



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Are broadcasters to be divested of program control?
General Foods seeks support for costly 'clutter' study
Harley Staggers moves to outlaw liquor ads on the air
Midpoint recap of TV season: hard times for new shows

36112 LIBRARY
US AIR FORCE
SERIALS ACQUISITION
AL 36112

Help Wanted: The Man

The Man who is now—or
knows he can be—America's
No. 1 broadcast representative

We're looking for a remarkable person. We have a remarkable job for him: National Sales Manager for the fastest growing broadcast group in America.

There may be ten or twenty men in the country who are right for this job, but we doubt it. We think it's more likely there's only one. And maybe—if this idea doesn't faze you—you're The Man we're looking for.

Who is The Man?

We assume he knows the fundamentals of our business. How broadcast is bought and sold. And why. And when. What advertisers and media planners and all kinds of other people want and need.

The Man is *interested* in people. And he's successful in dealing with them. Which means he may be selling to media planners right now—or he may be a media planner himself. (A good media man is persuading, reassuring, *selling* all the time.)

The Man we're looking for can be 5'2" or 6'8". White, black, or green. Male or female. (That's right. The Man may be a woman; it doesn't make a whit of difference to us.)

What we'll ask of The Man

Virtue. Corny, old-fashioned virtue.

Sure, he'll have brains. He'll be able to sell. He'll know how to manage an office.

But the virtue we're talking about is of another order. We're talking about tenacity. Dedication. Determination. Optimism. And energy. Lots and lots of energy. We believe in the power of those corny old qualities. And we'll ask them of The Man.

What we'll do for The Man

We'll pay him. More than he's making now. And we'll offer him a future with more earning potential than he has now.

We'll set him free. In New York City. As National Sales Manager he'll operate from the penthouse (newly remodeled and dubbed the Century Penthouse) in the Warwick Hotel, on 54th and 6th Avenue.

And we'll arm him with the most persuasive selling story in the broadcasting business today.

What The Man should know about us

We are the Century Broadcasting Corporation. We started in 1965 with an idea. Today we're the No. 1 FM group in America. In four major markets, we own the four leading

FM stations—the stations The Man will represent in New York.

In Chicago, Century's WFMT is No. 1 in revenue, in advertisers, in total adult listeners.

In Los Angeles, Century's KWST is No. 1 in revenue, in advertisers, in total adult listeners.

In Detroit, Century's WABX is No. 1 in revenue, in advertisers, in young adult listeners.

In St. Louis, Century's KSHE is No. 1 in revenue, in advertisers.

We're No. 1 nationally because we're No. 1 locally. And that's only *part* of the story The Man will be telling for us.

Are you The Man?

If you believe you should be the National Sales Manager of Century Broadcasting (or if you know someone who fills that description), please write now to:

Jack Steele
Assistant to the President
Century Broadcasting
Corporation
John Hancock Center
Chicago, Illinois 60611

We'll answer every letter promptly.

Century: America's No. 1 FM group

In Los Angeles...

BEST TELEVISION NEWS COMMENTARY OF 1970



KHJ-TV'S BAXTER WARD

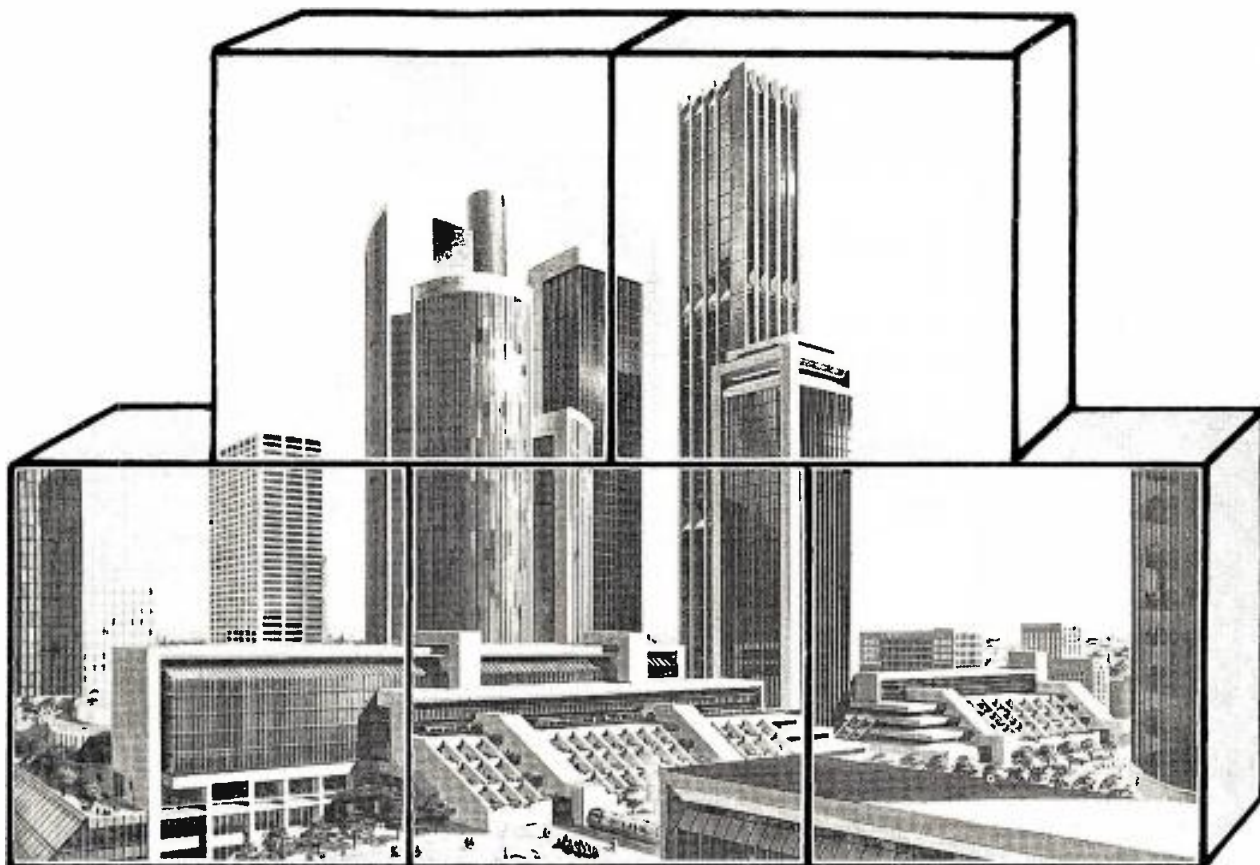
Winner of the Radio-TV News Association of Southern California's coveted
GOLDEN MIKE AWARD.

L.A. YOU ASKED FOR IT! Beginning Monday, January 4,
THE BAXTER WARD NEWS becomes **THE BAXTER WARD NEWS HOUR!**
WEEKDAY AFTERNOONS AT 4...EVENINGS AT 10 KHJ-TV/LOS ANGELES

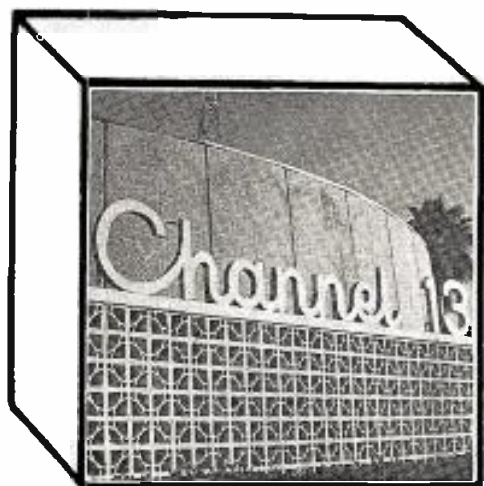
RKO
TELEVISION

RTV





**HOUSTON CENTER
(CONSTRUCTION BEGINS 1971)**



**HELPING TO BUILD A BIGGER
AND BETTER HOUSTON ...
TODAY AND TOMORROW**

KTRK-TV 13
HOUSTON

-A CAPITAL CITIES STATION-

Represented by Blair



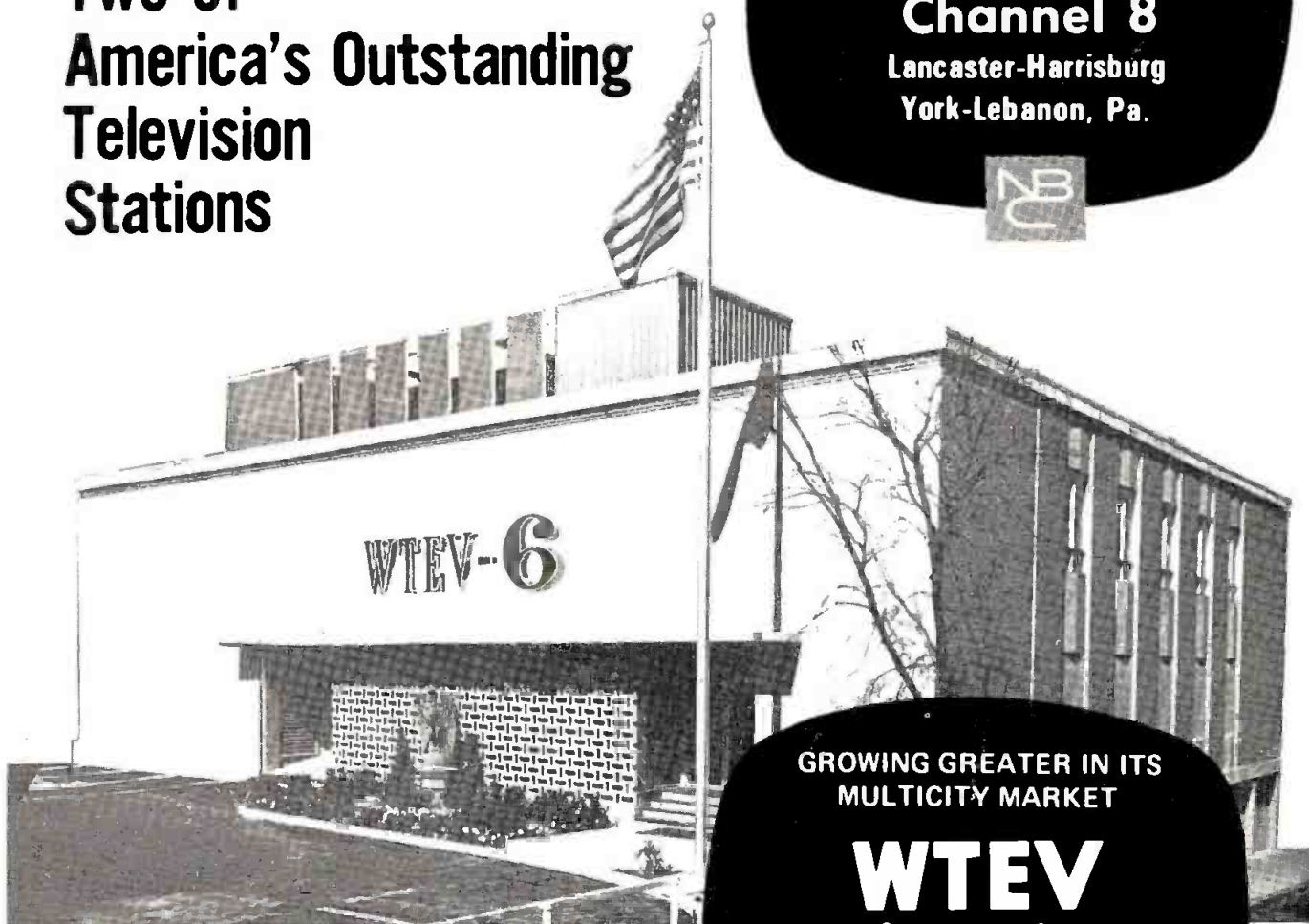
DELIVERS MOST VIEWERS
IN ITS MULTICITY MARKET

WGAL-TV
Channel 8

Lancaster-Harrisburg
York-Lebanon, Pa.



**Two of
America's Outstanding
Television
Stations**



GROWING GREATER IN ITS
MULTICITY MARKET

WTEV
Channel 6

Providence, R.I.
New Bedford-Fall River, Mass.



STEINMAN STATIONS
Clair McCollough, Pres.

FCC road ahead

Political observers, looking down patronage road, see complicated array of FCC appointments even assuming those now in works materialize. (Commissioner Robert Wells for six and one-half years remaining of old Kenneth Cox term; Deputy Peace Corps Director Thomas J. Houser to fill remaining six months of Wells term). Outlook, despite feeble denial, is that Representative Charlotte Reid (R., Ill.) will get full seven-year term next June 30.

Looking ahead until June 30, 1972 White House authorities see likely appointment of Negro to succeed FCC's dean, Robert T. Bartley, Texas Democrat, who is not expected to seek reappointment. Mr. Bartley, nephew of late House Speaker Sam Rayburn, has served since 1962 and will have completed decade as FCC member.

Long-range forecast

Outlook for TV and radio business in 1971? Forecasts range from cloudy and overcast to clearing and partly sunny in assessments of sales and buying executives processed thus far in preparation of BROADCASTING's special reports on "Shape of '71." National economy is generally considered critical factor—not its future course, which authorities seem to feel is at or near turn-up point, but speed with which it regains momentum.

Complete tabulations may shift emphasis, but consensus thus far is that first quarter and maybe first six months will be largely so-so but that by then economy should be picking up and rate of sales in second half will decide whether 1971 TV and radio billings exceed 1970's—which for both media are believed to have exceeded 1969 levels slightly, despite widely divergent swings between markets. "Shape of '71" reports will appear in BROADCASTING's Jan. 4 issue.

Superb suburb reach

Study of city-to-suburbs trend has been completed by Spindletop Research Inc., Lexington, Ky., for CBS Broadcast Group and is due for release this week. It was commissioned by Dr. David M. Blank, group's vice president for economics of retail trade to suburbs. Findings should provide new ammunition for argument that broadcast media are best sales vehicles to reach customers in sprawling suburban shopping areas.

Every little bit

Group of Mutual radio affiliates suing to overturn law banning cigarette advertising on radio after Jan. 1, 1971 (BROADCASTING, Dec. 7) got its first contribution of financial aid toward \$50,000 goal last week. North Carolina Broadcasters Association's board contributed \$200 out of its legal defense fund. Additional financial help is expected from MBS stations, other broadcasters and associations.

Nicked

Despite crowded agenda and mounting backlogs, FCC had one of shortest meetings of year last Wednesday (Dec. 16). Reason: Nicholas Johnson was abroad (see editorial, page 68) and had requested that several controversial items go over until he was present. While there are no quick figures, it's common knowledge that more cases have gone over and more decisions held up awaiting Johnson dissents than for rest of FCC combined.

Situation last week brought observation from Commissioner Robert E. Lee that FCC should not defer votes unless commissioner is away on official mission (not self-scheduled trip). Chairman Dean Burch said there's need to repair procedures.

Reciprocity

Several Georgia broadcasters, reacting to vote of Senator Herman E. Talmadge (D-Ga.) to override President Nixon's veto of political-spending bill (BROADCASTING, Nov. 30), have quit giving air time to senator's weekly taped "reports." They see no reason to accord political exposure to man who went against them in crucial matter that was decided by only four votes. Talmadge aides are trying to get back on stations with argument that there will be future problems on which they'll want senator's help.

As advertised

Kenneth A. Cox, who as member of FCC from 1963 until last September became expert in land-mobile radio matters and was strong advocate of mobile users in their effort to expand into television frequencies, has acquired land-mobile group as law-practice client, effective Jan. 1. It is National Association of Radio Telephone Systems, whose members provide radio-telephone and

radio-paging service on common-carrier basis. NARS had been represented by long established communications law firm in Washington.

With NARS as client, Mr. Cox will have further opportunity to tangle with AT&T. Besides engaging in law practice, he is executive vice president of Microwave Communications of America Inc., which is establishing nationwide network of regional common carriers that will compete with AT&T. Not only do NARS members compete with Bell companies, but association and other private common carriers are attempting to persuade FCC to give them some of frequency space it allocated to wireline carriers—principally Bell—from space carved out of UHF share of spectrum.

Tintless mint?

Four Star Entertainment Corp. believes there's still life in black-and-white syndication. Company is planning to offer 168 black-and-white segments of old series, *The Rifleman*, reasoning that there is paucity of westerns in syndication and new prime-time access rule will loosen up various time periods on stations.

If Sisk wins

If Representative B. F. Sisk (D-Calif.) succeeds in his announced campaign to become majority leader of House in next Congress, broadcasters will have sympathetic ear in high place. As member of all-powerful Rules Committee, Mr. Sisk has been generally friendly toward broadcasting, though reportedly miffed some time ago when NBC-TV's *Laugh-In* awarded him "fickle finger of fate" for junketing at taxpayer's expense. He was instrumental in pushing legislative-reorganization bill that included provision for broadcast coverage of House committees, closed to radio and TV since days of late Sam Rayburn.

Hayes' new bag

Announcement earlier this month that Senator Birch Bayh, of Indiana, is considering running for Democratic presidential nomination for 1972 brings confirmation that John S. Hayes, former president of Post-Newsweek stations, will become key adviser in campaign. Washington headquarters, outside Senator's Capitol Hill office, will be established after first of year.

Non-stop girls love Non-stop Radio news.

Busy girls—mothers, teachers, secretaries, lawyers, doctors and business women—take time out of busy days to listen to WTOP Non-stop Radio News. In the news capital of the world, they get their news from around the globe and around the corner, any time they want it. And in Washington,

more women who hold major decision-making positions need the news. That's why more and more Washington

women are tuned to WTOP

If you want Washington women to listen to you, choose the station where women *listen*—WTOP Radio.

WTOP RADIO

Washington, D.C.

A Post-Newsweek Station

Represented by CBS Radio Spot Sales



Director of Office of Telecommunications Policy Dr. Clay T. Whitehead believes FCC's fairness policy is possible dangerous step toward government regulation of programming. See . . .

Who's to control broadcast programs? . . . 19

General Foods outlines joint venture research plan to measure relative effectiveness of TV commercial formats. Other advertisers, agencies and broadcasters called upon to share \$1.5-million cost. See . . .

GF unveils 'clutter' research plan . . . 20

FCC rules that broadcasters will not have to carry anti-cigarette spots after Jan. 2 when ban on cigarette commercials goes into effect. If they do, they will be permitted to determine fairness obligations. See . . .

FCC eases antismoking rules . . . 22

Advertising control bill introduced in Congress would prohibit broadcasters and CATV operators from advertising liquor. Bill is seen as result of U.S. Communications Corp.'s decision to accept liquor ads. See . . .

Congress moves in on liquor issue . . . 26

FCC tells broadcasters that they are expected to eliminate false advertising and to be alert to advertising that has been subject of FTC complaint, but declines to make 'fairness' ruling on toy commercials. See . . .

Stations cautioned on deceptive ads . . . 30

Dr. Peter C. Goldmark, president of CBS Laboratories, says broadband communications would be instrumental in developing 'rural society' plan to stem uncontrolled growth of cities. See . . .

One key to urban-spawned problems . . . 32

Group of program producers and syndicators ask FCC to disapprove CBS Inc.'s plan to spin off its cable television and program syndication operations into new company, Viacom International Inc. See . . .

Double trouble for CBS spin-off . . . 34

Fact that many CATV systems will have to originate programming next year is causing stir among state broadcaster associations over whether cable operators should be allowed to become members of their organizations. See . . .

CATV operators in broadcaster ranks? . . . 36

FCC, Westinghouse and Metromedia filed briefs defending prime-time access rule in answer to appeals by MCA, CBS and its affiliates and individual stations that challenged rule's constitutionality and legality. See . . .

WBC, Metromedia defend prime-time rule . . . 42

CBS tells U.S. appeals court that FCC order for network to give time to Republicans to respond to appearance of Democratic National Committee Chairman Lawrence F. O'Brien was 'not only unfair but irrational.' See . . .

CBS hits "irrational" FCC order . . . 45

Departments

AT DEADLINE	9	WEEK'S PROFILE	59
BROADCAST ADVERTISING	20		
CHANGING HANDS	34		
CLOSED CIRCUIT	5		
DATEBOOK	12		
EDITORIALS	60		
EQUIPMENT & ENGINEERING . .	38		
FATES & FORTUNES	49		
FOCUS ON FINANCE	39		
FOR THE RECORD	51		
LEAD STORY	19		
THE MEDIA	32		
MONDAY MEMO	16		
OPEN MIKE	13		
PROGRAMING	42		
WEEK'S HEADLINERS	10		



Broadcasting

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

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

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

**TELEVISION'S
HIGHEST RATED
MUSICAL GAME SHOW
IS BACK**



NAME THAT TUNE

All new first-run for today's audience.

Shows available for screenings now.



Celebrities
in
Action



Starring
Richard
Hayes
and
today's
sound in
music



Proven
track
record
with
a
new look



Dynamic
swinging
contestants



Surprises
and
great
prizes

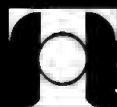


Network
quality
at
local
rates

NAME THAT TUNE averaged 42.5 share of audience on CBS-TV.

An all-time record for musical game shows.

Five first-run half hour shows available each week beginning January 1971.



Produced by
Tulchin Productions, Ltd.

Exclusive distribution by **Century**
Broadcast Communications Co. Inc.
321 East 51st Street, New York (212) 755-6400

Two networks charged with identification failure

NBC and ABC lax on sponsor rule, FCC says

NBC and ABC have not been meeting requirements of FCC's sponsorship-identification rules in broadcast of certain network audience-participation and quiz shows, commission said on Friday (Dec. 18). Programs were not identified.

Commission, in letters to networks, said that sponsorship-identification announcements on programs do not clearly inform audience that it is hearing or viewing matter for which payment has been received. Announcements are also inadequate in that they do not clearly identify person paying for broadcast of matter, commission said.

Commission action is result of monitoring of two networks after they confirmed reports that some producers on shows were requiring cash payments to use merchandise for programs. CBS reportedly said neither network nor its producers received payments in connection with merchandise used for prizes.

Commission said that announcements networks made in connection with shows involved were given only visually and were hard to read. They were superim-

posed on studio scans in small type and moved too fast to be read by average viewer, commission said.

Announcements, added in letters to networks, seem to obscure rather than to reveal that payments have been made for advertising purposes.

Commission said that although exact wording of sponsorship announcement "should at least" state in understandable language that suppliers have paid network producers to display or promote their goods or services, and should properly identify each supplier.

Commission suggested that video portion of that type of announcement should be given in letters large enough to be readily legible to average viewer, should be shown against background that does not reduce legibility and should remain on screen long enough to be read in full by average viewer.

Commission asked networks to submit statements of their intentions in matter within 30 days. Letter was adopted on 5-to-0 vote.

Moss asks FTC aid

Senator Frank E. Moss (D-Utah), who spearheaded successful campaign to move cigarette spots off air, called on Federal Trade Commission Friday (Dec. 18) to help stem diversion of ads to other media "before Jan. 2 termination of broadcast advertising unleashes orgy of unbounded cigarette promotion in non-broadcast media."

Mr. Moss noted that although legislation outlawing broadcast spots restrains commission from requiring health warnings in ads until July 1971, "it is otherwise free to move against any and all advertising practices for cigarettes, as for other products, which are either unfair or deceptive . . ."

Promising to support any such action, Mr. Moss said: "commission need not fear today, as perhaps it had reason to fear in the past, the political power of either the cigarette industry or the print media anxious to profit from ill fortune of the broadcast media."

"Preparations are under way, Mr. Moss charged, "to subvert the manifest intent of Congress in banishing cigarettes from broadcast media through such devices as sponsorship of bowling

tournaments, auto races, tennis tournaments, etc.; naming tournaments by cigarette brand names; pasting huge brand names on sides of racing cars and on billboards along track, and plastering stadiums with brand promotion placards."

"Congress will no longer tolerate unrestrained promotion of product which is both lethal and insidious," he concluded.

Mail-call problems

Mail problems are commonplace these days but A. C. Nielsen Co. has special one. All diaries mailed out for final week of Nov. 26-Dec. 23 TV measurements in five markets were lost in mail—none reached sample homes for which they were intended. Diaries, which presumably were all in one mailbag, were for Dec. 17-23.

Nielsen officials said Friday (Dec. 18) they had considered substituting week of Dec. 23-30, omitting Christmas, but had reached no decision and were contacting stations in all five markets in effort to reach consensus on what to do. Markets are Chicago, Detroit, Los Angeles, New York, and Philadelphia.

CATV group asks change

California Community Television Association told FCC Friday (Dec. 18) that its rule requiring CATV systems with 3,500 or more subscribers to originate programming on April 1, 1971, is unrealistic.

In petition for rulemaking association asked commission to amend present rule to specify minimum level of 10,000 subscribers. It said studies by two Stanford University faculty members and Rand Corp. have shown that, as general rule, 3,500 subscriber level is too low to permit local origination that will attract additional subscribers or revenues, or significantly contribute to diversification.

Only in most exceptional situations can these objectives be met by systems with only 3,500 subscribers, association concluded.

KMVT(TV) sale approved

FCC announced Friday (Dec. 18) it has approved sale of KMVT(TV) Twin Falls, Idaho. Channel 11 facility was sold by A. L. Glasman station group to Dale G. Moore for \$883,000.

However, commission said Mr. Moore must divest himself of KTFI(AM) Twin Falls within one year (to comply with one-to-customer rule).

In addition to KTFI, Mr. Moore owns KCFW(TV) Kalispell, KCAP(AM) Helena, and KGVO(AM) Missoula, all Montana, and 50% of KCOY-TV Santa Maria, Calif.

Kiddie TV ideas offered

Child Development and Mass Media forum of White House Conference on Children released final report Friday (Dec. 18) of its findings. Wording of text is much stronger than original working paper (BROADCASTING, Dec. 13) and contains proposals not in that document.

Basic recommendation remains same: that there should be "National Children's Media Foundation" established by Office of Child Development in Department of Health, Education and Welfare.

Organization would be funded federally and privately and would bring together representatives of media and child specialists from both public and private sectors. Forum stated that President Nixon should direct HEW to initiate action no later than July 1, 1971.

Forum also recommended that en-



Mr. Katz



Mr. Moore



Mr. Kelly

Tod Moore, executive VP, The Katz Agency, New York, succeeds **Eugene Katz** as president, fourth since company's founding in 1888. Mr. Katz, president of the rep firm since 1952, continues as board chairman. Mr. Moore joined Katz as director of TV sales development in 1963 from Ted Bates & Co. where he was corporate officer and account executive. He was elected VP and director of Katz

Agency in 1967, and its executive VP in 1969. Also elected board members are **David S. Allen**, **Jack F. Beauchamp** and **John E. Roberts**, all VP's. **Peter Kelly**, currently in treasurer's office, elected assistant treasurer. Mr. Allen heads TV sales East-South, Mr. Beauchamp is manager in Chicago of Katz Television and Mr. Roberts is manager of Katz Radio there.

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

forcement of standards in advertising and broadcasting no longer be left to industries; that Federal Trade Commission and FCC establish public-interest organization that would among other things "research and act to oppose" license renewals and "participate in advisory and prosecuting functions, if necessary, before FCC and FTC."

Group further proposed that FCC set up guidelines for children's TV requiring minimum number of hours of children's programming during children's prime-viewing hours and encouraging underwriting rather than commercial sponsorship of children's TV.

Other recommendations: permanent funding of noncommercial TV; that advertisers and networks begin next season with "meaningful innovations in current advertising practices" that programs emphasizing violence and discrimination immediately be excluded from children's programming, and that FCC recognize that children have "right to be provided with improved quality and diversity" in programming.

HSN pro prime-time rule

Hughes Sports Network, in friend of court brief, says FCC's prime-time access rule should be upheld on ground it is designed to afford Hughes and other independent-program sources opportunity to break major networks' "hold" on affiliated stations.

HSN brief, filed in U.S. Court of

Appeals in New York (see page 42), said major networks had shut it out of broadcasting mass-appeal sports events in prime time—its original function.

It has begun to develop nonsports programs for network distribution, Hughes said, and prime-time access rule will give it opportunity to broadcast nonsports programs in prime time on network-affiliated stations as well as on independents. Rule will prohibit major-market affiliates from taking more than three hours of programs from major networks between 7 and 11 p.m.

Broadcasters disagree

Smoke-filled hearing room of Illinois Racing Board in Chicago Friday (Dec. 18) echoed counter-opinions of broadcasters as probe by Illinois Crime Investigating Commission sought to determine if rock music and suggestive lyrics induce youth to try drugs. Gene Taylor, ABC vice president and general manager of WLS(AM) there, contended music reflects youth-drug culture, doesn't cause it, disagreeing with testimony by William O'Donnell, CBS vice president and general manager of WBBM(AM) there.

Mr. O'Donnell reaffirmed concern over drugs and some song lyrics and felt broadcasters should ban such music from air (BROADCASTING, Oct. 19). Mr. Taylor however told commission he thought his CBS friend might not fully understand music and youth since he runs "talk" station. Mr. Taylor told

commission it is three years behind in probe, citing broad move in music business by writers and talent to help keep kids off drugs. He said there is no way in world for father to tell son not to get involved with drugs "if he tries to do it while sitting in the living room with *Playboy* magazine on his lap and a martini in his hand."

Mr. Taylor played Frank Zappa radio spot for commission to show how effective communication can come from music hero who was ex-drug user and therefore more believable. Other extensive broadcaster support for antidrug drive was related by James G. Hanlon, vice president, WGN Continental Broadcasting Co., group owner, citing "fantastic success" of offer of antidrug advertising kit this fall. He said over 1,200 stations and newspapers in 50 states have asked for campaign materials.

KPFT(FM) returning to air

Pacifica Foundation's KPFT(FM) Houston, bombed off air on May 12 and again on Oct. 6 (BROADCASTING, Oct. 12 et seq.), is near agreement on purchase of new tower outside Houston, according to Lawrence Lee, general manager. Mr. Lee said Friday (Dec. 18) that station has received \$100,000 from donors across U.S. and hopes to resume broadcasting by mid-January. Price tag for new tower is \$19,500.

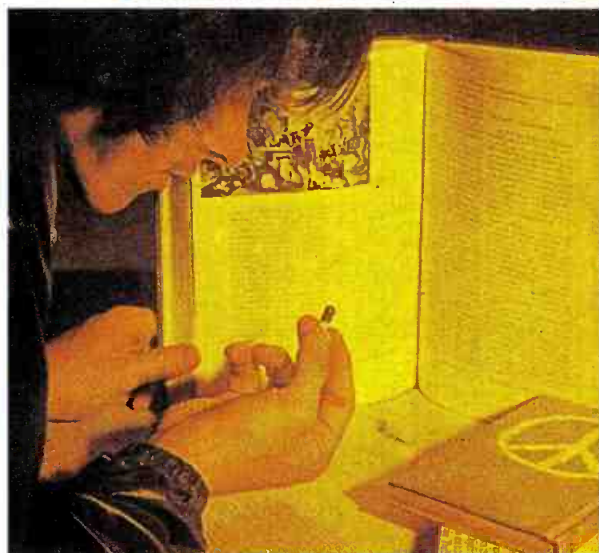
Meanwhile, request from Mr. Lee to National Association of Broadcasters for \$10,000 pledge to help FBI pay informants has been denied. FBI, Mr. Lee said in Dec. 10 letter to Willard E. Walbridge, Corinthian Broadcasting Corp., Houston, chairman of NAB, has made sufficient progress "to recommend strongly the immediate acquisition of additional \$10,000 award money to be administered by FBI to pay informants in case."

Mr. Walbridge, expressing "dismay" at principle, said he thought proposal speaks too much of paying for justice. He told Mr. Lee that he does not believe NAB should take any part in what he called such "questionable" project.

FBI spokesman in Washington Friday (Dec. 18) said: "In cases of this sort, the FBI does not become involved in the solicitation or the administering of reward money."

New Kraft VP's

Kraft Foods, Chicago, elevates four of its marketing men to VP's: R. N. Courtyce, advertising and promotion; H. K. Ridgway, non-refrigerated consumer foods; R. J. Miller, refrigerated consumer products, and R. D. Nelson, institutional and industrial products.



"As the twig is bent..."

As recent events have established the alarming spread of narcotics into junior-high and even grade-school age groups, Storer stations have stepped up their efforts to alert both children and parents to the tragic end results of drug addiction. WJBK-TV, using a new "cumulative impact" approach, produced an intensive week-long series, in three news-broadcast periods daily, covering every phase of Detroit's drug problem—its scope, effects, economic and social aspects, cures, educational programs for chil-

dren, recognition signs for parents and the role of police and courts. Atlanta's WAGA-TV interviewed nearly a thousand students, regularly reported their attitudes, usage and knowledge of usage by others to spur official recognition of the city's growing drug problem. In New York, WHN explored with legislative representatives the possibilities of a presidential commission on marijuana. WITI-TV, Milwaukee, aired a three-day series on addiction featuring specialists of San Francisco's Haight-Ashbury Cli-

nic. WJW and WJW-TV, Cleveland; WGBS, Miami and Toledo's WSPD are also placing major emphasis on the drug problem under guidelines laid down for all Storer stations. This Storer concept of good citizenship takes a lot of doing, but the rewards are great—in the often expressed appreciation of community leaders and concerned citizens wherever "Storer Serves."

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



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

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

Sol Taishoff, *editor and publisher*.
Lawrence B. Taishoff, *executive VP*.

EDITORIAL

Edwin H. James, *VP-executive editor*.
Rufus Crater, *editorial director (N.Y.)*.
Art King, *managing editor*.
Frederick M. Fitzgerald, *Earl B. Abrams, Leonard Zeidenberg, senior editors*.
Joseph A. Esser, *Steve Millard, Norman H. Oshrin, associate editors*.
Alan Steele Jarvis, *Mehrl Martin, Timothy M. McLean, J. Daniel Rudy, David Glenn White, staff writers*.
Clara M. Biondi, *Katrina Hart, Don Richard, Jim Sarkozy, editorial assistants*.
Beth M. Hyre, *secretary to the editor and publisher*.
Erwin Ephron (*vice president, director of marketing services, Carl Ally Inc., New York*), *research adviser*.

