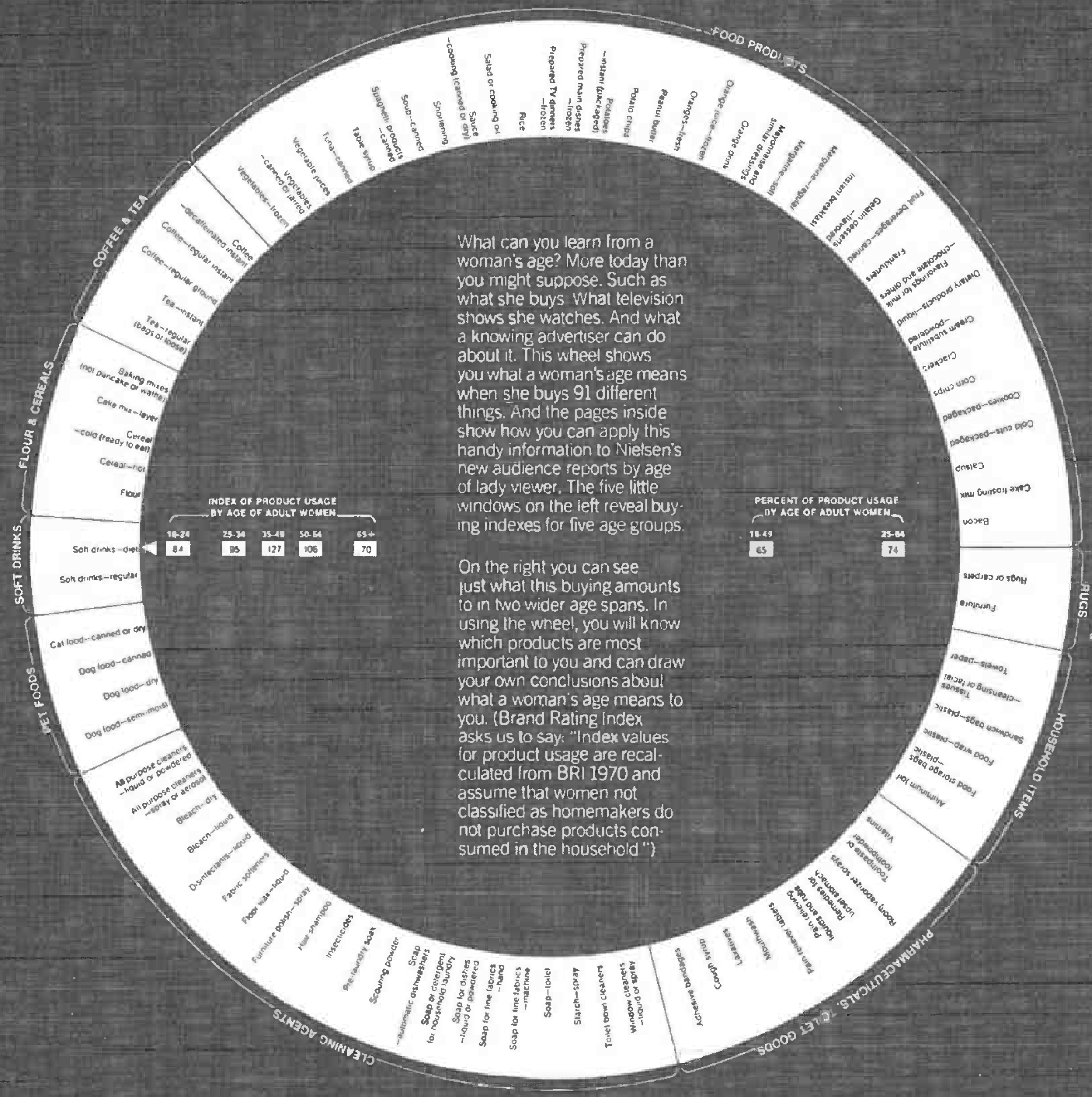
January 11, 1971: Our 40th Year: $1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

How settlement prices spurt in those citizen challenges
Three executive vice presidents picked to beef up NAB
Full house at FCC as Houser and Wells are sworn in
Banned from broadcast, cigarette ads find new homes

Where the girls are…



What can you learn from a woman's age? More today than you might suppose. Such as what she buys. What television shows she watches. And what a knowing advertiser can do about it. This wheel shows you what a woman's age means when she buys 91 different things. And the pages inside show how you can apply this handy information to Nielsen's new audience reports by age of lady viewer. The five little windows on the left reveal buying indexes for five age groups.

On the right you can see just what this buying amounts to in two wider age spans. In using the wheel, you will know which products are most important to you and can draw your own conclusions about what a woman's age means to you. (Brand Rating Index asks us to say: "Index values for product usage are recalculated from BRI 1970 and assume that women not classified as homemakers do not purchase products consumed in the household.")

This wheel can find a 17 billion dollar market you probably didn't even know existed.

That's 17 billion, not 17 million.

CBS invented the wheel. With some help from Nielsen and Brand Rating Index.

We put it together as a result of Nielsen putting together some new television audience reports for some age groups never reported before.

What the wheel does is provide household product usage indexes—for total women—for 91 product categories. And using BRI data, these indexes are correlated with age groups derived from the new Nielsen age-breaks.

(Originally television audience ratings were provided only for three broad age groups: 18-34; 35-49; and 50+. With Nielsen's new breaks we can derive data for five age groups: 18-24; 25-34; 35-49; 50-64 and 65+.*)

THE 17 BILLION GOLD MINE. Now when you compare total supermarket expenditures for the new age-breaks with the same data for the old breaks, you're in for a few surprises.

It turns out that the 50 to 64 age group is a prime package goods market worth 17 billion dollars a year in the supermarket alone. Yet because this group was previously reported as part of a larger, and seemingly poorer, 50+ group, you may well have overlooked it.

And perhaps just as surprising is the fact that the old favorite market of many advertisers, the 18-34 age group, is in reality a poorer 18-24 market combined with a prime 25-34 market.

MINING THE GOLD. All in all, you may well want to use the wheel to help you reconsider your target audience. You just may find that you'd do even better buying 25-64 than you've done buying 18-49.

That's the wheel, of course, pictured over there. Not only is it useful for mining gold, but it serves as the cover of a hefty book. A book called "Where the girls are..." that explains the significance to you of the new Nielsen age data.

To get your copy of the wheel-plus-book, just call your CBS representative or write Frank Smith, CBS Television Network, 51 West 52 Street, New York, New York 10019. Please be sure to tell us what particular category (or categories) you're interested in.

CBS

*Nielsen now breaks out television audience data for the following age groups: 18-34; 18-49; 25-49; 25-64; 35-49; 50+; 50-64. With these various groups at hand you will be able to derive data for 18-24; 25-34; 35-49; 50-64; 65+.

FULKS/DAVIS
& Dallas • Ft. Worth
EYEWITNESS
the NEWS

Anchormen Warren Fulks and Jerome Davis team up with Dallas-Fort Worth, the 11th ADI market in the Nation. It's some team! Contact your HR representative for availabilities.

KDFW-TV
4
DALLAS-FORT WORTH

The Dallas Times Herald Station □ *Ves R. Box,* President □ represented nationally by HR

ClosedCircuit®

Backgrounder

President Nixon's admission in his *Conversation* live interview last Monday that his Nov. 2 election-eve broadcast was a "mistake" did not tell whole story of how White House hands got crossed in scheduling substandard black-and-white tape of 15-minute segment of "Law and Order" speech Chief Executive had made earlier in Phoenix. When record is closed, it will show William Safire, one of President's chief speech writers, ordered release of tape from vacation White House in San Clemente, bad sound-track and all. Meanwhile network-TV time had been ordered by White House in Washington.

After admitting mistake last Monday, President said he would have preferred studio-type program "talking quietly to the American people" and concluded: "We won't run that kind of tape again."

Fading hope

That $1.5-million, so-caled TV "Clutter" study proposed by General Foods (BROADCASTING, Nov. 2, 1970, et seq.) was given little chance last week of getting off ground—in present form—after it became known that virtually all station reps and most group owners had declined to commit requested $20,000 each to project. No member of Station Representatives Association, for example, agreed to help underwrite, although at least one nonmember reportedly did. Without going into details, GF officials acknowledged results had been disappointing but said they intended to continue efforts "to determine how the TV environment can best be used" and would consider merging their efforts with those of others if they seem promising. There were reports that GF planned to approach—if it had not already done so—National Association of Broadcasters, whose TV code review board has authorized its own review of problem.

Major stumbling blocks for original GF proposal apparently were not only financial—high cost in recessive economy—but also related plan to test varying commercial formats in terms of both viewer acceptance and sales effectiveness: If, for example, one format was favored by viewers and another produced greater sales, broadcasters would be faced with impossible dilemma in trying to accommodate viewers and advertiser pressures as well. Another hitch, but presumably resolvable by waivers, was that some formats to be tested violate NAB TV code.

One step beyond

Overlooked in frienzied, dying days of 91st Congress was introduction in Senate at close of business Dec. 30 of "Federal Election Campaign Act of 1970" (S. 4607). Co-sponsored by Senators Mike Mansfield (D-Mont.), Howard W. Cannon (D-Utah) and John O. Pastore (D-R.I.), measure incorporates vetoed political-broadcasting bill (S. 3637) and adds limiation on all nonbroadcast spending of 14 cents per vote cast in previous general election or $40,000, whichever is greater.

Bill also calls for full disclosure of financing by all candidates and tax rebates for campaign contributions, both provisions of earlier (and now dead) bill (S. 734) sponsored by Senator Cannon. It's understood nonbroadcast-spending feature was added at behest of Senator Mansfield, majority leader and chairman of Democratic policy committee. Measure will be reintroduced early in new session convening Jan. 21.

Runners

As things stand, there are two avowed candidates for joint board chairman of National Association of Broadcasters next June: incumbent radio board chairman, Richard W. Chapin, KFOR(AM) Lincoln, Neb., and Richard D. Dudley, Forward Stations, Wausau, Wis., radio board chairman 1967-1969, who has been nominated for new radio board term (see page 28). Incumbent joint board chairman, Willard Walbridge, senior vice president of Capital Cities Broadcasting, is concluding his second one-year term.

It has become tradition for joint board chairmanship to be alternated between radio and TV boards, and 1971 is radio's turn. But joint board chairman doesn't necessarily have to spring from existing board membership, although that has become custom, too. Great interest centers in elections this year because of move toward restructuring of NAB operation (see below).

Where the money goes

Three new executive vice presidents of National Association of Broadcasters (see page 28) will draw $45,000 to $50,000 a year—although each's salary is slightly different from others'. Added salaries plus extraordinary fiscal requirements placed on NAB this year ($100,000 contribution to media study committee, $20,000 for publication of code manual, plus other activities) have put NAB into hole by about $50,000. This will be met from surplus for year that ends March 31. But budget for new fiscal year means belt-tightening.

Helping hand

Radio is due to get double-barrelled boost at International Radio and Television Society's radio commercials workshop next week—not only from workshop in general but specifically from speech in which Blair Vedder, executive vice president and director of Chicago division of Needham, Harper & Steers, is expected to report on survey of agency and advertiser attitudes toward radio. Survey found among other things that almost two-thirds of media directors and clients questioned feel quality of radio advertising has improved, and most said they expected 1971 radio budgets to increase or at least match 1970's.

Mr. Vedder also advocates major study of radio effectiveness versus other media, a la television-print study by General Foods, and that would be another radio plus to come out of workshop. Radio Advertising Bureau officials are known to be seriously studying idea. Workshop will be held Jan. 19 in New York.

Black and white

FCC writ would run—or seek to run—to record manufacturers if commission were to adopt rule suggested by Commissioner Robert E. Lee as part of answer to broadcast of lyrics he regards as promoting sex or drugs. Though aimed at broadcasters, effect of rule would be to require record manufactures to provide copy of lyrics of records used in broadcasts; object would be to enable broadcasters to read lyrics that are sometimes unintelligible to adult ear.

Open transom

In $80.1-million deal in which McGraw-Hill is acquiring Time-Life's U.S. TV and radio stations (BROADCASTING, Nov. 2, 1970), joint committee is screening potential buyers for radio properties, which are to be spun-off. It's headed for McGraw-Hill by Robert E. Slaughter, executive vice president, and for Time-Life Broadcast by Barry Zorthian, president. No one will talk prices for components of deal but persistent speculation has broken $80.1-million total into about $68 million for TV, about $12 million for radio.

Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

rides in with a BIG 18 NSI...15 ARB in the late afternoon!

Baltimore's big buy delivers as many homes at 5:00-6:00 PM as the two other stations combined!

Source: November 1970 NSI and November 1970 ARB. Subject to inherent limitations as stated in applicable reports.

In Maryland Most People Watch

WMAR-TV

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

WeekInBrief

Capcities pledge of $1 million for minority programs in three cities involved in planned acquisition of Triangle stations causes withdrawal of opposition. Contesting group now sees public gain in swift approval. See . . .

A spurt in the price of pacification . . . 20

WHDH-TV Boston asks FCC to reopen proceeding in which it lost license to determine if vote was based on quorum. It says Commissioner Wadsworth's explanation of his vote makes ruling fraudulent. See . . .

WHDH: axed without genuine quorum? . . . 22

Pacific & Southern Broadcasting gets FCC's approval to buy four additional radio stations for sum aggregating more than $13 million. Sales of WTWO-TV Terre Haute, Ind., and WAJA-TV Miami are also approved. See . . .

$13 million buys four radio stations . . . 23

Student group led by law professor-antismoking crusader John F. Banzhaf III asks FCC to require stations to run spots designed to inform public on its role in broadcast media and on licensee responsibilities. See . . .

On-air lessons in broadcast reform? . . . 23

Robert Wells and Thomas Houser awarded FCC recess appointments by President Nixon, giving commission full strength of seven members, lacking since September, and Republican majority, lacking since 1961. See . . .

A full house at FCC at last . . . 26

Search for executive vice presidents in NAB's reorganization ends with naming of Paul Comstock for government relations, Grover Cobb for station relations and ex-Apollo voice Paul Haney for public relations. See . . .

Paul Haney hired into NAB orbit . . . 28

FCC's Broadcast Bureau finds KRON-TV San Francisco guilty of trying to advance CATV interests of parent through its programing; recommends renewals for KRON-FM-TV on condition parent disposes of local CATV interests. See . . .

Will KRON face conditional renewal? . . . 30

FCC orders CBS to keep CATV and domestic program-syndication businesses, bringing 11th hour halt to Viacom spin-off. Commission says indications are CBS and Viacom would continue under common control. See . . .

Sudden halt to Viacom spin-off . . . 32

Cigarette smoke clears from broadcast, but survey shows newspapers, magazines and billboards developing habit for tobacco advertisements; ads in papers estimated to be up $32-$42 million in 1971. See . . .

Newspapers increase cigarette ads . . . 39

Court orders CBS to pay BMI $1.6 million for music used by CBS-TV last year. It also orders monthly payments totaling another $1.6 million annually until complicated litigation between them is settled. See . . .

CBS ordered to pay BMI $1.6 million . . . 46

Departments

Broadcasting

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Ever since our newsmen started enjoying themselves, a million new viewers started enjoying us.

They're in five major American cities. A million more of them. They're in Chicago, New York, Detroit, Los Angeles and San Francisco.

They all have one thing in common.

One time, not too long ago, they all decided to switch to Channel 7 for their news. How did we win them? With a little love. And a smile. We won them because, at the ABC Owned Television Stations, we tried to do a new kind of news show.

A news show that's not afraid to let the sun shine in. The people who deliver the news are crack news teams who are committed to really letting you know what's happening in your world. They're tough, bright, and serious while they give the news.

But in between the hard news, they add something that's longbeen missing in newscasts. Warmth. It's a warmth you can see. And feel.

Our news people genuinely like each other, on camera as well as off. They're letting the sun shine in. In five major American cities.

In return, over a million new viewers have let them into their homes.* And there are more coming every day.

abc

We let the sun shine in.
ABC Owned Television Stations.

WABC-TV New York/WXYZ-TV Detroit/WLS-TV Chicago/KGO-TV San Francisco/KABC-TV Los Angeles

*AUDIENCE INFORMATION BASED ON ARB ESTIMATES. FEB/MAR '70 VERSUS DEC. '68 NEW YORK, AUG. '69 DETROIT, JAN. '68 CHICAGO, JULY '68 SAN FRANCISCO, APRIL '69 LOS ANGELES. SUBJECT TO QUALIFICATION AVAILABLE ON REQUEST.

Burch gets reassurance on cigarettes

Industry leaders pledge firm compliance with ad ban

Presidents of broadcasting and tobacco trade associations personally assured FCC Chairman Dean Burch in meeting Friday (Jan. 8) that their respective industries will adhere to spirit as well as letter of law banning cigarette advertising from radio and television.

"Cigarettes will not be advertised on the air," Chairman Burch said in news conference in which he participated with Vincent Wasilewski, of National Association of Broadcasters, and Horace Kornegay, of Tobacco Institute, following their meeting.

However, Chairman Burch also said, in statement reporting industries' assurances, that he would continue to meet with Mr. Wasilewski and Mr. Kornegay whenever meetings become necessary. And, in response to questions, he indicated he was not satisfied that all possibility of violations has been eliminated.

He called meeting because of allegations, by Senator Warren G. Magnuson (D-Wash.) and Frank Moss (D-Utah), that efforts would be made to circumvent law, which became effective Jan. 2.

Mr. Wasilewski said that broadcast entities would refuse to accept advertising that would promote indirectly products which cannot be advertised directly. He also expressed confidence that problems that develop "can be handled" by stations, networks and NAB code.

Mr. Kernegay repeated industry denials that certain cigarette makers intend to promote their brands through television advertising of pipe tobacco in packages designed to look like cigarette packs.

And he said that cigarette companies that plan to sponsor sporting events "have nothing to do with television." Allegation has been made that cigarette companies will use events to gain television exposure for brand names. "As far as cigarette companies are concerned," he said, "events won't be televised. I hope they won't be."

However, Chairman Burch indicated concern about possibility of abuses in connection with sporting events. Information in that area "will have to become more firm before we know what we're dealing with," he said. In "gray areas" involved, "we're going to have to deal with individual cases as they arise."

News conference was enlivened by exchange between Chairman Burch and John Banzhaf, anticigarette crusader, whose request to attend meeting with Mr. Wasilewski and Kornegay was rejected. He asked why representatives of public could not attend meeting that was of concern to them.

Chairman Burch said that in effort to resolve questions raised by allegations he called meeting of those "most directly affected" and that if matter developed into formal rulemaking proceeding, "I'd do something else."

Mr. Banzhaf noted that Action on Smoking and Health, which he heads, had made same allegations in formal petition for rulemaking, but that it was not invited to meeting. "Doesn't this raise suggestion you're really meeting privately with people you're supposed to be regulating?" he asked.

Chairman Burch said he and other commissioners do that regularly in normal course. But, he said, "If you're suggesting we're out to make a deal, you're wrong."

"It raises the suspicion," Mr. Banzhar shot back.

Meanwhile, in street outside commission, three law school students were parading with paper-mache death masks trailing black shrouds and labeled "FCC, Cancer, Tobacco," to protest Chairman Burch's refusal to permit ASH representatives to attend meeting. Statement they handed out to passersby was headed, "No more meetings in smoke-filled rooms." Two students were from Georgetown University, one from George Washington, where Mr. Banzhaf teaches law. However, he said he had nothing to do with demonstration.

CATV: a New York view

In report to governor made public yesterday (Jan. 10), New York State Public Service Commission recommended that state should continue to have regulatory role in CATV.

Commission's report calls for municipal jurisdiction over rates and franchises, with state having back-up authority and power to set minimum technical, financial, construction and operation standards.

State would also be empowered to determine existence of undue concentration of mass-media control (subject to FCC limitations), and to regulate cable systems as common carriers when it determines systems are large enough to qualify for role.

Target: Philadelphia TV

Philadelphia's television stations are in line for demands from local citizens group that they commit substantial sums of money over next three years to minority-interest programing and make firm promises regarding hiring and

Which medium really won?

Broadcast media and newspapers both claim victories in results, being made public today (Jan. 11), of sales tests conducted in Atlanta by Cox Broadcasting Stations and Cox Newspapers in conjunction with Rich's city's best-known department store.

Test was conducted during one of Rich's major sales events last September with 10 items promoted for three days, Sunday through Tuesday, on five radio stations, five TV stations and in Atlanta *Journal* and *Constitution*.

Bureau of Advertising, American Newspaper Publishers Association, claims in release today that "newspapers influenced more sales at less cost than both broadcast media combined" and that "newspapers deliver more than three times the efficiency per advertising dollar."

Cox Broadcasting officials claimed, however, that purpose of test was "to measure the performance of television, radio and newspapers as a media mix for item selling"—and that test proved it works. Moreover, they reported, as amount of newspaper space was reduced for certain items, sales actually increased.

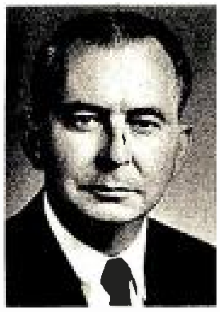
Cox broadcast executives also contended Rich's has traditionally done so much item advertising in newspapers—it has used TV and radio heavily, but largely institutionally—that shoppers had become "conditioned" to point where direct comparisons between media could not be made. For instance, they said there were no newspaper ads for girdles but 16% of girdle buyers said they remembered seeing girdle ad in papers and 49% of mattress buyers on one day recalled newspaper ads that had not run.

Station spokesmen also reported that recall for both TV and radio improved substantially as test proceeded and, for clincher said that "since the study, the store has increased the use of both TV and radio for item selling."

More "At Deadline" on page 10

Week's Headliners


Mr. Schellenberg


Mr. Allen


Mr. Lynagh

James Allen, VP and general manager, WPLG-TV Miami, elected executive VP, Post-Newsweek Stations, Washington. Mr. Allen is succeeded by **James Lynagh,** VP and general manager of Post-Newsweek's WJXT(TV) Jacksonville, Fla. Mr. Lynagh is succeeded by **Robert Schellenberg,** general sales manager WJXT, while **Leonard Mosby** continues as area VP. **William D. Grove,** news director, WJXT, named VP-news and public affairs.

Paul Haney, public relations VP for Astrodome, Houston, named executive VP-public relations, National Association of Broadcasters. Other NAB executive VP's named: Paul Comstock, VP-government relations, and general counsel, government relations, and Grover C Cobb, VP-broadcasting, Gannett Co., station relations (see page 28).

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

training of minority-group members.

Lonnie Saunders, president of Black Communications Associated, in Philadelphia, said demands will be based on, but "stronger" than, those that were served on Capital Cities Broadcasting Corp. in connection with its proposed acquisition of Triangle Publications Inc. stations, including WFIL-TV Philadelphia. Capcities has made substantial commitments in agreement under which opponents of transfer withdrew their petition to deny (see page 20).

Mr. Saunders also said his organization had other plans affecting local stations. He said within next two weeks it will begin citywide communications seminar to educate Philadelphia minority groups in their rights in broadcasting.

And major study is to be undertaken of performance of all stations in city. He said petitions to deny would be filed against license-renewal applications of stations shady concludes have not fulfilled promises or have not lived up to potential for service. Pennsylvania stations are due for renewal on Aug. 1, 1972.

WZIP-AM-FM sale approved

FCC announced Friday (Jan. 8) authorization of sale of WZIP-AM-FM Cincinnati from Zanesville Publishing Co. to Margareta S. Sudbrink for $75,000. Sellers, headed by Clay Littick, publish *Zanesville Times Recorder* and own WHIZ-AM-FM-TV Zanesville, WOMP-AM-FM Bellair and WNXT-AM-FM Portsmouth, all Ohio.

Sudbrink stations are: WRIZ(AM) Coral Gables-Miami and WWPB(FM) Miami; KFMZ(FM) Pasadena (Houston), Tex.; WRMS(AM) Beardstown, Ill.; WTOW(AM) Towson, Md., and WTOW-FM Baltimore. Mr. and Mrs. Sudbrink are applicants to purchase WTOS-(FM) Wauwatosa, Wis. WZIP(AM) is daytime-only station on 1050 khz with 1 kw; FM is on 92.5 mhz with 70 kw.

Whitehead on AT&T Comsat

Justice Department's statement supporting Senator Mike Gravel's (D-Alaska) proposed legislation to eliminate direct carrier control or influence over Communications Satellite Corp. should not be interpreted as administration's endorsement of senator's proposal.

That was statement issued late last week by Clay T. Whitehead, director of Office of Telecommunications Policy.

"While individual departments respond to queries from members of Congress regarding particular legislative proposals . . . such department comments should not be interpreted as an administration recommendation of such proposals," statement said.

Mr. Whitehead said that ownership and organization of communications carriers is policy area for which OTP has responsibility. And administration he added, "has formulated no specific plans for the submission of legislation on this subject."

Senator Gravel's proposed legislation is aimed at removing AT&T from Comsat's board and forcing it to sell its Comsat stock. He plans to introduce bill after 92d Congress convenes Jan. 21 (see page 30).

Tough words from FTC chief

Federal Trade Commission Chairman Miles W. Kirkpatrick told International Newspaper Advertising Executives Friday (Jan. 8) that much of what he saw and heard in advertising was repulsive and "insulting to good judgment and taste," adding that "many millions of Americans" probably shared his view.

"Far from giving even a minimum of information upon which an interested person might make a selection of products among alternatives," chairman said in speech, "the effort appears frequently to be to obscure relevant information and to bring other considerations to the foreground."

"Let me assure you," he added, "that where there is reason to believe that advertising goes beyond questions of taste and involves material distortions, exaggerations and misrepresentations—matters which are within the jurisdiction of the Federal Trade Commission—we will give our attention and will be a force increasingly to be reckoned with."

Chairman Kirkpatrick said FTC would welcome legislative bolstering of its powers, including right to seek preliminary injunctions, expansion of jurisdiction to matters "affecting" as well as "in" commerce, and authority to "explicitly take action necessary to redress injury to consumers, including damages, refunds, restitution, rescission of contracts and other flexible remedies" (see page 44).

Two cable systems sold

Newport Beach Cablevision, subsidiary of FCB Cablevision, has sold its assets and rights to cable-television franchises it holds in Newport Beach and Seal Beach, Calif., to Teleprompter Corp., New York.

Terms of sale were not disclosed. It is subject to approval by franchising authorities in California areas.

Action follows announcement last November by Foote, Cone & Belding Communications Inc., directing its FCB Cablevision subsidiary to take corrective action with regard to CATV properties that had not developed as planned.

FCB Communications said sale will result in significant loss, to be reported as extraordinary item in determining its net income for 1970.

FCB Cablevision operates five other systems in California, New York and Colorado and holds CATV franchise for Menlo Park, Calif.

You don't know someone until you live with him.

Driving down US-1 you can see the tropics begin at Vero Beach. Toward Miami, the ocean changes to a rich azure blue as the lush vegetation becomes even thicker.

South Florida is a tropical paradise with sprawling beaches and fine hotels. Last year more than 21 million tourists came here to relax and vacation.

It's understandable that once enveloped in this tropical splendor you might not realize that other than our setting, South Florida is not much different than your neighborhood.

We have community problems, just like yours, in a shortage of low-income housing, underemployment for minority groups and racial unrest.

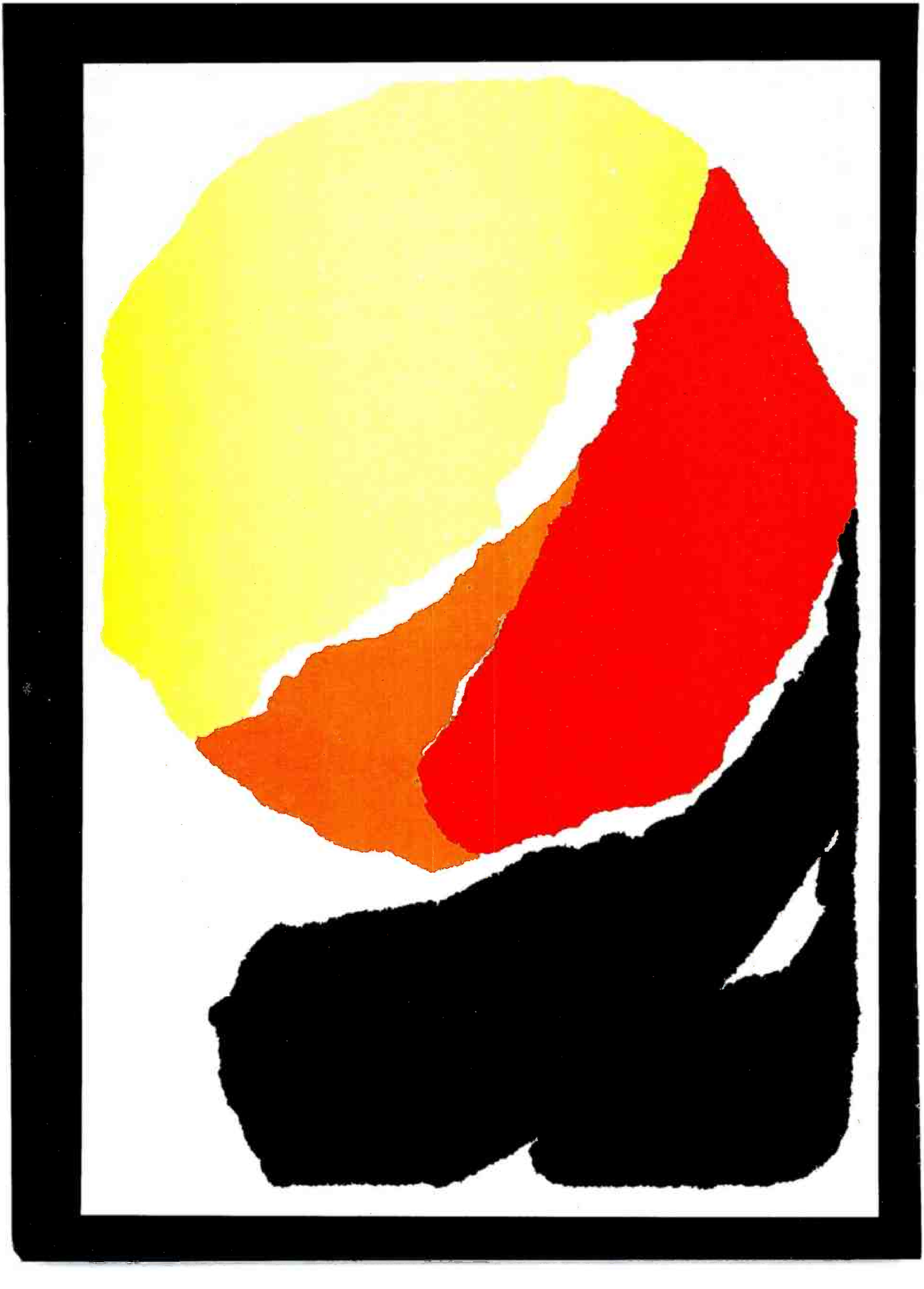
That's why WPLG-TV decided to take an intensive survey of the critical social and economic problems affecting the entire South Florida community.

We assembled a team of experts, headed by Professor Tom Wood, Chairman of the University of Miami's Department of Government, to identify and spell out the problems affecting the entire South Florida community.

What we learned changed our way of thinking. When you turn the page, you'll see some of our new, in-depth programming for the *total* community.

We admit that with the beautiful year-round weather, beaches and all the other utopian charms of Southern Florida, it's difficult to think about problems.

But we're not on vacation. We live here.



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*Reg. U.S. Patent Office.

Datebook®

A calendar of important meetings and events in communications

January

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

■Jan. 12—Newsmaker luncheon, *International Radio and Television Society*. Featured speakers: Harry Reasoner, Walter Cronkite, and John Chancellor. Waldorf-Astoria hotel, New York.

■Jan. 13—Public hearing of the *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

■Jan. 13—Quarterly meeting, *New England Cable Television Association*. Sheraton Wayfarer, Bedford, N.H.

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. 15—Board meeting, *Institute of Broadcasting Financial Management*. Riviera hotel and country club, Palm Springs, Calif.

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—Meeting, *Wyoming Broadcasters Association*. Hitching Post hotel, Cheyenne.

■Jan. 21—Seminar on legal concerns in public TV, sponsored by Central Educational Network in cooperation with Corporation for Public Broadcasting, National Association of Educational Broadcasters and Public Broadcasting Service. Chicago.

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

■Jan. 22-23—Annual winter TV conference sponsored by *Society of Motion Picture and Television Engineers*. Conference theme: Video-magnetic recording. St. Francis hotel, San Francisco.

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

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.

Major convention dates in '71

March 25-28—Annual convention of **National Association of FM Broadcasters**. Palmer House, Chicago.

March 28-31—49th annual convention of **National Association of Broadcasters**. Conrad Hilton hotel, Chicago.

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

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

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.

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Corrections coming up

EDITOR: Last issue's "Telestatus" contained a number of errors. Revisions are now in work, and readers ought to be advised that the "Performance Chart for TV-Network Affiliates" in the Dec. 28, 1970-Jan. 4, 1971, issue should be set aside until corrections are published. *—Erwin Ephron, vice president, Carl Ally Inc., New York, research adviser to* BROADCASTING.

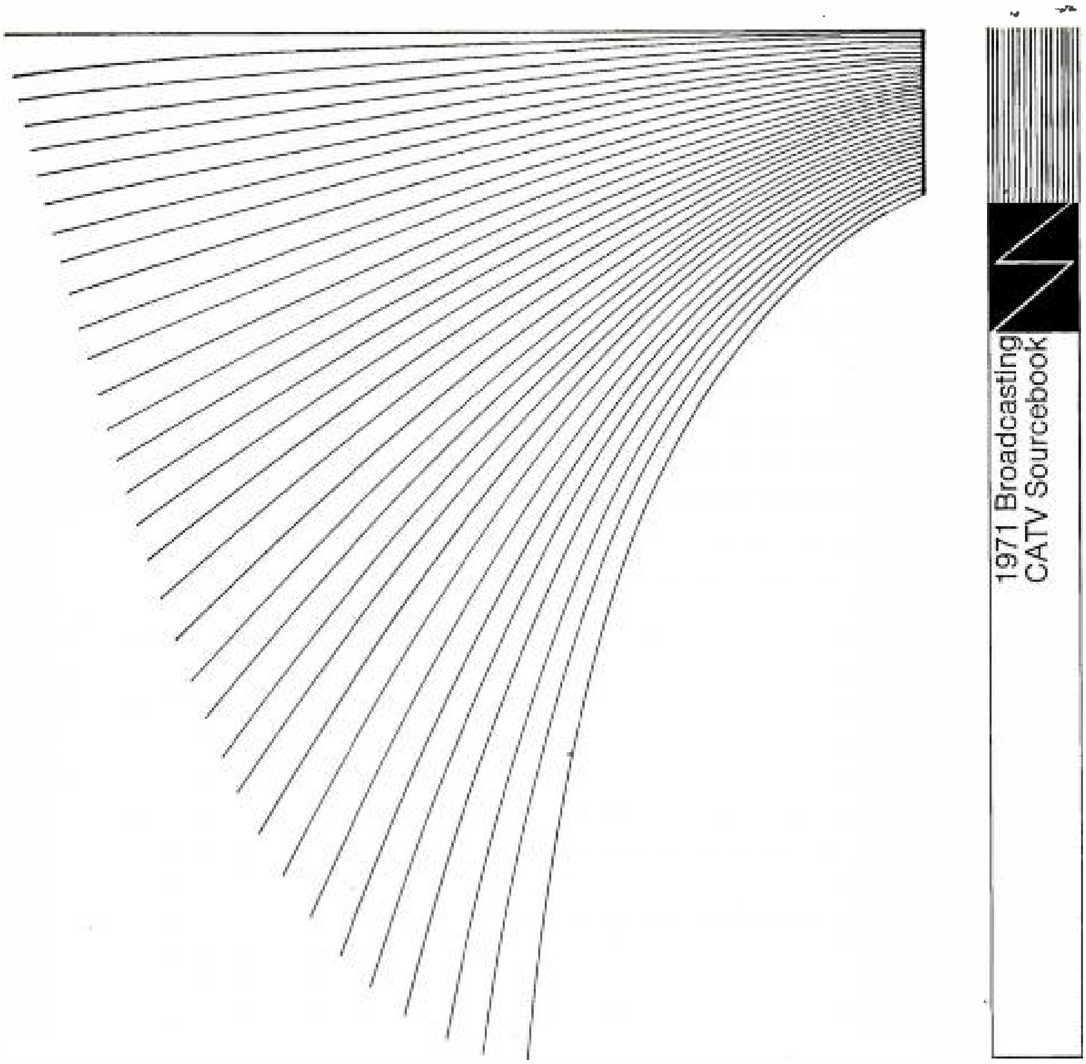
(BROADCASTING'S issue of Jan. 18 will carry the revised "Telestatus.")

