works well with outdoor advertising, especially when the selling theme is matched in both media.

Another research panelist, Robert D. Atkinson, C. E. Hooper Inc., Mamaronck, N.Y., showed how readership studies such as the syndicated Starch service can be a good investment to determine whether the station's message is getting through to the audience in promotion campaigns in newspapers and magazines. Cost of such studies range from \$1,000 to \$2,000, he indicated.

Tips on how to use the print media effectively also were given at another workshop addressed by William J. Solch, retail vice president, Bureau of Advertising, American Newspaper Publishers Association. But BPA members make extensive use of their own broadcast media too, as another session learned from Milt Klein, president, Chuck Blore Creative Services, Los Angeles, and Dick Newton, station-group promotion manager, Westinghouse Broadcasting Co., New York.

A subtle-humor color-TV spot used successfully by WDVR(FM) Philadelphia was but one of many examples screened at the session. Produced at a cost of \$28,000, the spot is used on local TV stations to sell WDVR's good-music format, and the station spends \$200,000 to buy the time, roughly two-thirds of its total annual promotion budget. WDVR rates high in its market, a result not missed by BPA delegates obviously impressed by an FM outlet willing to spend in broadcast advertising with the same enthusiasm it expects of its own sponsors.

Practical showmanship tips for promoting movies on TV were given in another workshop session by David Crantz, WTAE-TV Pittsburgh, Oliver T. Blackwell, Katz Television, and William R. Hohmann, WCBs-TV New York. Successful case-history campaigns were related at the public service promotion panel by Amos Eastridge, KMTV(TV) Omaha; Henry N. Levinson, Television Information Office, and Alfred J. Brasard, WJAR-TV Providence, R.I.

BPA's annual convention will be in Seattle Nov. 14-17, 1971, and Boston, Nov. 12-16, 1972. Cleveland is the 1973 site, date not set.

It was also reported at the convention that BPA's total membership is now 533, including 434 voting members.

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## Broadcasters' help is sought in POW campaign

TV and radio broadcasters are being asked to join in a nationwide prisoner of war campaign. The move has been initiated by the Washington State Association of Broadcasters in an effort to coordinate broadcasters' activities in this field.

James A. Murphy, Seattle lawyer who is president of the Washington state association, has written to presidents of all other state broadcast associations asking them to join in getting signatures on a petition to Hanoi asking for names of prisoners, the state of their health, release of the sick and wounded, permission for prisoners to send and receive mail and packages, and authority for the Red Cross to inspect prison camps. At the same time, John Cherb-berg, lieutenant governor of Washington state, is writing to enlist all other states in the campaign.

Broadcast involvement originated with Jack J. Bankson, KVI(AM) Seattle, who heard of activities being undertaken by California broadcasters at request of the state's lieutenant governor, Ed Reinecke. KVI is one of five Golden West Broadcasters stations, which has three

in California as well as one in Portland, Ore.

Petitions are to be returned to state capitals by Jan. 15. They then will be consolidated in one place for the entire country.

## Competition begins for Major Armstrong awards

An estimated 2,500 FM stations were sent entry forms for the 1970 Major Armstrong awards, marking the seventh year of the program, according to Columbia University's engineering school. Deadline for entries is Jan. 31, 1971. The awards honor excellence and originality in FM broadcasting.

The awards program, comprising four awards to commercial FM's and four to noncommercial FM's, is sponsored by the Armstrong Memorial Research Foundation in honor of the late Major Edwin H. Armstrong, FM broadcasting pioneer and inventor.

Entry forms are available from Kenneth K. Goldstein, executive director, Armstrong Awards, Room 529, Mudd (School of Engineering and Applied Science), Columbia University, New York 10027.

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## International

### Global TV show planned to mark UNICEF birthday

Plans are under way for a one-hour, prime-time world-wide TV program, via satellite, next year in commemoration of the 25th anniversary of the United Nations International Childrens Emergency Fund (UNICEF).

The program, which is being promoted by the International Telecommunications Union as part of its World Telecommunication Exhibition scheduled for Geneva June 17-27, 1971 ("Closed Circuit," Oct. 5), will be arranged by an international group that will include the U.S. networks, the European Broadcasting Union, and other national and international bodies. Satellite transmission circuits are expected to be donated by the International Satellite Consortium and member telecommunication administrations.

Working to coordinate the arrangements is Rene Fontaine, chief of information of the ITU, who has been in the United States for two weeks in conjunction with the 25th anniversary celebrations of the United Nations. He is meeting with U.S. network representatives

this week.

The ITU exhibition is being organized to run during the 1971 World Administrative Radio Conference for Space Telecommunications, which starts June 7, also in Geneva, and is expected to run for six weeks.

### German TV networks get big order from Ampex

The largest foreign sale to date of Ampex Corp.'s AVR-1 color video-tape recorders and RA-4000 automatic programmer-editors has been made to two German television networks, according to the Redwood City, Calif. broadcast equipment manufacturer. The sale totaled \$1.75 million.

Ten units were ordered, eight for ZDF network in Mainz and two for SFB network, Berlin.

Two AVR-1 recorders were also ordered by NOS, Amsterdam, the Dutch television network.

### Burnett Aussie firm merge

Leo Burnett Co., Chicago, has announced a merger with Jackson Wain & Co., large Australian advertising

agency with billings of \$24 million throughout the Far East. The addition gives Burnett a total world-wide billing of about \$400 million for 1970. The agency now has 38 offices in 26 countries.

## Belgrade converts to color with RCA help

Radio-Television Belgrade, Yugoslavia's largest television station, has bought about \$1.5 million worth of TV color studio equipment from RCA broadcast systems, to convert to color program operations.

Joseph P. Ulasewicz, division vice president for international operations, said RCA will deliver nine color studio cameras, three color-TV film originating

systems, two video-tape recorders, program switching equipment, custom-designed audio consoles and related items. Most of the equipment will be built in RCA's Camden, N.J., plant.

Order also includes a mobile TV van for color coverage of sports, public events and other programs. Equipment will be installed in a new studio facility in Belgrade.

## Group W names Price

Group W Productions, New York, announced last week the appointment of Richard Price Television Associates Ltd., London, as sales and distribution agent in Europe, Africa and Asia.

The Westinghouse Broadcasting Co. subsidiary said the appointment of Richard Price marks an expansion into

world markets. Group W's *The Mike Douglas Show* is already in Australia, and both *Douglas* and *The David Frost Show* are in Canada. Group W tapes 250 90-minute color segments yearly for each of these shows. Richard Price Television Associates will also offer many of Group W's 50 specials.

## D-F-S expands

Dancer-Fitzgerald-Sample, New York, announced last week that Moors et Warot, Paris, with billings of about \$2.9 million, has joined DFS-Dorland International Group of advertising agencies. DDI, a European corporation jointly owned by D-F-S, Dorland Advertising Holdings Ltd., London and Dorland Germany, was formed by 10 agencies with combined billings of \$237 million.

## FocusOnFinance

# A tax break in the Dallas spin-off

## KRLD seller can delay capital-gains liability; FCC action raises question of precedent

The FCC wrote a postscript last week to the transfer of the Times Herald Printing Co.'s KRLD-TV Dallas (now KDFW-TV) to the Times Mirror Co. in May (BROADCASTING, May 18). It granted the Dallas company a tax certificate permitting it postpone payment of capital-gains taxes on a companion transaction—the \$6,750,000 sale of KRLD-AM-FM.

The Times Herald sold the radio stations to KRLD Corp., owned principally by the three children of Dallas Mayor John Erik Jonsson—Philip R. and Kenneth A. Jonsson and Mrs. George V. Charlton—when the Times Herald was merged into the Times Mirror. Two major newspapers, the Times Herald's *Dallas Times Herald* and the Times Mirror's *Los Angeles Times*, are also included in the merger, which is valued at an estimated \$91 million.

The Times Mirror, in negotiating the merger with the Times Herald, required the spin-off of the radio stations to avoid difficulties with the commission's then pending rule and existing policy barring the acquisition of more than one full-time station in a market. The rule became effective on May 15. (Commission approval of sale of the AM-FM combination was conditioned on KRLD Corp. disposing of one of the stations.)

The commission, in issuing the tax certificate that the Times Herald com-

pany had requested, said the assignment of the AM and FM licenses was "necessary and appropriate" for compliance with its multiple-ownership rules and policies. The certificate permits a broadcaster to postpone taxes for two years; he could avoid the taxes forever if he reinvests the money in his remaining broadcast properties.

The action raised a question as to whether Triangle Publications would be entitled to a tax certificate in connection with its plan to sell off all 15 of its broadcasting properties, in two packages, to Capital Cities Broadcasting Corp. and George A. Koehler, of Triangle, since AM-FM-TV combinations in five markets would ultimately be broken up.

Triangle has not yet indicated whether it would request a certificate. And commission officials last week said the KRLD case should not be taken as a precedent for what the commission might do if Triangle did request one.

The commission in July announced a new policy under which it would give a tax certificate whenever a licensee could demonstrate a "causal relationship" between its new one-to-a-customer policy and the sale of any part of an AM-FM-TV combination. The commission said a connection could be presumed in the sale of one part of an AM-FM-TV combination, since broadcasters

do not usually break up multiple holdings within a market.

Officials indicated the policy was not aimed at a broadcaster who sells off all of his stations within a market, since commission policy does not require such an action. And they said that the Times Herald company was, in effect, forced to sell off the radio stations.

## Company reports:

MCA Inc., Universal City, Calif., reported an 10.9% increase in revenues and a profit of almost \$10 million for the nine-month period through Sept. 30. Write-offs taken last year during the third quarter on outdated motion pictures of \$7,722,000 led to the poor nine-month profit of \$423,000 last year. Third quarter profits were \$3,565,000 or 43 cents per share versus a 97 cents per share loss on last year's write-offs. Sales for the three month period were up 18.5% to \$88,286,000 from \$74,502,000.

For the nine months ended Sept. 30:

|                    | 1970        | 1969        |
|--------------------|-------------|-------------|
| Eamed per share    | \$ 1.21     | \$ 0.05     |
| Revenues           | 226,705,000 | 204,338,000 |
| Income             | 9,907,000   | 423,000     |
| Shares outstanding | 8,170,996   | 8,053,552   |

Ameco Inc., Phoenix-based manufacturer and installer of CATV equipment, reported continued losses for the first quarter. Bruce Merrill, president, said

he considered the CATV industry's market conditions highly unfavorable as a result of repressive government policies in effect for several years. When the FCC implements its intentions to "loosen up on the industry, Ameco's future from that point on looks very good," he noted.

For the first three months ended Sept. 30:

|                    | 1970      | 1969      |
|--------------------|-----------|-----------|
| Earned per share   | \$ (0.16) | \$ (0.18) |
| Net sales          | 486,577   | 1,215,537 |
| Net income         | (189,803) | (214,406) |
| Shares outstanding | 1,200,000 | 1,200,000 |

**Liberty Corp.**, Greenville, S.C., diversified holding company with broadcast interests, has reported a 9% gain in profits for the nine months ended Sept. 30:

|                  | 1970       | 1969       |
|------------------|------------|------------|
| Earned per share | \$ 0.76    | \$ 0.70    |
| Gross revenues   | 71,454,000 | 61,545,000 |
| Net income       | 5,375,000  | 4,947,000  |

**National General Corp.**, Los Angeles, diversified company, reported heavy losses for its third quarter and meager profits for the nine months ended Sept. 30 when compared with last year. The firm took a write-down on its investment in Performance Systems Inc., formerly known as Minnie Pearl Chicken Systems of Nashville, from \$7,355,000 to \$1 million. NGC also provided for an estimated \$3 million loss on the sale next year of Columbia Savings and Loan Association, Los Angeles.

For the nine months ended Sept. 30:

|                  | 1970        | 1969        |
|------------------|-------------|-------------|
| Earned per share | \$ 0.10     | \$ 1.89     |
| Revenues         | 398,777,000 | 355,108,000 |
| Net income       | 506,000     | 9,598,000   |

**Vikoa Inc.**, Hoboken, N.J., has reported a decline in sales for the first nine months of 1970 leading to a net loss for the period. Despite the sluggish performance, Vikoa said its management is encouraged by new developments, including the higher selling prices and improvement in new orders and shipments in the CATV manufacturing division during September and October, and the effectiveness of its cost-cutting program.

For the nine months ended Sept. 30:

|                  | 1970       | 1969       |
|------------------|------------|------------|
| Earned per share | \$ (0.31)  | \$ 0.58    |
| Revenues         | 18,292,000 | 18,771,000 |
| Net income       | (701,000)  | 1,106,000  |

**Kansas State Network Inc.**, Wichita, Kan., reported increases in both revenues and net income for its fiscal year. The KSN stations are KARD-FM-TV Wichita, KCKT-TV Great Bend, KGLD-TV Garden City and KOMC-TV Oberlin, all Kansas. For the year ended Aug. 31:

|                   | 1970      | 1969      |
|-------------------|-----------|-----------|
| Earned per share  | \$ 0.445  | \$ 0.44   |
| Operating revenue | 5,787,854 | 5,300,857 |
| Broadcast revenue | 3,362,870 | 3,470,618 |
| Net income        | 662,650   | 642,965   |

Note: All figures restate to include acquisition of United Refrigerated Services Inc. on a pooling of interest basis.

## Tax exemption for the Banzhafs

**IRS says public-interest law firms qualify as long as no private gains are involved**

The public-interest law firm—that new manifestation of the consumerism movement that represents the public in, among other things, matters affecting broadcast service—last week got the Internal Revenue Service ruling it needs to stay in business.

IRS Commissioner Randolph W. Thrower told a news conference that, "so long as within the organization it defines the litigation as one that would benefit the public and is not organized for private gain, it can be classified as charitable" and tax exempt.

The IRS at the same time announced a number of other guidelines public-interest law firms would be required to follow in order to obtain the classification needed to assure the contributions from foundations and private parties the firms need to stay in business.

IRS said firms could not accept fees except in accordance with IRS-approved procedures, would have to be run under the direction of a board or committee "representative of the public interest" and could not campaign for political candidates or attempt to influence legislation.

Mr. Thrower said he would anticipate "that any public-interest law firm would be exempt under these guidelines."

Mr. Thrower thus moved to quiet the controversy the IRS stirred last month when it announced it was suspending rulings on claims for tax-exempt status of such firms until it had developed standards for determining whether they were entitled to that status. IRS last week resumed issuing the rulings.

IRS was sharply criticized by members of Congress, consumer groups and even administration officials who regarded the order as a threat to the survival of the public-interest law firm.

Last week, Treasury Secretary David Kennedy received a letter protesting the order from eight former government officials including three former FCC commissioners, Kenneth A. Cox, Clifford Durr and James J. Wadsworth, and three former FCC chairmen, E. William Henry, Newton N. Minow and Paul A. Porter.

The letter said that administrative agencies too often "have not lived up to the expectations of their architects and have failed adequately to protect the public interest, whether it is the interest of the consumer, the environmentalist, or the ordinary citizen."

Senator Gaylord Nelson (D-Wis.), chairman of the Senate Subcommittee on Employment, Manpower and Pov-

erty, had scheduled hearings beginning today on the IRS order.

And although IRS last month had said it did not expect to complete its study until early December, Mr. Thrower last week said the early completion of the task had nothing to do with congressional pressure. He said IRS had moved on the subject "as fast as possible" because of the interest in the matter.

Most of the concern has been expressed by environmentalist groups that have been making extensive use of public-interest law firms. But these firms have also been appearing before the FCC and the courts as representatives of citizens groups with complaints against broadcasters. The Citizens Communications Center, organized a year ago, deals entirely in matters affecting broadcasting. And a public-interest firm represents Friends of the Earth, an environmentalist group seeking to extend the commission's fairness doctrine to commercials for high-lead gasoline and automobiles.

Mr. Thrower said that, in developing its guide lines, IRS decided not to choose among causes—to determine which ones were in the public interest. "We concluded that there was a value in having representation available to litigate in behalf of what they regard as the public interest even though they may be misguided," he said.

He noted that public law firms might represent opposing sides in a court case involving fluoridation of a community's water supply.

The guidelines, he said, are designed to differentiate between firms litigating in the public interest and those seeking to advance private interests.

## Stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for September (all common stock unless otherwise indicated):

■ **Adams Russell Co. (CATV)**—Mrs. G. J. Adams bought 100 shares, giving her a total of 16,200. Mr. Adams owns 39,260 shares.

■ **ABC**—Jack Hausman, jointly with brothers, sold \$30,200 worth of 5% convertible subordinate debentures, leaving \$185,000 worth of such stock. Mr. Hausman, personally, owns \$30,000 worth of debentures.

■ **Avco Corp.**—O. F. Grahame sold 2,000 shares, leaving 2,393; his family sold 900 shares, leaving 99. Mr. Grahame sold 200 cumulative convertible

preferred shares, leaving 2,371; his family bought 100 cumulative convertible preferred shares and sold 1,200 preferred shares, leaving 1,669. G. K. Funston bought 100 shares, giving him a total of 200.

■ Bartell Media Corp.—E. D. Lane sold 500 shares, leaving none.

■ Burnup & Sims (CATV)—C. W. Cox, through trading account, bought 6,546 shares and sold 6,562 shares, leaving 16 short. J. H. Graham sold 234 shares, leaving 2,775. Mrs. S. P. Keziah bought 250 shares, giving her a total of 460; as custodian she owns 10 shares. E. A. Rincon sold 1,125 shares, leaving none.

■ Cablecom-General Inc.—R. J. Lewis bought 200 shares.

■ Capital Cities Broadcasting Corp.—J. H. Quello sold 300 shares, leaving 300.

■ Chris Craft Industries—R. B. Hunter bought \$30,000 worth of 6% convertible subordinate debentures.

■ Cohu Electronics—P. B. MacCready sold 10,000 shares, leaving 12,671.

■ Collins Radio—H. D. Walrath bought \$5,000 worth of 4% convertible subordinate debentures.