SALES

Maury Long, *VP-general manager*.
David N. Whitcombe, *director of marketing*.
Jill Newman, *classified advertising*.
Dorothy Coll, *advertising assistant*.
Doris Kelly, *secretary to the VP-general manager*.

CIRCULATION

David N. Whitcombe, *director*.
Bill Criger, *subscription manager*.
Julie Janoff, *Kwentin Keenan, Carol Olander, Jean Powers, Shirley Taylor*.

PRODUCTION

John F. Walen, *assistant to the publisher for production*.
Harry Stevens, *traffic manager*.
Bob Sandor, *production assistant*.

BUSINESS

Irving C. Miller, *comptroller*.
Sheila Thacker, *Judith Mast*.
Deanna Velasquez, *secretary to the executive vice president*.

BUREAUS

NEW YORK: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, *editorial director*; David Berly, *Rocco Famighetti, senior editors*; Normand Choiniere, *Louise Esteven, Helen Manasian, Cynthia Valentino, staff writers*; Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Mary Adler, *Harriette Weinberg, advertising assistants*.

CHICAGO: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, *senior editor*.
James G. Croll, *Midwestern sales manager*.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, *senior editor*.
Stephen Glassman, *staff writer*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

BROADCASTING[®] Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING[®]—The News Magazine of the Fifth Estate. Broadcast Advertising[®] was acquired in 1932, Broadcast Reporter in 1933, Telecast[®] in 1953 and Television[®] in 1961. Broadcasting-Telecasting[®] was introduced in 1946.
*Reg. U.S. Patent Office.

© 1970 by BROADCASTING Publications Inc.

Datebook[®]

A calendar of important meetings and events in communications

December

Dec. 21—Annual stockholders meeting of *Walt Disney Productions*. Wiltern Theater, Los Angeles.

January, 1971

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

Jan. 8—Entry deadline, *Northwest Broadcast News Association* news awards competition. Contact Lowell Ludford, PR department, 3M Co., 3M Center, St. Paul 55101.

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. 12—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

Jan. 13-16—Annual meeting, *Rocky Mountain Cable Television Association*. Sheraton Motor Inn, El Paso.

Jan. 14-15—32d annual New England marketing management conference and sales rally, *Sales & Marketing Executives of Greater Boston*. Statler Hilton hotel, Boston.

Jan. 16—Organization meeting, steering committee, *Women Broadcasters of America*. Conrad Hilton hotel, Chicago.

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—Program origination seminar, sponsored by *National Cable Television Association*. Burlingame hotel, Burlingame, Calif. Contact Larry Bowin, NCTA, 198 16th St., Washington.

Jan. 18-20—First *Broadcasting Industry Symposium*. Kenneth A. Cox is chairman of conference; Richard W. Jencks and Donald H. McGannon are among speakers. Washington Hilton hotel, Washington.

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

Jan. 19-22—Board meeting, *National Association of Broadcasters*. LaQuinta hotel, LaQuinta, Calif.

Jan. 21—Printing Week banquet. Eric Sevareid is featured speaker. Bellevue-Stratford hotel, Philadelphia.

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. 24-27—Annual convention, *National Religious Broadcasters*. Washington Hilton hotel.

Jan. 27-28—Meeting of *Georgia Radio and Television Institute*. University of Georgia, Athens.

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

Jan. 28—*Federal Communications Bar Association* luncheon, with Dr. Clay T. Whitehead as featured speaker. Army-Navy Club, Washington.

Jan. 31—Entry deadline, *American Research Bureau's* 3d annual contest to honor innovative

1971 Radio Advertising Bureau management conference schedule:

Feb. 1-2—Hyatt House, San Francisco.

Feb. 4-5—Marriott motor inn, Dallas.

Feb. 11-12—White Plains hotel, White Plains, N.Y. (New York area).

Feb. 18-19—Sheraton Four Ambassadors, Miami.

Feb. 22-23—O'Hare inn, Chicago.

Feb. 25-26—Carrousel motor inn, Cincinnati.

uses of audience research data. Entry blanks obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammen-dale Road, Beltsville, Md. 20705.

February, 1971

Feb. 1—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).

Feb. 1—Deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894).

Feb. 1—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892).

Feb. 1—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).

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. 4-6—*New Mexico Broadcasters Association* convention. Palms motor hotel, Las Cruces, N.M.

Feb. 5-6—23rd annual seminar, *Northwest Broadcast News Association*. University of Minnesota, Minneapolis.

Feb. 8—FCC hearing on license renewal of WPDQ(AM) Jacksonville, Fla. Jacksonville (Doc. 19126).

Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDAJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.

Feb. 15—New deadline for filing comments in FCC's one-to-a-market rulemaking proceeding. Deadline applies to all parties except National Association of Broadcasters and American Newspaper Publishers Association, who must file by Jan. 15 (Doc. 18110).

Feb. 15-16—Program origination seminar, sponsored by *National Cable Television Association*. Dallas-Hyatt House, Dallas.

Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.

Feb. 16—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

Feb. 16-19—Annual conference, *National Association of Television Program Executives*. Astroworld, Houston.

Feb. 22—FCC hearing on license renewal applications for WIFE-AM-FM Indianapolis; KOIL-AM-FM Omaha, and KISN(AM) Portland, Ore. Washington (Doc. 19122-5).

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

Feb. 26-27—Forum on business and legal problems of television and radio, sponsored by *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Barbizon Plaza hotel, New York.

March, 1971

March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1 (Doc. 16495).

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

March 5-6—Convention, *Georgia Cable Television Association*. Augusta Towne House, Augusta.

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 15—New deadline for reply comments in FCC's one-to-a-market rulemaking proceeding (Doc. 18110).

March 15—FCC deadline for ABC, CBS and

NBC to submit statements of intent to apply for satellite system (Doc. 16495).

March 16—Public hearing of the *Canadian Radio-Television Commission*. Lord Nelson hotel, Halifax, N.S.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

■March 26-27—Forum on business and legal problems of television and radio, sponsored by the *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Water Tower Hyatt House, Chicago.

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

March 30—Deadline for comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

March 30—FCC deadline for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

March 30—FCC deadline for networks' affiliates associations to apply for prototype receive-only earth station (Doc. 16495).

April, 1971

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

April 4-6—Annual convention, *Southern CATV Association*, Sheraton-Peabody hotel, Memphis, Tenn.

April 13—Public hearing of the *Canadian Radio-Television Commission*. The hearing will deal only with proposed CATV policies and regulations. Centennial Centre, Ottawa.

April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

April 26—Deadline for reply comments on applications for, and FCC's rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

OpenMike®

Case closed

EDITOR: Thank you for publishing my letter concerning old stamps bearing the call signs of commercial stations (BROADCASTING, Nov. 30). The results were amazing—seven or eight letters and two telephone calls.

There were several conflicting ideas about the stamps among those who wrote me, but I think I now have a clear idea of the situation. I mistakenly thought they were conceived and issued by the American Banknote Co. It seems, however, that a company named EKKO came up with the idea and purchased the stamps from American Banknote to be resold to stations.

Again, thanks—and if your readers should pose the same question about these stamps in the future, just refer them to me.—*Don Sylvia, WABI-TV Bangor, Me.*

Wrong credentials

EDITOR: I was accurately quoted in your issue of Dec. 14 [in a story about

April 28-May 2—National Convention. *American Women in Radio and Television*.

May, 1971

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

May 18—Public hearing of the *Canadian Radio-Television Commission*. Bayshore Inn, Vancouver, B.C.

■May 21-22—21st annual convention, *Kansas Association of Radio Broadcasters*. Broadview hotel, Wichita.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

June, 1971

June 7—Second World Administrative Radio Conference for Space Telecommunications, *International Telecommunication Union*. Geneva.

June 8—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

June 14-16—International conference on communications, sponsored by *Communications Technology Group and Montreal Section, Institute of Electrical and Electronics Engineers*. D. M. Atkinson, chairman. Queen Elizabeth hotel, Montreal.

June 17-20—Meeting of *Oklahoma Broadcasters Association*. Fountainhead Lodge, Chectah.

June 19-23—Meeting of *Georgia Association of Broadcasters*. Jekyll Island, Ga.

■June 21-26—18th annual advertising film festival, *Screen Advertising World Association Ltd.*, Cannes, France. Information: SAWA, 35 Piccadilly, London.

June 26-30—National convention, *American Advertising Federation*. Hawaiian Village, Honolulu.

July, 1971

■July 6-9—Annual convention, *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

August, 1971

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

the University of Maryland symposium on "Strategies for the New Politics", but you wrongly attributed the manager-ship of John Lindsay's 1965 campaign to me.—*Jay Weitzner, president, Broadcast Placement Co., New York.*

Correction from CBS Radio

EDITOR: I want to thank you for the piece on the award to Fred Bergendorff (BROADCASTING, Dec. 7).

Unfortunately, in your otherwise accurate report of that event, the award is described as CBS Radio Promotion man of the year. Mr. Bergendorff won the first CBS-owned AM promotion man of the year award at our meeting in Houston of CBS-owned AM station promotion managers.

Other awards were presented in September to three of our affiliated station promotion managers. They were named CBS Radio Network promotion men of the year.—*Norman Ginsburg, director of information services, CBS Radio, New York.*



Bob Homme as

THE FRIENDLY GIANT

A stimulating and enriching childrens series . . . winner of the Sylvania and Ohio State awards for excellence.

This Canadian Broadcasting Corporation series has a successful 13-year history of creative programming.

Available in 15 minute color strips and ideal for weekday or weekend morning slots. First run in all markets.

Available from

FILMS INCORPORATED

Contact:

Karl von Schallern, Director
Television Department
1144 Wilmette Ave.
Wilmette, Illinois 60091
Or Call: (312) 256-4730



The WJEF Countrywise buyers ...they know what they want and can afford it!

Today's WJEF Countrywise buyers are very particular families.

Typically, they're under thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about \$10,117. Ottawa County families have an average income of \$9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants — part of an expanding economy already accounting for \$902,087,000 in retail sales. Their particular like is WJEF. If you'd like these particular people, contact Avery-Knodel. They'll give you some wise advice on our Countrywise buyers.



The Folger Nations
RADIO Kalamazoo Battle Creek
WJEF Grand Rapids
WHTM Grand Rapids/Albion
WHSN/WHYI-TV Eastland
TELEVISION
WHSN-TV Grand Rapids/Albion
WHTM-TV Grand Rapids/Albion
WHSN-TV Grand Rapids/Albion
WHSN-TV Grand Rapids/Albion
WHSN-TV Grand Rapids/Albion
WHSN-TV Grand Rapids/Albion

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name Position

Company

☐ Business Address
☐ Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

- ☐ 1 year \$14
☐ 2 years \$27
☐ 3 years \$35

Canada Add \$4 Per Year
Foreign Add \$6 Per Year

- ☐ 1971 Yearbook \$13.50
January Publication
☐ 1971 CATV Sourcebook
\$8.50

Off Press fall 1970

- ☐ Payment enclosed
☐ Bill me

BookNotes

"The Communicative Arts: An Introduction to Mass Media," 1970, by Charles S. Steinberg. New York: Hastings House (A Communication Arts Book). 371 pp. \$10.

This is the fifth volume in a series called "Studies in Public Communication." Dr. Steinberg, vice president in charge of public information for CBS-TV and a well known author and scholar, offers an introductory text that is commendably broad and well-integrated in its treatment of the media, their effects and impact. As Dr. A. William Bluem, general editor of the series, suggests in his introduction to the book, Dr. Steinberg provides a view of "newspaper reporting, microphone technique, acting and film-making [as] merely different aspects of the same creative human activity."

Unfortunately, the book is sometimes too pat, dry and simplistic in its approach. At the end of a chapter on public opinion and propaganda, for example, one finds a truism—"It is the responsibility of the communicator to insure that what is conveyed as information does not subvert truth"—and one realizes that an entire chapter has just failed to convey the awful human complexity of that responsibility. Too much of that kind of thing is to be found in the book. There is also little of the live, concrete quality that distinguishes the similar work of a man like William L. Rivers, whose talents embrace both journalism and scholarship.

There is, however, some thorough, straightforward history and comparative study in "The Communicative Arts"—enough to insure its future as a textbook in many classrooms. It is regrettable that a book dealing with so dynamic and elusive a subject as communication could not have been a little less like a textbook.

"Foremost Women in Communications," 1970, edited by Barbara J. Love. New York: Foremost Americans Publishing Corp., in association with R. R. Bowker & Co. 788 pp. \$25.

This reference book is more an encyclopedia than a "Who's Who." Among its nearly 8,000 biographical profiles one finds everybody from the company president to the copy director to the neophyte writer to the junior-college English instructor. Anyone who needs a quick sketch of practically any woman above the level of stenographer in broadcasting, publishing, advertising and related fields will probably find it in this volume.

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

It's possible to learn about real life from people who aren't real.

Even though fairy tale people live in an unreal world their problems are very real.

The characters in *"The Fisherman And His Wife"* are no exceptions. Their story is not only one of real adult problems. It's a story of an adult fault. Greed.

No one is too old, or too young, to learn from this fairy tale.

That's why Group W and the Opera Company of Boston produced the 90-minute chil-

dren's opera, *"The Fisherman And His Wife."*

The libretto was written by a novelist familiar to adults. John Updike, the author of the best selling book, *"Couples."* And the music is by a renowned American composer: Gunther Schuller.

"The Fisherman And His Wife" is another of the specials Group W has presented to you on its five television stations this year. It will be seen on prime time, because this is a story every child should know. Even if he's a grown-up.



WESTINGHOUSE BROADCASTING COMPANY

Image, reality, and glass bottles: the anatomy of a campaign

A very contemporary young group called the Glass Bottle is doing pack-'em-in business this month at New York's chic Park Avenue discotheque, Shepherd's. This is quite unusual when you realize that just a little over a year ago, the group was nothing more than a proposal put together by our creative department at Benton & Bowles. It had been suggested as the vanguard element in a complex marketing-program proposal to the Glass Container Manufacturers Institute.

Since that time, our efforts—combined with the unusual aggressiveness of our association-client—threaten to make the Glass Bottle the number-one contender for Smokey the Bear's public-service title on radio.

During a six-month national tour, combining public-service appearances and legitimate as well as cost-subsidizing club dates, this rock group has gained national recognition as the "antilitter ambassadors to youth." Over the year it has made a significant contribution to one of the glass-container industry's major marketing objectives: to put into perspective the glass container's role in the national environmental situation.

While the one-way bottle has been the focus of considerable attack as a major "cause" of litter, and more recently as a chief ingredient of solid waste, the fact is that *all* glass containers constitute only 6% of each category—less than most packaging products.

Moreover, glass-container manufacturers are actually making a positive contribution to solving the solid-waste dilemma. The industry believes the only workable solution to the problem is recycling and reuse. To this end, it is developing several systems that can make practical the process of recycling old glass containers into new glass containers or into useful secondary products.

But the litter problem is less easily handled by the glass-container industry, because the industry can't control it. Stated simply, the bottles don't litter; people do. A national litter survey showed that more deposit soft-drink bottles were found in roadside litter than one-way soft-drink bottles. The need clearly existed for a massive educational response with the power to persuade.

Much of the glass-container litter consists of beverage bottles, and young people are the largest group of beverage

consumers. This is where the Glass Bottle comes into the picture, as a tool for reaching youth with two advertising messages. The first one, using the upbeat current music idiom, extolled the advantages of buying soft drinks in glass bottles. The other was designed to use paid advertising to make this youthful audience aware of the litter problem and to influence them to help solve that problem.

After the rock group was painstakingly assembled from literally hundreds of young musicians in dozens of audition sessions, the group recorded several "sell" messages and two antilitter commercials. They were arranged for contemporary-station audiences and each of the 60-second commercials cut in 50-second versions. The strategy was to have locally known announcers deliver a live five-second lead-in identifying the Glass Bottle in his own personal top-40 style, and another live five-second lead-out identifying the Glass Container Manufacturers Institute as the sponsor.

The program got off to a test start early this year in several Southern markets. A B&B representative, as well as a member of the client's marketing staff and a member of the account team, took the program on the road to present the whole creative and media strategy to each of the stations carrying the campaign.

The station managers unanimously applauded the contemporary nature of their messages and their adaptability to local situations, and their use-

fulness as part of the station's own public-service arsenals.

The scope of the national program was broader than the antilitter campaign.

It broke with two one-hour prime-time network television specials; then national radio carried the "sell," and the antilitter messages began immediately after, with an extensive spot buy on top contemporary stations, plus the ABC Contemporary Network.

Nationwide response from stations was as favorable as it had been during the Southern roll-out. Most of the stations ran from 25 to 50 of the announcements weekly in their public-service-announcement schedules. In addition, a number of the stations used the Glass Bottle as a peg on which to hang their own antilitter programs. And the Radio Advertising Bureau sent tapes of the two antilitter radio commercials to its member stations and urged them to use the messages in their PSA schedules.

It is difficult to measure exactly how much air play our media group was able to achieve over and above the paid schedule, but on the basis of 25 to 50 PSA uses per week over the summer period, we estimate it was substantial. In addition, tracking research showed the audience listening to—and getting—the message.

The result was an improvement in the general public's evaluation of the glass-container industry's active concern for the environment.



Gerald A. Siesfeld is a vice president and account supervisor at Benton & Bowles, New York, which has served the Glass Container Manufacturers' Institute since 1961. Mr. Siesfeld joined B & B in 1965 as account executive on the GCM I business and also has responsibility for Chemical Bank and the Floriculture Division of Chiquita Brands. He is a former newsman with United Press and public-relations executive with General Dynamics Corp., and Young & Rubicam.

Ward's in a position to make things happen.

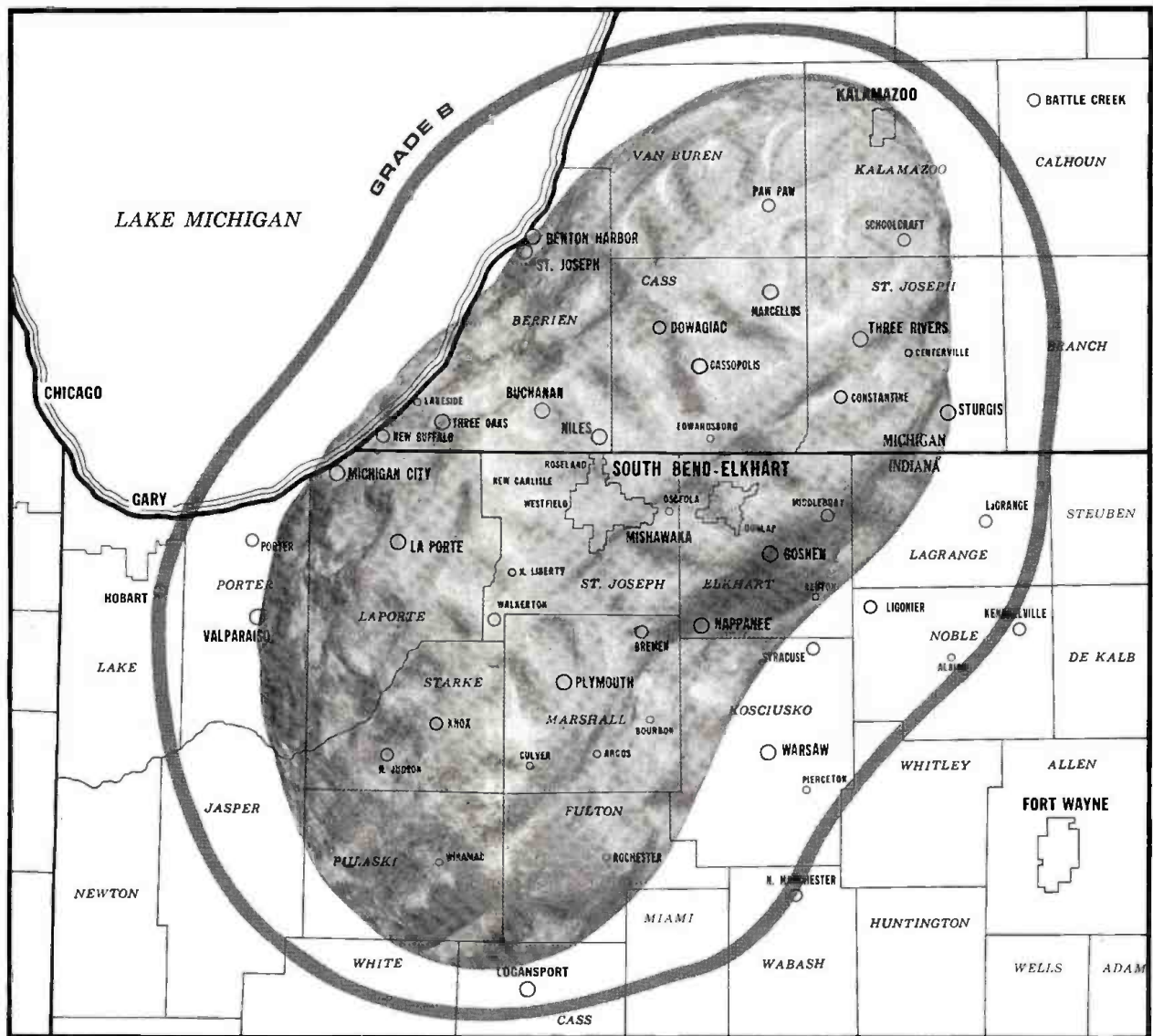


If it's happening in Dallas — Fort Worth, that's where you'll find Ward Huey. A working schedule, where you need it...when you need it, is the reason Ward might often 'move mountains'. He's in a position to do it. Give him a call; he'll prove it to you. He's WFAA-TV's general sales manager.

WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Represented by Edward Petry & Co., Inc.

MORE SPREAD FOR YOUR "BREAD" WITH OUR NEW PEANUT! NEW \$4 BILLION MARKET – SAME LOW COST



New Power: 4,160,000 watts maximum ERP.

New Tower: 1,090 feet above average terrain.

New ABC Network Service for lower Michigan.

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

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

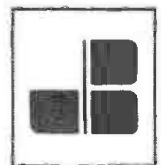
Put your message where the money is — call Blair today!

THE COMMUNICANA GROUP
INDIANA COMMUNICATORS



The Communicana Group also includes WKJG-TV, AM and FM, Ft. Wayne;
WTRC and WFIM (FM), Elkhart; and *The Elkhart Truth* (Daily)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION

Who's to control broadcast programs?

President's communications expert sees basic conflict in common ownership of facilities and content

Dr. Clay T. Whitehead, director of the new Office of Telecommunications Policy, has surveyed FCC policy for regulating fairness and found it arbitrary and potentially dangerous—a possible step toward government regulation of programming. He has no solutions of his own to offer, but he suggested where solutions may be found—in the controversial question of access to the media and the related “conflict” between the free-press rights of broadcasters and their legal obligations to serve the public interest.

Dr. Whitehead, speaking at the second annual duPont-Columbia University Awards in Broadcast Journalism, said that “the free exchange of ideas in our society will require access to the media at both ends.” He also said: “Failure to resolve the access issue is what is driving the government to determinations of fairness in the presentation of ideas rather than fairness in the conditions of their exchange.”

And he said this about the relationship between station ownership and control of content: “The access issue will force us to sort out the imprecision in our thinking about the conflict between the free-speech rights and the obligations of the media owners. We will have to face up to the fact that the combination of media ownership and programming control drives the government to deal with that conflict in ways that are ultimately undesirable.”

Dr. Whitehead, whose office speaks for the President in communications matters, thus provided new respectability and weight to the argument of various legal scholars and citizens' groups that members of the public have a right of access to the broadcast media—and to the print media, too, for that matter.

The access question has become increasingly critical since the Supreme Court ruling in June 1969 upholding the commission's fairness doctrine. The court held that the constitutional guar-

antee of freedom of the press does not prevent the government from requiring broadcasters to “share” their frequencies with others and said that “it is the right of viewers and listeners, not the right of the broadcasters, which is paramount” (BROADCASTING, June 16, 1969).

A number of complainants, including the Democratic National Committee, have cited Red Lion in seeking broadcast time. In most cases, the FCC has rejected their complaints, ruling that the broadcasters involved had not violated their fairness-doctrine obligations. But many of the parties have taken appeals, contending that it is not the broadcasters' idea of fairness that should



Dr. Whitehead

concern the commission but the public's right of access to the media.

The issue, ultimately, is over the kind of journalistic role broadcasters are to play. Broadcasters argue that they are entitled to the same discretion in making news judgments—determining what issues are to be presented and in what manner, as well as by whom—that newspapers exercise. Within the constraints of the fairness-doctrine requiring broadcasters to treat all controversial issues fairly, the commission generally accepts that view.

But if the courts accept the view of those seeking access, the broadcasters' right to assert editorial supervision over

broadcast material will be sharply curtailed.

Dr. Whitehead, who assumed his new duties three months ago (BROADCASTING, Sept. 28), was making his first speech on broadcast regulation. He regards the access issue as one of major national importance—one in which OTP should play a role—and is known to have devoted the better part of two weeks to writing his speech.

However, his office stressed that Dr. Whitehead has reached no conclusions regarding broadcaster control of program content, although he regards that as part of the “problem” to which a solution must be found if access to the media is to be broadened and government interference in programming avoided.

Dr. Whitehead was also said to be seeking to broaden consideration of the problem beyond that being given it by broadcasters themselves and by the FCC. In his speech last week in New York he expressed the hope that broadcast newsmen as well as broadcast-station owners would become concerned with the policy question.

Dr. Whitehead, in making his point, raised a question broadcasters have long asked themselves: Since everyone accepts the fundamental principle that the free-speech and free-press rights “are to be protected from government encroachment, even for high purpose,” why is government “so deeply involved in content-related aspects of communications policy?”

The answer, he said, is that theories underlying the regulation of broadcast media have been carried to their logical conclusion. “And we don't like where we are.”

But where a broadcaster might suggest that government simply refrain from interference with free speech and free press, Dr. Whitehead believes that government has “an affirmative obligation to see that conditions are conducive to the free and open exchange of ideas. “The government,” he said, “should

foster maximum opportunity for the expression and dissemination of ideas."

However, he made it clear he feels the FCC's principal effort in this regard—enforcement of the fairness doctrine—leaves something to be desired. He said that in attempting to achieve over-all fairness through the evolution of precedents arising from specific cases, the commission requires each station to be fair in handling individual issues, "rather than attempting to create an open marketplace of ideas" in the media of a community.

"Under the commission's approach," he said, "the commission itself is the final arbiter of what is an issue or idea, of which side has or has not been presented fairly on a particular station, of how many different sides the public should hear, and of who is an acceptable spokesman. It has produced an intricate, confusing, and inherently arbitrary series of rulings on broadcasting media fairness that clearly limits the free speech of the broadcaster and clearly discourages the free and open exchange of ideas we seek to foster."

Dr. Whitehead—who noted the "distinct possibility" that other media, including newspapers, may one day find themselves operating under a fairness doctrine—said he is concerned about

proposals that the commission seek to impose heavier public-interest responsibilities on the private broadcaster. Such regulation, he said, "leads inexorably toward government regulation of content."

But that does not mean he disbelieves in public-interest broadcasting. Rather he thinks that public policy contains a built-in inconsistency: Incentives provide that the private owners of the electronic media go one way, while the public-interest rules imposed on the owners lead in the opposite direction.

He offered a salute to the good broadcast service he said private enterprise has provided. But he also said: "When we place on one small group of private businessmen the responsibility for exercise of a broad public trust, we have violated a basic principle of human nature and have created a serious conflict-of-interest situation."

He added that "strains of a contrived and fundamentally unsound public policy are beginning to show" as a result of vast changes in the nature of society. Most important, he said, "citizens are tremendously more aware of the diversity of issues and viewpoints surrounding them" and "are more inclined to make their own judgments."

He credited broadcast journalism

with playing a major role in bringing about the transformation. But he expressed doubt that the government is in a position to encourage the broadcast of the interpretation, commentary and free expression that, he said, the "better informed and more aware citizen" needs if he is to make his own judgments.

Dr. Whitehead said he was not worried about government censorship or even intimidation. "But I am concerned with a tendency for government regulation to produce more meddlesome ad hoc-ery than wisdom; more dulling mediocrity than vision."

"We are not likely in this country to allow tyranny or suppression of ideas," he said, "but we conceivably could allow a bureaucratic frustration of the free and open exchange of ideas. That would be profoundly unhealthy."

Dr. Whitehead described these as "complex and difficult problems" which cannot be met by improvisation. "We face a great challenge in thinking through what we expect of our broadcasting institutions and how we should go about achieving our objectives," he said.

And at the center of that challenge, he said, is the issue of access to the broadcasting media.

BroadcastAdvertising ®

GF unveils 'clutter' research plan

It solicits widespread industry participation in \$1.5-million test of commercial formats

General Foods officials laid out details of their proposals for "joint venture" research on the relative effectiveness of different TV commercial formats last week and said the price tag would come to at least \$1.5 million.

They called upon other advertisers, agencies and broadcasters to put up a minimum of \$20,000 each to underwrite the research, first proposed by General Foods and Ogilvy & Mather, one of its agencies, almost two months ago (BROADCASTING, Nov. 2). At that time, before details of the plan had been developed, probable cost was estimated at from \$600,000 up, probably not counting costs of the commercial time involved.

Details of the plan were presented Wednesday (Dec. 16) by General Foods and Ogilvy & Mather executives at a meeting that GF sources said later was attended by approximately 60 represen-

atives of 35 station representatives, broadcasters, advertisers and agencies at O&M's offices in New York (BROADCASTING, Dec. 14).

Little evidence of enthusiasm for the plan could be found among broadcasting executives after the meeting, but General Foods' stature as television's second biggest customer assured that, as one put it, "we listened carefully" and also muted subsequent criticism.

Purpose of the proposed study, sometimes unofficially referred to as a "clutter" study, would be to test the effectiveness of—and the viewer attitudes toward—varying combinations of commercial lengths and program interruptions or, as a General Foods spokesman put it, "the influence of commercial environment on advertising effectiveness and viewer attitudes, in the marketplace."

The aim, he said, is to develop "in-

formation on the most suitable commercial policy for stations to adopt to fit the needs of broadcasters, viewers and advertisers." The National Association of Broadcasters TV Code Review Board has set up a task force to study the same problem (BROADCASTING, Dec. 14).

Basically, the tests would cover five commercial formats. One would be the current format, which provides for three program interruptions and six minutes of commercial time per prime-time half-hour.

The others would be variations in which, in two cases, the interruptions would be unchanged but commercial time increased to eight minutes in one format and reduced to four minutes in another; while in two other cases the commercial time would remain six minutes, but the number of interruptions would be increased to six in one format

and reduced to two in the other.

The tests would be conducted in five unspecified markets, two formats in each market, with the number of brands tested dependent upon the number of advertisers participating but probably no less than 16.

It was indicated, according to participants, that the markets would be medium to large in size, probably falling somewhere between the 20th and 40th. The tests would probably be conducted in nonnetwork nighttime programming.

In stressing the need for such a study, General Foods said that over the past three years there has been a one-third increase in the number of TV commercials aired annually, but that "the true effect of this increase has yet to be determined," although both advertisers and broadcasters have much riding on the issue.

"Advertising effectiveness and viewer attitudes toward both programming and commercial exposure are the fundamental factors on which the business depends," General Foods asserted.

Officials also acknowledged that the proposed plan was not without limitations and possible pitfalls, that a pilot study might be a necessary or desirable forerunner and that alternative approaches might be developed. But they stressed that "the importance of the issue of commercialization in television demands that initiation of the project or an alternative, be pursued."

Those represented at the meeting—including a substantial number of station reps since General Foods is one of their best customers—were asked to indicate their willingness to participate by submitting, by the end of the year, a list of nominees for service on the operation's technical, media and other committees that would over-see the project. Submitting such nominations would signify intent to participate without being a binding commitment, it was reported.

General Foods sources stressed after the meeting that both the \$1.5 million over-all target and the \$20,000 entry fee were minimums—that the cost may go well beyond \$1.5 million and that participants may be assessed sums beyond the \$20,000 "based on the degree of participation." Some executives who attended the meeting said it was also their understanding the \$20,000 would be a base fee, scaled upward according to size of the participating organization.

Among specific estimates offered at the meeting, according to participants, were \$600,000 to \$800,000 for basic research budget, \$200,000 for administration and \$300,000 to \$600,000 for media costs. There apparently was no firm estimate on how long the project might take.

A check later with some of the broad-



Rub 'n Glue sets TV spots

"When you gotta glue, you gotta glue!" is the theme of a new 60-second spot-TV commercial produced by Helitzer Advertising Inc., New York, for Rub 'n Glue, a nontoxic, odorless crayon-shaped adhesive for children. The commercial shows a young boy untidily using ordinary glue and then switching to the new product. Rub 'n Glue, manufactured by U.S. Plywood, New York, has completed an eight-week test run on children's programs in Washington and New York. The campaign is scheduled to move into other markets in late January, according to Helitzer.

casting executives who attended the meeting found little enthusiasm for the project, partly because of the costs involved but perhaps even more because of a feeling that it would be a fruitless exercise.

Many thought it a foregone conclusion that viewers, given a choice between eight minutes and four minutes of commercials, for instance, would almost automatically opt for four and that even if four proved more effective than some larger number, advertisers would not be willing to pay proportionately more for them.

Archa O. Knowlton, director of media services, and Sherman B. Shiller, associate director of marketing research, led the General Foods delegation at the meeting. Jules Fine, senior vice president and director of marketing services for Ogilvy & Mather, was said to be one of the principal participants for the agency.

Business briefly:

General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, has launched a varied campaign to introduce new Jell-O 1*2*3. Campaign utilizes spot and network TV and print.