Look ahead, he urges

EDITOR: Your editorial page has bemoaned the loss of cigarette and liquor advertising revenue, comparing the plight of the broadcasters to the situation in the print media where there are no restrictions of this sort. Several observations:

1) Broadcasting, by its physical structure, has a greater negative tune-out factor than have the print media. For instance, one may read past a cigarette ad in a magazine to devote attention to content, an impossibility with any broadcast medium. Thus, the legal requirement to serve the "public interest, convenience and necessity" is of first priority, it being monopolistic to take advantage of a captive audience.

2) The revenue from liquor and cigarette advertising is not irreplaceable. For instance, one need only look around to realize that antipollution is going to be big business and consumer-oriented,



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Title/Position

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036 since so much pollution is consumer-channeled (nonreturnable beverage bottles, nonreducible plastic containers, nonbiodegradable dyes and detergents, for example).

3) Given the choice, the rising audience of those under 35 (I am 27) is less moved by unidirectional nonfeedback-generating entertainment and advertising than by that which informs, and especially involves it in a chance for a bidirectional dialogue with its world: A spot for a cigarette urges personal indulgence; a spot for a biodegradable detergent urges legitimate participation in contemporary social processes. Both spots would generate revenue and urge purchasing; but whereas one suggests public service, the other does not.

If broadcasters would devote less time to finger-pointing and crying over spilled milk, and instead spent more time using those fingers to milk new and younger cows, both the industry and the public would profit.—*Carl C. Swann,* KWAV(FM) *Monterey, Calif.*

Cigarette ads wasted?

EDITOR: In light of our omniscient government's decision barring cigarette advertising from television and radio, some interesting conclusions are evident.

Television and radio must obviously be the best media for advertising, i.e., they have the greatest potential to influence their viewers and listeners. As a matter of fact, television and radio must be the only media which can influence the American people. What advantages, then, are there in advertising in newspapers, magazines, billboards, etc.? None! As far as the government is concerned, based on its various studies, the effect of the rest of the media must be zero.

Therefore, the time has come for advertisers and their agencies to take note. All money spent for advertising on media other than radio or television has been totally wasted. Fortunately, however, this is an opportune time to divert accounts to radio and television advertising because more prime minutes are now available in new cheaper 30-second packages.—*Ron Korda, assistant account representative, ABC-TV affiliate relations/clearance*

A couple of changes

EDITOR: In the article on Lerner Communications (BROADCASTING, Dec. 21, 1970), there are two errors.

First of all, it takes 30 months to three years to construct a system, not three months. Secondly, there will not be a two-channel system, but at least a 20-channel system.—*Louis A. Lerner, president, Lerner Communications Inc., Chicago.*

The November Books are out.

And so are a lot of shows.

But not The Phil Donahue Show; it's doing better than ever.

In fact, even in its newest markets—Detroit, Cleveland, Milwaukee, and Toledo—The Phil Donahue Show is already FIRST in Women, just like it is in Cincinnati, Dayton and Columbus. And in many markets the show is also first in Ratings, Share, Homes, Women 18-49 and Women 18-34.*

Part of the reason for its success is the show's unique format. Featuring topics which range from pre-marital sex to ecology, guests such as Dr. Margaret Mead, Jerry Rubin, Jane Fonda, Woody Hayes and Johnny Carson are interviewed by Donahue. After that, things happen. The studio audience gets involved with probing, direct questions. Phone calls pour in from at-home viewers. The interview becomes a vital, electric dialogue.

What results is one of television's most exciting hours.

Phil Donahue believes the success of the show stems from the fact that he treats women intelligently. "I don't treat women as mental midgets," he says. "I think they are more than baby machines. The average housewife is a bright, alert individual who is often smarter than her husband, and reads more than he does. I never talk down to her."

That's why women are turned on by The Phil Donahue Show.

And it could turn your daytime schedule on too.

For further information contact: Donald Dahlman, or Bill Rhodes, Avco Syndicated Sales, 4590 Avco Drive, Dayton, Ohio 45401, (513) 293-2102.

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*Based on November, 1970 ARB. Audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications are available on request.

MondayMemo *from Thomas V. Burr, partner, Chiat/Day Advertising, Los Angeles*

Making copywriters more comfortable with radio

I'd like to begin this by saying if I were to title these remarks, it might be: "The Insidious Plot to Overlook Radio."

Two years ago our agency didn't have a radio reel. Today, we're every bit as proud of what we'll play for a client as we are of our work in any other medium. We've even had radio people refer to us as a radio shop and, looking over the past two years, I don't think we've fully realized the value of radio during that time.

We've continued to find radio not only stimulating creatively, but from a media standpoint, efficient and effective. We're so impressed, in fact, that we wonder from time to time if the value of radio as a concept, as a medium, is even now fully appreciated by ourselves or the whole advertising industry.

We've found individual radio reps to be as generally aggressive, smart and knowledgeable as those representing any medium. Understandably, they concentrate their time on selling their particular station against other radio stations when they talk to our marketing and media people.

But maybe even more time should be spent on the advantages of the entire medium as compared with other media and in conjunction with other media.

Regional broadcasting organizations and the Radio Advertising Bureau people do it well, but I'm not sure the message is being fully received.

It's interesting, I think, that the two leading market-research sources in our business, Simmons and Brand Research Index, offer us more valuable marketing data for use with television, magazines and newspapers than is available anywhere for use with radio.

Radio is bigger than it ever was in its so-called pre-TV heyday. Radio should be thought of as more than the "fast-turn-around" medium, or the "low-cost" medium, or the "fourth" medium, where I suspect it is often relegated.

That marketing and media don't put radio in a proper position of importance is not the most important facet of the problem, however. I think the main factor is creative, or more specifically, the copywriter.

We have never had a copywriter bring a radio reel to apply for a job. And we talk to a lot of applicants because we work at making our agency a good place for talent to work. They bring print portfolios and TV reels. It's true. We would guess that it's because print is basic and TV seems glamorous.

The point is this: Many advertising copywriters seem to shun radio because they are not comfortable with it. That's understandable. With a radio spot, more than with a TV commercial or a print ad, the writer can be alone in the creative arena without an art director or collaborator, without anyone but himself. In most cases he has no one to share the blame if the spot is a bomb. Of course, the other side of the picture is that if the spot is a smash, the gratification of accomplishment is more exclusively his.

In any event, his individual risk is greater.

Another consideration is the simple mechanical difficulty in publicizing an actual radio spot. While there are plenty of reproductions of print ads and TV commercials in the general advertising trade press, there certainly are not many of radio spots.

So the successful writer of the great spot is often cheated of one facet of his achievement, the glory. And the glory, in one form or another, is probably what he, like all the rest of us, enjoys most out of what he does for a living.

Maybe it would be worthwhile and possible to make copywriters more comfortable with radio. Maybe there is some way they can be encouraged to think of radio as readily as they do of print or TV. Maybe the people who actually build advertising can be stimulated to think of radio as readily as they do of the other media. The onus is on radio stations and organizations as well as on agencies to give radio equal time.

Recognition that there is a problem is the first step in finding a solution. Increased development and circulation of useful data will help to increase the share of mind of marketing and media people. But, if the writer, as suggested here, is the most important area of concern, it follows that he is also the primary target for solution. Encouraging and recognizing the writer in any form will help. More awards for effective radio commercials may be one answer.

Now I've said that account people and media people all tend to undervalue radio and also that creative people, most particularly copywriters, are not comfortable with radio probably because they aren't as experienced using it as they are with using other media. It isn't deliberate. Half of them will deny it. But I think it's there. And it shouldn't be. I confess that I think it's true in our agency and I suggest that it's true in other good agencies.

If an account man and a media director who believe there is more marketing data available with other media sit down with a creative director and a writer who understand how to use print or TV better than radio, and decide with an art director which medium to consider first, radio is in real danger of a shutout. And I suspect that happens more than a little, and exactly that way.

So avoid the shutout, you who are interested on behalf of radio. Increase the knowledge of the marketing man unfamiliar with radio. Increase the available data for the media or research man who needs more facts. Most of all, increase the comfort and gratification for the creator and would-be creator of radio spots. Increase those things and the use of radio will be increased.

Thomas V. Burr began his career with Shell Oil where he became advertising manager of one division of that company. He then went into the advertising agency business and in 15 years with four agencies he has worn several different hats: copywriter, media supervisor, creative director, and account supervisor. Mr. Burr is presently director of client services and one of four partners in Chiat/Day Advertising which the Los Angeles Times *has called one of the hottest creative shops in the West.*

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®
January 11, 1971, Vol. 80, No. 2

A spurt in the price of pacification

$1 million pledged by Capcities for minority programs to scrub 'citizen' protests against its Triangle buy

If the FCC grants Capital Cities Broadcasting Corp.'s application to acquire Triangle Publications Inc.'s radio and television stations, minority groups in three of the cities involved will have a major voice in the spending of $1 million over the next three years on programing aimed at reflecting the views and aspirations of blacks and Spanish-surnamed Americans.

Capcities made the commitment—which affects WFIL-TV Philadelphia, WNHC-TV New Haven, Conn., and KFRE-TV Fresno, Calif.—in a pleading filed with the commission in an effort to persuade groups opposing the $110-million sale to withdraw their opposition. And it had the desired effect.

The Citizens Communications Center, of Washington, acting in its own behalf, in behalf of 12 law-school students who brought the original action against the sale in November (BROADCASTING, Nov. 11, 1970), and "as a representative of the television and radio audiences" of five of the affected markets, last week withdrew its petition to deny the transfer applications.

Capcities proposed its "Minority Program Project" in partial response to CCC's assertion that it had failed to satisfy a commission policy requiring it to make a "compelling public-interest showing" to justify acquisition of the top-50 market stations involved in the sale, WFIL-TV and WNHC-TV.

Capcities said the policy, which is concerned with parties acquiring more than two VHF's in the top 50 markets, does not apply to it, since it was preparing to sell two of its top-50 market stations (WTEN-TV Albany, N.Y., to Poole Broadcasting Inc., and WSAZ-TV Huntington, W. Va., to Lee Enterprises) and thus was "simply changing markets." Nevertheless, it made its compelling public-interest showing anyway.

CCC not only agreed with Capcities that the project represents a special commitment "over and above" what

Up the establishment: how to play new game

Agreements giving citizen groups a voice in the programing and other decisions of broadcasters, until recently a novel not to say startling occurrence, have lately become commonplace. Like the movies, they may now have gone about as far as they can go.

The new extreme has been set by the Capital Cities Broadcasting Corp. agreement with the Citizens Communications Center, of Washington, a public-interest law firm specializing in broadcast matters. This settlement contains a new element, which might prove an awkward precedent for broadcasters facing challenges from citizens groups in the future.

The new element is Capcities' promise to commit $1 million over the next three years to programing reflecting minority-group views and aspirations in Philadelphia, New Haven and Fresno, Calif., where Capcities hopes to acquire Triangle Publications Inc. television stations, in a complex, $110-million deal. What's more, advisory committees, "broadly representative" of the minority groups in those cities, will have a large voice in how the $1 million is spent.

The agreement satisfied CCC as well as the law students and citizens groups in a number of the cities involved in the Capcities-Triangle matter that CCC has been representing. CCC withdrew its opposition to the transfers, and urged the FCC to approve them promptly.

This reaction was welcome news to Triangle and Capcities, concerned as they were over the fate of a $110-million transaction. But news of the agreement, with its inclusion of commitment of a nice round figure of $1 million for special-interest programing, cannot be expected to go down easily with other broadcasters. For the past 18 months, they had been getting used to what must now be considered more conventional agreements.

Beginning with the pact between black groups in Texarkana, Tex., and KTAL-TV (BROADCASTING, June 16, 1969), citizens groups have been extracting from broadcasters, the price for withdrawing (or not filing) petitions to deny renewal applications, promises to present more programing relevant to them, to hire minority-group members, even to consult regularly with community representatives on station matters.

The pattern was followed in Rochester, N.Y., where WHEC-TV was the target of a petition to deny; in Atlanta, where all 28 radio and television stations were involved (and where most subsequently reached agreements with the petitioning citizens groups); and in Nashville, Memphis, Mobile and Youngstown, Ohio.

Citizens groups have not reached agreements with all stations in those and other cities where petitions to deny have been filed. But in most cases where they have, the commission has moved swiftly to grant renewals.

The pioneer in these matters was the United Church of Christ. Its Office of Communications worked with local blacks in a lengthy battle, before the commission and the courts, to secure the denial of license renewal for WLBT-TV Jackson, Miss. The church used the experience gained in that effort to aid citizens groups in Texarkana and a number of other cities where there was dissatisfaction with broadcast service.

CCC, headed by Albert Kramer, a

would be required for a simple public-interest showing. It said prompt approval of the transaction "will result in a significant gain to the public."

Thus, the agreement demonstrates the leverage citizens groups can bring to bear on even the largest licensees in gaining a voice in decisions affecting their programing and other activities.

In addition to the three Triangle television stations, the package deal involves transfer of their AM and FM affiliates, and their immediate spin-off to six separate buyers—KFRE(AM) to Walter Lake of McGavern-Guild-PGW; WNHC(AM) to owners of WERI-AM-FM Westerly, R.I.; WFIL(AM) to LIN Broadcasting Corp.; KFRE(FM) to Richard A. Ingraham, Richard A. and Richard W. Wagner; WNHC(FM) to station manager Robert Herpe, and WFIL-FM to Richer Communications Inc., group headed by station manager John L. Richer. Besides holding onto the television properties, Capcities would be left with Triangle's syndication division and some Philadelphia real estate.

Following the petition aimed at blocking those transactions, Capcities representatives held a series of meetings with counsel for CCC and with minority group representatives in Philadelphia, New Haven and Fresno, in search of a solution to the problem the petition presented.

Discussions focused mainly on the question of whether the transaction would serve "a compelling public interest," Capcities said in its pleading. It added that it expressed a willingness to "make a special commitment, over and above any representation already made in the pending applications, to the development of programing which reflects the views, aspirations, problems and culture of black and Spanish-surnamed . . . minority groups" in the markets where it seeks to acquire television stations.

Capcities cited two "facts" as dictating its position. One was its conclusion that race relations and the plight of minority groups were critical issues in each of the cities. The other was the conviction that "there is an overriding need for the development of means by which television" can express to the community the thoughts and feelings of minority groups.

To translate into action its willingness to make "a special commitment," Capcities agreed to earmark $1 million over a three-year period following FCC approval of the transfer applications to the development of programing reflecting minority-group views in Philadelphia, New Haven and Fresno. The funds will be deposited in a minority-owned or controlled bank, at the rate of at least $333,000 each July 1 of the three-year period, and will be apportioned among the three cities.

Capcities expects that after a three-to-six-month start-up period, it will have sufficient programing on hand to provide each of the stations with at least six hours of programing each year; it says that at least half of the material will be shown in prime time.

What's more, to insure that the programing is responsive to the views of minority groups, advisory committees "broadly representative" of the minority groups will be established to confer with representatives of each of the stations, as well as top officials of Capcities.

And these committees will have a powerful voice in the programing decisions. No funds will be charged against those committed under the project until the views of the committee have been ascertained. Where the committee does not approve of the program project, its views "will be given great weight and careful consideration" by Capcities in determining whether to allocate any part of the costs to the committed funds.

Programing suggestions originating with the committee will also be given considerable weight. Capcities will, "upon written demand therefor," state in writing its reasons for rejecting a programing proposal or declining to air a recommended program.

Station personnel will meet with the advisory committee in its community during the course of the year to discuss not only programing matters but "other aspects of station operation" of concern

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drop-out from the prestigious Washington law firm of Covington & Burling, was established 18 months ago. And it has been active in a variety of broadcast matters, both before the commission and in court.

But never until Capcities did an agreement emerge in which a broadcaster committed a specific amount of money to a programing project. Will it give ideas to citizens groups engaged in negotiations with broadcasters in the future?

Perhaps. But, in the view of some informed observers in Washington, renewal applicants—and they are virtually the only broadcasters who until now have been visited by citizen groups—are in a better position to resist such suggestions, or avoid making them, than a party to a major station-transfer application.

Even without citizen groups raising potentially embarrassing questions, the commission could be expected to take a long, critical look at the kind of station trading involved in the Triangle-Capcities proceeding, where Capcities proposes to acquire nine of Triangle's stations, and then to sell off the six radio stations that it now owns.

A renewal applicant, on the other hand, is normally in a less vulnerable position. The commission, he has reason to believe, would be reluctant to deny his application, at least in the absence of serious shortcomings in his service. So a citizen group, presumably, would not have the same leverage.

The next major development in the history of licensee-citizen group talks may emerge in Chicago. There, three groups—the Taskforce for Community Broadcasting, the Illinois Citizens' Committee for Broadcasting and the Better Broadcasting Council Inc.—sought, and obtained, extensions of time to file petitions to deny against a total of 42 stations. In most cases, the groups permitted the extended deadlines to pass without either obtaining a written agreement, as such, or petitioning to deny—although at least some stations did indicate, in writing, how their present and proposed practices were responsive to the demands the groups had made.

But petitions to deny were filed against the license-renewal application of two of the largest broadcasters in the city—CBS, for its WBBM-AM-TV, and ABC, for its WLS-AM-TV (BROADCASTING, Nov. 23, 1970). (NBC, licensee of WMAQ-AM-FM-TV Chicago, was skipped after it wrote letters expressing agreement with many of the objectives expressed by the groups and agreeing that officials of its stations would meet with them several times a year, if they demonstrated that they represented significant elements in the community.) CBS and ABC, however, are conferring with the citizen groups in an effort to secure the withdrawal of the petitions.

Some of those involved in the Chicago citizen groups have had experience in drawing financial blood. Some two years ago, as members of a Citizens Committee to Save WFMT, they opposed the FCC's approval of the acquisition of that FM station by a *Chicago Tribune* subsidiary, WGN Continental Broadcasting Co., principally on the ground of concentration of control of media. The resulting battle raged between the commission and the courts until the Tribune Co. last year finally decided to give the station away, to the Chicago Educational Television Association (BROADCASTING, Feb. 16, 1970).

At that time the station had cost WGN Continental an amount that came close to $1 million.

to the committee. And "at least once each year" the chairman of the board of Capcities and/or the president of the broadcasting division will meet with the advisory committee in each community.

There is nothing in the agreement indicating that Capcities expects any profit from it. Programing will be presented whether sponsorship can be obtained or not. And if it can, the revenues obtained will be added to the funds committed to the community obtaining the sponsorship. If any of the project programs are sold to other stations, half of the proceeds will be added to the $1-million fund.

Capcities also has agreed that the programing will be "hard-hitting and polemical" and will fullfill an advocate's role. Programs dealing with controversial issues will not in themselves be balanced; any fairness-doctrine obligations that are incurred will be discharged through other programing.

The agreement also provides for minority-group employment. "A maximum effort will be made" to use minority-group members in the production of the programs to be produced. In addition, managers of WFIL-TV, WNHC-TV and KFRE-TV will consult with the advisory committees on hiring and training minority-group members Capcities hopes to achieve a 10-15% ratio of minority employes in its broadcast division in the next three years.

CCC, in withdrawing the petition to deny the transfers, said Capcities, while "retaining control and responsibility for its facilities, [has] taken a position at the forefront of service to local communities and embarked on an imaginative venture in community participation in station affairs. It has taken an important first step in broadcaster-community relations."

However, questions raised by CCC in the original petition remain to be resolved. Besides challenging Capcities on the "compelling public-interest showing," it charged the sale would result in a concentration of control of media. It also said the sale and resale of the radio stations would constitute trafficking and a violation of the rule barring the sale of station properties within three years after they are acquired.

Capcities, in an opposition to the petition, disputed both contentions. It said the sale and, in the case of the six Triangle radio stations, resale, will result in a deconcentration of media control now exercised by Triangle on local and regional levels. It also said the sale of its television station in Albany will reduce its multiple interests there to WROW-AM-FM and add a new broadcast voice to the market.

And, while it will gain access to a larger audience after the sale, Capcities said, it will also face far more competing outlets than it does now. Besides its Albany stations and its Huntington television outlet, Capcities owns WKBW-AM-TV Buffalo, N.Y., KTRK-TV Houston, WTVD-TV Durham, N.C., KPOL-AM-FM Los Angeles, WJR-AM-FM Detroit, WPAT-AM-FM Paterson, N.J., and WPRO-AM-FM Providence, R.I.

Capcities said the manner of disposing of the radio stations has nothing to do with trafficking—that is, the buying and disposing of licenses for profit rather than service.

Rather, "the mechanism of the transactions involving an over-all contract between Triangle and Capital Cities was adopted not to serve some sinister Capital Cities purpose but to serve the convenience of the seller whose principal owner was abroad in the service of the United States"—Walter Annenberg, ambassador to Great Britain—"and did not wish to be involved in the intricacies of seven separate sales negotiations and agreements."

Albert Kramer has become one of Washington's most active communications lawyers in the 18 months he has been director of the Citizens' Communications Center. The 31-year-old graduate of Stanford Law School, who went into public-interest law after two years with the firm of Covington & Burling, has taken on the broadcasting establishment in behalf of citizens groups in numerous cases before the FCC and the courts. But Capital Cities Broadcasting Corp.'s $1-million commitment to a Minority Program Project marks the high point in the center's activities. Capcities made the commitment as part of an agreement under which CCC and those it was representing withdrew their opposition to Capcities' acquisition of Triangle stations.

WHDH: axed without a genuine quorum?

Licensee says Wadsworth's explanation of his vote makes ruling a 'fraud'

WHDH-TV Boston has asked the FCC to reopen the proceeding in which the station lost its franchise to operate on channel 5, to determine whether that decision was based on the "findings and conclusions of a majority of the quorum" that participated in it.

WHDH-TV's request was based on a story in BROADCASTING quoting former Commissioner James J. Wadsworth on the factors he considered in voting with the majority in the 3-to-1 decision that awarded the franchise to Boston Broadcasters Inc. As reported, the factors were not the same as those that provided the basis for the commission's written opinion (BROADCASTING, Dec. 28, 1970-Jan. 4, 1971).

The commission's decision, handed down on Jan. 23, 1969, and affirmed on May 20, 1969, in an order denying petitions for reconsideration, was based principally on the issue of diversification of control of mass media. Mr. Wadsworth was quoted as saying he was not concerned with that but solely with the ex-parte activities that had been attributed to a WHDH-TV official early in the Boston channel 5 proceedings, which date back to 1954. The commission itself did not reach the ex-parte issue in its decision.

If the statements attributed to Mr. Wadsworth are true, WHDH-TV said in its petition last week, only Commissioners Robert T. Bartley and Nicholas Johnson—the other members of the majority—voted for "adoption of the critical findings and conclusions that WHDH should be denied because it was comparatively inferior to BBI under the diversity criterion."

The WHDH-TV petition was in the form of a request that the commission ask the U.S. Court of Appeals in Washington, which still has jurisdiction over the case, to remand it for an evidentiary hearing on the question of whether the decisions were the product of a majority of the participating four-man quorum.

Commission findings must be based on the vote of at least three commissioners, a majority of a bare quorum, WHDH-TV said. And, while the commission's decisions of January and May 1969 "purport to be based upon the vote of Commissioners Bartley, Johnson and Wadsworth," it added, "Commissioner Wadsworth's published statement denies that he voted for the findings and conclusions upon which those decisions rest."

WHDH-TV also said that if the statements attributed to Mr. Wadsworth are true, then the commission's January 1969 decision denied it due process and "perpetrated a fraud" on it, "in that it concealed the fact" that Mr. Wadsworth had not voted with his two colleagues on the diversification issue and, in addition, had "stated that the 'ex-parte' issue was not considered when in fact it was the only ground on which" Mr. Wadsworth voted.

WHDH-TV added that the commission's January and May 1969 decisions "constitute a fraud . . . upon the court of appeals because the grounds given in them were not properly represented to the court as being the product of only two commissioners."

A three-member panel of the Washington appeals court in November unanimously upheld the commission decisions in the case. WHDH-TV subsequently asked the court's full nine-member bench for a rehearing. However, last week, it asked the court to hold that request in abeyance pending commission action on the petition to reopen the proceeding.

On-air lessons in broadcast reform?

Banzhaf group asks FCC to require spots on public's programing, renewal rights

A student group under the direction of law professor-antismoking crusader John F. Banzhaf III last week asked the FCC to require broadcasters to run spot announcements informing the public of its rights and responsibilities in regard to station programing and the granting of broadcast licenses.

The rulemaking petition was filed by the Student Taskforce Against Telecommunication Information Concealment (STATIC), a group of five students from the George Washington University Law School in Washington.

The petition argues that the FCC cannot effectively monitor and identify licensees who violate the public trust, and that the listening public is the only party that can do so and make both the FCC and individual stations aware of licensee violations. However, for the public to do this, it must be informed of the requirements stations must meet to keep their licenses, the petition said.

STATIC's proposed rule would require licensees to provide a certain amount of time (to be determined by the FCC) to impartially inform the public of its rights and the licensee's duties. STATIC suggested topics such as the fairness doctrine, the public's right to reply to broadcast personal attacks, public intervention in license-renewal proceedings and the licensee's duty to provide balanced programing without excessive commercialization.

The broadcasts should be aired between 7 and 10 p.m. at intervals specified by the commission, but in no event less than once every six months, STATIC said. It also suggested that broadcasters be required to keep a log of all responses made by the public concerning the licensee's performance and the action the licensee takes on the responses.

STATIC said its proposals would "encourage critical monitoring and discourage frivolous complaints by the public because the public will be aware of what the licensee's duties are." It added that the proposal will also "encourage the formation of responsible civic groups which can open avenues of discourse with the licensee, and when necessary, provide the means to make program agreements."

STATIC's suggestions are similar to the two proposed rules being considered in connection with the FCC's renewal-process restructuring. One would require broadcasters to carry announcements twice a day, two days a month, advising the public that the spectrum is "public property" and inviting comments on the station's performance. The other proposal would require them to maintain for public inspection a file of the complaints they receive. The complaints would be limited to the kind the commission itself considers (BROADCASTING, Dec. 7, 1970).

90-day extension for crossownership replies

The FCC last week extended by 90 days the deadlines for comments and reply comments in its one-to-a-market and newspaper-CATV crossownership proceedings.

Comments from the National Association of Broadcasters and the American Newspaper Publishers Association on both proceedings are due April 16, and the comments of all other parties are due May 17. The deadline for reply comments in both proceedings is June 18 for all parties.

In a motion seconded by ANPA, NAB had requested an April 16 deadline (from Jan. 15) in the one-to-a-market proceeding because researchers needed more time to complete their studies (BROADCASTING, Dec. 28, 1970 - Jan. 4, 1971). The commission said it was also extending the filing dates in the newspaper-CATV crossownership rulemaking to make them consistent with the one-to-a-market proceeding.

The one-to-a-market proposal would give present licensees five years to reduce their holdings in given markets to an AM-FM combination, a TV station or a newspaper. When the FCC released its package of CATV actions and proposals last June, it deferred action on crossownerships of CATV and daily newspapers to coordinate it with the newspaper-broadcasting crossownership proceeding.

The vote on the new deadline extensions was 4-to-0 with Commissioner Robert T. Bartley absent and Commissioner Thomas J. Houser not participating.

$13 million buys four radio stations

Pacific & Southern gets 3 AM's, FM; Booth papers OK'd on TV purchase

Pacific & Southern Company Inc., New York-based group broadcaster, became the owner of four additional radio facilities with FCC approval last week, and the aggregate price for the stations totaled more than $13 million.

Stations involved were: WJRZ(AM) Hackensack, N.J., sold by Lazar Emanuel and others for $6.1 million; KIMN(AM) Denver and KYXI(AM) Oregon City, Ore., sold by Kenneth E. Palmer, John C. Hunter, Robert Donner Jr. and others for $6,493,500; KRHM(FM) Los Angeles, sold by Robert E. Short and Francis T. Ryan for $850,000.

The FCC, in separate actions last week, also approved the sale of WTWO-TV Terre Haute, Ind., from James Raymond Livesay and others to Booth Newspapers Inc. for $5 million, and the sale of WAJA-TV Miami from Al Lapin Jr. and others to Spanish International Communications Corp. for $1,440,000.

Pacific & Southern owns WQXI-AM-TV Atlanta; WQXI-FM Smyrna, Ga.; WSAI-AM-FM Cincinnati; KHON-TV Honolulu, and its satellite stations KHAW-TV Hilo and KAII-TV Wailuku, both Hawai.

DeSales Harrison Jr. is board chairman and 11.5% owner of Pacific & Southern, and his wife, Paulette B. Harrison, owns 11.1%. Through a trust she also owns 5.65% of the Gold Seal stations—KSTP-AM-FM-TV Minneapolis-St. Paul; KOB-AM-FM-TV Albuquerque, N.M., and WOTG-TV Ocala, WTOG(TV) St. Petersburg and WGTO(AM) Cypress Gardens, all Florida, Arthur H. McCoy is president and 11%-owner of Pacific & Southern.

Mr. Harrison, commenting on the commission's approval of the license assignments, said his firm has "long looked forward and prepared for this grant which is a major step in Pacific

& Southern's development."

Mr. Emanuel, chief executive officer and principal stockholder of the selling corporation of WJRZ is general manager of WJRZ and will become a vice president of Pacific & Southern. WJRZ, a daytimer on 970 khz with 5 kw, went on the air in 1924 and was purchased by Mr. Emanuel and others in 1962 for $2.5 million.

Mr. Palmer is president, Mr. Hunter is vice president-treasurer, and Mr. Donner is vice president-secretary of the selling corporation of KIMN Broadcasting. Each held 31.6% interest in KIMN(AM) and KYXI(AM) before the commission approved the sale of the stations last week to Pacific & Southern. KIMN is full time on 950 khz with 5 kw; KYXI operates on 1520 khz with 50 kw day and 10 kw night.

KRHM(FM) was sold by Robert E. Short and Francis T. Ryan. Mr. Short is owner of the Washington Senators baseball team and former owner of the Los Angeles Lakers of the National Basketball Association. KRHM is on 102.7 mhz with 8.3 kw and an antenna 2,790 feet above average terrain.

The commission vote, approving the four-station sale, was 3-to-1 with Commissioner Nicholas Johnson dissenting and Commissioner Thomas J. Houser not participating.

In other commission action, Booth Newspapers Inc., Detroit-based group publisher entered broadcasting with commission approval of its plan to purchase WTWO-TV Terre Haute, Ind., for $5 million.

The channel 2 NBC-TV affiliate was sold by Illiana Telecasting Corp. James R. Livesay, president and 25% owner of Illiana Telecasting, owns WHOW(AM) Clinton, Ill., and has controlling interest in WLBH-AM-FM Mattoon, Ill.

Gordon Craig is chairman of Booth Newspapers, which owns the *Ann Arbor News, Bay City Times, Flint Journal, Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, Muskegon Chronicle* and *Saginaw News*, all Michigan. John L. Booth, a director and 9.6% stockholder of Booth Newspapers, owns 100% of WJLB(AM) and WMZK(FM) Detroit: WSGW(AM) and WSBM(FM) Saginaw and WIBM(AM) and WBBC(FM) Jackson, all Michigan: WABQ(AM) and WXEN(FM) Cleveland: WTOD(AM) and WKLR(FM) Toledo, Ohio; WJVA(AM) and WRBR(FM) South Bend and WIOU(AM) and WKMO(FM) Kokomo, all Indiana.

WTWO-TV, which went on the air in September 1965, has 100 kw visual and an antenna 950 feet above average terrain.

A Miami television facility also got a new owner last week when the commission granted the sale of WAJA-TV there from Mr. Lapin and others to Spanish International Communications Corp. for $1,440,000 in aggregate. Mr. Lapin has interest in KIHP-TV San Bernardino, Calif.; KGPA-TV Phoenix; WDUV-TV Jacksonville, Fla., and KCCN(AM) Honolulu. Spanish International is headed by Frank L. Fouce and Emilio Azcarraga; parent, Fouce Amusement Enterprises Inc., deals with management of Spanish motion picture and entertainment facilities. Spanish International Stations are KWEX-TV (ch. 41) San Antonio, Tex., and KMEX-TV (ch. 34) Los Angeles. Buyers also have substantial interest in KFTV(TV) (ch. 21) Hanford, Calif., and minority interest in WXTV(TV) (ch. 41) Paterson, N.J. WAJA-TV operates on ch. 23 with 389 kw visual and an antenna 920 feet above average terrain.

The commission vote on both television station sales was 3-to-1, with Commissioner Nicholas Johnson dissenting and Commissioner Thomas J. Houser not participating.

Changing Hands

Announced:

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

- WXVI(AM) Riviera Beach, Fla.: Sold by Bertram Lebhar Jr. and associates to Allan Kornish for $445,000. Mr. Lebhar was formerly a New York City sportscaster and a principal owner of WEAT-AM-FM-TV West Palm Beach, Fla. Mr. Kornish is manager of WARM(AM) Scranton, Pa. WXVI is full time on 1600 khz with 1 kw. Broker: R. C. Crisler & Co.
- WFAI(AM) Fayetteville, N.C.: Sold by Jackson F. Lee to Beasley Broadcasting Co. for $400,000. George Beasley has controlling interest in Beasley Broadcasting and owns 60% of WFMC(AM) Goldsboro, N.C., and WFNL(AM) North Augusta, S.C.; 55% of WMOO(AM) Mobile, Ala.; 50% of WASC(AM) Spartanburg, S.C., and 35% of WKGX(AM) Lenoir, N.C. WFAI is on 1230 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.
- KFSB(AM) Joplin, Mo.: Sold by William H. Clark, Harry Easley and others to Richard D. Chegwin and John C. David for $225,000. Mr. Chegwin is director of engineering and sales at KBYE-AM-FM Oklahoma City. Mr. David is an air personality at KOMA(AM) Oklahoma City. KFSB is full time

sioners Houser and Wells became necessary when Congress adjourned without Senate action on their nominations, which the President had submitted last month (BROADCASTING, Dec. 14). The nominations must be resubmitted within 40 days after the new Congress convenes, on Jan. 21, if the two men are to continue being paid.