■ CBS—D. D. Allen bought 100 shares. C. C. Brown bought 478 shares, giving him a total of 1,000.

■ Columbia Cable Systems—P. A. Oberbeck, through trading account, bought 700 shares and sold 800 shares, leaving none. Mr. and Mrs. Oberbeck each own 1,000 shares.

■ Columbia Pictures—H. E. Buhse, through trading account, sold 100,000 shares, leaving 410,000. D. S. Stralem, through trusts, bought 1,000 shares, giving a total of 134,293 shares in trusts; he personally owns 15,649 shares and his wife owns 100,000.

■ Combined Communications—H. J. Louis sold 183,000 shares, leaving 78,720. M. W. Louis bought 60,000 shares, giving him a total of 182,270; indirectly M. W. Louis owns 66,116 shares.

■ Commonwealth United—P. Gettinger sold 15,100 shares, leaving 26,344.

■ Conrac—Dwight Whiting, indirectly, bought 500 shares, giving him a total of 2,200 shares held indirectly; personally he owns 2,830 shares.

■ Cowles Communications—K. R. Haase bought 300 shares, giving him a total of 3,300.

■ Creative Management Associates—L. M. Rosenthal & Co., through trading account, bought 18,700 shares and sold 22,450 shares, leaving 40,019. Through other trading accounts, Mr. Rosenthal owns 2,550 shares.

■ Downe Communications—E. D. Lane sold 400 shares, leaving 600.

■ Entron—R. D. Harrington sold 680 shares, leaving 58,100.

■ Four Star International—D. B. Charnay bought 6,000 shares, giving him a total of 159,500. Mr. Charnay, through his corporation, owns 61,206 shares.

## The Broadcasting stock index

A weekly summary of market activity in the shares of 106 companies associated with broadcasting.

|                                                | Stock<br>symbol | Ex-<br>change | Closing<br>Nov. 12 | Closing<br>Nov. 5 | Closing<br>Oct. 29 | High<br>1970 | Low | Approx.<br>Shares<br>Out<br>(000) | Total Market<br>Capital-<br>ization<br>(000) |
|------------------------------------------------|-----------------|---------------|--------------------|-------------------|--------------------|--------------|-----|-----------------------------------|----------------------------------------------|
| <b>Broadcasting</b>                            |                 |               |                    |                   |                    |              |     |                                   |                                              |
| ABC                                            | ABC             | N             | 23½                | 23½               | 23½                | 39½          | 19½ | 7,073                             | 146,785                                      |
| ASI Communications                             |                 | O             | 2                  | 2½                | 2½                 | 7            | 2   | 1,789                             | 3,667                                        |
| Capital Cities                                 | CCB             | N             | 27½                | 28½               | 27½                | 36½          | 19½ | 8,061                             | 186,678                                      |
| CBS                                            | CBS             | N             | 28                 | 28½               | 28½                | 49½          | 23½ | 26,512                            | 745,517                                      |
| Corinthian                                     | CRB             | N             | 29                 | 29½               | 27½                | 33½          | 19½ | 3,381                             | 92,978                                       |
| Cox                                            | COX             | N             | 18                 | 17                | 16½                | 24½          | 10½ | 5,789                             | 97,660                                       |
| Gross Telecasting                              | GGG             | A             | 10½                | 11½               | 11½                | 17½          | 9½  | 803                               | 9,331                                        |
| Metromedia                                     | MET             | N             | 17½                | 16½               | 16½                | 22½          | 9½  | 5,733                             | 92,416                                       |
| Mooney                                         |                 | O             | 6                  | 6½                | 6½                 | 6½           | 4½  | 250                               | 1,625                                        |
| Pacific & Southern                             |                 | O             | 13½                | 13½               | 13                 | 23           | 7½  | 1,636                             | 21,268                                       |
| Rahall Communications                          |                 | O             | 19                 | 18                | 15½                | 19           | 5½  | 1,040                             | 15,725                                       |
| Reeves Telecom                                 | RBT             | A             | 3                  | 3½                | 4                  | 15½          | 2   | 2,288                             | 9,152                                        |
| Scripps-Howard                                 |                 | O             | 18½                | 17½               | 18                 | 25           | 14  | 2,589                             | 46,802                                       |
| Sonderling                                     | SDB             | A             | 23                 | 23½               | 23½                | 34½          | 10½ | 991                               | 23,655                                       |
| Starr                                          | SBG             | M             | 8½                 | 8½                | 8½                 | 18½          | 7½  | 461                               | 3,748                                        |
| Taft                                           | TFB             | N             | 20½                | 19½               | 20                 | 29½          | 13½ | 3,712                             | 74,240                                       |
| <b>Total</b>                                   |                 |               |                    |                   |                    |              |     | <b>70,108</b>                     | <b>1,551,027</b>                             |
| <b>Broadcasting with other major interests</b> |                 |               |                    |                   |                    |              |     |                                   |                                              |
| Avco                                           | AV              | N             | 9½                 | 10½               | 10½                | 25½          | 9   | 11,470                            | 121,811                                      |
| Bartell Media                                  | BMC             | A             | 4½                 | 5½                | 5½                 | 14           | 3½  | 2,254                             | 11,540                                       |
| Boston Herald-Traveler                         |                 | O             | 29                 | 30                | 30                 | 44           | 24  | 674                               | 17,220                                       |
| Chris-Craft                                    | CCN             | N             | 8½                 | 9½                | 6½                 | 11½          | 4½  | 3,797                             | 24,187                                       |
| Combined Communications                        |                 | O             | 10½                | 11                | 12½                | 17           | 5½  | 1,945                             | 24,313                                       |
| Cowles Communications                          | CWL             | N             | 6½                 | 6½                | 7½                 | 10½          | 3½  | 3,969                             | 29,252                                       |
| Fuqua                                          | FQA             | N             | 10                 | 12½               | 12½                | 31½          | 7   | 6,190                             | 78,118                                       |
| Gannett                                        | GCI             | N             | 29½                | 26½               | 28                 | 29½          | 18½ | 7,117                             | 199,276                                      |
| General Tire                                   | GY              | N             | 18½                | 18½               | 18½                | 20½          | 12½ | 16,434                            | 303,239                                      |
| Gray Communications                            |                 | O             | 5½                 | 5½                | 6                  | 7½           | 3½  | 475                               | 2,850                                        |
| Lamb Communications                            |                 | O             | 2½                 | 3                 | 3                  | 6            | 2   | 475                               | 1,425                                        |
| Lee Enterprises                                | LNT             | A             | 16                 | 16                | 16                 | 20½          | 12  | 1,957                             | 21,527                                       |
| Liberty Corp.                                  | LC              | N             | 14½                | 15½               | 15½                | 21½          | 13  | 6,744                             | 102,239                                      |
| LIN                                            |                 | O             | 6½                 | 7½                | 7½                 | 11½          | 3½  | 2,244                             | 17,660                                       |
| Meredith Corp.                                 | MDP             | N             | 21½                | 20½               | 21½                | 44½          | 18  | 5,733                             | 121,826                                      |
| Outlet Co.                                     | OTU             | N             | 12½                | 12½               | 12½                | 17½          | 10  | 1,342                             | 14,829                                       |
| Plough Inc.                                    | PLO             | N             | 73½                | 71                | 71½                | 85           | 55  | 6,883                             | 492,135                                      |
| Post Corp.                                     |                 | O             | 10                 | 10                | 10                 | 17½          | 8   | 713                               | 7,130                                        |
| Ridder Publications                            |                 | O             | 14½                | 14½               | 14½                | 22           | 9½  | 6,217                             | 90,147                                       |
| Rollins                                        | ROL             | N             | 27½                | 25½               | 25½                | 40½          | 19½ | 8,044                             | 205,122                                      |
| Rust Craft                                     | RUS             | A             | 26                 | 25½               | 26                 | 32½          | 18½ | 1,159                             | 30,134                                       |
| Storer                                         | SBK             | N             | 20½                | 20                | 19½                | 30½          | 14  | 4,223                             | 79,181                                       |
| Time Inc.                                      | TL              | N             | 35½                | 33½               | 33½                | 43½          | 25½ | 7,257                             | 240,207                                      |
| Trans-National Comm.                           |                 | O             | ½                  | ½                 | ½                  | 4½           | ½   | 1,000                             | 620                                          |
| Turner Communications                          |                 | O             | 2½                 | 3                 | 3½                 | 8½           | 2½  | 1,328                             | 4,143                                        |
| Wometco                                        | WOM             | N             | 16½                | 17                | 17                 | 20½          | 13½ | 5,817                             | 98,889                                       |
| <b>Total</b>                                   |                 |               |                    |                   |                    |              |     | <b>117,361</b>                    | <b>2,339,020</b>                             |
| <b>CATV</b>                                    |                 |               |                    |                   |                    |              |     |                                   |                                              |
| Ameco                                          | ACO             | A             | 6½                 | 6½                | 6½                 | 16           | 4   | 1,200                             | 7,500                                        |
| American TV & Comm.                            |                 | O             | 16½                | 13½               | 13½                | 24           | 10  | 1,775                             | 23,963                                       |
| Burnup & Sims                                  |                 | O             | 28½                | 29½               | 26½                | 26½          | 14  | 673                               | 23,353                                       |
| Cablecom-General                               | CCG             | A             | 14½                | 14½               | 13½                | 23½          | 7½  | 1,605                             | 21,860                                       |
| Cable Information Systems                      |                 | O             | 2½                 | 3½                | 3½                 | 5            | ¾   | 955                               | 3,343                                        |
| Citizens Financial Corp.                       | CPN             | A             | 11½                | 11½               | 11½                | 17½          | 9½  | 994                               | 10,546                                       |
| Columbia Cable                                 |                 | O             | 10                 | 10½               | 9½                 | 15½          | 6½  | 900                               | 6,775                                        |
| Communications Properties                      |                 | O             | 7½                 | 6½                | 6½                 | 10½          | 6   | 644                               | 4,186                                        |
| Cox Cable Communications                       |                 | O             | 18                 | 18½               | 17                 | 25           | 12  | 3,550                             | 60,350                                       |
| Cypress Communications                         |                 | O             | 7½                 | 8                 | 8                  | 17½          | 6   | 1,887                             | 15,098                                       |
| Entron                                         | ENT             | A             | 3½                 | 3½                | 3½                 | 8½           | 2½  | 1,320                             | 4,620                                        |
| General Instrument Corp.                       | GRL             | N             | 14                 | 16½               | 16                 | 30½          | 11½ | 6,250                             | 100,000                                      |
| Sterling Communications                        |                 | O             | 4½                 | 4                 | 3½                 | 7½           | 3   | 1,100                             | 4,125                                        |
| Tele-Communications                            |                 | O             | 12½                | 12                | 12½                | 16½          | 8½  | 2,704                             | 33,800                                       |
| Teleprompter                                   | TP              | A             | 67½                | 76½               | 75½                | 133½         | 46  | 1,161                             | 87,856                                       |
| Television Communications                      |                 | O             | 8                  | 8½                | 6½                 | 19½          | 3½  | 2,816                             | 19,346                                       |
| Vikoa                                          | VIK             | A             | 8                  | 8½                | 8½                 | 27½          | 6½  | 2,316                             | 19,107                                       |
| <b>Total</b>                                   |                 |               |                    |                   |                    |              |     | <b>32,051</b>                     | <b>447,680</b>                               |

■ Fuqua—G. B. Hester bought 1,002 shares, giving him a total of 1,102. M. G. Hulme bought 209 shares. H. M. Nowlan Jr. bought 500 shares.

■ General Instrument Corp.—H. Hirsch sold 1,000 shares, leaving 130,053.

■ Gray Communications Systems—J. H. Gray bought 2,500 shares, giving him a total of 238,000. Dixon Oxford bought 2,000 shares, giving him a total of 6,400.

■ Gulf & Western Industries—R. T. Abbott Jr. sold 1,900 shares, leaving 9,550. Mr. and Mrs. P. J. Levin sold 100 shares each, leaving 100 shares each. J. D. Barnette sold \$180,000 worth of 5½% convertible subordinate debentures, leaving \$215,700 worth of such stock; Mrs. Barnette owns \$19,100 worth of debentures. O. C. Carmichael sold \$12,200 worth of debentures, leaving \$364,500 worth of such stock; Mrs. Carmichael sold \$100,000 worth of debentures, leaving \$3,400,000 worth of such stock; Mr. Carmichael sold \$275,000 worth of debentures from trusts, leaving \$6,988,100 worth of such stock in trusts; Car-

michael foundations owns \$1,895,300 of such stock.

■ Harris-Intertype Corp.—H. M. Dirks bought 600 shares, giving him a total of 7,500.

■ Kinney National Service—H. L. Haft bought 156 shares of series A convertible preferred stock and 100 shares of series C convertible preferred stock, giving him a total of 800 shares of series A and 100 shares of series C.

■ Lamb Communications—E. H. Lamb bought 200 shares, giving him a total of 1,275; Lamb Enterprises owns 2,035,807 shares. Jane McCarthy bought 100 shares, giving her a total of 740.

■ Lee Enterprises—Earl English bought 200 shares, giving him a total of 900; his wife owns 300 shares. D. K. Gottlieb bought 200 shares, giving him a total of 15,554; his family owns 11,772 shares. A. Magnusson bought 200 shares, leaving 900; his wife owns 1,100 shares.

■ Liberty Corp.—B. C. Hipp sold 2,300 shares, leaving 607,236; his children own 63,780 shares.

■ Memorex Corp.—S. W. Meyer bought 1,875

shares, giving him a total of 8,250; his wife as custodian owns 246 shares.

■ Motorola Inc.—J. A. Hubeny bought 300 shares, giving him a total of 1,900; with his wife, they own 600 shares; as custodian, 48 shares. C. J. Goodman bought 100 shares, giving him a total of 670. H. L. Marrs bought 3,000 shares, giving him a total of 5,000. W. J. Weisz sold 3,000 shares, leaving 3,060.

■ Movielab—F. S. Berman sold 355 shares, leaving 190; through joint tenancy, he sold 206 shares, leaving 300 shares held jointly.

■ National General—R. B. Graft bought 250 shares, giving him a total of 6,300. D. Schwartz, for S. S. & R. Investment Co., bought 81,200 shares, giving them a total of 91,200.

■ A. C. Nielsen—J. P. Napier sold 100 class A shares, leaving 1,590. J. A. Wennerstrom bought 250 class B shares, giving him a total of 260.

■ Norton Simon—J. R. Clumeck sold 8,046 shares, leaving 27,298; his wife owns 3,537 shares. F. R. Weisman, for Lerand Inc., sold 1,000 shares,