Clairol Inc., subsidiary of Bristol-Myers Co., New York, through Foote, Cone

and Belding Inc., New York, will allocate a reported \$500,000 for the sponsorship of an NBC-TV special featuring Goldie Hawn. The show, "Clairol Command Performance Presents . . . Pure Goldie," will be shown on Monday, Feb. 15 (10-11 p.m., EST). The special is being packaged by KMA Productions Inc., Los Angeles, in association with NBC-TV.

Coca-Cola Bottling Co., through McCann-Erickson, both New York, has purchased participations in local New York Yankee baseball television and radio broadcasts for the 1971 season. It will sponsor two commercial minutes in 100 Yankee preseason and regular-season telecasts on WPIX(TV) New York, and two minutes in 173 radio broadcasts on WMCA(AM) New York, new Yankee radio outlet.

Purchases on NBC-TV include **Allen Products Co.**, Allentown, Pa., through Weightman Inc., Philadelphia, on *NBC Nightly News*, *The Men from Shiloh* and *The Dean Martin Show* and the **Florida Citrus Commission**, Lakeland, Fla., through Lennen & Newell, New York, on nine nighttime programs.

Fairness complainant attacks detergents

William H. Rodgers Jr., an associate professor of law at the University of Washington, Seattle, has alleged in a complaint received by the FCC last week that the three networks have failed to comply with the fairness doctrine in advertising detergents containing phosphates.

In a letter to Arthur L. Ginsburg, acting chief of the FCC's Complaints and Compliance Division, Mr. Rodgers claimed that network television advertising of phosphate-based detergents, picturing them as "desirable to the high standards of health, cleanliness and sanitation," obligates the networks to present the opposing viewpoint, that they are "rapidly suffocating the water resources of the nation upon which all life depends."

Mr. Rodgers's complaint was a reiteration of claims he made in letters to the commission last July and September. In answer to the letters, the FCC suggested that he write the networks. Both ABC and NBC told Mr. Rodgers that they had presented the other viewpoint in programs on pollution and ecology and that they believed the commission's fairness doctrine does not apply to products other than cigarettes. CBS said it would review Mr. Rodgers's complaint and respond later.

The complaint involves network-owned WCBSTV, WABC-TV and WNBC-TV, all New York. Products by Lever

Brothers, Colgate-Palmolive and Procter & Gamble were among those cited as containing phosphates.

In asking the commission to extend its fairness doctrine to include phosphate-based detergent advertising, Mr. Rodgers suggested that public-service announcements by the Federal Water Quality Administration would be among

the material "that would satisfy this public-service obligation." Mr. Rodgers also asked the commission to declare obligatory a warning in all phosphate detergent commercials that their use has "destructive side effects."

He also asked the commission to "initiate rulemaking proceedings to explore a possible ban on TV ads for certain

phosphate-based detergent products."

The principal question involved, Mr. Rodgers said, was whether in view of the documented dangers of the compounds, "it is desirable for the consumer to continue the ill-advised use of phosphate-based detergents upon the monotonous insistence of saturation television advertising."

FCC eases antismoking rules

Commission permits wide latitude in running anticigarette spots after smoking ads go off TV

The FCC was back in court last week on the cigarette-and-health issue. On Tuesday, it announced its ruling allowing broadcasters considerable discretion in dealing with the matter after Jan. 2, when the statutory ban on cigarette commercials goes into effect ("Closed Circuit," Dec. 14): they will be under no specific requirement to carry anticigarette spots, and if they do, it will be up to them to determine whether they have incurred a fairness-doctrine obligation to present a contrasting view.

Within hours, three cigarette manufacturers petitioned the U.S. Court of Appeals in Richmond, Va., to vacate the order, which they characterized as a violation of the constitutional guarantee of free speech and an act of "illegal censorship".

The commission ruling will result in at least a cutback in the number of anticigarette spots carried by broadcasters. The three television networks last week said that they will continue to carry the messages in prime time after Jan. 1 but, in view of the commission action, on a reduced scale. Earlier this month, they had said they had no plans to drop summarily all antismoking messages (BROADCASTING, Dec. 7).

Both the American Cancer Society and the American Heart Association will continue their public-service campaign against cigarettes. An ACS spokesman said that three new spots were available for release to television stations. And Dr. Campbell Moses, medical director of AHA, said that organization will continue to produce antismoking messages.

In a historic ruling in June 1967, the commission held that the fairness doctrine applied to cigarette commercials and that broadcasters who carried them must make time available for messages warning of the health hazards involved in cigarette smoking (BROADCASTING, June 5, 1967). Broadcasters and tobacco interests both went to court in what turned out to be an unsuccessful effort to overturn that ruling.

In its order last week, the commission held that it cannot upset as "unreasonable" the view of some broadcasters that the "general issue of smoking being a health hazard is no longer controversial." It cited various government studies underlining the health hazard involved in cigarette smoking and the congressional act banning cigarette commercials that was based on those studies.

The commission made it clear that its ruling was not a blanket one, that there can be "substantial controversies" as to other aspects of the matter—as to particular studies or statistics, for instance, or what remedial actions should be taken.

The Tobacco Institute, which had urged the commission to rule that the fairness doctrine would apply in cases where broadcasters carried anticigarette spots after Jan. 1, denounced the commission's ruling. Horace Kornegay, president of the institute, said the ruling "guarantees a continuation of distorted, misleading and massive propaganda, and is a disservice to the American people and to the concept of fairness."

The three companies that immediately filed appeals from the ruling, which had been expected for several weeks, are R. J. Reynolds Industries Inc., Philip Morris Inc. and Larus & Brother. The Tobacco Institute said it and "other

major cigarette manufacturers" are preparing to intervene in the case.

"There is no rational basis to single out the smoking issue for special treatment," Mr. Kornegay said. "If the FCC can rule this issue is noncontroversial what is to prevent its ruling some day that any other public issue has suddenly become noncontroversial?"

The commission, in leaving to broadcasters' discretion the question of whether to continue antismoking spots after Jan. 1, said that discretion is not unlimited. Broadcasters, the commission said, have an obligation to present issues of public importance. And while they may decide which ones they will present—the commission will not issue "a list of 'must' issues"—"as a matter of common sense and knowledge, there do emerge issues of overriding public concern."

Accordingly, the commission added, the question of whether a licensee who ignores the cigarette issue has served the public interest "is one which can be definitively assessed only at renewal time when the licensee's over-all public service performance effort is evaluated."

However, the commission rejected a proposal that it adopt a rule requiring broadcasters to devote a significant amount of time after Jan. 1 to the presentation of views on the health hazards of smoking. The proposal was offered by John Banzhaf, who heads the antismoking group called Action on Smoking and Health and whose complaint four years ago led to the original commission ruling applying the fairness doctrine to cigarette advertising.

The commission last week held that Mr. Banzhaf had not provided any basis for such a rule. Mr. Banzhaf had argued that the rule was warranted because of the decades of cigarette commercials. But the commission said that broadcasters have been presenting anticigarette spots virtually on a daily basis, including some in prime time, for the past three years. And as for a charge by Mr. Banzhaf that the tobacco industry is

Rep appointments:

- WBZ-TV Boston; KYW-TV Philadelphia; WJZ-TV Baltimore; KDKA-TV Pittsburgh; and KPX-TV San Francisco (all Westinghouse Broadcasting stations): Independent Communications Sales Ltd., Toronto (Canadian).
 - KIRO-TV Seattle: Tacher Co., Portland, Ore. (regional).
 - WCCC-AM-FM Hartford, Conn.: Eckels & Queen, Boston.
-

EXCEPTIONAL PUBLIC SERVICE AWARD

Presented to

WSB TELEVISION

Atlanta, Georgia

In recognition of distinguished contribution in promoting patriotism through the sponsorship of an annual "Salute to America" Parade in Atlanta. The parade on July 4, 1970, and the selection of triple amputee John Thomas Clack, Viet Nam veteran of Decatur, Georgia as recipient of WSB-TV's "Salute to America" Award in behalf of all veterans, displayed the true American spirit of supporting our troops in Viet Nam. The outstanding program carried out in recognition of all veterans is worthy of high praise.

Given at Washington, D.C.

This 2nd day of November 1970



DONALD E. JOHNSON

Administrator of Veterans Affairs

WSB-TV

Reflecting
the spirit of
patriotism.

Ten years ago, WSB-TV inaugurated Atlanta's famous SALUTE TO AMERICA PARADE. This tribute to the nation has become the largest Independence Day celebration in the country.

In recognition of the enormous scope and significance of the 1970 parade and ceremonies, Donald E. Johnson, Administrator of Veterans Affairs, visited Atlanta to present WSB-TV with the highest award his office can bestow, the Exceptional Public Service Award.

WSB-TV is proud of this citation.

A reflection of Atlanta
WSB Television

NBC affiliate, Represented by TeleRep



A Communications Service of
Cox Broadcasting Corporation

planning to present "hidden commercials" within entertainment or sports programs, the commission said there would be "a clear need for immediate and prompt remedial action" if such "abuses" did occur.

The commission order was originally conceived as an answer to a complaint filed by Michael Handley, of Falls Church, Va., who felt the cigarette companies were being treated unfairly by stations that carried anticigarette spots in the absence of commercials. He said that he wanted to bring a fairness test case to the commission but that several stations that he approached with requests to present the pro-smoking side responded by dropping the anticigarette spots (BROADCASTING, July 20).

Later, after the commission decided to use the letter to make basic policy that would be of particular relevance after cigarette commercials were banned from radio and television, it opened the proceeding to comments from interested parties.

Chairman Dean Burch and commissioners Robert E. Lee and Robert Wells voted for the order last week, with Commissioners Robert T. Bartley and H. Rex Lee concurring. Commissioner Nicholas Johnson concurred in part and dissented in part.

In discussing its plans in the wake of the commission ruling, NBC said antismoking spots will be carried on its schedule in the normal course of telecasting public-service messages but that the network planned to eliminate those special positions it had created about a year ago to accommodate additional antismoking announcements. That schedule has amounted to 10 one-minute positions and two 30-second messages in prime time each week. The positions had been created at the expense of pro-

gramming material.

CBS said it will continue to carry antismoking announcements but also would effect a "modification"—"we will not schedule as many of them as we do now (in ratio to our cigarette advertisements). We will give the antismoking spots the same consideration that we give other public-service announcements," according to a CBS spokesman.

An ABC spokesman said that the "formula now appears to be two announcements in prime time each week and one message in children's programming either in the Saturday or Sunday time blocks. The weekend day selected will vary from week to week. In addition, ABC will enter antismoking spots into its regular PSA [public service announcement] schedule and these spots should on occasion turn up on the air."

Even before the commission acted, a number of stations around the country had indicated they would continue to carry antismoking spots after the ban on cigarette commercials became effective. The results of an ACS poll released last month showed that 99 independent, network and group television executives said they would continue to air the messages (BROADCASTING, Nov. 9). The poll also showed that 17 said they would not, and 24 said they were undecided.

Meanwhile, a court hearing on a suit by six AM stations seeking to have the anticigarette-commercial act overturned (BROADCASTING, Dec. 7) was expected to be held next month. A three-judge federal court in Washington that has been convened to hear the case last week gave the Justice Department until Jan. 15 to reply to the stations' complaint, and indicated the hearing would be held shortly thereafter.

Earlier, the court had scheduled the

hearing on Dec. 22, but it postponed the date after Justice complained it had not had time to prepare its response. The stations bringing the suit are WNAV(AM) Annapolis, Md.; WDOV(AM) Dover, Del.; WTMA(AM) Charleston, S.C.; KVFD(AM) Fort Dodge, Iowa; WLAG(AM) La Grange, Ga.; and WMNI(AM) Columbus, Ohio.

FCC proposes fine on commercial logging

KXL(AM) Portland, Ore., was told last week it should have logged a 15-minute *Old Time Radio* feature as commercial matter. The FCC notified the station of apparent liability for a \$1,000 fine.

The commission said the program contained over six minutes of well-defined commercial continuity advertising, the sale of two records of radio broadcasts of the nineteen-thirties and forties, and about four minutes of excerpts from those broadcasts. The remainder of the program was devoted to comments by the announcer which were in part comments on the excerpts and in part leads into commercial messages. The leads were not readily distinguishable from the messages, the commission said.

The commission concluded that the commercial and noncommercial content of the program were so interwoven that the entire program became a commercial and should have been so logged.

In a similar ruling last July the commission held that the programs, *Great Moments in Music* and *100 Paintings* carried by KCOF(TV) Los Angeles were commercial in nature and should be logged as such (BROADCASTING, July 13).

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Nov. 29, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended	Total dollars week ended	1970 total minutes	1970 total dollars
	Week ended Nov. 29	Cume Jan. 1-Nov. 29	Week ended Nov. 29	Cume Jan. 1-Nov. 29	Week ended Nov. 29	Cume Jan. 1-Nov. 29	Nov. 29	Nov. 29		
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 464.3	\$ 6,432.5	\$ 429.9	\$ 15,220.4	129	\$ 894.2	4,009	\$ 21,652.9
Monday-Friday 10 a.m.-6 p.m.	1,856.7	80,080.6	4,831.2	148,833.7	3,606.4	93,570.0	953	10,294.3	42,181	322,484.3
Saturday-Sunday Sign-on-6 p.m.	1,861.5	47,104.3	2,392.5	66,188.2	1,055.9	45,750.9	319	5,309.9	13,591	159,043.4
Monday-Saturday 6 p.m.-7:30 p.m.	648.1	13,059.4	918.2	35,697.9	676.3	27,504.5	98	2,242.6	3,809	76,261.8
Sunday 6 p.m.-7:30 p.m.	65.6	5,309.8	446.4	12,107.2	299.4	9,694.1	20	811.4	948	27,111.1
Monday-Sunday 7:30-11 p.m.	7,355.1	262,425.1	7,573.1	304,623.0	8,796.6	319,235.5	457	23,724.8	21,109	893,856.7
Monday-Sunday 11 p.m.-Sign off	911.6	18,268.2	296.1	17,029.2	632.8	33,836.0	132	1,840.5	5,658	69,429.5
Total	\$12,698.6	\$426,247.4	\$16,821.8	\$581,859.1	\$15,497.3	\$544,811.4	2,098	45,117.7	91,305	\$1,569,839.7

TOMORROW COMES TO THE WORLD OF ENTERTAINMENT

Announcing the creation of
Tomorrow Productions.

A subsidiary of General Electric.

A new force in entertainment.

The name fits. It is our hope
to deliver the shows of tomorrow
in television.

We plan to create new ideas
with known and unknown talents
in tomorrow's motion pictures.

And raise new curtains in
tomorrow's legitimate theatre.

Tomorrow Productions.

In entertainment, we are tomorrow.



Tomorrow Productions, Inc.
777 Third Avenue
New York, N.Y. 10017

A subsidiary of General Electric Company Thomas W. Moore, President

Congress moves in on liquor issue

Staggers bill would keep the ads off air; Macdonald, Springer, Broyhill all back it

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) last week introduced a bill (H.R. 19961) that would prohibit broadcasters and CATV operators from carrying liquor advertising.

The bill is co-sponsored by the ranking minority member of the House Commerce Committee, Representative William L. Springer (R-Ill.), and by Representatives Torbert H. Macdonald (D-Mass.) and James T. Broyhill (R-N.C.), respectively the chairman and ranking minority member of the House Communications Subcommittee.

Broadcasters have traditionally agreed to a voluntary ban on liquor advertisements. The ads are banned by the TV and radio code of the National Association of Broadcasters and by the Distilled Spirits Institute, representing some 60% of liquor-producing firms.

Just over a month ago U.S. Communications Corp. said it would accept liquor ads for its five UHF stations, subject to conditions including no on-camera imbibing; no endorsements by public figures or persons in uniform; no suggestions of drinking to excess; no health claims or claims as to alcoholic content, and no suggestions that the use of liquor is of social advantage or otherwise worthy of imitation. Spots were also prohibited before 9 p.m. or adjacent to programs designed for children.

USCC's TV stations are WPHL-TV Philadelphia; WPGH-TV Pittsburgh; KEMO-TV San Francisco; WATL-TV Atlanta and WXIX-TV Newport, Ky. The stations are members of NAB but do not subscribe to the TV code.

After USCC announced it would accept liquor spots, Mr. Staggers wrote to NAB President Vincent T. Wasilewski expressing concern over the action and asking what the NAB intended to do about it (BROADCASTING, Nov. 23). Mr. Wasilewski then met with USCC President Frank H. Minner Jr. to discuss the situation, but as of last week the association had not made any further response—other than to urge a change in USCC's policy—and seemed to be taking a wait-and-see stance.

Meanwhile, Leonard B. Stevens, USCC vice president, wrote to Mr. Staggers explaining the licensee's position on the liquor spots and detailing the guidelines it proposed.

Last week, responding to that letter, Mr. Staggers said that the reasons advanced by Mr. Stevens for carrying the liquor ads were "totally unsatisfactory." Mr. Staggers also expressed doubt that



Mr. Staggers

other stations would feel constrained to follow USCC's guidelines.

"As you are no doubt aware, legislation was enacted this year banning cigarette advertising from the electronic media," Mr. Staggers wrote. "Heretofore that has been unnecessary in the case of hard liquors because the radio and television codes of the National Association of Broadcasters and the code of good practice of the Distilled Spirits Institute have been followed by the members of the broadcasting and liquor industries. However, your organization has not seen fit to participate in industry self-regulation at all. Where industry self-regulation fails and the public interest is thereby adversely affected, I know of no effective alternative to legislation."

Mr. Staggers also observed that carriage of liquor ads by the USCC TV stations would be "taken into consideration by the Federal Communications Commission in determining whether to renew your station licenses" and forwarded a copy of the letter to the commission.

Mr. Stevens had not received Mr. Staggers's letter as of Thursday (Dec. 17), but a spokesman for the stations said that USCC would adhere to its

Bates boosts its billings

Ted Bates & Co., New York, expects its total 1970 billings to surpass \$400 million, up from the \$375 million for calendar year 1969. Robert E. Jacoby Jr., president, said the total includes a \$10 million increase in new business in Europe, with billings there estimated at about \$95 million, and \$205 million for New York. Since business was that good, Mr. Jacoby said, employees will receive the annual Christmas bonus.

position that the acceptance of liquor ads would not adversely affect the public interest. He added that USCC would welcome the opportunity to present its position in any hearings eventually held on Mr. Staggers's proposal.

'Piecemeal' reform of political spending rapped

NAB President Vincent T. Wasilewski, in a statement submitted to the House Ethics Committee last Tuesday (Dec. 15), championed enactment of comprehensive campaign-reform legislation combining a ceiling on total spending with new and effective reporting requirements.

He also argued that it would be discriminatory and ineffective to take a "piecemeal approach" and restrict spending limitations to the broadcast spots, suggesting that such a move would inevitably lead to funds being channelled into other media, such as newspapers and direct mailings.

The ethics committee wound up hearings on obtaining and spending campaign funds last week. It is expected to issue legislative recommendations to the House early in the next session of Congress (BROADCASTING, Dec. 7).

Mr. Wasilewski urged that no attempt be made to set rates for any form of advertising on any medium. "So far as broadcasting is concerned," he said, the present Communications Act establishes a standard—a broadcast station may not charge a political candidate any more than it charges for comparable use for other purposes. He noted that some stations have allowed lower rates for political use, but said NAB felt the practice "should be voluntary and not required."

He also called for repeal of the equal-opportunity provision of Section 315 of the Communications Act, requiring broadcasters to afford all candidates for the same office equal air time regardless of the seriousness of their candidacy.

Representative Jonathan B. Bingham (D-N.Y.) suggested that the FCC be given the responsibility of maintaining current records of broadcast expenditures by political candidates and should clear all prospective sales of campaign advertising time to assure that expenditure limitations are not exceeded.

Mr. Bingham recommended a specific limitation on broadcast advertising of 70% of total expenditures as being "appropriate." He suggested that TV ads are probably "the type of campaign

Match your mood.

Mood. Now there's an elusive quality if there ever was one, especially when you want it to work for you in a television commercial. Everyone who wants it usually finds it in film. They sometimes call it the film "look." But whatever you call it, there's only one medium that can give it to you.

Film has been developed, refined, improved, and used to such an extent that it can't help being *the* commercial medium. It already has the look, the convenience, the flexibility, the portability, the practitioners, and the following that others are shooting for. Yes, when you want a commercial medium that will match your mind step by step, there's only one choice.

EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-0200; Dallas: 214/351-3221; Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.



Kodak

Books for Broadcasters

Broadcast Management

by Ward L. Quaal
and Leo A. Martin

Explores, in detail, all management problems in American radio and television... including audience, radio and television programing, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations.

272 pages, charts, tables, notes, index \$8.95



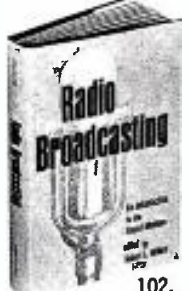
101.

Radio Broadcasting, an Introduction to the Sound Medium

edited by Robert L. Hilliard

An up-to-date, basic text on the principles and techniques of modern radio broadcasting. Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programing... 2) Operating and studio facilities... 3) Producing and directing... 4) Writing... 5) Performing.

192 pages, 20 illustrations, sample scripts, notes, index \$6.95



102.

Writing for Television and Radio,

2nd Edition
by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style.

320 pages, sample scripts and excerpts, index \$6.95



103.

The Focal Encyclopedia

of Film and
Television:
Techniques

By Raymond
Spottiswoode,
General Editor

This authoritative volume covers both British and American practice. More than 1600 entries in alphabetical order and cross-referenced are interspersed with short explanatory definitions of the thousand and one terms the reader will encounter in practice and in literature. 1000 illustrations were specially designed for this work. A survey of some 40,000 words—almost a compact book of its own—sums up the overall picture of both fields. 1124 pages, 6 3/4" x 9", 1000 illustrations, 10,000 index entries.



105.

\$37.50

Audio Control Handbook

3rd Edition
by Robert S.
Oringel

Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index. \$7.95

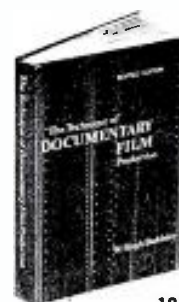


110.

The Technique of Documentary Film Production

Revised Edition
by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects



107.

of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.

268 pages, 63 diagrams, glossary, index \$10.00

Television News

by Irving E.
Fang

Analyzing in detail the who, what, when, where, and especially the how



109.

of television newscasting, this comprehensive book examines all the skills required by the TV journalist—writing, filming, editing and broadcasting.

285 pages, over 50 illustrations, notes, glossary, appendices, index \$8.95

Understanding Television

An Introduction to
Broadcasting
edited by Robert L.
Hilliard

Six well-known educators present a basic understanding of the major areas of television broadcasting. Informative examples serve as bases for practice exercises and projects. 256 pages, 75 illustrations, notes, index \$6.95



108.

Broadcasting Book Division

1735 DeSales St., N.W.
Washington, D. C. 20036

Broadcasting Book Division

1735 DeSales St., N.W.
Washington, D. C. 20036

Broadcasting Book Division

1735 DeSales St., N.W.
Washington, D. C. 20036

ORDER FROM

Broadcasting Book Division

1735 DeSales St., N.W.

Washington, D. C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

- ☐ 101. Broadcast Management, \$8.95
- ☐ 102. Radio Broadcasting, \$6.95
- ☐ 103. Writing for TV and Radio, \$6.95
- ☐ 104. 1971 Broadcasting Yearbook, \$11.50
- ☐ 105. The Focal Encyclopedia of Film and Television: Techniques, \$37.50
- ☐ 107. Technique of Documentary Film Production, \$10.00
- ☐ 108. Understanding Television, \$6.95
- ☐ 109. Television News, \$8.95
- ☐ 110. Audio Control Handbook, \$7.95

Name _____

Address _____

City _____

State _____

Zip _____

expenditure most subject to abuse, at least on the national and state level."

"Limitations on TV and radio advertising would be the easiest to enforce," Mr. Bingham suggested. "Much of the difficulty in regulating campaign spending stems from the difficulty of determining how much has been spent by or on behalf of a candidate. In the case of TV and radio advertising that difficulty does not arise, because the amounts spent . . . are readily and precisely determinable."

A Gallup Poll released today (Dec. 21) indicates that the American electorate is concerned about high campaign expenditures. The poll shows that approximately eight out of 10 Americans favor "a law which puts a limit on the total amount of money which can be spent for or by a candidate in his campaign for public office."

More whites than nonwhites favored limitations, more college graduates than nongraduates, and more Democrats than Republicans.

Sheehan sees perils in political spots

The Republican governors who met in Sun Valley, Idaho, last week heard a network television news executive warn that merchandising of political candidates is "potentially damaging to the political process."

William Sheehan, vice president and director of ABC-TV News, told the GOP Governors' Conference: "Spot selling of a candidate should be restricted and at the minimum subjected to the kind of scrutiny that the Federal Trade Commission imposes on television-product advertising. A political ad on TV should say more than 'Charley Candidate is a nice guy.'"

He urged candidates to use the medium to expose their views on campaign issues and not as "just an image-maker. A candidate should not be allowed to sell himself like an underarm deodorant spray," Mr. Sheehan added, suggesting that the "television industry clear time to expose the candidates, in addition to the time they buy on their own."

Insurance firm picks DDB to develop TV messages

National Liberty Corp., Valley Forge, Pa., health and accident insurance company, has appointed Doyle Dane Bernbach, New York, as one of its advertising agencies, to develop television and radio commercials and to create print advertising.

William H. Shipley, president, Demoss Associates Inc., Liberty's insurance marketing affiliate which made the



That unflappable Colt 45 Malt Liquor Man—actor Billy Van—finds that braving an exploding log jam, swirling rapids and a perilous waterfall at 125-foot Sahalie Falls in Oregon was worth it, when a tightrope-walking waiter brings him his liquid refreshment. It's

the final scene of the latest Colt 45 commercial produced for National Brewing Co., Baltimore, by W. B. Doner and Co., Baltimore-Detroit, scheduled to debut this month on ABC-TV's college football and professional basketball coverage.

announcement, said the company's two direct-response agencies, Altman Vos & Reichberg and Wunderman Ricotta & Kline, will continue in all their present assignments for Liberty.

National Liberty spent more than \$20 million in advertising for 1970, Mr. Shipley said, and this is expected to increase to more than \$30 million for 1971. All of National Liberty's sales now are through space and direct-mail advertising.

Billings, starting at \$2.5 million, are open-ended at the present to \$10 million.

Chicago station rep adding extra sales unit

The Chicago division of Peters-Griffin-Woodward Inc., TV station representative, is reorganizing and increasing its staff there effective Jan. 1, James R. Sefert, vice president, announced last week.

Instead of two sales teams, Mr. Sefert said, PGW-Chicago now will have three: East, West and the new mid-America unit, to be headed by J. Barry Weed, promoted from account executive. The East unit continues to be headed by John McGowan and the West unit by Paul Wischmeyer. New to the staff, as-

signed to the East team, is Phil Sweeney, formerly with Metro TV sales there.

Under the reorganization, the PGW Chicago East unit also now includes Bob Bueslli and Chuck Vrhel, while the West unit now also includes Dick Giltner, Dick Kelly and Tom Will. The new mid-America unit also includes Bob Galle, Jim Hunt and Jack Jeneson.

Agency appointments:

■ El Chico Corp., Dallas, Mexican-food restaurants, has named McCrary-Powell Advertising Inc., Dallas, to handle advertising and public relations. McCrary-Powell will have responsibility for restaurants in Arkansas, Texas (except Houston) and Louisiana and for Chico's planned expansion into Tennessee and Colorado.

■ Gospel Broadcasting Association, based in Los Angeles, producers of *The Joyful Sound*, has moved its estimated \$400,000 annual billings to Russ Reid Co., Park Ridge, Ill. The program, formerly known as *The Old Fashioned Revival Hour* until the name was changed in October 1969, is heard on more than 100 radio stations in this country and Canada, along with some overseas stations. Previous agency, R. H. Alber Co., Hollywood, had handled the account for more than 30 years.

Stations cautioned on deceptive ads

But FCC declines to make 'fairness' ruling on toy advertisements

The nation's broadcasters were reminded by the FCC last week that they are expected to eliminate false advertising and that they are to be particularly wary of advertising that has been the subject of a Federal Trade Commission complaint.

But the commission refused to go further and issue an "immediate" ruling requested by Action for Children's Television that stations make "substantial time" available for a response to advertising for three children's toys that the FTC has said is "deceptive." The commission said it lacked the time to consider the "basic policy questions" involved—but it promised to consider the matter further.

ACT, a citizens' group based in Newton Center, Mass., that is seeking to eliminate commercials from children's programming, filed its petition on Dec. 11. It was directed at television commercials for "Hot Wheels" racing car and track sets and "Dancerina" doll, manufactured by Mattel Inc., and Topper Corp.'s "Johnny Lightning" racing car and track sets.

The FTC last month announced its intention to file complaints against the manufacturers and their advertising agencies for "using deceptive advertising which unfairly exploits children" (BROADCASTING, Nov. 30). The manufacturers and their advertising agencies denied the charges and noted the approvals given the commercials by the National Association of Broadcasters Code Authority.

ACT had asked 123 stations in the top 85 markets to carry its 30-second spot announcements warning parents and children of the "misleading" advertisements (BROADCASTING, Dec. 7). It asked the stations to air the spot at least four times daily between 6 and 10 p.m. and between 9 a.m. and 1 p.m. each Saturday for a two-week period beginning Dec. 11. ACT said it received responses from 16 stations; nine asked to review the tape; seven rejected the request.

ACT's petition to the FCC requested the issuance of a public notice advising all television stations carrying the disputed commercials "that they should make substantial time available for presentation of the view that these commercials are misleading."

ACT based its complaint in part on the fairness doctrine and in part on

the argument "that it is not in the public interest for broadcast stations" to present commercials that responsible public authorities have labeled deceptive "without effectively advising their audiences of the possible deception."

Thus, it seeks an application of the principles cited by the commission in 1967 in requiring broadcasters who aired cigarette commercials to carry antismoking warnings.

The commission said the complaint will be considered "in connection with a similar complaint now awaiting our consideration." This was a reference to a fairness-doctrine complaint that two University of California law students filed against the three networks and three San Francisco television stations requesting free time to respond to ecological claims made in commercials for Chevron gasoline (BROADCASTING, Oct. 5).

The commission noted that it has declined to apply the fairness doctrine to advertising other than that for cigarettes, "where, as we pointed out, special reasons existed." Granting ACT's request, the commission added, would be a departure from basic policy.

The commission also pointed out that it has not previously "construed the public-interest standard to require licenses who carry advertisements" cited in an FTC complaint to air announcements concerning the FTC action.

Furthermore, the commission said, "We note that, as the Federal Trade Commission has stated, the issuance of such a complaint as that against the toy manufacturers 'does not imply adjudication of the matters charged.'"

But the commission did recall—for the benefit of ACT as well as its licensees—that it issued a public notice on Nov. 7, 1961, advising broadcasters of their duty to protect the public from, and to take all reasonable measures to eliminate, false advertising.

Also in advertising:

New in Duluth ■ Latest advertising and public-relations agency in Duluth, Minn., J.F.P. & Associates Inc., has opened its doors at 425 Lake Avenue South. The firm is successor to the former IFI Advertising Agency Inc.; was acquired by Jeno F. Paulucci Enterprises in March 1969; will now offer public-relations and business-counseling services in addition to advertising.

Test-ad producer ■ Bill Wilson, Chicago free-lance commercial producer and film studio representative, has opened his own firm there devoted chiefly to low-cost test commercials for agencies and TV advertisers. Address: 161 East Grand; Phone (312) 642-4599.

Meanwhile, in another ACT-related matter, the commission last week postponed for the second week in a row action on a proposed notice of inquiry and rulemaking aimed at obtaining information on children's programming.

The proposed notice was inspired by an ACT petition filed in February that seeks a rulemaking requiring broadcasters to set aside at least 14 hours weekly for children's programming, with commercials banned from all of it. The notice proposes no rules but asks whether the commission could, under the first amendment, specify categories of programming.

It would also ask broadcasters to report on the amount of commercial matter in children's programming, the programs' contents, whether participants engage in selling and what restrictions should be placed on commercials. Broadcasters would also be asked to estimate the value children derive from watching television—and to give their definition of children's programming.

Seminars to deal with basic broadcast issues

The Practicing Law Institute of New York is sponsoring two seminars early next year on the business and legal problems of broadcasting. Subjects will include group ownership, program acceptability, network affiliation and program agreements, the operation of news departments, and restrictions on broadcast material imposed by law and by voluntary action.

The seminars will take place Feb. 26 and 27 at the Barbizon Plaza hotel in New York, and on March 26 and 27 at the Water Tower Hyatt House in Chicago.

The Institute, a nonprofit organization devoted to continuing law education which has sponsored communication seminars in previous years, has named Harry R. Olsson Jr., CBS, as chairman of the nine-man faculty that includes Kenneth A. Cox, former FCC commissioner now in private law practice in Washington. The sessions are co-sponsored by the National Association of Broadcasters.

Weiss readies Coast office

Edward H. Weiss & Co., Chicago-based advertising agency, soon will have a new Hollywood office, Lee King, president, has announced in disclosing that the firm's senior vice president and manager there will be Glenn Rose, head of his own West Coast public-relations and talent-management company. Mr. Rose has settled contracts with most clients to head the new Weiss office. He will continue as personal manager of Eve Arden and producer-partner with Sean Connery in an independent film firm.

***To reach the masses,
go where they're going.***



Country Gold is the country fresh sound of WBAP 820 Radio in Dallas-Fort Worth, the nation's eleventh largest market. It's a rich blend of the finest country music spiced with tight, informative newscasts and entertaining features. It's the sound more and more people are going to. Which makes it the best radio buy in the market. Try WBAP 820 Radio, a 50,000-watt, clear channel Gold Mine of country music 24 hours a day.