The two appointments are not expected to keep the lid on speculation over possible new appointments. For not only is there continuing talk about Representative Reid, the White House may find itself scouting around in the not-too-distant future for a replacement for Commissioner Wells, despite his new seven-year term.

The former Kansas broadcaster, who joined the commission in November 1969 to complete the term of former Commissioner James J. Wadsworth, has indicated an interest in running for governor of his home state in 1972, and he has been keeping in touch with the Republican political situation there. If he decides to enter the race, he would very likely resign from the commission before the end of 1971.

WNJR decision upheld in court

D. C. panel says FCC acted 'reasonably' in denying Rollins renewal bid

Rollins Inc. last week lost another and perhaps final battle in its effort to hold on to the license for WNJR(AM) Newark, N.J. The U.S. Court of Appeals in Washington last week, in a brief, unsigned opinion, upheld the FCC decision denying the multiple owner's application for renewal of license for the 5kw station, located across the Hudson River from New York.

The case has been regarded as an indicator of the commission's feelings about a licensee's ultimate responsibility for the actions of its employes. The commission on Nov. 26, 1968, held that the station manager had been guilty of misconduct and fraud—and concluded that the misdeeds must be imputed "to the licensee because of its failure to exercise adequate control and supervision over the management and operation of WNJR consistent with its responsibilities as a licensee" (BROADCASTING, Dec. 2, 1968).

The court last week held that the commission "acted reasonably and within its discretion" in denying Rollins's license-renewal application for WNJR.

The case dates back to 1963, when the commission began an investigation of the station's alleged failure to keep program logs and to file time-brokerage contracts with the commission. The investigation focused particularly on an hour-long program called *Celebrity Time* that was broadcast Saturday night at 11 p.m. from 1957 through 1963.

As a result of the investigation, the commission in January 1964 issued a notice of apparent liability for forfeiture of $1,000. Originally, the station opposed the forfeiture, but later withdrew that response and submitted a check in payment of it.

The commission's response, however, was to designate WNJR's license-renewal application for hearing. One of the issues was designed to determine whether the applicant, in responding to the commission's notice of apparent liability or in statements to the commission staff, misrepresented facts.

Another was to determine whether the applicant falsely represented that 139 *Celebrity Time* contracts presented the commission staff "were falsified in order to conceal or misrepresent the actual facts" concerning the relationship between the applicant, its employes and Celebrity Consultants, an advertising agency which produced the program.

The examiner found that the contracts were spurious and that they had been prepared at the station manager's direction to conceal facts material to the investigation. He also said that the licensee had been aware of the station's failure to maintain accurate program logs, had failed to file time-brokerage contracts with the commission and had failed to exercise adequate supervision over the station's operations.

However, he also concluded that the licensee's principal officers had not been guilty of knowing participation in the station manager's misdeeds. Accordingly, he proposed that the station's license be renewed for a one-year probationary period.

The commission adopted the examiner's conclusions—but held that denial of renewal, rather than a one-year license renewal, was warranted.

Besides WNJR, Rollins owns WAMS(AM) Wilmington, Del.; WBEE(AM) Harvey, Ill.; WRAP(AM) Norfolk, Va.; WGEE-AM-FM Indianapolis; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.-Mobile, Ala.; KDAY(AM) Santa Monica, Calif., and WPTZ(TV) Plattsburgh, N.Y.

WLIB official knifed

Jack Walker, operations vice president of black-oriented WLIB(AM) New York, was reported to be recovering in a New York hospital last week from stab wounds inflicted by a probationary technician. Station authorities said the knifing occurred when Mr. Walker told the probationer that his employment would terminate when the probation period expired.

Two St. Louis stations challenged

TV, AM license renewals hit on bias issues; CORE aims at 2 others

A group of nine community organizations last week filed petitions to deny the license-renewal applications of two St. Louis stations. One of the groups has asked the FCC for permission to submit late petitions to deny the renewals of two others.

The petitions were directed against Newhouse Broadcasting Corp.'s channel 2 ABC affiliate, KTVI(TV), and LIN Broadcasting's WIL(AM). Principally, the two petitions charge the stations with failing adequately to ascertain community needs, failing to serve the needs of blacks in their present and proposed programing, and discriminating against blacks in employment.

The protesting groups are Action Against Apathy, the St. Louis chapter of the Congress of Racial Equality, the St. Louis Council of Black People, A.C.T.I.O.N., the Committee for Action through Education, Operation Live, the Union-Sarah Employment Committee, Radical Action for People, and Concerned Welfare Workers.

In another development, CORE asked the FCC to give it more time to file against the renewals of CBS-owned KMOX-AM-TV St. Louis. (Their licenses expire Feb. 1; petitions challenging the renewals were due Jan. 4.) CORE said its request was based on what it believes to be the stations' "unwillingness to comply with the fairness doctrine." On Dec. 22, 1970, the stations had rejected CORE's requests for time to discuss its boycott of the Anheuser-Busch brewery in response to the stations' commercials for Anheuser-Busch. CORE told the commission it needed more time to "document what we believe to be a factual situation." Last August CORE began boycotting the products of the company on grounds its hiring practices were discriminatory.

A spokesman for CORE said last week the organization had submitted similar requests for time to KTVI, WIL and other St. Louis stations. He said KTVI offered CORE time on a program dealing with black employment in St. Louis and WIL invited CORE to appear on a brief news-interview program. He said neither offer was acceptable, but CORE has accepted offers of time from other stations.

The fairness-doctrine matter is the crux of CORE's complaint against KMOX-AM-TV, but is not the prime issue in the cases of KTVI and WIL, he added.

Paul Haney hired into NAB orbit

Ex-voice of Apollo to speak for broadcasters; Association picks its three executive VP's

The National Association of Broadcasters picked its triumvirate of executive vice presidents last week and two were those whose names have been mentioned previously—Paul Comstock for government relations and Grover C. Cobb for station relations ("Closed Circuit," Nov. 30, 1970). The third, however, came out of left field—the Houston Astros, to be exact.

He's Paul Haney, one-time voice of Apollo mission control and now vice president for public affairs for the Astros and for Roy Hofheinz's Astrodome. Mr. Haney is to be executive vice president for public relations.

The choices were ratified by the executive committee of NAB at its meeting in Houston last Wednesday and Thursday (Jan. 6 and 7). Announcements were to be made by Vincent T. Wasilewski, president of NAB, Friday (Jan. 8). Under board order of last October, Mr. Wasilewski was given the right to choose his government-relations and industry-relations chiefs, with the consent of the association executive committee. Choice of the public-relations executive was vested in Mr. Wasilewski and a committee of four.

Mr. Haney is 42. He was born in Akron, Ohio, and attended Kent State University. He was a newspaperman with the Associated Press, *Akron Beacon Journal, Memphis Commercial Appeal* and *Washington Evening Star* before joining the National Aeronautics and Space Administration's public-relations staff in Washington in 1958. He moved to Houston in 1963 when the Manned Flight Program moved there.

He resigned from NASA in 1969, following a well-publicized difference of opinion with NASA's public affairs chief, Julian Scheer. Since then, Mr. Haney has been freelancing (he's covered every manned flight since then for the Independent Television Network in Britain, among other jobs). For the last 18 months, he has been public-relations vice president for the Houston ball team as well as the Astrodome complex.

During the Korean War, Mr. Haney served in the Navy.

Mr. Comstock has been vice president for government affairs since 1962 when he joined the NAB. The 49-year-old Oklahoman (he was born in Pawhuska) received his law degree from the University of Oklahoma in 1948, and a master's in jurisprudence from Columbia University in 1951. He was with the U.S. State Department from 1951 to 1957, when he left to become executive director of the Florida Bar Association. He was in practice in Bartow, Fla., for a year before returning to Washington to join the NAB. In 1969 he was named general counsel, in addition to his government affairs post, following the resignation of Douglas A. Anello.

Mr. Comstock served with Army Intelligence during World War II.

Mr. Cobb, a one-time chairman of the NAB (1967-68), is vice president for broadcasting for the Gannett Co., newspaper publishers and broadcasters. A native of Kansas (like FCC Commissioner Robert Wells), the 49-year-old Mr. Cobb attended Kansas Wesleyan University and worked for KSAL(AM) Sa-

Voting begins for radio board seats

13 slots are at issue, and 28 broadcasters are competing for them

The first National Association of Broadcasters election since the structural reorganization initiated last fall gets under way today (Jan. 11) when ballots are mailed for election to the radio board.

The results, to be announced Feb. 2, may have a bearing on the shape of the NAB and its staff.

Nominated are 28 broadcasters for 13 seats on the 29-member radio board. Each year, a part of the membership of the board is chosen; four members, representing the radio networks, are named by their companies.

Seven of the candidates are running for re-election. Five members of the present board were ineligible to run since they have served the maximum of two consecutive two-year terms.

Among the other candidates, five previously had been board members: Richard D. Dudley, WSAU(AM) and WIFC(FM) Wausau, Wis., who was chairman of the radio board in 1967-69; Roy E. Morton, WILK(AM) Wilkes-Barre, Pa.; David H. Morris, KNUZ(AM) and KQUE(FM) Houston; Daniel W. Kops, WAVZ(AM) and WKCI(FM) New Haven-Hampden, Conn., and Donald A. Thurston, WMNB-AM-FM North Adams, Mass.

Edmund C. Bunker, KFI(AM) Los Angeles, running for Class "A" market director at large, was a candidate in last year's District 16 election; he lost to Dan McKinnon, KSON(AM) San Diego.

A separate election will take place later to choose a successor to Perry S. Samuels, Avco Broadcasting Corp., Cincinnati, who has resigned as Class "A" director at large, and whose term expires next year. Mr. Samuels resigned from Avco last month (BROADCASTING, Dec. 28, 1970 - Jan. 4, 1971).

Under the NAB bylaws, at least two candidates must run for each vacancy. They are chosen in a primary election that began last September when nominations were solicited from the membership. These were then voted on by the membership to reduce their number to the top two in each classification. In this year's Class 'A'" market category, however, there are four candidates—the top nominee (not identified) and three who tied for second place.

This election also is the first since the membership voted to abolish the FM at-large-category last summer. What had been the Class "C" has been divided so that the new Class "C" market is now 25,000 to 100,000 population, and the new Class "D" is 25,000 or less.

Nominated for election to the 13 seats (incumbents denoted by asterisk):

District 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont)—*Frank A. Balch, WJOY-AM-FM Burlington, Vt., and Leonard J. Patricelli, WTIC-AM-FM Hartford, Conn.

District 3 (Delaware, District of Columbia, Pennsylvania, West Virginia and Maryland)—*Jerry Lee, WDVR(FM) Philadelphia and Roy E. Morgan, WILK(AM) Wilkes-Barre, Pa.

District 5 (Alabama, Florida, Georgia, Puerto Rico and Virgin Islands)—Elmo Ellis, WSB-AM-FM Atlanta and on 1310 khz with 5 kw day and 1 kw night.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 58).

- KIMN(AM) Denver and KYXI(AM) Oregon City, Ore.: Sold by Kenneth E. Palmer, John C. Hunter, Robert Donner Jr. and others to Pacific & Southern Company Inc. for $6,493,500 (see page 23).
- WJRZ(AM) Hackensack, N.J.: Sold by Lazar Emanuel and others to Pacific & Southern Company for $6.1 million (see page 23).
- KRHM(FM) Los Angeles: Sold by Robert E. Short and Francis T. Ryan to Pacific & Southern Company Inc. for $850,000 (see page 23).
- WTWO-TV Terre Haute, Ind.: Sold by James Raymond Livesay and others to Booth Newspapers Inc. for $5 million (see page 23).
- WAJA-TV Miami: Sold by Al Lapin Jr. and others to Spanish International Communications Corp. for $1,440,000 (see page 23).
- WBSM(AM) New Bedford, Mass.: Sold by George Gray and others to Mrs. Sally Lyons and James McCann for $930,000. Sellers will retain WBSM-FM New Bedford. Mrs. Lyons is the daughter of Ralph Gottlieb, who with Mr. McCann owns WKBR-AM-FM Manchester and WTSN(AM) Dover, both New Hampshire. Commission, voting 3-to-1 with Nicholas Johnson dissenting and Thomas J. Houser not participating, also granted tax certificate to sellers to "effectuate compliance with the one-to-a-market interim policy." WBSM is full time on 1420 khz with 5 kw day and 1 kw night.
- KKAR(AM) Pomona, Calif.: Sold by Leonard E. Walk and others to Elizabeth M. Schirmer for $250,000. Mr. Walk owns 50% of WILD(AM) Boston; WAMO-AM-FM Pittsburgh; WUFO(AM) Amherst-Buffalo, N.Y., and WLTO(AM) Miami. Miss Schirmer is former employe of KFMB-TV San Diego. KKAR is a daytimer on 1220 khz with 250 w.

TV viewing sets record

Average daily TV viewing in the U.S. was six hours in 1970, according to estimates released at year-end by Television Bureau of Advertising. Norman E. (Pete) Cash, president of TVB, said the average, based on 11-month home-viewing data, represented a new high. He said TV's role as "the number-one communications medium for news, entertainment and education is stronger than ever."

A full house at FCC at last

Tie-breaking vote takes office with Houser as he and Wells get recess appointments

The FCC last week was back to full strength of seven members, for the first time since September, and operating under a Republican majority for the first time since 1961. Commissioner Robert Wells and Deputy Peace Corps Director Thomas J. Houser, both Republicans, were given recess appointments by President Nixon on Tuesday and were sworn in as commission members on Wednesday morning, in time for Mr. Houser to attend his first commission meeting—an experience he later described as intellectually stimulating.

Commissioner Wells was named to a full seven-year term succeeding Commissioner Kenneth A. Cox, a Democrat, who left the commission in September. Commissioner Houser was named to fill out the remainder of Mr. Well's term, which expires on June 30. But Mr. Houser, following his swearing-in, expressed the "hope" he will serve beyond June 30 and said he intends to conduct himself as though he will.

There is widespread and persistent speculation that Representative Charlotte Reid (R-Ill.) will be named to succeed Commissioner Houser. However, there also are indications that the White House will permit Mr. Houser to serve several months beyond June 30, through the simple device of not naming a successor ("Closed Circuit," Dec. 28, 1970-Jan. 4).

This would permit Commissioner Houser to remain in office long enough to make a useful contribution. It would, for instance, assure the commission of a seventh member, who would be on hand both for the oral argument to be held within the next few months on the major CATV rulemaking package and for a vote later in the year when the proposals in that package will presumably come up for action.

Commissioner Houser, who was deputy director of the Peace Corps for 18 months before joining the commission, has not yet developed any views on issues confronting the agency. And he shuns the use of such labels as conservative or liberal as they might be applied to him—at least not until he has had a chance to build a record; in fact, he doubts that anyone has successfully categorized him despite an active career in Illinois politics.

As an attorney in Chicago, he practiced before the Interstate Commerce Commission and state regulatory authorities as counsel for railroads and railroad associations. As a result, he has some "notions about the tough task of government regulation."

He feels there is a need to determine whether the regulatory process can be simplified. He recalls that, as a railroad lawyer, he dealt with statutes having a "patchwork quality" because of amendments enacted "over a long period of time," each reflecting the differing motives of the legislators involved.

As a result, he said, the regulated industry has reason, occasionally, to feel "confused and/or harrassed" by government red tape. "Perhaps," he said, stressing the word, "all-encompassing regulation demanding so much time and attention" is not necessary. "Maybe we can be more specific."

But if that sounds as though he is solicitous of those who are regulated, he went on to indicate he is not opposed to strict regulation. Once areas of commission concern are sharply defined, he said, the agency could crack down "harder" on violators "with fines or revocation proceedings and at license-renewal time." He suggested the commission could be tougher on renewal applicants than it is now. "Most get through because of the heavy workload on the commission."

The commission, in its current review of license-renewal procedures, is considering the establishment of criteria as a means of determining which applications could be renewed routinely and which would require closer study. While he did not endorse that concept, Mr. Houser said, it represents the kind of "fresh look" that is necessary.

A novel idea the new commissioner intends to pursue is the proposition that government should try a carrot instead of relying only on the stick of regulation-enforcement to obtain from broadcasters service in the public interest. The government's power to tax is what he has in mind. "I'd be interested in whether tax incentives could be provided the industry to induce more public-interest broadcasting without [stations] having to face the consequences of a serious loss in profits," he said, adding: "I intend to look into this."

Commissioner Houser intends to bone up on the duties and problems he is undertaking in his new job, and does not plan to vote on matters until he feels "more comfortable and better advised as to what are the fundamental issues." He didn't say how long that would take but at his swearing-in he facetiously said he would need "all the help" he can get "for at least the next few weeks."

He clearly was looking forward to his new assignment. His first meeting —one that his new colleagues assured him was run-of-the-mine—left him "intellectually stimulated." And he was impressed by the "open and frank dialogue between the staff and commissioners." He found it "exceedingly healthy."

And while he has had no experience in broadcasting, his confidential assistant has had some. She is Carole Oughton, who has been with National Educational Television in administrative and production work. He met her when both worked in Senator Charles Percy's (R-Ill.) campaign in 1966. Mr. Houser was campaign manager.

Commissioners Robert Wells (l) and Thomas J. Houser as they chatted before the swearing-in ceremony Wednesday morning at the FCC.

The recess appointments of Commisand Mrs. Streeter were "proper, reasonable and customary under the circumstances." And, it concluded, if there were any basis for any of the charges, the acts were "clearly isolated instances which are far overbalanced by the licensee's record of high quality programing in the public interest."

Newsman's shift spurs Atlanta black protest

The Atlanta Coalition on Broadcasting has threatened to press for the revocation of Storer Broadcasting Co.'s license for WAGA-TV Atlanta in the wake of a news-department personnel shift involving a black newscaster, Emanuel Hall.

After the anchorman for WAGA-TV's Saturday evening news program left the station last spring, Mr. Hall—then a field reporter who occasionally appeared on the air—was tapped to take his place. Subsequently, a white newsman was brought in to co-anchor the program with Mr. Hall. When this arrangement proved unsatisfactory, both men were last month reassigned to their former positions in what station manager Buddy Ray called "a routine change in personnel."

Following last month's change, the coalition—which in the past has challenged the licenses of other Atlanta stations, alleging racist hiring and programing policies—held a news conference at which it charged that WAGA-TV had discriminated against Mr. Hall and announced that it was sending a telegram to the FCC asking that the station's license be revoked.

However, last week the station's attorney said that to the best of his knowledge no telegram or other communication challenging the station's license had been received by the commission.

Mr. Ray denied that the shifts in personnel in any way involved racial discrimination and deplored suggestions that they were based on Mr. Hall's color.

Macy assures Taverner he's 'pro-cable'

A speech last month by Corp. for Public Broadcasting President John Macy on the topic of CATV brought a response from, and a New Year's Eve meeting with, Donald Taverner, president of the National Cable Television Association.

Mr. Macy delivered the address to the municipal officials attending the 47th Annual Congress of Cities in Atlanta and in the talk suggested the possibility of city-owned "public-utility" types of CATV systems operated by the local noncommercial broadcaster (BROADCASTING, Dec. 14, 1970).

"That proposal," read a statement issued by Mr. Taverner last week, "came as a surprise to the cable industry." Mr. Taverner said the ideas set forth by Mr. Macy on local municipal ownership of CATV systems were unclear and that the CATV industry was concerned that they were merely a method devised to sidestep FCC rules prohibiting local CATV-broadcast cross-ownership.

Over these concerns, Mr. Taverner asked for and received a meeting with Mr. Macy last Dec. 31. During the encounter, apparently an amicable one, the CPB president stated that he is "pro-cable" and that the Atlanta speech was his and not official CPB policy. He told Mr. Taverner that his speech was misinterpreted and that the purpose of the talk was to bring up all possibilities of approaches to local-franchising situations. He said also it was his concern as a public official to maintain noncommercial access to cable channels.

The NCTA president found Mr. Macy "candid, cooperative and receptive" and suggested to him that CATV and noncommercial broadcasting have a "continuing community of interest" and that a special committee be named by the CPB board of directors to meet with a similar NCTA committee. There has been no official action on that suggestion.

Novel Burden petition seems clearly doomed

The FCC does not appear likely to disqualify itself from holding license-renewal hearings on Don Burden's five radio stations.

That was made clear last week as the commission denied a petition by the Star station group seeking a stay of the hearing until the commission acts on Star's petition for reconsideration of the hearing order.

The petition for reconsideration contended that "illegal" ex-parte activities of the House Commerce Committee and its allegedly improper influence on the FCC have made it impossible for the commission to act impartially in the hearings it ordered for WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN(AM) Vancouver, Wash. (BROADCASTING, Dec. 28, 1970-Jan. 4).

Mr. Burden, 76%-owner of the Star stations, had suggested the FCC grant the renewals for the purpose of permitting the stations to be sold. He said "Star is willing to enter into an agreement with Indianapolis Broadcasting for the purpose of assigning the license [of WIFE(AM)] to it." Indianapolis Broadcasting has filed a competing application for WIFE's frequency.

The commission said last week that, from its preliminary examination of the merits of the reconsideration petition, Star had not demonstrated that the commission is disqualified to decide the case, nor has it shown "any reasonable likelihood of prevailing on the merits."

The commission last month set the renewal applications for hearing on 19 issues, including questions of whether the stations violated the equal-time law and the fairness doctrine and whether the licensee companies were lacking in candor in responding to commission inquiries. Included in the hearing is Indianapolis Broadcasting's application for WIFE's facilities.

The vote on the request for stay was 4-to-0 with Commissioner Thomas J. Houser not participating and Commissioners Robert T. Bartley and H. Rex Lee absent.

Storer airline wins OK on merger plans

The Civil Aeronautics Board and President Nixon last week approved merger of Northeast Airlines, 86.1% owned by Storer Broadcasting Co., with Northwest Airlines.

The consolidation, which required presidential approval because the airlines use foreign routes, was helped by favorable recommendations from CAB Examiner Robert L. Park and the CAB's Bureau of Operating Rights (BROADCASTING, June 15, 1970).

Under the merger agreement, Northwest Airlines or a subsidiary will be the surviving corporation and shareholders of Northeast Airlines will receive one share of Northwest common stock for each five shares of Northeast stock held (BROADCASTING, Nov. 17, 1969).

Approval of the merger included a condition that the surviving company be stayed from operating the Los Angeles-Miami route until the CAB determines whether Northwest or some other carrier should be granted the route. Northeast's interest in a merger was disclosed shortly after it was granted the route last year, but it denied using the route to boost its attractiveness as a merger candidate.

Superaudience

The research department of NBC-TV has estimated that almost 64 million viewers in 31,670,000 homes will watch the Super Bowl football game—a record audience for a televised sports event, according to the network. By way of comparison, NBC-TV said, last year's game between the Kansas City Chiefs and the Minnesota Vikings was seen in 30,830,000 homes by 62,380,000 viewers, based on Nielsen Television Index figures. The Jan. 17 match between the Dallas Cowboys and Baltimore Colts will be on NBC-TV.

Sudden halt to Viacom spin-off

FCC orders CBS to keep CATV and syndication while it looks into compliance with new rules

This was to have been Viacom International Inc.'s second week of existence as an offshoot of CBS. Viacom was to have been operating the CATV and domestic program-syndication businesses that had been developed by CBS, and CBS was to have been considering itself in compliance, in advance, with FCC rules barring networks from those activities.

Instead, CBS stockholders are still waiting for the 3.8-million shares of Viacom stock they were to have received, at the rate of one share of Viacom for every seven of CBS common they held, and CBS is still operating its CATV and syndication businesses.

For, at almost the 11th hour, shortly before noon on Dec. 31, 1970, as CBS was preparing to distribute the Viacom stock to its stockholders, the FCC called a halt. The commission said it wanted to make a determination as to whether the spin-off of CBS's CATV and syndication business to Viacom would, in fact, constitute compliance with the new rules.

And its initial impression, at least, is that it will not. "The information before us . . . is strongly indicative of continued common control of CBS and Viacom," the commission said in its order.

To help it reach a decision in the case, the commission requested additional information from CBS and two groups of petitioners whose opposition led to the stop order. The schedule of pleadings laid out by the commission indicates that a decision will not be reached before the end of February.

CBS President Frank Stanton issued a statement shortly after the order was issued, expressing astonishment at the commission's action "less than an hour before the spin-off was to have become effective. He noted that CBS last summer had disclosed its plans to establish a separate, independent company to acquire its CATV and syndication activities as a means of complying with the commission's new rules.

The timing of the commission's action was not its only dramatic aspect. Only two commissioners—Chairman Dean Burch and Robert E. Lee—were on hand in the commission offices when the issue came to a head in the week between Christmas and New Year's. The others were scattered, either at their homes in the Washington area or on visits around the country.

The commission initially attempted to reach a decision on Dec. 30, with its staff seeking additional information from CBS and Chairman Burch attempting to reach the absent commissioners by telephone. But the effort failed. The decision reached the next day was unanimous, with Commissioner Robert Wells concurring.

CBS has gone to court in an effort to overturn the commission's order, which Dr. Stanton said was not "proper or valid" and beyond the commission's authority "to issue or to implement." However, the U.S. Court of Appeals in New York, where the appeal was filed, was not asked to stay the order. CBS attorneys declined to explain why they did not request a stay.

Dr. Stanton said CBS had told the FCC and Securities and Exchange Commission that it initiated the spin-off transaction to effect compliance with the letter and the spirit of the commission's rules and intends to make certain that the spin-off will achieve that purpose. He also said CBS will do "everything in our power to resolve the issues as soon as possible."

But pending action on its appeal or prior action by the FCC, CBS is operating Viacom, which has about 400 employes worldwide, as the CBS/Viacom Group. It reports to John A. Schneider, CBS executive vice president, and its officers and structure are as originally planned: Clark George is president, and its operating divisions, Viacom Enterprises (formerly CBS Enterprises) and Viacom Communications (CATV facilities and operations), are headed, respectively, by Ralph Baruch and Richard Forsling.

The name CBS/Viacom Group is a change from the designation given by Dr. Santon in a Dec. 31 memo to CBS officers outlining plans for CBS to continue to operate Viacom "until we are permitted officially to spin it off." He said it would be called the CBS/VII Group—VII for Viacom International Inc.—but the name was changed last week because it was becoming known as the CBS/Seven Group. In corporate code the new name was sometimes shortened to CBS/VIA, VIA being Viacom's New York Stock Exchange symbol.

One of the petitions opposing CBS's Viacom plan was filed by seven program producers and syndicators. It asserted that creation of Viacom will not constitute divestment of the CBS program-syndication business but merely the creation of an affiliated company.

The other was filed by minority stockholders in a San Francisco CATV system of which CBS is the principal owner and which it intends to merge into Viacom. The minority stockholders, who have also filed suit in federal court in San Francisco to block the spin-off, said the plan will not affect CBS's control of the CATV and program-syndication operation; they assert that present CBS officers will own more than 10% of the Viacom stock, thus giving them de facto control. A week before the FCC acted, the court refused to issue an injunction against the Viacom spin-off.

CBS had argued that it was unnecessary to block the spin-off since the rules with which it was concerned are not yet in effect. The rule barring networks from the CATV business does not become effective until Aug. 10, 1973, and the rule banning networks from engaging in domestic syndication—the legality of which is being tested in court—has been stayed by the commission pending further order.

CBS also said that the board of Viacom was being expanded to provide for a majority having no present or past connection with CBS and that the members of the Viacom board formerly connected with CBS will have no financial ties to that company other than their stock holdings and, in one case, a deferred compensation. In addition, it said, voting trusts will be established by top officials, including Dr. Stanton and CBS Board Chairman William Paley, for their Viacom stock.

The commission, however, said it would not be practical to permit the spin-off to proceed before a determination as to whether it would enable CBS to comply with the rules. It said the spin-off would affect "many thousands of persons, including CBS stockholders and new Viacom stockholders, in ways which will clearly make remedial action by the commission difficult" if it should decide later that the spin-off is not in compliance with the rules. The commission added that it would then have to consider "such drastic remedies as divestiture of substantial stock interests, possible changes in Viacom's board of directors and revision of partially performed agreements between CBS and Viacom."

The commission directed CBS to file by Jan. 20 a statement of changes in the Viacom organization not contained

Mr. Comstock

Mr. Haney

Mr. Cobb

lina, and KVGB(AM) Great Bend, both in Kansas, and for a year was with WLVA(AM) Lynchburg, Va. He served in the Navy during World War II. In 1951, Mr. Cobb helped in the establishment of the Kansas Association of Radio Broadcasters.

The reorganization of the NAB was authorized last fall, following the recommendations of a special public-relations committee. That committee suggested that the association be restructured into three departments, each headed by an executive vice president. The proposal was adopted by the NAB board in October and the search for the new officers began (BROADCASTING, Oct. 12, 1970).

In the new organization—which will become effective the middle of next month—the government-relations department will consist of a government liaison vice president, and special sections for Congress, the FCC and other agencies; a general counsel and his legal staff, as well as special counsel.

The station-relations department will consist of the present TV, radio, engineering and research vice presidents, as well as the current directors of broadcast management, regional management and field men. It would also contain two new groups; one for minority affairs, one for public service.

The public-relations group will be divided into press and broadcast bureaus, as well as promotion and publications sections, and will maintain liaison with the Television Information Office.

---

*Joseph S. Field, Jr., WIRK(AM) West Palm Beach, Fla.

District 7 (Kentucky and Ohio)—Allan Land, WHIZ-AM-FM Zanesville, Ohio, and Jay Wagner, WLEC-AM-FM Sandusky, Ohio. James M. Caldwell, WAVE(AM) Louisville, Ky., is the retiring member.

District 9 (Illinois and Wisconsin)—R. Karl Baker, WKTS(AM) Sheboygan, Wis., and Richard D. Dudley, WSAU(AM) and WIFC(FM) Wausau, Wis. Alfred F. Sorenson, WKRS(AM) Waukegan, Ill., is the retiring member.

District 11 (Minnesota, North Dakota and South Dakota)—Ross E. Case, KWAT-AM-FM Watertown, S.D., and Eugene Garfield Clark Jr., KSTP-AM-FM St. Paul. N. L. Bentson, WLOL(AM) Minneapolis, is the retiring member.

District 13 (Texas)—*Wendell Mayes Jr., KNOW(AM) Austin, Tex., and David H. Morris, KNUZ(AM) and KQUE(FM) Houston.

District 15 (California [excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial], Nevada, Hawaii and Guam)—James Gabbert, KIOI(FM) San Francisco and William D. Shaw, KSFO(AM) San Francisco. B. Floyd Farr, KEEN(AM) San Jose, Calif., is the retiring member.

District 17 (Alaska, Oregon and Washington)—Gordon L. Capps, KSRV(AM) Ontario, Ore., and *Carl Fisher, KUGN(AM) Eugene, Ore.

Class "A" Market (population of 500,000 or more)—Edmund C. Bunker, KFI(AM) Los Angeles; E. Brandt Gustavson, WMBI-AM-FM Chicago; *Andrew M. Ockershausen, WMAL-AM-FM Washington and Dean Osmundson, WMC-AM-FM Memphis, Tenn.

Class "B" Market (population of 100,000 to 500,000)—Harry W. Hoth, KRDO-AM-FM Colorado Springs, Colo., and Daniel W. Kops, WAVZ(AM) and WKCI(FM) New Haven-Hamden, Conn. Richard W. Chapin, KFOR(AM) Lincoln, Neb., is the retiring member; he is the current chairman of the radio board.

Class "C" Market (population of 25,000 to 100,000)—Roger H. Coleman, WGIL-AM-FM Galesburg, Ill., and Charles R. Dickoff, WEAQ(AM) and WIAL-FM Eau Claire, Wis.

Class "D" Market (population of 25,000 or less)—*John F. Hurlbut, WVMC(AM) and WSAB(FM) Mt. Carmel, Ill., and Donald T. Thurston, WMNB-AM-FM North Adams, Mass.

PACCT helps 36 win re-election

Most victorious congressmen are on panels dealing with cable legislation

Thirty-six incumbent congressmen who collectively received $20,750 in campaign funds from the Political Action Committee of Cable Television in 1969-70 all won re-election last November. Most are members of the Senate and House Commerce and Judiciary Committees, which have jurisdiction over most legislation affecting the cable TV industry.

PACCT was formed last June to raise funds for congressmen in a position to help influence CATV's future (BROADCASTING, July 13, 1970). It is headed by Martin F. Malarkey Jr., Washington CATV consultant and founder of the National Cable Television Association (which has no ties with PACCT).

The following members received funds from PACCT as indicated:

Senators:

Birch Bayh (D-Ind.), $500; Quentin N. Burdick (D-N.D.), $500; Harry F. Byrd Jr. (D-W. Va.), $500; Howard W. Cannon (D-Nev.), $1,500; Hiram L. Fong (R-Hawaii), $1,300; Philip A. Hart (D-Mich.), $1,000; Vance Hartke (D-Ind.), $1,500; Henry M. Jackson (D-Wash.), $500; Frank E. Moss (D-Utah), $1,500; Winston L. Prouty (R-Vt.), $500; Hugh Scott (R-Pa.), $1,700.

Representatives:

Donald G. Brotzman (R-Colo.), $500; Clarence J. Brown (R-Ohio), $250; James T. Broyhill (R-N.C.), $700; Emanuel Celler (D-N.Y.), $500; Frank M. Clark (D-Pa.), $100; John Conyers Jr. (D-Mich.), $200; Harold D. Donohue (D-Mass.), $200; Don Edwards (D-Calif.), $200; James Harvey (R-Mich.), $200; James F. Hastings (R-N.Y.), $150.

Also, John Jarman (D-Okla.), $250; Hastings Keith (R-Mass.), $100; Peter N. Kyros (D-Me.), $400; Clarence D. Long (D-Md.), $100; Torbert H. Macdonald (D-Mass.), $1,500; Abner J. Mikva (D-Ill.), $150; John M. Murphy (D-N.Y.), $250; Richardson Preyer (D-N.C.), $400; James H. Quillen (R-Tenn.), $100; Peter W. Rodino Jr. (D-N.J.), $250; Fred B. Rooney (D-Pa.), $1,000; Samuel S. Stratton (D-N.Y.), $350; Robert O. Tiernan (D-R.I.), $500; Lionel Van Deerlin (D-Calif.), $1,000; Gus Yatron (D-Pa.), $100.

Will KRON face conditional renewal?

FCC bureau says Chronicle should get one year to sell its Bay-area CATV's

The FCC's Broadcast Bureau has recommended that the licenses of KRON-FM-TV San Francisco be renewed, provided the parent company, Chronicle Publishing Co., disposes of its local CATV interests within a year.

The bureau's recommendation to Hearing Examiner Chester F. Naumowicz Jr. was based on its conclusion that KRON-TV was used by licensee Chronicle Broadcasting Co. to further its own and its parent's business interests. "This is particularly evidenced," it said, "by KRON-TV's presentation of programs designed to win CATV franchises for the Chronicle." However, the bureau added, in presenting such programs "KRON-TV was not out-and-out abandoning its duty to serve the public interest. Those programs, on the whole, dealt with valid news or public-affairs subjects."

The bureau noted that under the commission's rules barring crossownership of TV stations and CATV systems, Chronicle would have to dispose of its CATV interests within KRON-TV's grade B contour by Aug. 10. 1973. However, in view of Chronicle's guilt "beyond doubt" in attempting to advance its CATV interests through KRON-TV programing, Chronicle should be required to divest itself of its grade B CATV interests within a year, it said.