|                                      | Stock<br>symbol | Ex-<br>change | Closing<br>Nov. 12 | Closing<br>Nov. 5 | Closing<br>Oct. 29 | High<br>1970 | Low                | Approx.<br>Shares<br>Out<br>(000) | Total Market<br>Capitali-<br>zation<br>(000) |
|--------------------------------------|-----------------|---------------|--------------------|-------------------|--------------------|--------------|--------------------|-----------------------------------|----------------------------------------------|
| <b>Programming</b>                   |                 |               |                    |                   |                    |              |                    |                                   |                                              |
| Columbia Pictures                    | CPS             | N             | 10%                | 11%               | 10%                | 31½          | 8%                 | 6,120                             | 66,524                                       |
| Disney                               | DIS             | N             | 127                | 126               | 120                | 158          | 89½                | 5,894                             | 707,280                                      |
| Filmways                             | FWY             | A             | 7½                 | 7½                | 7½                 | 18½          | 5½                 | 1,842                             | 13,815                                       |
| Four Star International              | O               | O             | 1½                 | 1½                | 1½                 | 4            | 1½                 | 668                               | 1,168                                        |
| Gulf & Western                       | GW              | N             | 15%                | 16½               | 16%                | 20%          | 9½                 | 15,362                            | 247,789                                      |
| Kinney National                      | KNS             | N             | 25%                | 28%               | 28%                | 36           | 20%                | 10,402                            | 295,105                                      |
| MCA                                  | MCA             | N             | 20%                | 21%               | 20%                | 26           | 11%                | 8,195                             | 170,128                                      |
| MGM                                  | MGM             | N             | 14½                | 14½               | 14%                | 29%          | 12%                | 5,883                             | 86,774                                       |
| Music Makers                         | O               | O             | 2%                 | 2%                | 2%                 | 9            | 2%                 | 589                               | 1,325                                        |
| National General                     | NGC             | N             | 15%                | 16%               | 16%                | 20%          | 9                  | 4,910                             | 82,243                                       |
| Tele-Tape Productions                | O               | O             | 2%                 | 2%                | 2%                 | 6%           | 1½                 | 2,183                             | 4,912                                        |
| Transamerica                         | TA              | N             | 12%                | 12%               | 12%                | 26%          | 11%                | 63,630                            | 803,010                                      |
| 20th Century Fox                     | TF              | N             | 8                  | 8%                | 8%                 | 20½          | 8                  | 8,562                             | 72,777                                       |
| Walter Reade Organization            | O               | O             | 2%                 | 3                 | 3½                 | 8%           | 2½                 | 2,414                             | 7,848                                        |
| Wrather Corp.                        | WCO             | A             | 8%                 | 9                 | 9                  | 4½           | 10%                | 2,211                             | 19,899                                       |
|                                      |                 |               |                    |                   |                    |              | <b>Total</b>       | <b>138,863</b>                    | <b>2,580,593</b>                             |
| <b>Service</b>                       |                 |               |                    |                   |                    |              |                    |                                   |                                              |
| John Blair                           | BJ              | N             | 15%                | 14%               | 15%                | 23½          | 10%                | 2,598                             | 40,580                                       |
| Comsat                               | CQ              | N             | 46%                | 48                | 46%                | 57%          | 25                 | 10,000                            | 463,700                                      |
| Creative Management                  | CMA             | A             | 11%                | 12%               | 13%                | 14%          | 12%                | 1,182                             | 15,803                                       |
| Doyle Dane Bernbach                  | O               | O             | 21%                | 21                | 21                 | 24½          | 13%                | 1,919                             | 40,299                                       |
| Elkins Institute *                   | O               | O             | 10%                | 10%               | 10%                | 10%          | 10%                | 1,667                             | 17,087                                       |
| Foote Cone & Belding                 | FCB             | N             | 8%                 | 7%                | 7½                 | 12%          | 7%                 | 2,175                             | 18,313                                       |
| Grey Advertising                     | O               | O             | 9%                 | 9%                | 9%                 | 13½          | 5%                 | 1,207                             | 11,310                                       |
| LaRoche, McCaffrey & McCall          | O               | O             | 9                  | 9                 | 9                  | 17           | 8½                 | 585                               | 5,265                                        |
| Marketing Resources & Applications * | O               | O             | 3%                 | 3%                | 3%                 | 7            | 1                  | 504                               | 1,638                                        |
| Movielab                             | MOV             | A             | 2%                 | 2%                | 2%                 | 7½           | 2                  | 1,407                             | 3,869                                        |
| MPO Videotronics                     | MPO             | A             | 6                  | 5%                | 6%                 | 9%           | 4%                 | 558                               | 3,415                                        |
| Nielsen                              | O               | O             | 38%                | 37                | 36½                | 42½          | 28                 | 5,299                             | 192,089                                      |
| Ogilvy & Mather                      | O               | O             | 22%                | 24                | 22%                | 23½          | 14%                | 1,096                             | 24,792                                       |
| PKL Co.                              | PKL             | A             | 3%                 | 3%                | 3%                 | 12%          | 2½                 | 743                               | 2,415                                        |
| J. Walter Thompson                   | JWT             | N             | 28                 | 27                | 28                 | 38           | 21%                | 2,764                             | 77,392                                       |
| Wells, Rich, Greene                  | WRG             | A             | 12%                | 13%               | 12%                | 14%          | 5                  | 1,581                             | 20,347                                       |
|                                      |                 |               |                    |                   |                    |              | <b>Total</b>       | <b>33,105</b>                     | <b>917,589</b>                               |
| <b>Manufacturing</b>                 |                 |               |                    |                   |                    |              |                    |                                   |                                              |
| Admiral                              | ADL             | N             | 8%                 | 7%                | 8                  | 14%          | 6%                 | 5,158                             | 41,264                                       |
| Ampex                                | APX             | N             | 16%                | 16½               | 17%                | 48½          | 12%                | 10,874                            | 188,881                                      |
| CCA Electronics                      | O               | O             | 2%                 | 2%                | 2%                 | 5            | 1½                 | 800                               | 2,096                                        |
| Collins Radio                        | CRI             | N             | 12%                | 14%               | 15                 | 37%          | 9                  | 2,967                             | 44,505                                       |
| Computer Equipment                   | CEC             | A             | 4%                 | 4%                | 4½                 | 12%          | 3½                 | 2,406                             | 10,228                                       |
| Conrac                               | CAX             | N             | 13%                | 13%               | 13%                | 32%          | 11                 | 1,262                             | 17,504                                       |
| General Electric                     | GE              | N             | 85%                | 86%               | 85%                | 87½          | 60%                | 90,884                            | 7,804,209                                    |
| Harris-Intertype                     | HI              | N             | 48½                | 49%               | 49½                | 75           | 36%                | 6,308                             | 31,225                                       |
| Magnavox                             | MAG             | N             | 32                 | 30%               | 31%                | 38%          | 22%                | 16,429                            | 505,669                                      |
| 3M                                   | MMM             | N             | 86                 | 89%               | 88%                | 114%         | 71                 | 58,058                            | 4,939,831                                    |
| Motorola                             | MOT             | N             | 47                 | 50½               | 47%                | 49%          | 31                 | 13,334                            | 634,432                                      |
| RCA                                  | RCA             | N             | 23%                | 23%               | 22%                | 34%          | 18%                | 66,926                            | 1,522,567                                    |
| Reeves Industries                    | RSC             | A             | 3%                 | 3%                | 3%                 | 5%           | 2½                 | 3,458                             | 11,853                                       |
| Telemation                           | O               | O             | 13                 | 12                | 13                 | 24           | 8%                 | 1,080                             | 14,040                                       |
| Westinghouse                         | WX              | N             | 63                 | 65%               | 64½                | 69%          | 53%                | 39,803                            | 2,567,294                                    |
| Zenith                               | ZE              | N             | 32%                | 32                | 31%                | 37%          | 22%                | 19,020                            | 603,885                                      |
|                                      |                 |               |                    |                   |                    |              | <b>Total</b>       | <b>415,589</b>                    | <b>18,939,281</b>                            |
|                                      |                 |               |                    |                   |                    |              | <b>Grand Total</b> | <b>807,077</b>                    | <b>26,775,136</b>                            |

Standard & Poor Industrial Average

92.41

92.51

91.76

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

Shares outstanding and capitalization as of Oct. 29.  
Over-the-counter bid prices supplied by Merrill Lynch,  
Pierce, Fenner & Smith Inc., Washington.  
\*New additions to index.

leaving 23,800. Mr. Weisman owns 8,134 shares.

■ Official Industries—L. C. Lerner bought 2,190 shares, giving him a total of 642,990; his wife owns 2,000 shares. Mr. Lerner, through two investment accounts, owns 915,000 shares, and 3,748 shares through trading account.

■ PKL Co.'s—J. R. Green bought 200 shares and sold 700 shares, leaving 1,500. Julian Koenig sold 1,500 shares, leaving 62,182. F. Papert bought 2,000 shares, giving him a total of 81,196; he owns 10,000 shares in trust.

■ Pacific & Southern Broadcasting—J. O. Gilbert bought 500 shares, giving him a total of 11,270.

■ RCA—J. R. Shirley sold 500 shares, leaving 2. ■ Rahall Communications Corp.—N. J. Rahall family bought 1,100 shares, giving them a total of 240,744. S. G. Rahall bought 300 shares, giving him a total of 236,726.

■ Reeves Telecom—E. L. Glockner sold 1,000 shares, leaving 93,802.

■ Republic Corp.—S. E. Levi sold 2,300 shares, leaving 11,150.

■ Ridder Publications—C. M. Clifford bought 1,000 shares.

■ Rollins Inc.—J. W. Rollins Sr. sold 38,600 shares, leaving 787,395; as guardian he owns 7,494 shares; his wife owns 3,150 shares.

■ Scripps Howard Broadcasting—H. W. Slavick bought 100 shares.

■ Sterling Communications—R. M. Flynn bought 4,000 shares. P. Sharp bought 5,000 shares of common stock and 40,000 warrants.

■ Storer Broadcasting Co.—J. P. Storer sold 200 shares, leaving 24,050; his wife owns 600 shares.

■ Technicolor Inc.—P. K. Grunebaum bought 100 shares, giving him a total of 400. C. E. Gumprecht bought 600 shares, giving him a total of 5,100.

■ Teleprompter Corp.—E. Weirich sold 100 shares, leaving 2,200. J. D. Wrather Jr. sold 2,100 shares, leaving 47,900.

■ Time Inc.—B. M. Auer sold 450 shares, leaving 8,702. J. F. Harvey sold 300 shares, leaving 2,522. J. R. Shepley sold 400 shares, leaving 3,650. J. G. Valk sold 1,000 shares, leaving 1,000.

■ Transamerica Corp.—J. R. Beckett, for his daughter bought 1,025 shares, and as custodian sold 1,025 shares, leaving 1,025 shares as custodian. Mr. Beckett owns 39,705 shares personally and 897 shares through stock savings plan. G. A. Cramer sold 5,000 shares, leaving 313,085; he owns 123 shares in savings plan. E. L. Scarff sold 10,000 shares, leaving 180.

■ Vikoa—R. Baum sold 1,200 shares, leaving 164,596; he owns 210,211 shares in trusts, and

his family owns 2,030 shares. T. Baum sold 3,500 shares, leaving 179,553; his children own 66,690 shares; his wife, 125, with 205,599 shares in trusts.

■ Walt Disney Productions—J. W. Fowler bought 1,875 shares, giving him a total of 3,787. O. B. Johnston bought 500 shares, giving him a total of 1,515. R. T. Morrow bought 546 shares, giving him a total of 1,490. S. C. Olin bought 536 shares, giving him a total of 2,778.

■ J. Walter Thompson—J. F. Ball sold 300 shares, leaving 1,100. G. W. Fortinberry sold 1,250 shares, leaving 1,500. E. C. Holt sold 100 shares, leaving none. K. L. Robbins sold 100 shares, leaving 200. J. E. Peters sold 500 shares, leaving none.

■ Wometco Enterprises—F. W. Cary, through various companies, bought 1,000 shares, giving him a total of 166,170 in various companies; he owns 25,899 shares personally; 53,423 in trusts; 12,247 as custodian; 799 in charitable trust, and 4,807 in realty firm. Van Myers sold 200 shares, leaving 3,717.

■ Wrather Corp.—R. S. Stevens bought 200 shares, giving him a total of 300 shares.

■ Zenith Radio Corp.—W. C. Fisher sold 600 shares, leaving 5,800. E. M. Kinney sold 3,000 shares, leaving 27,364. H. Robertson sold 300 shares, leaving 28,173.

## CBS shareholders due to get Viacom stock

The proposed spin-off of the cable television and program syndication operations of CBS into a new public company, Viacom International Inc., was accelerated last week when CBS Inc. announced it has obtained a clearance from the Internal Revenue Service for a tax-free distribution to its shareholders of Viacom stock.

CBS divulged plans to form this company last June, shortly after the FCC said it would bar the three major networks from domestic program syndication and the cable-television field

(BROADCASTING, July 6). An application has been made for the listing of Viacom International shares on the New York Stock Exchange.

In the spin-off, each CBS stockholder will receive one share of Viacom International stock for every seven shares of CBS common he holds at the close of business on Dec. 17. The Viacom shares will be distributed on Dec. 31. No fractional shares will be issued in connection with the Viacom distribution. Shareholders will receive nontransferable order forms for their fractional interests.

The combined sales of its cable systems and its program-syndication organization, CBS Enterprises, are expected to reach about \$20 million this year.

CBS also announced last week that its board declared a cash dividend of 35 cents a share on CBS common stock, payable on Dec. 11 to shareholders of record on Nov. 27, and a stock dividend of 2%, payable Jan. 15, 1971, to shareholders of record on Dec. 17.

## Financial notes:

■ Scripps-Howard Broadcasting Co., New York, multiple-station owner, has declared a quarterly dividend of 35 cents per share, payable Dec. 10 to stockholders of record Nov. 25.

■ Storer Broadcasting Co., Miami Beach, Fla., has declared a regular quarterly dividend of 12½ cents per share payable Dec. 2 to stockholders of record Nov. 20.

## Fates & Fortunes

### Broadcast advertising

Tom Lawson, VP, management supervisor, and Michael Drexler, VP, media director, Ogilvy & Mather, New York, elected senior VP's.

Walter E. Nilson, sales VP, Katz Agency, New York, named VP, administration. David S. Allen, TV South sales manager, Katz, New York, named VP, TV sales, in charge of East-South sales, New York. Mr. Allen succeeds Frank

McCann, VP, TV sales, named to manage West-Midwest sales, Chicago. Monroe H. (Pete) Long, with Katz, succeeds Mr. Allen as TV South sales manager. Nathaniel C. Doughty, associate, advanced-methods groups, N. W. Ayer & Son, Philadelphia, elected VP.

Anthony M. Santino, manager, Metro TV Sales, San Francisco, elected VP.

Faith Popcorn, with Smith/Greenland, New York, agency, named VP-creative director.

Alan Hecht, advertising and sales-promotion assistant, Allied Stores Marketing, subsidiary of Allied Stores, New York, department stores, appointed radio and television manager.

Jack Kline, assistant general sales manager, WFIL-TV Philadelphia, joins WPHL-TV there as general sales manager.

Jeff Davidson, with WPGH-TV Pittsburgh, appointed general sales manager.

Glenn T. Potter, with WTTG(TV) Washington, appointed local sales manager.

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# Broadcasting

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As compiled by BROADCASTING, Nov. 3 through Nov. 10 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Actions on motions

- Chief, Broadcast Bureau, granted request of Channel Twenty-four Corp., UHF permittee at Austin, Tex., and extended through Nov. 10 time to file comments and through Nov. 20 time to file reply comments in matter of amendment of TV table of assignments (Kerrville-Fredericksburg, Tex.). (Doc. 18979). Action Nov. 3.
- Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding denied petition for production of information and documents filed by Birmingham Broadcasting Co. except for information relative to hiring policies of Birmingham Trust National Bank which Alabama Television Inc. is to supply by Nov. 23; sustained objections by Alabama Television Inc. to request for admissions of facts filed by Birmingham Broadcasting Co. (Docs. 15461, 16760-1, 16758). Action Nov. 2.
- Hearing Examiner Herbert Sharfman in Miami (Post-Newsweek Stations of Florida Inc. and Greater Miami Telecasters Inc.), TV proceeding, subject to action on applicants' joint petition for approval of agreement filed Aug. 31, rescheduled prehearing conference for Dec. 14 (Docs. 18889-90). Action Nov. 2.

### Other actions

- Review board in Jacksonville, Fla., TV proceeding, granted petition for extension of time, filed Nov. 3 by Broadcast Bureau (Docs. 10834, et al.). Action Nov. 4.
- Review board in Boston, TV proceeding, denied motion to set aside initial decision, filed Sept. 24 by Broadcast Bureau; record is reopened, proceeding is remanded to hearing examiner for further hearing and preparation of supplemental initial decision (Docs. 18338-39). Action Nov. 2.
- Review board in New York, TV proceeding, granted consent motion by WPIX Inc. for extension of time to Nov. 23 to file responsive pleadings to petition by Forum Communications Inc. to enlarge issues (Docs. 18711-18712). Action Nov. 5.
- Review board in High Point, N.C., TV proceeding, granted petition to enlarge issues, filed July 29 by Southern Broadcasting Co. (Docs. 18906-07). Action Nov. 4.

### Rulemaking petition

- Washington—Electronic Industries Associates. Requests amendment of rules concerning TV's with regard to effective radiated power above horizontal plane. Ann. Oct. 30.

## Existing TV stations

### Final actions

- WTOP-TV Washington—Broadcast Bureau granted CP to install alt. main vis. final amplifier. Action Nov. 3.
- WDBO-TV Orlando, Fla.—Broadcast Bureau granted CP to change ERP to vis. 85.1 kw, aur. 17 kw; and make changes in ant. system; condition. Action Nov. 3.
- WHO-TV Des Moines, Iowa—Broadcast Bureau granted CP to change vis. ERP to 240 kw, aur. to 33.9 kw; trans. location to approximately one mile south of Alleman, Iowa; change type trans. and ant.; ant. height 2,000 ft.; condition. Action Nov. 3.
- \*WGBH-TV Boston—Broadcast Bureau granted CP to install precise carrier frequency control system at main trans. Action Oct. 29.
- WKTV(TV) Utica, N.Y.—Broadcast Bureau granted license covering changes in main trans. and ant. and alt. main ant. trans. Action Nov. 5.

- KATU(TV) Portland, Ore.—Broadcast Bureau granted license covering aux. ant.; granted license covering aux. trans.; granted license covering changes in main trans. and ant. Actions Nov. 5.

### Actions on motions

- Chief, Office of Opinions and Review in Cheyenne, Wyo. (Frontier Broadcasting Co.) renewal of license of KFBC-TV, granted motion by applicant and extended to Nov. 17 time to reply to opposition of Department of Justice to petition for reconsideration, conditional grant and other relief (Doc. 18797). Action Nov. 3.
- Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Inc.), TV proceeding, rescheduled hearing for Feb. 23, 1971, in High Point (Docs. 18906-7). Action Oct. 30.

### Other actions

- KTTV(TV) Los Angeles—FCC Complaints and Compliance Chief William B. Ray informed Norman Zafman, La Crescenta, Calif., that KTTV(TV) did not fail to meet obligations under fairness doctrine regarding George Putnam's "One Reporter's Opinion" segment of news in which comments were made on alleged My Lai incident and Black Panthers. Ann. Nov. 6.
- WSB-TV Atlanta—FCC Complaints and Compliance Chief William Ray found, in response to request by Cox Broadcasting Corp., licensee, for advisory opinion regarding station's Section 315 obligations to Mrs. Linda Jenness, Socialist Workers Party candidate for Governor of Georgia, that Mrs. Jenness should be given additional time because of station's failure to adhere to "agreed format and procedures" in program on which she appeared. Action Oct. 30.
- Boston—FCC denied application by Dudley Station Corp. for review of review board memorandum opinion and order released June 29 affirming ruling by hearing examiner that 1970 policy statement on comparative hearings involving regular renewal applicants was applicable in Boston ch. 7 hearing. Action Nov. 4.

### Fine

- WCFT(TV) Tuscaloosa, Ala.—FCC notified Chapman Television of Tuscaloosa Inc., licensee, of apparent liability for \$3,000 forfeiture for failure to file time-brokerage contract and improper substitution of local for network advertising. Action Nov. 4.

### Network affiliations

### ABC

- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.
- KEZI-TV Eugene, Ore. (Liberty Television Inc.)

Contract dated Aug. 31, 1970, replaces one dated May 8, 1968; effective Nov. 1, 1970, to Nov. 1, 1972. First call right. Programs delivered to station. Network rate, \$350; effective Jan. 1, 1971, \$327; compensation paid at 116.667% prime time.

■ WBTW(TV) Florence, S.C. (Daily Telegraph Printing Co.) Contract dated Oct. 15, 1970, replaces one dated Nov. 13, 1967; effective Oct. 1, 1970, to Oct. 1, 1972, and self-renewable for two-year periods thereafter. First call right. Programs delivered to High Point, N.C., AT&T test board. Network rate, \$531; compensation paid at 30% prime time.

■ WHBQ-TV Memphis (RKO General Inc.) Amendment dated Aug. 7, 1970, reduces network rate to \$1,222 effective Jan. 1, 1971.