WBAP 820 RADIO
FORT WORTH-DALLAS

P. O. Box 1780, Fort Worth, Texas 76101 Phone (817) 536-1983
Represented nationally by Henry I. Christal Company, Inc.



One key to urban-spawned problems

Goldmark sees creation of many small towns tied into webs of multichannel cables

Broadband communications would be the primary ingredient in development of a "rural society" proposed last Monday (Dec. 14) to representatives of the National Governors' Council on Science and Technology. Making the proposal was Dr. Peter C. Goldmark, president, CBS Laboratories, Stamford, Conn. He addressed the group in Washington as chairman of a special joint panel on urban telecommunications for the National Academy of Engineering and the Connecticut Research Commission.

Dr. Goldmark said the objective of the "rural society" plan is to stem the uncontrolled growth of cities by providing the projected 300 million Americans in the year 2000 an opportunity to live in rural small towns built around existing communities. Many of the problems facing today's cities would then vanish, he indicated.

"We must provide the generations following us with a greatly improved quality of life," Dr. Goldmark said. "This will only come about if the majority of the people will live and work on the major portion of our land." He said "communications technology" was "the key" to achieving this. The technology, he noted, "has been developed to the point where people in smaller communities could live and work at great distances from each other." For example, he said, a company—instead of housing 20,000 in a single metropolitan skyscraper—would distribute its operation over 20 locations; each with 1,000 employees and the units separated by hundreds of miles or more. Linking the operations and employees would be a communications network, he suggested.

Dr. Goldmark reported that NAE and CRC studies aimed at creating the "rural society" are under way and that two states—Connecticut and Georgia—have planned "exploratory projects using 'broadband communications' links forming highways of cables enabling businesses to communicate by rapid, facsimile transmission picturephone and novel uses of telephones."

"Broadband communication networks," he added, "will make it possible for people to live and work without major pollution, crime and traffic problems in the new rural society," he said.



Dr. Goldmark

"We have to be concerned not only with communication in business," he noted, "but with creating for the people living in these communities a more meaningful life through the use of communications technology."

"Through the same broadband communication system which interconnects business and which will electronically carry the mail, we will supply high-quality programming for education, culture and entertainment," he said.

Dr. Goldmark predicted that TV screens in the new communities would be "measured in feet rather than inches." And he noted, "broadband cables [will] be able to bring to the large screens a variety of services using improved television standards." The large screen, he said, "will now become the center of many activities in the home, through broadband cables, through broadcast signals and through prerecorded video cassettes."

Dr. Goldmark also forecast "satellite campuses" which would help "avoid further populating the already overcrowded large universities." These campuses, he said, "would have comprehensive communication links with the nearest large university."

Dr. Goldmark suggested that cables for the proposed communications network be run under existing and new

highways "as a means of interconnecting new sites for living and working."

Dr. Goldmark urged that intrastate and interstate planning for the "rural society" be started and noted that the postal service and Department of Housing and Urban Development "are actively supporting the project and have appointed representatives to the joint committee."

"If a sufficient proportion of business as well as city and state administrations adopt this new living pattern, traffic congestion, pollution, crime, social and other urban problems will remain small and therefore more manageable," Dr. Goldmark said.

Houser nomination still awaits action

Though there was talk that the lame-duck 91st Congress might be forced to stay in session until it is constitutionally dissolved Jan. 3, Senate Commerce Committee members in a position to know said last week it was extremely unlikely that President Nixon's nomination of Peace Corps Deputy Director Thomas J. Houser to the FCC would be acted on before adjournment.

In that case the President would have to resubmit the nomination after the 92d Congress convenes, probably in late January. However, Mr. Houser could still take office after the present Congress ends and before the new one convenes if Mr. Nixon chooses to install him under the "interim" or "recess" appointment procedure. The nomination would then have to be resubmitted within 40 days after the new session begins.

CATV operator barred from Denver TV signals

The FCC last week authorized Vumore Video of Colorado Inc. to begin CATV operations in 16 Colorado communities, but said Vumore could not carry the signals of the three network-affiliated TV stations in Denver into all of those communities.

Vumore had proposed to carry Denver stations KWGN-TV (an independent), KOA-TV (NBC), KRMA-TV (noncommercial), KLZ-TV (CBS), and KBTv(TV) (ABC); KKTv(TV) (CBS) and KRDO-



holiday greetings from all of us to all of you



Earl Abrams
Mary Adler
Dave Berlyn
Therain Bethea
Clara Biondi
Normand Choiniere
Larry Christopher
Dorothy Coll
Joanne Cowan
Rufe Crater
William Criger
Jim Croll
Joe Esser
Louise Esteven
Rocco Famighetti
Fred Fitzgerald
Morris Gelman
Stephen Glassman
David H. Gilckman (ret.)
Katrina Hart
Sid Hix
Beth Hyre

Ed James
Julie Janoff
Alan Jarvis
Kwentin Keenan
Doris Kelly
Art King
Sandy Klausner
Maury Long
Helen Manasian
Eleanor Manning
Mehri Martin, Jr.
Greg Masefield
Judy Mast
Tim McLean
Bill Merritt
Warren Middleton
Steve Millard
Irv Miller
Jillene Newman
Carol Olander
Norm Oshrin
Jean Powers

Don Richard
Bruce Robertson (ret.)
Dan Rudy
Ruth San Filippo
Bob Sandor
Jim Sarkozy
Harry Stevens
Betty Talshoff
Larry Talshoff
Sol Talshoff
Hy Tash
Shirley Taylor
Shelia Thacker
Cynthia Valentino
Deanna Velasquez
Jack Walen
Eunice Weston (ret.)
Harriette Weinberg
Dave Whitcombe
Dave White
Len Zeldenberg

Broadcasting Publications INC.

TV (ABC), both Colorado Springs, and KOAA-TV (NBC) Pueblo, Colo.

Pikes Peak Broadcasting Co., licensee of KRDO-TV, and Sangre de Cristo Broadcasting Co., licensee of KOAA-TV, had contended that importation of the three Denver network affiliates into suburbs of Colorado Springs was inconsistent with the commission's proposed CATV rules and interim processing procedures.

Under the interim procedures, Vumore cannot carry the signal of a Denver network affiliate into a community unless it places a grade B or better contour over that community, the commission said. Since KOA-TV places a grade B over all the communities—KLZ-TV covers all but two and KBTv covers all but three—Vumore will not be allowed to carry KLZ-TV and KBTv into those communities, the commission said.

Latest ABC Radio affiliates

ABC Radio announced last week that six new stations have become affiliates of its four network services. Joining the American Entertainment Network: WRTH(AM) Wood River, Ill., WLOP(AM) Jesup and WULF(AM) Alma, both Georgia. Joining the American Information Network: KAFF-AM-FM Flagstaff, Ariz., and new to the American FM Network: WMDR(FM) Moline, Ill., and WIAL(FM) Eau Claire, Wis.

Double trouble for CBS spin-off

FCC gets two filings asking that it disapprove establishment of Viacom

CBS Inc.'s efforts to spin off its CATV and program-syndication into a new company, Viacom International Inc., ran into a dual roadblock at the FCC last week.

Opposing commission approval of the CBS move were three minority stockholders in a San Francisco cable TV system, principally owned by CBS, and—in a separate filing—a group of program producers and syndicators.

In a letter sent to CBS last Wednesday (Dec. 16) the FCC asked for the network's reply to the two protests—within one week. The fast response is necessary, the commission said, because CBS plans to distribute Viacom stock to its stockholders Dec. 31, and Viacom trading on the New York Stock Exchange is scheduled to begin Jan. 4, 1971.

At issue before the FCC are the rules that prohibit the crossownership of CATV systems by national TV networks, and a different order that forbids

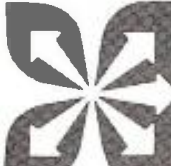
networks from syndicating TV programs in the U.S. and certain programs outside the country, effective Oct. 1, 1971. The latter rule has been stayed pending the outcome of litigation, filed by ABC, NBC and CBS as well as MCA Inc., NBC Television Affiliates and several TV stations (BROADCASTING, Oct. 19).

The CATV stockholders' petition, filed by Marion Iacopi, Louis Benedetti and Frank Vardicci Jr., asked for an "immediate" stay order against the projected spin-off. Earlier the three stockholders had asked a federal court in San Francisco to issue a temporary as well as a permanent injunction barring CBS from transferring Viacom stock to CBS stockholders (BROADCASTING, Dec. 14). They claimed the proposed stock distribution was a "direct and blatant" violation of the commission's rules and that the spin-off would constitute "a fraud upon the investing public" as well as upon them.

The three stockholders said they own 19% of Television Signal Corp., San Francisco, and that CBS holds 81% of the cable system. If CBS's plans to merge its CATV's into Viacom are carried out, the three said, their interest in the system will be frozen out. They charged that CBS offered them \$500,000 for their interest, which, they said, is worth \$5.7 million.

In their court suit, the three stockholders are seeking treble damages, totaling \$17.1 million, and punitive damages of \$50 million.

The programmers' filing, asking for a declarative ruling that the spin-off will not be considered as compliance with the syndication rule, charged that the distribution of Viacom stock to CBS stockholders is not true divestiture. The petition was filed by Columbia Pictures, MGM, Paramount Pictures, United Artists, Universal, MCA and Warner Bros.



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

SOUTH-CENTRAL AM \$275,000

Low-frequency full-timer in progressive medium market. Excellent potential. Valuable real estate included. Liberal terms on balance after down payment of \$100,000. Contact Jack Harvey in our Washington office, or Robert Marshall in our Atlanta office.

SOUTHEAST . . . \$750,000

Prime full-time AM facility in dynamic growth market. Top audience ratings. Price subject to adjustment, based on most recent 12-month growth. Contact Clifford or Robert Marshall in our Atlanta office.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

70-43

Changing Hands

Announced:

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

■ KBRV(AM) Soda Springs, Idaho: Sold by J. C. Wallentine to Eldon Mengel and others for \$100,000. Mr. Mengel, president of Baker Radio Corp., the assignee, and 12.9% interest holder in that company, is also the owner of an electrical appliance and furniture sales company and has interest in a supply firm in Idaho. KBRV is a daytimer on 790 khz with 5 kw.

■ WWLE(AM) Cornwall, N.Y.: Sold by Adeline R. Edmonds to Angelo R. Martinelli, Paul N. Lofaro and John J.

Farina for \$267,687. Mr. Martinelli is the publisher of *Stock Market Magazine* and owns a printing company. Mr. Lofaro is employed by that magazine and Mr. Farina is general manager of WWLE-AM-FM. WWLE is a daytimer on 1170 khz with 1 kw.

■ **WAKS(AM)** Fuquay-Varina, N.C.: Sold by Ted J. Gray Jr. to Joseph B. Wilder, James M. Butts and L. Keith Whittle for \$125,000. Mr. Gray has interests in WKDE(AM) Altavista, Va., and WDAK-AM-FM Darlington, S.C. Buyers have interests in WBHC(AM) Hampton and WBAW(AM) Barnwell, both South Carolina. WAKS is on 1460 khz with 1 kw day. Broker: Chapman Associates.

■ **WHCQ(AM)** Spartanburg, S.C.: Sold by Phillip A. Buchheit to E. M. (Pete) Johnson for \$160,000. Mr. Johnson owns WCAW(AM) Charleston, W. Va., WZAM(AM) Pritchard, Ala., and has a construction permit for WZAM-FM at Mobile, Ala. He also owns 50% of WMMN(AM) Fairmount, W. Va. WHCQ is on 1400 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis.

■ **KLAR(AM)** Laredo, Tex.: Sold by Donrey Media Group Stations of Fort Smith, Ark., to John H. Hicks, John H. Hicks III and Rodger B. Watkins for \$105,000. Donrey owns KFSA-AM-TV Fort Smith, KBRS(AM) Springdale, Ark., KOLO-AM-TV Reno and KORK-AM-FM-TV Las Vegas. Don W. Reynolds is principal owner of Donrey. Messrs. Hicks own KLVJ(AM) Beaumont, Tex., and have controlling interests in WTAW(AM) College Station and KBYG(AM) Big Spring, both Texas. Mr. Watkins is president of WTAW and has interest KBYG. KLAR is on 1300 khz with 1 kw day. Broker: Hamilton-Landis.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 51).

■ **WEZY-AM-FM** Cocoa, Fla.: Sold by Gannett Co. to O. L. (Ted) Taylor and William L. Matthew for \$350,000. Gannett is a Rochester, N.Y.-based group broadcaster and newspaper publisher. Mr. Taylor owns a Fort Worth brokerage firm specializing in radio and TV and owns several newspapers in Texas. Mr. Matthew owns a Clearwater, Fla., brokerage firm specializing in newspapers and owns papers in Texas and Florida. In granting the sale, the FCC waived the one-to-a-market provisions of the rules because the transaction by Gannett results in diversification of control of mass media by splitting a newspaper-broadcasting combination, and because financial conditions in the Cocoa area make difficult an attempt to sell the FM separately. WEZY-

AM-FM are duplicated 100%; AM is on 1350 khz with 1 kw night with a directional antenna, FM is on 99.3 mhz with 3 kw and an antenna 300 feet above average terrain.

■ **WFMK(FM)** East Lansing, Mich.: Sold by Mr. and Mrs. Ned Arbury and others to Ronald G. Ligett, Francis A. Martin and others for \$169,744.44. Mr. and Mrs. Arbury are the principal owners of WODC(FM) Midland, Mich. Mr. Ligett is a lawyer and Mr. Martin is general manager of WFMK. Station is on 99.1 mhz with 116 kw and an antenna 300 feet above average terrain.

■ **KFLW(AM)** Klamath Falls, Ore.: Sold by David F. Snow to Lloyd L. Wynne for \$110,000. Mr. Wynne is former broadcaster and publisher. KFLW is on 1450 khz with 1 kw day and 250 w night.

NCCB aims for ties with CCC

Braren named to head Hoving group due for move to D.C.; Dr. Parker added to board

The National Citizens Committee for Broadcasting confirmed last week both the appointment of Warren Braren as executive director and its plan to move NCCB headquarters from New York to

Washington early next year (BROADCASTING, Dec. 14).

An expansion of the NCCB board of directors is also being undertaken, with the Rev. Dr. Everett Parker, director of the Office of Communications for the United Church of Christ, and Mrs. Peggy Charren, secretary of Action for Children's Television, already added.

Mr. Braren also confirmed the imminent addition of Edward P. Morgan, ABC newsman, to the board, and said other additions also were planned.

He said NCCB's Washington headquarters would be in the Association Building and that the committee is hoping to work more closely with Albert H. Kramer's Washington-based Citizens Communications Center once the move is completed, probably in January.

There reportedly have been discussions between NCCB and CCC leaders about the possibility of sharing office space and facilities, but Mr. Braren indicated CCC would probably remain in its present headquarters for now.

Mr. Braren's appointment and the planned Washington move were announced by Thomas P. F. Hoving, NCCB chairman, Thursday (Dec. 17).

The new executive director, 38, was with the NAB Code Authority for eight years, the last (1968-69) as manager and administrative director of its New York office.



YEARS
AMERICA'S MOST
EXPERIENCED MEDIA
BROKERS

Holiday Greetings
and best wishes for
a prosperous New Year

Hamilton-Landis & ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456
CHICAGO 1507 Tribune Tower 60611 312/337-2754
DALLAS 1234 Fidelity Union Life Building 75201 214/748-0345
SAN FRANCISCO 111 Sutter Street 94104 415/392-5671

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING

CATV operators in broadcaster ranks?

State associations might admit cablemen once they begin to originate programming

On April 1, 1971, cable TV systems having 3,500 or more subscribers are under FCC direction to originate programming. The event already has caused a stir in a most unlikely arena—state broadcaster associations.

The question is: should CATV operators be allowed to become members of state broadcast groups?

Bert Hatch, executive secretary of the Georgia Association of Broadcasters, presented that question to his board not long ago. He found it lukewarm, he said last week, but he anticipates the question will come up once more next month when the GAB board meets again.

Under present GAB rules, Mr. Hatch noted, CATV systems are eligible to become associate members, and several already have.

In North Carolina, Wade Hargrove, that state's executive secretary, said the question of CATV membership came up at the state convention last fall. Nothing was done, although, he noted, it was decided to consider CATV mem-

bership again in the coming year.

Both see program origination by cable TV operators as bringing CATV within the scope of state association membership. Many CATV systems, they note, are owned by broadcasters. And, they both agree, CATV membership would open up another source of revenue for their organizations.

The question, it is obvious, may become a substantive issue at the meeting of state association presidents and executive secretaries, sponsored by the National Association of Broadcasters in Washington the last week in April, 1971.

The CATV membership issue is one of a number identified in the latest directory of state associations issued by the Stations Relations Department of NAB. Other issues deal with state legislation, sport networks, awards and scholarships, legal advertising, and minority training and employment.

Distribution of the 1970 compendium to all NAB members was completed this month. It is the fifth in a series that

began in 1959.

The latest directory shows that 18 states have 90% or better membership of TV stations, with 11 states showing 100% TV membership. The state associations with 100% TV membership are Connecticut, Indiana, Kentucky, Michigan, Mississippi, Nevada, North Dakota, Oregon, Rhode Island, South Carolina and West Virginia. The others, with 90% or better membership, are Arizona, Iowa, Maine, Minnesota, Nebraska, Tennessee and Wisconsin.

In AM radio, the score is not as good. Only eight states have 90% or better membership, and only one, Nevada, has 100%. The others: Kansas, Kentucky, Nebraska, Oklahoma, Utah, Vermont and Washington.

In FM radio, however, the curve goes up again. Nine states have 90% or better membership, with four of them (Iowa, Nevada, North Dakota and Vermont) having 100% membership. The others: Colorado, Connecticut, Kentucky, Nebraska and South Carolina.

The NAB directory, based on returns to a questionnaire to all state groups, noted that all state associations had total revenues of \$610,980, with \$396,662 of this coming from dues. Other income comes from associate member dues, advertising in convention publications and in membership newsletters, convention surpluses and state publicity among other things.

The directory also indicated that 40 state associations have paid personnel. Fifteen executive secretaries devote 50% or more of their time to their job, with five devoting 100% of their time.

There is no information on Alaska and Hawaii, because those state associations failed to return their questionnaires. It is noted that the Kansas association is radio only; that Oklahoma has two groups, one for radio and one for TV, and that Maryland-District of Columbia-Delaware is a single unit.

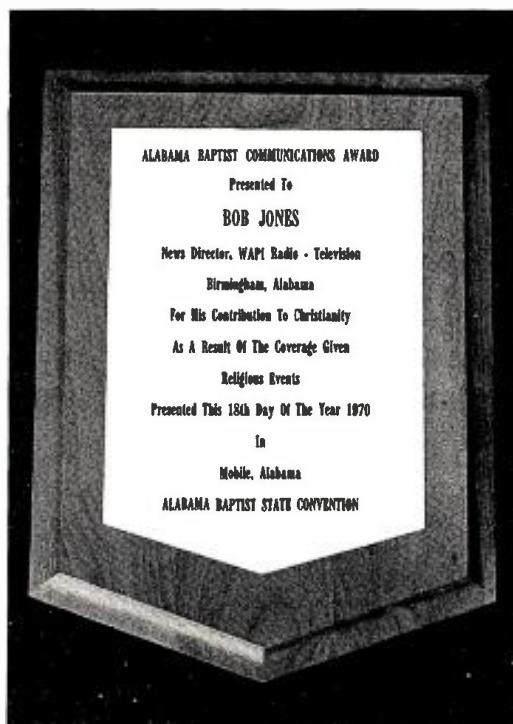
A bill to give FCC full power over cable

House Communications Subcommittee member Robert O. Tiernan (D-R.I.) has introduced a bill that would vest the FCC with "exclusive regulatory jurisdiction" over CATV systems—but with the proviso that if the commission should find it in the public interest, it could delegate regulatory authority to state or local authorities.

Mr. Tiernan said he would push for early hearings on his proposal when the 92d Congress convenes next month.

The FCC initiated a rulemaking proceeding last June (BROADCASTING, June 29) to determine how regulatory authority should be divided among fed-

800,000 BAPTISTS SAY THANK YOU TO WAPI NEWS DIRECTOR BOB JONES



"for his contribution to Christianity as a result of his coverage of religious events." Bob Jones is the first broadcast journalist ever to receive this award. For this honor, WAPI says thank you to the over 800,000 Alabama Baptists.



WAPI

Birmingham, Alabama
Represented by
The Christal Company

The National Cable Television Association generally favors consolidation of regulatory power with the FCC, while the National Association of Broadcasters would like to see sharing of regulatory power by federal and local authorities, with local officials allowed to adopt additional standards that do not conflict with federal regulations.

Area CATV ties planned

Inter-community networking of some cable-TV programing, particularly that of common interest, is to be part of the format for Chicago-area CATV systems sought by Lerner Communications Inc. That was the word from Louis A. Lerner, president, following grant of the initial CATV franchise there by the village board of Elmwood Park, Ill., a suburban community. Mr. Lerner's comments came Friday, Dec. 11.

Lerner Communications, which publishes four newspapers in the market, seeks 25 CATV franchises in the area, including Chicago itself. The basic format of local origination, however, is to be mirror of each community, he said, since Chicago suburbs differ ethnically and economically. Lerner Communications has three months to construct a two-channel system, and it will pay 5% of its gross annual revenues to the city of Elmwood Park.

FM gets false alarm

A bomb scare interrupted programing at WLIR(FM) Hempstead, N.Y., for 15 minutes last Monday (Dec. 14). John Ackerman, vice president of the progressive-rock station, said local police received two telephone warnings that the Imperial Square building, in which WLIR is housed, would be bombed. The seven-story building was evacuated while police searched. WLIR went off the air at 2:30 p.m. EST. Broadcasting resumed at 2:45 p.m. No bomb was found.

Media notes:

Four for NBC Radio ■ Four new affiliates have joined NBC Radio. They are WBGM(FM) Tallahassee, Fla.; WWTR-(AM) Thomasville and WWGS(AM) Tifton, both Georgia, and KATO(AM) Safford, Ariz.

Antics in semantics make NBC frantic

So network researchers systematically refute 'Reader's Digest' ad belittling prime-time audiences

When *Reader's Digest* advertised in the *Wall Street Journal* last month that "one-third of America's adults seldom—if ever—watch prime-time TV," NBC researchers went to work. Last week NBC made public their conclusion that the claim was "not only imprecise and undocumented but deliberately misleading and factually incorrect."

To begin with, the researchers said, it was "undocumented" because the ad,

which appeared in the Nov. 18 issue of the *Journal*, cited no source for the claim. And it was "imprecise" because "seldom—if ever," although acceptable rhetoric, "has no precise meaning in audience research."

NBC researchers checked *Reader's Digest* researchers and were told, they said, that the claim was based on the 1969 Starch consumer magazine report, in which one-third of the adult re-

In Sioux City...

Andy is KMEG-TV

The Channel 14 efficiency experts deliver the Siouxland sales center at the right price. With a million-watt primary signal. No inflated rate cards, no waste audience. Strong movies nightly — Mike Douglas, Dennis the Menace daily. And attractive news buys, early and late.

AM-TV-FM

The Feltzer Nations

RADIO

WRTS - SIOUXLAND-BATTLE CREEK
WDEF - GRAND RAPIDS
WRTM - GRAND RAPIDS-BALAMAZOO
WINM-WMTV-FM - OAKLAC

TELEVISION

WRTS-TV - GRAND RAPIDS-BALAMAZOO
WMTV / OAKLAC - BATTLE CREEK
WMTV-TV - SIOUX CITY, IOWA
WDEF-TV / LINCOLN - NEBRASKA
WRTM-TV - GRAND ISLAND, NEB.
WMTV-TV - SIOUX CITY, IOWA

KMEG-TV

A CBS Affiliate

A megawatt of sales power for Sioux City

Avery-Knodel, Inc., Exclusive National Representatives

spondents said they "usually" watch TV one hour or less after 6 p.m. per average weekday (Monday-Friday).

"In other words," the NBC research memo said, "an adult could conceivably view up to 30 hours of television in prime time per month and still be regarded by the *Reader's Digest* as seldom—if ever—watching prime-time TV. We wonder if a *Reader's Digest* subscriber could read the magazine up to 30 hours a month and be considered in the seldom—if ever—readership category."

Moreover, the NBC report continued, the *Digest* "unfairly" limited the count to prime time, which accounts for only half of all viewing by adult women and

57% of all viewing by adult men.

"This is as ludicrous as the *Reader's Digest* showing readership restricted to those people who pick up the *Digest* only after supper," the report said. "Finally, as we understand it, Starch surveyed only weekday television habits, omitting Saturday and Sunday. This is another bias since prime-time viewing on Sunday by adults is at the highest level of any day of the week—62 million adults per average minute, [according to] Nielsen, January-February 1970."

NBC also noted that 96% of all U.S. households—and 99% of all with annual income of \$10,000 or more—have

one or more TV sets and, according to Nielsen, 95% of the adults in these households watch TV one or more times a week, the average adult spends 3.5 hours a day, 24 hours a week or 103 hours a month with television and volume of viewing per household is constantly increasing.

The NBC research department also let the *Reader's Digest* research department know what it thought: "Just as the founding of the Audit Bureau of Circulation, which provided for the first time believable circulation figures, benefited all magazines, so should high research standards in intermedia comparisons benefit all media."

Equipment&Engineering

Aural coding could be used illegally, FCC told

Storer Broadcasting Co. said last week the FCC should not adopt its proposal to permit broadcast stations to identify programs by transmitting coded signals in aural program matter until on-the-air tests demonstrate the technique will not degrade broadcast signals.

In its comments on the proposal, Storer added that no encoding or decoding should be permitted without the consent of stations and that rules on aural coding should specify that "no encoded material shall knowingly or willfully be supplied for broadcast, or broadcast, for an unlawful purpose." Storer noted "the very nature of cod-

ing, if uncontrolled, would enable its use for illegal gambling, crime, point-to-point communication and even aid to the nation's enemies."

Storer also proposed technical revisions of the proposal: a center frequency of 5,000 hz rather than the proposed 3,000 hz; a bandwidth of 100 hz instead of 60 hz, and a five-second maximum length for each signal (in lieu of two seconds) "to permit a more optimum combination of rate of transmission, bits per character and characters per message."

The commission suggested rules permitting aural coding last June after a rulemaking proposal was advanced by the Audicom Corp. Two weeks ago, International Digisonics Corp. told the

commission its system for aural coding is superior to Audicom's (BROADCASTING, Dec. 7). The FCC approved IDC's visual system of automated TV commercial monitoring last May.

Display Systems Corp. said in its comments on aural coding last week that technical standards for a signaling system such as Audicom's would be inappropriate when applied to all signaling systems, including its own. Display System's CADAVERS system (Computer Assisted Dial Access Video Retrieval System) uses coded impulses from a master control unit at an educational-TV station to activate video tape recorders in classrooms that record material transmitted by the ETV station.

Display Systems contended that different technical standards for signaling systems serving different purposes should be adopted.

Post-Newsweek's Wolfe honored with NAB award

Benjamin Wolfe, engineering vice president of Post-Newsweek Stations, has been chosen to receive the annual engineering achievement award of the National Association of Broadcasters. The

award will be made at the NAB convention in Chicago in March.

Mr. Wolfe, 56, was chosen unanimously by the NAB's broadcast engineering conference committee, in Washington last week. Charles Abel, manager of engineering, KFMB-TV San Diego, is chairman of the committee.

Starting in broadcasting in 1935 as station engineer for WCBM(AM) Baltimore, Mr. Wolfe has served with stations in Baltimore and San Francisco and, for four years before assuming his present post in 1969, was vice president for engineering, Westinghouse Broadcasting Co. He was instrumental in designing the first three-antenna candelabra tower, in Baltimore in 1957. He also holds patents on an anti-acoustic feedback device and for a method of multiplexing the TV carrier for audio transmission.

He is also the author of a pioneer manual on the subject of conducting proof-of-performance tests for television stations.



Mr. Wolfe

CBS plans color image via monochrome film

CBS Laboratories, Stamford, Conn., explained last week how its new method of electronic color photography using black-and-white film could be operated without any electric power.

In a follow-up statement to the announcement of the development of the system (BROADCASTING, Nov. 30), Dr. Peter C. Goldmark, president of CBS Laboratories, said color coding is accomplished through a unique arrangement of fixed color optical filters placed directly behind the color lens. In the current EVR system for pre-recorded cassettes, a color signal is fed into an electron beam recorder where a coded signal is produced in monochrome.

Dr. Goldmark said the new system is still in the research stages. When played through an EVR system over a TV set, the EVR player retrieves the

optical codings on the film electronically and registers them for color playback. he stated.

Dr. Goldmark said the system of electronic color photography and the CBS Electronic Video Recording System (EVR) are "completely compatible," so that color movies or stills made with the camera on standard black-and-white film could be played through an EVR player and received in full color on an ordinary color television receiver. Once the film is taken, he said, the user would forward it to an EVR processing plant as is done with motion-picture film.

Dr. Goldmark stressed that the system is still in the research stage and

that development for production design and market feasibility studies still have to be undertaken.

Old land-mobile plan is called obsolete

The National Association of Broadcasters last week asked the FCC to abandon its 1966 proposal to reallocate land-mobile radio service.

The commission proposed in December 1966 to assign to land mobile the 450.5-451 mhz and 455.5-456 mhz portions of the spectrum now occupied by remote pickup stations. It also proposed

to reduce from 100 khz to 50 khz the spacing between assignable frequencies in those bands for use by remote pickups.

NAB said the commission's rulings authorizing land-mobile sharing on one or two of the lower seven UHF channels in or near the 10 largest urban areas, and the reallocation of spectrum space to land mobile (BROADCASTING, May 25) resolves the frequency congestion problems at issue.

The 1966 proposal for land-mobile reallocation is "meaningless," NAB said, because less than 1 mhz of spectrum space could be made available for reallocation.

FocusOnFinance®

MGM reports 1970 gains; TV, programing profitable

Metro-Goldwyn-Mayer Inc., Culver City, Calif., bounced back to a net income of \$1,573,000 or 27 cents a share in fiscal 1970 after a \$35,366,000 loss the year before.

Although gross revenues for the year were down, increases were recorded in both the television distribution and program areas. The former was reported at \$31,825,000, up from \$25,893,000 last year, while programs increased from \$6,855,000 in 1969 to \$19,041,000. Net income from TV programs was up from \$8,000 in 1969 to \$1,715,000.

James T. Aubrey Jr., president, said consolidated net income for the period ended Aug. 31 included a gain of \$9,801,000 or \$1.67 a share from sale of three theaters in South Africa, one theater in Australia, and the sale of props, wardrobe and the camera department at its Culver City studio.

For the year ended Aug. 31:

	1970	1969
Earned per share	\$ 0.27	\$ (6.11)
Revenues	170,685,000	192,324,000
Net income	1,573,000	(35,366,000)

Company reports:

Starr Broadcasting Group Inc., New Orleans-based group broadcaster, reported record revenues and a 22% increase in net income for the three months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.22	\$ 0.18
Revenues	1,348,019	741,221
Net income	101,188	83,351
Shares outstanding	461,262	461,250

Walt Disney Productions, Burbank, Calif., reported revenue gains and a 37.6% increase in net income for its fiscal year. Also announced was a two-

for-one stock split in the form of a 100% stock dividend, payable March 1, 1971, to holders of record Feb. 4. The annual dividend will be reduced to 15 cents from 30 cents per share.

For the year ended Oct 3:

	1970	1969
Earned per share	\$ 3.68	\$ 2.83
Revenues	167,103,000	148,367,000
Net income	21,759,000	15,804,000
Shares outstanding	5,687,000	4,640,000

Note: Per-share earnings are shown fully diluted.

Outlet Co., Providence, R.I., group

broadcaster and department store chain, reported a slight gain in sales and broadcasting revenues but a 13% decrease in net income for the nine months ended Oct. 31:

	1970	1969
Earned per share	\$ 0.74	\$ 0.86
Sales and broadcasting revenues	45,832,357	45,508,832
Net income	1,079,009	1,239,866
Average shares outstanding	1,333,335	1,337,895

San Juan Racing Association Inc. reported increases in revenues and net

This announcement is not an offer to sell nor the solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

December 15, 1970

\$2,000,000

STARR BROADCASTING GROUP, INC.

2,000 UNITS CONSISTING OF

\$2,000,000 9% SUBORDINATED DEBENTURES

DUE DECEMBER 31, 1976

AND

WARRANTS TO PURCHASE 40,000

SHARES OF COMMON STOCK AT \$10.50 PER SHARE

These securities are being offered only in units, each consisting of \$1000 principal amount of debentures and a warrant to purchase 20 shares of common stock.

PRICE \$1000 PER UNIT

Copies of the Prospectus may be obtained from such of the underwriters as may lawfully offer these securities in this State.

FIRST MID AMERICA CORPORATION

F. S. SMITHERS & Co., INC.

DAIN, KALMAN & QUAIL
Incorporated

EPPLER, GUERIN & TURNER, INC.

RAUSCHER PIERCE SECURITIES
Corporation

KOHLMEYER & Co.

MCDONALD & COMPANY

HOWARD, WEIL, LABOUISSIE, FRIEDRICHS AND COMPANY D. H. BLAIR & COMPANY

FIRST SECURITIES CORPORATION OF NORTH CAROLINA

B. C. CHRISTOPHER & COMPANY

BALDWIN & Co.

CHILES, HEIDER & Co.

income for the first half of its fiscal year.

The company's broadcast properties are WJMD(FM) Bethesda, Md.; WUST-(AM) Washington, and WKLS(FM) Atlanta.

For the six months ended Oct. 31:

	1970	1969
Earned per share	\$ 0.946	\$ 0.793
Revenues	8,725,199	7,270,252
Net income	1,686,304	1,384,794
Average shares outstanding	1,781,907	1,746,210

Four Star International Inc., Beverly Hills, Calif., reported a substantial decrease in gross income and sustained a

\$334,901 net loss for its fiscal year. The company said the loss was "due principally to the absence of a series for telecast over a national network."