It also concluded that Chronicle does not have an undue concentration of control, that it has not engaged in anticompetitive and monopolistic practices, and the Chronicle's investigation of the complainants in the case—Albert Kihn and Blanche Streeter—"was in general keeping with the legitimate interests of the licensee."

Complaints about KRON-TV's news practices from Mr. Kihn, a former station cameraman, and Mrs. Streeter, former classified-advertising saleswoman for the parent company's *San Francisco Chronicle*, were a major factor in the commission's decision in March 1969 to set the KRON renewal applications for hearing.

The complainants also filed their proposed findings and conclusions with the FCC, contending the KRON licenses should not be renewed. They said the investigations were Chronicle's attempt "to harass, coerce or intimidate" them into discontinuing their involvement in the proceeding.

And, in reiterating their charges, they said the station's news and public affairs programing "has not been so meritorious as to constitute a countervailing factor to the news management and slanting it is guilty of, or the anticompetitive practices of its parent."

In its proposed findings and conclusions, Chronicle said there is no reasonable basis for concluding that the Chronicle has an undue concentration of control of media in the San Francisco Bay area or that it has engaged in any anticompetitive or monopolistic practices.

"The total number of adverse programing allegations are so small that the charges themselves become insignificant," Chronicle said. It added that these allegations stemmed from "the inherent conflict between a licensee trying to live up to the responsibilities placed upon it by the FCC and the self-styled professional staff who has its own conception of what types of programing should be presented." The commission must declare that it will not challenge licensee judgment decisions or allow them to be challenged by others, unless there is specific evidence that improper material has been broadcast, Chronicle said.

It said its investigations of Mr. Kihn

McLaren backs move to end AT&T-Comsat ties

Senator Mike Gravel (D-Alaska) has won the support of Richard W. McLaren, head of the Justice Department's antitrust division, in his efforts to bump AT&T off the board of Comsat and force it to sell its Comsat stock.

Senator Gravel last week made public the contents of a letter he received from Mr. McLaren, in which the antitrust chief said that "a good case can be made for eliminating the direct carrier influence over Comsat."

Last fall Senator Gravel, to sound out support among cabinet officers, circulated draft legislation curbing AT&T's role within Comsat (BROADCASTING, Sept. 14, 1970). In a letter to Mr. McLaren the senator called for members of the Comsat board to be elected annually by the stockholders after Jan. 1, 1971, and the barring of Comsat stock ownership by communications common carriers after Jan. 1, 1972.

Senator Gravel feels that AT&T's influence within Comsat lessens competition in communications, particularly in the satellite field.

Mr. McLaren said that "in general, we would favor the enactment of legislation . . . to eliminate direct carrier control or influence over Comsat. Such a step, combined hopefully with some modification of regulatory constraints on Comsat's activities, would significantly enhance Comsat's competitive potential."

Mr. McLaren

AT&T is the single largest holder of Comsat stock out of a total of some 100 communications firms collectively holding 36.5% of the stock under the Communications Act of 1962. It holds 2.9 million shares which it bought in 1963 for $58 million. The shares are currently worth about $140 million.

Three of the four board seats assigned to the communications industry are also held by AT&T.

Under the original plan of the satellite act, six of Comsat's directors were elected by the stockholders, six represented communications firms and three were appointed by the President. A little over a year ago, legislation was passed stipulating a reduced number of directors representing the communications firms as their stockholders declined. The legislation followed the sale by International Telephone & Telegraph Corp. of most of its holdings in Comsat.

Mr. Gravel has vowed to introduce a bill limiting AT&T's future role within Comsat soon after the 92d Congress convenes Jan. 21.

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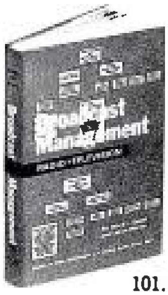

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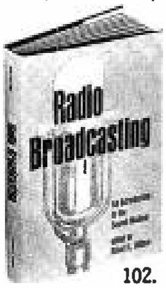

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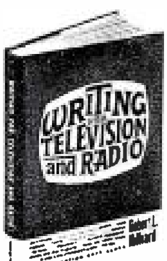

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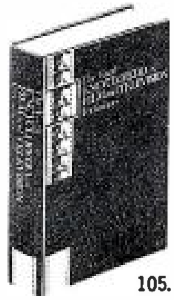

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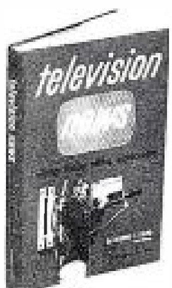

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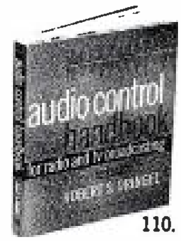

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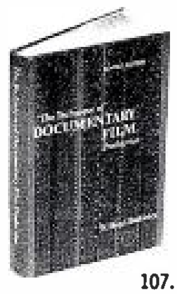

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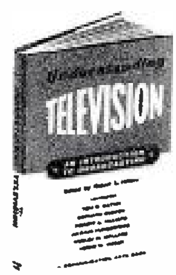

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THE WHITE HOUSE
WASHINGTON

November 24, 1970

Dear Mr. Patricelli:

As you know, a number of your radio and television editorials have seemed particularly impressive to me, and I was especially pleased to find a copy of the texts of the May 1969 - May 1970 editorials on my desk recently.

Your efforts to combat drug abuse and to assist drug users to return to normal lives are deeply gratifying, and I have been told that your commitment to this cause has gone far beyond broadcasting. I understand that your firm has paid for the printing and distribution of thousands of copies of a curriculum on drugs for teachers throughout the United States and in a number of other countries.

While I know that the personal satisfaction you must derive from this work will always be your greatest reward, I want you to have the enclosed certificate as a token of my appreciation for your leadership. It comes to you with my best wishes for the years ahead.

Sincerely,

Richard Nixon

Mr. Leonard J. Patricelli
President
Broadcast Plaza, Inc.
WTIC TV-AM-FM
Hartford, Connecticut 06103

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in the statement CBS had filed with the Securities and Exchange Commission on Nov. 20, details of any trust agreements concerning Viacom stock owned by CBS officials, and texts of any contracts between CBS and Viacom. The opposing petitioners were given until Feb. 10 to respond; and CBS will have until Feb. 10 to file a reply.

The commission noted that CBS had submitted a copy of its SEC amendment, which contained information on three additional, non-CBS directors of Viacom (BROADCASTING, Dec. 28, 1970-Jan. 4). However, the commission said it was submitted too late for its "adequate consideration."

The commission was generally caustic toward CBS, suggesting the abruptness of the order was partly CBS's fault. It said that CBS "failed to keep the commission adequately advised of its Viacom plans, despite requests to its counsel by the commission" and had "failed to make any substantial response on the merits in the face of the pleadings filed by the petitioners."

The commission also gave no weight to an affidavit by a CBS vice president, Robert M. Rice, asserting that delay in the spin-off would cause serious damage to CBS and its stockholders. The commission said the expenses were not detailed and do not outweigh the other factors involved. Besides, the commission noted, the affidavit, although signed on Dec. 16, was not submitted until Dec. 30—19 days after the first petition opposing the spin-off was filed.

The commission stop order had an impact on the stock market, where Viacom shares have been traded on a when-issued basis since Dec. 3. The New York Stock Exchange suspended trading in the when-issued shares at 3:15 p.m. on Dec. 31, 15 minutes after the commission order was announced and 15 minutes before the market was to close for the long holiday weekend. Trading was to have resumed on Monday morning (Jan. 4) but was held up until midday to permit the clearing of a backlog of orders.

Since then the market has responded in a mixed pattern. Viacom shares closed Dec. 31 at 16, down 1¼. On Monday, after trading resumed, they closed at 16¼ for a quarter-point gain. On Tuesday the stock tacked on another three-eights and on Wednesday closed unchanged at 16⅝. On Thursday, it closed at 16⅜, off one quarter. Volume ranged from 7,500 shares traded Dec. 31 to 3,100 traded last Monday, 4,800 Tuesday, 3,500 Wednesday, and 2,000 Thursday.

CBS shares, whose market price had already been reduced to reflect the planned distribution of Viacom stock, dropped five-eighths on 33,400 shares traded Dec. 31 and lost another three-eighths in trading on 9,100 shares on Monday, closing at 30¼. But on Tuesday the stock recovered five-eighths in trading of 8,800 shares and on Wednesday added another 1½ with 22,000 shares traded, closing at 32⅜, more than two points above its Dec. 30 closing. But on Thursday, it closed at 31⅝, off three-quarters on 49,000 shares traded.

CBS's high for 1970 was 49⅞ and its low 23⅞. Viacom's high was 19½, its opening price on the first day of trading, and its low 13¼.

Times-Cowles deal now up to stockholders

Directors of both the New York Times Co. and Cowles Communications Inc. have approved an agreement in principle for Times to buy several Cowles properties for $50.7 million in stock and assumption of $15 million in debts.

Transaction—which includes acquisition of WREC-TV Memphis; *Family Circle,* monthly consumer magazine, and three Florida daily newspapers—still has to be approved by stockholders of both companies at a special meeting scheduled March 10.

Proposed sale was announced last Oct. 28 (BROADCASTING, Nov. 2, 1970). It also is subject to federal tax rulings, and the transfer of WREC-TV is subject to FCC approval.

Cowles will receive 2.6-million shares of Times class A common stock, worth more than $50 million at the current market prices.

Youths read more, view TV less, ANPA claims

The Bureau of Advertising of the American Newspaper Publishers Association released last week results of a study showing that today's young people —15 to 25 years old—are reading newspapers more and watching television less.

The bureau said its conclusion was based on a study made by Gilbert Youth Research, New York, on the media habits and attitudes of a national cross-section of more than 1,600 young people in the 15 to 25 category. The findings were incorporated into a film presentation shown to a group of leading advertising and marketing executives last week.

Among high school students, the bureau said, the study reveals that 72% of the freshman and sophomores and 81% of the juniors and seniors read the daily newspaper on the average weekday. The study also indicates, according to the bureau, that 65% of high school students are watching less television as compared to 16% who are watching more.

In college, 63% of the freshmen and sophomores and 69% of the juniors and seniors read a daily newspaper, according to the study. The bureau said most college students reported declines in TV watching, with 71% saying they are viewing less as compared to 20% who say they are viewing more.

The study indicates that TV-radio listings in newspapers are well read by college students. It showed that 89% of the male students read the news sections of newspapers three or more times per week, while 80% read sports; 69%, comics; 65%, TV-radio listings; 64%, editorial page; 61%, political columnists, and 35%, horoscopes. Among female college students, 88% read the news section; 68%, comics and horoscope; 67%, TV-radio listings; 66%, fashion; 56%, editorial page; 41%, sports, and 39% political columnists.

Television Bureau of Advertising officials had not seen a copy of the study but when apprised of its contents, Harvey Spiegel, vice president and director of sales and marketing, observed:

"These studies never get into the important question—that is, a comparison of time spent each day with a newspaper and before the television set. Young people should have been asked: How much time do you spend a day with a newspaper and how much time do you spend each day watching television?"

Media notes:

New MBS Affiliate ▪ WCAR(AM) Detroit has become an affiliate of Mutual Broadcasting System. Station operates on 1130 khz with 5 kw day and 10 kw night.

New NBC Radio affiliates ▪ NBC Radio reports it has added the following as affiliates: KCMT-FM Alexandria, KPRM-AM-FM Park Rapids, KEHG-AM-FM Fosston, KLLR-AM Walker, all Minnesota; KHMO(AM) Hannibal, Mo., and WBPO-FM Beaumont, Tex.

More ABC affiliates ▪ ABC Radio has announced the addition of eight new affiliations with its four network services. KLMO(AM) Longmont, Colo.; KERN-(AM) Bakersfield, Calif., and KWHN-(AM) Fort Smith, Ark., joined the American Contemporary Network; WWWS(FM) Saginaw, Mich., joined the American Entertainment Network; KRWL(AM) Carson City, Nev., and WEAT(AM) West Palm Beach and WTAN(AM) Clearwater, both Florida, are with the American Information Network, and WVEM(FM) Springfield, Ill., joins the American FM Network.

NAFMB sets pilot meeting ▪ The Na-

CATV issue ricochets around Illinois

Chicago city council fears power play as governor launches state probe of subject

Cable television is too large and complex a field for a single federal body such as the FCC to regulate. This power should be shared with the states and the cities.

Illinois Governor Richard G. Ogilvie offered that view Tuesday (Jan. 5) in a talk before the 20th-anniversary dinner of the Chicago chapter of the American Women in Radio and Television. A few hours earlier that same day, at the governor's request, the Illinois Commerce Commission announced it will begin a broad investigation of CATV to determine how far the state should go in regulating the cable-TV field and just what its authority in this new field may be. The probe will begin on Jan. 29 in Chicago.

These moves by Republican state officials were met Wednesday in Chicago with charges of a political power play, the charges coming from spokesmen within the Democratic-controlled city council. There are 16 applications for CATV franchises in Chicago pending before a finance subcommittee of the city council and hearings already have been held with further proceedings expected shortly.

David H. Armstrong, chairman of the Illinois Commerce Commission, explained that the "concern for the proper role of state regulation" is shared not only by Governor Ogilvie but also by Dean Burch, chairman of the FCC. Mr. Armstrong, also a member of the executive committee of the

Mr. Armstrong

National Association of Regulatory Utility Commissioners, said he has explored the problems and potentials of CATV informally with Mr. Burch on several occasions while attending various NARUC meetings. Governor Ogilvie said he too has communicated with Mr. Burch about CATV and filed comments on the subject with the FCC late last year.

ICC Chairman Armstrong said he has assigned Hearing Examiner Steve Claggett to preside over the state CATV investigation. The hearing will be held in Room 2000 of the Illinois State Building, Randolph and LaSalle, Chicago.

The ICC is inviting all elements of the industry initially to submit detailed position papers by that date. The papers are to be based on a list of 41 questions attached to the hearing order. They cover all technical, legal and regulatory aspects of the field. Serving as technical consultant to the ICC is Raymond Ohmet, a Washington attorney.

"Last month I notified the FCC formally of my desire that the cautious present federal policy in cable TV be continued," Governor Ogilvie told the AWRT, adding: "I think it is unlikely—and probably unwise—to expect the degree of surveillance needed for thousands of cable TV systems from a single government agency in Washington. Rather, the states and their cities should be given the opportunity to provide local and regional regulation consistent with the conditions of each of these varying constituencies."

The Illinois Republican governor also made this observation: "In city councils and village boards across the nation—and in our state capitals—there is a tremendous ferment of activity as ways are sought to serve the public interest while providing an opportunity for entrepreneurial innovation. Not the least of the considerations before these councils and boards is the opportunity to tax cable TV to aid hard-pressed local governments."

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tional Association of FM Broadcasters has set a regional conference for Jan. 26 at the Marriott Motor Hotel in Philadelphia as a "pilot" meeting of a series of regional conferences projected by NAFMB during 1971. Working sessions will concentrate on sales, programing, promotion, research, news and editorials and a technical demonstration of four-channel stereo.

Everything but custodial service ▪ All Media Services, a multiservice company, has been formed to assist medium and small-market radio stations in several Southern states. The firm will offer market research and analysis, audience measurement, sales development programs, commercial production, and feature programs. President of All Media Services is Bob Raleigh, former air personality and program director. The company is based in Galax, Va., and will serve stations in Virginia, North and South Carolina, Maryland, West Virginia, Tennessee, Georgia and Florida.

CATV employe faces sabotage charges

Ronald Lee Fox, 34, arrested in connection with the sabotaging of the Palm Springs, Calif., Television Co.'s cable system last New Year's Eve, is in jail awaiting a preliminary hearing next Monday (Jan. 18).

Mr. Fox, an employe of the company, was charged with "interfering with electrical transmission lines" following a blackout at 7:45 p.m. Dec. 31, 1970. Transmission was halted in about 6,000 of the 8,000 subscribing homes until early New Year's Day. According to Gil Nathanson, president of Palm Springs TV, several plugs were reversed.

Police speculated that the sabotage may have been connected with an impasse in negotiations between the CATV operator and the International Brotherhood of Electrical Workers (IBEW), which is presently attempting to sign a contract with Palm Springs TV.

IBEW loses Illinois vote

Employes at WHBF-AM-FM-TV Rock Island, Ill., have voted 14-to-11 against representation by the International Brotherhood of Electrical Workers. The final count came Dec. 29, 1970, after the National Labor Relations Board at Peoria, Ill. validated two votes that had been challenged by the union and left unopened during a Dec. 14 vote. The balloting at the time totaled 12 votes against IBEW representation and 11 for continuing with the union. Involved were news personnel, radio announcers, television producers and film-processing personnel.

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Newspapers increase cigarette ads

As commercials leave the air, tobacco firms turn elsewhere, though with less total tonnage

Where have all the cigarette commercials gone? It is a little too early to tell (they disappeared from TV and radio Jan. 2) but it looks as if they've gone where they were expected to go—to newspapers, particularly Sunday supplements, to magazines and billboards.

Even though they have been banned from TV and radio, tobacco companies appear to be edging toward the medium by buying space on the television pages of some newspapers.

But reports that tobacco firms are considering coming back on the air through the side door, as it were, through sponsorship of sports events that may well be televised, and even, reportedly, by packaging pipe tobaccos in cigarette pack-like pouches using familiar cigarette brand names for advertising on the air, alarm some officials. FCC Chairman Dean Burch set a meeting for Friday (Jan. 8) with Vincent T. Wasilewski, president of the National Association of Broadcasters, and Horace Kornegay, president and executive director of the Tobacco Institute, to discuss these purported moves.


Chairman Burch


Mr. Wasilewski

In New York, advertisements on the TV program pages of newspapers have appeared in the *New York Daily News* and in some of the Gannett chain dailies. The *New York Post*, on the other hand, has sold space to American Brands on the back page of its sports section; in the past this page carried no advertising. American Brands last week was rotating different brands in this space.

For a clearer indication of trends in newspaper advertising, editions of papers were compared for the first few week days of this year and last. In papers of Jan. 4 through 7, 1970, the *New York News* and *New York Post* each carried one cigarette ad. In the same papers of this year they carried nine.

The *Chicago Tribune* carried 65 column inches of cigarette advertising in its editions of Jan. 5-7, 1970, and 170 column inches Jan. 4-6, 1971. In comparable periods the *Washington Post*, which editorialized vigorously in favor of the law prohibiting cigarette advertising on radio and television, published 56 column inches of cigarette advertising in 1970 and 119 column inches this year.

Indicative of the draw of the supplements, which can provide color, is *Parade Magazine*. In its first two issues of 1970, it carried one full page of cigarette advertising; this year in its first two issues, it carried seven pages of such advertising.

On Jan. 1, 1970, *The New York Times* put into effect a policy requiring cigarette advertisements to include a health warning. Since that time, no cigarette advertisements have appeared in the *Times*.

Said a New York newspaper spokesman: "The major thrust will be in the Sunday supplement where you can offer color photographs and Spectacolor. This will be throughout the country. There wasn't too much business in the Sunday supplements last year, but one cigarette company already for 1971 has contracted for 60 color pages of advertisements in the Sunday edition."

Both *New York Post* and *New York News* spokesmen declined to say how much cigarette money was spent in their newspapers last year. They also refused to estimate what the figure would be in 1971.

But Jack Kauffman, president of the newspaper publishers Bureau of Advertising, estimated cigarette advertising in newspapers would increase from an estimated $18 million in 1970 to $50-$60 million this year.

Newspapers are not the only medium expected to benefit from the ban against cigarette broadcast advertising.

New York City subways, buses, taxis, railroads and airports also will be sporting more tobacco advertisements. The big drawback, however, a subway advertising spokesman said, is the limited amount of space. Cigarette and tobacco advertising in subways for 1970 rose to $914,000 from $604,000 in 1969. He estimated it could conceivably increase to $1 million this year.

Billboards, however, apparently do not have the same space problems. Cigarette advertisements for the first six months of 1970 totaled $1,114,900, compared with $1,632,900 for all of 1969. Although the Institute of Outdoor Advertising had no predictions for 1971, trade sources projected outdoor cigarette advertising would go up 1,000% from about $3 million to $30 million. Tobacco companies also are diverting the TV money to sponsorship of sporting events, to research, and to other areas. One tobacco brand, Pall Mall, is giving a free package of cigarettes for every carton purchased.

Magazines are scheduled to get a bigger slice of the cigarette money. The Magazine Publishers Association in New York estimated there would be a 20% gain in cigarette advertising to about $60 million this year.

Although many cigarette firms are sponsoring sporting events, some of which are televised, one, the R. J. Reynolds Co., took exception to reports of some newspaper and magazine columnists that the purpose was to circumvent the broadcast ban.

William S. Smith, president of Reynolds, sent telegrams to the *New York Times, Time* magazine, *The Washington Post*, the *Washington Daily News, The Tobacco Reporter*, the *Charlotte* (N.C.) *Observer*, and *Advertising Age*, denying this intent.

Mr. Smith said: "The recent publicity in your publication and others attributing ulterior motives to our company's sponsorship of bowling tournaments, automobile races and other popular spectator sporting events is completely without foundation and is but another example of the unremitting vendetta being waged against cigarette smoking."

Sponsoring these events, Mr. Smith continued, emphatically is not for the purpose of gaining broadcast-audience exposure for his company's tobacco products. "R. J. Reynolds has no control over whether or not any sponsored event is televised," he said. "But every precaution has been and will continue to be taken to avoid inadvertent television exposure of our cigarette advertisement."

A Reynolds spokesman said sponsorship of sporting events was to help establish brand identification with fans.

Joining Reynolds in backing automobile races are Liggett & Myers and Philip Morris. L&M will sponsor the nine-race L&M continental championship. Philip Morris will back the Marlboro championship and Reynolds, the Winston 600. Besides backing automobile racing, Reynolds plans an $80,000 Winston-Salem classic bowling tournament, and is considering sponsoring a golf tournament. The Virginia Slims invitational, a series of women's tennis matches, will have Philip Morris money behind it.

Although tobacco companies spent more than $200 million in broadcast advertising, it is estimated their total advertising this year will be about $90 million less than last.

Those who watched television on the last day (Jan. 1) that cigarette commercials were allowed were greeted with a proliferation of 60-second cigarette spots. Philip Morris spent $1¼ million for Marlboro and Virginia Slims, including buying spots for a half-hour of the Dick Cavett (ABC), Johnny Carson (NBC) and Merv Griffin (CBS) late night shows. R. J. Reynolds also spent extra sums that day to advertise its Camels, Winstons and Vantages.

Cigarettes probably will continue to be seen on television. On the *Dick Cavett Show* on ABC-TV last Monday night (Jan. 4), guest Elaine Stritch came out with a cigarette behind her ear. Tony Randall, another guest, asked what it was. For five minutes the conversation centered around cigarettes, with the comedienne saying she was not permitted to bring her cigarette package out because it might be construed as advertising.

"It's good the cigaret commercials are gone . . . I was afraid they'd influence the kids to smoke."

Stayskal in *Chicago Today*. Reprinted with permission

Newspaper cartoonists had a field day with the official end of cigarette advertising on the air. Some used a soft humorous touch, while others relied on humor with a barb. The cartoon above was in Jan. 5 editions of Chicago Today *which also carried 30 column inches of cigarette advertising.*

In his Dec. 23, 1970, letter to Messrs. Wasilewski and Kornegay, the FCC chairman called attention to statements by Senator Frank E. Moss (D-Utah), a leader in the campaign to prohibit cigarette advertising on the air, referring to reports that preparations are under way to "subvert" the intent of Congress. Mr. Burch also noted that the FCC only last month called on broadcasters to "exercise responsible judgment" in this area.

Mr. Burch and Senator Moss are not the only federal officials who expressed alarm at what they feared might be an influx of cigarette advertising in other media. F. John Francis, director of highway environment of the Department of Transportation, was reported to have alerted his office last week to plans he said were under consideration by cigarette companies to pump $100 million into outdoor advertising this year. "The situation," he said, "just scares me to death."

Outdoor advertising spokesmen, however, belittled Mr. Francis's alarm. They have heard nothing of that magnitude, they said. Estimates have been that cigarette advertising might reach $30 million in the outdoor field—which would be, it was said, a 1,000% increase over the observed 1970 expenditures.

One tobacco executive stressed repeatedly, in an appearance on CBS's *Face the Nation* on Jan. 3, that he and his colleagues intend to "adhere to the spirit and the letter of the law." He is Joseph F. Cullman III, chairman of Philip Morris Inc. Sponsorship of sporting events by tobacco companies, he noted, has been going on for a long time. It is not an attempt to sneak cigarette advertisements onto the air. There are no plans to telecast the Virginia Slims invitational tennis tournament, he said. The tournaments, he commented, are considered "on-premise promotion" by his company.

Mr. Cullman said that a significant portion of the money coming out of TV and radio will be spent on research, "something in the area of half to a third of the advertising budget" by Philip Morris, he said. He noted, however, that this includes product research and product improvement as well as research into smoking and health.

Meanwhile, as cigarette advertisements disappeared from U.S. TV and radio, attacks on cigarette smoking continued to mount in other parts of the world, with calls for more stringent limitations on cigarette advertising. In Britain, the Royal College of Physicians asked the government to ban all cigarette advertising, to eliminate public vending machines, impose health warnings on packages of cigarettes and increase taxes on cigarettes, with reductions for pipe tobaccos and cigars. TV advertising of cigarettes was banned in England two years ago, but cigarette sales have continued to increase. In the U.S., the federal Department of Agriculture reported that cigarette sales have continued to increase, from 528.9 billion in 1969 to 542 billion last year, despite the increased publicity given to the health hazard posed by smoking.

In Canada, the government-controlled Canadian Broadcasting Corp. has announced it will carry no more cigarette advertising after current contracts expire. Many independently owned stations have followed suit, including Ontario's largest—CFTO-TV Toronto. And in that province, Thomas Wells, health minister for Ontario, urged the federal government to ban all cigarette advertising. There were no reports late last week of any such moves in Mexico, but XETV(TV) Tijuana, the ABC affiliate for the San Diego area, has decided to follow U.S. law and has ceased broadcasting cigarette commercials, according to Julian Kaufman, vice president and general manager of that Mexican station.

In Australia, health officials have begun discussion with tobacco firms, advertising agencies and TV stations on revisions of the 10-year-old TV code about the advertising of cigarettes.

In Bolivia, the National Institute of Radio and TV, the government regulatory agency, banned the advertising of cigarettes during daytime and early evening hours. The new regulation, which is effective March 1, permits the broadcasting of cigarette commercials only after 9:30 p.m.

Although broadcasters as an industry failed to legally challenge the law prohibiting cigarette advertisements on the air, six MBS-affiliated radio stations have gone to court claiming that the law violates their constitutional rights—particularly since it affects only broadcasting and not other media. The group won a first round recently; it asked for, and it got, a three-judge court to hear its case. Up to last week, no date had been set for argument.

The smoke is gone but the memory lingers on

A little bit of Americana was lost when cigarette advertising went off the air after Jan. 1. But in the annals of American folklore there'll always be a nostalgic memory of—the tobacco auctioneer's unintelligible chant that ended "Sold American"; the midget bellhop and his "Call for Philip Mowrrrissss." Both became entwined in American folkways during radio's heyday before TV.

And, of course, the latest, from the TV era, Winston's ungrammatical but, like man, punchy ". . . tastes good like a cigarette should."

Lorillard maps TV ad drive at race tracks

Controlled TV Communications Inc., New York, has made an exclusive contract with the Lorillard Corp. to advertise its cigarette products via closed circuit at race tracks throughout the country in 1971 at a cost of "several million dollars," it was learned last week.

Robert J. Leder, president of CTVC, said this approach was tested last summer at tracks in California, Michigan and Pennsylvania in cooperation with Lorillard. He said the project now is on at the Santa Anita, Calif., race track and several others and that he has completed or will complete arrangements with a total of 70 thoroughbred, harness and dog-racing establishments this year, including virtually all the major facilities.

Approximately 35 to 40 commercials (10- and 20-seconds in length) are carried during the program, which lasts about five hours. Viewers at the track see on special receivers the odds, the races, re-runs of the races, re-runs of the previous day's races and the payoffs. Mr. Leder said the commercials and the program will be carried in the top 35 markets as well as smaller communities and that he believed the audience can reach 100 million in a year. He estimated that it will cost Lorillard "several million dollars" to underwrite the undertaking.

A spokesman for Lorillard confirmed that the project was under way but would provide no details except to say that "this is all perfectly legal."

Manuel retires from Burnett division

Leo Burnett Co., Chicago, last week announced changes affecting D. P. Brother & Co. Division, Detroit, which on Jan. 1 became Leo Burnett Co. of Michigan Inc. These included the retirement of Kenneth G. Manuel, board chairman of Brother, and election of Sheldon Moyer, formerly president of Brother, to president of Burnett of Michigan. Edwin Scully, Brother financial officer, becomes secretary-treasurer of the Detroit subsidiary agency.

Burnett earlier announced that Kensinger Jones, senior vice president and creative director at Brother, moves to Chicago as senior vice president and executive creative director and that national advertising creative work on Oldsmobile also moves to Chicago (BROADCASTING, Jan. 4). Jim Gilmore, associate creative director in Chicago, transfers to Detroit as vice president and creative director of the Michigan division. His responsibilities will include specific Oldsmobile assignments as well as all other Detroit accounts.

In other related switches, Carl Kos, copywriter, moves from Chicago to Detroit; Boris Moroz, Detroit, moves to Chicago as an associate creative director, and Paul Wonsack, Detroit, moves to Chicago as a senior art director. Mr. Manuel had been with Brother 21 years and at one time headed the agency's radio-TV department.

Leo Burnett Co. last week also announced it had revised estimates of its 1970 billings so that worldwide billing will total about $389 million and domestic billing will total about $283 million. The domestic total is about $5 million more than estimated several weeks ago, Burnett said. The agency billed about $202 million in broadcast media last year (BROADCASTING, Nov. 23, 1970). Burnett said its total billing is up about 7.5% over 1969.

Old Parr Scotch on CATV

Peartree Imports Inc., New York, has bought time on Sterling Manhattan's cable-television facility in New York to carry commercials for Old Parr Scotch whisky during the telecasts of the New York Knickerbocker basketball games. A 30-second commercial for Old Parr is scheduled for each telecast, effective Jan. 2.

Charles Dolan, president of Manhattan Sterling, said last week that in the past his cable-TV system has carried liquor commercials for both Schenley Industries and Schiefflen & Co.

Members of the Distilled Spirits Institute support a voluntary broadcast advertising ban, but Schiefflen, Peartree and Old Parr Scotch do not belong to the DSI. Schenley is said to be a member of the institute.

Crompton closes in Chicago

Because of continuing losses in major accounts over several years, Compton Advertising's Chicago office will be closed effective March 31, the agency's New York headquarters officials have decided. All 30 people now working in Chicago are being released, the agency said.

Carling puts Mabel back on duty

What's in a name? Quite a bit to thirsty Black Label drinkers if the name is Mabel, the winking waitress who first achieved fame in a TV commercial in the fifties. And the belief is so strong

with the Carling Brewing Co., Cleveland, that it is returning Mabel to the air in a revival of its "Hey, Mabel—Black Label!" order that became a popular slogan.

Miss Pat Delaney was selected from a bevy of candidates to portray the 1971 Mabel. Featured with her in the commercial spots are actors Darren McGavin, Gregg Morris, John Vivyan, Joseph Cotten and Cameron Mitchell giving their orders to Mabel.

Lang, Fisher & Stashower Advertising Inc., Cleveland, is the agency handling the return of the thoroughly modern Mabel. Associate Creative Director Lou Heckman also devised the phrase, "Fuller flavor—you better believe it!", which is included in Carling's new commercials. The spots were filmed at Sandler Films in Hollywood.

TVAR suggests 'survival' techniques

Presentation uses product-usage ratings to argue for use of spot in national TV campaigns

National advertisers are told that spot TV used alone or in combination with network television provides "the best insurance of survival" in a new Television Advertising Representatives presentation being shown to advertisers and advertising agencies.

The study, "The Business of Survival," is the third to be applied to what the station rep calls "the continuing pitfall" of network TV for advertisers. Previous probes of "market-by-market flow of network-TV audiences" conducted by TVAR, which is the TV-station rep arm of Westinghouse Broadcasting Co., were called "TILT" and "ZIG ZAG."

The first study in 1962 measured individual program performance in the top-20 TV markets, claiming the majority of network shows delivered a "below-average proportion of their national audience in these markets" and thus were "tilted" away from the major markets. "ZIG ZAG," which was out four years later, spotlighted the audience delivered by an advertiser's network schedule by noting the sharp swings in "advertising impact" from one market to another, irrespective of how many network programs an advertiser used.

"Survival," an 18-minute color-slide presentation, briefly reviews and brings up to date these two studies and proceeds to apply the findings to American Research Bureau's product-usage ratings (as published in "Telestatus," BROADCASTING, Aug. 10, 1970, and Sept. 7, 1970).

TVAR noted that advertisers in their buying strategy go beyond homes and ratings and "dolly-in on their target audience" with the use of the product-usage ratings.

"But, here again, a national look is not enough," TVAR said. "Product usage and consumption vary from market to market."

In its study, TVAR analyzed a comparison of product-usage ratings with ADI ratings (ratings for ARB's areas of dominant influence). Included were a check of two sets of ratings as of February-March 1970 for each of 59 prime-time shows which returned for the fall 1970 season, for each of ARB's 13 product categories and in each of the top-20 TV markets, or, in all, 16,000 individual ratings. Concluded TVAR: "Product usage ratings fluctuated to a far greater extent from market to market than did ADI ratings."

TVAR said its analysis showed that in 84% of the cases (all 59 prime-time programs), product-usage ratings showed a greater spread than the ADI ratings. The rep said the average program showed a low-to-high variance of 125% in the top-20 TV markets in terms of ADI ratings but that "the spread is far wider when product-usage ratings are considered." For the network advertiser, said TVAR, which also included specific case studies in its presentation, this means that the "impact of his network campaign not only varies from market to market in terms of pure ratings, but the fluctuations are even greater when he concentrates on reaching his prime prospects."

Among TVAR's conclusions:

- Network-TV for the national advertiser "is no longer good enough. While it covers the country, it leaves the advertiser with too many peaks and valleys."
- A network-TV advertiser should also allocate funds for spot during the planning stage of a campaign to provide the added impact where needed. Later, as local rating reports become available, the advertiser can quickly heavy up with spot in markets where he is getting below-average impact.
- The advertiser with a more limited budget must look at network as "a luxury and a risk" that should be avoided. Instead, the TV dollars ought to be devoted solely to spot TV "where he [the advertiser] can exert just the right pressure where it will do the most good."