## New AM stations

### Review board actions

- Review board in Jacksonville, Ala., AM proceeding, granted to extent indicated and denied in all other respects motion to enlarge issues, filed Aug. 28 by University Broadcasting Co. (Docs. 18899-18900). Action Nov. 4.
- Review board in West Jefferson, N.C., AM proceeding, granted request for extension of time, filed Nov. 3 by Broadcast Bureau (Docs. 19015-16). Action Nov. 5.

## Existing AM stations

### Final actions

- WKAC Athens, Ala.—Broadcast Bureau permitted remote control. Action Oct. 22.
- KIIS Los Angeles—Broadcast Bureau granted mod. of license to operate trans. by remote control from main studio location (main and alt. main trans.). Action Oct. 21.
- WILZ St. Petersburg Beach, Fla.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 200 Madonna Boulevard, Tierra Verde, Fla.; conditions. Action Nov. 4.
- KGLO Mason City, Iowa—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 112 North Pennsylvania, Mason City; conditions. Action Nov. 4.
- WJIL Jacksonville, Ill.—Broadcast Bureau granted mod. of license covering operations of trans. by remote control from #1 Public Square, Jacksonville; conditions. Action Nov. 5.
- KLSI Salina, Kan.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 110 East Walnut Street, Salina; conditions. Action Nov. 5.
- WBT Charlotte, N.C.—Broadcast Bureau granted license covering CP which authorizes change in DA pattern. Action Oct. 15.
- WJAS Pittsburgh—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 100 Forbes Avenue, Pittsburgh; conditions. Action Nov. 4.
- WKJF Pittsburgh—Broadcast Bureau granted CP to install new trans. and ant.; ant. height 550 ft.; ERP 41 kw; remote control permitted. Action

## EDWIN TORNBURG & COMPANY, INC.

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## Summary of broadcasting

Compiled by FCC, Nov. 1, 1970

|                      | On Air   |      |      | Total<br>On Air  | Not<br>On Air<br>CP's | Total<br>Authorized |
|----------------------|----------|------|------|------------------|-----------------------|---------------------|
|                      | Licensed | STA* | CP's |                  |                       |                     |
| Commercial AM        | 4,296    | 2    | 16   | 4,316            | 61                    | 4,377 <sup>1</sup>  |
| Commercial FM        | 2,127    | 0    | 48   | 2,175            | 124                   | 2,299               |
| Commercial TV-VHF    | 498      | 2    | 14   | 512 <sup>2</sup> | 14                    | 526                 |
| Commercial TV-UHF    | 151      | 0    | 33   | 184 <sup>2</sup> | 110                   | 294                 |
| Total commercial TV  | 649      | 2    | 47   | 696              | 124                   | 820                 |
| Educational FM       | 414      | 0    | 19   | 433              | 41                    | 474                 |
| Educational TV-VHF   | 76       | 0    | 9    | 85               | 4                     | 89                  |
| Educational TV-UHF   | 101      | 0    | 10   | 111              | 12                    | 123                 |
| Total educational TV | 177      | 0    | 19   | 195              | 16                    | 212                 |

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Indicates four educational stations on non-reserved channel.

Nov. 5.

■ WCRS Greenwood, S.C.—Broadcast Bureau permitted remote control. Action Oct. 22.

■ WLAF La Follette, Tenn.—Broadcast Bureau granted mod. of license covering change from specified hours to U. Action Oct. 29.

■ KVLG La Grange, Tex.—Broadcast Bureau granted CP to change DA pattern. Action Oct. 28.

■ KNAM Midland, Tex.—Broadcast Bureau permitted remote control. Action Oct. 29.

■ WHHV Hillsville, Va.—Broadcast Bureau granted license covering aux. trans. Action Oct. 30.

■ WRAI San Juan, P.R.—Broadcast Bureau granted license covering aux. trans. at new main trans. location for aux. purposes only. Action Oct. 29.

### Initial decisions

■ Hearing Examiner Charles J. Frederick in Carthage, Miss. (WECP), proposed grant of application of Meredith Colon Johnston for CP to change existing facilities of station from 1480 mhz, 500 w-D, to 1080 mhz, 250 w-D (Doc. 18487); proposed that mutually exclusive application of Ford Broadcasting Co. for CP for new AM with 10 kw, DA-D, on same frequency at Jackson, Miss., be denied (Doc. 18488). Ann. Nov. 3.

■ Hearing Examiner Charles J. Frederick in Selinsgrove, Pa., granted application of B & K Broadcasting Co. to increase D power of WSEW Selinsgrove, from 250 w to 1 kw (Doc. 18810). Ann. Nov. 6.

### Actions on motions

■ Chief, Broadcast Bureau, granted request by NAB and extended through Feb. 2, 1971, time to file comments and through March 1, 1971, time to file reply comments in amendment of rules concerning operator requirements for AM and FM stations (Doc. 18930). Action Oct. 30.

■ Hearing Examiner Charles J. Frederick in Selinsgrove, Pa. (B & K Broadcasting Co. [WSEW]), AM proceeding, in order to dispose of all pleadings, granted request filed by P.A.L. Broadcasters Inc. and extended to Aug. 3, 1971, time to file findings and conclusions, and to Aug. 17, 1971, time to file replies (Doc. 18810). Action Oct. 30.

■ Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawaiian Paradise Park Corp.), renewal of license of KTRG, on request of applicant to dismiss application, cancelled hearing scheduled for Nov. 24 in Honolulu and ordered further proceedings held in abeyance pending consummation of termination of operations of KTRG and consideration of such action as may be appropriate to terminate proceeding (Doc. 18819). Action Nov. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Gulfport, Miss., and Americus, Ga. (Charles W. Dowdy, [WROA] and Sumter Broadcasting Inc. [WISK]), AM proceeding, on request of Charles W. Dowdy, continued procedural dates and continued hearing from Dec. 1 to Jan. 12, 1971 (Docs. 18941-2). Action Nov. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in West Jefferson and Blowing Rock, both North Carolina (Childress Broadcasting Corp. of West Jefferson [WKSJ] and Mountain Broadcasting Corp.), AM proceeding, granted petition by Wilkes Broadcasting Co. and made petitioner party intervenor in proceeding (Docs. 19015-6). Action Nov. 2.

### Fines

■ Broadcast Bureau notified following that they had incurred apparent liability for forfeiture in amounts shown for violation of rules, by failing to file renewal application within time specified: WPRN Butler, Ala., \$25.00; WRAG Carrollton,

Ala., \$100.00; WBHP Huntsville, Ala., \$100.00; KZOT Marianna, Ark., \$100.00; WRWH Cleveland, Ga., \$25.00; WVMG Cochran, Ga., \$25.00; WMPA Aberdeen, Miss., \$25.00; WMBC Columbus, Miss., \$25.00; WFOR Hattiesburg, Miss., \$25.00; WXXX Hattiesburg, Miss., \$200.00; WRPM Poplarville, Miss., \$100.00; KCHS Truth or Consequences, N.M., \$100.00; and WGMF Watkins Glen, N.Y., \$100.00. Actions Nov. 4.

## New FM stations

### Final action

■ Springfield, Vt.—Connecticut Valley Broadcasting Inc.—Broadcast Bureau granted 93.5 mhz, 3 kw. Ant. height above average terrain 174 ft. P.O. address Craigie Hill, Box 800, Springfield 05156. Estimated construction cost \$21,350; first-year operating cost \$5,200; revenue \$28,000. Principals: Carlo F. Zezza, president-treasurer (51%); Elizabeth L. Zezza, vice president (33%); R. Lawlor Cooper (15.6%), et al. Mr. Cooper is attorney. Principals own WCFR(AM) Springfield. Action Nov. 5.

### Initial decision

■ Hearing Examiner Herbert Sharfman in New Flora, Ill., recommended grant of application of Flora Broadcasting Co. for CP for new FM at Flora, in initial decision (Doc. 18288). Ann. Nov. 9.

### Other actions

■ Review board in Live Oak, Fla., FM proceeding, granted petition for extension of time, filed Nov. 5 by WNER Radio Inc. (Docs. 18975-18976). Action Nov. 6.

■ Review board in Wailuku, Hawaii, FM proceeding, granted motion for extension of time, filed Nov. 4 by John Hutton Corp. (Docs. 18991-18992). Action Nov. 6.

■ Sardis, Miss.—FCC denied request of WSTR Radio Co. for waiver of mileage separation requirements of rules and for acceptance of application for new FM on 95.9 mhz at Sardis; WSTR Radio given 30 days to amend application to specify site meeting required spacing. Action Nov. 4.

■ Las Vegas—FCC denied joint application filed by James B. Francis and Quality Broadcasting Corp., competing applicants for CP for new FM in Las Vegas, asking for review of order by review board that denied approval of proposed merger agreement between two applicants (Docs. 18437-8). Action Nov. 4.

■ Keyser, W. Va.—FCC denied request by Four Star Broadcasters Inc. for waiver of minimum mileage separation requirements of rules and for acceptance of application for new FM on 95.9 mhz at Keyser; gave 30 days to amend application to specify site meeting required spacing. Action Nov. 4.

## Existing FM stations

### Final actions

■ KUTE(FM) Glendale, Calif.—Broadcast Bureau granted mod. of SCA to make changes in programming; condition. Action Nov. 5.

■ \*KVCR(FM) San Bernardino, Calif.—Broadcast Bureau granted CP to install trans. Action Nov. 5.

■ KUKI-FM Ukiah, Calif.—Broadcast Bureau granted CP to replace expired permit. Action Oct. 30.

■ KFML-FM Denver—Broadcast Bureau granted CP to make changes in ant. system; ant. height 720 ft. Action Nov. 5.

■ WGYL(FM) Verò Beach, Fla.—Broadcast Bureau granted request for SCA on 67 khz. Action Nov. 5.

■ \*WRSE-FM Elmhurst, Ill.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ant. height 100 ft. Action Nov. 2.

■ WRVI(FM) Winnebago, Ill.—Broadcast Bureau granted CP to install new trans.; ERP 3 kw; ant. height 195 ft. Action Nov. 2.

■ \*WWWS(FM) Saginaw, Mich.—Broadcast Bureau granted license covering new FM; ant. height 360 ft.; ERP 2 kw. Action Nov. 4.

■ WLSM-FM Louisville, Miss.—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; ERP 3 kw; ant. height 200 ft. Action Nov. 2.

■ KTXR(FM) Springfield, Mo.—Broadcast Bureau granted license covering changes; ant. height 1,150 ft.; ERP 100 kw. Action Nov. 4.

■ WCLW-FM Mansfield, Ohio—Broadcast Bureau granted license covering new aux. trans. for aux. purposes only. Action Oct. 30.

■ WCSC-FM Charlestown, S.C.—Broadcast Bureau granted CP to change ant. height to 780 ft. Action Nov. 2.

■ KTON-FM Belton, Tex.—Broadcast Bureau granted CP to make changes in ant. system; ant. height 412 ft. Action Oct. 29.

■ WRNL-FM Richmond, Va.—Broadcast Bureau granted license covering changes; ant. height 320 ft.; ERP 140 kw. Action Sept. 22.

### Fines

■ Broadcast Bureau notified following that they had incurred liability for forfeiture in amounts shown for violation of rules by failing to file renewal applications within time specified: WVMG-FM Cochran, Ga., \$25; WCON-FM Cornelia, Ga., \$100; KSMB(FM) Lafayette, La., \$200; WMBC-FM Columbus, Miss., \$25; WFOR-FM Hattiesburg, Miss., \$25; and WRPM-FM Poplarville, Miss., \$25. Actions Nov. 4.

### Rulemaking action

■ FCC proposed amendments to rules governing multiplex operation by educational FM's, permitting FM's or licensees to charge tuition fees for formal courses broadcast over subcarrier frequencies of stations. Action Nov. 4.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K02BT Chinook, Mont., and K03CP, K06EN and K08FM all Tropic, Cannonville and Henrieville; K07HJ, K09HT and K12FR all Bryce Canyon and Airport, and K08AO, K10AL and K12AQ all Milford, all Utah. Actions Oct. 28.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: WKIS(AM) Orlando, Fla.; WIFF(AM) Auburn and WNON(AM) Lebanon, both Indiana; WCPM(AM) Cumberland and WMST-AM-FM Mount Sterling, both Kentucky; KJOE(AM) Shreveport, La.; WORS-AM-FM Starkville, Miss.; WAKR(AM) Arkon, WEBN-FM Cincinnati, WDLR(AM) Delaware, WSRW-AM-FM Hillsboro, WFFB-AM-FM Middletown, WPAV-AM-FM Portsmouth and WGLN(AM) Sylvania, all Ohio; and WBOL(AM) Bolivar, WLAF(AM) La Follette, WAKI(AM) McMinnville and WRKH(AM) Rockwood, all Tennessee. Action Oct. 29.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: WJAX(AM) Jacksonville and WMYR(AM) Ft. Myers, both Florida; WIID(AM) Garden City, Mich.; WILE-AM-FM Cambridge, Ohio; WDXE(AM) Lawrenceburg, WDXN(AM) Clarksville and WTPR(AM) Paris, all Tennessee. Actions Oct. 30.

■ KTRG Honolulu—FCC denied request by Hawaiian Paradise Park Corp. for termination of hearing on renewal application for KTRG and grant of application without hearing. Action Nov. 6.

■ WJW-AM-TV Cleveland—FCC affirmed renewal of licenses to Storer Broadcasting Co. Action Nov. 4.

## Modification of CP's, all stations

■ WDIO(TV) Dozier, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to May 4, 1971. Action Nov. 4.

■ WXLE(FM) Phenix City, Ala.—Broadcast Bureau granted mod. of CP to change studio location to 1401 Third Avenue, Phenix City; operate by remote control from proposed studio site.

(Continued on page 81)

**Hal Protter**, with Metromedia TV Sales, Chicago, joins **wxix-TV Cincinnati** as sales manager. **Thomas W. Petree**, with **wxix-TV**, appointed local sales manager. **Charles E. Trainor**, general manager, **wkrg-AM-FM Mobile, Ala.**, appointed Mobile sales manager, **WEAR-TV Pensacola, Fla.**

**Bella Werner**, formerly with H-R Representatives, New York, joins **Robert E. Eastman & Co.**, station rep, New York, as director of research.

**Robert J. Walton**, with John Blair, station rep, New York, appointed VP and general manager of new Chicago office of **Forjoe Inc.**, Canadian rep firm.

**Clark S. Slayman**, with **Lowe & Hall Advertising, Greenville, S.C.**, appointed plans and marketing director.

**Howard C. Vose**, with **KFRC(AM) San Francisco**, appointed national sales manager.

## Media

**George Milner**, station manager, **KFDM-TV Beaumont, Tex.**, named VP and general manager. He will succeed **Mott Johnson**, who retires Jan. 1, 1971, to enter research and program consultation field.

**Bob Doll**, **wfky(AM)-wkyw(FM) Frankfort**, elected president of Kentucky Broadcasters Association. He succeeds **Lee Browning**, **wave-TV Louisville**. **Walter E. May**, **wpke-AM-FM Pikeville**, elected first VP and **Roger Jeffers**, **whop-AM-FM Hopkinsville**, elected second VP.

**Carl Haug**, operations manager, **wkrg-AM-FM Mobile, Ala.**, appointed VP and general manager for stations.

**William Keller**, general manager, **Westinghouse Broadcasting-owned Clearview of Florida and Clearview of Georgia**, group-CATV systems, and **Westinghouse-owned Micro-Relay**, microwave service, elected VP and general manager of three firms. He will have headquarters in **Tallahassee, Fla.**

**Gary A. Hokenson**, manager, **Trans-Video Corp.'s CATV system in Bakersfield, Calif.**, appointed manager of all **Trans-Video CATV systems**, with headquarters in **San Diego**. He is succeeded in **Bakersfield** by **Howard Channell**, with **Trans-Video**, who will also manage system in **Porterville, Calif.**

**Thomas P. Einstein**, director of business affairs, **ABC International, New York**, appointed general attorney, **ABC International and ABC Merchandising**.

**John Winnaman**, sales manager, **KABC-AM-FM Los Angeles**, named general manager **KABC-FM**.

**John Dick**, with **Family Radio Network**,

## BPA picks new slate

**A. Richard Robertson**, **KRON-TV San Francisco**, was elected president of the **Broadcasters Promotion Association**



Mr. Robertson

last week in **Houston** (see page 62) succeeding **F. C. (Mike) Strawn**, **KCMO-AM-TV Kansas City, Mo.** BPA also amended its bylaws so that in future years a president-elect will serve a year before becoming the top officer.

Other new BPA officers: first VP, **E. Boyd Seehers Jr.**, **WGN-AM-TV Chicago**; second VP, **Calo O. Mahlock**, **WKJG-TV Fort Wayne, Ind.**; treasurer, **Don Fischer**, **WPLG-TV Miami**, and secretary, **Ken Mills**, **Katz Television, New York**.

New BPA directors: **Mike Byrne**, **wow(AM) Omaha**; **John H. Lantry**, **KING-TV Seattle**; **Robert J. Levy**, **KHOU-TV Houston**; **G. R. (Barry) Stover**, **Kansas State Network, Wichita**, and **Maury Midlo**, **WDSU-TV New Orleans**.

group owner, appointed station manager of **Family's KEAR(FM) San Francisco**.

**Thomas H. McMurray**, national program director, **Knight Quality Stations**, group owner, **Boston**, joins **WBT-AM-FM Charlotte, N.C.**, as operations manager.

**Jim Edwards**, with **WNHC-TV New Haven, Conn.**, appointed operations manager, **WSVP(AM) West Warwick, R.I.**

**Mary Doolittle**, with **noncommercial wskg(tv) Binghamton, N.Y.**, appointed business manager.

**G. Wayne Harris**, formerly with **wsva-TV Harrisonburg, Va.**, joins **Bethany Broadcasting**, permittee of **WTHO-AM-FM Thomson, Ga.**, stations not yet on air, as manager.

## Programing

**Michael Q. Crane**, plant manager, **Movielab-Hollywood**, appointed VP-production. He is succeeded by **Frank Matera**.