For the year ended June 27:

	1970	1969
Earned per share	\$ (0.47)	\$ 0.39
Gross income	5,159,861	11,806,458
Net income	(334,901)	259,049

Starr announces security sale to raise \$2 million

Starr Broadcasting Group Inc., New Orleans-based station group owner, announced last week an offering of

2,000 units of \$1,000 9% subordinated debentures and stock warrants to raise \$2 million as part of new funding to finance station purchases and retire certain other obligations. The offering is to be made about Dec. 22 through First Mid America Corp. and others.

Part of the new money would go toward Starr's acquisition of WCYB-TV Bristol, Va., and purchase of KEIR-FM Dallas, the prospectus said. Starr also is negotiating to buy WCAM(AM) Camden, N.J., for \$1.45 million (BROADCASTING, Nov. 30, 23).

Starr reported it is obtaining another

The Broadcasting stock index

A weekly summary of market activity in the shares of 107 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 17	Closing Dec. 10	Closing Dec. 3	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23 3/4	24 1/2	23 1/2	23 3/4	19 1/2	7,073	155,606
ASI Communications		O	2	2	2	7	1 1/4	1,789	3,578
Capital Cities	CCB	N	28 1/2	27	28 1/2	36 1/2	19 1/2	6,061	159,101
CBS	CBS	N	27 1/2	30	28 1/2	49 1/2	23 1/2	26,512	762,220
Corinthian	CRB	N	27 1/2	25 1/2	25 1/2	33 1/2	19 1/2	3,381	95,513
Cox	COX	N	18 1/2	18 1/2	18 1/2	24 1/2	10 1/2	5,789	100,613
Gross Telecasting	GGG	A	10 1/2	10 1/2	11 1/2	17 1/2	9 1/2	803	8,335
Metromedia	MET	N	16 1/2	18	17 1/2	22 1/2	9 1/2	5,734	98,223
Mooney		O	5 1/2	6 1/2	5 1/2	8 1/2	4 1/2	250	1,438
Pacific & Southern		O	14 1/2	14 1/2	14 1/2	23	7 1/2	1,636	22,086
Rahall Communications		O	18	16 1/2	15 1/2	19	5 1/2	1,040	15,860
Reeves Telecom	RBT	A	2 1/2	2 1/2	2 1/2	15 1/2	2	2,288	6,292
Scripps-Howard		O	18 1/2	18 1/2	18	25	14	2,589	45,955
Sonderling	SDB	A	22 1/2	22 1/2	22 1/2	34 1/2	10 1/2	991	21,059
Starr	SBG	M	9	9	9 1/2	18 1/2	7 1/2	461	4,555
Taft	TFB	N	23 3/4	24	24 1/2	29 1/2	13 1/2	3,712	79,363
Total								70,109	1,579,797
Broadcasting with other major interests									
Avco	AV	N	11 1/2	12	10 1/2	25 1/2	9	11,470	116,191
Bartell Media	BMC	A	3 1/2	4 1/2	4 1/2	14	3 1/2	2,254	10,143
Boston Herald-Traveler		O	25	23	20	44	24	574	114,800
Chris-Craft	CCN	N	6 1/2	7	7 1/2	11 1/2	4 1/2	3,797	66,448
Combined Communications		O	9 1/2	10	9 1/2	17	5 1/2	1,945	212,978
Cowles Communications	CWL	N	7 1/2	7	7	10 1/2	3 1/2	3,969	28,775
Fuqua	FQA	N	11 1/2	11 1/2	12 1/2	31 1/2	7	6,190	68,090
Gannett	GCI	N	32 1/2	33	29 1/2	32 1/2	18 1/2	7,117	209,952
General Tire	GY	N	21 1/2	21 1/2	21 1/2	21 1/2	12 1/2	18,434	336,421
Gray Communications		O	6 1/2	6 1/2	5 1/2	7 1/2	3 1/2	475	2,375
Lamb Communications		O	2 1/2	2 1/2	2 1/2	6	2	475	1,188
Lee Enterprises	LNT	A	17 1/2	17 1/2	16 1/2	20 1/2	12	1,957	30,588
Liberty Corp.	LC	N	16 1/2	15 1/2	15 1/2	21 1/2	13	6,744	102,846
LIN		O	6 1/2	6 1/2	6 1/2	11 1/2	3 1/2	2,244	12,634
Meredith Corp.	MDP	N	18 1/2	21 1/2	22 1/2	44 1/2	18	2,744	56,252
Outlet Co.	OTU	N	13 1/2	13 1/2	12 1/2	17 1/2	10	1,342	14,762
Plough Inc.	PLO	N	77 1/2	77 1/2	72	85	55	6,883	506,795
Post Corp.		O	8 1/2	9	9 1/2	17 1/2	8	713	6,952
Ridder Publications		O	17 1/2	16 1/2	16 1/2	22	9 1/2	6,217	100,280
Rollins	ROL	N	27 1/2	28	29	40 1/2	19 1/2	8,044	216,223
Rust Craft	RUS	A	29 1/2	30 1/2	29 1/2	32 1/2	18 1/2	1,159	33,182
Storer	SBK	N	20 1/2	18 1/2	20 1/2	30 1/2	14	4,223	81,293
Time Inc.	TL	N	43	43 1/2	40 1/2	43 1/2	25 1/2	7,257	270,323
Trans-National Comm.		O	1/2	1/2	1/2	4 1/2	1/16	1,000	60
Turner Communications		O	2 1/2	2 1/2	2 1/2	8 1/2	2 1/2	1,328	3,161
Wometco	WOM	N	15 1/2	16 1/2	16 1/2	20 1/2	13 1/2	5,817	92,374
Total								114,372	2,695,086
CATV									
Ameco	ACO	A	9 1/2	6 1/2	6 1/2	16	4	1,200	6,600
American TV & Comm.		O	17	16 1/2	17	24	10	2,042	33,183
Burnup & Sims		O	32	31 1/2	32 1/2	26 1/2	14	873	27,718
Cablecom-General	CCG	A	15 1/2	14 1/2	15 1/2	23 1/2	7 1/2	1,605	21,876
Cable Information Systems		O	2 1/2	2 1/2	2 1/2	5	1/2	955	2,388
Citizens Financial Corp.	CPN	A	12 1/2	13	13 1/2	17 1/2	9 1/2	994	12,922
Columbia Cable		O	10 1/2	10 1/2	9	15 1/2	6 1/2	900	6,100
Communications Properties		O	7 1/2	6 1/2	8 1/2	10 1/2	6	644	5,474
Cox Cable Communications		O	18 1/2	18 1/2	18 1/2	25	12	3,550	62,125
Cypress Communications		O	7	6 1/2	6	17 1/2	6	1,887	11,322
Entron	ENT	A	2 1/2	2 1/2	2 1/2	8 1/2	2 1/2	1,320	3,802
General Instrument Corp.	GRL	N	16 1/2	16 1/2	15 1/2	30 1/2	11 1/2	6,250	84,375
Sterling Communications		O	3 1/2	3 1/2	3 1/2	7 1/2	3	1,100	4,268
Tele-Communications		O	12 1/2	12 1/2	12 1/2	16 1/2	8 1/2	2,704	31,123
Teleprompter	TP	A	80 1/2	80 1/2	78	133 1/2	46	1,161	81,851
Television Communications		O	6 1/2	6 1/2	7	19 1/2	3 1/2	2,850	18,896
Viacom *	VIA	N	16 1/2	16 1/2	19	19 1/2	16 1/2	—	—
Vikoa	VIK	A	9 1/2	7 1/2	8	27 1/2	6 1/2	2,316	16,212
Total								32,351	432,235

\$3 million through an institutional lender. The sum will be secured by a senior note at 9¾ % due 1982. Starr's common stock traded on the Midwest Stock Exchange Dec. 9 at 9¾.

Financial notes:

■ Cox Broadcasting Corp., station-group owner, Atlanta, has declared a regular quarterly dividend of 7½ cents a share on the common stock, payable Jan. 15 to stockholders of record Dec. 22.

■ The board of directors of Doyle Dane Bernbach Inc., New York, last week de-

clared a dividend of 24 cents per share for the current calendar quarter on its common stock, payable on Jan. 15 to holders of record on Dec. 31.

CBC buys more UTP stock

Cox Broadcasting Corp., Atlanta group owner, plans to buy an additional 18% of United Technical Publications' stock for an undisclosed amount effective Jan. 1, 1971. The purchase will raise CBC's ownership to 98%. Remaining 2% of stock is held by UTP's executive management. UTP publishes trade journals and other publications.

CBS lists stock conversion

CBS Inc. announced last week that each share of its preference stock will be convertible into shares of its common stock at a new convertible ratio of .6751 shares of common for each share of preference stock, effective after the close of business on Dec. 17.

CBS said the new conversion ratio results from the 2% common stock dividend payable Jan. 15, 1971, to shareholders of record on Dec. 17, 1970, and the one-for-seven distribution shares of Viacom International.

	Stock symbol	Ex- change	Closing Dec. 17	Closing Dec. 10	Closing Dec. 3	High 1970	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Programming									
Columbia Pictures	CPS	N	10%	10%	9%	31½	8%	6,120	56,610
Disney	DIS	N	141½	145½	148¾	158	89½	5,894	838,422
Filmways	FWY	A	6%	6%	7¼	18½	5%	1,842	13,133
Four Star International		O	1%	1%	1¼	4	1½	666	2,041
Gulf & Western	GW	N	18½	18½	16¼	20¾	9½	15,362	234,271
Kinney National	KNS	N	29	28%	29	36	20%	10,402	298,878
MCA	MCA	N	20¼	21	20%	26	11½	8,195	155,705
MGM	MGM	N	16%	17¼	15½	29%	12%	5,883	89,010
Music Makers		O	2%	3	2%	9	2%	589	1,325
National General	NGC	N	14½	14%	15%	20¼	9	4,910	73,061
Tele-Tape Productions		O	1%	1%	1%	6%	1%	2,183	4,101
Transamerica	TA	N	14	14	14¼	26¼	11½	63,630	771,832
20th Century Fox	TF	N	8½	7%	8	20½	6	8,562	62,075
Walter Reade Organization		O	2%	2%	2¼	8%	2	2,414	4,821
Wrather Corp.	WCO	A	7%	7%	8%	10¾	4%	2,211	16,317
Total								139,729	2,621,612
Service									
John Blair	BJ	N	14½	14	15	23½	10¼	2,598	35,073
Comsat	CQ	N	49%	50%	51½	57¾	25	10,000	475,000
Creative Management	CMA	A	10¼	10½	10%	14¼	10	1,083	10,830
Doyle Dane Bernbach		O	19¼	19	22	24½	13¼	2,074	45,110
Ekins Institute		O	9¼	9½	9%	10¼	9¼	1,664	15,837
Foote Cone & Belding	FCB	N	8	7½	8	12½	7¼	2,175	17,139
Grey Advertising		O	8%	8%	8%	13½	5%	1,207	10,416
LaRoche, McCaffrey & McCall		O	8¼	8½	8¼	17	8½	585	5,119
Marketing Resources & Applications		O	2%	3	2%	7	1	504	1,512
MovieLab	MOV	A	2	2¼	2¼	7½	2	1,407	3,349
MPO Videotronics	MPO	A	5%	5%	5%	9%	4%	558	3,281
Nielsen		O	38	37¾	37½	42½	26	5,299	197,388
Ogilvy & Mather		O	23	23	24	23¼	14½	1,096	25,208
PKL Co.	PKL	A	3	3¼	3½	12%	2½	743	2,297
J. Walter Thompson	JWT	N	34	31¾	30½	36	21½	2,764	77,392
Wells, Rich, Greene	WRG	A	14%	14%	12%	14¼	5	1,581	18,782
Total								35,341	943,733
Manufacturing									
Admiral	ADL	N	7½	7%	8%	14%	6½	5,158	37,396
Ampex	APX	N	16%	17%	17%	48½	12½	10,874	171,266
CCA Electronics		O	2½	2½	2½	5	1½	2,096	5,512
Collins Radio	CRI	N	13	14%	14%	37¼	9	2,967	38,571
Computer Equipment	CEC	A	3%	3%	4	12%	3½	2,406	9,624
Conrac	CAX	N	15	14%	14%	32¼	11	1,262	16,255
General Electric	GE	N	91¼	89%	87%	91¼	60%	90,884	7,941,444
Harris-Intertype	HI	N	55½	53	49%	75	36%	6,308	305,938
Magnavox	MAG	N	37%	36%	36%	38%	22¼	16,429	581,258
3M	MMM	N	96%	95%	91%	114%	71	56,058	5,045,220
Motorola	MOT	N	52%	53½	54	56	31	13,334	653,366
RCA	RCA	N	26½	26%	25½	34%	18%	68,403	1,599,262
Reeves Industries	RSC	A	3	2%	3	5%	2½	3,458	9,993
Telemation		O	10	12%	10½	24	8%	14,040	150,930
Westinghouse	WX	N	66	67%	66%	69%	53%	39,803	2,572,466
Zenith	ZE	N	38%	37½	36%	38%	22¼	19,020	677,683
Total								352,505	19,816,182
Grand Total								744,607	26,586,510
Standard & Poor Industrial Average			98.68	98.67	94.48				

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 Nov. 25.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce, Fenner & Smith Inc., Washington.
* New addition to index.

WBC, Metromedia defend prime-time rule

Westinghouse says Red Lion case placed 'right of viewers' above all; denies programing would be hurt

The FCC's prime-time access rule was defended last week in briefs filed in the U.S. Second Circuit Court of Appeals in New York counterattacking appeals that charged the rule is an unconstitutional restraint on free speech and was illegally adopted.

The briefs were filed by the FCC, Westinghouse Broadcasting Co. and Metromedia Inc. The court has set argument on the appeals, filed by CBS, its affiliates, some individual stations and MCA Inc. (BROADCASTING, Nov. 30), for next month.

Westinghouse, prime mover in adoption of the rule—which forbids network affiliates in the top 50 markets to carry more than three hours of network programming between 7 and 11 p.m. any night, effective next Oct. 1—contended the rule is rooted in Supreme Court decisions as old as the so-called chain-broadcasting case of 1943 and as recent as the Red Lion case of 1969.

Those two decisions, Westinghouse maintained, “put to rest every single significant argument with respect to the constitutionality” of the rule. The 1943 decision upheld regulations that “forbade stations from devoting too much time to network programs,” the brief asserted, while the 1969 decision put “the right of the viewers and listeners” above that of broadcasters.

Of the CBS claim that the rule is comparable to one restricting newspaper coverage and therefore an abridgement of free-press guarantees, Westinghouse said the Red Lion decision differentiated broadcasting from the printed press by holding that “no one has a First Amendment right to a license or to monopolize a radio frequency.”

The brief contended the rule “is justified both as a measure to restrain monopolization through chain broadcasting and as a means of promoting the wider use of broadcasting through more diversified programing.” It denied charges that the rule was unlawfully adopted because the FCC relied on some material that was not in the public files. Such material was “essentially cumulative in nature” and its consideration “did not exceed agency discretion” under the Administrative Procedure Act, Westing-

house contended.

Westinghouse also dismissed claims that the rule would inhibit programing or unduly restrict program choice for licensees or viewers, asserting that “any ill effects, should they occur, will result from the manner in which the networks choose to adapt their business to the rule, rather than from the rule itself.”

As for claims that the rule would not achieve the effects desired by the FCC and would discriminate against smaller stations, Westinghouse said lack of certainty about success “does not demean the rule” and that “in balancing the financial effect of the rule on some stations against the rights and interests of licensees and viewers as a whole, the [FCC] performed one of the functions entrusted to it by Congress.”

Similar arguments were advanced on many points in the brief filed by Metromedia, which denied the existence of any censorship in the rule and argued that those appealing the rule were, in effect, rearguing positions rejected by the Supreme Court in 1943.

The power of the commission to regulate stations engaged in network broadcasting is clearly established, the brief asserted.

Although the rule imposes some restraints on a limited number of stations,

Burch takes his plan to network TV chiefs

FCC Chairman Dean Burch continues to demonstrate his concern for what he regards the need to upgrade children's programing. He met privately in New York on Dec. 11 with ABC's Leonard Goldenson, CBS's Dr. Frank Stanton and NBC's Julian Goodman to press his plan for a scheme under which each network would share responsibility on a rotating daily basis, in the 4:30-6 p.m. period, for quality children's programing.

He first offered the plan in a speech before the International Radio and Television Society in New York in September (BROADCASTING, Sept. 21). It was not warmly received then, nor was it, it is understood, at the private meeting.

it argued, there is no prior restraint on what programs they carry and the overall design is to broaden the base of program sources for the entire TV structure.

The prime-time access rule, Metromedia maintained, “is underpinned by the necessity of correcting the competitive imbalance in the program production industry and the dominance of that industry by an oligopoly.”

The FCC stressed that the new rules are designed to foster economic and creative diversity in broadcasting “and to restrict the program activities of the three national television networks to the extent that those activities foreclose broadcast licensees from effective exercise of their statutory duty to determine what programs will best serve the interest of their local audiences.”

The action taken, the FCC said, is “part and parcel” of rules and policies in the same field in connection with station licensing, subscription TV and CATV.

The new prime-time rule, the commission continued, widens for broadcasters the choice of programs for the benefit of the public.

Responding to charges that it cannot adopt policies that impinge on the TV networks, which are not directly licensed, the FCC said that its jurisdiction extends to the regulation of non-broadcasters “where such regulation is reasonably ancillary to the effective performance of its responsibilities for the regulation of television broadcasting.” The chief purpose of the access rule, the commission said, is to open up choice evening viewing hours to non-network TV producers, “thereby encouraging competition in the highly concentrated broadcasting industry.” And, it added, “years of unsuccessful efforts to achieve the same result by lesser measures amply support the reasonableness of this provision.”

A charge that the commission adopted without adequate notice the provision prohibiting off-network and feature films during the non-network prime time hours was challenged by the FCC. Not only was there adequate notice about this possibility, the commission said, but

the fact that the prime-time access rule could not work without such a provision was brought to the FCC's attention by CBS a year before the rule was adopted. The commission said it is not limited to official comments in rule-making proceedings "but may—indeed must—rely also on its own information and expertise."

The National Citizens Committee for Broadcasting, which had supported the rule in FCC proceedings, had considered intervening in its behalf in the appeals case. But Earle K. Moore, New York attorney and counsel to NCCB, said last week the committee would probably advise the court that it thought the rule was being adequately defended by others already in the case and would not itself file a brief.

Slingshot aimed at TV's 'leftward bias'

Embryonic news service vows to provide 'objective' counterweight to networks

An alternative to television-network news coverage will be offered by a new TV-news programming service, scheduled for introduction next fall. Aimed at countering what was termed "one-sided slanting" and "bias" of network news coverage, the new service—News Perspective International—has been in the works in Washington for about a year.

William J. Gill, author, reporter and former TV producer, NPI president, said last week news directors around the country had told him several months ago of their dissatisfaction with the network-news product. To confirm this sampling, Mr. Gill commissioned William T. Gladmon of Vienna, Va., to conduct a "National Television News Survey." Questionnaires with seven questions pertaining to news shows being aired on local stations and future news format needs were sent to every TV station in the country—except the 15 owned by the ABC, CBS and NBC networks.

In his covering letter to the TV news executives, Mr. Gladmon asked "whether you believe there is room within the television industry for a regular program that would objectively present national and international news without the 'strong leftward bias' that Howard K. Smith and others claim predominates the network news shows."

Mr. Gill reported that there was a "resounding yes" from about 200 stations and said that dissatisfaction among TV station owners, managers and news directors had reached "epidemic propor-

tions."

"These people," he added, "do their utmost to present the news objectively on their locally produced programs. But they find their efforts are undermined day-in and day-out by the three major networks."

"News Perspective International is out to crack the monopoly now held by the three major networks on the televised transmission of national and international news," he said. Stations would be offered a choice of a daily news show, a weekly wrapup, or both, plus a line-fed film service. Length of the show also is to be negotiated with interested stations. He said newspapers also would be offered a news wire service. No costs to the stations or newspapers have been determined, he added.

The programs would be line-fed from Washington live, according to Mr. Gill.

Mr. Gill noted that the programs would be produced by "an award-winning team headed by one of the country's outstanding news directors." He would not identify the man. Mr. Gill claimed the correspondents involved in NPI, representing the entire political spectrum, would try to report "important stories that are habitually ignored, kissed off, or distorted by the major television networks and other segments of the news media." These correspondents, he added, "have repeatedly broken stories that their colleagues in the press corps, particularly in Washington, have refused to pick up or investigate."

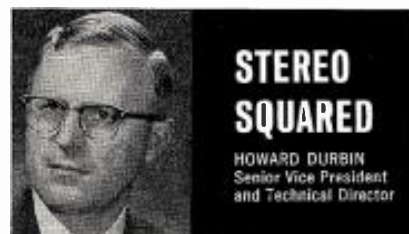
NPI was incorporated last summer in the District of Columbia with a declared capitalization of \$5 million. Mr. Gill would not disclose the source of the funding.

Mr. Gill's latest book is "the Ordeal of Otto Otepka." He has served as United Press correspondent and reporter with *The Pittsburgh Press* and as writer and co-producer in 1963 of a series of documentaries for KDKA-TV Pittsburgh, a Westinghouse Broadcasting Co. station. Most recently, he was in charge of the Allegheny Foundation for T. Mellon & Sons, Pittsburgh. Mr. Gill in 1967 collaborated with F. Clifton White, campaign manager for New York's Republican-Conservative Senator-elect James Buckley, on the book "Suite 3505," about the 1964 presidential campaign.

'Reel Game' due on ABC-TV

ABC-TV will schedule a quiz game show, *The Reel Game*, with Jack Barry as MC and executive producer, in the Monday, 8:30-9 p.m. EST period, effective Jan. 18. The show is a mid-season replacement following *Let's Make a Deal* and *Newlywed Game*. A film will follow from 9 p.m. to 11 p.m.

Number 83 in a series of discussions
by Electro-Voice engineers



Four channel sound is coming. Fast. And it will pose a fascinating challenge to broadcast engineers, management, and programing executives.

Already major set manufacturers, specifically RCA and Motorola, are offering 4-channel tape players and cartridges, thus insuring a library of program material. And their promotion of these new products will focus consumer attention on this new form of sound reproduction.

But within the framework of present FCC regulations, the problem of presenting 4 discrete channels of information from a single FM stereo station are formidable. To date most 4-channel broadcasts have involved two cooperating stereo stations . . . hardly a permanent solution.

Electro-Voice has investigated the various possible systems currently being advocated. But to avoid any basic conflict with current SCA channels and/or shortcomings of limited-range multiplex techniques, we have concentrated our development efforts toward a matrixing system completely compatible with present stereo FM broadcasting. Indeed, the system can be added to any FM stereo station without additional FCC rule-making, or change of present broadcast standards.

The E-V Stereo-4 system* devised by Leonard Feldman and developed by E-V uses an encoder to reduce four channels to two for broadcast or recording. Previously encoded records or tapes can be broadcast without additional processing by any stereo station. Listeners, using a simple decoder plus an additional stereo amplifier and speaker pair, are able to enjoy all four channels of information. Those without the decoder hear a normal stereo (or mono) signal with no loss of signal level or quality.

Encoders designed for broadcast/recording are currently in production at Electro-Voice. Decoder production has also begun, and the basic circuit is available to other manufacturers as a hybrid micro-circuit chip for inclusion in any type of stereo system, including mass production models.

A special mailing list is being developed at E-V for those stations wishing to keep abreast of the developments in this area. An informal discussion of the current state of the art will be sent to all who request it, plus information on the E-V Stereo-4 encoder system and products.

*Patents applied for.

For further information on 4-channel stereo,
or technical data on any E-V products, write:
ELECTRO-VOICE, INC., Dept. 1203BR,
660 Cecil St., Buchanan, Michigan 49107





The two new hits: Mary Tyler Moore . . .



Flip Wilson (as Geraldine)

A midpoint recap of the TV season

The television networks didn't alter their rankings in the ratings with the prime-time schedules they introduced last fall—CBS and NBC remained a close one-two, and ABC was still well back in third place—but they maintained those positions in markedly different ways.

This and other findings emerged last week from an analysis of Nielsen Television Index data prepared by the media department of Carl Ally Inc. under the direction of Erwin Ephron, vice president and director of marketing services for the agency and research adviser to BROADCASTING. The analysis covered NTI ratings from the start of the new season (second September report) through the first November report (see tables).

In averages for this period the only major change in prime-time ratings was an improvement for ABC of almost a

full point over its average for the comparable period a year ago, bringing it to 17.0 as opposed to 19.3 for CBS (down two-tenths of a point) and 19.0 for NBC (down three-tenths).

The ABC ratings gain came entirely from its established programs. The 17 held over from 1969-70 had an average rating of 20.0, a dramatic increase from the 15.8 average scored by an equal number of holdovers in last year's line-up.

CBS's established shows also advanced, with 23 in that category averaging 20.1 this year as compared with an average of 19.0 for 24 hold-overs last year. NBC's 19 holdovers this year dropped to an 18.6 average as against 20.3 scored by 17 holdovers in the 1969-70 line-up.

In terms of established shows, then, ABC's performance was on a par with CBS's and better than NBC's. But in terms of new shows it was a different story.

ABC offered 12 new programs this year and their average rating was 13.7

—down from a 15.7 rating for last year's new batch and more than six points below the average for established shows. Six of this year's have been canceled.

NBC had the fewest new programs, four, and with the stand-out success of *Flip Wilson Show* this group outperformed NBC's established programs, 19.1 to 18.6, a reversal of the usual situation. NBC's new shows this year also did better than last year's, 19.1 to 18.4. Only one new NBC show, *Nancy*, has been canceled.

CBS offered six new programs this year. Their average rating was 16.1, down from last year's 18.3 and four points below the CBS established-show average of 20.1. One new CBS show, *Tim Conway*, has been canceled.

ABC's over-all ratings improvement was achieved in both early and late prime time, with its average for early prime (7:30-9 p.m. New York time) rising from 15.8 to 16.8 and for late prime (9-11 p.m.) from 16.4 to 17.1.

CBS on the other hand dropped in

Network performance analysis 1970-71 v. 1969-70

Source: Nielsen TV Index through Nov. 8, 1970

	Programs		Number of		Rating		Share	
	1969	1970	Quarter-Hours		1969	1970	1969	1970
Total prime								
ABC	28	29	96	96	16.1	17.0	27	28
CBS	29	29	98	98	19.5	19.3	32	31
NBC	24	23	98	98	19.3	19.0	33	32
7:30-9 p.m.								
ABC	18	17	42	42	15.8	16.8	26	28
CBS	15	15	42	42	20.9	19.1	33	32
NBC	14	13	42	42	19.8	19.7	33	33
9-11 p.m.								
ABC	12	14	54	54	16.4	17.1	28	29
CBS	15	15	58	58	18.6	19.5	32	31
NBC	14	12	58	56	18.9	18.5	34	31
New shows								
ABC	11	12	36	40	15.7	13.7	27	23
CBS	5	6	16	18	18.3	16.1	29	29
NBC	7	4	22	14	18.4	19.1	32	32
Established shows								
ABC	17	17	60	56	15.8	20.0	27	32
CBS	24	23	62	80	19.0	20.1	32	33
NBC	17	19	78	84	20.3	18.6	35	31

New-program performance 1970-71

Source: Nielsen TV Index through Nov. 8, 1970

Program	Rating	Share	Current status
ABC			
<i>Barefoot in the Park</i>	13.3	20	Canceled
<i>Dan August</i>	11.8	21	Moved to 9:30-10:30 Thurs.
<i>Danny Thomas</i>	17.7	29	Moved to 9-9:30 Thurs.
<i>Deadly Game</i>	10.9	19	Canceled
<i>The Inmortal</i>	11.5	20	Canceled
<i>Matt Lincoln</i>	11.9	20	Canceled
<i>Odd Couple</i>	13.3	21	Unchanged
<i>Partridge Family</i>	17.0	30	Unchanged
<i>Pro Football (Mon.)</i>	17.8	30	Ends Dec. 14
<i>Silent Force</i>	13.5	21	Canceled
<i>Young Lawyers</i>	11.5	19	Moved to 10-11 Wed.
<i>Young Rebels</i>	12.7	23	Canceled
CBS			
<i>Arnie</i>	18.6	31	Unchanged
<i>Headmaster</i>	17.6	32	New format/same time
<i>Interns</i>	15.4	30	Unchanged
<i>Mary Tyler Moore</i>	20.7	35	Unchanged
<i>Storefront Lawyers</i>	15.8	27	New format/same time
<i>Tim Conway</i>	12.7	23	Canceled
NBC			
<i>Don Knotts</i>	15.3	25	Moved to 8-9 p.m. Tues.
<i>Flip Wilson</i>	25.7	43	Unchanged
<i>Four in One</i>	17.0	31	Unchanged
<i>Nancy</i>	17.7	28	Canceled

early prime, going from 20.9 last year to 19.1 this, but rose in late prime (from 18.6 to 19.5). NBC was virtually unchanged from last year in early prime (19.7 versus 19.8) and slipped slightly in late (18.5 versus 18.9).

The analysis rated only two new shows as "stand-outs" in terms of audience performance—*Flip Wilson Show* on NBC and *Mary Tyler Moore Show* on CBS. Prime-time pro football on ABC fell a little short of "stand out" rating but was regarded as having proved both viability and salability.

Among established shows 14 were ranked as "stand-outs"—five on ABC, six on CBS, three on NBC. ABC's were listed as *Mod Squad*, *Movie of the Week*, *Marcus Welby*, *FBI* and Sunday movie. CBS's were *Gunsmoke*, *Lucy*, *Hawaii Five-O*, Thursday movie, *Medical Center*, and *Mannix*. NBC's were *Ironsides*, *Saturday Night at the Movies* and *Bonanza*.

Murrow award awaits foreign correspondent

The Council on Foreign Relations, New York, again is offering the Edward R. Murrow Fellowship to American foreign correspondents for the Sept. 1, 1971, to June 1, 1972, academic year.

Purpose of the fellowship, made possible by a CBS Foundation grant in 1965, is to help the reporter increase his competence to report and interpret events abroad. The winner of the fellowship, named for the late Mr. Murrow, would study at the council's headquarters in New York and at a nearby university.

Applications should reach the council before March 3, and can be obtained by writing to Rolland H. Bushner, secretary, Edward R. Murrow Fellowship Advisory Committee, 58 East 68 Street, N.Y.

Members of the advisory committee are Elie Abel, Hedley Donovan, Norman E. Isaacs, Bill D. Moyers, A. M. Rosenthal, Dr. Frank Stanton, and Theodore H. White.

Khrushchev memoirs will become TV documentary

Time-Life Films, New York, will produce a film for TV based on the book, "Khrushchev Remembers," the reminiscences of former Soviet Premier Nikita Khrushchev.

The proposed documentary, to be 60 or 90 minutes in length, is scheduled for release in the spring of 1971. It will use stills from the book, published by Little, Brown and Co. today (Dec. 21), and from *Life Magazine's* photo collection. *Life* published excerpts from the book in four successive installments, ending Dec. 14.

CBS hits 'irrational' FCC order

Court brief questions ruling giving GOP time to answer Lawrence O'Brien

The FCC ruling directing CBS to turn over time to a Republican partisan to respond to a broadcast by the chairman of the Democratic National Committee—who had been given time as a means of balancing President Nixon's appearances on the network—was not only unfair but also "irrational."

CBS made the assertion last week in a brief filed in U.S. Circuit Court of Appeals, Washington, in its appeal from the commission order growing out of DNC Chairman Lawrence F. O'Brien's appearance on the network on July 7. The program was the first of what was to have been a Loyal Opposition series, but the series was canceled after the commission, in response to a Republican National Committee complaint, ordered CBS to make time available to a Republican Party spokesman.

CBS asserted, as it has in pleadings before the commission, that the commission order would require CBS to provide the Republicans with an opportunity to present again administration views the President himself had previously aired "in numerous" broadcast appearances. The network called the

ruling "patently unfair."

CBS's description of the commission order as "irrational" applied to a principal reason advanced by the commission in denying CBS's petition for reconsideration of the original order—that CBS had failed to specify the particular issues Mr. O'Brien was to discuss on the program. This gave the broadcast a "party-orientation" rather than an "issue-orientation" cast, the commission said, and called the "political-party" rule into effect. Under that rule, a corollary of the fairness doctrine, the commission said, substantially equal time must be made available to the Republicans.

"Apparently if CBS had prescribed in advance the very issues Mr. O'Brien actually discussed," CBS said, "the 'orientation' of the broadcast would somehow have been fundamentally different. Although the same in content and tone, the broadcast would then, magically, have been 'issue-oriented' instead of 'party-oriented,' and no reply-to-reply rights would have arisen."

Originally, the Republicans had sought to obtain time on CBS before the



During both drive times throughout the week, WSMB excels in attracting ADULTS. In AM Drive alone (Metro Area) WSMB is #1 in TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. AND, to reach the housewife—ask the housewife—10 A.M. to 3 P.M.—WSMB IS NUMBER ONE!

NEW ORLEANS ARB METRO AREA—AVERAGE ¼ HOUR DELIVERY APRIL/MAY 1970
WSMB New Orleans • 5,000 watts • 1350 kc • Represented by METRO RADIO SALES

November election. The commission in its order denying reconsideration, on Sept. 24, rejected a request for such an order on the ground it would deny CBS its right of court appeal. It said it was counting on CBS's assurance of cooperation in seeking swift court action in the matter (BROADCASTING, Sept. 28). CBS filed an immediate notice of appeal but commission attorneys, after consultation with counsel for the Republican National Committee, decided against seeking expeditious consideration of the case.