'Lean selling' theme of TVB sales clinics

The emphasis of Television Bureau of Advertising's 1971 sales clinics—scheduled for 20 cities—is on more efficient TV selling and an extension of TV's

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Dec. 13, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended Dec. 13	ABC Cume Jan. 1-Dec. 13	CBS Week ended Dec. 13	CBS Cume Jan. 1-Dec. 13	NBC Week ended Dec. 13	NBC Cume Jan. 1-Dec. 13	Total minutes week ended Dec. 13	Total dollars week ended Dec. 13	1970 total minutes	1970 total dollars
Monday-Friday Sign-on-10 a.m.	$	$	$ 254.4	$ 6,940.1	$ 338.0	$ 15,896.3	102	$ 592.4	4,212	$ 22,836.4
Monday-Friday 10 a.m.-6 p.m.	1,107.4	82,680.1	3,160.3	135,155.3	1,798.8	97,409.3	801	6,066.5	43,895	335,244.7
Saturday-Sunday Sign-on-6 p.m.	1,558.8	50,376.5	2,944.1	72,220.3	1,633.2	48,455.4	342	6,136.1	14,292	171,052.2
Monday-Saturday 6 p.m.-7:30 p.m.	320.5	13,902.3	819.8	37,337.4	925.7	29,119.6	94	2,066.0	4,002	80,359.3
Sunday 6 p.m.-7:30 p.m.	149.4	5,524.8	1,013.4	12,635.9	270.8	10,148.9	23	613.8	990	28,309.6
Monday-Sunday 7:30-11 p.m.	8,168.1	277,915.7	7,222.7	327,223.8	8,082.0	335,288.3	443	23,472.8	22,007	940,427.8
Monday-Sunday 11 p.m.-Sign off	505.9	20,089.9	400.2	18,227.4	694.4	35,214.2	135	1,600.5	5,939	73,531.5
Total	**$11,810.1**	**$450,469.3**	**$14,995.2**	**$609,740.2**	**$13,742.9**	**$571,532.0**	**1,940**	**$40,548.1**	**93,393**	**$1,651,761.5**

retail effort.

The clinics start April 13 in Buffalo and conclude May 27 in Chicago. Other clinic cities and dates are Salt Lake City on April 20, Los Angeles and Dallas-Fort Worth on April 22, San Francisco and Kansas City (Mo.) on April 27, Portland (Ore.) and Atlanta on April 29, Hollywood (Fla.) and Boston on May 4, Baltimore on May 6, Minneapolis-St. Paul and Roanoke (Va.) on May 11, New Orleans on May 13, Detroit and Omaha on May 18, St. Louis on May 20, Albuquerque (N.M.) and Indianapolis on May 25.

Tom McGoldrick, TVB's director of retail sales, in announcing the seminars, said the bureau's theme this year is "lean selling." He said that with today's advertising economy, "Every salesman has to know how to bring in more dollars per hour of sales effort. There's no time or place today for yesterday's fat presentation and slow proposal. Our television prospects are running fast to keep up with their increased cost of doing business, and we as television salesmen must run just as fast—and in the same direction."

Jim Frost, the bureau's director of local sales, who will work with Mr. McGoldrick on the clinics, explained another aspect of TVB's approach: "Department stores have discovered their need for television and television is discovering the new information it needs to best serve these stores. But for every department-store TV commercial, there's seven from other local categories."

Mets sell out sponsorship

The New York Mets baseball team has sold out sponsorship of its radio and television broadcasts for the 1971 season. Rheingold Breweries Inc. owns the broadcast rights to the games and will be the major sponsor on the 162 radio broadcasts, including 27 exhibition games heard over WJRZ(AM) Hackensack, N.J., WGLI(AM) Babylon, N.Y. and WNBC-FM New York and 120 telecasts, including three exhibition contests, on WOR-TV New York. Rheingold's agency is Young & Rubicam. The Chase Manhattan Bank, Royal Crown Cola, through Wells, Rich, Greene Inc., and General Cigar and Chrysler, also through Young & Rubicam, also have bought sponsorship.

Analgesic TV claims face FTC scrutiny

The Federal Trade Commission said last week it was dissolving a proceeding it initiated in 1967 on a proposed general rule that would have required manufacturers of nonprescription analgesic drugs (such as aspirin) to prove claims made in advertising for their products.

But the commission simultaneously announced that its staff was undertaking an investigation of current advertising campaigns—including radio-TV spots—for the products on an individual basis. The commission told its investigators to go back as far as Jan. 1, 1969, to ferret out possibly misleading claims.

The 1967 proposed rules forbade unfounded claims, required proof of advertised superiority and identification of contents by their common names where a "combination of ingredients" was claimed as superior to other products (BROADCASTING, July 10, 1967). Headache, stomach upset and other pain remedies are heavily advertised in network television.

The FTC staff has been given authority to use subpoenas or other "compulsory" measures to obtain information on the products under scrutiny.

In another action, the commission last week called down Popeil Brothers Inc., Chicago, for "deceptively making inconsistent claims" for its "Veg-o-matic" variable food cutter in television demonstrations.

While the TV spots claim that the product will cut and slice raw carrots, ripe tomatoes and similar foods, the commission said, the packaged instructions advise users: *"Don't*—slice raw carrots, raw beets, lemons, oranges, ripe or over-ripe tomatoes. Veg-o-matic is *not* intended to slice these foods."

The commission said it was issuing a complaint in the matter under its consent-order procedures, under which the firm in question can agree to withdraw any allegedly deceptive advertising without actually admitting guilt.

Radio ad campaigns highlight workshop

Case histories of regional and national radio campaigns are among the features planned for the Radio Commercials Workshop scheduled Jan. 19 in New York under auspices of the International Radio and Television Society. It had been postponed from last Oct. 20.

Also on the program at the Waldorf-Astoria are presentations on commercial production and innovations as well as views on the medium from industry leaders.

The workshop starts at 9:30 a.m. with Maurie Webster, vice president, division services, CBS Radio, presenting examples of creative radio in historical perspective. He is to be followed by Sid Woloshin of Gavin & Woloshin Inc. on new techniques and use of talent in radio commercial production; Allan S. Kalish, president, Kalish and Rice, on the Terminex campaign by E. L. Bruce Co.; William Palmer, BBDO senior vice president and associate creative director, on the Schaefer beer campaign; and Mike Greenberger, vice president, Gilbert Advertising Agency, on Renault's use of radio.

Also scheduled for the workshop is a panel session presenting views of New York air personalities on what type of radio copy is most effective, and an illustration of approaches in radio by Robert Alter, executive vice president, Radio Advertising Bureau. The program winds up with a luncheon at which B. Blair Vedder Jr., executive vice president and director, Needham, Harper & Steers, Chicago, is speaker.

Petry shuffle creates three new sales teams

A restructuring of the New York office of Edward Petry & Co. and other changes designed to create "a new Petry" were announced last week by Martin F. Connelly, new president of the TV station-representation firm.

In the restructuring, three new operational sales teams were created, replacing a five-team set-up (including one team for UHF stations). They will be headed by three current TV sales managers: Roger Lareau and William Bee, who also are vice presidents, and Arthur Scott. Mr. Connelly said the 31 stations currently represented by Petry would be divided among the three teams.

He also said new sales-motivating devices, a new commissioning system and a reorientation of the company's sales-support services were being introduced to build "a new Petry for the competitive seventies" that "will be an efficient, performance-oriented company in which individual achievement on behalf of our represented stations will be our objective."

Mr. Connelly, brought in from Metromedia TV Inc. last month after several stations on the Petry list had moved to other representatives (BROADCASTING, Dec. 14), also disclosed that some 30 of the company's 165 employes had been let go. But he said these were employes in areas such as printing and secretarial "and other areas where our stations will not feel it."

One of the major changes in the reorientation of support services was the departure of Robert L. Hutton Jr., vice president and promotion manager, and other members of the promotion department. Mr. Hutton was replaced by Steve Bell, formerly of Metromedia, as Petry director of information services, including promotional activities. Mr. Bell has been manager of advertising, promotion and publicity for the Metromedia radio stations, and Mr. Connelly said his new assignment "will give a spark to our sales-support services" while the three new group sales managers "redirect and recharge the energies and talents" of the salesmen.

Mr. Connelly also said Bob Muth, former vice president and general manager of KTUL-TV Tulsa, Okla., who has joined Petry TV as a vice president (BROADCASTING, Dec. 27, 1970-Jan. 4, 1971), will serve as a generalist whose primary role is to see that Petry systems and techniques are employed with the skills that client stations demand and need.

He said details of the changes and plans for "the new Petry" were presented to and unanimously supported by officials of Petry-represented stations at a meeting in New York last week.

'NHL Action' sold out

Sponsorship of the National Hockey League's new TV series, *National Hockey League Action*, has been sold to Adirondack Industries, Dolgeville, N.Y., and Kohner Bros. Inc., New York, toy manufacturers and distributors, it was announced last week. The 13-week syndicated half-hour sports series will start next weekend (Jan. 16) in 36 cities. Javelin Sports, New York, in conjunction with the Interstate Broadcast Network, Detroit, will produce and distribute the series. Marv Albert, sports director, WNBC(AM) New York, will narrate.

Expanded FTC powers urged by congressman

Representative John N. Erlenborn (R-Ill.) wants to see the Federal Trade Commission vested with new powers, among them the authority to issue preliminary injunctions to "hasten the adjudicative process by discouraging unnecessary procedure delays."

Mr. Erlenborn—a member of the Committee on Government Operations and the Subcommittee on Executive and Legislative Reorganization—in the waning days of the last Congress commended the agency's new activism and advocated: (1) expanding the commission's geographical jurisdiction to practices "affecting" commerce to make possible actions now beyond its authority; (2) granting the commission the power to seek preliminary injunctions to immediately halt "unfair, fraudulent or deceptive practices," and (3) legislation designed to clarify the commission's authority to issue "substantive rules" to remove doubts concerning its rulemaking authority.

Noting that "the commission has often found that the cease-and-desist order is inadequate in many situations," Mr. Erlenborn said such orders have proved cumbersome and time-consuming and that the authority to issue preliminary injunctions will provide the commission with "an effective weapon . . . and enable it to take efficient action in those matters where immediate action is warranted."

Mr. Erlenborn expressed the hope that legislation providing for additional FTC powers would be enacted in the next session of Congress, convening Jan. 21. An aide to the congressman said it was "likely" that he would introduce such legislation himself, although no drafting had yet been done.

Broader approaches to campaign control

Sentiment on Hill swings toward total limitations on political spending

After hearings and staff research on sources and expenditures of political campaign funds, the House Ethics Committee has concluded that establishing "equitable and enforceable" ceilings on spending would be a good thing—but the committee found itself unable to "recommend at this time just how such a measure might be devised."

The committee did not sanction selective spending limits, such as ceilings on radio-TV time-buying, noting that a "highly complex formula would be required (and it is most doubtful if one could be derived) taking into account such factors as widely varying television time costs, the census of radio and television sets by political subdivisions, the availability of CATV, and many other disparities among constituencies, to selectively limit expenditures on a realistic and equitable basis."

Such limitations had been proposed by (among others) Representative John B. Anderson (R-Ill.) last month in testimony before the committee. Mr. Anderson introduced a bill providing for a "voters' time" scheme under which all blocks of time would be sold to candidates for federal office at the lowest commercial rates and paid for out of U.S. Treasury funds. Candidates would be limited in their broadcast spending to three cents per vote in primaries and one cent per vote in general elections. Those ceilings would be part of an over-all limitation on spending of 10 cents per vote for presidential contests and 30 cents per vote for House races (BROADCASTING, Dec. 7, 1970). Mr. Anderson has promised to reintroduce his bill in the next session of Congress.

On the subject of free broadcast time, the report noted only that while the "logic and philosophy" of such a proposal were "meritorious and deserving of highest consideration," the concept was "fraught with complexities of administration."

The committee also ducked the question of repeal of the Section 315 (equal time) requirement, saying it regarded the matter as "not under the jurisdiction of this committee." Repeal of the equal-time provision was a feature of last year's vetoed political broadcasting bill (S. 3637).

Meanwhile, it was learned last week that Senator George McGovern (D-S.D.), a contender for the 1972 Democratic presidential nomination, would sponsor a "Federal Campaign Assistance and Disclosure Act" authored by Washington political analyst-activist Philip M. Stern early this year after the 92d Congress opens on Jan. 21.

The bill reportedly will affect broadcast political messages only insofar as it would bar the sale of time or space to political candidates by broadcasters or newspapers at more than the lowest unit rate available to commercial advertisers, and permanently repeal the Section 315 provisions of the Communications Act.

Mr. Stern's proposals, which he first advanced last spring, have as their principal feature establishment of drawing accounts in the Treasury Department, from which invoices submitted by candidates for federal office for expenses incurred in connection with their campaign would be paid directly by the Treasury.

Assistance would be based on prior general-election votes cast, with major-party candidates for the House and Senate limited to 50 cents per vote cast in the average of the last two prior elections for the office in question. In presidential contests, the drawing account would be computed state by state, with major candidates getting 25 cents per vote cast in the preceding election.

In primaries, aid would in all cases amount to one-half the funds available to candidates in the comparable general election.

An aide to Senate Minority Leader Hugh Scott said last week a preliminary draft of the senator's campaign-spending measure—which he has promised as an alternative to vetoed S. 3637—might be ready this week. He declined to divulge details, but did indicate it was likely that the bill would include some form of per-capita limit on spending (such as S. 3637's 7 cents for each vote cast in the previous election), but with the ceiling applicable to all media.

Also in advertising:

New agency ■ George Roman Advertising Inc. has merged with Cahn-Avis-Gerard Advertising to form Cahn, Avis, Gerard and Roman. The new company will serve local, regional and national accounts using print, broadcast and mail-order advertising. Offices are located in Jackson Towers, 1123 North Eutaw Street, Baltimore.

New print distributors ■ Winkler-Lubow Associates has been formed in New York as a film and tape-print distribution company. Principals are Robert C. Winkler and Jack R. Lubow, who had served formerly as president and executive vice president-general manager, respectively, of VPI Services. Address of the new firm is 1114 First Avenue, phone (212) 758-8700.

Creative Coalition bought ■ The Cinematographers Inc., Chicago, TV commercial producer, has acquired another firm there, Creative Coalition, formed two years ago by William C. Young, formerly writer-producer at Gardner Advertising, St. Louis. Mr. Young joins The Cinematographers, which recently also opened a Paris production office and made a London studio affiliation for foreign production.

Tele-Rep expansion ■ Tele-Rep Inc., Chicago, has been moved from the Prudential Plaza to larger quarters at 625 North Michigan Ave. Telephone and TWX numbers remain (312) 329-1515 and (910) 221-5790, respectively.

Business briefly:

Purchases on ABC Radio include **American Motors Corp.,** Detroit, through Wells, Rich, Greene Inc., New York, on American Information and Entertainment networks; **Peter Paul Inc.,** Naugatuck, Conn., through Benton & Bowles, New York, and **A. H. Pond Co.,** Syracuse, N.Y., through Conklin, Labs & Bebee there, both on the American Contemporary Network; **Pontiac and Buick** divisions of General Motors, Detroit, through D'Arcy-MacManus-Intermarco Inc., Bloomfield Hills, Mich., and McCann-Erickson, Detroit, respectively, on the American Information and Entertainment networks, and **American Chicle Co.,** Morris Plains, N.J., and **Colgate-Palmolive,** New York, both through Ted Bates & Co., New York, on the American Contemporary Network. Also purchasing on ABC Radio are **Sunshine Biscuits Inc.,** through SSC&B, both New York, on the American Information Network, and **Florida Citrus Commission,** Lakeland, Fla., through Tinker-Pritchard, New York, on the American Contemporary, Information and FM networks. Purchases on NBC-TV include **Ralston Purina Co.,** through Gardner Advertising, both St. Louis, and **Oldsmobile** division of General Motors, Lansing, Mich., through Leo Burnett Co., Chicago, both on *NBC Nightly News* and 11 other night-time programs: AT&T, through N. W. Ayer & Son, both New York, and **Lehn & Fink Products Co.,** Montvale, N.J., through SSC&B, New York, both on 10 night-time programs; **Anheuser-Busch Inc.,** through D'Arcy Advertising, both St. Louis, on 12 night-time programs, and **Texaco,** through Benton & Bowles, both New York, on eight night-time shows.

Waterman-Bic Corp., New York, starts a new 13-week, $1.8-million TV campaign today (Jan. 11) in both daytime and evening network shows (principally CBS-TV and NBC-TV) and also in sports events (Hughes Sports Network and TV Sports Network). According to the pen company, this is the most advertising weight it has used at this time of the year. Last fall in the back-to-school period Waterman-Bic launched a 10-week, $2-million TV campaign (BROADCASTING, Aug. 17, 1970). Both that campaign and the new 13-week schedule were placed by Kurtz Kambanis Symon Inc., New York.

Bristol-Myers Co., through Boclaro Inc., both New York, the **Chevrolet** division of General Motors, through Campbell-Ewald, both Detroit, and **Jos. Schlitz Brewing Co.,** Milwaukee, through Leo Burnett Co., Chicago, will sponsor an NBC-TV special *A Man Named Lombardi*, Sunday, Jan. 17 (12:30-1:30 p.m. NYT). The special chronicles the life of the late Vince Lombardi, pro football coach.

Kool-Aid division of General Foods Corp., White Plains, N.Y., will use a 30-second spot-TV and radio campaign to introduce two new Good Seasons dip mixes, two new salad dressings and Toss 'N Serve Caesar salad makings in 10 Western markets this spring. The campaign, set to run through 1971, was created by Ogilvy & Mather, New York. **Japan Air Lines,** through Ketchum, MacLeod & Grove, both New York, has renewed sponsorship on NBC Radio's *Monitor*.

Agency appointments:

■ Foote, Cone & Belding, New York, has picked up additional radio billing with assignment last week of Clairol's Lemon Go Lightly hair lightening spray product. FC&B said Clairol Inc., New York, spent more than $500,000 for the product following its introduction last spring. FC&B also handles a number of other Clairol products including Miss Clairol, Colorfast shampoos, Lady Clairol, Loving Care, Silk & Silver, Kindness Instant Hairsetter and Frost & Tip.

■ Dow Chemical Co., Midland, Mich., has appointed Norman, Craig & Kummel Inc., New York, to handle its organic chemical products department's line of car-care products. NCK presently handles Dow's Handi-Wrap rolls and bags and Ziploc bags. An NCK spokesman said Dow plans to continue its use of spot radio and television. John Paul Itta Inc., New York, was the previous agency.

■ Helitzer Advertising Inc., New York, has been named to handle TV and radio advertising for the swimming pool and water products divisions of Coleco Industries Inc., Hartford, Conn. Coleco will mark its entrance in broadcast with a network and spot-TV campaign in major markets scheduled for afternoon and late-evening shows in the spring. There was no former agency.

■ Leonard Refineries Inc., Alma, Mich., has named W. B. Doner & Co., Detroit, to replace Aves Advertising Inc., Grand Rapids, Mich., as its agency. Billings were stated to be approximately $1.7 million.

■ Stuckey's Stores division of Pet Inc., Eastman, Ga., has named Stolz Advertising Co., St. Louis, to handle advertising and sales promotion for a $500,000 account. Use of national media will be expanded this year to promote the chain of stores located along interstate highways in 40 states.

■ Marshall Field & Co., Chicago, has named Kenyon & Eckhardt there as agency for its national advertising and market research. Former agency was McCann-Erickson.

Rep appointments:

■ WXIX-TV Cincinnati: Metro TV Sales, New York.

■ WBTW(TV) Florence, S.C.: Avery-Knodel, New York.

■ WMMM(AM) and WDJF(FM) Westport, Conn.: PRO Time Sales, New York.

■ WAVY-TV Norfolk-Portsmouth-Newport News, Va.: Blair Television, New York.

■ WXEX-TV Richmond-Petersburg, Va.: Peters, Griffin, Woodward Inc., New York.

■ WABY(AM) Albany, N.Y.: Mort Bassett & Co., New York.

■ KTEW(TV) Tulsa, Okla. (formerly KVOO-TV): Blair Television, New York.

■ WFGL(AM) and WFMP(FM) Fitchburg, Mass.: Kettell-Carter, Boston.

■ WQIZ(AM) and WPWR(FM) Saint George, S.C.: Dora-Clayton Agency Inc., Atlanta.

■ WHP-TV Harrisburg, Pa.: Savalli/Gates Inc., New York.

■ TN Radio News Network, Raleigh, N.C.: Young Radio Sales, New York.

■ WOIO(AM) Canton, Ohio: Young Radio Sales, New York.

CBS ordered to pay BMI $1.6 million

TV network this week must reimburse company for music used in '70; monthly payments also mandated

A $1,607,000 payday was awaiting Broadcast Music Inc. last week.

In a judgment putting into effect a basic ruling he handed down last Oct. 27 (BROADCASTING, Nov. 2, 1970), Judge Morris E. Lasker of the U.S. Southern District Court in New York ordered BMI to issue a TV-network music license to CBS, retroactive to Jan. 1, 1970, and CBS then to pay BMI, within 10 days, $1,607,000 for BMI music used on the CBS-TV network during 1970.

Judge Lasker's order was dated Dec. 30, 1970, and BMI authorities said they delivered the required license to CBS the next day. With holidays intervening, payday thus would come no later than this week under the order.

Judge Lasker also ordered, in line with his ruling last fall, that beginning this month CBS also pay BMI equal monthly installments totaling $1,607,000 a year until the complicated litigation between them is settled.

He also said he would approve any other payment figure that BMI and CBS might agree upon, and provided that once a year either side may seek to have the rate for the ensuing year adjusted up or down "on the basis of changed circumstances."

The interim fee was set at $1,607,000 a year because that is the amount CBS-TV paid BMI in 1969. It was also the largest sum the network had ever paid to BMI.

Judge Lasker's order also said copyright-infringement claims, totaling about $10 million at statutory rates that BMI had asserted against CBS-TV last April, "are hereby voluntarily dismissed at the instance of BMI, with prejudice, and without cost to any party." CBS-TV operated throughout 1970 without a BMI license.

In his ruling last fall, Judge Lasker had given BMI the option of accepting the $1,607,000 interim rate and issuing CBS the retroactive license—thereby giving up the infringement claims—or giving up the $1,607,000 annual interim payments and retaining its rights under the copyright laws. His Dec. 30 order said BMI elected to take the payments and forego the claims.

The order was in connection with a complex pattern of litigation in which CBS is suing both BMI and its principal competitor, the American Society of Composers, Authors and Publishers, for a new form of music license under which CBS-TV would pay only for the music it actually uses (BROADCASTING, Jan. 5, 1970), while BMI is suing CBS, NBC and ASCAP on charges of conspiracy to destroy BMI (BROADCASTING, Feb. 9, 1970), and ASCAP has filed counter-claims seeking to put CBS and NBC virtually out of the television business (BROADCASTING, June 1, 1970).

Since Judge Lasker's ruling last fall, counsel for BMI and CBS have been conferring with each other and the court on, among other things, the form the judge's order should take.

In a supplemental opinion accompanying his Dec. 30 order, Judge Lasker said BMI had specifically urged that the order contain a provision barring CBS-TV from discriminating against the use of BMI music.

BMI's position was that CBS-TV's interim license with ASCAP gives the network the right to use as much ASCAP music as it wishes for a flat sum ($4.32 million a year). Since Judge Lasker's ruling provided that the interim fees to be paid BMI by CBS may be subject to possible adjustment

'Conversation' rates high with President

Nixon suggests another such encounter on TV six months from now

Toward the close of his hour-long televised "conversation" with four network correspondents last week, President Nixon, in response to the "thank you" of ABC's Howard K. Smith, offered to give them "another shot" at him in six months.

The remark not only reflected the ease and confidence with which he had dominated the hour, it indicated that the *Conversation with the President*, with network correspondents interviewing the Chief Executive, is taking root as an institution.

It began with President Kennedy, was continued by President Johnson, and has now been used twice by President Nixon. The first time was six months ago, at the Western White House, in San Clemente, Calif.

The President was pleased with Monday-night's program. Herbert Klein, the White House director of communications, on the *CBS Morning News* Tuesday, said Mr. Nixon "felt quite good about it." And the President's cabinet was delighted, according to White House news secretary Ronald Ziegler. He told reporters the President received "a standing ovation" when he appeared at a cabinet meeting Tuesday.

But like all institutions, the *Conversation* is subject to change. One change was evident last week in the person of Nancy Dickerson. The former NBC newswoman participated as a freelance representative of Public Broadcasting Service, which fed the program to 190 noncommercial television stations. National Educational Television, the forerunner of PBS as a network for noncommercial stations, had expressed annoyance at being excluded from the San Clemente *Conversation*, when only representatives of the commercial networks participated; and Mrs. Dickerson had a long-standing commitment from the President for an interview.

And it is possible that the next *Conversation* will not feature the commercial networks' superstars. The White House had suggested that the networks' news-show anchormen serve as the President's interrogators last week. ABC and NBC produced anchormen on their shows, Mr. Smith and John Chancellor; while CBS provided Eric Sevareid, who does commentary on the show anchored by Walter Cronkite. The same three participated in the San Clemente *Conversation*.

But some newsmen have suggested that the networks' White House correspondents take the next "shot" at the President, on the theory that what they lack in box-office appeal they make up in knowledge gained in daily coverage of the hard news of the President's ac-

"related to substantial changes in CBS' use of BMI music," BMI argued that, unless CBS-TV were barred from discrimination, the network would be free to use ASCAP music wherever possible to reduce the BMI fee.

Without ruling on the merits of that argument, Judge Lasker held that "the existence of such a clause might be a source of constant further litigation and the administration of such a provision would be close to unworkable."

In the supplemental opinion he made clear that in any hearings that may be held as to future determination of what an "equitable fee" should be, either side would be free to submit "such matters as it believes relevant." He said BMI had specified several such factors but that CBS "has felt it unnecessary" to do so yet.

He said factors cited by BMI included changes in the amounts of BMI or ASCAP music used on CBS-TV; exercise of control by CBS of music used on CBS-TV, an apparent allusion to CBS ownership of two music-publishing companies (April Music, an ASCAP affiliate, and Blackwood Music, a BMI affiliate); license fees paid by CBS-TV to ASCAP; the value to CBS-TV of the availability of the entire BMI repertory and the value of the availability of music likely to be added to the BMI repertory.

"It is important that it be clearly understood," Judge Lasker said, "that mention of the factors which BMI has submitted and which are recorded above is intended in no way to constitute a determination by the court that such factors may or may not be relevant if presented hereafter in connection with the determination of an equitable fee."

He amended his Oct. 27 opinion to provide that if CBS and BMI are unable to agree upon an interim fee for any year, effective Jan. 1, the fee for that year will be $1,607,000 but either side will be allowed petition, on or before Jan. 30 of any year, for an adjustment in the fee for that year based on "changed circumstances."

His earlier ruling provided that either side might, on June 1 of any year, request a joint conference with the court in an effort to show that the interim fee should be adjusted.

As in the Oct. 27 opinion, Judge Lasker made clear in his order that the interim payments may be subject to retroactive adjustment in line with the ultimate decision in the case.

Legal betting outfit seeks OK to promote

Should broadcasting and CATV facilities be permitted to promote legal horserace betting?

The New York City Off-Track Betting Corp. (OTB) thinks so and has asked the FCC to rule that licensees may carry programs related to OTB's pari-mutuel system of off-track wagering.

OTB, created by the state legislature last April to conduct such a system in New York City, said it plans to begin operations today (Jan. 11) and must have access to the broadcast media if it is to be successful. However, "certain licensees' have said they will not carry the programs without prior FCC approval, OTB stated.

The corporation asked the FCC to rule on the following types of proposed broadcasts:

- OTB-produced live showings and

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tivities.

The suggestion makes sense to at least one network news executive. Bill Small, CBS News Washington bureau chief, who served as producer in charge of the pool last week, said he would be "very much in favor" of using the networks' White House correspondents — CBS's Dan Rather, NBC's Herb Kaplow and ABC's Tom Jarriel.

And next time, conceivably, there will be more follow-up questions. The paucity of such questions provided basis for some of the criticism heard of last week's *Conversation*. Mr. Smith said he had suggested to his colleagues that they use a format that would permit each correspondent to follow up a question with one or two more. "But they wanted a free for all," he said. As a result, he added, reflecting some frustration with the way things went, "we jumped around."

All of those participating in the *Conversation* agreed that the correspondents were under no restraints; they were free to explore any area. But there was also general agreement that the President controlled the hour. His handling of political questions was a case in point. White House aides before the broadcast had informed the correspondents that the President intended to steer clear of partisan politics—which the correspondents understood to mean that Mr. Nixon wanted to avoid the kind of comment that would provide the Democratic party with a basis for demanding time from the networks for a reply.

And he succeeded. Several times he was asked questions that might have provided an opportunity for an attack on the Democratic-controlled Congress. But he was restrained and moderate in his answers throughout the hour.

The only "mistake" in a political matter that he discussed was the rebroadcast of his hard-hitting Phoenix speech on the night before the election in November. He said the tone was wrong and he agreed that the quality of the tape was poor. (It was black and white, scratchy, and far below network quality.) He also made it clear that the rebroadcast was not his idea. "It was not something I would have perhaps planned had I been, shall we say, running the campaign."

Just how restrained the President was on Monday night in discussing a Congress that failed to enact a number of measures he had urged upon it became evident the next day. Shortly before he left for a working vacation in San Clemente, the White House issued a statement in which he said the 91st Congress would be known "not for what it did, but for what it failed to do," especially in the final weeks of 1970, and especially the Senate. There was nothing of that Monday night.

A White House photographer caught Mr. Nixon in animated conversation with network correspondents before the program began. Left to right: Eric Sevareid, CBS; Howard K. Smith, ABC; the President; John Chancellor, NBC, and Nancy Dickerson, Public Broadcasting Service.

replays of races in and out of New York State.

- OTB-produced race information programs with transmission of the information as soon as available and on a delayed basis.
- News reports on OTB-produced programs.
- Advertisements and documentaries on OTB.
- Transmission by wire or microwave of racing information from tracks in and out of the state to OTB facilities.
- Dissemination, through telephone announcements, of racing information.

In its request for the ruling, OTB said the FCC has stated its intention to prohibit broadcasting practices likely to aid illegal gambling, but has not commented specifically on the use of licensed facilities by a government-operated off-track pari-mutuel wagering system. It added that its proposed transmissions "are apt to be inimical, rather than beneficial, to illegal gambling operations" by offering a legal alternative for off-track betting.

OTB said it will retain about 16% of the amounts wagered to pay operating expenses. Net revenues of up to $200 million a year will be distributed 80% to New York City and 20% to the state treasury. Net revenues over $200 million will be divided equally between city and state.

Dr. Brothers talks caller out of suicide

Dr. Joyce Brothers, psychologist who broadcasts over WMCA(AM) New York Monday through Friday from 9 to 10 a.m., was credited with preventing a Long Island, N.Y., woman from committing suicide last Monday (Jan. 4) during and after a protracted on-air conversation.

Dr. Brothers kept the woman on the telephone for almost three hours, with an hour and a half of that conversation broadcast by WMCA. At 10:30 a.m., WMCA returned to its regular programing. Dr. Brothers, however, continued to talk to the woman until the housewife told the psychologist her telephone number. The number was traced and police rushed to the scene.

The psychologist, who became well-known for her knowledge of boxing during the *$64,000 Question* television show, conducts a one-hour live program during which she discusses problems of listeners who telephone her.

Last Monday, at 9 a.m., Dr. Brothers received a telephone call from a woman who said she had taken 15 sleeping pills and planned to take more.

WMCA employes telephoned police and canceled all newscasts and commercial announcements, as well as the

Dr. Brothers

first half hour of the *Bob Grant Show*, which usually starts at 10 a.m. This gave Dr. Brothers time to learn the woman's identity.

The conversation between Dr. Brothers and the would-be suicide was broadcast until 10:30 a.m. and she continued to talk to the Long Island housewife until 11 a.m. when the woman agreed to accept medical help.

This is the second time Dr. Brothers has been called upon to help dissuade a possible suicide. A similar experience occurred five years ago during a program broadcast on WNBC-AM New York.

We're shifting, not closing, Fox claims

Twentieth Century-Fox Film Corp. last week denied that its year-end top-level executive realignment was the prelude to Fox plans to close its studio permanently.

Elmo Williams, newly appointed studio production chief for Fox, said in Hollywood that "through sheer chance" production was undergoing its normal hiatus period at the same time the company was implementing top corporate changes. He added that TV production for the current season has ended and, by coincidence, three feature films were being completed at the Fox lot.

The production slow-down coincided with the resignations at year-end of Richard D. Zanuck as president and David Brown as executive vice president, creative operations. Darryl F. Zanuck, father of Richard, is continuing as board chairman and chief executive officer of Fox.

The younger Mr. Zanuck's departure is said to have resulted from the recommendations made in a study by the Stanford Research Institute for the restructuring of Fox. Reports had circulated that the Zanucks had not agreed for some time on studio operations matters.

Mr. Williams said Fox will use the seasonal hiatus to "restructure the studio organization in line with the recommendations set forth by the Stanford Research Institute." He added that the implementation of these plans should be accomplished in less than eight weeks; the company will then announce its future production plans in films and television.

Unidentified stockholders of the 20th Century-Fox Corp. placed a paid notice in the *Wall Street Journal* last Thursday (Jan. 7), asking other shareholders to join them in a committee to monitor Fox's performance "against further diminution of assets." The advertisement said Fox has had a "depressing performance with tremendous write-offs of many millions of dollars, plus omission of dividends," and added:

"If there is sufficient response to this notice and others to follow, it shall be the committee's purpose to properly register its intention with the SEC to solicit proxies and do what it deems necessary to attain above goals for the protection of shareholders."

ABC Monday football scores big in Nielsens

ABC-TV's experiment with *Monday Night NFL Football* has proved a ratings success, according to the network. ABC noted that the 13-week series, which ran from Sept. 21 through Dec. 14 (9 p.m. New York time to conclusion) achieved an average 18.5 Nielsen rating and a 31 audience share. This represents an average over the full season of 11,120,000 homes per minute, according to ABC.

ABC said it expected the figures, which covered the full length of the games, to change with the "rating increasing slightly and the share decreasing slightly" when Nielsen figures measuring the 9-11 p.m. time period only are averaged.

The NFL ratings show a marked increase over the previous year's ratings when ABC offered the now-defunct *Survivors* series and *Love, American Style* which together averaged a 12.0 rating and a 20 share for the 9-11 p.m. time period.

New Dickerson feature

Goodson-Todman Productions is producing a five-a-week TV program, *Inside Washington with Nancy Dicker-*

son, which will be distributed to stations by Firestone Film Syndication Ltd., New York. The program, which will be offered to stations in either two or three-and-a-half-minute segments, can be used as inserts in local news programs. It will include human-interest features and on-location interviews with prominent Washington personalities.

Duffy says networks are here to stay

ABC-TV president calls medium 'foundation stone'; blasts 'bandwagon blues'

The television networks in general and ABC-TV in particular will continue to flourish and remain vital, cohesive forces in this country despite critics who have signaled their death, according to James E. Duffy, president of ABC-TV. Speaking Thursday (Jan. 7) at a Los Angeles news conference outlining the network's new entries in the second half of the 1970-71 season, Mr. Duffy said the song of television criticism has become the "bandwagon blues" but is being played by critics who cannot carry a tune.

"The end of an era is here," Mr. Duffy contended, "an end dictated by economic and social changes but not the end of commercial television or the networks. We are," he continued, "a foundation stone in this very complex medium of communications."

As for those "meaningful and relevant" programs that never made it, Mr. Duffy said, "perhaps they were overplayed, especially in the new properties with those issues as the main theme. People just didn't sample them in the new shows, because maybe they had had enough of these problems around themselves. They were looking for something lighter or more comedic.

"Oddly enough, though, some of these same themes did not affect the ratings of returning shows. I think the pattern turned around last spring," Mr. Duffy noted, "when the violence on campus really came into national prominence. People had just had enough and didn't want to see it on television."