**Bob Vogel**, president, **Bob Vogel Inc.**, **Los Angeles**, subsidiary of **Computer Image Corp.**, **Denver**, named VP-production of parent firm.

**George Mi'chell**, VP-domestic sales, **Warner Bros.**, **Beverly Hills, Calif.**, joins **Olympus Television**, **Sherman Oaks, Calif.**, as president.

**George E. Geesey**, production manager, **WETA-TV Washington**, joins **National**

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Public Radio, Washington, as manager of operations.

**Jerry Carr**, production manager, WOKR-TV) Rochester, N.Y., appointed program director.

**Arnold Stone**, president, Drew Lawrence Productions and Evan Blair Productions, New York, also joins VPI Services and The Directors Center, commercial film and video-tape subsidiaries of Electrographic Corp., New York, as director of creative services.

**Edward C. Simmel**, Western division sales manager, Bing Crosby Productions, Hollywood, joins Barbre Productions, Denver, as director of merchandising.

**Wilton A. Chase**, Hollywood independent producer, joins Canyon Films, Phoenix, as head of editing department.

**Bill Tanner**, with WJDX-AM-FM Jackson, Miss., appointed program director.

**Joe Rico**, with WBUS-FM Miami Beach, appointed program director.

**Wayne Jordan**, program director, KXL-AM-FM Portland, Ore., also appointed to newly created position of programing coordinator, Totem Productions, subsidiary of Seattle, Portland and Spokane Radio Group, owner of KXL-AM-FM, KJRB(AM) Spokane, Wash.; KJR(AM)-KISW(FM) Seattle; KCKN-AM-FM Kansas City, Kan., and WUBE(AM)-WCXL(FM) Cincinnati.

**Gary Elion**, associate director, WNAC-TV Boston, joins WBZ-TV there as producer-director.

**Paul Williams**, with WEAL(AM) Greensboro, N.C., appointed music director.

## News

**Warren B. Otto**, news producer, WTEN-TV) Albany, N.Y., appointed managing editor. He succeeds **Walter W. Hawver Jr.**, who joins KTRK-TV Houston, as managing news editor.

**Peter Reynolds**, assistant to director of accounting, ABC, New York, appointed business manager of ABC News, New York. **William Nagy**, business manager, ABC Radio News, New York, appointed assistant business manager, ABC News (corrected item).

**Thomas Twinam**, with WBEC(AM) Pittsfield, Mass., elected president of the Massachusetts Associated Press Broadcasters Association.

**Russ Hodges**, sportscaster, for past 22 years with former New York and now San Francisco Giants, resigns to accept position with Giants organization.

**Daniel C. Riker**, Baltimore bureau manager, UPI, appointed regional executive for Maryland, Delaware and Washington. He is succeeded by **Robert**

**H. Wishart**, with Baltimore bureau. **Thomas J. McIntyre**, with Philadelphia bureau, appointed executive for eastern Pennsylvania. **John S. Langdon**, Harrisburg, Pa., regional executive, appointed regional executive, western Pennsylvania at Pittsburgh. **Ronald Riechmann**, with national radio department, Chicago, appointed state broadcast editor and assistant bureau manager, Columbus, Ohio. **David J. Studer**, night editor, Montreal bureau, appointed international bureau manager, Vancouver, B.C.

**Bob Cutting**, announcer and weather-caster, WOAI-TV San Antonio, Tex., also appointed assignments editor.

**Stephen Rowan**, with CBS News, Washington, appointed anchorman, WBEN-TV Buffalo, New York.

**Thom Beck**, with KRLA(AM) Pasadena, Calif., joins KCBS-AM-FM San Francisco as reporter.

**James Maddox**, formerly with WFUV-FM) New York, joins WMCA(AM) there on news staff.

## Promotion



Mr. Constantino      Miss Bates

**Joseph P. Constantino**, director of corporate advertising and promotion, Avco Broadcasting, Cincinnati-based group owner, and **Mary Bates**, Avco corporate director of public information, elected VP's of Avco.

**George Hooper**, manager of sales development, advertising and promotion departments, NBC-TV, New York, appointed director of marketing services.

**R. Wayne Wilson**, VP-market development, Communications Publishing, Oklahoma City, publisher of magazines and directories for CATV industry, joins American Television & Communications, Denver, group-CATV owner, as director of advertising and public relations.

**Milton S. Holcombe**, director, WLBT-TV) Jackson, Miss., appointed promotion director, Lamar Life Broadcasting Co., licensee of WJDX-AM-FM Jackson, and interim operator of WLBT.

**Edward Krovitz**, director of sales, Chris-Craft video-tape center, Los Angeles, joins KLAC(AM) there as direc-

tor, advertising and promotion.

## Equipment & engineering

**Robert E. Gee**, VP, marketing, Microform Data Systems, Menlo Park, Calif., joins Memorex Corp., Santa Clara, Calif., in the newly created position of director, market planning.

**Donald Harmon**, chief engineer, Clearview of Florida and Clearview of Georgia, Westinghouse Broadcasting-owned CATV systems, and Micro-Relay, WB-owned microwave service, elected VP, engineering. He will have headquarters in Tallahassee, Fla. **Delson Ryland**, manager, mechanical services division of Florida and Georgia CATV systems, elected VP, mechanical services division.

**Dennis Dunbar**, with noncommercial WSKG-TV) Binghamton, N.Y., appointed chief engineer.

## International

**Peter D. Warburton**, marketing executive, Thorn Bendix, Nottingham, England, appointed managing director, Bendix-TVC International, Manchester, England, joint venture of Bendix International and Television Communications Corp. formed to study international market and investment opportunities in CATV.

## Deaths

**Harold M. Botkin**, 64, VP—international services, long lines department of AT&T, died Nov. 9 at his home in Red Bank, N.J., after short illness. He played role in establishing trans-Atlantic links via Telstar, first communications satellite, and was director of Communications Satellite Corp. from its establishment in 1965 to last May. He is survived by his wife, Julia, two daughters, son.

**Eddie Peabody**, 68, banjo soloist on many early-day radio programs, including *National Barn Dance*, *Fleischman Hour*, *Captain Henry's Showboat* and *Maxwell House Showboat*, died of stroke after nightclub performance in Covington, Ky.

**Renzo Cesana**, 63, television and movie character actor, died Nov. 8 in Los Angeles of lung cancer. He narrated the title role in *The Continental*, TV network series in early fifties. Mr. Cesana appeared in more than 100 TV shows. He is survived by his wife.

**Fred Yeates**, 79, former VP and director of publicity, Bank of America, died Nov. 7 in Los Angeles. Mr. Yeates was originator of *Richfield Reporter* broadcast during early days of radio. He is survived by his wife, Sally, and two children.

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Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted Management

Spanish format. Need experienced manager for new California AM daytime. Box L-13, BROADCASTING.

Community minded manager network daytime, single station market near large mid-south city. Absentee owner. Box L-157, BROADCASTING.

Need selling manager for excellent small radio market opportunity to take charge. Experience, ideas and desire to make money, then here's your opportunity. Send complete details with picture card of Box L-171, BROADCASTING.

Manager for successful FM stereo operation with sales and program experience. Excellent benefits program. Send resume to General Manager, Box 1717, Spartanburg, S.C. 29301.

Totally new radio concept now being programmed on 2 of our stations. Requires unique executive mixture of creative programming and high level successful sales background, over all radio administrative know how, good grasp of travel industry, advertising agency field, and syndication. Unusual expansion opportunity, situation for right man. Herbert W. Hobler, President NASSAU Broadcasting Company, Princeton, N.J. 609-924-3600.

### Help Wanted Sales

Sales manager for eastern major market rocker. Must be aggressive and able to train and lead salesmen. \$20,800 plus incentive. Send resume, references and current pic to Box L-91, BROADCASTING.

Sales-manager WMAD AM/FM Madison, Wisc. Want aggressive experienced person to build local/area sales. Modern country format, Dan Palen, Mgr.

## Announcers

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

Spanish format. Need first phone announcer for new California AM daytime. Box L-14, BROADCASTING.

Experienced announcer with first ticket . . . able to do play by play . . . for responsible position with a real going AM-FM station in midwest . . . AM format MOR . . . FM automated . . . start \$150 per week . . . must be community minded and willing to work . . . no maintenance . . . send resume to Box L-110, BROADCASTING.

Midwest contemporary MOR, first phone personality needed immediately. Station rated #1. Salary open. Send tape, full resume, salary requirements. Box L-113, BROADCASTING.

Wanted—intelligent, combination play-by-play and air man to work in pleasant MOR station in good sports area. Plenty of work, good salary and working conditions. Experienced only. Must be good MOR board man. Send tape and resume to Box L-127, BROADCASTING.

Michigan four season resort area station needs mature early morning personality. Diversified challenge. Good pay and top benefits. Reply to Box L-135, BROADCASTING.

Country announcer wanted by Michigan resort area operation. No gravy sopers. Good voice and sincere regard for Nashville's best product. Reply to Box L-136, BROADCASTING.

Experienced top 40 with first phone wanted for night slot on full time east coast station heard in two of the top 20 markets. If you can hold our number one position in the market send tape and resume immediately to Box L-149, BROADCASTING.

\$125 to 140.00 for versatile announcer with solid MOR experience, no beginners. Midwest. 6 day week. Box L-164, BROADCASTING.

50-50 copy and announcing. Must be able to type and turn out good copy. Beautiful town near Sequoia National Park. Mild climate. Must have experience and record that will bear investigation. Send complete resume and tape. KONG, Visalia, California.

## Announcers continued

Morning personality for immediate opening on MOR-music-talk station. Also opportunity for talk-show if qualified. Contact George Taylor, WALE, Fall River, Mass. 617-674-3535.

Excellent position available now for bright sounding, experienced announcer for MOR morning show. Copy and production helpful. Send tape, resume today to WASA, Havre De Grace, Maryland 21078.

Central Pennsylvania MOR seeks announcer . . . well-rounded experience including play-by-play football/basketball . . . must be communicator who can produce for top-rated professional AM with 50,000 watt country FM affiliate. Excellent salary & fringes . . . tape and resume to General Manager, WGSA-WIOV, Ephrata, Pennsylvania 17522.

## Technical

Board operator for major midwest FM station. Experience and license required. Box L-39, BROADCASTING.

Assistant chief for east coast AM directional. No announcing. Excellent equipment and working conditions. Send resume, references and current pic to Box L-90, BROADCASTING.

Chief engineer opening, KVOE: Emporia, Kansas—automated AM & FM stereo. Some announcing & news. Contact E. J. McKernan, P. O. Box 968, Emporia, Kansas 66801.

First class engineer-announcer, emphasis technical needed by automated daytime in metro Columbus. Dave Drew, WDLR, Delaware, Ohio.

Here is your great opportunity as chief engineer in medium market radio. We are looking for an extremely qualified man to have full technical responsibility for AM and FM plus Gates ATC automation, two production studios and other up-to-date equipment in this progressive mid-Wisconsin station. Must have strong technical experience in radio and anxious to make this his career in broadcasting. Will pay top salary for the right man. Fringe benefits include pension program, complete family hospitalization, life insurance. Must have strong references. Professional with experience only. Contact Jack R. Gennaro, Gen. Manager, WFHR/WWRW radio, Wisconsin Rapids, Wisconsin or write with complete resume. Area code 715-423-7200.

Chief engineer for AM-FM 3KW FM transmitter 5KW directional AM in Lexington, Ky. Supervise four man engineering staff. Must be fully trained in maintenance and repair. Send letter to General Manager, WLAP, Lexington, Ky. 40507.

## News

Newsman for Eastern major market. Exciting area, excellent living conditions. Experienced or trainee. Require dependable, mature man. Send tape, resume, references and current pic to Box L-89, BROADCASTING.

Mature news man or woman for progressive station in midwest. Sales or production capability also desirable. Send resume, picture and tape (if announcer) to Box L-100, BROADCASTING.

News and sales—mid-west MOR and sports FM'er needs news director and salesman. Viet vet preferred. No hippies. \$5200 plus commission plus talent. Send resume, photo and tape to Box L-151, BROADCASTING.

Wanted: newsman with sportscast and play-by-play capabilities. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Professional radio news man for a four man news dept. Must be able to write, edit and deliver. Send tape and resume to General Manager, WSOY Radio, P.O. Box 2250, Decatur, Illinois 62526.

News position open—KSO radio, Des Moines, Iowa. Business phone 515-265-4251 or home 515-244-4854. Contact Perry St. John.

## Programing, Production, Others

Spanish format. Need experienced program director for new California AM daytime. Box L-15, BROADCASTING.

## Programing, Production

### Others continued

Operations director with first class license. Automated station in southeastern Michigan. Generous fringe benefits and opportunity for advancement. Salary open. Send resume to Box L-18, BROADCASTING.

Program director—group owned AM/FM 5,000 watt-100,000 watt stations. Midwest four-season resort area. Should be capable of community involvement—audience promotion—have abilities to put it all together with MOR and strong news basics. Box L-140, BROADCASTING.

Team/two or three/PD and operations/production announcer/and announcer. Acceptable to establishment. Above average salaries. Excellent equipment. Established station. Number one in market of 100,000. South. Contemporary/not wild/not flower music. Box L-154, BROADCASTING.

### Situation Wanted, Management

Young aggressive general manager-sales manager presently employed. Strong leadership, heavy sales. Excellent record. Background will stand rigid investigation. Box K-207, BROADCASTING.

Sales manager with ticket. Looking for man who could become station manager in about year. A man who can sell and manage sales dept. in small midwestern market at station with great sales record. Must be young and enthusiastic, aggressive individual with drive to get ahead. Send resume. Box L-145, BROADCASTING.

Successful manager seeking FM challenge in southeast multiple market. Box L-148, BROADCASTING.

Experienced first phone and wife. Management, sales, copy, board, production. Profitable combination, available December. Box L-168, BROADCASTING.

Available immediately, experienced general manager, 15 years experience. Prefer southwest, but will consider all replies. Medium to small market. Telephone 714-882-0480 or forward all replies to J. W. Melton, 404 Sequoia, San Bernardino, California 92407.

## Sales

Experienced southeast sales manager-announcer, strong play-by-play. Can invest, manage. Box L-8, BROADCASTING.

Available: selling sales manager or salesman. National, regional, local. AM or FM. Large or small. Box L-124, BROADCASTING.

Local/regional time salesman, billing \$4000. per month for daytime in top 75 market. Want to move up. 5 years experience, college degree. Phone 315-472-6507, after 5 PM.

## Announcers

Radio/TV play-by-play announcer wants to relocate before basketball season. Box L-12, BROADCASTING.

Professionally trained announcer. Prefer news. Will relocate. Box L-19, BROADCASTING.

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

MOR, first, no pro, New York, Michigan, anywhere. Box L-60, BROADCASTING.

First phone, fifteen years experience, seek announcer, announcer-sales, announcer-engineer. Prefer south. Box L-62, BROADCASTING.

Need job yesterday, not the greatest voice, three years experience, desire to bust a gut for your station. Box L-73, BROADCASTING.

Disc jockey, 3rd phone beginner, no experience. Top 40 or MOR plus news, commercials. 25, married, military free. Box L-76, BROADCASTING.

## Announcers continued

Personality-rock jock. College grad, 1 1/2 years broadcasting experience. 3rd ticket. For tape & resume, send to Box L-85, BROADCASTING.

College grad 1st phone 7 years experience seeks opportunity in MOR-Illinois, Indiana or Wisconsin medium market station. Sports director and music director for 3 years. Available first of year. Tape photo, resume on request. Box L-122, BROADCASTING.

Experienced 1st phone capable on maintenance looking for stable position in Northeast area. Currently working in a tri city area with pop. 100,000 in New England as night man till midnight. I am happy working here, but the paycheck just doesn't meet the ratings I am getting. If you are looking for an imagination and voice maybe we should get together. All replies will be answered. Box L-123, BROADCASTING.

Versatile, experienced, 3rd draft exempt, dependable. Box L-125, BROADCASTING.

Telephone talk hosts. Two man team—humorous, informed, different viewpoints, lively format. Radio/TV/news/sales/DJ experience. Box L-134, BROADCASTING.

DJ-announcer—AM-FM rock. Resume—northeast area. Box L-139, BROADCASTING.

I'm working for a rock station that doesn't like long hair in their jocks and, mine is long. If you need a rock or progressive rock jock, I may be your man. Box L-156, BROADCASTING.

Heavyweight contemp MOR jock—impressive experience, erstwhile rocker, 3B, first phone. Afternoon or evening shift only. Box L-161, BROADCASTING.

Morning man, major market, company station. Seeking less frantic format allowing creativity and image-building. Warm, witty, topical. Family man. Absolutely top-drawer references. My employer knows of this ad and will give references. We're parting amicably. Would consider morning man—P.D. position in a smaller market if the money is right. Box L-165, BROADCASTING.

C&W, MOR, first phone, 5 years exp. Some TV background—booth, switcher. Sales also. Box L-166, BROADCASTING.

Experience Black first phone combo available. Box L-167, BROADCASTING.

Talk show host—MOR d.i. unique, repeat, unique format, no fights, no hassles, makes friends for sponsors, station, northeast preferred, will relocate for right offer. Proven track record, references, major market caliber. M. Sandler, 292 Smith St., Perth Amboy, N.J. 08861. Call collect (201)442-3488.

Top 40 jock seeks good job. One year experience; news OK, tight board, good production. Sports background also. Draft exempt and will relocate. Phone 607-734-9919.

Announcer with first ticket. 29, married. Prefer west. Call or write Stanley Smedberg, 5112 Sepulveda #214, Sherman Oaks, California. (213) 789-9439.

Versatile broadcaster, 15 years experience, third. South or West. 406-252-3956.

Black announcer, school trained—vet. Jazz-MOR-sports-news. Ron Sutton, 1514 Webster St., N.W., Washington, D.C. 202-882-9470 after 6:30 P.M. Will relocate.