ITC's 'Fabulous 7' sold in 7 out of 10 top markets

Independent Television Corp., New York, reported last week that its package of TV specials (*The Fabulous 7*) introduced in late November was sold in 29 markets in a 14-day period. ITC said these first sales also covered seven out of the top-10 markets in the U.S. The specials are all one-hour programs; five of them star Engelbert Humperdinck and were first shown on ABC-TV; the other two spotlight Burt Bacharach and were originally seen on NBC-TV's *Kraft Music Hall* summer series.

The initial buyers, according to ITC President Abe Mandell, included WNEW-TV New York, KTTV-TV Los Angeles, WTTG-TV Washington, WGN-TV Chicago, KWGN-TV Denver, CKLW-TV Detroit-Windsor, KHOU-TV Houston, WWL-TV New Orleans, and WAVE-TV Louisville, Ky.

FCC seeks help for the hard-of-hearing

The nation's television broadcasters have been urged by the FCC to make full use of the capability of their stations to serve the deaf and hard-of-hearing.

In an advisory issued to all television licensees last week, the commission said that the number of persons with impaired hearing is estimated to range

from 8.5 million to 20 million, and added that the video segment of telecasts "are ideally suited to alert, assist and entertain" them.

The commission said that, while oral announcements of news bulletins, sports scores, weather reports and other information are being announced on a telecast, the same material could be presented, when feasible, visually.

The commission said the material persons with impaired hearing need falls into two categories—emergency information about the safety of life or property and, second, news, information and entertainment.

The possibility of a rulemaking on the subject was left open. The commission said it hoped the advisory would alert broadcasters "to the importance of making television a truly valuable medium for the hard-of-hearing." But it said it would observe developments "and if the situation does not develop satisfactorily," it may initiate a rulemaking "looking toward the adoption of minimum requirements."

Directors Guild irked at NATAS policy switch

The Directors Guild of America and the National Academy of Television Arts and Sciences have locked horns over the academy's decision to abolish individual presentations to both directors and writers on the annual Emmy-award TV show.

Robert Lewine, NATAS president, explained that the decision was made because of the shortening of the Emmy broadcast to 90 minutes. He said he had notified the guild that all winners would be shown, but would not be presented with their awards individually.

The national board of the guild, displeased with the decision, last week urged those of its members who also were NATAS members to resign from the Academy. The guild also said it would boycott next May's telecast of the Emmy awards on NBC-TV, if the dispute was not resolved.

Two ABC projects study effects of TV violence

ABC disclosed last week that it is underwriting two research projects to examine the effects, if any, of the portrayal of violence on television on children.

A project that will attempt to develop methods of measuring effects of exposure to TV violence on children's aggressive tendencies is being conducted by Lieberman Research Inc., New York, under the direction of Dr. Seymour Lieberman.

Another under the direction of two Temple University professors—Dr. Melvin Heller, clinical professor of psychiatry, and Dr. Samuel Polsky, professor of law and legal medicine—is to study groups of children over a two-year period to observe and measure the effects of watching violence on TV. The ABC-supported projects were announced by Marvin Antonowky, vice president and associate director of planning, research and marketing services for the ABC-TV network.

Similar studies are being made for CBS and NBC. Dr. William A. Belson, director of the Survey Research Center of the London School of Economics, is working under a CBS grant on the subject of a relationship, if any, between violence on TV and in real life ("Closed Circuit," Oct. 26). CBS has committed more than \$600,000 in current violence-research programs, of which Dr. Belson's study is a major component. NBC has committed \$500,000 to a five-year study, designed by Dr. Thomas Coffin at the network.

Overseas syndication firm

Plans to establish an international distribution organization dealing in overseas syndication of TV programs, in addition to the packaging of theatrical films, was announced last week by Milton W. Krasny, executive administrator of Sinatra Enterprises, Burbank, Calif. The new firm, Krasny Corp., will be based in Beverly Hills and establish branch headquarters in New York and London in early 1971. Krasny will also function as international sales representative for David Wolper TV Sales, New York.

Magazine format programs eyed by six CATV firms

Six cable companies have agreed to cooperate in producing a pilot program as a step toward originating two half-hour magazine format local-interest shows a month. The companies making the announcement last week were: WHJB Cable Vision, Greensburg, Pa.; Tri-

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

County-CATV, Salem, N.J.; Buckeye Cablevision, Toledo, Ohio; Perfect TV, Harrisburg, Pa.; Decatur Telecable Corp., Decatur, Ala., and High Fidelity Cable TV, Great Barrington, Mass.

Monitel Inc., New York, suppliers of CATV programming and advertising service, will combine the different subjects and edit the material. The edited program will then be used by the air systems and will be available to other cable systems on a syndicated basis.

Advertising will also be involved, with Monitel selling two spots around the program to national advertisers and each participating system selling two additional spots to local advertisers.

New Columbia unit will produce video cassettes

Columbia Pictures Industries Inc., New York, has formed Columbia Pictures Cassettes to produce, acquire and distribute entertainment and informational programming on video cassettes.

Lawrence Hilford, executive vice president of Screen Gems International, Columbia's international television division, will be vice president and general manager of the new operation.

Jerome S. Hyams, senior executive vice president of Columbia, said the new firm already is committed to the development of original programming and to expanding its worldwide distribution organization in preparation for video-cassette production.

Columbia Cassettes, Mr. Hyams added, will use the facilities of all of the divisions and subsidiaries of the parent company.

Columbia Pictures operates in the motion picture, television and education fields, and is involved in broadcasting, records and commercials production.

AFTRA warms up for cassette negotiations

The American Federation of Television and Radio Artists announced last week it is prepared to discuss and negotiate agreements in the video-cassette field.

A joint announcement from Bill Baldwin, president, and Sanford (Bud) Wolff, national executive secretary, said the union has called on its new electronics-devices committee to prepare specific proposals for the national board as "soon as possible"; has established liaison with the Screen Actors Guild to develop "common objectives" with SAG, which begins to negotiate its film agreement next spring, and has notified industry representatives of its intent to seek early negotiations in the video-cassette area. The industry response was said to be favorable.

Mr. Wolff said AFTRA has estab-

lished as its primary objectives the protection of the performer and payment in perpetuity for cassette use. The union, he added, has sent letters to all AFTRA members and all AFTRA franchised agents reminding them that the union's contracts prohibit reproduction or showing of any performances on cassettes or for any use "other than free television as we know it" without AFTRA's permission.

WTOP-TV gets new pact for Senators baseball

WTOP-TV Washington and the Washington Senators last week announced a three-year agreement for the station to broadcast 40 Senator baseball games in each of the next three seasons. Included are 30 road games and 10 played in Washington or in Baltimore against the Orioles (BROADCASTING, Dec. 7).

Price tag for the pact was reportedly around \$820,000, with the Senators getting \$6,000 per game next season, \$7,000 in 1972 and \$7,500 in 1973.

Last season the station paid \$5,000 a game for 32 road games.

The Senators earlier signed a two-year renewal radio contract with WWDC (AM) to broadcast all exhibition and regular-season games for about \$200,000 each season.

'Around Town' scheduled for Vegas hotel rooms

Trans-World Productions, a Columbia Pictures division, has signed a five-year contract with all the Las Vegas hotels of (Howard) Hughes's Nevada Operations to feed a closed-circuit TV show, *Around Town with Forrest Tucker*, into each guest room daily. The show, designed to familiarize guests with Las Vegas, will be presented 15 hours a day over an unused VHF channel.

The *Around Town* program was introduced by Trans-World in five Atlanta hotels in 1968 and in five Toronto hotels in 1969. Filming is expected to begin this month, with feeds scheduled for January. Ampex Corp. will install custom-built TV equipment.

ValJon eyes CATV, cassette syndication

ValJon Inc., Minneapolis-based group radio station owner, has expanded into the television production field with formation of ValJon Productions Co., Los Angeles. Seymour Berns, former vice president, National General Television, has been named president of the new company and Louis Rudolph, former director of new projects with NGTV, has been named vice president.

The subsidiary was formed, accord-

A little less character for a lot less money

TeleMation has a new titling generator that will produce one or two lines of 25 characters.



Sure that's less than the full page character generators but then it's less than half the cost and really handles all of your news flash and titling needs.

Find out more.
Talk to TeleMation.



TELEMATION, INC.

TeleMation, Inc.
2275 South West Temple
Salt Lake City, Utah 84115
(801) 486-7564

- ☐ Tell me about your new titling generator
- ☐ Tell me about all your equipment

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

ing to Mr. Rudolph, to supply product for the cable television, cassette and syndication fields. Initial co-production agreements have been reached with Viacom Inc., CBS CATV and syndication spinoff firms. ValJon will, on a non-exclusive basis, develop and produce programs for first-run syndication by Viacom. Additional product is also to be created for CATV and cassette.

ValJon is ready to begin production on a series of half-hour television specials for Columbia Records, a one-hour special for Daniel and Charles Inc., New York advertising agency, called *Everything You've Always Wanted to Know About the Bath But Were Afraid to Ask*, and *Crack Up*, a children's show for NBC-TV.

Mutual, Reuters agree on pooling overseas reports

The Mutual Broadcasting System and Reuters, London, have reached an agreement on worldwide radio-news coverage.

Under the arrangement announced last week, the major news service, Reuters, is making available to Mutual the services of its reporters who, together with Mutual's overseas personnel, are supplying audio news reports from such major world capitals as Moscow, Cairo, Rome, London and areas of each country where news is breaking. Reuters correspondents in 36 other

world capitals are also available to give Mutual spot news as it breaks.

In New York, the Reuters/Mutual reports are being scheduled for broadcast in Mutual news programming, which includes 32 newscasts daily, plus the network's 25-minute news-feature show *The World Today*. The announcement said arrangements are being made for the news material to be filed to a central production center of Reuters' for retransmission to New York.

A year-end look at America

Frank Reynolds will narrate a two-hour ABC-TV documentary, *The American Adventure*, dealing with "where we are as a nation at the end of the sixties and where we're going." The program, scheduled for next Monday (Dec. 28) from 9-11 p.m., is Mr. Reynold's first assignment since he was lifted as co-anchor of ABC-TV's evening news program in favor of Harry Reasoner. It was principally filmed in Columbus, Ohio—a city selected as the "most demographically representative" in the U.S. Among the other places visited during the program are Harvard University, Cambridge, Mass.; St. Louis, and Berkeley, Calif.

Program notes:

IBM and the gingerbread house ■ International Business Machines Corp., New York, will support two broadcasts of

the opera "Hansel and Gretel" on non-commercial television with a \$50,000 grant, it was announced last week. The production, part of NET's *Fanfare* series, was produced by NET, the Canadian Broadcasting Corp. and the British Broadcasting Corp. First broadcast is scheduled for Sunday, Dec. 27, 10-12 p.m. EST, and an encore presentation for Tuesday, Dec. 29, 6-8 p.m. EST.

Live Christmas from Rome ■ South American and selected U.S. television stations will telecast the Christmas Eve Vatican mass live via satellite. Pope Paul VI will officiate the midnight mass in the Sistine chapel. The telecast, said to be a first for the U.S. stations, are: KMEX-TV Los Angeles, and KWEX-TV San Antonio, Tex., of the Spanish International Network, and WJAX-TV Miami, KTVV(TV) San Francisco and WXTV(TV) New York.

Television flies ■ Ralph Andrews Productions and the Cooper-Finkel Co., both Los Angeles, are reported to be preparing a daily show to be shot entirely aboard cross-country jumbo jets. The half-hour show is tentatively called *Spread Your Wings* and will have a variety format with music, passenger interviews, comedy and other entertainment. Discussions have been held with American Airlines to work out the technical problems and help obtain Federal Aviation Administration approval.

Promotion

FTC aims order at FM for alleged hyping

Hyping charges against a Baton Rouge FM have resulted in a Federal Trade Commission consent order prohibiting WQXY-FM and its licensee, Sound Dimensions Inc., from further engaging in the practice.

The alleged hyping (a consent order is for settlement purposes only and not an admission of guilt) occurred when the station's market was being surveyed by the American Research Bureau April 16 to May 13. From April 11 to May 10 WQXY-FM broadcast "\$30,000 Cash Sweepstakes," a contest which required listening to the station at certain times to learn winning "lucky numbers." The daily value of the prizes was \$1,000.

The original complaint charged that the licensee knew of the survey and that during the four years Sound Dimensions held the license no other contests had been conducted.

The complaint further stated that since audience surveys are widely used as a basis for establishing costs of

broadcast time and for the evaluation of audiences it is an "unfair practice" for broadcasters to use any "short-term and unusual promotional practice which has the tendency or capacity to temporarily distort or inflate viewing levels" in a market concurrently being surveyed.

Metromedia to give ETV's a helping hand

Metromedia Television has announced it will use on-air spots to promote educational television in four markets where MM has stations.

The campaigns will be undertaken in New York, Washington, Kansas City, Mo., and Los Angeles. Typical of the effort being mounted is the three-part project being conducted by KTTV-TV Los Angeles for noncommercial KCET(TV). Phase one will involve institutional promos for the station, followed by individual spots for specific programs—some in prime time. A third phase will be a drive to increase membership of the station's patron lists.

A Metromedia spokesman said that

representatives from their stations had conducted discussions with the non-commercial outlets in the four markets and all are expected to have the promotional effort on the air by the first of the year. The Los Angeles campaign begins today (Dec. 21).

Promotion tips:

Network-publisher agreement ■ ABC Merchandising Inc. and the McGraw-Hill Book Co. have concluded a new educational film-distribution agreement. William F. Dennis, vice president in charge of ABC Merchandising, and Heinz Gelles, vice president, McGraw-Hill Films, said the agreement gives the publisher a first option to certain ABC News and public-affairs programs shown on ABC-TV and ABC-owned TV stations. ABC Merchandising and McGraw have had similar agreements since 1965.

Atlanta station honored ■ Wsb-TV Atlanta received from the Veterans Administration its Exceptional Public Service Award, highest the agency can bestow. Award was for recognition of

station's contribution in promoting patriotism by sponsoring the 1970 "Salute to America" parade on July 4.

Hyde comes back ■ When WPIK Alexandria, Va., went on the air in 1945, the dedicatory program included an address by FCC General Counsel Rosel H. Hyde. On Thursday, Dec. 10, a special 25th anniversary program of WPIK included an appearance by the same Mr. Hyde, whose distinguished career in the last quarter century included his rise to the chairmanship of the FCC before retiring to private practice last year.

TWA contest awards ■ Winning entries in the television/radio category of the annual Trans World Airlines' writing-photography competition for aviation-

oriented productions were Liz Trotta, NBC-TV, for a three-part series on air safety shown on *Huntley-Brinkley Report*; KYW-TV Philadelphia, for a 10-part local series on the Philadelphia International Airport; Kenneth Bell, NBC Radio, for a report on the pros and cons of government support of supersonic transport, and Dave McElhatton, KCBS-AM San Francisco, for six reports broadcast locally on airline safety.

In-house award ■ Ogilvy & Mather Inc., announced last week the creation of the David Ogilvy Prize. The \$10,000 award will be presented annually for the O&M campaign that created the most sales for its clients. Winner this year: the campaign for the General Cigar Co.'s Tijuana Smalls.

Fates & Fortunes

Broadcast advertising

John Johnson, account supervisor, Benton & Bowles, New York, named senior VP and management supervisor.

Anthony J. Amendola, VP-account supervisor, D'Arcy Advertising, St. Louis, appointed senior VP and director.

Warren H. Stewart, media manager, Doyle Dane Bernbach, New York, named VP and media director, Harvey & Carlson, agency there.

William Mullen, senior art director and executive assistant, Kenyon & Eckhardt, New York, named VP.

Harry Blau, creative head, direct response division, Ogilvy & Mather, New York, and **Peter Heinz**, **Clark Hine** and **Mike Lesser**, all account supervisors, elected VP's.

Connally's radio-TV background

John B. Connally Jr., President Nixon's nominee to be Secretary of Treasury, has broadcasting background. He was one of organizers of and was 70% stockholder in KVET(AM) Austin, Tex., which went on air in 1946. Mr. Connally, who served as president of station, sold his interest in 1955.

As executor for estate of late Sid W. Richardson, Texas oilman, Mr. Connally helped administer KFJZ-AM-FM Fort Worth, KFDA-TV Amarillo and KRIO(AM) McAllen, all Texas, from 1959 until 1963. Stations had been licensed to Texas State Network, principally owned by Mr. Richardson. Mr. Connally had been Mr. Richardson's lawyer and had played key role in operation of network.

Gene Tashoff, creative-group head, Ketchum, MacLeod & Grove, New York, named VP.

Viola S. Arnold, media director, and **Allen W. Sherman**, marketing research manager, Winus-Brandon, New York, named VP-media and VP-research, respectively.

James C. Waldrop Jr., owner and president, James Waldrop Associates, named VP, development, Edward Sieb & Associates, Atlanta.

Lawrence Berg, senior VP, Daniel & Charles, New York, joins North Advertising, Chicago, as VP and management supervisor.

Shelly L. Lewis, **Stephan H. Zimmerman** and **Stewart A. Hegleman**, account supervisors, Grey Advertising, New York, elected VP's.

C. Otis Rawalt, formerly principal, Walker-Rawalt Co., station representatives, joins Young Radio Sales, New York, as director of station relations.

Charles Kellner, media planner, Clinton E. Frank, Chicago, appointed media-group supervisor.

Gordon H. Hastings, station manager WROR(FM) Boston, appointed Eastern sales manager, FM sales division, RKO Radio Representatives, New York.

Donald T. Egensteiner, VP and associate creative director, Young & Rubicam, New York, appointed creative director, Y & R, Detroit.

Max Sherman, general sales manager, WWDC-AM-FM Washington, joins WMAL-AM-FM-TV there as coordinator, sales and sales development.

Brian T. Byrne, with WKYC-TV Cleveland, appointed sales service supervisor.

Spotmaster

TP-1B Tape Cartridge Winder



This rugged and dependable tape winder fills a need in every station using cartridge equipment. No longer is it necessary to restrict your cartridge operation to stock sizes, or to tie up your conventional tape equipment loading cartridges. The TP-1B handles all reel sizes (up to 3600' of 1 mil tape), winds new or old cartridges in any length. Available with or without Spotmaster tape timer, providing precise minute and second calibration for creating exact-length tapes. TP-1B is \$104.50, with Tape Timer \$129.50. Lubricated tape and empty cartridges are also available.

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

Insure with Employers against Broadcasters Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation...up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U. S. offices which is nearest you. Write

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.

James A. Foley Jr., media director and executive committee member, Kenyon & Eckhardt, Chicago, joins WIS-TV Columbia, S.C., as national/regional sales manager.

Mickey Trenner, commercials director, Motion Associates, joins EUE/Screen Gems, New York, in same capacity.



Mr. Rhoads

Mr. Rhoads, VP, Ralston Purina, St. Louis, named executive VP, Toni division of Gillette, Chicago, responsible for sales, advertising and product management.

Charles McLane, formerly with American Tobacco Co. and Glenn Advertising, Dallas, joins McCrary-Powell Advertising there as copy chief and creative director.

Edward Boba, sales VP, Waters Conley Co., appointed marketing manager, radios and portable audio products, Admiral Corp., Chicago.

Media

Henry C. Rogers, business manager, WWJ-AM-FM-TV Detroit, named director, business affairs, broadcast division, Chris-Craft Industries, Los Angeles.

Peter V. Taylor, general manager, KFOG(FM) San Francisco and Kaiser Broadcasting's FM division, and **L. William White**, general manager, WKBD-TV Detroit, elected VPs.

Peter A. Kizer, program manager, WXYZ-TV Detroit, appointed administrative assistant, WWJ-AM-FM-TV there.

John C. Kinkead, senior technical consultant, Davies Associates, Bethesda, Md., appointed manager, business services, Evening Star Broadcasting Co., Washington, D.C.

Jack Decker, VP of production, Duncan Audio/Visual, joins WHEC-TV Rochester, N.Y., as general executive.

John Miller Jr., program manager, WHCT(TV) Hartford, Conn., joins WVNY-TV Burlington, Vt., as assistant manager.

William M. Kuhr, senior staff consultant, administrative services division, Avco Broadcasting, Cincinnati, appointed director of systems planning.

Mike McDaniel, station manager/operations manager, WATU-TV Augusta, Ga., appointed manager, WSPA-FM Spartanburg, S.C.

Programing

Edwin C. Metcalfe, account executive, and **H. J. Anderson**, general manager, KBTU(TV) Denver, appointed general manager and executive producer, respectively, Barbre Productions, Denver, subsidiary of Mullins Broadcasting Co.

Frederick A. Simmons, with AT&T, joins Dennis Dunn Inc., Baltimore, sports network program supplier, as director of operations.

David Schwartz, director, publicity-merchandising manager, KCOP(TV) Los Angeles, appointed sales director, Chris-Craft video-tape center at KCOP.

Donald Buck, with Lewron TV, New York, appointed sales manager.

Bob VanDerheyden, production director and acting program manager, WHN(AM) New York, appointed program manager, WGBS(AM) Miami.

Robert E. Johnson, commercial production manager, WPRI-TV Providence, R.I., appointed program - operations manager.

News

Jerry Weissman, election unit manager, WGBS-TV New York, appointed manager, special broadcasts.

Bruce H. Kennedy, San Francisco campaign coordinator for Senator-elect John Tunney, appointed editorial director, KPIX(TV) San Francisco.

James M. Ritter, writer/reporter, WCAU-TV Philadelphia, appointed assistant news director.

Bill Cortes, anchorman, KDAL-AM-TV Duluth, Minn., appointed managing editor.

Promotion

Mark Bragg, with KDON(AM) Salinas, Calif., joins KFMS(FM) San Francisco as public-affairs director.

Charles A. La Mason, advertising and promotion director, Mutual Broadcasting System, joins WFBR(AM) Baltimore, as director of press relations.

William Bauer, director of sales promotion-merchandising, KHJ-AM-FM Los Angeles, joins KCOP(TV) there as promotion coordinator.

Equipment & engineering

Vroman W. Riley, manager, cable systems engineering and product management, RCA, Moorestown, N.J., appointed manager, cable systems. He

succeeds **W. Thomas Collins**, who transfers to consumer electronics, RCA.

Murray Goldman, director of marketing research, Superscope, Sun Valley, Calif., appointed sales manager, custom tape duplicating division.

William F. Garmon, president, University Sound division of LTV Ling Altec, Anaheim, Calif. electronic equipment manufacturer, named president, newly-created ALTEC division there.

Allied fields

Arden Booth, owner, KLWN-AM-FM Lawrence, Kan., named state senator. He succeeds State Senator Reynolds Shultz (R-Lawrence), governor-elect who resigns.

Judson A. Gould, attorney with FCC, joins communications law firm of Smith, Pepper, Shack & L'Heureux, Washington.

International



Mr. Hooson

Mr. Hooson, general representative, Screen Gems International, named VP, Brazilian operations, Sao Paulo. **Harold Winston**, Latin America supervisor, appointed VP in charge of Latin America operations, Mexico City.

Eugene H. King, VP and executive director, Broadcasting Foundation of America, appointed consultant to UNESCO. Mr. King will work in UN's literacy program in Iran.

Deaths

Frank V. Dellett, 68, former treasurer, NBC-TV, West Coast, died Dec. 7 at UCLA medical center. He is survived by his wife, Lillian.



Mr. Lishman

Robert W. Lishman, 67, chief counsel of Special Subcommittee on Investigations, House Interstate and Foreign Commerce Committee, died Dec. 15 at died Dec. 15 at Sibley Memorial hospital, Washington, of cancer. Mr. Lishman presided over proceedings concerning rigged TV-quiz show scandals and payola. He is survived by his wife, Elinor, one daughter, and two sons.

As compiled by BROADCASTING, Dec. 8 through Dec. 15 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. —educational.

New TV stations

Applications

■ **Allendale, Mich.**—Grand Valley State College. Seeks UHF ch. 35 (596-602 mc); ERP 398 kw vis, 79.5 kw aur. Ant. height above average terrain 1,067 ft; ant. height above ground 1,091 ft. P.O. address: Grand Valley State College, Allendale 49401. Estimated construction cost \$1,023,839; first-year operating cost \$196,700; revenue none. Geographic coordinates 42° 52' 23" north lat.; 85° 57' 28" west long. Type trans. GE TT-57-B. Type ant. GE TY-106-D. Legal counsel none; consulting engineer Browne Renard Associates. Principals: Roy S. Lumsden, vice president for college relations. Ann. Nov. 6.

■ ***McGill, Nev.**—Nevada Educational Communications Commission. Seeks VHF ch. 12 (180-186 mhz); ERP 2.5 kw vis, 0.25 kw aur. Ant. height above average terrain 1,100 ft; ant. height above ground 61 ft. P.O. address 320 North Plaza, Carson City, Nev. 89701. Estimated construction cost \$264,825; first-year operating cost \$30,700; revenue none. Geographic coordinates 39° 15' 54" north lat.; 114° 54' 06" west long. Type trans. Gates Radio 500CH. Type ant. Canadian GE TYC-80B. Legal counsel Molnar & Gammon; consulting engineer Jack A. Rickel Associates Inc. Principals: Hugh Smith, executive director, et al. Ann. Nov. 14.

■ ***Reno—Nevada Educational Communications Commission.** Seeks VHF ch. 5 (76-82 mhz); ERP 50 kw vis, 5 kw aur. Ant. height above average terrain 2,900 ft; ant. height above ground 95 ft. P.O. address: 320 North Plaza, Carson City, Nev. 89701. Estimated construction cost \$908,050; first-year operating cost \$177,040; revenue none. Geographic coordinates 38° 18' 49" north lat.; 119° 52' 58" west long. Type trans. Ampex TA-8212. Type ant. Ampex BR41. Legal counsel Nevada attorney general; consulting engineer Jack A. Rickel Associates Inc. Principals: Hugh Smith, executive director, et al. Ann. Nov. 4.

■ ***Las Cruces, N.M.**—Regents of New Mexico State University. Seeks UHF ch. 22 (518-524 mc); ERP 1599.6 kw vis, 316.5 kw aur. Ant. height above average terrain 452.5 ft; ant. height above ground 399 ft. P.O. address: Drawer 3J, Las Cruces 88001. Estimated construction cost \$927,016.71; first-year operating cost \$125,300; revenue none. Geographic coordinates 32° 15' 23.8" north lat.; 106° 58' 33.7" west long. Type trans. RCA TTU-60A. Type ant. RCA TFU-30J. Legal counsel William Bryon Darden; consulting engineer Vir James. Principals: Harvey C. Jacobs, director, et al. Ann. Nov. 13.

Final actions

■ **Mt. Vernon, Ill.**—FCC denied motion by Plains Television Corp. (WICS-TV) Springfield, Ill., for stay of Aug. 11 action which granted application of Soilcom Inc. for new TV on ch. 13, at Mt. Vernon. Action Dec. 9.

■ **Medford, Ore.**—FCC granted application of Liberty Television, joint venture of Liberty Television Inc. and Siskiyou Broadcasters Inc., permittee of new TV on ch. 8, Medford, to move trans. 28 miles southeast of present location to top of Mount Ashland and to reduce ERP. Action Dec. 9.

Other actions

■ FCC ordered ABC, CBS and NBC to report by June 30, 1971, on policies and practices they have adopted to make programs, not being carried by their affiliates, available to other stations in same market, and their programs generally more available to stations in "small markets" not completely out of reception range of large-city stations (Doc. 16041). Action Dec. 9.

■ Review board in Indianapolis, TV proceeding, denied petition for clarification or, in alternative, for enlargement of issues, filed Sept. 30 by Sarkes Tarzian Inc. (Doc. 18983). Action Dec. 10.

Rulemaking petition

■ Chicago and New York—National Organization for Women. Request amendment of broadcast forms to require radio and TV stations to file with commission affirmative equal employment program designated to eliminate discrimination against women. Ann. Nov. 11.

Rulemaking action

■ Charlotte Amalie, Virgin Islands—FCC amended TV Table of Assignments to add chs. 3 and 12 as assignments for educational TV use to Charlotte Amalie—Christiansted (Doc. 18881). Action Dec. 9.

Call letter action

■ Baltimore Broadcasting Co., Baltimore—Granted WPOB-TV.

Existing TV stations

Final actions

■ **WHYY-TV Wilmington, Del.**—FCC granted application by WHYY Inc. for waiver of mileage separation and dir. ant. requirements of rules and for CP to relocate trans. of WHYY-TV from present location at Glassboro, N.J., (26 miles east of Wilmington) to "Philadelphia ant. farm" (25 miles northeast of present ant. site and 28 miles northeast of Wilmington).

■ **WTCG-TV Atlanta—Broadcast Bureau** granted CP to change ERP to vis. 851 kw, aur. 85.1 kw; change type ant. make changes in ant. structure; ant. height 1,093 ft. Action Dec. 8.

Actions on motions

■ **Hearing Examiner Basil P. Cooper in Boston** (Integrated Communication Systems Inc. of Massachusetts [WREP-TV]) TV proceeding, scheduled further prehearing conference for Dec. 11 (Docs. 18338-9). Action Dec. 3.

■ **Hearing Examiner Lenore G. Ehrig in Indianapolis** (Indiana Broadcasting Corp. [WISH-TV]) TV proceeding, dismissed petition by applicant for leave to amend application and accepted as statement for record, information (Doc. 18983). Action Nov. 30.

■ **Hearing Examiner Lenore G. Ehrig in Jackson, Miss.** (Lamar Life Broadcasting Co. et al.), TV proceeding, granted motion by Dixie National Broadcasting Corp. and ordered Lamar Life Broadcasting Co. to make requested documents available for inspection and copying no later than Dec. 11 (Docs. 18845-9). Action Dec. 8.

New AM stations

Application

■ **Calxico, Calif.**—Charles R. Love. Seeks CP to increase D power to 1 kw and install Gates Vanguard II. Ann. Dec. 11.

Final action

■ **Honolulu—Hagadone Capital Corp.**—FCC granted 1540 khz, 10 kw. P.O. address: 5543 Kanau Street, Honolulu 96821. Estimated construction cost \$39,750; first-year operating cost \$84,000; revenue \$120,000. Principals: Roger L. Hagadone, president (100%). Mr. Hagadone is radio consultant. Action Dec. 9.

Actions on motions

■ **Hearing Examiner Millard F. French in Montezuma, Ga.** (Macon County Broadcasting Co.), AM proceeding, set procedural dates and scheduled hearing for Jan. 26, 1971 in Oglethorpe, Ga. (Doc. 19012). Action Nov. 9.

■ **Hearing Examiner Isadore A. Honig in Fergus Falls, Minn.** (Harvest Radio Corp.), AM proceeding, granted request by Empire Broadcasting Stations Inc. and extended to Dec. 18, time to file responses to supplemental pleading of Harvest Radio Corp. filed Nov. 30 (Doc. 18852). Action Dec. 7.

■ **Hearing Examiner Isadore A. Honig in McConnellsburg, Ligonier and Jeannette, all Pennsylvania** (Town Radio Inc. et al.), AM proceeding, granted petition by Central Westmoreland Broadcasting Co., filed Nov. 9, for leave to amend application to reflect extension of option for trans. site; granted petition by Central Westmoreland Broadcasting Co., filed Nov. 16, for leave to further amend application to include current line of bank credit and bank letter reflecting current balances this applicant has on deposit (Docs. 19040-2). Actions Dec. 1.

■ **Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi** (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, on petition of Radio Tupelo, extended to Dec. 16, time to file oppositions to pending petition of Tri County Broadcasting Co. for leave to amend application (Docs. 19026-7). Action Dec. 7.

■ **Acting Chief Hearing Examiner Jay A. Kyle in Montezuma, Ga.** (Macon County Broadcasting Co.), AM proceeding, granted petition by Broadcast Bureau and changed site of hearing from Montezuma to Oglethorpe, Ga. at time and place to be hereinafter specified (Doc. 19012). Action Dec. 9.

■ **Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky** (Edward G. Atsinger, III, et al.), AM proceeding, continued Jan. 13, 1971 evidentiary hearing without date (Docs. 19068-70). Action Dec. 8.

■ **Hearing Examiner James F. Tierney in Guayama and Yabucoa, both Puerto Rico** (Fidelity Broadcasting Corp., et al.), AM proceeding, set procedural dates; scheduled evidentiary hearing for April 20, 1971 (Docs. 19055-7). Action Dec. 2.

Other actions

■ Review board in Winona, Miss., AM proceeding, granted petition filed on Dec. 9 by Tri-County Radio Inc., extended to Dec. 21 time to file replies to various oppositions and comments filed with respect to Tri-County Radio Inc.'s petition to modify and delete issues, and Southern Electronics Inc.'s motion to enlarge issues, both filed Nov. 9 (Docs. 19051-52). Action Nov. 11.

■ Review board in Chattanooga, AM proceeding,

EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164



Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

	On Air			Total On Air	Not On Air		Total Authorized
	Licensed	STA*	CP's		On Air CP's		
Commercial AM	4,304	2	13	4,319	63		4,382 ¹
Commercial FM	2,145	0	39	2,184	124		2,308
Commercial TV-VHF	498	2	12	512*	14		526
Commercial TV-UHF	155	0	29	184*	108		292
Total commercial TV	653	2	41	696	122		818
Educational FM	419	0	15	434	42		476
Educational TV-VHF	76	0	9	85	4		89
Educational TV-UHF	102	0	9	111	12		123
Total educational TV	178	0	18	196	16		212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

* Indicates four educational stations on non-reserved channels.

granted request for extension of time, filed Dec. 8 by Jay Sadow (Docs. 18901-02). Action Dec. 10.

Call letter action

- 222 Corp., Garyville, La.—Granted WKQT.