And then Mr. Duffy looked ahead. Announced were the four new series on the ABC schedule and the change in time slots for nine returning shows. Programing changes become effective the week of Jan. 17. Joining the ABC line-up are *The Reel Game* (Jan. 18, 8:30 p.m. NYT) hosted by Jack Barry; *The Smith Family* (Jan. 20, 8:30 p.m. NYT) starring Henry Fonda; *Alias Smith and Jones* (Jan. 21, 7:30 p.m. NYT), which premiered as a *Movie of the Week* on Jan. 5; and *The Pearl Bailey Show* (Jan. 23, 8:30 p.m.).

Returning shows on ABC-TV in new time slots are: *Let's Make a Deal* to Monday 7:30 p.m.; *The Newlywed Game* to Monday, 8 p.m.; *Room 222* to Wednesday 8:30 p.m.; *The Young Lawyers* to Wednesday 10 p.m.; Danny Thomas in *Make Room For Granddaddy* to Thursday 9 p.m.; *Dan August* to Thursday 9:30 p.m.; *The Odd Couple* to Friday 9:30 p.m.; *Love American Style* is moved back to original time and length Friday 10-11 p.m.; *The Lawrence Welk Show* to Saturday 7:30 p.m.

The only night unaffected by the changes is Tuesday where ABC has *Mod Squad*, *The Movie of the Week* and *Marcus Welby, M.D.* ABC also will be relinquishing more time to its affiliates. The half-hour of local time on Saturday night is being extended to 90 minutes while an additional 30 minutes is being returned on Thursday between 10:30 and 11 p.m.

Mr. Duffy said the network probably would expand coverage of National Basketball Association games following the end of the 1971-72 National Football League and its *Monday Night Football*. ABC-TV began some NBA coverage at the end of the regular NFL season. It also is carrying NBA games every Sunday.

Also in sports programing, Mr. Duffy said there would be a change in the philosophy of *The American Sportsman* to reflect the increasing interest in preservation of wild animals and ecology. In some episodes, he said, animals would not be killed; instead they would be captured for zoos or breeding purposes.

The 'newsman' who carries a badge

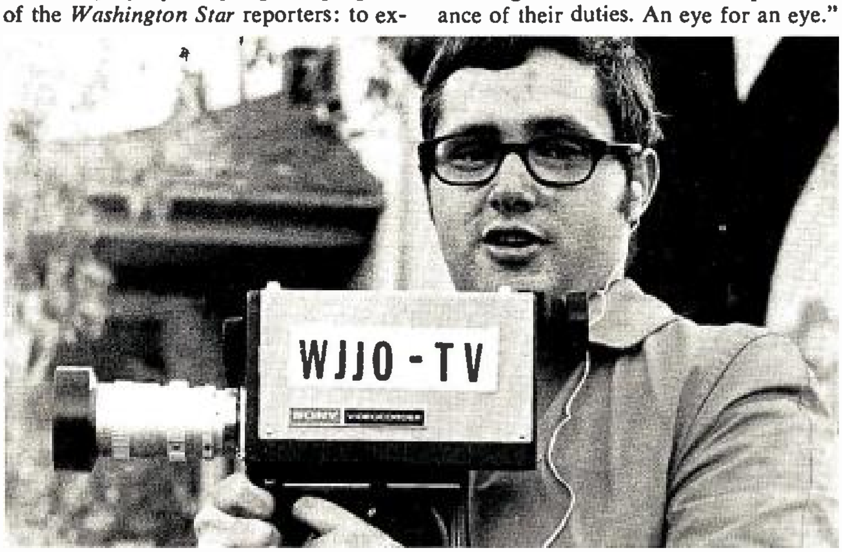
The impersonation of newsmen by the police and other government authorities is the subject of the principal article in this month's issue of the *Chicago Journalism Review*. The extensive story includes this picture of an unidentified man alleged to be an undercover detective with the Illinois Bureau of Investigation.

The subject claimed he was representing WJJO-TV Lawrenceville, Ill. (a nonexistent station) while "covering" a student antiwar protest march last fall at DeKalb, Ill., according to CJR's editor, Ron Dorfman.

IBI Chief Mitchell Ware said he would continue the practice if needed in a definite case, the CJR story relates. However, his boss, Herbert Brown, director of the Illinois Department of Law Enforcement, reportedly apologized when the practice subsequently was brought to his attention in a protest by the Illinois News Broadcasters Association and said the guise would not be used again.

Mr. Dorfman's article notes that over the years some reporters also have been guilty of impersonating policemen, doctors and others. "Now the chickens have come home to roost," he says.

Mr. Dorfman concludes: "Newsmen, at least, have the power to protect their own integrity by adopting the program of the *Washington Star* reporters: to expose, on the spot, any undercover agent they find posing as a newsman. That may bring charges of interfering with an officer in the performance of his duties. But there is constitutional protection, at least in the federal judicial circuit which includes Illinois, Wisconsin and Indiana, against policemen interfering with newsmen in the performance of their duties. An eye for an eye."



TV-network showsheets: 1st quarter of '71

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

Sunday morning

8:30-10 a.m.

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

10 a.m.-noon

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

Sunday afternoon-evening

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 *Face the Nation*, part. (repeated to portions of the network through conclusion of NFL); 12:30-12:45 No network service; 12:45-5:30 NFL, NFH & various sporting events, part.; (eff. 1/31-3/7, 4:30-5:30 *1971 Children's Film Festival*, part.).
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, part.; 1:30-2 *Issues and Answers*, part.
CBS-TV sporting events, cont.
NBC-TV 1-1:30 *Meet the Press*, part.; 1:30-2 No network service.

2-5 p.m.

ABC-TV No network service.
CBS-TV sporting events, cont.; (eff. 1/31-3/7, 4:30-5:30 *1971 Children's Film Festival*, part.).
NBC-TV No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 sporting events, cont. (eff. 1/31-3/7, *1971 Children's Film Festival*, cont.), 5:30-6 *Animal World*, part.
NBC-TV No network service; (eff. 1/24-3/7 *NBC Experiment in Television*, part.).

6-7 p.m.

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

7-8 p.m.

ABC-TV *The Young Rebels*, part. (eff. 1/17 No network service).
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *Hogan's Heroes*, part.
NBC-TV 7-7:30 *Mutual of Omaha's Wild Kingdom*, Mutual of Omaha; 7:30-8:30 *Wonderful World of Disney*, part.

8-9 p.m.

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

9-10 p.m.

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

10-11 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Jackie Gleason*, part.
NBC-TV *The Bold Ones*, part.

11-11:15 p.m.

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

Monday-Friday

7-10 a.m.

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

10-11 a.m.

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

11 a.m.-Noon

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

Noon-1 p.m.

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

1-2 p.m.

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

2-3 p.m.

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

3-4 p.m.

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

4-5 p.m.

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

5-7:30 p.m.

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

11 p.m.-1 a.m.

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

Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Young Lawyers*, part. (eff. 1/18, 7:30-8 *Let's Make a Deal*, part.; 8-8:30 *Newlywed Game*, part.).; 8:30-9 *The Silent Force*, part. (eff. 1/18 TBA).
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9 *Here's Lucy*, part.
NBC-TV 7:30-8 *The Red Skelton Show*, part. (eff. 3/29, *Bird's-Eye View*, part.). 8-9 *Rowan and Martin's Laugh-In*, part.

9-10 p.m.

ABC-TV *ABC Monday Night Movie*, part.
CBS-TV 9-9:30 *Mayberry R.F.D.*, part.; 9:30-10 *The Doris Day Show*, part.
NBC-TV 9-11 *NBC World Premiere Movie*, part.

10-11 p.m.

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

Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Mod Squad*, part.; 8:30-10 *Movie of the Week*, part.
CBS-TV 7:30-8 *The Beverly Hillbillies*, part.; 8-8:30 *Green Acres*, part.; 8:30-9:30 *Hee-Haw*, part.
NBC-TV 7:30-8:30 *The Don Knotts Show*, part. (eff. 1/19 7:30-8 *Julia*, part.); 8:30-9 *Julia*, part. (eff. 1/19 8-9 *The Don Knotts Show*, part.).

9-10 p.m.

ABC-TV *Movie*, cont.
CBS-TV *Hee-Haw*, cont.; 9:30-10 *All in the Family*, part.
NBC-TV 9-11 *NBC Tuesday Night at the Movies*, part.

10-11 p.m.

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

Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8 *The Courtship of Eddie's Father*, part.; 8-8:30 *Make Room for Granddaddy*, part. (eff. 1/20 *Room 222*, part.); 8:30-9 *Room 222*, part.) (eff. 1/20 *The Smith Family*, part.).
CBS-TV 7:30-8:30 *Storefront Lawyers*, part.; 8:30-9 *To Rome with Love*, part.
NBC-TV *The Men from Shiloh*, part.

9-10 p.m.

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

10-11 p.m.

ABC-TV *The Young Lawyers*, part.
CBS-TV *Hawaii Five-O*, part.
NBC-TV *Four-in-One*, part.

Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *Matt Lincoln*, part.; (eff. 1/21 *Alias Smith and Jones*, part.); 8:30-9 *Bewitched*, part.
CBS-TV 7:30-8 *Family Affair*, part.; 8-9 *The Jim Nabors Hour*, part.
NBC-TV 7:30-8:30 *The Flip Wilson Show*, part.; 8:30-9:30 *Ironside*, part.

9-10 p.m.

ABC-TV 9-9:30 *Barefoot in the Park*, part. (eff.

rence said compared with $6,399,794 for the same period in the previous year.

Stock of the agency is publicly held and traded on the American Stock Exchange.

WRG also declared its first cash dividend since the agency's stock has been traded on the American Stock Exchange—15 cents per share for the quarter ended Jan. 31 and payable Feb. 10 to stockholders of record on Jan. 25. Mrs. Lawrence said the agency management believes the dividend "is realistic and sustainable."

	1970	*1969*
Earned per share	$ 1.25	$ 1.02
Gross billings	91,589,000	77,371,000
Operations revenues	13,731,537	11,751,300
Net income	1,978,470	1,586,735
Shares outstanding	1,578,669	1,555,216

Company reports:

Walt Disney Productions, Burbank, Calif., reported a 26.5% increase in net income for first quarter of fiscal 1971 ended Jan. 2, along with a nine cent-per-share rise in earnings. The 13-week period compares with a 14-week time span during the previous year.

For the first quarter ended Jan. 2:

	1971	*1970*
Earned per share	$ 0.85	$ 0.77
Revenues	37,500,000	35,438,000
Net income	5,183,000	4,095,000
Shares outstanding	6,045,000	5,301,000

NOTE: Fully diluted earnings for 1971 are 85 cents per share as opposed to 68 cents per share in 1970.

Cypress Communications Corp., Los Angeles, multi-system cable television owner-operator, reported losses of

	Stock symbol	*Exchange*	*Closing Jan. 7*	*Closing Dec. 22*	*Closing Dec. 17*	*1970-71 High*	*1970-71 Low*	*Approx. Shares Out (000)*	*Total Market Capitalization (000)*
Programing									
Columbia Pictures	CPS	N	12⅜	10	10⅝	31½	8⅝	6,120	56,610
Disney	DIS	N	151¼	138¾	141½	158	89⅞	5,894	838,422
Filmways	FWY	A	7½	7	6⅞	18½	5⅞	1,842	13,133
Four Star International		O	1⅜	1½	1⅝	4	1⅜	666	2,041
Gulf & Western	GW	N	21⅜	18	18⅝	21⅜	9½	15,362	234,271
Kinney National	KNS	N	30⅝	29½	29	36	20⅞	10,402	298,878
MCA	MCA	N	24⅜	19⅞	20¼	26	11⅜	8,195	155,705
MGM	MGM	N	17⅜	15½	16⅝	29⅛	12⅛	5,883	89,010
Music Makers		O	2⅝	2⅞	2⅞	9	2⅛	589	1,325
National General	NGC	N	18¼	14	14⅛	20¼	9	4,910	73,061
Tele-Tape Productions		O	1⅝	1⅝	1¾	6¾	1½	2,183	4,101
Transamerica	TA	N	16⅜	14⅞	14	26¾	11⅜	63,630	771,832
20th Century Fox	TF	N	9¼	7⅝	8⅛	20½	6	8,562	62,075
Walter Reade Organization		O	3¼	2¼	2⅜	8⅝	2	2,414	4,821
Wrather Corp.	WCO	A	7⅝	7	7⅜	10¾	4⅛	2,211	16,317
							Total	**139,729**	**2,621,612**
Service									
John Blair	BJ	N	17¼	14⅞	14½	23½	10¼	2,598	35,073
Comsat	CQ	N	51	50⅛	49⅞	57¾	25	10,000	475,000
Creative Management	CMA	A	12½	11½	10¼	14¼	10	1,083	10,830
Doyle Dane Bernbach		O	21¼	19½	19¾	24½	13¼	2,074	45,110
Elkins Institute		O	8¾	9	9¼	10¼	9	1,664	15,837
Foote Cone & Belding	FCB	N	7⅞	7⅝	8	12½	7¼	2,175	17,139
Grey Advertising		O	10⅜	8⅛	8⅜	13½	5¾	1,207	10,416
LaRoche, McCaffrey & McCall		O	10¾	9⅛	8¾	17	8½	585	5,119
Marketing Resources & Applications		O	2⅞	2¾	2⅞	7	1	504	1,512
Movielab	MOV	A	2⅜	2⅛	2	7½	2	1,407	3,349
MPO Videotronics	MPO	A	6⅛	5¼	5⅜	9⅞	4⅜	558	3,281
Nielsen		O	40½	38¼	38	42½	26	5,299	197,388
Ogilvy & Mather		O	24⅝	23¾	23	24⅝	14½	1,096	25,208
PKL Co.	PKL	A	4¼	3¼	3	12⅝	2½	743	2,297
J. Walter Thompson	JWT	N	35⅝	34	34	36	21⅛	2,764	77,392
Wells, Rich, Greene	WRG	A	16¼	16	14⅝	16¼	5	1,581	18,782
							Total	**35,341**	**943,733**
Manufacturing									
Admiral	ADL	N	8⅜	7¼	7½	14⅞	6½	5,158	37,396
Ampex	APX	N	18¼	17	16⅞	48½	12½	10,874	171,266
CCA Electronics		O	2½	2½	2½	5	1½	2,096	5,512
Collins Radio	CRI	N	14½	12¾	13	37¼	9	2,967	38,571
Computer Equipment	CEC	A	4½	3⅝	3⅝	12¼	3½	2,406	9,624
Conrac	CAX	N	16	15	15	32¼	11	1,262	16,255
General Electric	GE	N	93⅞	91	91¼	93⅞	60¼	90,884	7,941,444
Harris-Intertype	HI	N	54¾	55½	55½	75	36¼	6,308	305,938
Magnavox	MAG	N	37⅞	37⅞	37⅜	38⅞	22¼	16,429	581,258
3M	MMM	N	97¼	95¾	96⅝	114¾	71	56,058	5,045,220
Motorola	MOT	N	53½	52¾	52⅞	56	31	13,334	653,366
RCA	RCA	N	26⅞	26⅝	26½	34⅝	18⅛	68,403	1,599,262
Reeves Industries	RSC	A	3½	2⅞	3	5¼	2½	3,458	9,993
Telemation		O	9½	9¼	10	24	8½	14,040	150,930
Westinghouse	WX	N	66⅛	65⅝	66	69¾	53¼	39,803	2,572,468
Zenith	ZE	N	38⅞	37⅜	38⅛	38⅞	22¼	19,020	677,683
							Total	**352,505**	**19,816,182**
							Grand Total	**744,607**	**26,586,510**
Standard & Poor Industrial Average			**101.01**	**98.68**	**98.68**				

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.
** 3-for-2 stock split.
* New entry.

$43,000 despite a 60% increase in revenues for the first three months of its fiscal year. A company spokesman said losses, up $30,000 from the same period last year, resulted from high interest expense. Debts were carried over, the spokesman says, from the Harriscope acquisition of United Transmission, Kansas City, Kan., prior to the former's merger with Cypress in 1970.

For the first quarter ended Sept. 30, 1970:

	1971	1970
Earned per share	$ (0.02)	$ (0.02)
Revenues	2,098,000	1,297,000
Net income	(43,000)	(13,000)
Shares outstanding	1,888,000	1,679,000

NOTE: 1970 figures restated to reflect poolings of interests in Harriscope merger.

A. C. Nielsen Co., Chicago, which will pay quarterly cash dividend of 12 cents per share of classes A and B common stock on Feb. 1, has reported increases of both sales and profits for the three-month period ended Nov. 30, 1970, compared to the same period the previous year:

	1970	1969
Earned per share	$ 0.36	$ 0.31
Sales of services	27,293,161	25,634,036
Earnings before taxes	3,747,911	3,439,842
Federal and foreign income taxes	1,827,481	1,805,264
Net earnings	1,920,430	1,634,578
Shares outstanding	5,299,000	5,299,000

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card publisher and group owner of stations and CATV systems, reported increased profits for the nine months ended Nov. 30, 1970:

	1970	1969
Earned per share	$ 1.49	$ 1.32
Net sales	37,223,000	36,346,000
Net income	1,722,000	1,531,000

CBS, Savin buy piece of Dacom

CBS Inc. and Savin Business Machines Corp., Valhalla, N.Y., have purchased more than 60% interest in Dacom Inc., Sunnyvale, Calif., developer and designer of data compression systems, for an undisclosed amount of cash. Robert K. Low, president of Savin, said this was the first step by CBS and Savin to utilize Dacom resources in development of high-speed equipment for the business convenience facsimile market.

International

Ayer joins forces with London agency

American agency plans merger with Pemberton group of companies

N. W. Ayer & Son Inc., New York, and the London-based Pemberton International have formed a new international operation. Their agreement, which became effective Jan. 1, will lead to an exchange of equities and an umbrella name for the two companies, according to Ayer.

The merger places Ayer on the growing list of American agencies joining ranks with international partners. Neal W. O'Connor, president of Ayer, said that "there will be only a few international agencies to handle the advertising of the few, but huge, international corporations and we intend to be among them."

The Pemberton group, headed by George Riches, has billings of approximately $25 million with a minimal amount in broadcast. It is made up of 10 companies in England, Italy, Switzerland, Australia and South Africa.

According to the agreement, Alexander-Butterfield & Ayer, London, Ayer's only international interest, which was acquired in 1967, will be merged into the Pemberton group.

N. W. Ayer & Son bills approximately $140 million worldwide and $108 million domestically. An estimated 44% of its domestic billings ($48 million) is in broadcast.

Exchanges of personnel include Dennish Shearman, vice president for international operations at Ayer, who will be named to the board of Pemberton International, and Harold Sumption and Monty Alexander, directors of Alexander-Butterfield & Ayer, who will be appointed to directorships in the Pemberton group. Other personnel changes will be announced soon.

Israel TV adds commercials

The Israeli Broadcasting Authority, operator of the sole TV channel in Israel, has decided to accept advertising. The move toward commercialization is designed to bring in the equivalent of $5 million in revenues. The money will be used to aid in financing a planned second channel and in broadcasting Arabic-language broadcasts outside the state of Israel.

Flaw in prior launch delays Intelsat IV

The Jan. 13 launch date of the Intelsat IV communications satellite was postponed last week but the direct problems delaying lift-off are attributed to an earlier satellite and not the present one.

An "orbiting observatory" launched last November failed and it utilized a piece of equipment similar to one aboard Intelsat IV. Engineers suspect a nose cone protecting the observatory did not fire and fall away as it should have and the newer satellite contains a similar nose-firing mechanism.

Officials fear to risk the $18-million Intelsat IV, which will be capable of carrying simultaneously 12 color-TV channels of 5,000 telephone calls, until causes for the previous failure are determined. Once the causes are found and the go-ahead given the satellite can be made ready within 11 working days.

Two Intelsat III's are presently in stationary orbit over the Atlantic, where Intelsat IV will also orbit, and carry a capacity of 1,500 phone circuits or four television channels.

Buys share in Paris agency

Ketchum MacLeod & Grove Inc., Pittsburgh, has acquired a 20% interest in Lorin Leydier S.A., Paris, which has billings in excess of $3 million a year. Established in 1968, the French firm has tripled its volume over a three-year period. It now will operate as Lorin Leydier & Ketchum S.A. This is the third acquisition of a European firm by KM&G.

1/21 *Make Room for Grandaddy*, part.); 9:30-10 *The Odd Couple*, part. (eff. 1/21, 9:30-10:30 *Dan August*, part.).
CBS-TV 9-11 *The CBS Thursday Night Movies*, part.
NBC-TV 9-9:30 *Ironside*, cont.; 9:30-10 *Nancy*, part. (eff. 1/21 *Adam-12*, part.).

10-11 p.m.

ABC-TV 10-10:30 *Dan August*, cont.; 10:30-11 No network service.
CBS-TV *Movie*, cont.
NBC-TV *The Dean Martin Show*, part.

Friday evening

7:30-9 p.m.

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

9-10 p.m.

ABC-TV 9-9:30 *That Girl*, part.; 9:30-10 *Love, American Style*, part. (eff. 1/22 *The Odd Couple*, part.).
CBS-TV 9-11 *The CBS Friday Night Movies*, part.
NBC-TV *The Name of the Game*, cont.

10-11 p.m.

ABC-TV *This is Tom Jones*, part. (eff. 1/22 *Love, American Style*, part.).
CBS-TV *Movie*, cont.
NBC-TV *Strange Report*, part.

Saturday

8-10 a.m.

ABC-TV 8-9 No network service; 9-10 *Lancelot Link and the Secret Chimp Hour*, part.
CBS-TV 8-8:56 *The Bugs Bunny/Road Runner Hour*, part.; 8:56-9 *In the Know*, part.; 9-9:56 *Sabrina and the Groovie Goolies*, part.; 9:56-10 *In the Know*, part.
NBC-TV 8-8:30 *The Tomfoolery Show*, part.; 8:30-9 *The Heckle and Jeckle Show*, part.; 9-9:30 *The Woody Woodpecker Show*, part.; 9:30-10 *The Bugaloos*, part.

10-11 a.m.

ABC-TV 10-10:30 *Will the Real Jerry Lewis Please Sit Down*, part.; 10:30-11 *Here Come the Doubledeckers*, part.
CBS-TV 10-10:30 *Josie and the Pussycats*, part.; 10:30-10:56 *The Harlem Globetrotters*, part.; 10:56-11 *In the Know*, part.
NBC-TV 10-10:30 *Doctor Dolittle*, part.; 10:30-11 *The Pink Panther Show*, part.

11 a.m.-Noon

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

Noon-1 p.m.

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

1-2 p.m.

ABC-TV *American Bandstand*, part.
CBS-TV 1-1:30 *Dastardly & Muttley in Their Flying Machines*, part.; 1:30-2 *The Jetsons*, part.
NBC-TV No network service.

2-5 p.m.

ABC-TV *Wide World of Sports*, part. (various times).
CBS-TV No network service.
NBC-TV No network service.

5-7:30 p.m.

ABC-TV Sporting events, cont.
CBS-TV 5-7 No network service (eff. 1/9-3/27 4-5 *CBS Golf Classic*, part.); (2 feeds); 7-7:30 *CBS Saturday Evening News with Roger Mudd*, part.
NBC-TV 5-6:30 No network service; 6:30-7 *NBC Nightly News*, part.; 7-7:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Lawrence Welk Show*, part.; 8:30-9:30 *The Pearl Bailey Show*, part.
CBS-TV 7:30-8:30 *Mission: Impossible*, part.; 8:30-9 *My Three Sons*, part.
NBC-TV 7:30-8:30 *The Andy Williams Show*, part.; 8:30-11 *NBC Saturday Night at the Movies*, part.

9-10 p.m.

ABC-TV 9-9:30 *The Pearl Bailey Show*, cont.; 9:30-10:30 *Most Deadly Game*, part.
CBS-TV 9-9:30 *Arnie*, part.; 9:30-10 *The Mary Tyler Moore Show*, part.
NBC-TV *Movie*, cont.

10-11 p.m.

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

Specials in first quarter of '71:

ABC-TV

Jan. 11, 7:30-8:30 p.m. *The Underseas World of Jacques Cousteau*
Jan. 13, 10-11 p.m. *National Polling Day*
Jan. 16, 7:30-8:30 p.m. *Arthur Godfrey's America: The Everglades*

CBS-TV

Jan. 15, 7:30-8:30 p.m. *Jack and the Beanstalk*
Jan. 23, 2-4 p.m. ABA All Star Game
Feb. 13, 2-4 p.m. ABA Basketball

NBC-TV

Jan. 14, 8:30-10 p.m. *The Bob Hope Christmas Special*
Jan. 15, 7:30-8:30 p.m. *Elephant Country*
Jan. 16, 6-7 p.m. Bing Crosby Pro-Am Golf Championship (third round)
Jan. 17, 1:30-5:30 p.m. Super Bowl Game
Jan. 17, 5:30-7 p.m. Bing Crosby Pro-Am Golf Championship (fourth round)
Jan. 22, 7:30-8:30 p.m. *The American Wilderness*
Jan. 24, 9-10 p.m. *Timex Presents Peggy Fleming at Sun Valley*
Jan. 27, 10-11 p.m. *Man's Thumb On Nature's Balance*
Jan. 29, 7:30-8:30 p.m. *Highlights of the Ringling Bros. Barnum & Bailey Circus*
Jan. 30, 12-1 p.m. *NBC Children's Theatre—Super Plastic Elastic Goggles*
Feb. 2, 9-11 p.m. *First Tuesday*
Feb. 3, 7:30-9 p.m. *Hallmark Hall of Fame—The Price*
Feb. 5, 7:30-8:30 p.m. *GE Monogram—Wildfire*
Feb. 9, 8-9 p.m. *It Couldn't Be Done*
Feb. 12, 7:30-8:30 p.m. *They've Killed President Lincoln!*
Feb. 13, 6-7 p.m. Bob Hope Desert Classic (third round)
Feb. 14, 4:30-6 p.m. Bob Hope Desert Classic (fourth round)
Feb. 15, 9-10 p.m. *Bob Hope Special*
Feb. 15, 10-11 p.m. *Goldie Hawn Special*
Feb. 16, 8-9 p.m. *The Everglades*
Feb. 20, 12:30-1 p.m. *The Pogo Special Birthday Special*
Feb. 24, 9-10 p.m. *The First Nine Months Are the Hardest*
Feb. 27, 11 a.m.-12 noon. *NBC Children's Theatre—Circus Town*
March 2, 9-11 p.m. *First Tuesday*
March 10, 9-10 p.m. *Jack Benny Special*
March 12, 10-11 p.m. *NBC News Special*
March 13, 2-6 p.m. NCAA Basketball Championship (opening round)
March 14, 5-6 p.m. *The Greatest Show On Water . . . At Cypress Gardens*

CBS-TV buys 3 shorts of 'Many Americans'

Learning Corp. of America, New York, a division of Columbia Pictures International formed to supply films to the educational market, has completed its first network-TV sale to CBS-TV and is producing additional programing.

William Deneen, president of Learning Corp., said last week CBS-TV has bought three film shorts, "Geronimo Jones," "Miguel" and "Felipa," to fill the one-hour "CBS Children's Film Festival" segment on Jan. 31 (4:30-5:30 p.m.). These dramatic shorts depict stories centering around an Indian, a Puerto Rican and a Mexican child, respectively, in the U.S. The films are part of Learning's "The Many Americans" series, which also includes shorts on a Negro, an Oriental and a white youngster from Appalachia.

"Though Learning Corp.'s films are intended primarily for the education market," Mr. Deneen said, "we are producing many with the television market in mind."

In the past two years, Learning Corp. has placed more than 100 films into distribution in the educational market, and many have been sold abroad to TV. Mr. Deneen said domestic TV sales have been limited but an expansion is anticipated.

'Pop-up' coming Jan. 23

NBC-TV will begin programing *Pop-Up*, a series of one-minute educational films to teach sounds of letters and letter combinations, on Saturday mornings, beginning Jan. 23 ("Closed Circuit," Dec. 7, 1970). The films, using a words-in-color teaching method devised by Dr. Caleb Gattegno, first were telecast experimentally on NBC-owned WNBC-TV New York and WKYC-TV Cleveland (BROADCASTING, Aug. 31, 1970).

Fifth record year for Wells, Rich, Greene

An 18% increase in billings to $91,-589,000 and a 23% rise in per-share earnings to $1.25 were reported for the fiscal year ended Oct. 31, 1970, by Wells, Rich, Greene Inc., New York. Mary Wells Lawrence, president and chairman, said the agency had achieved a record increase in net earnings for the fifth straight year.

Mrs. Lawrence said the agency is billing at an annual rate of $120 million, noting that the largest single addition to the billing total was assignment of the over $20-million Alka-Seltzer account by Miles Laboratories in early December (BROADCASTING, Dec. 14, 1970).

She also reported that the agency at the close of the fiscal period had a net worth of $8,307,650, which Mrs. Law-

The Broadcasting stock index

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

	Stock symbol	Exchange	Closing Jan. 7	Closing Dec. 22	Closing Dec. 17	1970-71 High	1970-71 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	26¼	23¾	23¾	26¼	19⅝	7,073	155,606
ASI Communications		O	2⅛	2	2	7	1¾	1,789	3,578
Capital Cities	CCB	N	31⅛	28¾	28⅝	36½	19½	6,061	159,101
CBS	CBS	N	31⅝	27⅞	27½	49⅞	23¾	26,512	762,220
Corinthian	CRB	N	30⅛	27¾	27⅝	33⅞	19⅝	3,381	95,513
Cox	COX	N	20⅝	16	18⅝	24⅝	10¼	5,789	100,613
Gross Telecasting	GGG	A	12½	10⅝	10¾	17¾	9⅜	803	8,335
Metromedia	MET	N	20⅛	16¾	16⅞	22⅜	9¾	5,734	98,223
Mooney		O	5⅜	5½	5½	8¼	4½	250	1,438
Pacific & Southern		O	12¾	14¾	14¾	20¼	5½	1,636	22,086
Rahall Communications		O	23¼	20¼	18	23¼	5½	1,040	15,860
Reeves Telecom	RBT	A	3	2⅜	2⅜	15⅞	2	2,288	6,292
Scripps-Howard		O	20¼	18½	18¼	25	14	2,589	45,955
Sonderling	SDB	A	25⅜	23⅛	22⅛	34⅞	10¼	991	21,059
Starr	SBG	M	9	9½	9	18¼	7½	461	4,555
Taft	TFB	N	24½	23½	23⅞	29¾	13⅞	3,712	79,363
							Total	**70,109**	**1,579,797**
Broadcasting with other major interests									
Avco	AV	N	13⅜	11⅛	11¼	25¼	9	11,470	116,191
Bartell Media	BMC	A	5	3¾	3¾	14	3¾	2,254	10,143
Boston Herald-Traveler		O	27½	25	25	44	24	574	114,800
Chris-Craft	CCN	N	8⅛	7⅝	6⅞	11½	4⅝	3,797	66,448
Combined Communications		O	10⅝	9⅝	9¼	17	5¾	1,945	212,978
Cowles Communications	CWL	N	8¼	7⅞	7⅝	10⅞	3¼	3,969	28,775
Fuqua	FQA	N	14¼	13⅛	11¾	31¾	7	6,190	68,090
Gannett	GCI	N	33⅛	32¾	32⅝	33⅛	18½	7,117	209,952
General Tire	GY	N	23	22⅛	21½	23	12¾	18,434	336,421
Gray Communications		O	6	6	6⅛	7⅝	3¾	475	2,375
Lamb Communications		O	2⅛	2⅜	2⅜	6	2	475	1,188
Lee Enterprises	LNT	A	19¾	17⅞	17⅛	20¾	12	1,957	30,588
Liberty Corp.	LC	N	19	16¼	16⅛	21⅞	13	6,744	102,846
LIN		O	7	6⅛	6⅛	11½	3¼	2,244	12,634
Meredith Corp.	MDP	N	21¾	19	18½	44⅝	18	2,744	56,252
Outlet Co.	OTU	N	14⅝	13½	13½	17¾	10	1,342	14,762
Plough Inc.	PLO	N	80	77¼	77⅛	85	55	6,883	506,795
Post Corp.		O	10½	9	8⅞	17½	8	713	6,952
Ridder Publications		O	18½	18¼	17⅛	22	9¼	6,217	100,280
Rollins	ROL	N	26¾	27⅝	27¼	40⅜	19⅞	8,044	216,223
Rust Craft	RUS	A	29½	29⅜	29⅞	32¼	18½	1,159	33,182
Storer	SBK	N	20¾	20	20¼	30¾	14	4,223	81,293
Time Inc.	TL	N	42¾	42¾	43	43½	25½	7,257	270,323
Trans-National Comm.		O	⅜	¼	½	4½	1/16	1,000	60
Turner Communications		O	2	2¼	2¼	8¾	2¼	1,328	3,161
Wometco	WOM	N	18	16⅛	15¾	20¼	13¾	5,817	92,374
							Total	**114,372**	**2,695,086**
CATV									
Ameco	ACO	A	7⅝	6¾	9⅜	16	4	1,200	6,600
American Electronic Labs.*	AEL	O	3½	—	—	6¾	2⅛	1,260	5,670
American TV & Comm.		O	19¾	17¼	17	24	10	2,042	33,183
Burnup & Sims		O	24⅛	22¼ **	32	32¼	14	873	27,718
Cablecom-General	CCG	A	14⅝	15	15½	23⅞	7⅜	1,605	21,876
Cable Information Systems		O	2½	2¾	2¾	5	¾	955	2,388
Citizens Financial Corp.	CPN	A	12¾	12¼	12⅜	17½	9¾	994	12,922
Columbia Cable		O	10½	10	10⅛	15½	6¾	900	8,100
Communications Properties		O	7¼	7⅜	7⅝	10½	6	1,800	11,650
Cox Cable Communications		O	21⅛	18¾	18⅝	25	12	3,550	62,125
Cypress Communications		O	7	7¼	7	17¾	6	1,887	11,322
Entron	ENT	A	3⅛	2⅝	2¾	8⅛	2⅝	1,320	3,802
General Instrument Corp.	GRL	N	17⅞	15⅝	16⅛	30⅞	11½	6,250	84,375
Sterling Communications		O	3½	3½	3¾	7¼	3	1,100	4,268
Tele-Communications		O	13½	12¼	12⅛	16¼	8½	2,704	31,123
Teleprompter	TP	A	78⅜	75	80¾	133½	48	1,161	81,851
Television Communications		O	8	6⅞	6¾	19¼	3¾	2,850	18,896
Viacom *	VIA	N	16⅜	15⅝	16⅝	19½	15⅝	—	—
Vikoa	VIK	A	9	8½	9⅛	27½	6⅛	2,316	16,212
							Total	**32,351**	**432,235**

Equipment&Engineering

RCA raises prices of most of its tubes

RCA Industrial Tube Division raised prices of selected broadcast and industrial tubes by 6-to-12%, effective last Monday (Jan. 4). RCA Electronic Components, another RCA Corp. division, also announced price increases of five sizes of color-TV picture tubes from 3-to-7%, effective Mar. 1, 1971.

These price rises were the second and third announced by RCA near the close of last year. Earlier last month, RCA said prices of all its broadcast equipment for radio and television would increase an average of 5%, effective Jan. 15 (BROADCASTING, Jan. 4).

Selected types of pencil tubes, cathode-ray tubes, photomultipliers, superpower tubes, photo diodes and image orthicons used in industrial and broadcast applications are affected by the price increase.