D.J. announcer. Gospel or jazz. Ernest Adams, 99-08 197th St., Hollis, N.Y. 11423.

21 year old beginner, extremely ambitious, broadcast school, 3rd endorsed, draft exempt, relocate. Anthony LoGiudice, 307 C-Faller Drive, New Milford, New Jersey 07646. Phone (201) 265-1670.

Classical can compete. Can do manager. AA and BA degrees in broadcasting communications. Trained with top classical station in medium market. Steady success assured. West or southwest. Phone Benton Petersen, 801-467-5784.

Personality jock; five years, experience in MOR and top-40; third endorsed 701-572-5757.

Solid family man seeks responsible announcing position. I'm a beginner with broadcast training. But have developed communicative commercial/news delivery. 3rd license, military completed, will relocate. Paul Dalton, 392 Charham Drive, Fairborn, Ohio 513-879-3517.

Reliable, young, married announcer. 3rd endorsed. Prefer MOR or contemporary. Will relocate. Presently employed. Tape, references available. Dick Christensen, 150 S. National, Fond du Lac, Wisconsin. 414-921-3164.

Experienced announcer with 1st class license looking for work in midwest MOR station. Contact Brian Grieger at 822-2530 in Minneapolis at 2738 13th Ave. So.

## Announcers continued

Good first phone jock—2 years experience \$150 week. Dave O'Kay, 606-633-2711.

1st phone, Bill Wade grad, up-tempo MOR/top 40, tight board, draft exempt, dependable, will relocate. Howard Goff, 2200 Edinburg, Cardiff, Calif. 92007, (714) 753-1872.

Experienced! Good voice and delivery. Available now. Richard Hoff 202 North 11th Street, Eau Claire, Wisconsin 54701.

1st phone, 1 1/2 years experience, single, 22, adaptable, hard worker, wishes stable employer. Now, complete details first letter please. Michael Jeske, 254 W. Prospect #48, Fort Collins, Colorado (482-0942 — 484-9424).

Midwest—recently left, want back. Seventeen years experience, solid references. Finest background. Strong on news and production. Salary open. Phone 303-543-1780.

1st phone, top 40, MOR Broadcast School Grad, willing to relocate. (714) 295-2229.

DJ/announcer, 23, single, experienced. Third endorsed. I'd like a fair break. Tape and resume. Tom Stephens, 1-313-363-7019. After 12 noon. Will relocate.

Looking for a mature talent with a background of success? Family man in early 40's—30 years of radio experience. Success in both performing and programming. Major market background. Bill Jaeger, 301-655-4723.

Young, married man seeks announcer position on MOR station. Broadcast school grad with 1 yr. college. Contact Michael Burgess, 1517 S. Hanover St., Baltimore, Md. 21230 or phone 301-727-1868.

## Technical

Chief engineer/announcer hard worker . . . six years experience, prefer country MOR formats, hilly and wooded areas—central north, and northwest states only. Box L-88, BROADCASTING.

First phone technician available soon. Transmitter experience, car. Box L-155, BROADCASTING.

Immediately available—experienced chief. AM/FM, dir., proofs, maint., Phone 603-673-1547.

## News

Visually oriented news editor/producer seeks challenge. Top 20 market experience. Journalism degree. Top references. Box L-128, BROADCASTING.

Broadcast journalist . . . 7 years experience. Best described by associates as "tenacious" reporter who isn't a clock watcher. All you want in a newsman; plus first phone. California preferred but all offers will be seriously considered. Box L-132, BROADCASTING.

Wire service sports editor seeks switch to TV-radio. N.Y., D.C., or Atlanta. No military. Handles news too. Young, dedicated. Box L-153, BROADCASTING.

I want a radio news job where I can deal with issues. BA English, veteran, 27, married, trained, some experience. Will relocate, prefer west coast or progressive city. Tape, resume: Frank Warlick, 5575 16th Street North, Arlington, Virginia 22205, 703-536-8449.

## Programing, Production, Others

Make your New Year's resolution early: hire my five years' production experience and receive free bonus of administrative ability and prize winning creativity. Prefer medium market or college town. Reply Box L-126, BROADCASTING.

Experienced sports director, all play by play, news, will relocate. Box L-137, BROADCASTING.

Agnew would dub me a rad-lib. Successful talk personality 35 . . . responsible . . . seeks own show nighttime . . . days . . . or all night on powerful outlet . . . radio and/or television. Rating success three large markets. Last job . . . network correspondent but you can afford me. Two good offers pending but will wait to hear from you. Hurry! Box L-141, BROADCASTING.

Lady desires position in radio station, country and western only. As music librarian, traffic department, continuity, or as receptionist. Have 3rd phone license. Box L-146, BROADCASTING.

Come together, complete staff for FM progressive ready now. Furnish the facility and we'll supply the talent . . . you (for the first time?) will make real waves in your area. Dollars come too. Dedicated radio persons at 516-524-8609 or Box L-162, BROADCASTING. Why be willing to just let it be?

## Programing, Production,

## Others continued

Head of award winning production department in prominent station group desires free lance work in copywriting/production. Outstanding . . . reasonable . . . contact . . . Ted Price 1017 Ohio Street, Springfield, Illinois 62702 or call 217-523-3986.

## Television Help Wanted

### Technical

Experienced first phone engineer who knows maintenance on VTR and color studio equipment. Excellent salary in northeast community, close to good ski country. Send complete resume to Box L-150, BROADCASTING.

Wanted: Engineer with first phone. Control room operation, maintenance, and occasional transmitter duties. Experience preferred. Contact Ken Renfrow, Chief Engineer, KOAA-TV, 2226 TV Lane, Pueblo, Colorado 81002.

Wanted, 1st phone experienced TV broadcast technician. Excellent benefits. Equal opportunity employer. Send resume to—Engineering Department, WAUB 43, 8443 Day Drive, Cleveland, Ohio 44129.

Television engineer, F.C.C. license, I.T.F.S. experience. Salary \$663 month, examination 11-30-70. Last date to file, 11-21-70. Send resume: Personnel, Torrance Unified School District, 2335 Plaza Del Amo, Torrance, California 90509.

### News

If you are presently second banana in a good news operation or news director who wants a change, and if you are experienced, a good administrator, a hard worker and a leader, you may be the man we are looking for to head the news department of this group-owned, network affiliated station in a top-50 market. You do not necessarily have to be an anchor-man type. Please include in initial letter, your experience in the news field, educational background, references and photo. We are an equal opportunity employer. Box L-143, BROADCASTING.

## Programing, Production, Others

Reporter major eastern affiliate seeks top flight sports director and reporter. Send resumes to Box L-6, BROADCASTING. An equal opportunity employer.

## Television Situation Wanted

### Management

Marketing and management: Successful young CATV and communications professional as consultant and marketing rep for TELCO, FCC, and private industry. Seeking challenging position in CATV/Bdcastg. or Broadband Comm. either as executive assistant or in marketing with management opportunities. Ambitious, energetic, capable and highly motivated. BSE/MBA/MBE degrees. Box L-77, BROADCASTING.

Program director desirous of more opportunity. Over 10 years experience, programming and commercial production. Public affairs expertise . . . medium market oriented. Send replies to Box L-96, BROADCASTING.

TV sales manager—Christian, seeks station with committed Christian management where 20 years experience, which includes recruiting, training, supervising top TV sales representative staffs and successful station sales, can be used profitably to build sales. Box L-158, BROADCASTING.

### Announcers

Currently employed announcer-personality, with the accent on announcer. Help me put the accent on personality, I can do news, sports, weather and commercials. Let me do one or more of those for you. If you are in the top 40 markets and can afford real talent. Tape and resume on request. Box L-63, BROADCASTING.

First phone, college graduate, over two months experience in engineering and production. Box L-133, BROADCASTING.

### Technical

Switcher, first, studio, transmitter, New York anywhere. 315-478-BB96. Box L-115, BROADCASTING.

Broadcasting degree, first phone, three years broadcasting, two years CATV studio experience. Want good area and job in engineering and production. Sights are toward supervision. AM-FM-TV station or station/CATV combination. Box L-147, BROADCASTING.

## Television Situations Wanted

### Technical continued

First phone, technician, transmitter experience. Married, car. Rural area preferred. Box L-152, BROADCASTING.

### News

News directorship wanted. Former network overseas correspondent (you'll recognize my name) seeks management position with on-the-air duties okay. No heavy bread required. Security more important. Box L-142, BROADCASTING.

News-caster-reporter yes but a professional anchor-man if given the opportunity. Proved it but can't buck the boss. Astroturf could grow under my stagnant position. Box L-144, BROADCASTING.

Experienced major market TV producer. Now news director medium market. Desire position, any area, in major or medium. Box L-163, BROADCASTING.

### Programing, Production, Others

Director-producer ready to move up. Moderate experience—7 months at small top 10 UHF. Heavy live and tape. Consistent innovative idea man who demands a creative challenge. Mature, highly resourceful, professional discipline with excellent references. BA in RATV, M, 25, I-Y, single. Should my credentials be consistent with your needs, please contact Box L-92, BROADCASTING for further details.

Film production. Recent honors graduate of major university. Single and draft-exempt. Primarily interested in writing, shooting, and/or editing film. Familiar with all film and electronic production equipment. Strong background in writing and still photography. Box L-99, BROADCASTING.

Production manager desires a change. Move up or new challenge. Know promotion, sales development. Fifteen years experience. Let me contribute and be a part of your growing company. Box L-107, BROADCASTING.

Small market production supervisor looking to move up. Experienced in directing, switching, camera work, film, etc. College grad. Write Box L-129, BROADCASTING.

Television production man. Immediately available. MA candidate, first phone, over three years commercial and educational experience. 408-373-0565 or Box L-130, BROADCASTING.

Good production man. Have worked with major television network, ITV medical television, RCA television studio school grad. FCC 3rd endorsed, draft exempt. Presently employed with one of the nation's largest ITFS systems. Will relocate. Box L-170, BROADCASTING.

Somebody needs me! In broadcasting since 1965. College graduate experienced in all phases of television production, news film, radio and cinematography (double and single system). I. Stuart Land, #80 Pleasant Hill, Carbondale, Illinois 62901.

### Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, Texas 78040.

16 inch discs wanted containing old radio programs, comedy, drama, children's shows, news, mystery, etc. or taped copies of the disc. Don Maris, 1926 Cherokee, Norman, Okla. 73069.

Wanted: One used studio-type Vidicon black and white camera with viewfinder, minimum 100 feet cable. Call Jack Schuster, WSBA-TV, York, Pennsylvania, 717-843-0043 (collect).

Good serviceable, AM modulation monitor, AM frequency monitor, field intensity monitor, console. Box L-138, BROADCASTING.

### FOR SALE Equipment

Rigid Transmission Line—6 1/8" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused, 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

Two RCA TK-43 color studio cameras complete with all accessories in excellent condition. Have required practically no maintenance. \$90,000 for both or \$50,000 each. Houston-Fearless Mini-color film processor complete with McBeth densitometer and Corning ph meter. \$12,500. Box L-68, BROADCASTING.

For sale. Gates Cycloid 6-bay FM Antenna. Has de-icers, 50 feet of 3-inch rigid line, and mounting brackets. Near five years use. Frequency is 101.1 KHz. \$950.00. Contact Lester Mullan, KTRH, Houston, Texas.

For sale, at half price—Class "A" FM equipment. John Craft, 214 South Oliver—Elk City, Oklahoma (405) 323-0617. Unit price only.

## For Sale

### Equipment continued

Overhead too high? Price breakthrough! Newsroom brand recording tape. Try dozen reels, satisfaction guaranteed. 7" dozen, \$11 or 5" dozen, \$9. Newsroom Products, 1602 Dunberry—McLean, Virginia 22101. Dealers welcomed.

Gates CB-77 turntable, Gray 212-TN arm. Excellent condition, \$125.00. Shaw, 152A Yorkshire Apts. Poughkeepsie, N.Y.

38 one half reels of Memorex 78V 2" video tape, subjected to 2 passes per reel only. Complete with containers. Call M. Silverman (202) 265-4734.

2 Unilex units consisting Graflex projectors #930, GPL cameras #700, excellent condition, complete \$4,000, phone 212-753-5017.

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.

### 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.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade... better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Games, gimmicks, intros, breaks, jokes! Unique! \$2.25 month. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Attention—announcers—DJ's—newsmen. Be ready for that next opening let us duplicate your master, aircheck or audition tape. Satisfaction guaranteed. Up to 5 in. tape—3 dups for \$17.95; 7 in. tape—3 dups for \$22.95. Send money order and tape to AMPS Broadcast Recording Service—3924 Wilshire Blvd., Los Angeles, Calif. 90005. We pay return postage. All tapes received acknowledged. A division of the AMPS Agency—Broadcasting's Outstanding Placement Service. All other recording services available—audition, airchecks, audition counselling.

I.D. package, exclusive your market. \$30! Punctuate your format with production ID's written and voiced by a top pro who knows how to make your station sound involved with the changing times. Perfect for MOR format but scans in other formats as well. Info from: Sandlapper A/V, Box 1668, Columbia, S.C. 29202.

PD's will dig your entire aircheck edited by LA professionals; showcase yourself, \$10. Dubs \$3. Critiques \$5. Heavyweight Productions, Box 662, Hollywood.

Deejay Manual—A collection of one-liner comedy pieces for sparking DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

Heavy holiday spot loss? Major market commercial voices personalize spots for your clients. Character voices, too. Fast service. Low prices. Free info: Sound 70, Box 114, King of Prussia, Pa. 19406. Coming: Sports Programming, Custom Jingles.

### 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

## Instructions continued

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS\*\*\* in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS\*\*\* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS\*\*\* in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS\*\*\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS\* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS\*\* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc locking 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, 10600 Duncan, Manhattan Beach, Calif. 90266. Telephone 312-379-4461.

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 2 1/2 to 3 1/2 weeks. New classes start every Monday. Housing can be arranged for \$12-15 per week. Total tuition \$330. 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-0469 or 889-2480.

## Instructions continued

FCC first class . . . take the prep course at B.E.S.T., using up-to-date course materials and excellent professional instruction. Contact B.E.S.T., 304 N. Market St., Frederick, Md. 21701. 301-662-6292 for brochure.

Why do radio and TV stations throughout the nation recommend the Don Martin School as the best training ground for top broadcasters?? With a background of 33 years in education, we do not cut corners by using "quicky" methods. Our graduates have their 1st phones, are thoroughly schooled in D.J. console operations, announcing, programming, newscasting, sportscasting, sales and management. With this intensive training and an instructional staff second to none, our students become "Good Broadcasters." With six radio studios and complete television facilities we provide our students with practical "on the job" training. (All courses are approved for veterans training). For complete details call or write Don Martin School, 1653 N. Cherokee, Hollywood, Calif. 90028 HO 2-3281.

## Radio Help Wanted

### Management

#### CAREER OPPORTUNITY

Research/sales development  
Promotion/merchandising manager

New Position  
**FLORIDA M-O-R AM/FM**

Reply with education, experience, and ideas. Include personal data, photo, references and salary requirements. Confidential.

**BOX L-160, BROADCASTING**

### Announcers

#### TOP TEN FM ROCK

Major group owner needs experienced jocks to entertain within a format. Rush air-check, resume and photo to:

**BOX L-64, BROADCASTING**  
Equal Opportunity Employer

# We found our man

We employed Bill D'Antico, formerly Terry Woods of Hartford, Conn. We also employed Mike Fitzgerald of WKIP, Poughkeepsie, N.Y. . . We wish to thank all of you for your response to our help wanted campaign. We hope it will be a long time before we need additional manpower, but keep in touch.

# WTRY Troy, New York

## Help Wanted Programing, Production, Others

### BROADCAST AUTOMATION PROGRAMING SPECIALIST

*We're Looking For An Innovator!*

We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in creative programing for broadcast automation. You will handle production, recording, and demonstration for Gates Automation Systems. We require a broad knowledge of radio station technical and programing operations.

For further information, send your resume, in confidence, to

OR CALL:  
Robert T. Fluent,  
Assistant Personnel  
Manager  
(217) 222-8200.



We're looking for a top-notch innovator in automation techniques with a good voice and a desire to show other broadcasters just how much a modern program automation system can do! Salary is fully commensurate with background and responsibilities plus a full range of benefits including relocation expenses.

### GATES RADIO COMPANY

A Division of Harris-Intertype Corporation

123 Hampshire St., Quincy, Illinois 62301  
An Equal Opportunity Employer (m/f)

## Sales

### SALES REPS

A few choice territories have just opened for qualified reps who can sell Fairchild's full line of professional audio equipment and custom-built consoles to the broadcast market. Send complete details including area covered and sales record.

David Bain, Sales Manager  
Fairchild Sound Equipment Corp.  
10-40 45th Avenue  
Long Island City, N.Y. 11101

## Technical

### CHIEF ENGINEER

Large group broadcaster needs an aggressive and experienced chief for one of its radio properties in a major east coast market. The person selected will be experienced in all phases of broadcast engineering, management, and operations. This will be a challenging and rewarding position with one of the country's top-rated stations.

Reply in full confidence. Resume must include experience, past salary history and expected salary.

An Equal Opportunity Employer M/F

**BOX L-169, BROADCASTING**

## Situations Wanted

### Management

General Manager AM or FM cost conscious, sales oriented, creative, heavy national and local sales experience, excellent references and background. Relieve owner of all worries. Responsible family man. Fits in perfectly with local radio station market. Presently employed available immediately.

**BOX L-121, BROADCASTING**

## Programing, Production, Others

### SOUTHERN RADIOS ARISE !!

14 years of research and format development backed by two of AMERICA'S PROGRAMING GIANTS, now offering you Dynamic Program Consultation and honest station evaluation in ALL Southern markets regardless of size or demographic makeup. Integrity, Knowledge, and Creativity rather than High Costs, Frills, and Inexperience. A down to earth organization that really knows Southern Market radio, and will prove it! Highly affordable, non obligatory information available NOW.