Existing AM stations

Final actions

- KLOA Ridgecrest, Calif.—Broadcast Bureau granted CP to install new trans.; remote control permitted. Action Dec. 7.
- KSLY San Luis Obispo, Calif.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; remote control permitted. Action Dec. 7.
- KQIQ Santa Paula, Calif.—Broadcast Bureau granted CP to install new trans. for aux. purposes only. Action Dec. 7.
- KQIL Grand Junction, Colo.—Broadcast Bureau granted CP to increase D power to 1 kw and change trans.; remote control permitted. Action Dec. 7.
- WSYL Sylvania, Ga.—Broadcast Bureau granted CP to increase D power to 1 kw and change hours of operation from SH to U and change type trans. Action Dec. 7.
- WVIM Vicksburg, Miss.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; remote control permitted. Action Dec. 7.
- KKGf Great Falls, Mont.—FCC granted application by W. L. Holter (Big Sky Broadcasting Co.), licensee, to reduce N power from 5 kw to 1 kw and to operate with nondirectional ant.
- KGMV Missoula, Mont.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Dec. 7.
- KLA-V Las Vegas—Broadcast Bureau granted CP to increase D power to 1 kw and install new D trans.; remote control permitted. Action Dec. 7.
- WBMA Beaufort, N.C.—Broadcast Bureau granted CP to increase D power from 250 w-U, to 250 w, 1 kw-LS-U, and install new trans. Action Dec. 7.
- KADS Elk City, Okla.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans.; remote control permitted. Action Dec. 7.
- KNEL Brady, Tex.—Broadcast Bureau granted CP to increase D power from 250 w-SH to 250 w, 1 kw-LS-U and install new trans.; remote control permitted. Action Dec. 7.
- KSXO Raymondville, Tex.—Broadcast Bureau granted CP to increase D power from 250 w-U, to 250 w-1 kw-LS-U; remote control permitted. Action Dec. 7.

Actions on motions

- WMIN St. Paul—Chief, Broadcasting Bureau, denied petition by Malrite of Minnesota Inc., requesting rulemaking proceeding to amend rules (presunrise service authority) to permit Class IV AM's to operate with licensed D facilities up to 500 w. from 6 a.m., local time, to LS. Action Dec. 11.
- Hearing Examiner Isadore A. Honig in Stamford, Conn. (Western Connecticut Broadcasting Co.), revocation of license for WSTC-AM-FM, denied request filed by Western Connecticut Broadcasting Co. on Nov. 10 in all respects (Doc. 19043). Action Dec. 3.
- Hearing Examiner Isadore A. Honig in Monroe, Ga. (Walton Broadcasting Co.), renewal of

license of WMRE, accepted for filing proof of giving local notice and additional proof of giving of local notice, filed by Walton Broadcasting Co. on Nov. 9 and 15, respectively, and denied motion to dismiss Walton's application with prejudice filed by Community Broadcasting (Doc. 19011). Action Dec. 1.

■ Acting Chief Hearing Examiner Jay A. Kyle in Jacksonville, Fla. (Belk Broadcasting of Florida Inc.), renewal of license of WPDQ, scheduled hearing on application of Belk Broadcasting of Florida Inc. for Feb. 8, 1971, in Jacksonville (Doc. 19126). Action Dec. 7.

■ Acting Chief Hearing Examiner Jay A. Kyle in Honolulu (Hawaiian Paradise Park Corp.), renewal of license of KTRG, granted petition filed by Broadcast Bureau and dismissed application of Hawaiian Paradise Park Corp.; closed record and terminated proceeding (Doc. 18819). Action Dec. 8.

■ Hearing Examiner Forest L. McClenning in Baton Rouge (Capital City Communications Inc.), renewal of license of WLUX, granted petition by applicant; rescheduled prehearing conference to Jan. 14, 1971, and continued hearing to date to be specified (Doc. 19067). Action Dec. 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted request by Jay Sadow, continued procedural dates and scheduled hearing for Feb. 4, 1971 (Docs. 18901-2). Action Dec. 9.

Fine

- WYGO-AM-FM Corbin, Ky.—FCC notified James C. Vernon, licensee, that he has incurred apparent liability for forfeiture of \$1,500 for non-compliance with station authorization and for rule violations. Action Dec. 9.

Presunrise service authority

■ Broadcast Bureau, pursuant to rules, until further notice, granted following AM's PSA from 6:00 a.m. to sunrise times specified in instrument of authorization, with D ant. system and with power as shown: WKSP Kingstree, S.C., 6.7 w and WYNE Appleton, Wis., 200 w. Actions Nov. 12. KLOH Pipestone, Minn., 258 w; WLIL Lenoir City, Tenn., 199 w; WLPO LaSalle, Ill., 215 w. and WREY Reidsville, N.C., 500 w. Actions Nov. 24. KBHM Branson, Mo., 59 w; KLOE Goodland, Kan., 20 w; KPQD Portland, Ore., 491 w; KSUD West Memphis, Ark., 108 w; KUZZ Bakersfield, Calif., 14 w; KVOM Morilton, Ark., 87 w; WAPL Appleton, Wis., 500 w; WAYN Rockingham, N.C., 500 w; WDUX Wau-paca, Wis., 500 w; WFUL Grand Rapids, Mich., 500 w; WNYN Canton, Ohio, 106 w; WPTW Piqua, Ohio, 250 w, and KZYM Cave Girardeau, Mo., 163 w. Actions Nov. 25. KVLG LaGrange, Tex., 32 w; WPMC Goldsboro, N.C., 376 w; WLAD Danbury, Conn., 433 w, and WPIT Pittsburgh, 225 w. Actions Nov. 30. KCCO Lawton, Okla., 13.5 w and WACE Chicopee, Mass., 86 w. Actions Dec. 1. KBLE Seattle, 337 w; KBRI Brinkley, Ark., 102 w; KREI Farmington, Mo., 302 w; WATC Gaylord, Mich., 174 w; WFLN Philadelphia, Pa., 124 w; WHOS Decatur, Ala., 250 w; WKZI Casey, Ill., 250 w; WOZK Ozark, Ala., 100 w; WPEP Taunton, Mass., 350 w, and WUFE Baxley, Ga., 500 w. Actions Dec. 3. KFNW Fargo, N.D., 425 w; KTIS Minneapolis, 350 w; WBCH Hastings, Mich., 250 w; WBUT Butler, Pa., 250 w; WDOS Oneonta, N.Y., 73 w; WEAB Greer, S.C., 250 w; WFLR Dundee, N.Y., 195 w; WGNV Newburgh, N.Y., 500 w; WLO Frankfort, Ind., 250 w; WKOL Amsterdam, N.Y., 277 w; WKRS Waukegan, Ill., 500 w; WNES Central City, Ky., 250 w; WOKL Eau Claire, Wis., 500 w; WICA Plymouth, Ind., 250 w, and WWCN Brazil, Ind., 15 w. Actions Dec. 4. And KFMJ Tulsa, Okla., 52 w; WCDQ Haden, Conn., 500 w; WJWL Georgetown, Del., 274 w; WMSG Oakland, Md., 500 w, and WSCV Peterborough, N.H., 500 w. Actions Dec. 7.

New FM stations

Final actions

- Paso Robles, Calif.—F. Ray and Nancy L. Bryant, Broadcast Bureau granted 94.3 mhz, 3 kw. Ant. height above average terrain 53 ft. P.O. address Box 96, Paso Robles 93446. Estimated construction cost \$22,371; first-year operating cost \$8,000; revenue \$19,000. Principals: F. Ray and Nancy L. Bryant, joint tenants. Action Dec. 8.
- Albion, Mich.—Family Radio Evangelistic Corp. Broadcast Bureau granted 96.7 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 1571 Tomlinson Road, Mason, Mich. 48854. Estimated construction cost \$37,750; first-year operating cost \$5,000; revenue \$40,000. Principals: Reverend Warren J. Bolthouse, president, et al. Action Dec. 8.

Actions on motions

- Chief, Office of Opinions and Review, in North Syracuse and Syracuse, both New York (WSOQ Inc. and Eastern Associates), FM proceeding, granted request by Chief, Broadcast Bureau and extended to Dec. 15, time to file responses to petition for reconsideration filed by Progressive People Inc. (Docs. 18667-8). Action Dec. 9.
- Hearing Examiner Millard F. French in Huntington, W. Va. (Mortenson Broadcasting Inc.) FM proceeding, continued to December 21, hearing in proceeding (Doc. 18439). Action Dec. 2.
- Hearing Examiner Jay A. Kyle in Leisure City, Homestead and Goulds, all Florida (Resort Broadcasting Inc., et al.), FM proceeding, granted petition by Fine Arts Broadcasting Co. for leave to amend application by adding exhibit C-1 as supplement to exhibit C, which reflects financial statement (Docs. 18956-8). Action Dec. 8.
- Hearing Examiner Jay A. Kyle in Leisure City, Homestead and Goulds, all Florida (Resort Broadcasting Inc. et al.), FM proceeding, granted request by Resort Broadcasting Co. and set procedural dates (Docs. 18956-8). Actions Dec. 8.
- Hearing Examiner Jay A. Kyle in Gahanna and Delaware, Ohio (Christian Voice of Central Ohio and Delaware—Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, granted petition by Delaware-Gahanna FM Radio Broadcasting Station Inc. for leave to amend application by adding bank letter dated Oct. 7 to replace one that was filed in 1969 which was limited to one year (Docs. 18308, 18793). Action Dec. 8.
- Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcaster Inc.), FM proceeding, closed record of evidentiary hearing in proceeding (Doc. 17885). Action Dec. 7.

■ Hearing Examiner Forest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, granted request of Christian Fellowship, set procedural dates and continued hearing to Feb. 25, 1971 (Docs. 18971-2). Action Dec. 9.

■ Hearing Examiner Chester F. Naumowicz Jr. in Corona, San Bernardino and Upland, California (Major Market Stations Inc., et al.), FM proceeding, continued all further proceedings until further order (Docs. 19062-6). Action Dec. 8.

■ Hearing Examiner James F. Tierney in Burney and Fall River Mills, both California (Ulysses Sherman Bartmess and W. H. Hansen), FM proceeding, granted petition by Ulysses Sherman Bartmess for leave to amend application to reflect his interests in another application, dismissal of mod. application and correction to response to FCC (Docs. 19034-5). Action Dec. 9.

■ Hearing Examiner James F. Tierney in Harrison, Tenn. (Folkways Broadcasting Inc. and Harriman Broadcasting Company), FM proceeding, granted motion filed by Harriman Broadcasting Co. set procedural dates and scheduled evidentiary hearing for March 29, 1971 (Docs. 18912-3). Actions Dec. 2.

Other actions

- Review board in Hartford, Conn., FM proceeding, dismissed appeal of examiner's adverse decision, filed Dec. 3 by Communicom Media (Docs. 18805-06). Action Dec. 10.
- Review board in Wailuku, Hawaii, FM proceeding, granted to extent indicated and denied in all other respects, motion to enlarge issues against Kirk Munroe filed Oct. 7 by John Hutton Corp. (Docs. 18991-92). Action Nov. 11.

Rulemaking petitions

- Monument, Colo.—Edward J. Patrick. Requests amendment of rules to change FM table of assignments to add ch. 288A to Security, Colo. Ann. Nov. 11.
- Ocean City, Md.—Commercial Radio Institute Inc. Seeks allocation of FM ch. 260A at Ocean

(Continued on page 57)

PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFCEE

JAMES C. McNARY

Consulting Engineer
Suite 402, Park Building
6400 Goldsboro Road
Bethesda, Md. 20034
(301) 229-6600
Member AFCEE

—Established 1926— PAUL GODLEY CO.

CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

COHEN & DIPPELL CONSULTING ENGINEERS

Formerly GEO. C. DAVIS
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFCEE

COMMERCIAL RADIO Consulting Engineers

Everett L. Dillard
Edward F. Lorentz
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFCEE

A. D. Ring & Associates CONSULTING RADIO ENGINEERS

1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES CONSULTING RADIO ENGINEERS

2922 Telear Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER

Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCEE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20036
Member AFCEE

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS

2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCEE

HAMMETT & EDISON CONSULTING ENGINEERS

Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
Data Fone (303) 333-7807
DENVER, COLORADO
Member AFCEE

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

ROSNER TELEVISION SYSTEMS

ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

ORRIN W. TOWNER

Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

SPOT YOUR FIRM'S NAME HERE

To Be Seen by 100,000* Readers—
among them, the decision making
station owners and managers, chief
engineers and technicians—applicants
for am fm tv and facsimile facilities.
*ARB Continuing Readership Study

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

A. PROSE WALKER ASSOCS. TELECOMMUNICATION CONSULTANTS

Domestic—International
Terrestrial—Satellite
12200 Pendercrest Court
Fairfax, Virginia 22030
703—591-4642
Assoc. Member AFCEE

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

BFM ASSOCIATES

Management Consultants
Specializing in
Music License Fees
Traffic—Billing—Acquisitions
JOSEPH J. MADDEN
Managing Partner
41-30 58 St., N.Y., N.Y. 11377
Tel. 212—651-1470-75

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Wanted—aggressive manager who can sell local retailers and has sales and administrative experience. Five figure salary-bonus arrangement with good fringe benefits. 3 station midwest market of 135,000. Early 1971 starting date. Box M-54, BROADCASTING.

Growing group has opening for strong, practical-minded, sales-oriented manager for small fulltime FM facility in one of northern Ohio's richest markets. Ideal living in university community. Would consider man now stymied in second slot, ready to move up and grow with aggressive, hard-hitting organization. Good track record helpful but not necessary if you have ambition and genuine desire to tackle challenging opportunity. Excellent fringe benefits. Write fully to Box M-93, BROADCASTING.

Selling manager, metro suburban daytimer. Position open after February 1. Write all, including expected income, references. Box M-132, BROADCASTING.

Station manager, F.M. Chicago must sell time and supervise sales. Excellent position as station is part of expanding group. Box M-162, BROADCASTING.

Assistant manager capable of complete management within 12 months of full-time AM. Opportunity with growing chain in medium-sized attractive growth market in Midwest. Requirements: 1. Successful sales record. 2. Ability to follow instructions. 3. Detail-oriented. 4. Self-motivated and energetic. 5. Ability to motivate others. 6. Stability, dedication and honesty. This is an excellent opportunity for a pleasantly aggressive man seeking a management career in broadcasting. Call 303-242-5899.

Experienced successful manager for new FM-stereo. Send resume to Naples Image, 658 Fifth Ave. South, Naples, Florida 33940.

Help Wanted Sales

Top 40 radio station in medium size Alabama market has immediate opening for salesman. Must be above average on taped production. Only air work is five hours sign-on shift Saturdays. Active account list (not left-overs) with guarantee draw of \$120 per week. Right man will be making over \$12,000 within a year. We are interested in a young man with potential, whom we can train, but some sales experience necessary. If you are interested in selling as a profession instead of a hit-and-miss trade; if you are ethical in the conduct of business and personal affairs; if you desire to stand a little taller and prouder than your competitors, then you should contact us for an interview, because you are the type person we now have associated with our organization. Send complete resume, photo and air check tape to Box M-76, BROADCASTING.

Christian format—Eastern major market FM stereo wants experienced, committed salesman. Salary base plus commission. Resume to Box M-106, BROADCASTING.

Sales manager for large market station. We are looking for the best sales or potential sales person in broadcasting, and will make it possible for him to become the highest paid sales manager in radio. Age no factor. Must have good education, solid fundamental sales background, proven record of radio sales and of successfully training radio salesmen. Must document all claims. Tell us about yourself. Sell us! Make this the best written presentation you've ever made. EOE. Box M-124, BROADCASTING.

Salesman-announcer, creative AM and FM radio stations. Guaranteed salary plus commission. Ninety percent of time will be devoted to sales. Located in South Carolina. Send complete information in confidence. Box M-133, BROADCASTING.

Sales manager, F.M., New York supervise three salesmen, increase station's billings, increase your earnings. Station one of old line expanding group. Box M-161, BROADCASTING.

KFRO -1370, ABC, Longview, Texas offers sales opportunity for man with past announcing, sales experience. Send sales record, resume to James R. Curtis.

Sales continued

WMAD AM/FM radio as part of its planned growth program is now accepting applications for general sales manager. The person selected will receive a base salary plus override on all station sales. This is an outstanding opportunity to earn a good income and develop your management abilities. All applications confidential. Contact Dan Polen, Gen. Mgr., WMAD, Madison, Wis. 608-271-6611.

Sales manager—opportunity for self-starter to break into management. Must be experienced in sales and be a good jock with tight board. Small market award-winning modern country station. Five figure money. 218-927-3322 after six.

Announcers

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-196, BROADCASTING.

Dee Jay. First ticket. Must be married, dependable. References checked. Good money. Give us a couple of years. We'll guarantee placing you in better job if qualified. Letter and tape now. Personal interview later. Box L-251, BROADCASTING.

Christian format—Eastern major market FM stereo wants experienced, committed announcer. Resume and salary requirements to Box M-105, BROADCASTING.

Virginia SKW near a metro area needs an experienced morning man with first ticket. Your chance to move ahead, send resume, tape, picture, references and salary requirements now. Box M-107, BROADCASTING.

Announcer—production man, must be experienced. Top line MOR eastern operation. Permanent position with long established station. Box M-114, BROADCASTING.

Somewhere there must be a jock who wants to work at a contemporary station in one of the top ten markets. We've been stretching shifts waiting to find the right man. Ready? Send a recent tape and resume to Box M-130, BROADCASTING. An equal opportunity employer.

Need experienced MOR personality; major southwestern market. No beginners. Send audition tape to Box M-137, BROADCASTING.

Experienced MOR announcer with good news delivery needed immediately. No beginners please. Send tape, resume and references in initial correspondence to William M. Winn, P.D., Radio Station WESB, 43 Main Street, Bradford, Penna. 16701.

Air personality for contemporary non-rock format. Play-by-play or talk show also available for right person. We do everything; personality dj, news, editorials, talk and sports. Good competitive market. Must be experienced. Tape and resume to WRTA, Altoona, Pa.

Florida coastal soul station in 69th largest Negro populated market wants bright and friendly experienced morning man 6-10 A.M. and 1-3 P.M. Monday thru Saturday. Opportunity for advancement. 20% commission on sales optional. Send tape, resume and starting salary to Hudson Miller, WOVV, Fort Pierce, Florida. Equal opportunity employer, an Airmidia station.

Combo dj/chief engineer with PD potential for MOR fulltime non-directional AM in attractive midwest market. Beautiful recreational area. Need pro dj with family-type humor and who is competent engineer with first. Must be stable, sober, dedicated. Call 303-242-5899.

Technical

Major Chicago stereo station seeks capable, competent, experienced engineer. Box L-303, BROADCASTING.

Engineer—non-commercial education station, FM-WBEZ, Chicago. Operate and maintain studio and transmitter equipment. Wide variety of duties. Write to: Director, Station WBEZ, 228 N. LaSalle Street, Chicago, Illinois 60601.

Technical continued

Chief engineer/announcer—5000 watt (2-tower directional) AM & stereo FM in year 'round recreational area. Looking for a pro interested in a permanent position with a stable company offering excellent fringe benefits including profit sharing. Salary commensurate with experience and ability. Contact Tim Grant, WDUX, Waupaca, Wisconsin.

Chief engineer for expanding university FM station in midwest. Responsibilities include maintenance and operation of station at high quality level, supervision of recording and technical aspects of production, training and supervision of student operators and engineers. Experience, 1st phone, and strong background in audio is required. Please contact the Personnel Office, Northern Illinois University, 615 Lincoln Terrace, DeKalb, Illinois 60115, or phone 815-753-0455.

News

Experienced newsmen capable dealing with nation's top newsmakers. Box M-61, BROADCASTING.

Want aggressive young newsmen. Major Florida market. Tremendous opportunity to learn from top-notch news director. Will dig-out stories in field, handle studio newscasts, do daily interview show. Send resume and tape to Box M-159, BROADCASTING.

Wanted: newsmen with sportscast and play-by-play capabilities. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

News, CBS affiliate, 10KW needs a mature newsmen immediately. Will pay top salary for right man. Many fringe benefits. 1st phone desirable but not necessary. Contact Jim Zimmerman, WDBC Radio, Escanaba, Michigan or send complete resume. Area code 906-786-6144.

Programing, Production, Others

Changing format, need young P.D. morning man who knows country music in mid-road format. Full-time, medium market, in Florida. This could be your first success if you are willing worker. Tape, resume and salary requirements first letter. Box M-83, BROADCASTING.

Personality/staff for MOR NBC affiliate—must have experience. Salary. Talent and TV possibility. Send photo, tape and resume to Allen Strike, WTRC, Elkhart, Ind.

Situations Wanted

Management

General manager. Major market only. Radio/TV. Young hard worker with proven track record and industry's best references. Desire stock options. Box M-12B, BROADCASTING.

Successful Mgr., station sold. Sales oriented, professional, excellent cost-control administrator, community active. 16 years experience. References. Box M-149, BROADCASTING.

Sales-promotion oriented general manager. Thirty-four years of age. 18 years broadcasting. No floater. Prefer New Jersey, Ohio, Pennsylvania or South East. Will invest. Box M-151, BROADCASTING.

Management, general or sales. If you're big enough to afford a specialized sales manager, fine. If not, then how about both? Write Box M-163, BROADCASTING.

Manager, with 25 years of know-how. Write: Radio Manager, B909 Boundbrook, Dallas, Texas.

Announcers

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

Top 40 small market PD, 2 years, wants to grow. Looking anywhere. Prefer Colo., Ariz., Northwest. Programing, production. BJ degree. 25. Single. 3rd. Need \$600. Any size market. Professional only. Box L-179, BROADCASTING.

Announcers continued

Pro with first. Exp. P.D. production. Interested in future not "blue sky". Box M-9, BROADCASTING.

Disc jockey/sportscaster; all music categories, tight board, play-by-play football, basketball, baseball. Dependable. Box M-14, BROADCASTING.

I'll admit, I'm not your conventional "15-years-in-the-industry-need-a-job" hack DJ; if that's what you want, pick on someone else. I'm young, with first ticket, college degree, ambition and a couple of years experience. I haven't done everything yet, but I can do anything, well. Prefer rock/up MOR. If the job's good, I'm cheap. My present employer refuses to exploit me properly. Box M-131, BROADCASTING.

New York: Experienced, versatile, bright, happy morning man. Excellent sports. Box M-135, BROADCASTING.

Female, first phone, experienced. Five years as jock, versatile, production, spots, news, interviewing, sales, P.D. experience too! Single, dependable, college graduate. Box M-138, BROADCASTING.

Black jock, first phone pro. Box M-139, BROADCASTING. 206-EA 3-9136.

Professional announcer, PD experience, looking for position on east coast with opportunities. No drifter. First phone. Box M-152, BROADCASTING.

Experienced—first phone, C&W, MOR, sales. No revolving doors please. Box M-158, BROADCASTING.

Metro markets: Available February 1st. My afternoon-drive rock show strong number one rated in million-plus market. First phone, college degree in broadcasting, 30. Fully experienced professional. References. Want permanent position with future. Will consider any slot with right station. Box M-160, BROADCASTING.

Midwest only. Thrd endorsed, married. Presently employed but income not satisfactory. Available in March or April. Tape and resume on request. Box M-166, BROADCASTING.

Experienced professional seeks new challenge. Call 219-743-4611.

1st phone, broadcast school grad, exc ref, mil exp. Ed Fellows, 1103 Fresno St. Apt. A, San Diego, Calif. (714) 295-2229.

1st phone announcer, experienced. Available now. Phil Flory, 2901 N. 8th, Garden City, Kansas.

1st phone, Bill Wade grad. up-tempo MOR/top 40 tight board, draft exempt, dependable, will relocate, Howard Goff, Box 214, Cardiff, California 92007, phone (714) 753-1872.

First phone announcer, medium or major market, college degree. Jerry Pirli, 211 Elk Street, Syracuse, N.Y.

Professionally trained announcer, with third class license and endorsement, seeks sports or news position, will relocate, 350 Turk St. Apt. 205, S.F., Calif. 94102.

Let 20 years of proven experience increase your audience and revenue. Radio and TV. Personality plus sales, 3rd. class license, first class references. Contact Paul M. Ward, c/o V.A. Hospital, Palo Alto, California, 94304. Available for immediate move anywhere.

First phone experience D.J. and asst. sports director. Young hard working and dependable. Available now. Arnie Koenig, 7350 Bell Blvd., Bayside, New York.

First phone experienced d.j.—music director. Reliable, dedicated and hard worker. Desire medium market top 40 station position. Available immediately. Contact: Henry Kastell, P.O. Box 369, Fort Collins, Colorado 80521 Phone: 303-493-1070.

Technical

First class license. Wish engineering job, also chance to learn DJ work. Box M-127, BROADCASTING.

Microwave and/or transmitter installation and maintenance. Grew up in an electronics-oriented family. Presently employed. Box M-145, BROADCASTING.

Conscientious studio control room technician, strives for perfection. Box M-146, BROADCASTING.

Mature 1st phone broadcasting school, 3 years experience in electronics; draft exempt; desire to learn all facets of radio. Resume on request. Joseph Ettere, 715 Gramatan Ave., Mt. Vernon, N.Y. 10552.

News

15 years experience. Currently heading 5 man department in midwest capital city. Seeking position in mountain west. Minimum \$10,000. Box M-1, BROADCASTING.

News continued

ND and/or PD. Prefer midwest small/medium MOR. Four years news. No DJ. Community involvement forte. Veteran. Available 1 April. Box M-142, BROADCASTING.

News director, basketball play-by-play, northeast—New England preferred . . . now. Box M-143, BROADCASTING.

Attention Los Angeles; radio or TV; experienced black newscaster, now working New York, wants news position. Knows L.A. area, draft exempt, good writer, good voice. Box M-157, BROADCASTING.

First class ticket seeking midwest small market station. Experienced in board and in news and copy writing. Phone Dennis Meehan: 319-266-0958.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box M-28, BROADCASTING.

Experienced, professional-programing-music-production. Rock/MOR, southeast only. Box M-134, BROADCASTING.

Permanent position desired. Nine year pro. Let's get together. Box M-136, BROADCASTING.

23 year old beginner with a BFA in radio and television working for government agency designing and supervising television training programs, desires to enter commercial field to train for producer-director, excellent broadcasting training background. Will go anywhere, do anything to get started. Box M-150, BROADCASTING.

Black disc jockey, with first class license. Experienced in programing, production, two years top forty, six years soul. Wants radio, or TV. Write Box M-154, BROADCASTING.

Contemporary jock in top 100 markets. First ticket. Draft deferred. 4 1/2 years experience. Skill in programing, music, and production. High ratings last Pulse. Do many hops. Two years college. 608-257-0913. Box M-155, BROADCASTING.

Don Di Pirro, 4883 Cornelia, Chicago. Degree, veteran, 3E.

Now available two-man team, operations-program director and production-music director. Not beginners. Contemporary only. Recently left station with some of the most famous call letters in the business in two million plus market. First and third. Reply to 2202 Bancroft, #11, Houston, Texas 77027.

Television Help Wanted

Sales

NBC—new station covering 500,000 people within primary coverage area. UHF on 55,000 cable homes. Dynamic growth market. TV sales experience essential. WHAG-TV, Hagerstown, Maryland. Call Richard Martin, 301-797-4400.

Announcers

Successful television station in medium size southeastern market needs attractive announcer strong with on-air commercial presentations. Send resume with salary requirements, picture, and, if available, video tape or audio tape audition. Box M-147, BROADCASTING.

Technical

Chief technician for New York state cable system. Experienced in all areas of CATV . . . system construction, system maintenance and supervise technical staff. Available immediately. Box M-110, BROADCASTING.

Experienced engineer for studio maintenance and operation. Put your knowledge to productive use in a permanent position with opportunities for personal growth in a group organization. Contact Rod B. Funston, KCOY-TV, P.O. Box 1299 in smog, snow and mosquito free Santa Maria, California 93454.

Experienced technician, maintenance and operation, scale \$168-\$250, send complete resume, Dir. of Eng., WQXI-TV, 1611 W. Peachtree St., N.E., Atl., Ga. 30309.

Immediate opening for experienced technician with first phone, good salary and benefits. Write Chief engineer, WTOL-TV, P.O. Box 715, Toledo, Ohio 43601.

News

Florida—experienced newscaster network VHF. Resume, photo references to Box M-164, BROADCASTING.

News continued

Florida—news director network VHF. Experienced in staff direction, assignment, writing. Some air. Resume, photo and references to Box M-165, BROADCASTING.

This capital city NBC affiliate needs aggressive, competent anchorman with good voice and appearance. Should know film, shooting, and editing as well as being a competent writer. Good salary, working conditions, and company benefits. Call Jack Hoskins, Program Manager, 217-528-0465.

Programing, Production, Others

Producer-director. Upper midwest NBC affiliate needs creative individual. Must have switcher experience and be able to shoot and edit film. Send resume to Box M-26, BROADCASTING. Equal opportunity employer.

Television Situation Wanted

Management

Broadcast—CATV administrator. Many years experience managing programing, production, news, film-purchase, personnel, purchasing, public relations. Plus CATV systems management. Seek middle management in large operation or group, or top management of small. Stable, young 42. Excellent references. Full resume on request. Box M-141, BROADCASTING.

Successful, sales oriented, TV VP and GM station sold. 16 years experience. Excellent administrator, cost control operator. Community active, professional. References. Box M-148, BROADCASTING.

Sales

15 years national and local sales and management now in a losing business in Florida. Wish to return to TV. Any area. 813-686-8591 evenings.

Announcers

Talk variety show host. Top ratings. 18 years broadcast experience. College. Box M-27, BROADCASTING.

On-camera news, weather, commercials. Booth and production. Above average announcer wants above average station. Box M-153, BROADCASTING.

Technical

Five years heavy maintenance and construction. Asst. chief or maintenance supervisor Florida or Southern Coast. Box M-13, BROADCASTING.

News

News directorship sought: If your present news staff is lacking in administration and ratings; then let this veteran top 15 professional supply the know-how. I have the major market expertise to make or keep your operation first (anchorman 12-years). Education, maturity, dedication, communication . . . Box M-91, BROADCASTING.

Army intelligence officer, 3 years experience major market TV, wants return to broadcast journalism. Political science graduate, married, available February 1st. Salary negotiable. Box M-129, BROADCASTING.

If you want to go big with sports, I'm your man. Play-by-play (all sports). Currently producing network sports shows. Box M-140, BROADCASTING.

Programing, Production, Others

Avant-garde, 1/2" videotape producer, MBA Columbia January '71, looking to become involved in production, programing for CATV or ETV. Box M-23, BROADCASTING.

Creative young producer/director—over two years in television production. Experienced in all phases of film and videotape production. Looking for challenging position. Especially interested in ETV. Send for resume. Box M-92, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, Texas 78040.

FOR SALE Equipment

Heliac-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

For Sale Equipment

continued

HJ7-50 Andrews Helix 1 1/2" Air coaxial transmission cable jacketed 10,000 feet available 5-2000' reels perfect surplus test reports available 50% of factory price can be cut to order at tremendous savings. Brokers invited. For FM broadcast communications microwave radar—Action Electric Sales, 1633 N. Milwaukee Ave., Chicago. 312-235-2830.

Recording tape sale—1.5 Mil. 1200 and 600 ft. Send \$1 for sample reel. Wholesale discounts as low as 65 cents/5" in quantity. Newsroom Products, 1602 Dunterry—McLean, Va. 22101. Distributors wanted.

ATC equipment: (2) G-24 Carousel, (2) CSU Carousel service units, (1) RA5A random access units, (1) MDF motor-driven fader, (1) automatic logging encoder and decoder, (1) Victor digit-matic logging printer, (1) DC-10 digital clock, (1) SC-48 TPG time pulse generator, (1) CBS Audimax. All equipment stereo except Audimax. Call or write: Gary Weber, 3940 Euclid Avenue, Cleveland, (216) 391-1260.

G.E. transmitter type TT-42-A, modified—(Ch. 2) used by WBBM-TV as its main transmitter until October 1, 1969. Equipment still installed at 33 North La Salle, Chicago. To be sold as is; buyer to remove. \$25,000. RCA transmitter type TT-5, water-cooled—(Ch. 2) used as a spare at the above location until October 1, 1969. Equipment still installed; to be sold as is. Buyer to remove. \$5,000. L. A. Pierce, WBBM-TV Chicago, Whitehall 4-6000.

Ampex model 600/601 users—noise, hear, and flutter reduction kits available from VIF International, Box 1555, Mtn. View, Calif. 94040. 408-739-9740.

Practically new 250" RG 17A/U on spool. \$250.00 + shipping. Chief Engineer-WKMF, Inc., P.O. Box 1470, Flint, Michigan 313-742-1470.

RCA FM transmitter, model BTF5B. Operating well when replaced last year. Complete with harmonic filter, tubes; instruction manual. \$1500.00. Tel. (201) 356-0102. Also 4-section pylon—\$500.00. N. L. Wilson.

MISCELLANEOUS

Deejays 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. 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! 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.

Want to contact script writer(s) of Oscar Wilde episode, "Have Gun, Will Travel." Write R. D. Pepper, P.O. Box 1068, Palo Alto, Calif. 94302.

Addresses—Printed Kleenstick by state, every radio station. Revised monthly. 5 sets per State, 3 States, \$25. 7 States \$50. 1602 Dunterry—McLean, Va. 22101.

Current Comedy—65-70 original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

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. Phone 314-752-4441.

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 jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston*** — Memphis*** — Minneapolis*** — Nashville*** — New Orleans*** — San Francisco***.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

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.

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 Caroline 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 offers you a 1st class license in 5 weeks. Complete theory training. Housing can be arranged for \$12-\$15 per week. Tuition \$333. Classes start Jan. 11 and Feb. 14. 2622 Old Lebanon Rd., Nashville, Tenn. 37214 615-889-0469 or 889-2480.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 6 & Apr. 14, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Instructions continued

A complete third, second, and first class FCC license course includes new FCC type exams. Easy to learn and effective. Send \$25 to The Research Company, P.O. Box 22141, Tampa, Florida 33622.