Technical topics:

Ampex tape reproducer ■ A new reproducer designed for use where large numbers of tape copies are required has been placed on the market by Ampex Corp., Redwood City, Calif. broadcast equipment manufacturer. Model RR-200 can duplicate programs for 2-, 4- and 8-track stereo cartridges and 4-channel stereo tapes. Featuring selectable speeds of 30/60 and 60/120 inches-per-second, plug-in head assemblies for format selection and automatic tape tension control, the unit can, Ampex said, reproduce as many as 200 copies of a 30-minute per side tape in one hour on a 10-slave line. Prices start at $11,00.

Mike guarantee ■ A five-year guarantee on cardioid dynamic microphones, new desk-type and gooseneck paging microphones—extending from the date of installation—has been announced by the Turner division of Conrac Corp., Cedar Rapids, Iowa. Among the Turner models used in broadcasting is the 2203 cardioid.

Down to earth ■ What Westinghouse bills as a commercial counterpart to the TV-camera tube used on Apollo space flights has been introduced. The WX-31486 is claimed to have superior color rendition, high sensitivity and reduced lag, eliminating picture smear and comet tailing. Information: Westinghouse Electric, electronic tube division, Box 284, Elmira, N.Y.

Fined for sunrise violation

The FCC last week fined WKKD(AM) Aurora, Ill., licensee Salter Broadcasting Corp., $2,000 for apparently operating before local sunrise in violation of its license. WKKD is licensed on 1580 khz with 250 w daytime only. The commission issued the apparent liability forfeiture because WKKD's program and operating logs, submitted with WKKD's renewal applications, indicate the station practiced presunrise operation several times since 1968. The commission, notifying the licensee it has 30 days to pay or contest the forfeiture, granted Salter's application for renewal of WKKD's license for the remainder of the full three-year term.

Repair service changed

Reorganization of the repair service and addition of a technical information function at James B. Lansing Sound Inc., Los Angeles, were announced by I. R. Stern, executive vice president. E. Rockwell James, formerly regional sales manager with American Electric Laboratories, and Tom Campbell, technical service assistant at JBL, have been named managers, respectively, of the two departments.

Fates&Fortunes

Broadcast advertising

Walter A. Carey, account supervisor, Kenyon & Eckhardt, New York, elected VP.

Mr. Carey

Miss Morrison

Patricia Gail Morrison, marketing manager, Revlon Cosmetics, New York, joins Foote, Cone & Belding, Chicago, as VP and account supervisor.

Tom McGoldrick, associate director of retail sales, Television Bureau of Advertising, New York, appointed director of retail sales. **Jim Frost**, associate director, local TV sales, appointed director of local sales.

Leonard S. Silverfine, account supervisor, Grey Advertising, New York, elected VP.

Jon W. Greenleaf, former principal, Cadwell, Davis, Greenleaf, New York, joins Smith/Greenland, New York, as VP, marketing services.

Bruce R. Abrams, VP and director of public relations, Continental Insurance Companies, elected treasurer, Association of National Advertisers, New York.

Konstantine Kulesha, senior VP and management supervisor, Delehanty, Kurnit & Geller, and **Paul Zuckerman**, associate partner and director of media, Jack Tinker, join William Free & Co., New York, as senior associate, marketing and media director, respectively.

Thomas R. Boyd and **Russell D. Linabury**, account directors, McCann-Erickson, Detroit, appointed account supervisors. Mr. Linabury succeeds **Thomas W. Eicher**, named senior VP and manager there. Mr. Eicher succeeds **Theodore D. O'Hearn**, appointed operations manager, New York.

Robert E. Galen, director of research, Blair Radio, New York, elected VP.

Allen Banks, associate media director; **Michael D. Donahue**, account supervisor, and **Jerry Golod**, associate director-AM and FM, all Dancer-Fitzgerald-Sample, New York, named VP's.

Herbert Fisher, management consultant and formerly with Wells Rich Green Inc., New York, joins Campbell-Ewald Co., Detroit, as executive VP and director of multiproducts accounts. **Paul R. Lee**, VP-marketing, Adams Dana Silverstein Advertising, New York, rejoins Campbell-Ewald as VP and management supervisor-merchandising on

Chevrolet account.

Neil Tergesen, account supervisor and **Lois Korey,** creative director, both Needham, Harper & Steers, New York, elected VP's.

Herbert Fisher, managing partner, Comac Co., management consulting firm, named executive VP and director, Campbell-Ewald, Detroit.

William A. Weilbacher, director of research, Walter J. Thompson, joins Dancer-Fitzgerald-Sample, New York, as senior VP and management supervisor.

Quentin Fox, account supervisor, Carson/Roberts Inc., Los Angeles, named VP, management supervisor and member of executive board.

Don Richman, with Chuck Blore Creative Services, Hollywood, commercial production firm, elected VP and director.

Mike Penzell, account executive, ABC Radio, Chicago, appointed sales manager.

Robert H. Cremin, formerly account supervisor, Leo Burnett Co., Chicago, joins Philip Morris Inc., New York, as director of brand management for company's U.S. tobacco products, succeeding **Clifford R. Wilmot,** who joins Miller Brewing Co., Milwaukee, as director of brand management.

Michael J. Atwell, creative supervisor, Henry J. Kaufman & Associates, Washington, appointed creative director.

Robert P. Kipperman, account executive, CBS Radio Network, appointed account executive, CBS-TV Network Sales, New York.

Lou Tappon, with Smock/Waddell Inc., joins The Bowes Co., Los Angeles, as media buyer.

M. John Cole, manager, media buying services, Needham, Harper & Steers, Chicago, appointed associate media director.

Alvin L. Kacin, manager, marketing research, Falstaff Brewing Corp., joins D'Arcy Advertising, St. Louis, as research account executive.

James W. Sanders III, with WOR-TV New York, appointed national sales manager.

Ray George, regional sales manager, WKEF-TV Dayton, Ohio, appointed national sales manager.

Joe Franzgrote, local sales manager, and **Dick Lewis,** account executive, KBTV(TV) Denver, appointed general sales manager and local sales manager, respectively.

Hal Protter, sales manager, WXIX-TV Cincinnati, appointed general sales manager. **Harry J. Wiest Jr.,** program director, WPRI-TV Providence, R.I., appointed station manager, WPHL-TV Philadelphia. WXIX-TV and WPRI-TV are U.S. Communications Corp. stations.

Richard William Perrott, producer, Ogilvy & Mather, joins Kenyon & Eckhardt, New York, as producer, TV commercials.

Larry O. Cole, local sales manager, WBAP-AM-FM-TV Fort Worth, Tex., appointed assistant commercial sales manager-TV.

Paul Covert, account executive, Hunter Associates, Milwaukee, joins Creative Marketing Corp., there in same capacity.

Richard B. Armfield Jr., marketing manager, WBAL-TV Baltimore, appointed assistant director of sales.

Gail Thomas, assistant director of promotion, Robert E. Eastman & Co., New York, joins WMCA(AM) there as director of sales promotion.

Media

L. H. Curtis, executive VP and general manager, KSL Inc. (KSL-AM-FM-TV Salt Lake City), elected president and general manager.

Philip von Ladau, director of research, Metromedia TV, Los Angeles, elected VP.

George Norford, VP-general executive, Westinghouse Broadcasting Co., New York, elected member of board of directors.

Doug Finley, VP and general manager, KTLA(TV) Los Angeles, resigns. **John T. Reynolds,** VP, corporate development, Golden West Broadcasters, there becomes interim manager.

Kenneth W. King, station manager, KBTV(TV) Denver, appointed general manager.

Francis A. Martin, general manager, WFMK(AM) East Lansing, Mich., elected VP of parent Megamedia Corp., Birmingham, Mich.


Mr. Yanoff

Seymour L. Yanoff, general sales manager, WBZ(AM) Boston, appointed general manager.

Sid Connolly, VP Continental Urban TV Corp., elected VP-general manager, KGSC-TV San Jose, Calif.

Barry B. Shainman, account executive, KEZY(AM) Anaheim, Calif., elected executive VP and general manager.

Woody W. Cummings, assistant manager, KXLW(AM) Clayton, Mo., appointed administrative assistant, KIRL(AM) St. Charles, Mo.

Richard L. Freeman, area VP, Kaiser Broadcasting, New York, resigns. Future plans not yet announced.

John Dew, with sales staff of KABL-AM-FM Oakland-San Francisco, appointed general manager, WWWW(FM) Detroit. He is succeeded at KABL by **Peter Schneider,** with J. Barth/Dean Witter and Co., San Francisco stock brokerage. KABL and WWWW are McLendon stations.

Tom LaFourcade, manager, Nation Wide Cablevision Inc., Glendora, Calif., appointed Southern California regional manager.

Jett F. Jamison, director, TV operations, WBAP-AM-FM-TV Fort Worth, Tex., appointed station manager-TV. **Hal W. Chesnut,** director, AM-FM operations, appointed station manager, AM-FM.

J. Bryson Cooke, sales manager, WTAC(AM) Flint, Mich., appointed assistant manager.

James L. Warner, Michael J. Kedor and **Allen Wetzel,** all with KREM-AM-FM Spokane, Wash., appointed sales manager, program director and production manager, respectively.

Gordon L. Hood, sales manager, WIKI(AM) and WDYL(FM) both Chester, Va., appointed stations' manager.

Alfred G. Sword, news and program director, WLSH(AM) Lansford, Pa., appointed assistant manager. **Clare J. House Jr.,** news and program director, WPAM(AM) Pottsville, Pa., appointed assistant manager. Both are Miners Broadcasting stations.

Elizabeth Young, administrative assistant, National Public Radio Network, Washington, appointed station relations associate.

I. M. Sturges, production manager, KGSC-TV San Jose, Calif., appointed operations manager.

W. C. Porsow, general manager, WGSB(AM) Geneva, Ill., named VP.

Alan Nelson, radio personality, WMAK(AM) Nashville, appointed director of development, noncommercial WDCN-TV, there.

Programing

Robert Murray, account executive, CBS-TV sales, New York, joins 20th Century-Fox Television as director of special video projects. Mr. Murray will make headquarters at firm's New York office. He succeeds **David Gerber,** who becomes an independent producer at studio.

Frank O'Connor, executive in charge of specials and daytime programs, Universal TV, New York, elected VP.

Eli Arenberg, general manager, 8-mm division, Columbia Pictures, New York, named VP-retail sales, cassettes division.

E. Grey Hodges, senior VP and general manager, Reeves Actron, Reeves Telecom, New York, joins Jefferson Productions, Charlotte, N.C., as manager.

Dennis Burrow, public relations director, Henningson, Durham & Richardson, named president, Cine-Graphix, Omaha, continuing as PR director. **Sam Cohen,** president, newly acquired Mercury Productions, named VP-production, Cine-Grafix. **Roger P. Mazur,** VP, Mercury, appointed chief cinematographer, Cine-Grafix.

Mark Waxman, program executive, CBS-TV Los Angeles, and **Barry Nye,** film director, noncommercial WITF-TV Hershey, Pa., named program planning director and film department director, respectively, noncommercial KCET(TV) Los Angeles.

Carol Levine, production coordinator, Directors Designers Director/Cameraman Consortium, New York, appointed associate producer. **Nick Nicoli,** assistant art director, Grey Advertising, joins Consortium as sales rep/producer.

Bill Barry, announcer, WCKT(AM) Miami, joins KCOP-TV Hollywood as announcer-sportscaster.

Don L. Burgess, program director, KAET(TV) Phoenix, Ariz., joins WMVS-(TV) and WMVT(TV), both Milwaukee noncommercial stations, as program manager.

Arthur R. Cohen, manager, news and public affairs, noncommercial WFCR-(FM) University of Massachusetts, Amherst, appointed programing manager.

News

Herb Humphries, news director, KFWB-(AM) Los Angeles, named to similar post with KABC-AM-FM there, succeeding **Jack London** who resigns.

Robert J. Scott, news director, KHOW-(AM) Denver, joins KBTR(AM) there in same capacity.

Dick Richmond, news editor, WSTV-TV Steubenville, Ohio, joins WBKO-TV Bowling Green, Ky., as news director. **A. V. Rash,** city editor, *Bowling Green* (Ky.) *Daily News,* joins WBKO-TV as news editor.

Ron Franklin, with KVOO-TV Tulsa, Okla., joins KHOU-TV Houston as sports director.

Kenneth Barker, news director, KFBC-AM-TV Cheyenne, Wyo., joins WCIS-TV Springfield, Ill., as anchorman.

Gordon Graham, reporter, KNBC(TV) Los Angeles, appointed correspondent, NBC News, Washington.

Peter Kraus, producer-editor, WCBS(AM) New York, appointed community reporter.

Promotion

Vince Panettiere, publicity director, CBS Enterprises, appointed manager-publicity, CBS Information Services, New York. **Robert Fuller,** manager, CBS Station Press Services, appointed manager-press relations, CBS Information Services. Mr. Panettiere and Mr. Fuller will be responsible for CBS-owned FM stations and CBS-owned AM stations, respectively.

Linda Scott, promotion director and merchandising manager, WIXY(AM) and WDOK(FM) both Cleveland, appointed on-air promotion supervisor, WKYC-TV there.

Equipment & engineering

George W. Bartlett, VP-engineering, National Association of Broadcasters, Washington, elected president, Audio Engineering Society.

David C. Sherrick, manager, government and international marketing, United Business Communications Inc., named VP-marketing, Vesitron, Inc., Washington-based manufacturer of communication equipment.


Mr. Fiore

Richard E. Fiore, manager - engineering, RF systems department, Ampex Corp., Westfield., Mass., appointed department manager. He succeeds **George Townsend,** appointed department consultant.

Charles E. Clements, president, Tele-Vue Services, Tele-Vue Systems, Seattle, appointed general engineer, Community Tele-Communications, Tele-Communications Inc., Denver.

William C. Sullivan, sales promotion manager, Sylvania Entertainment Products, New York, appointed product marketing manager, stereo-audio products.

Paul R. Bradshaw, management consultant, P.R.B. Associates of Wayland, Mass., joins Zenith Radio Corp.'s Rauland Division, Chicago, as business manager, special products.

Robert W. Behringer, VP, Kaiser Aerospace and Electronics Corp., elected president, Theta-Com Corp., New York. Theta-Com manufactures amplitude-modulated link microwave equipment for CATV applications and is jointly owned by Hughes Aircraft Co. and Teleprompter Corp.

Benjamin W. Hutcheson and **William D. Furr,** sales representatives, Phelps Dodge Communications, coaxial cable manufacturer, appointed district managers, Richmond, Va., and Tampa, Fla., offices, respectively.

Leroy Knight, engineering supervisor, WREC-AM-FM-TV Memphis, appointed chief engineer.

Leonard Lavendol, assistant engineering manager, WTEN(TV) Albany, N.Y., appointed chief engineer. He succeeds **William Orr,** who is named VP and director of engineering WBNS-AM-FM-TV Columbus, Ohio.

Allied fields

Robert A. Beizer, attorney and associate, Washington communications law firm of Kirkland, Ellis, Hodson, Chaffetz, Masters & Rowe, named partner.

Robert M. McGredy, board chairman, U.S. Communications Corp., and president, USC's subsidiary, Tele-Jockey Inc., resigned Jan. 1 to join Dyco Institute as director. Dyco sponsors sales training programs for media salesmen.

International

Francisco Rodriguez, VP, Latin American film distribution, 20th Century-Fox Film Corp., appointed foreign sales manager for Latin America and Far East, MGM International, Culver City, Calif. **Sig Schwartz,** with MGM International, appointed manager, sales and operations; **Louis George,** former director, 16-mm non-theatrical sales division, appointed special sales director; **Ramon Nieto,** field representative, appointed sales coordinator.

Don Goodwin, maritime regional supervisor, sports and special events. CBC, appointed planning and production director, TV sports, Toronto. He succeeds **Ron Hunka** who becomes CBC's planning and production director, features and special events.

Deaths


Mr. Watkins

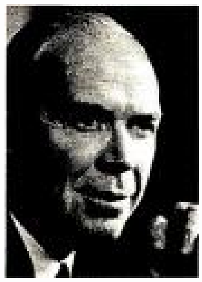
William H. Watkins, 53, chief engineer of FCC, died Jan. 3 at George Washington University hospital, Washington, of cancer. Mr. Watkins entered government service in 1946, becoming chief engineer of FCC in 1968 and was active in major committees of International Telecommunications Union, Geneva, Switzerland. His wife, Ruth, one daughter and one son survive.

Frederick B. Bates, 84, former chief of NBC's European operations, died of arteriosclerosis Jan. 1 at his home in Waterford, Va. He is survived by his wife, Genevieve, and three daughters.

Monroe F. Dreher, retired head of Dreher Advertising, New York, died Dec. 23 at his home in Darien, Conn., of sudden illness. He is survived by his wife, Elizabeth, and one daughter.

Jack McNeill, writer and editor, WINS(AM) New York, died Dec. 24, 1970, in Nassau, N.Y., Community hospital after a brief illness. He is survived by his wife, Eleanor, and three children.

Dorothy M. Doherty, 59, secretary-treasurer, TV-Radio Management Corp., Washington, died Dec. 27 in Boston of cancer. She is survived by her husband, Richard P. Doherty, president of consulting firm, and one daughter.



Mr. Lusk

Robert Emmett Lusk, 68, chairman of executive committee and formerly president and board chairman of Benton & Bowles, New York, died Jan. 2 at his home in New York. He is survived by his wife, Elizabeth, and two children.

James C. Dunaway, 44, former farm service director, WSB(AM) Atlanta, died Dec. 22, in Atlanta while undergoing surgery. He is survived by his wife, son and daughter.

Joseph J. Lilley, 56, radio writer during 1940's, died Jan. 1 in Los Angeles after lengthy illness. Writer-turned-composer-director, he later worked in motion pictures. He is survived by his wife, Dorothy, and daughter.

Francis William Slade, 65, senior account executive, CKAC(AM) Montreal, died Dec. 22 in Charlottetown, P.E.I., as result of automobile accident. He is survived by his wife and daughter.

Charles Harrison, 54, local sales manager, KWTO-AM-FM Springfield, Mo., died Dec. 13, at Baptist hospital there of heart attack. He is survived by his wife, Josephine, and one son.

Joseph Brown, 66, former British Columbia representative on Board of Broadcast Governors, died Dec. 20 in Vancouver, B.C.

Jean Saint-Georges, 58, reporter and public relations director for TV affiliates, Radio Canada, died Dec. 19 in Montreal. He is survived by his wife and two daughters.

ForTheRecord ®

As compiled by BROADCASTING, Dec. 21, 1970 through Jan. 6 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Office of Opinions and Review in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, granted petition by Idaho Television Corp. and extended through Jan. 6 time to file opposition to application for review filed by Snake River Valley Television (Docs. 18379-80). Action Dec. 22, 1970.

■ Office of Opinions and Review in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.). TV proceeding, granted petition by Snake River Valley Television Inc. for leave to file pleading in excess of page limitation, and accepted for filing its accompanying application for review (Docs. 18379-80). Action Dec. 22. 1970.

■ Hearing Examiner Lenore G. Ehrig in Jackson, Miss.. TV proceeding, rescheduled hearing for Feb. 16. Action Dec. 24, 1970.

■ Hearing Examiner Lenore G. Ehrig in Greensburg, Pa. (Western Broadcasting Corp. and Warman Communications Inc.), TV proceeding, granted request of Warman Communications and extended to Jan. 6. date for exchange of engineering exhibits (Docs. 18938-9). Action Dec. 21. 1970.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV] et al.), TV proceeding, presented rulings on Community's further interrogatories to RKO General Inc. (Docs. 18759-61). Action Dec. 14, 1970.

Other actions

■ Review board in Birmingham, Ala., denied appeal filed Oct. 28, 1970, by Birmingham Broadcasting Co., applicant for new TV on ch. 21 at Birmingham, from adverse ruling of chief hearing examiner denying Birmingham Broadcasting right to amend application to show assignment by Oscar Hyde, director and 26.7% stockholder, of any interest he might have in applicant to Miles College, nonprofit Black college in Birmingham. Ann. Dec. 22, 1970.

■ Review board in Jackson, Miss.—TV proceeding, granted joint petition by Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc., requesting addition of nine issues relating to financial and character qualifications of Civic Communications Corp., in proceeding involving five mutually exclusive applications for CP for new TV on ch. 3, Jackson. Issues enlarged (Docs. 18845-9). Ann. Dec. 22, 1970.

■ Review board in Jackson, Miss., in response to petition by Civic Communications Corp., enlarged issues in proceeding involving five mutually exclusive applications for CP for new TV on ch. 3, Jackson (Docs. 18845-49). Action Dec. 28, 1970.

Call letter actions

■ Heard Broadcasting Co., Leesburg, Fla.—Granted WLIC-TV.

■ Channel 41 Inc., Battle Creek, Mich.—Granted WUHQ-TV.

■ Liberty Television, A Joint Venture, Medford, Ore.—Granted KSYS(TV).

Existing TV stations

Final actions

■ KBSC-TV Corona, Calif.—Broadcast Bureau set aside Dec. 11, 1970, grant of mod. of license to change studio location. Action Dec. 16, 1970.

■ KCET(TV) Los Angeles—Broadcast Bureau granted CP to make changes in ant. system. Action Dec. 17, 1970.

■ WNAC-TV Boston—FCC denied motion by The Dudley Station Corp. for reinstatement of stay previously ordered in proceeding on mutually exclusive applications of RKO General Inc. for renewal of license of WNAC-TV and new applications for CP's for same facility by Dudley and Community Broadcasting of Boston Inc. (Docs. 18759-61). Action Dec. 18, 1970.

■ WKBS-TV Burlington, N.J.—FCC granted application of Kaiser Broadcast Corp. for license to cover CP. Action Dec. 9, 1970.

Actions on motions

■ Chief, Broadcast Bureau, on request of Screen Gems Broadcasting of Utah Inc., licensee of station KCPX(TV) Salt Lake City, extended through Jan. 12, time to file oppositions to petitions for reconsideration in matter of amend-

PROFESSIONAL CARDS

SERVICE DIRECTORY

Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

	On Air			Total	Not On Air	Total
	Licensed	STA*	CP's	On Air	CP's	Authorized
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[2]	14	526
Commercial TV-UHF	155	0	29	184[2]	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.

[2] Indicates four educational stations on non-reserved channels.

ment of TV table of assignments (Ogden, Utah). Ann. Dec. 22, 1970.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, ordered evidentiary hearing to begin on May 18 in Norfolk at place to be specified later (Docs. 18791-2). Action Dec. 18, 1970.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Inc. [WFAN-TV], et al.), TV and AM proceeding, granted motion by Washington Community Broadcasting Co. for leave to amend application to show withdrawal of James A. Washington as stockholder (Docs. 18859, 18561-3). Action Dec. 23, 1970.

Call letter application

■ WINR-TV, Stainless Inc., Binghamton, N.Y.—Requests WICZ-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WTVM(TV) Columbus, Ga. (Martin Theaters of Georgia Inc.). Contract dated Aug. 7, 1970, reduces network rate to $795 effective Jan. 1, 1971.

■ WCTV(TV) Thomasville, Ga. (John H. Phipps Broadcasting Stations Inc.). Contract dated Oct. 19, 1970, reduces network rate from $625 to $607 effective Jan. 1, 1971.

■ KAKE-TV Wichita, Kan. (KAKE-TV & Radio Inc.). Contract dated Sept. 25, 1970, replaces one dated May 10, 1968; effective Oct. 15, 1970, to Oct. 15, 1972 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, $950; effective Jan. 1, 1971, $888; compensation paid at 30% prime time.

■ KMBC-TV Kansas City, Mo. (Metromedia Inc.). Contract dated Sept. 21, 1970, extends period of affiliation agreement from Oct. 1, 1970, to Oct. 1, 1972.

■ WKRC-TV Cincinnati (Taft Broadcasting Co.). Contract dated July 23, 1970, reduces network rate from $1,900 to $1,777 effective Jan. 1, 1971.

■ WTVN-TV Columbus, Ohio (Taft Broadcasting Co.). Contract dated July 23, 1970, reduces network rate from $1,300 to $1,216 effective Jan. 1, 1971.

■ WSTV-TV Steubenville, Ohio (Rust Craft Broadcasting Co.). Contract dated Dec. 10, 1970, increases network rate from $888 to $942 effective Jan. 1, 1971.

■ WJAC-TV Johnstown, Pa. (WJAC Inc.). Contract dated Oct. 20, 1970, replaces one dated Oct. 19, 1967; effective Oct. 1, 1970, to Oct. 1, 1972. Programs delivered to Johnstown AT&T test board. Network rate, $1,300; compensation paid at 30% prime time.

■ WNEP-TV Scranton, Pa. (Taft Broadcasting Co.). Contract dated Sept. 10, 1970, increases network rate from $678 to $753 effective Jan. 1, 1971.

■ KORN-TV Mitchell, S.D. (Mitchell Broadcasting Association Inc.). Contract dated Aug. 7, 1970, reduces network rate to $281 effective Jan. 1, 1971.

■ WTVC(TV) Chattanooga, Tenn. (Martin Theaters of Georgia Inc.). Contract dated Aug. 7, 1970, reduces network rate to $538 effective Jan. 1, 1971.

■ WSVA-TV Harrisonburg, Va. (Gilmore Broadcasting Corp.). Contract dated Sept. 15, 1970, reduces network rate from $500 to $484 effective Jan. 1, 1971.

CBS

■ Formula: Same as ABC.

■ WCWB-TV Macon, Ga. (WTVY Inc.). Contract dated Sept. 2, 1970; effective Sept. 6, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, $125; compensation paid at 30% prime time.

■ WBRC-TV Birmingham, Ala. (Taft Broadcasting Co.). Contract dated July 23, 1970, reduces network rate to $1,683 effective Jan. 1, 1971.

■ WMSL-TV Huntsville, Ala. (Tennessee Valley Radio & TV Corp.). Contract dated Nov. 6, 1970, increases network rate from $169 to $194 effective Jan. 3, 1971.

New AM stations

Final action

■ Cuthbert, Ga.—R. G. Blaskow. Broadcast Bureau granted 850 khz, 500 w-D. P.O. address: Route 3, Box 483, Gardendale, Ala. 35071. Estimated construction cost $32,085.99; first-year operating cost $24,035.83; revenue $30,000. Principals: R. G. Blaskow. 100%. He is engineer for WVOK Birmingham, Ala. Action Dec. 21, 1970.

Initial decision

■ Hearing Examiner Chester F. Naumowicz proposed denial of application by Northwestern Communications Corp., Bentonville, Ark., for new D AM, concluding that at least 13 community survey interviews submitted to commission were "intentional misrepresentation" (Doc. 18869 BP-17860). Ann. Dec. 30, 1970.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, in absence of Hearing Examiner Ernest Nash, and upon request of Broadcast Bureau, extended to Jan. 12, time to file responsive pleadings to petition to recommence proceedings filed by BCST Company of Iowa Inc. (Docs. 18594-6). Action Dec. 22, 1970.

■ Hearing Examiner Isadore A. Honig in Jeannette, Pa. (Central Westmoreland Broadcasting Co.), AM proceeding, in view of severance of application for separate hearing which was ordered by hearing examiner on Dec. 18, 1970, ordered hearing to convene on Jan. 4 (Doc. 19042). Action Dec. 21, 1970.

■ Hearing Examiner Isadore A. Honig in McConnellsburg, Pa. (Town Radio Inc.), AM proceeding, in view of severance of application for separate hearing which was ordered by hearing examiner on Dec. 18, 1970, ordered hearing to convene on Jan. 4 (Doc. 19040). Action Dec. 21, 1970.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, granted petition of Tri County for leave to amend application to extent that amendment does not propose engineering changes, and amendment except for proposed new Figure 5 is accepted; proposed new Figure 5 is rejected, and Tri County's reply to Broadcast Bureau's comments is dismissed as being not in accord with rules (Docs. 19026-7). Action Dec. 17, 1970.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Sencland Broadcasting Systems Inc. and Seaboard Broadcasting Corp), AM proceeding, by separate actions, granted petition by Seaboard Broadcasting for leave to amend application to show that one of its officers and stockholders has placed in irrevocable trust his one-third interest in Marine Broadcasting Corp., licensee of WXQR-FM Jacksonville; granted petition by Sencland Broadcasting for leave to amend, and accepted amendment only insofar as surrender by L & S Broadcasting Co. of CP for WLNS-TV Jacksonville is shown and granted motion by Sencland Broadcasting and extended from Dec. 23, 1970, to Dec. 29, 1970, time to file opposition to motion to dismiss filed by Seaboard Broadcasting (Docs. 18813-4). Actions Dec. 22-23, 1970.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida), AM proceeding, continued prehearing conference to Jan. 22 (Doc. 19126). Action Dec. 15, 1970.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc. et al.), AM and FM proceeding, continued prehearing conference to Jan. 22 (Docs. 19122-5). Action Dec. 5, 1970.

Other actions

■ Review board in Clanton, Ala., granted supplemented appeal by Clanton Broadcasting Corp., applicant for new D AM on 1590 khz with 1 kw at Clanton (Doc. 18783); from ruling by Hearing Examiner Basil P. Cooper. Action Dec. 21, 1970.

■ Review Board in Globe, Ariz., AM proceeding, granted motion for extension of time, filed Dec. 18, 1970, by Willard Shoecraft (Doc. 18225). Action Dec. 23, 1970.

■ Review Board in Henrietta, N.Y., AM proceeding, granted further motion for extension of time to file responsive pleading filed Dec. 14, 1970, by Oxbow Broadcasting Corp. (Docs. 17571-73). Action Dec. 16, 1970.

■ Review board in Centreville, Va., AM proceeding, granted petition filed Dec. 22, 1970, by Broadcast Bureau, requesting extension of time to Jan. 5, to file responsive pleadings to petition by O. K. Broadcasting Corp. to enlarge issues on Centreville Broadcasting Co.'s AM application. Action Dec. 28, 1970.

■ Review board in Yabucoa, P.R., AM proceeding, denied motion filed Nov. 9, 1970, by James Calderon, requesting deletion of community needs and interests survey requirements (Suburban Issue) in comparative hearing Aug. 1, 1970, in Puerto Rico (Docs. 19055-57). Ann. Dec. 22, 1970.

Call letter applications

■ Better Broadcasting Inc., Royston, Ga.—Requests WBLW.

■ CGS Co., Humble City, N.M.—Requests KCIA.

Call letter actions

■ Siouxland Broadcasting Co., Luverne, Minn.—Granted KQAD.

■ Cotton Valley Broadcasting Co., Bay Springs, Miss.—Granted WHII.

Existing AM stations

Final actions

■ KYAK Anchorage, Alaska—Broadcast Bureau granted CP to increase D power to 50 kw and change to DA-2; conditions. Action Dec. 15, 1970.

■ KOFY San Mateo, Calif.—Broadcast Bureau granted mod. of license to move studio location and remote control outside city limits of San Mateo to 1799 Old Bayshore, Burlingame, Calif. Action Dec. 17, 1970.

■ WOBS Jacksonville, Fla.—FCC reaffirmed denial of petition by Mel-Lin Inc., licensee, for CP for directional N operation with 5 kw (Doc. 17474). Action Dec. 18, 1970.

■ WAIT Chicago—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Dec. 3, 1970.

■ WWWC Wilkesboro, N.C.—Broadcast Bureau granted CP to increase D and N power to 250 w, 500 w-LS-U (1240 khz) and install new trans.; remote control permitted. Action Dec. 22.

Actions on motions

■ Office of Opinions and Review in Stamford, Conn. (Western Connecticut Broadcasting Co.), proceeding on revocation of licenses of WSTC AM-FM, granted request by Broadcast Bureau and extended to Jan. 15, time to file responsive pleadings (Doc. 19043). Action Dec. 21, 1970.

■ Hearing Examiner Millard F. French in Montezuma, Ga. (Macon County Broadcasting Co.), renewal of license of WMNZ, because of unavailability of hearing room in Oglethorpe, Ga., on Jan. 26, ordered hearing date change to Jan. 19 in Macon county courthouse, Oglethorpe (Doc. 19012). Action Dec. 18, 1970.

■ Hearing Examiner Jay A. Kyle in Statesboro

Technical continued

Chicago stereo station has opportunity for experienced chief engineer. Reply in confidence. Box A-37, BROADCASTING.

Chief engineer-announcer, 1st ticket, two-tower directional, daytime, major market, modern country format. Rush tape, resume, to: Irv Schwartz, Pres. and Gen. Mgr., WCLU Radio, 1st Natl Bk Bldg, Cincinnati, Ohio 45202.

Southwest Michigan AM-FM seeks responsible first technician. WHTC, Holland, Michigan.

Greater Hartford non-directional fulltimer needs combo man. Must service transmitter and studio equipment and do afternoon personality show. Top pay, fringe benefits and a good future if you qualify. Call Art Morgen, 9:00 AM till 2:00 PM 203-643-2491.

Chief engineer who can perform any one of the following: 1. Program director/production. 2. News director. 3. Assist sports director with play-by-play. Excellent growth area in beautiful southern Illinois. Call Charlie Powers days 618-942-2181, evenings 618-993-5151. Equal opportunity employer.

Responsible chief engineer/announcer available now. Reply to 606 West 31st St., Richmond, Va. 23225.

Wanted. Denver, Colorado. Chief Engineer. Thoroughly knowledgeable 5 kw DA-2. Telephone Joe Finan (303) 222-4811. Equal opportunity employer.

News

Experienced news director capable of creative full local coverage in midwest college community of 25,000. Some play-by-play sports work possible but not essential to hiring. Write Box A-83, BROADCASTING.

10 kw news oriented station wants permanent newsman. Preference given to mid-westerner with at least six months experience. Start around $100 weekly then it's up to you. This is 100% news position in a great college town. Must be ready to start immediately. Rush tape or phone Don Blythe, KOAM Radio, Pittsburg, Kansas.

Intelligent, dedicated, responsible newsman. At least one year's experience. We're legitimate news operation. Send resume with tape to Carl Grande, WERI, P.O. Box 325, Westerly, R.I. 02891. Please don't call.

Local news . . . backed with UPI wire and audio . . . separate and independent news department . . . salary better than average . . . immediate opening . . . experience necessary . . . Reply: Joe Merry; News Director; WOBM; Box 927, Toms River, N.J. 08753.

Christian Broadcasting Network, Inc. seeking experienced Christian newsmen and announcers to join dedicated staff. Presently organizing nationwide radio news network. Strong demand for TV journalists also. If you believe in radio and TV in the added dimension, send tape and resume to: Eric AuCoin, Box 111, Portsmouth, Virginia 23705.

News director who can assist sports director with play-by-play. Must be self-starter and stable. Excellent growth area in beautiful southern Illinois. Call Charlie Powers days 618-942-2181, evenings 618-993-5151. Equal opportunity employer.

Programing, Production, Others

Wanted: young advertising-promotion professional. To coordinate activity with agency, sales & programing departments. Major Florida market. Broadcast experience, enthusiasm & ideas necessary. Send resume and salary requirements to Box A-60, BROADCASTING.

Immediate opening for experienced program director. Send all details in first letter. Box A-81, BROADCASTING.

Need talent for housewife time, station production. Must have experience at both. KOB Albuquerque.

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

Owner selling successful northeast country music station. Can apply management, sales, program innovations to major/medium market MOR/country, or effect format change to modern county. Box A-16, BROADCASTING.

Situations Wanted

Management

Continued

Manager — salesman — leader — airman — production — play-by-play — talk — newsman — 1st. Phone — creative — married — reliable — references. Presently employed — I offer a lot of work . . . how about you? Box A-22, BROADCASTING.