**BOX L-159, BROADCASTING**

## Television Help Wanted

### Technical

### TRANSMITTER SUPERVISOR

Transmitter Technicians

Studio Control Room Technicians

Studio Maintenance Technicians

Immediate openings for transmitter supervisor, transmitter technicians, studio control room technicians and studio maintenance technicians in a major market television station. Although the I.B.E.W. is now striking us, we are still operating and have the above jobs available for men and women who are looking for steady, permanent employment with a future.

### (WE DO NOT WANT STRIKE BREAKERS)

We do want people who are interested in good jobs, fine wages and top fringe benefits on a permanent basis. Our group-owned station is located in southeastern New England. Send complete resume to:

**BOX L-35, BROADCASTING**  
An Equal Opportunity Employer

## We don't believe mass production broadcast training works.

That's why we don't do it.

We never did. It takes up to two years to bring a Columbia student up to the professionalism which we feel is necessary. There's no classroom at Columbia. Instruction is done by top-notch professionals on an individual, personal, one-to-one, private training method. We feel that only this step by step, word by word, exhausting technique produces the best kind of announcer you'd want to hire.

When you audition a Columbia graduate, the results will be obvious to you right off.

For a hand-crafted Announcer/Disc Jockey or Newscaster, call or write our placement director—at no cost to you or the graduate.

### MARIJO RISON



Placement Director  
Columbia School  
of Broadcasting  
(Home School) 4444 Geary  
San Francisco / (415) 387-3000



**COLUMBIA SCHOOL  
OF BROADCASTING**

Not affiliated with CBS, Inc.  
or any other institution.

### Television Help Wanted

#### Technical continued

#### OVERSEAS OPPORTUNITY

Avco field engineering is a world-wide service organization currently operating and maintaining VHF television stations in the Kingdom of Saudi Arabia.

#### \*BROADCAST ENGINEERS

Five years' current experience in the maintenance of VHF television broadcast equipment plus first class license.

Compensation: Salary—bonus—per diem or housing—equal to \$18,500.00 plus transportation and all company benefits. Liberal vacation policy.

Please call collect W. J. Dobberstein, 513/772-1960, or send resume in confidence to Industrial Relations.

#### AVCO FIELD ENGINEERING

P.O. Box 41300  
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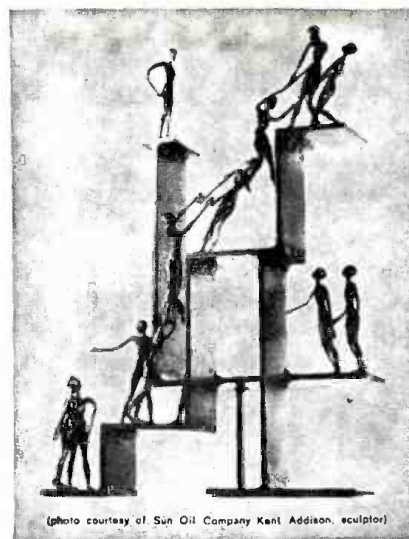
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(Continued from page 74)

Action Nov. 2.

■ KEZR(FM) Anaheim, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to Peralta Hills, 3.4 miles east of Anaheim; change trans. and ant.; make changes in ant. system; ant. height 330 ft.; remote control permitted. Action Oct. 28.

■ KPIX(TV) San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to May 5, 1971. Action Nov. 5.

■ WGSP-TV Washington—Broadcast Bureau granted mod. of CP to extend completion date to May 4, 1971. Action Nov. 4.

■ WCJB(TV) Gainesville, Fla.—Broadcast Bureau granted mod. of CP to change ERP to vis. 427 kw, aur. 87.1 kw. Action Nov. 4.

■ K77CI Willmar, Minn.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to April 28, 1971. Action Oct. 28.

■ KHTC(FM) Helena, Mont.—Broadcast Bureau granted mod. of CP to extend completion date to March 25, 1971. Action Nov. 5.

■ WJAG-FM Norfolk, Neb.—Broadcast Bureau granted mod. of CP to extend completion date to April 30, 1971. Action Oct. 28.

■ KMED-FM Medford, Ore.—Broadcast Bureau granted mod. of CP to change type ant. Action Nov. 2.

■ KPAM-FM Portland, Ore.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28, 1971. Action Nov. 5.

■ WIXC(AM) Fayetteville, Tenn.—Broadcast Bureau granted mod. of CP to correct geographical coordinates. Action Oct. 29.

■ KQUE(FM) Houston—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1971. Action Nov. 5.

■ KVRL(TV) Houston—Broadcast Bureau granted mod. of CP to extend completion date to April 29, 1971. Action Oct. 29.

■ KNBO-FM New Boston, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1971. Action Oct. 30.

■ KRMH(AM) San Marcos, Tex.—Broadcast Bureau granted mod. of CP to change trans. and studio location to rural location approximately 1.2 miles east of IH 35, southeast of Buda, San Marcos; change trans. and ant.; make changes in ant. system; ant. height 530 ft.; ERP 97 kw. Action Nov. 5.

■ WAVA(AM) Arlington, Va.—Broadcast Bureau granted mod. of CP to make changes in ant. system; change type trans. and change geographic coordinates. Action Nov. 5.

■ KCGO(AM) Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP to extend completion date to May 1, 1971. Action Nov. 2.

■ W10AN Aguadilla, P.R.—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to April 28, 1971. Action Oct. 28.

■ WNEL(AM) Caguas, P.R.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1971. Action Nov. 2.

■ W46AA Guayama, P.R.—Broadcast Bureau granted mod. of CP to change trans. location to approximately 0.6 miles northeast of Guayama, and make changes in ant. system of UHF translator. Action Oct. 28.

■ W42AA Yauco, P.R.—Broadcast Bureau granted mod. of CP to change trans location to 1.63 miles west-southwest of Yauco Plaza, P.R., and to make changes in ant. system of UHF translator. Action Nov. 3.

## Translator actions

■ Paxson, Alaska. Midnight Sun Broadcasters Inc.—Broadcast Bureau granted CP for new VHF translator to serve Paxson and Paxson Lake, Alaska, on ch. 13 by rebroadcasting KFAR-TV Fairbanks, Alaska. Action Oct. 29.

■ K02AM Camp Verde, Verde Valley, Cornville and Rimrock, all Arizona—Broadcast Bureau granted CP to change frequency from ch. 2 to ch. 4; change type trans. and make changes in ant. system of VHF translator; change call letters to K04GL. Action Nov. 3.

■ K04DI, K07GE and K13GD. all Chinle, Ariz.—Broadcast Bureau granted CP's to make changes in ant. systems of VHF translators. Action Oct. 28.

■ Lake Havasue City, Ariz., Mohave County Board of Supervisors—Broadcast Bureau granted CP's for new VHF translators to serve Lake Havasue City on ch. 7 by rebroadcasting KTAR-TV Phoenix, ch. 9 by rebroadcasting KTVK(TV) Phoenix, and ch. 13 by rebroadcasting KOOL-TV Phoenix. Action Nov. 3.

■ K09HV Garuthersville, Mo.—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Oct. 28.

■ K08FG Helena, K09HE West Helena, and K11HH Paragould, all Arkansas—Broadcast Bu-

reau granted CP's to change type trans. of VHF translators. Actions Oct. 28.

■ K10CO Townsend, Mont.—Broadcast Bureau granted CP to change frequency from ch. 10 to ch. 13; change trans. location to four miles southwest of Townsend; change type trans. and make changes in ant. system of VHF translator; change call letters to K13KH. Action Oct. 28.

■ K06CT and K13EN Orovalda, Nev.—Broadcast Bureau granted CP's to change trans. location to three miles north-northeast of Orovalda; change type trans. and make changes in ant. systems. Actions Nov. 5.

■ K02FQ Escalante, Utah—Broadcast Bureau granted CP to change input ch. to via K11DB rural Wayne county, Utah; correct coordinates and make changes in ant. system. Action Nov. 5.

■ K04FR Escalante, Utah—Broadcast Bureau granted CP to change input ch. to via K09CU rural Wayne county, Utah; correct coordinates and make changes in ant. system of VHF translator. Action Nov. 5.

■ K05DV Escalante, Utah—Broadcast Bureau granted CP to change input ch. to via K13CY rural Wayne county, Utah; correct coordinates and make changes in ant. system. Action Nov. 5.

■ K13HF Redwash and Bonanza, both Utah—Broadcast Bureau granted CP to delete Redwash from principal community, change type trans.; make changes in ant. system. Action Oct. 28.

## Ownership changes

### Applications

■ WARF(AM) Jasper, Ala.—Seeks transfer of control of Radio South Inc. from Mary D. Nichols, executrix of estate of Paul Nichols (25% before, none after) to Houston L. Pearce (25% before, 50% after). Consideration: \$80,000. Mr. Pearce is president of Radio South Inc. and holds interest in WDAL-AM-FM Meridian, Miss. Ann. Nov. 5.

■ KALO(AM) Little Rock, Ark.—Seeks transfer of control of Arkansas Broadcasting Co. from T. K. Barton and Douglas J. Romine (jointly 100% before, none after) to Bernard Mann (none before, 66⅔% after) and Gilbert C. Gans (none before, 33⅓% after). Consideration: \$36,500. Mr. Mann has interest in WAIR(AM) and WGFL(FM), both Winston-Salem, N.C. Mr. Gans has interest in snack food business and investment brokerage. Ann. Nov. 5.

■ KJST(AM) Joshua Tree, Calif.—Seeks transfer of control of Desert Metropolitan Broadcasting Co. from Justine Vaux (10.5% before, none after) to Dr. Richard L. Siggers (40% before, 50.5% after). No consideration involved. Ann. Nov. 5.

■ KVFM(FM) San Fernando, Calif.—Seeks assignment of license from Spectra Properties Inc. to West Coast Media Inc. for \$125,000. Sellers: John D. Stroud, president, et al. Buyer: DAV Enterprises Inc. (100%), Dominic A. Visconti, sole owner. Mr. Visconti owns shopping center development, numerous other real estate holdings. Ann. Nov. 5.

■ KKEP(AM) Estes Park, Colo.—Seeks transfer of control of KKEO Radio Co. from Maurice J. and Julia W. DeVolt (100% before, none after) to Paul Moyers (none before, 100% after). Consideration \$50,000. Mr. Moyers is vice president and manager of KKEP, owns restaurant and is self-employed entertainer. Ann. Nov. 5.

■ KWDM(FM) Des Moines, Iowa—Seeks assignment of license from S.E.Q. Corp. to Contemporio Inc. for \$61,000. Seller: Jack S. Zohn, receiver for creditors of S.E.Q. Corp. Buyers: Carl L. Williams, Dwight E. Herbert and Carroll L. Bidler (each 26.6%), and Dr. Harry D. Harper (10%), et al. Mr. Williams is on-air personality with KDIN-TV Des Moines; Mr. Herbert is promotion director of KDIN-TV; Mr. Bidler is accountant; Dr. Harper is physician and surgeon and has interest in medical clinic and real estate brokerage. Ann. Nov. 5.

■ WDAL-AM-FM Meridian, Miss.—Seeks transfer of control of Broadcasters and Publishers Inc. from Mary D. Nichols, executrix of estate of Paul D. Nichols (49.5% before, none after) to Houston L. Pearce (49.5% before, 99% after). Consideration: \$80,000. Mr. Pearce is president and partner in license corp. and holds interest in WARF(AM) Jasper, Ala., and seeks to buy 25% interest in addition of WARF stock, presently held by Mrs. Nichols. Ann. Nov. 5.

### Actions

■ WDCF(AM) Dade City, Fla.—Broadcast Bureau granted assignment of license from Radio WDCF Inc. to Dade City Radio Inc. for \$50,000. Sellers: Duane Anderson (30%) and Norman O. Protsman (70%). Mr. Protsman owns 80% of WMAF(AM) Madison and WINT(AM) Winter Haven and 70% of WNER(AM) Live Oak, all Florida. Buyers: R. Duane Anderson, president (51%), and Patricia Ann Webb, vice president (49%). Mr. Anderson owns 91% of funeral home. Miss Webb is secretary of WDCF. Action Nov. 5.

■ WBOW-AM-FM Terre Haute, Ind.—Broadcast Bureau granted assignment of license from Radio

WBOW Inc. to Eastern Broadcasting Corp. for \$650,000. Principals of Radio WBOW Inc.: J. W. O'Connor, sole owner. Mr. O'Connor as tenant in common with Howard Shapiro owns 72% of WCIU-TV Chicago. Mr. O'Connor is also applying to sell WHUT(AM) Anderson, Ind. Principals of Eastern Broadcasting Co.: Roger A. Neuhoof, president and treasurer (75%) held jointly with wife. Mr. Neuhoof is owner of four merchandising companies and is also owner of WHAP(AM) Hopewell, Va. Action Oct. 29.

■ WCMJ-AM-FM Ashland, Ky.—Broadcast Bureau granted assignment of license from Charbert Industries Inc. to Greater Ashland Broadcasting Corp. for \$400,000. Sellers: Robert and Charles Levinson (jointly, 100%), et al. Buyers: O. W. Myers, president (38.88%), James R. Beldon, Daniel E. Wagoner, both vice president (each 19.44%), Robert M. Hauck, treasurer, and William C. Turnbull, secretary (each 11.12%). Messrs. Myers and Hauck own 45% and 10% respectively, of WKKE(AM) Asheville, N.C., and 25% each of WWKE(AM) Ocala, Fla. Mr. Wagoner owns building materials firm, real estate firm, aluminum products company and 50% of home construction company, real estate firm and home building firm. Mr. Beldon owns dental laboratory firm. Mr. Turnbull owns credit firm, 99% of truck sales and 91% of automobile dealership. See WCMJ-FM below. Action Nov. 2.

■ WCMJ-AM-FM Ashland, Ky.—Broadcast Bureau granted assignment of license from Greater Ashland Broadcasting Corp. to Stereo 94 Inc. for \$50,000. Sellers: see above. Buyers: W. Richard Martin, president (22.9%), Gillard B. Johnson Jr. (20.9%), et al. Mr. Martin is general manager of WCMJ-AM-FM. Mr. Johnson owns 50% of real estate firm, 50% of auto parts and tire distributor, 45% of glazing and paint business, 35% of wholesale hardware and industrial supply business, and other interests. Contingent on grant of assignment of license of WCMJ-AM-FM. Greater Ashland Broadcasting Corp. Action Nov. 2.

■ WQBC(AM) Vicksburg, Miss.—Broadcast Bureau granted transfer of control of Delta Broadcasting Inc. from Louis Ashman and Frances Cashman, joint tenants, Mary Van Cashman, et al. (as a group, 100% before, none after) to Twelve-thirty Inc. (none before, 100% after). Consideration: \$122,500. Principals of Delta: W. Hollifield, president (33%), Lillie Hollifield, secretary-treasurer (7%), and Miller Holmes, vice president (60%). Principals of Delta own WAZF(AM) Yazoo City, Miss. Action Oct. 28.

■ KYTV(TV) Springfield, Mo.—Broadcast Bureau granted transfer of control of 50% of voting stock of licensee corporation, Springfield Tv Inc., from Lester L. Cox (749 shares) and wife, Claudine B. Cox (1 share), and Lynn E. Bussey (749 shares) and wife, Virginia Cox Bussey (1 share), to same persons d/b as Grand Prairie Investment Co., of which they are sole owners, in same proportion. No consideration. Mr. Cox is part-owner of KOAM-AM-TV Pittsburg, Kan. Action Oct. 29.

■ WMTR(AM) Morristown, N.J.—FCC granted assignment of license from Morristown Broadcasting Corp. to Drexel Hill Associates Inc. for \$1,350,000. Sellers: George & Kenneth A. Croy & family (as a group, 100%). Buyers: Peter L. Arnov, president (64.56%), et al. Buyers own WDHA-FM Dover, N.J., and 49% of background-music firm. Mr. Arnov owns 25% of real estate development firm. Action Nov. 4.

■ WABY(AM) Albany, N.Y.—Broadcast Bureau granted assignment of license from Eastern New York Broadcasting Corp. to WABY Inc. for \$400,000. Sellers: Toni Brady, president (38%), Edward L. Trudeau, executive vice president-secretary (37%), and David A. Kyle, chairman of board (25%). Mr. Kyle owns stock in WPDM(AM) Potsdam, N.Y. Buyers: CCA Electronics Corp., 100%. Bernard Wise, president of CCA and WABY Inc., votes stock for CCA. Action Nov. 5.

■ KNOP-AM-TV North Platte, Neb.—Broadcast Bureau granted transfer of control of Fer-Rich Broadcasting Co. from Ferris E. Traylor and Richard F. Shively (as a group 93% before, none after) to Richard F. Shively, voting trustee (none before, 93% after). No consideration involved. Action Oct. 28.

■ WCBX(AM) Eden, N.C.—Broadcast Bureau granted assignment of CP from Radio Eden to Radio Eden Inc. for legal and tax purposes. No consideration involved. Principals: Ray A. Childers (75% before, 75% after) and Robert L. Purcell (25% before, 25% after). Action Nov. 5.

■ KVNU(AM) Logan, Utah—Broadcast Bureau granted transfer of control of Cache Valley Broadcasting Co. from Red Bullen, executor of estate of Herschel Bullen Jr. (40.3% before, none after) to Red Bullen (30.5% before, 40% after) and Bullen family. No consideration involved. Action Oct. 28.

## CATV

### Final actions

■ Columbus, Ga.—Columbus Cablevision Inc. Cable Television Bureau granted, pursuant to rules, petition for interim authorization filed Jan. 16. Action Nov. 4.

■ Columbus, Ga.—Telecable Corp. Cable Tele-

vision Bureau granted, pursuant to rules, supplemental to petition for temporary waiver filed Feb. 27. Action Nov. 4.

### Other actions

■ Benton, Ky.—FCC ordered Benton Television Co., operator, to show cause why it should not be directed to cease and desist from operation of system in violation of program exclusivity requirements of rules. Action Nov. 4.