The new school with the building block concept of electronics, using up-to-date materials, B.E.S.T. may have the course you have been looking for. FCC first preparation in only 4 weeks. Tuition \$300, includes attractive guarantee... next class Jan. 4, 1971. B.E.S.T., 304 N. Market St., Frederick, Md. 21701.

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

Announcers

AIR PERSONALITY

District of Columbia network AM-FM station looking for experienced, bright MOR personality. Send resume to

BOX M-126, BROADCASTING.

TELEPHONE TALK

Midwest major market station has excellent opportunity for broadcaster with strong beliefs who likes to speak out. Must be mature, educated and "gutsy" with some experience at it. The right person will become a powerful community voice and enjoy a fine association. Salary open. Send all information and tape. Strictly confidential.

BOX M-7, BROADCASTING

Situations Wanted Announcers

If you need realistically trained radio and TV announcers, newsmen, sportscasters, d.j., etc. with FCC 3rd, contact:

Midwestern Broadcasting School
228 So. Wabash Ave.
Chicago, Ill.
(312) WE 9-0866

Employment Services

STATION MANAGERS

Why look for personnel? Call
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sharlee Barish, Director

Miscellaneous

ANY FM STEREO or AM STATION CAN GET LISTENER & ADVERTISER RESPONSE

SWITCH TO RESPONSE RADIO

Station management write for details...

response radio Inc.

BOX 150
LAFAYETTE HILL,
PA. 19444
(215) 275-5025

Seasons Greetings to all the great people I have known in the industry since 1940. Correspondence will be welcomed.

Fred W. Sample,
WLCY,
St. Petersburg, Fla.

FOR SALE STATIONS

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

NEW YORK STATE

regional FM station
Excellent equipment. Principals only.

BOX M-144, BROADCASTING

PUBLIC SALE

5,000 W DAYTIMER

KOSG PAWHUSKA, OKLAHOMA

Will be sold at Public Sale on Tues., Jan. 5, 1971, under the direction of District Court in Osage County, Oklahoma. Information regarding this property and the sale may be obtained by contacting:

Tillman, Heskett & Heskett
P.O. Box 447, Pawhuska, Okla. 74056
Telephone: (918) 287-1545

FOR SALE

Small market radio station in Arkansas. \$70,000.00 cash. Qualified buyers only. No brokers please. No collect calls. Contact manager. Phone 501 area 352-2170 or night 352-3410.



The Doctor is in...

A SHIP MAKES HIS HOUSE CALLS

The man shown is a teacher. He gets no pay. All he gets is the satisfaction of knowing that because he cares and sacrifices, sick people are restored to health and live happier, more productive lives.

He is also a doctor... an American... a "Hopie." If "Hopie" sounds just the least bit funny, the service he performs in developing countries is a serious business indeed. His kind has traveled to Asia, Africa and Latin America, training local doctors and nurses and bringing medical aid to those who desperately need it... all part of a unique self-help project we call HOPE.

This doctor and hundreds of his fellow professionals have volunteered their time and abilities to serve on the world's first peacetime hospital ship, the S.S. HOPE. They go forth as teachers... and their legacy benefits generations yet unborn.

Still other "Hopies" are at home training disadvantaged Mexican-Americans and American Indians for health careers. Send your share of hope today.



1960-70 A DECADE OF HOPE
A LEGACY OF HEALTH

DEPT. A, WASHINGTON, D.C. 20007
Your Contribution is Tax Deductible.

For Sale Stations continued

For sale: Fulltime AM station in Eastern Colorado. Priced at approximately twice gross. Terms can be arranged. Principals only. Reply in confidence to:

BOX M-156, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

Miss.	small	daytime	55M	15M	Mich.	small	fulltime	250M	29%
Wisc.	small	CATV	19M	cash	Tenn.	small	daytime	75M	29%
N.C.	med	fulltime	225M	cash	Wash.	med	fulltime	160M	29%
Central	med	fulltime	210M	cash	SW	metro	FM	81.5M	29%
Calif.	metro	daytime	200M	29%	East	metro	daytime	525M	29%



CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 52)

City. Ann. Nov. 11.

■ Rosemount, Minn.—Melvin Pulley. Requests amendment of FM table of assignments to add ch. 221A to Waseca, Minn. Ann. Nov. 11.

Call letter applications

- Poor Peoples Radio Inc., San Francisco—Requests KFPR(FM).
- Rush County Broadcasting Co., Rushville, Ind.—Requests WRCR(FM).
- Taneycomo Broadcasting Corp., Branson, Mo.—Requests KPLD(FM).
- Hobart College, Geneva, N.Y.—Requests *WEOS-FM.

Call letter actions

- Concord-Carlisle Regional School District, Concord, Mass.—Granted *WJQH(FM).
- Multi-Com Inc., Muskegon, Mich.—Granted WQVQ-FM.
- Contemporary Media Inc., Columbia, Mo.—KFMZ(FM).
- Lloyd E. Kolbe, LaGrange, Tex.—Granted KVG-FM.

Existing FM stations

Final actions

- WWCO-FM Waterbury, Conn.—Broadcast Bureau granted mod. of license covering change in studio and remote control location to CIDCO Building, Straits Turnpike, Route 63, Middlebury, Conn. Action Dec. 7.
- WRSV(FM) Skokie, Ill.—Broadcast Bureau granted request for SCA on 67 khz. Action Dec. 8.
- WGWR-FM Asheville, N.C.—Broadcast Bureau permitted remote control. Action Dec. 8.

Rulemaking petitions

- WWDA(FM) Rochester, Minn.—Requests amendment of rules to change FM table of assignments to delete ch. 296A from Dodgeville, Wis., and add it to Wisconsin Dells and Platteville, both Wisconsin; and delete ch. 257A from Platteville and add it to Dodgeville. Ann. Dec. 11.
- WKSL-FM Greencastle, Pa.—Requests amendment of FM table of assignments to add ch. 269A to Central City, Pa. Ann. Dec. 11.
- WCPR(FM) Quebradillas, P.R.—Requests amendment of rules of add ch. 252A to Quebradillas. Ann. Nov. 11.

Rulemaking action

■ FCC granted amendment to FM table of assignments to permit WAGY-FM Forest City, N.C., and KFAD(FM) Cleburne, Tex., to change cities of license to Gaffney, S.C., and Arlington, Tex. (Doc. 19000).

Call letter applications

- KBBI(FM) Los Angeles and KBBW(FM) San Diego both PSA Broadcasting Inc.—Request KPFA(FM) and KPSE(FM), respectively.

Call letter actions

- WRSV(FM), Radio Skokie Valley Inc., Skokie, Ill.—Granted WCIR(FM).
- WKIC-FM, Mountain Broadcasting Service Inc., Hazard, Ky.—Granted WSGS(FM).
- WMAS-FM, Mascom Broadcasting Corp., Springfield, Mass.—Granted WHVY(FM).
- WYSL-FM, The McLendon Corp., Buffalo, N.Y.—Granted WPHD(FM).
- WHSL-FM, Wilmington Broadcasting Corp., Wilmington, N.C.—Granted WWIL(FM).
- KRAV(FM), KFMJ Inc., Tulsa, Okla.—Granted KFMJ-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following: WFON(FM) Fond du Lac, Wis.; WMAQ-AM-FM Chicago, and WSPT-AM-FM Stevens Point, Wis. Actions Dec. 7.

Modification of CP's, all stations

- KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to June 8, 1971. Action Dec. 8.
- WWOM-TV New Orleans—Broadcast Bureau granted mod. of CP to extend completion date to

Oct. 13, 1971. Action Dec. 8.

■ **WWJC** Duluth, Minn.—Broadcast Bureau granted mod. of CP to make changes in ant. ground system. Action Dec. 7.

■ **WPYH-TV** Rochester, N.Y.—FCC granted Philip Y. Hahn Jr., permittee, extension of time to Jan. 31, 1971, to allow him to apply for mod. of CP (Doc. 18697). Action Dec. 9.

Other actions, all stations

■ **FCC** granted petition by American Newspaper Publishers Association, asking that filing date for comments in response to further notice of proposed rule making in Doc. 18110 (one-to-a-market rule) be extended, so that other parties may examine and comment on studies being prepared by ANPA and National Association of Broadcasters. Action Dec. 9.

■ **FCC** granted voluntary transfer of control of Plough Broadcasting Inc., from Plough Inc. to Schering-Plough Corp., subject to later determination of grant fee. Action Dec. 9.

Translator actions

■ **Imlay, Nev.**, Humboldt County TV Maintenance Board—Broadcast Bureau granted CP's for new VHF translators to serve Imlay on ch. 13 by rebroadcasting KOLO-TV and ch. 11 by rebroadcasting KTVN(TV), both Reno. Actions Dec. 8.

■ **Paradise, Nev.**, Humboldt County TV Maintenance Board—Broadcast Bureau granted CP for new VHF translator to serve Paradise Hill, Nev., on ch. 11 by rebroadcasting KOLO-TV Reno. Action Dec. 8.

■ **Winnemucca, Nev.**, Humboldt County TV Maintenance Board—Broadcast Bureau granted CP for new UHF translator to serve Winnemucca on ch. 80 by rebroadcasting KTVN(TV) Reno. Action Dec. 8.

Ownership changes

Applications

■ **KDB-AM-FM** Santa Barbara, Calif.—Seek assignments of license from KDB Broadcasting Co. to Pacific Broadcasting Co. for \$400,000. Seller: Len Meanard, sole owner. Buyer: Richard E. Marsh, sole owner. Mr. Marsh is faculty member at California Institute of Technology. Ann. Nov. 27.

■ **WQYK(AM)** Tampa, Fla.—Seeks transfer of control of Sun Coast Radio Inc. from Daytona Broadcasting Inc. (51% before, none after) to Rowland Broadcasting Inc. (49% before, 100% after). Consideration: \$35,000. Principals of Rowland Broadcasting: Marshall and Carol C. Rowland (each 50%). Mr. Rowland is principal stockholder of WQIK-AM-FM Jacksonville, Fla., and WDEB-AM-FM Macon, Ga., and owns automobile dealership. Ann. Dec. 4.

■ **KBRV(AM)** Suja Springs, Idaho—Seeks assignment of license from J. C. Wallentine to Baker Radio Corp. for \$100,000. Seller: J. C. Wallentine, sole owner. Buyers: Eldon Mengel, president (12.9%), et al. Mr. Mengel owns electric appliance and furniture sales company and has interest in supply company. Ann. Nov. 27.

■ **WKAY(AM)** and **WGO(AM)**, both Glasgow, Ky.—Seek assignments of license from Glasgow Broadcasting Co. to Herritage Communications Inc. for \$190,000. Sellers: Jack Pedigo, president, et al. Buyers: Clovis and Moena Sadler (each 50%). Mr. Sadler has been general manager of WKAY and WGO and owns 50% of antique business with Mrs. Sadler. Mrs. Sadler is program and sales manager of WKAY and WGGC(FM). Ann. Dec. 4.

■ **WWLE(AM)** Cornwall, N.Y.—Seeks assignment of license from Radio Cornwall to WWLE Inc. for \$267,687. Seller: Adeline R. Edmonds, sole owner. Buyers: Angelo R. Martinelli, Paul N. Lofaro and John J. Farina, (each 33⅓%). Mr. Martinelli owns printing companies and publishes *Stock Market Magazine*; Mr. Lofaro is employed by *Stock Market Magazine*, and Mr. Farina has interest in broadcast consulting firm and is general manager of WWLE-AM-FM. Ann. Dec. 8.

■ **WSRC-FM** Durham, N.C.—Seeks assignment of license from Carolina Radio of Durham Inc. to WDBS Inc. for \$60,000. Sellers: James H. Mayes Jr., president, et al. Buyers: James F. Maher, president, et al. Mr. Maher is student at Duke University, Durham. Assignee is non-profit organization and will receive funding from Duke University. Ann. Dec. 8.

■ **WNOS(AM)** High Point and **WMAF(AM)** Monroe, both North Carolina—Seek transfers of control of Doss Broadcasting of North Carolina (WNOS) and Union Broadcasting Corp. (WMAF). Doss Broadcasting stock transferred from Frank A. Funderburk and William D. Benton (each 29.76% before, none after) to Robert I. Smith (33.33% before, 92.8571% after). No consideration involved. Union Broadcasting stock transferred from Mr. Smith (33.33% before, none after) to Messrs. Funderburk and Benton (each 33.33% before, 50% after). Consideration: \$5,000

each paid to Messrs. Funderburk and Benton by Mr. Smith, total \$10,000. Ann. Dec. 2.

■ **WOGM(FM)** Bellefontaine, Ohio—Seeks assignment of license from Charles M. Chamberlain, sole owner, to WOHP Inc. for \$50,000 plus five-year consulting fee at \$5,200 per year. Seller: Charles N. Chamberlain, sole owner. Buyers: James Broadcasting Co. (parent of assignee), Simon Goldman, president. Assignee owns WTOO(AM) Bellefontaine. Ann. Dec. 2.

■ **WARD(AM)** Johnstown, Pa.—Seeks assignment of license from Central Broadcasting Inc. to The Ben Werk Group of Canton, Ohio, for \$175,000. Sellers: Dr. George D. Gartland, Shirley Jrdan and Rita Gillespie (executors of estate of George D. Gartland) (37%), Walter M. Thomas, president-director (25%), and Margaret E. Gartland (12%), et al. Mr. Thomas and Mrs. Gartland have interest in WARD-TV Johnstown. Buyers: Benjamin C. Werk, Norman W. Sponseller, Shelby L. Estep and Dustin C. Lewis (jointly 100%). Mr. Werk is manager of WARD-AM-TV. Ann. Dec. 2.

■ **WPNA(FM)** Philadelphia—Seeks assignment of license from Storer FM Inc. to SJR Communications Inc. for \$700,000. Sellers: Peter Storer, executive vice president, et al. Sellers own WAGA-TV Atlanta; WJW-AM-TV and WCJW(FM), all Cleveland; WDEE-AM-FM and WJBK-TV, all Detroit; KGBS-AM-FM Los Angeles; WGBS(AM) and WJHR-FM, both Miami, and WSPD-AM-FM-TV Toledo, Ohio. Buyer: San Juan Racing Association, parent co., Edward Cossman, president. Mr. Cossman is general manager, officer and stockholder of WAAT(AM) Trenton, N.J. Ann. Dec. 8.

■ **WHNR(FM)** McMinnville, Tenn.—Seeks assignment of license from Harold Nelson Roney to Cumberland Valley Broadcasting Inc. for \$45,000. Seller: Harold Nelson Roney, sole owner. Buyers: James W. R. White and Nell B. White (each 27.6%), et al. Mr. and Mrs. White own 49½% each of *Southern Standard*, newspaper in Warren county, Tenn., and *Smithville Review*, Smithville, Tenn. Ann. Nov. 27.

Actions

■ **KRAQ(TV)** Sacramento, Calif.—FCC granted assignment of CP from Hercules Broadcasting Co. to Grayson Television Inc. for \$26,800. Sellers: Manning Slater, president, et al. Sellers own KRAK(AM) Sacramento and have interests in KKUA(AM) Honolulu. Buyers: Hugh A. Evans, president (10%); Morris Lavine, 2d vice president (25%); Della G. Grayson, 6th vice president; Norman Kauffman, 5th vice president (each 15%). et al. Mr. Evans is lawyer and holds several non-ownership interests. Mrs. Grayson with husband Sidney Grayson, owns KUBA(AM) Yuba City, Calif. Mr. Lavine is attorney and owns land development business. Action Dec. 9.

■ **KUBA(AM)** Yuba City, Calif.—FCC granted assignment of license from Grayson Broadcasting Co. to Cascade Broadcasting Corp. for \$290,000. Sellers: Sidney A., Della G. Grayson (50% each). Mrs. Grayson owns 15% of new UHF TV at Sacramento. Buyers: David M. Jack, president, et al. Buyers own KLIQ-AM-FM Portland, Ore., and KUDY(AM) Spokane. Action Dec. 9.

■ **WFMK(FM)** East Lansing, Mich.—Broadcast Bureau granted assignment of license from Panax Corp. to WFMK Inc. for \$169,744.44. Sellers: Mr. and Mrs. Ned Arbury, et al. Mr. and Mrs. Arbury are principal owners of WQDC(FM) Midland, Mich. Buyers: Ronald G. Liggett Jr., president-treasurer (40%), Francis A. Martin, vice-president (15%), et al. Mr. Liggett is lawyer; Mr. Martin is general manager of WFMK(FM). Action Dec. 9.

■ **WMGO(AM)** Canton, Miss.—Broadcast Bureau granted transfer of control of Canton Broadcasting Co. from American Public Life Insurance Co. (100% before, none after) to Ralph O. Williams (none before, 51% after) and John Noel Pass (none before, 49% after). Principals: Mr. Williams is partner in cattle ranch and owns mechanical contracting firm. Mr. Pass is program director and announcer on WMGO. Consideration: \$65,000. Action Dec. 7.

■ **WKYK(AM)** Burnsville, N.C.—Broadcast Bureau granted transfer of control of Burnsville Broadcasting Inc. from James B. Childress (40% before, none after) to J. Ardell Sink (35% before, 75% after). Consideration \$12,754.40. Action Dec. 9.

CATV

Final actions

■ **Jacksonville, Ill.**—FCC denied Jacksonville Cable TV Co., licensee, waiver of program exclusivity provisions and ordered to provide protection to UHF translator W7SAK Jacksonville, within 30 days.

■ **Lewiston and Auburn, both Maine**—FCC directed Cable Vision Inc., operator, to show cause why it should not cease further violation of hearing requirement of rules by carrying signal of WABI-TV Bangor, Me., on its systems. Action Dec. 9.

Other actions

■ **FCC** granted, in response to requests by American Broadcasting Co., All-Channel Television Society, Association of Maximum Service Telecasters Inc., National Association of Broadcasters and National Association of Educational Broadcasters, extension of time for filing reply comments on various proposals to amend CATV rules. Action Nov. 25.

Actions on motions

■ **Chief, Office of Opinions and Review, in San Diego, El Cajon, La Jolla, Escondido and Vista, all California** (Midwest Television Inc. [KFMB-TV], petitioner, Mission Cable TV Inc., et al., respondents). CATV proceeding, granted request by Midwest Television Inc. and extended to Dec. 10 time to file comments on fourth quarterly progress report filed Oct. 26 by Trans-Video Corp. (Doc. 16786). Action Dec. 1.

■ **Chief, Office of Opinions and Review, in Brookings, S.D. and Willmar, Minn.** (KOTA Cable TV Co., complainant v. Minnesota Microwave Inc., defendant), granted request by KOTA Cable TV Co. and extended through Dec. 10, time to file opposition to petition for reconsideration or in alternative, request for clarification of issues filed by Minnesota Microwave on Nov. 16. (Doc. 19044). Action Dec. 4.

■ **Hearing Examiner Isidore A. Honig in Benton, Ky.** (Benton Television Co.), CATV proceeding, confirmed prehearing conference date of Dec. 29 and ordered conference to convene on that date at 9:00 a.m. in Washington (Doc. 19077). Action Dec. 7.

■ **Hearing Examiner Forest L. McClennan in Lafayette, La.** (All Channels Cable TV Inc.), CATV proceeding, scheduled hearing for Jan. 11, 1971 (Doc. 18779). Action Dec. 7.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 15. 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*.

■ **Sun City, Calif.**—G'TEC Cable TV, subsidiary of GT & E Communications (multiple-CATV owner), New York, has been granted a rate increase of 50 cents in the monthly service charge bringing the fee to \$5.50.

■ **Turlock, Calif.**—National Trans-Video Inc. (multiple-CATV owner), Dallas, has been granted a franchise for the unincorporated area around Turlock by the Stanislaus County Board of Supervisors. Installation charges are \$10 with a \$5 per month service charge. The nonexclusive franchise stipulates that Stanislaus County will receive 5% of the company's profits within the contract area.

■ **Lawrenceburg, Ind.**—Dearborn Cablevision Co. has applied for a franchise.

■ **Foxboro, Mass.**—Foxboro Cablevision Corp., subsidiary of Cablevision Corporation of America (multiple-CATV owner), Boston, has been granted a 25 year franchise. The fee is \$15 for the first set in a house and \$5 for each additional set. Monthly service will be \$5 for one set and \$1.50 extra for additional sets. The firm will pay a \$2,500 initial license fee and an annual charge of \$52 for each street mile used by CATV facilities. After 25 years license renewal will shift to 5 year terms with a \$599 fee for each renewal.

■ **Minneapolis**—Five firms have applied for a franchise: Telecommunications Inc., Denver, Minnesota Cablevision Co. (multiple-CATV owner), Northeast Minnesota Cable TV, a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York, the Sun Newspapers, and a group of area investors led by Tom Mee, public relations director at Metropolitan Stadium.

■ **Meridian, Miss.**—City council granted a monthly rate increase of 50 cents to TV Selection System Inc. raising the cost from \$4.35 to \$4.85 per month effective Feb. 1.

■ **Neosho, Mo.**—National Trans-Video Inc. (multiple-CATV owner), Dallas, has purchased the KBTN Cable TV Co., Neosho.

■ **Fort Lee, N.J.**—City council has granted Vision Cable TV, Hackensack, N.J., a 15 year franchise with option for renewal of 10 years and then 15 years. The firm will pay the borough a fee of \$5,000 plus 6% of its gross revenues for the first five years and 6½% for the next 10 years.

■ **Sea Girt, N.J.**—Crosswicks Industries Inc., Point Pleasant, N.J., has applied for a franchise.

■ **Jackson, Ohio**—Jackson County Cable Service Inc., Wellston, Ohio, has been granted a rate hike from \$5 to \$6.50 in Jackson County, Ohio, effective Dec. 1. Additional outlet cost will increase from 75 cents to \$1 and FM service also will be \$1.

Take a budding engineer, give him a dozen or so years in the advertising-agency business—much of it packed solid with broadcast—and top it off with nearly a decade in banking. What you end up with is an ideal mix of experience for anyone who must head a major advertising agency in today's intensely competitive climate. It is a formula that just happens to fit Hugh M. Redhead, president of Campbell-Ewald Co., Detroit.

It was also the mix of qualifications that intrigued Tom Adams, Campbell-Ewald's board chairman and chief executive officer, about three years ago when he reached out to Pittsburgh to invite Mr. Redhead to give up a successful career in banking and succeed him as agency president. Mr. Redhead then was senior vice president of the Mellon National Bank and Trust Co., where he had built an effective marketing program, partly with the help of considerable local radio and television. Earlier he had been with Fuller & Smith & Ross in Pittsburgh and Cleveland.

But for Mr. Redhead—who is a red-head and exhibits the youthful vigor attributed to those whose hair is of that hue—it was no hard decision. He relishes a challenge.

Say "Campbell-Ewald" and anyone in advertising will snap back: "Chevrolet." It is true that the principal account of this \$125-million agency is Chevy, on which Mr. Adams rides herd. But the agency also handles much additional General Motors business plus a healthy list of other accounts. Together they represent some \$49 million in broadcast billings.

Mr. Redhead's challenge has been to continue to strengthen and diversify all of Campbell-Ewald's business, while developing new business. He also has helped to bring added strengths to the agency's marketing philosophy and its internal creative-talent development programs.

Among Campbell-Ewald's non-GM accounts are Admiral Corp., Burroughs Corp., WJR(AM) Detroit, Detroit Edison, Excello Corp., Forbes Inc., First Federal Savings of Detroit, Jam Handy Organization, Kelly Services, Marathon Oil, National Bank of Detroit, National Steel, North American Rockwell, Pflueger Corp. and Rand McNally.

One of the agency's most recent changes has been to merge into one new department the Chevrolet and multi-product creative departments. The creative mechanism in an agency must be flexible and free-swinging, Mr. Redhead believes, yet sensitive and fully responsive to the selling needs of each client. As a former creative executive, he can respect the views on both sides of the fence.

"One of the real problems we have

From advertising to banking and back again—on top

today in advertising, including broadcast," Mr. Redhead says, "is the lack of relevance of the advertising message to the individual who is the intended user of the goods or services. Too much of it is superficial. We have overemphasized the need to get attention without thinking hard enough about the basic selling proposition of the advertiser's

Week's Profile



Hugh McCulloch Redhead—president, Campbell-Ewald Co., Detroit; b. July 18, 1920, St. Louis; attended Purdue University, Armour Institute and Western Reserve various years (plus Northwestern University Institute for Management in 1963); pilot, captain, U.S. Air Force, 1941-45; account executive, Robert G. Redhead associates, Cleveland, 1947; joined Fuller & Smith & Ross there in 1948 as copywriter, becoming VP-creative director 1955 and manager, Pittsburgh office, 1958; joined Mellon National Bank & Trust Co., Pittsburgh, as VP-marketing, 1960, subsequently becoming VP-metropolitan department and senior VP; joined Campbell-Ewald early in 1968 in present capacity; active in many civic and charitable organizations; m. Margaret Louise Davis of Knoxville, Tenn., Aug. 20, 1943 (deceased); children—Mel 26, Peggy 22 and Shelly 14; m. Joan Borgman of Detroit Nov. 15, 1969; hobbies—outdoor sports and carpentry.

product or service."

Another problem Mr. Redhead cites "is that the industry tends to think in terms of individual commercials—we want to make a good TV or radio spot—instead of thinking of a concept around which a group of commercials should be based. The development of this concept must be found in understanding how the intended buyer perceives the product. In other words, we must crawl inside the buyer's mind and see how we can make the client's product or service so intriguing or satisfying he will be favorably disposed toward it."

All of which brings Mr. Redhead to his basics of marketing: "Making products that sell instead of trying to sell something just because you make it." Marketing, he feels, is "giving a disciplined structure, an umbrella, to all of the profit functions. You try to get every decision and action to be made with the full knowledge of its impact or effect upon the customer."

Mr. Redhead, like many of his peers, grew up with the children's radio shows of the nineteen-thirties and at the end of that decade, while studying engineering at Purdue, he became involved in program creation at the student radio station there. After World War II he tried following in the family tradition of engineering in Chicago but wasn't satisfied. Applying scientific logic to the problem, he took exhaustive tests to find out what he was best suited to do. The answer: advertising.

So he joined a brother, Robert, who was then starting a small industrial agency in Cleveland. Together, they began building a business that included some local retail accounts in radio. In 1948, his brother died, and Mr. Redhead joined Fuller & Smith & Ross as copywriter. Later he became an account executive. In 1955, he was named vice president-creative director. His work included various national and regional accounts, many of which used television as well as radio. The agency sent him to Pittsburgh as manager in 1958 to service the Mellon bank and other accounts.

In 1960 Mellon asked him to head its new marketing department and he accepted. In working to transform the venerable institution into a consumer-oriented bank, he used TV-radio extensively. Subsequently he rose to senior vice president with line supervision of 1,600 people in 95 branches, plus responsibility for the marketing and credit-card divisions. It was from that position of eminence that he later moved back into advertising.

A health and fitness fan, Mr. Redhead still runs two miles before work every morning. He also tries to keep in shape by hunting, or carpentry work at home.

The professional touch

Thirteen months ago jurors for the then-new Alfred I. du Pont-Columbia University Awards in Broadcast Journalism issued an unpardonably prejudiced attack on broadcasters and broadcast journalism (BROADCASTING, Nov. 17, 1969). Broadcasters, said the report in one of its more temperate passages, are unsurpassed among "all those Americans who are trying to get more out of life than they have put into it and who are laying waste their country."

Two weeks ago a second report on the same subject emerged from the same institution. This one found many imperfections in broadcast journalism, but in the main it lauded broadcasters for risking financial loss by putting journalistic standards above the chance of advertiser reprisal. The report said broadcast journalism had grown "impressively" in the past year.

Something rings somewhat odd here. Unless the networks and stations we have been monitoring are atypical, broadcast journalism hasn't changed that much in one year. Maybe the change can be attributed to the appointment in the interval between reports of a first-rate journalist, Elie Abel of NBC, as dean of the university's graduate school of journalism and head of the duPont jurors.

Freak out

Nicholas Johnson, who craves a headline as a junkie craves a fix, now is openly challenging the administration. He defies President Nixon to remove him.

The administration, and you can throw in the Republican leadership in Congress and at the FCC, has chosen to avoid a confrontation with the FCC's whirling dervish on the premise that a confrontation is exactly what he wants. On Capitol Hill the word is to let him rant and simply wait until his seven-year term ends on June 30, 1973.

This is wrong. An irresponsible public official is loose. The public interest applies to government, too. If traveling often abroad and incessantly domestically at taxpayers' expense to preach against the administration and established institutions constitutes public interest, then they had better rewrite the law.

It is no secret that Mr. Johnson is now serving on the FCC because that agency contained a convenient vacancy at a time when President Lyndon B. Johnson (no relation, the latter would hasten to emphasize now) was under intense pressure to remove the younger Mr. Johnson from the job he held as maritime commissioner. Maritime unions, shippers and ship builders universally clamored for an end to the Nicholas Johnson regime. After yielding to that pressure, President Johnson later came to regret his act.

Others now regret it more—yet GOP spokesmen remain silent while Nicholas Johnson talks on and on before any forum that will admit him. By now the electorate, whose knowledge of communications may be almost as superficial as Nick Johnson's, must regard him as the FCC's leader and spokesman. Certainly in Great Britain, where he has become practically a commuter, they believe he bespeaks U.S. policy; else how could he make three trips there when he is supposed to help clean up the FCC backlog? (Last week the FCC docilely passed over four important cases because Commissioner Johnson had asked to be present when they came up.)

The latest Johnson blast came in a 41-page speech in London before the International Association of Political Consultants. Where is the justification for a minority com-

missioner writing his own travel voucher (the taxpayer pays, of course) to address American political press agents on a junket abroad?

There is a way, of course, to handle this incongruous mess and preserve the democratic process—if the administration has the fortitude. President Nixon has just received a report from his Advisory Council on Executive Organizations. It recommends reorganization of several independent agencies, including the phasing out of the daddy of them all—the Interstate Commerce Commission with its 11 members. There is no valid reason for a seven-man FCC. All other modern agencies have five members. There would be no tears, even among prudent Democrats in Congress, if the FCC were made a five-man agency, with not more than three commissioners to be of the same political party.

The only protest we can anticipate would come from the radical fringe of politicians and the great unwashed.

Where the money goes

There is much discussion these days about the imminent departure of cigarette advertising from radio and television and the possible acceptance of hard-liquor advertising by five UHF television stations that are thinking of defying the general broadcasting ban against that kind of business. Just to see what other media were doing in those two fields we had a look last week at *Newsweek*, *Time* and *Life*.

In all three publications the heavy pre-Christmas advertising had receded. By our count *Newsweek* had 64 pages of advertising (including house ads), *Time* had 31%, and *Life* had 36. Business could be better in magazines too.

But business for *Newsweek*, *Time* and *Life* would have been disastrous without liquor and cigarettes. Spirits (mostly hard liquor of the kind shunned by broadcasting) accounted for 20½ pages in *Newsweek*, 12 in *Time* and 19½ in *Life*. The cigarette windfall won't descend on magazines until after Jan. 1, but already *Newsweek*, *Time* and *Life* had three, three and a third, and four pages of cigarette business respectively in the issues before us last week.

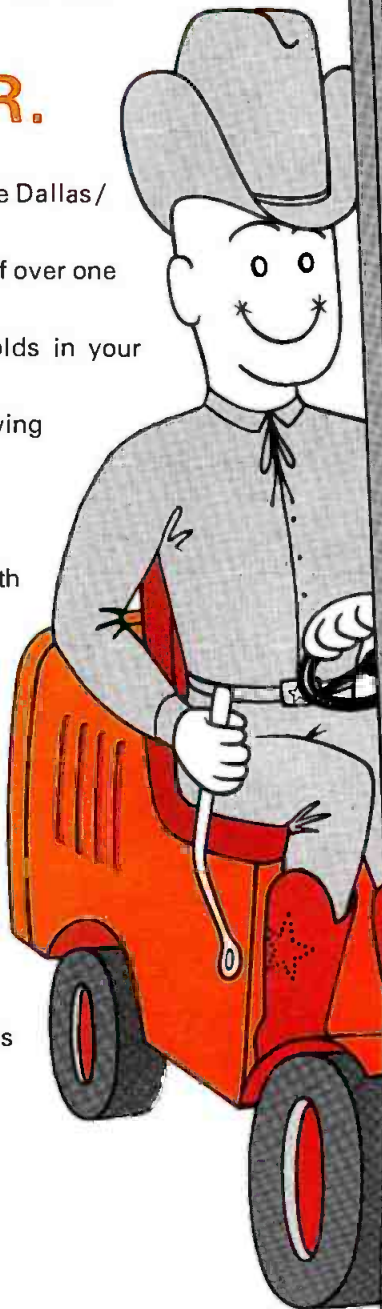
Spirits and cigarettes together constituted better than 45% of the total advertising space (and more of the total paid space, of course) in the three magazines. As of Jan. 2 those two categories will constitute zero percent of radio and television advertising. In that imbalance there must be a moral somewhere.



Drawn for BROADCASTING by Sid Hix

STACKED IN YOUR FAVOR.

WBAP-TV stacks the Dallas/
Fort Worth market of over one
million TV households in your
favor. In this growing
market, WBAP-TV
stands as a giant, with
a lion's share of the
viewing audience.
So when WBAP-
TV stacks things
in your favor, your
profit picture shows
the results.



Represented Nationally by Peters, Griffin, Woodward, Inc.



The Hero and the Lady

Transmedia and Eastern Video

Air University Library

DEC 22 1970

Maxwell AFB, Ala. 36111

One beautiful video tape facility . . . the superb New York studio and post production center of Eastern Video . . . is now under Transmedia management. Transmedia. First in mobile video units. *Now* first in studio/post production facilities.

One source . . . location, studio, finishing . . .

for *all* your video tape requirements.

Transmedia—the humble hero.



Transmedia Production Services, Inc.

210 East 49th St., New York 10017 (212) 688-8165

Studio: 423 East 90th St., New York 10028