■ Bryan, Tex.—FCC denied motion by Community Cablevision Corp., operator, for stay of effective date of order forbidding it to offer KPRC-TV Houston signal to new subscribers pending outcome of show cause proceeding against operator until petition for reconsideration is acted upon. Action Nov. 4.

### Initial decision

■ Hearing Examiner Jay A. Kyle in Milton-Freewater, Ore., ordered Twin Valley Cable Inc., owner and operator of CATV in Milton-Freewater, to cease and desist from violation of commission exclusivity rules in initial decision. Ann. Nov. 3.

### Actions on motions

■ Hearing Examiner Frederick W. Denniston in Berwick, Foundryville and Nescopeck, all Pennsylvania (Cable TV Co.), CATV proceeding, on revised motion of WBRE-TV Inc., Scranton Broadcasters Inc., and Taft Broadcasting Co. ordered Cable TV Co. to produce on or before Nov. 6 specified items at place to be determined by cooperation between counsel (Doc. 18986). Action Nov. 2.

■ Hearing Examiner Ernest Nash in Crowley, La. (Crowley Cable Television Inc.), CATV proceeding, scheduled prehearing conference for Nov. 4 (Doc. 19010). Action Nov. 2.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 10. 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*.

■ *North Little Rock, Ark.*—A 25-year exclusive franchise has been granted to Television Inc. City will receive 4% of the gross revenue or \$10,000 a year. Firm will charge \$5.50 a month, with a maximum installation fee of \$19.95.

■ *Imperial Beach, Calif.*—Imperial Beach Cable Television Inc. has applied for a franchise. Firm would offer educational television stations to general public and local schools.

■ *Mammoth Lakes, Calif.*—Franchise has been granted to Jim Warta of Mammoth Electric.

■ *Napa, Calif.*—Franchise has been granted to Napa Valley Cablevision.

■ *Riverside, Calif.*—Franchise has been awarded to a conglomerate group composed of Riverside Cable TV, Riverside Communications Inc., Riverside Cable Co. and Dick Clark Television Productions.

■ *Louisville, Colo.*—Mountain States Video (multiple-CATV owner) has applied for a franchise. City would receive 5% of the gross revenue. Proposed monthly rate would be \$4.50 to \$4.75. Firm said no installation charge would be made on early hookups.

■ *York, Me.*—Coastal Cable and Antenna Inc. (multiple-CATV owner) of Portland has applied for a franchise in York, Kittery and Eliot. York would receive 10.3% of every subscriber fee. Free outlets would be provided in schools and municipal buildings.

■ *Columbia, Md.*—Columbia Cable TV Inc., a subsidiary of Time-Life Broadcast Inc. (multiple-CATV owner) has been awarded an exclusive franchise. Subscribers will pay \$9.90 for hookup and \$5.95 a month.

■ *McCook, Neb.*—Multi-Vue Cable TV System has been granted a franchise. Subscribers will pay a rate of \$5 a month.

■ *Omaha*—Community Tele-Communication has applied for a franchise.

■ *Corning, N.Y.*—Corning New Channels has applied for a monthly rate increase from \$4.50 to \$5.50.

■ *Queensbury, N.Y.*—Normandy TV Cable Co. has been granted a franchise.

■ *Dayton, Ohio*—Franchises have been awarded to three firms. They are: Coaxial Communications Inc., of Gainesville, Fla.; Continental Cablevision of Ohio Inc. and Montgomery County Cable Corp., a subsidiary of WAWI Broadcasting Co. of Dayton.

James McCulla usually drives his car with one hand on the steering wheel and the other on the radio dial, flicking from station to station to monitor news broadcasts. The habit is one of many he has acquired in 30 years of dedication to radio.

Professionally, Mr. McCulla can "monitor"—and influence—the development of broadcast news from two different vantage points. He has been manager of the western division of ABC News since 1964, operating out of Los Angeles. And he has been selected by his fellow news directors to be president of the Radio-Television News Directors Association for 1970-71.

Like many of today's broadcast journalists, Mr. McCulla began as a newspaperman, joining the *Des Moines Register and Tribune* in 1936 as a cub reporter. He later shifted to the newspaper's broadcast division and his future was clear. Broadcasting, he remembers, "seemed to be more intriguing and it had more glamour. When you're young, you think it's pretty glamorous to be in front of a microphone." The glamour, he concedes, has vanished and the profession is confronting many obstacles. But Jim McCulla has no regrets. "I'd do it all over again. I've enjoyed every minute of it. You've got to take the good with the bad, no matter what job it is."

The "good" he sees as the future of electronic news. Again, talking of radio, his first love: "It gets bigger and bigger all the time. And, with the advent of all-news stations—and I think there are going to be more of those—it's nothing but expansion as far as radio is concerned." The "bad" he sees as continuing government attempts to control the news media. "I don't think there's any question about that," he says.

He zeroes in on two specific developments to illustrate his fears. First he calls the "taking away of cigarette revenues" an obvious form of government "censorship." Then he criticizes "government figures, like the Vice President, for making comments about the industry." Certainly, he notes, "in some way that influences people in the government."

Mr. McCulla, in his approach to his profession, combines pragmatism and a willingness to innovate. He keeps his primary responsibility firmly in mind: "As my son would say: Tell it like it is. That sums it up." But in fulfilling that responsibility, he constantly searches for ways to improve his product, to make it more vivid, comprehensive, meaningful.

Several years ago, he relates, he wanted to put a teen-age newscaster on the air "when we had some time to fill." But, after discussing it with his teen-age son and friends, he recalls, "the decision was unanimous. They did not want

## Radio news has a staunch advocate at RTNDA helm

some kid telling them what was going on. They preferred Walter Cronkite—the grandfather image."

Jim McCulla has been increasingly active in RTNDA since 1966 when, he recalls, ABC News President Elmer

### Week's Profile



*James McCulla—Los Angeles radio news bureau chief for ABC News, and president, Radio-Television News Directors Association; b. Aug. 27, 1913, St. Ansgar, Iowa; studied at University of Iowa and Drake University; began career in 1936 with Des Moines Register and Tribune switching to organization's broadcast division; newsmen for WLW(AM) Cincinnati and WHO(AM) Des Moines, Iowa; served three years with Signal Corps and Air Force in World War II, leaving as captain; news director, KMPC-AM-FM Los Angeles, 1948-53; ABC Radio newscaster, 1954-56; headed radio-TV department, Hunter-Willhite ad agency, Los Angeles, 1956-60; writer, newscaster, ABC Radio, 1960-64; named ABC bureau chief, 1964; winner of Gold Mike award in 1952 as best regularly scheduled broadcaster; member, Sigma Delta Chi, Catholic Press Council; named to Air Force Academy public affairs and advisory committee, 1970; m. Marian Hiss of Los Angeles; children, John 24, James Jr., 22; hobbies—cooking, golf.*

Lower "made me a volunteer of one to fill a board vacancy. Then I turned around one day and I was the only active member left." Now, as leader of RTNDA, he sees the organization as a bulwark against government encroachment and as a way to "establish standards for proper newscasting. Responsibility," he believes, "is more important in a newsmen's makeup than any other attribute. One irresponsible reporter can do more harm than 50 responsible ones can do good."

Convinced that every member of Congress is "a lot more concerned with what his local anchorman says than what the national network says about him," Mr. McCulla hopes to give RTNDA an even more influential status by establishing a full-time Washington office.

The welfare of the "everyday" newsmen is of key concern to Mr. McCulla. His aim is for the RTNDA to "lend financial, legal and moral support to people when they have a legal and just cause. Too often, he feels, newsmen in trouble are confronted with people who say: 'You go in and fight them, buddy. We're on your side, but we don't have any money.'" His first objective, therefore, is to enroll in the RTNDA representatives from every radio and TV station in the country and build up the treasury.

The bigger stations and top broadcasting executives haven't escaped Mr. McCulla's attention, either. With an eye on "the fellow who signs the checks and pays the bills," RTNDA has been conducting seminars at the six National Association of Broadcasters regional meetings. Spokesmen lecture on "how to run a newsroom" and explain to the boss "how important a role his news department plays in keeping his license and how important it is to have a responsible news director. The average manager," Mr. McCulla laments, "is so far removed from the news operation he doesn't even know what RTNDA is."

When not monitoring newscasts and assigning his 18 staffers for 100 newscasts on the four ABC Radio networks, Jim McCulla can be found assigning ingredients to his favorite continental gourmet dishes in his Beverly Hills kitchen. Or he can be found with his wife, Marian, working on charities in his home area. Or he can be found putting around the golf course.

But never far from his thoughts is how he can, in his role as a newsmen and as head of a growing professional association, find the proper mix of government regulation and broadcaster responsibility, by strengthening RTNDA and his profession.

Until he is satisfied that he has achieved these goals, Jim McCulla will keep flicking those radio dials.

## Clean-up campaign

Any procedure that will curtail paperwork in spot television and radio and expedite payment of invoices has, by definition, much to recommend it. Current efforts to establish a standard broadcast week and standard broadcast-billing month should therefore be given the most sympathetic consideration.

What we have now is a hodgepodge. In rotating spot plans a "week" may begin on Tuesday for one order, on Saturday for another, on Sunday—or you name it—for another. And stations may bill by the calendar month or by some arbitrary definition of a month, depending upon accounting systems.

Many people, buyers and sellers, have spent a lot of time and energy trying to find acceptable standard definitions. Those they have developed would start the broadcast rotation week on Monday and end it on Sunday, and would end the broadcast-billing month on the last Sunday of the month, any days left over to go into the following month for billing purposes.

That seems simple enough, and it appears to be developing a broad base of support. One of the most dramatic reasons is provided by the Katz Agency, which bills and collects for the stations it represents. Katz estimates that one-half of all billing discrepancies—which are always claimed by agencies to be a main reason for their slowness in paying broadcasters—can be traced back to rotating-spot plans and could be eliminated through uniform use of the standard week and month. Other spot-broadcast experts also believe that discrepancies could be cut in half.

Adopting the standard definitions will inevitably require some broadcasters, agencies and representatives to change their systems. But wouldn't a wholesale reduction in discrepancies be worth it? The potential saving in man-hours, not to mention the speed-up in payments that may accrue, calls for thoughtful attention to that question.

## In broad daylight

Broadcasters are not only being deprived of their constitutional rights but are also being undermined economically through regulatory excesses and court-imposed decrees.

This is supposed to be a democracy. The dictionary definition is (1) "a government by the people, especially rule of the majority; (2) a government in which the supreme power is vested in the people and exercised by them directly and indirectly through a system of representation, usually involving periodically held free elections."

Why have broadcasters for years failed abysmally in trying to prevent legislative, judicial and regulatory incursions? Why when polls invariably show that most people choose the broadcast media as their prime and most believable sources of news, entertainment and enlightenment?

But new inspiration comes from a nonbroadcaster. *Newsweek*, in its Nov. 9 issue, put the question that should generate action. It reported the result of a Gallup poll (BROADCASTING, Nov. 9). The conclusion that TV and radio led in keeping people informed was old hat.

The significant finding was reported as follows:

"Nearly everyone polled (89%) felt that radio and television newsmen ought to be accorded the same constitutional protection guaranteed to print journalists under the Bill of Rights—an issue which [Vice President] Agnew raised in his initial attack on television."

Radio and television newsmen cannot be separated from radio and television news media. So, stated another way, the

Gallup polls show that nearly every one of the 1,560 people polled believed the First Amendment should protect the broadcast media.

That being so, Congress, elected by the people, federal judges, selected by the President and confirmed by the Senate (as are members of the FCC), have failed to get the message.

There's a way of getting that message to them short of the labored legislative process in a Congress which may not be friendly but which understands the universal political language of the vote.

Isn't it time for broadcasters to run their own referendum? They need a nationwide, coordinated poll, asking the simple question whether radio and television should be accorded protection of the First Amendment, like newspapers and magazines.

The people should be urged to write their congressmen and senators, to support the right of radio and television to first-class citizenship.

## One go, all go

We have at times been critical of some of the noncommercial stations operated by the Pacifica Foundation. In our view their programming has at times been intemperate if not irresponsible. We retract none of our earlier comments in saying now that the bombing of Pacifica's KPFT (FM) Houston is as much a crime against the freedom of the broadcast press as it is against the physical facility of the station.

If Pacifica in Houston has followed the examples set by Pacifica elsewhere, it has no doubt outraged large segments of Houston society. But the objection to broadcast programming is not to be stated in a bomb. The radicals on left or right must not be given the impression that any station may be silenced by violence.

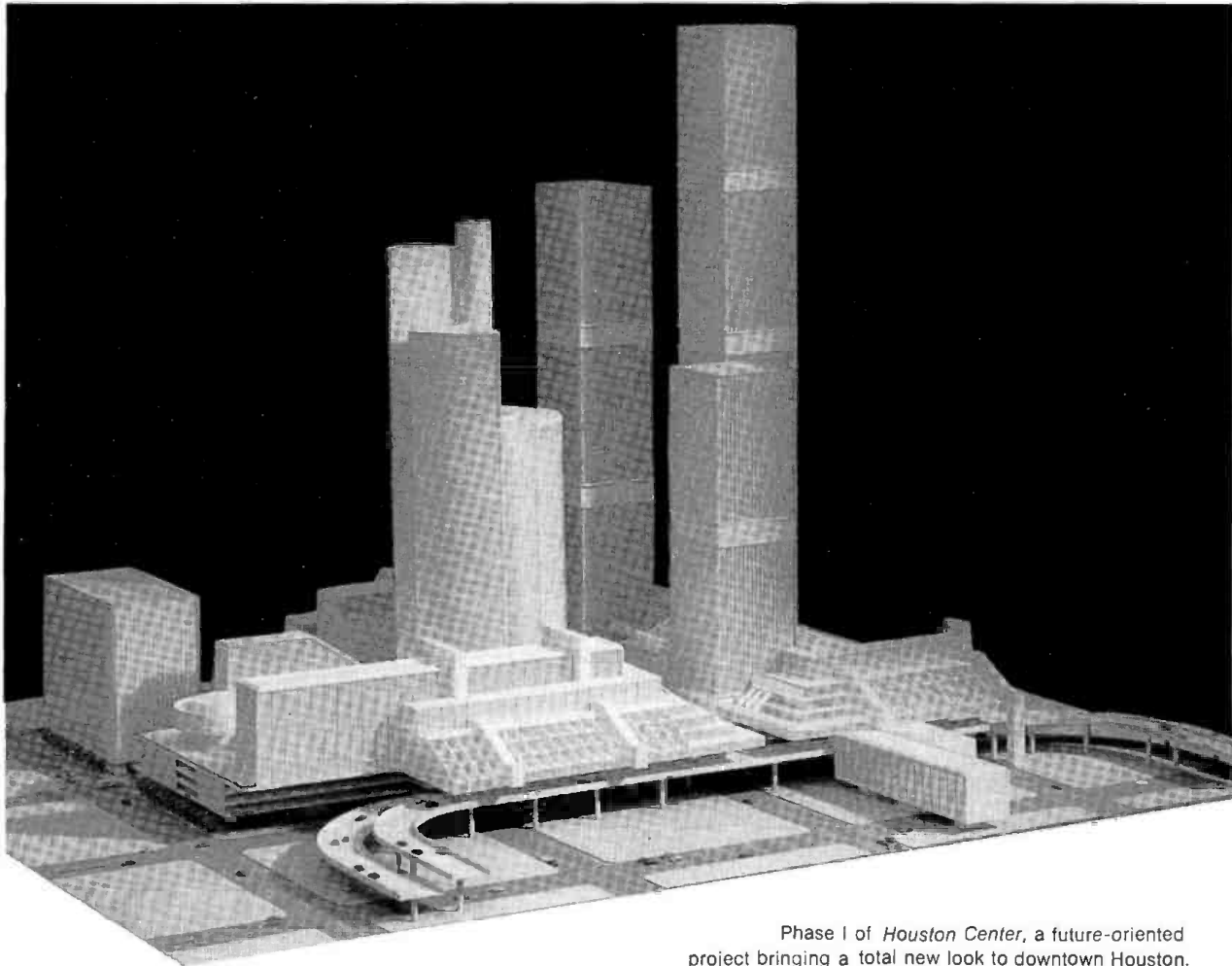
Other broadcasters, such as CBS and Houston stations, and other broadcast organizations, including the National Association of Broadcasters and Corp. for Public Broadcasting, urged the FBI to get into the case, as the agency has now done, after local investigation proved fruitless. Aid of more tangible nature should also be extended to help KPFT get back into full operation. The station may wear its hair longer than the establishment does, but it is still part of broadcasting.



Drawn for BROADCASTING by Sid Hix

"I don't know what that commercial did for Alka-Seltzer, but it's sure moving our meatballs!"

# Houston is



Phase I of *Houston Center*, a future-oriented project bringing a total new look to downtown Houston.

... continuing its spectacular growth into the future ... with new plans materializing everywhere.

Texas Eastern begins construction next year on *Houston Center*, the largest and most ambitious urban renewal project ever undertaken by private enterprise. A 3-stage development, it will occupy a 33-block, 75-acre area consisting of office towers, apartment complexes and retail stores adjacent to Houston's central core ... doubling the downtown area and costing well over \$1,000,000,000.

Even more astounding than the size of the project is its imaginative concept. William L. Pereira Associates designed *Houston Center* as a complete city to be built above the existing street system ... with landscaped plazas and walkways ... new modes of transportation between buildings ... and total freedom from the confusion of automobiles.

Houston is ... a bustling market that continues to attract investment capital and more people because of realistic planning and an optimistic approach to the future. Far-sighted projects like HOUSTON CENTER, Shell's PLAZA DEL ORO (\$1.5 billion-526 acres), Trammell Crow-Metropolitan Life's downtown project (\$500 million-18 acres) and GREENWAY PLAZA (127 acres) have added a new dimension to Houston's plan for growth.

Houston is...tomorrow's answers to today's problems.

## KPRC-TV/HOUSTON

Edward Petry & Co., National Representatives  
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# How to make a movie 460 feet underwater.

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

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

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

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

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

Humble is doing something extra.

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