Attention. Community TV executives let me administrate & create sales! Am looking for general management with option of part ownership. Am 41, successful background in all phases, production, announcing, directing, heavy on sales. Am presently general manager of successful radio operation with controlling interest in ad agency. Prefer Utah, Wyoming, Colorado, Arizona, Montana, Idaho, Oregon. Write Box A-25, BROADCASTING.

Highly successful equipment sales manager tired of airplanes and rentacars. 15 solid years all phases broadcasting—seek 30 more. Ambitious, young, stable, married, 2 children. Consider any management career challenge. Let's talk! Box A-26, BROADCASTING.

Available after January 15, 1971 . . . experienced general manager, sales oriented, award winning programer prefer southwest or far west. Box A-54, BROADCASTING.

Looking for a future not a job. Now in management. Looking for management or P.D. position. 26, 1st phone and more. Box A-68, BROADCASTING.

Dedicated, aggressive, successful manager & salesman with proven record. But you want more, right? I also announce, produce commercials, write copy, play-by-play, sweep the floors, etc. Desire stock options. Box A-88, BROADCASTING.

Position wanted small-medium market manager or sales manager 18 years experience all phases. Family man. 501—887-2340 or write 216 W. 3rd St. N., Prescott, Arkansas.

Sales

Time has come to think of future. Over 13 years announcing experience, 10 years play-by-play, 9 years sales experience, and 4 years management, all in radio. Southeast. Box A-11, BROADCASTING.

Salesman with three years experience, married, excellent sales record. I would like management within a year. Warm climate preferred. Box A-50, BROADCASTING.

Experienced salesman-announcer — play-by play, 36, college graduate, family man. Prefer small southeast market. Can invest, manage. Box A-52, BROADCASTING.

Account executive. Every qualification. Seven years broadcasting sales experience. University background. Energetic. Highly motivated. Excellent appearance. Aggressive. Please write: P.O. Box 37, New Britain, Connecticut 06050.

Announcers

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

Black jock, first phone pro. Box M-139, BROADCASTING. 206—EA 3-9136.

Pro with major market leader looking for major market announcing position with management possibilities. MOR. Tape, resume on request. Box M-167, BROADCASTING.

Professional personality available to spend minimum 5 years maximum lifetime with your station! 7 years experience. Number one in top 30 market. Great voice, production, college degree and 1st phone. Box M-186, Broadcasting.

Announcer — dj — MOR top 40 — 3'rd endorsed — heavy music background. College graduate. Resident-trained by NYC pros. Box A-1, BROADCASTING.

Married man—3rd phone—endorsed with sales and announcing and promotional abilities—want small or med. market to work in — will travel — immediate position desired. Box A-2, BROADCASTING.

Announcer and sales 10 years. Business and sales background, 3rd phone, broadcast school, age 35, married. I'll give you strong sales for opportunity broadcasting (Conn. only). Box A-6, BROADCASTING.

Announcers continued

Employed now at a top Indiana station, 12:00 mid. to 5:30 a.m., want different hours. Over 5 years experience, versatile, not a floater or prima donna. Call G.L., 317—966-2945 or Box A-9, BROADCASTING.

DJ-announcer — 3rd endorsed — broadcast grad./beginner/owns car/still looking for first break in radio/relocate. Box A-14, BROADCASTING.

Novice, intelligent, actor, wit, writer, looking for opening in any capacity as an announcer. Prefer being as close to N.Y. as possible. Tape will convince you of my verbalism. Tape on request. Box A-17, BROADCASTING.

P.D. — 1st phone — know programing — sales. Strong references — air — production. Country/MOR — family. I care. Box A-21, BROADCASTING.

Mature anncr — dj with 14 years exp. Now available to Balt.-Wash. area. Call 301—776-4016 or Box A-30, BROADCASTING.

Small market rock PD 2 years looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-35, BROADCASTING.

Modern country pro!! Sales, copy, production, music director, personable D.J., organizer of formats, programing methods and supervision. Top references. Married 37. Seeking medium market teamwork. Must settle and have small home! Box A-38, BROADCASTING.

I could be just the jock that you are looking for; young, experienced, ambitious, and ready to be moulded to suit you. Box A-41, BROADCASTING.

Need job like yesterday, experienced, not the greatest voice, but willing to work hard for your station. Prefers N.E./N.Y. area. Box A-42, BROADCASTING.

Female D.J., tight board, good news, commercials, ready now. Box A-44, BROADCASTING.

Young man, Career Academy broadcast grad, college, some broadcasting experience, seeking D.J. announcer position, north or southeastern region. Box A-45, BROADCASTING.

Morning or afternoon drive . . . currently morning drive on top midwest station . . . 12 year veteran . . . for tape & resume . . . write Box A-53, BROADCASTING.

Professional radio man. Available immediately. Prefer to handle own MOR show on Florida AM or FM entertainment oriented non-formula station. Could handle program director position or announcing and assist with maintenance. Good news delivery 40's. Flexible — progressive thinking. 1st ticket. Smith (305) 843-9525. Box A-66, BROADCASTING.

21, first, very reliable. At present job 4 years. Station no longer serves the public. Best at news and announcing, have worked in all phases. Can get along with everyone. Write Box A-69, BROADCASTING.

Experienced, rock preferred. Employed by 50 thousand watt FM station, 3rd, draft exempt. Will relocate. 617—447-6960. Box A-70, BROADCASTING.

Disc jockey, announcer, exp., dependable, creative. Tight board, 3rd endorsed. Box A-71, BROADCASTING.

Florida . . . experienced . . . versatile. Small-medium market . . . family man. Box A-72, BROADCASTING.

Announcer, DJ, broadcasting school grad. Professional entertainer M.C. in early 30's, married. Now looking for a new start in broadcasting. Will relocate. Box A-74, BROADCASTING.

1st phone D.J. and news, experienced, college degree. Rock or MOR, play-by-play, service complete. Box A-78, BROADCASTING.

New sound! Female broadcast school grad. with third phone seeks position as D.J. Prefers top-40. Also interested in copywriting and production. Can run own board. Northeastern U.S. Reply Box A-94, BROADCASTING.

News dir. 5KW (small mkt.) seeking career w/med. market. Some talk exp., gather, dig, write and deliver news. Married. Can run tight air shift. 3rd end. ticket. Call after 4:30 P.M. EST. 301—722-6384 or write Box A-95, BROADCASTING.

Polished professional now pd-drivetime dj. Bright MOR personality. College graduate in broadcasting. Experienced as newsman and news director. Creative copy — effective delivery — tight production. First phone. Outstanding sales record. 26, veteran, personable, reliable. Excellent references. Employed, but good terms with management permit either immediate or delayed move to your station. Box A-97, BROADCASTING.

Situations Wanted

Announcers continued

Bright top 40 jock with first ticket. Writes excellent commercial copy. Produces polished spots. Box A-103, BROADCASTING.

I'm the program director your medium market rock station needs. Box A-104, BROADCASTING.

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.

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.

Wanted alive or unconscious, top 40 radio by Gary Grae. 1st phone, 26, 1 year exp. and single. Will travel anywhere, to get my station. Call mornings 317—253-3182, 7980 Hoover Court, Indianapolis, Indiana 46260.

In New England and available now! Want to settle. Professional announcer with first phone. Can do transmitter maintenance, agency quality production, programing, copy and news. Prefer take charge position. Major market experience. Excellent references. Hard worker. 413—442-1283.

Experienced MOR announcer, immediately available for permanent position anywhere. 3rd endorsed, tight board! (717) 543-5345.

Professionally trained announcer, serious and dedicated but on the air I'm slightly crazy. Drop-ins and voices my bag. Good for hip adults. Steve Terry, 2 Avery Lane, Plainview, N.Y.

Broadcasting craftsman: 5 & 10 kw chiefed top rated d.j./p.d. 10 years experience looking for home. Box 9541, Richmond, Va. 23228.

Seeking "Underground" rock. Broadcasting school grad. 3rd. Some college. Box 92, Maize, Kansas 67101.

Experienced? Yes!, but I've been out of the business for two years. Prefer top 40, will travel south or west, no ties, 3rd endorsed. Tom Mierz, Box 562, South Dennis, Mass. 617—398-3864.

Black announcer, heavy voice—jazz blues or soul format—tight board, second class license. Sam Fields, 1316 Masselin Ave., Los Angeles, California 90019.

Experienced announcer (age 39) desires position with quality or MOR station. Has first class license, but desires no maintenance at this time; however, would be interested in working under competent chief. Especially adept at relaxed, evening style, but can work any format. Will work nights and Sundays. Seven years in radio, last five at same station. No word-mangler. Write John Cleve, 123 Doty St., Madison, Wisconsin, phone (608) 255-6725.

Announcer, 23, seeks good position with MOR station, prefer south. 6 years of broadcasting experience—good production. 4 years college—third endorsed—draft exempt—can furnish excellent references. Call 704—636-4499.

1st phone 10 years experience, smooth professional and bright delivery. Desire position with modern MOR or C&W, 25 and will consider all states; exp. in programing and musical directing. Bill Melton, 3615 So. Ocean Blvd., Delray Beach, Fla. (305) 278-6786. Easy to work with.

Progressive rock announcer. BS degree in broadcasting. Experienced, 3rd endorsed, draft exempt, relocate. Let my music speak. Donald Gott, 877 Elm, Winnetka, Illinois. 312—446-0042.

Beginner 1st looking for young sound. Has own collection 50's to 70's over 10,000. Charles Mosier, 2534 N. Drake, Chicago, Ill. 60647.

1st phone, radio: operations, program, music and traffic managers; announcer, DJ, production, newsman, chief engineer. Television: producer, director, writer, announcer, newsman-photographer, cameraman, video-maintenance engineer. Large medium or major market only. Bennett, (302) 678-0229.

First phone, experienced announcer, tight board, single, young, aggressive, good voice, good references, draft deferred, broadcast grad., $125 week, any format, any time-slot, relocate east; Dave Wolf 235 S. Pleasant Ave., Dallastown, Pa. 17313 (717) 244-2917.

Man overboard! Father of four. 16 years experience and 3rd ticket, no job. Help! Roy P. Boesch, 221 South 14th St., Richmond, Indiana 317—962-5826.

Announcers continued

First ticket; experienced; available now. DJ/news/combine both. PD, news director; $150, willing to relocate. NJ/Conn/NY/Penn/Mass/R.I. No tape, personal interview—my expense. Larry Kay, (516) 791-6557, 58 Fairview Ave., Valley Stream, N.Y. 11581—today!

Getting it together! Black D.J. needs first job—soul, jazz, rock, MOR format—Willing to relocate and work hard 3rd phone. I'm ready! Contact Mr. Nicholas Harper, 642 Caliente Dr. #33 Sunnyvale, Calif. 94086.

Technical

Microwave and/or transmitter installation and maintenance. Grew up in an electronics-oriented family. Presently employed. Box M-145, BROADCASTING.

Engineer, mature, experienced as chief, 5Kw, DA-2 and FM. Design/construction. Now on East coast. Box A-13, BROADCASTING.

Chief for your AM-FM station. 17 years experience. North Central states only. Box A-34, BROADCASTING.

FM stereo stations: aggressive young audio engineer looking for job with a station where sound quality counts. 1st phone, equipment maintenance and construction experience. Draft exempt. Looking for career in broadcasting. Neat and dependable. Car, will relocate. Don Hobson, Box 2037, El Cajon, Ca. 92021. 714—442-1416.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

News

I'll go anywhere for the right station. Age 25. Military completed. Mature voice, quick wit, excellent vocabulary. 2 yrs. experience. News, talk, and D.J. Box A-27, BROADCASTING.

News pro, experienced in broadcast, wire service, magazine. Seeking stable position as news director with major station or group. Box A-28, BROADCASTING.

Young, experienced, dynamic news director at major group station in the 7th market wants to move. Will consider news directorship or prime time air slot in top 10 markets only. East coast preferred. Box A-49, BROADCASTING.

Experienced farm dir. desires to relocate in Midwest. 12 yrs. radio, member NAFB, 1st FCC. Box A-63, BROADCASTING.

Network news bureau production assistant seeks public affairs, news production or news reporting position in or near large city. B.S.J. (journalism), female. Box A-67, BROADCASTING.

Journalist-newsman, heaviest background in editorial management, and now with prestige trade publication, wants to return to pace and pressure of daily news operation, radio or TV. Box A-106, BROADCASTING.

Professional meteorologist available immediately for television-radio. Some experience. Contact 291—659-5130.

Seeking position as newsman with sports and play-by-play. Call 618—942-7606.

News/sports director — 13 years — college degree — southeast only — prefer Florida — Atlanta — will consider all — 305—585-8335 after five.

Programing, Production, Others

Top notch audio tape editor, with news, announcing and production experience. Excellent N.Y.C. references. Available Feb. 1. Box A-19, BROADCASTING.

Good voice, production. One year experience, broadcast school. Looking for good opportunity at community-oriented station. Box A-20, BROADCASTING.

Program director, small to medium market; can double in sports, news, sales, copy, or accounting; experienced, BS in R-TV; stable family man; available March 1; Box A-24, BROADCASTING.

Small market rock PD 2 years looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-36, BROADCASTING.

PD-medium market contemporary — degree — seven years experience — married — first phone. Box A-56, BROADCASTING.

Cheerful personality . . . creative copy and production . . . tight board, 27, military completed . . . B.A. . . . broadcast grad. . . . cited by RAB, last employer best reference. Bright MOR or top 40 non-screamer. No floater, seeking involvement in medium market . . . 3rd endorsed. Box A-59, BROADCASTING.

Programing, Production

Others continued

Give me a chance at P.D. I'll work darn hard at it. I'll give your radio station the best sound in town. I have a knack for picking good men. Adult format. No electronic juke boxes. Five years experience in all phases. Reply Box A-62, BROADCASTING.

Twenty-year pro looking. Good voice, production, writing, some TV. Experienced, imaginative program-director. No rockers. Box A-65, BROADCASTING.

Sports; play-by-play football and basketball; 4 years experience; 3 years of two way talk sports show. 27, married and college grad. Currently sports director for medium market station and ready to move up. I want to be the best for the best. Box A-73, BROADCASTING.

Superjock will give you unbeatable air sound, P.D. hot 100-plus format, minimum $400 weekly. Write needs to Box A-96, BROADCASTING.

A/V production, leading to management. BA journalism. Write, produce, direct. Know A/V, broadcast equipment. Seek commercial, educational. Married, 27, re-locate. Box 4181, Pittsburgh, Pa. 15202.

Attention general manager! I'm no beginner. Last four jobs in major markets. Have programed two stations in two million plus market. The best of references. Stable, 28, married, first phone, a proven producer. Tired of big city rat race. Seeking medium market P.D. job. Contemporary only. Doug Gaetz, 5919 Dashwood #38, Houston, Texas 77036.

Morning man, married, college grad, music director . . . country, MOR, rock, former news director, strong production, play-by-play. Phone talk show, sales, call 412—547-4787.

Television Help Wanted

Sales

Southern New England major VHF seeks experienced salesman. Excellent opportunity for creative and aggressive person. Must be able to handle all size accounts and agencies. Replies confidential. An equal opportunity employer. Box A-47, BROADCASTING.

Salesman — come to Washington, D.C. TV for good money and good growth. Join the professionals and build a career. Send resume to: Box A-84, BROADCASTING.

Leading Atlanta independent TV station expanding sales staff. Want aggressive, self-starter salesman who can sell local retailers. Knowledge of area preferred but not required. Guaranteed draw against top commissions, bonuses, U.S. Communications Group benefits. Call or write Wallace Hutchinson (404) 633-4111 or WATL-TV, 1810 Briarcliff Road, N.E., Atlanta, Georgia 30329.

Technical

Vice President-engineering . . . new, total broadcast media (non mobil) production facility. Requirements: technically creative, production oriented, decision making administrator. Must know most advanced color tape equipment available today. Only top notch applicants will be considered. References must accompany resume. Excellent salary and top management benefits. Box A-55, BROADCASTING.

Wanted-challenging television opportunity for qualified chief engineer at UHF all color station in midwestern university community. Salary open. Box A-102, BROADCASTING.

Assistant chief engineer. California UHF station. Contact R. G. Martins, CE; KMIR-TV, Palm Springs, California.

Programing, Production, Others

Production manager—medium market mid-Atlantic network station. A chance to do everything. Must have a complete knowledge and capability in field of graphics, continuity, set design and related areas. Long hours, hard work $10,000 a year. Write Box A-10, BROADCASTING.

TV operations manager—maritally unattached. Extensive travel U.S.A. for consulting firm. Send proven record of success with production equipment, systems & people, including traffic, continuity, schedules, etc. Box A-29, BROADCASTING.

Writer producer, radio/TV film for national headquarters of large non-profit organization. Familiar with both 16mm and video tape production. Creative ideas. Ability to research and write radio/TV spots, plus training in Public Relations, film documentaries. Starting salary $9,500 up, depending on background and experience. Please send resumes and samples. An equal opportunity employer. Box A-92, BROADCASTING.

and Jessup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, granted petition by O'Quinn and Rogers for leave to amend application to show that they, as Rockwood Broadcasting Co., have filed application for assignment of license of WRKH Rockwood, Tenn. (Docs. 17722, 18395). Action Dec. 22, 1970.

Other actions

■ Review board in Stamford, Conn. granted motion by Western Connecticut Broadcasting Co. to enlarge and modify issues in proceeding on revocation of licenses of WSTC-AM-FM, Stamford, Conn., by addition of issue to determine whether programing of WSTC-AM-FM have been meritorious, particularly as to public service programs. Action Dec. 28, 1970.

■ KFBC-AM-FM-TV Cheyenne, Wyo.—FCC granted Frontier Broadcasting Co., licensee, waiver of television aux. services rules in order to permit it to provide second Cheyenne station, KVWO-FM, with unused ABC radio network programing. Action Dec. 16, 1970.

Fine

■ KXL Portland, Ore.—FCC notified Seattle, Portland and Spokane Radio, licensee, that it has incurred apparent liability for forfeiture of $1,000 by failing to log program "Old Time Radio" as commercial matter. Action Dec. 16, 1970.

Call letter application

■ WDNL, Warren Broadcasting Co., Warren, Ohio—Requests WTCL.

Call letter actions

■ KYND, Burlington Broadcasting Corp., Burlington, Iowa—Granted KKUZ.

■ WAFT, Great Lakes Broadcasting Corp., Grand Rapids, Mich.—Granted WMAX.

■ WCYB, 690 Radio Inc., Bristol, Va.—Granted WZAP.

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: KAPT Salem, Ore., 90 w; WJWL Georgetown, Del., 250 w (reduction in power); WPAL Charleston, S.C., 121 w; WVAL Sauk Rapids, Minn., 250 w., and WVKY Louisa, Ky., 500 w. Actions Dec. 16, 1970. KCVR Lodi, Calif., 125 w; KEYN Wichita, Kan., 33 w, and WGAT Gate City, Va., 295 w. Actions Dec. 17, 1970. KBUH Brigham City, Utah, 91 w, and WWGP Sanford, N.C., 245 w. Actions Dec. 18, 1970. KLFD Litchfield, Minn., 500 w. Action Dec. 21, 1970. KJFJ Webster City, Iowa, 250 w. Action Dec. 22, 1970.

■ 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: KQIN Burien, Wash., 500 w. Action Dec. 8, 1970. WGNY Newburgh, N.Y., 500 w, and WLYC Williamsport, Pa., 500 w. Actions Dec. 9, 1970. KLEN Killeen, Tex., 13 w; KLIP Fowler, Calif., 83 w; KMYO Little Rock, Ark., 64 w; KUXL Golden Valley, Minn., 500 w; WACY Kissimmee, Fla., 65 w; WBEE Harvey, Ill., 500 w; WFAX Falls Church, Va., 500 w; WFRO Fremont, Ohio, 375 w; WJUN Mexico, 500 w; WNAK Nanticoke, 124 w, and WQTW Latrobe, all Pennsylvania, 346 w, and WZIP Cincinnati, 500 w. Actions Dec. 11, 1970.

New FM stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (White River Radio Corp., et al.), FM proceeding, on request of broadcasting Inc. of Anderson, set procedural dates and continued hearing from Jan. 5 to Jan. 11 (Docs. 19017-9). Action Dec. 21, 1970.

■ Chief Hearing Examiner Arthur A. Gladstone in Harriman, Tenn. (Folkways Broadcasting Inc. and Harriman Broadcasting Co.) FM proceeding, denied petition by Harriman Broadcasting Co. to change venue of proceeding to Harriman, Tenn. (Docs. 18912-3). Action Dec. 23, 1970.

■ Hearing Examiner Jay A. Kyle in Leisure City, Homestead and Goulds, all Florida (Resort Broadcasting Inc., et al.), FM proceeding, granted petition by Seven League Productions Inc., and dismissed with prejudice its application (Docs. 18956-8). Action Dec. 22, 1970.

■ Hearing Examiner James F. Tierney in Naples, Fla. (Recreation Broadcasting of Naples Inc. and Naples Image Inc.), FM proceeding, granted petition by Naples Image Inc. for leave to amend application to reflect response to disqualifying issue and new bank loan commitment (Docs. 18961-2). Action Dec. 15, 1970.

■ Hearing Examiner James F. Tierney in Burney and Fall River Mills, both North Carolina (Ulysses Sherman Bartmess and W. H. Hansen), FM proceeding, granted petition by W. H. Hansen, and ordered that hearing and other procedural dates in proceeding are continued, awaiting ultimate disposition of exceptions to initial decision and request for oral argument in Doc. 18349, et al., case at post initial decision stage which holds Hansen to be no longer qualified as licensee (Docs. 19034-5). Action Dec. 23, 1970.

■ Hearing Examiner James F. Tierney in Tulsa, The Village and Oklahoma City, all Oklahoma (Oklahoma Broadcasting Co., et al), FM proceeding, granted petition by Southwestern Sales Corp. and dismissed application with prejudice (Docs 18951-5). Action Dec. 15, 1970.

Other action

■ Review board in Sun City, Ariz., FM proceeding, granted petition filed Dec. 22, 1970, by Broadcast Bureau requesting extension of time to Dec. 29, 1970, to file responsive pleadings to petition by Alvin L. Korngold (applicant for new FM at Sun City) to enlarge issues. Action Dec. 28, 1970.

Call letter applications

■ Flynn Enterprises Inc., Hillsdale, Mich.—Requests WCSR-FM.

■ Florissant Valley Community College, Ferguson, Mo.—Requests *KCFV(FM).

Call letter actions

■ Georgia Radio Inc., Rockmart, Ga.—Granted WZOT(FM).

■ Eastminster Broadcasting Corp., Newport, N.H.—Granted WCNL-FM.

■ Jersey Information Center Inc., Canton, N.J.—Granted WNNN(FM).

■ Warren Broadcasting Inc., Oneida, N.Y.—Granted WMCR-FM.

■ WJMA Inc., Orange, Va.—Granted WJMA-FM.

Existing FM stations

Final actions

■ KNX-FM Los Angeles—Broadcast Bureau granted license covering aux. trans. Action Dec. 23, 1970.

■ *WDHS(FM) Gaston, Ind.—Broadcast Bureau granted CP to change frequency from 91.1 mhz to 89.9 mhz. Action Dec. 22, 1970.

■ WJFM(FM) Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to change ant. height; ant. height 780 ft. Action Dec. 17, 1970.

■ WGGR(FM) Duluth, Minn.—Broadcast Bureau granted request for SCA on 67 khz. Action Dec. 17, 1970.

■ WLVP(FM) Franklin, N.J.—Broadcast Bureau granted CP to install new ant. Action Dec. 17, 1970.

■ KIZZ-FM El Paso, Tex.—Broadcast Bureau permitted remote control. Action Dec. 21, 1970.

■ *KUER(FM) Salt Lake City—Broadcast Bureau granted CP to install new trans. Action Dec. 22, 1970.

Action on motion

■ Chief Hearing Examiner Arthur A. Gladstone in Seattle (The Jack Straw Memorial Foundation), renewal of license of KRAB-FM, in absence of Hearing Examiner Ernest Nash, and upon request of Broadcast Bureau, extended to Jan. 15, time to file proposed findings of fact and conclusions of law, and to Jan. 22, time to file replies (Doc. 18943). Action Dec. 22, 1970.

Call letter applications

■ KFRE-FM, Stereo Broadcasting Corp., Los Angeles—Requests KFIE(FM).

■ WTCX(FM), Rowland Broadcasting Inc., St. Petersburg, Fla.—Requests WQYK-FM.

■ WPBF(FM), Ken-Sell Inc., West Palm Beach, Fla.—Requests WIRK-FM.

■ WSHY(FM), Shelbyville Broadcasting Co., Shelbyville, Ill.—Requests WSHY-FM.

■ WBOW-FM, Radio WBOW Inc., Terre Haute, Ind.—Requests WHOE(FM).

■ WLOB-FM, Dirigo Communications Inc., Portland, Me.—Requests WDCS(FM).

■ *WAMF(FM), Trustees of Amherst College, Amherst, Mass.—Requests *WAMH(FM).

■ WLEO-FM, Ponce Broadcasting Co., Ponce, P.R.—Requests WZAR(FM).

Call letter actions

■ KGO-FM, ABC Inc., San Francisco—Granted KSFX(FM).

■ WERE-FM, GCC Communications of Cleveland Inc.—Granted WGCL(FM).

■ KQV-FM, KQV Inc., Pittsburgh—Granted WDVE(FM).

■ KXYZ-FM, KXYZ Inc., Houston—Granted KAUM(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: *WLTL(FM) LaGrange, Ill.; WMKC(FM) Oshkosh and WNBI-AM-FM Park Falls, all Wisconsin; WNEM-TV Bay City, Mich.; WNGA(AM) Nashville, Ga.; WNYN(AM) Canton, Ohio; WPRA-(AM) Mayaguez, P.R.; WQFM(FM) Milwaukee; WRJN(AM) Racine, Wis.; WAMO-AM-FM Pittsburgh; WCAZ(AM) Carthage and WDAN-AM-FM Danville, all Illinois; WDOR-AM-FM Sturgeon Bay, Wis.; WEFA(FM) Waukegan and WGLD(FM) Oak Park, both Illinois; WILD-(AM) Boston; WLTO(AM) Miami; WOPA-(AM) Oak Park, Ill.; WOWL(AM) Florence, Ala.; WQTC(AM) Two Rivers, Wis.; WUFO(AM) Amherst, N.Y.; WXFM(FM) Elmwood Park, Ill.; WYLD(AM) New Orleans; WTKM(AM) Hartford, Wis.; WTMT(AM) Louisville, Ky.; WTRO(AM) Dyersburg, Tenn.; WWCM(AM) Brazil, Ind., and *WXXW(TV) Chicago. Actions Dec. 18, 1970.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KAGT(AM) Anacortes, Wash.; KDMS(AM) and KRIL(FM), both El Dorado, Ark.; WATK(AM) Antigo, WAWA(AM) West Allis, WAWA-FM Milwaukee and WBAY-AM-FM Green Bay, all Wisconsin; WBTR-FM Carrollton, Ga.; *WBWC(FM) Berea, Ohio; WCND (AM) Shelbyville, Ky.; WCVS(AM) Springfield, Ill.; WDLB-AM-FM Marshfield and WDMP-AM-FM Dodgeville, all Wisconsin; WDOD(AM) Chattanooga; WDUZ-AM-FM Green Bay and WELF(AM) Tomahawk, both Wisconsin; WEZZ(FM) Clanton, Ala.; WFBM(AM) Indianapolis, Ind.; WFRX(AM) W. Frankfort, Ill.; WFTG(AM) London, Ky.; WGIL-FM Galesburg, Ill.; WGLB(AM) Port Washington, WHBY(AM) Appleton and WIBA-AM-FM Madison, all Wisconsin; WIDD(AM) Elizabethton and WJJM-AM-FM Lewisburg, all Tennessee; WKOK(AM) Sunbury, Pa., and WKSR(AM) Pulaski, Tenn. Actions Dec. 18.

■ WFDR-AM-FM Manchester, Ga.—Broadcast Bureau granted renewal of licenses. Actions Dec. 23, 1970.

■ WGMF(AM) Watkins Glen, N.Y.—FCC granted application of Watkins Glen-Montour Falls Broadcasting Corp. for renewal of license for period ending June 1, 1972. Action Dec. 16, 1970.

Modification of CP's, all stations

■ KXOA(AM) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28. Action Dec. 21, 1970.

■ KAJC-TV Stockton, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action Dec. 17, 1970.

■ WKQT(AM) Garyville, La.—Broadcast Bureau granted mod. of CP to make changes in method of feeding ant. Action Dec. 21, 1970.

■ KWU-68, KWU-69, KWU-70 and KWU-71, all Gallup, N.M.—Cable Television Bureau granted mod. of CP's to extend completion dates of relay stations to June 20. Actions Dec. 17, 1970.

■ WHOM(AM) New York—Broadcast Bureau granted mod. of CP's to extend completion dates to March 6. Action Dec. 21, 1970.

■ *WNPI-TV Norwood, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to June 18. Action Dec. 18, 1970.

■ WCRF(FM) Cleveland—Broadcast Bureau granted mod. of CP to change ant. and make changes in ant. system; ant. height 447 ft.; granted mod. of CP to extend completion date to March 15. Action Dec. 17, 1970.

■ WFFV(FM) Front Royal, Va.—Broadcast Bureau granted mod. of CP to change trans. and studio location to: Wayside Inn, Middletown, Va.; make changes in ant. system; ant. height 300 ft.; ERP 3 kw. Action Dec. 21, 1970.

Other actions, all stations

■ FCC declined, in letter to Earle K. Moore of Action for Children's Television Inc., New York, to rule on ACT's complaint regarding broadcast of toy commercials but said that it "will be considered further" in connection with similar complaint. Action Dec. 16, 1970.

■ FCC approved, in order to inform television

(Continued on page 68)

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

Ownership—we'll give it to the man selected to manage our N.E. station. Our chain desires on the street-selling type. Box A-48, BROADCASTING.

Need general manager with sales background. Handle entire operation. Salary plus percentage, other benefits. Write: Fred Hensley, 226 Idle Hour Blvd., Lexington, Kentucky.

Assistant manager capable of full management within one year. Requisites: 1. Successful sales record. 2. Detail oriented. 3. Ability to motivate others. 4. Execute instructions to the letter. 5. Stable, honest and sober. Beautiful growth area in southern Illinois. Call Charlie Powers days 618-942-2181, evenings 618-993-5151. Equal opportunity employer.

Vice-President (Sales) to develop Michigan stereo station for growing company. Show us six-figure billing, administrative ability. Stock incentive and investment. MegaMedia, 148 Pierce, Birmingham, Mich. 48011 (313) 642-1570.

We seek a sales manager who is a strong salesman and whose career goals are to manage a radio station. Our young group owns stations in Boca Raton, Florida; Charleroi, Pa., and Erie, Pa. Should you be our man, you will be sales manager at WWGO, full time country AM, and WCCK, 50 Kw FM live pop music, Erie Pa. Our company offers many benefits, and we wish to grow in radio. If you are interested in this position, in what is becoming a fast growing radio advertising market. Send resume to . . . Ex. V.P., P. O. Box 584, Charleroi, Pennsylvania 15022.

Sales

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. Station is one of best known in Industry. Group owned. Member NAB, RAB. Held in high esteem by FCC. Noted for integrity and employee relations. 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.

At a $12,000 yearly start, what can you do for top station in highly competitive secondary market? We enjoy excellent reputation, nationally and locally; you work from protected list; creative support from copy, production, deejays and promotion. Send complete track record and goals to Box M-174, BROADCASTING.

Management trainee, eager to move up with top-rated station in exceptionally attractive market. Salary plus commission setup that lets us both enjoy the cream. This is an opportunity for a real comer, waiting to be groomed for real money, honestly made, and challenge aplenty. Send complete details to Box M-175, BROADCASTING.

If you're tired of working for Peanuts . . . have a car and willing to travel . . . and have enough faith in yourself to put out your own road expenses for a month to get started—then I have a job in show business that'll pay you $300 per day! Send résume, picture, and references to Box A-18, BROADCASTING.

Experienced, aggressive salesman-announcer with growth potential. We're growing small market. Untapped territory; work morning air shift. Just 25 miles from a metropolitan market. Box A-64, BROADCASTING.

Salesman/announcer, MOR-AM, S. Fla. coast, salary-commission-gas. Submit resume, tape to Box A-82, BROADCASTING.

Immediate opening for professional salesman in major northeast market. Right man can become sales manager within six months. If you know radio and you can sell, your worries about your future are over. Must have proven track record. Box A-99, BROADCASTING.

Sales continued

KEZY-AM and KEZR-FM offers a unique opportunity in radio sales in America's seventeenth market, and the nation's fastest growing market, Orange County, California. We are looking for outstanding individuals, who are motivated by quality and integrity. Salesmen that are creative, who are self-starters, and are generally interested in the success of their clients. Please send a complete history on yourself and your sales background and sales record, along with an up-to-date photograph to Daniel P. Mitchell, 1190 East Ball Road, Anaheim, California.

Leading Atlanta independent TV station expanding sales staff. Want aggressive, self-starter salesman who can sell local retailers. Knowledge of area preferred but not required. Guaranteed draw against top commissions, bonuses, U.S. Communications Group benefits. Call or write Wallace Hutchinson (404) 633-4111 or WATL-TV, 1810 Briarcliff Road, N.E., Atlanta, Georgia 30329.

WKCI, a fully sales oriented FM station is looking for an aggressive account executive with a proven track record, who wants to make money. If you are the right man, we'll start you with a weekly guarantee, backed up by a commission and fringe-benefit plan, second to none. The man we select for this opportunity will have a protected account list that will be both challenging and profitable. If you are the man we are looking for, please reply with a resume that includes past experience, references and salary requirements to: WKCI-Stereo, 2827 Old Dixwell Avenue, Hamden, Ct. 06518. (All replies held in strict confidence.)

Florida coastal station offers tremendous opportunity for advancement, delightful living to person with proven sales record to take over as sales manager. Salary, commission with draw, and override. Send needed guarantee, complete resume of jobs since school listing sales by years to Hudson C. Millar, Jr., WOVV, Fort Pierce, Florida, an Airmedia station, equal opportunity employer.

Salesman for medium market—All American city—no beginners—we want a pro—great living—good account list—top money—no competition. Send full resume in first letter. P.O. Box 565, Columbia, S.C. 29202.

We seek a sales manager who is a strong salesman and whose career goals are to manage a radio station. Our young group owns stations in Boca Raton, Florida; Charleroi, Pa., and Erie, Pa. Should you be our man, you will be sales manager at WWGO, full time country AM, and WCCK, 50 Kw FM live pop music, Erie, Pa. Our company offers many benefits, and we wish to grow in radio. If you are interested in this position, in what is becoming a fast growing radio advertising market, send resume to Ex. V.P., P.O Box 584, Charleroi, Pennsylvania 15022.

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.

Announcer, production, experienced all-around air man with local news ability. Selling part time. 5000 watt AM and CATV operation, Mid-Atlantic Region. $150 week. Box M-182, BROADCASTING.

Announcer-salesman, first phone, no maintenance, $125 plus account list to augment wage to $600.00 plus per month. Commission on extra sales. Good working conditions, fringe benefits, participation health ins., two weeks vacation after completing one year. Wyoming full-timer, with excellent equipment. Send tape, full resume and references. Box A-7, BROADCASTING.

Exceptional opportunity for experienced night-time d.j. For contemporary top 40 station, number one in market. Send resume, tape and photo to Box A-32, BROADCASTING.

I need a strong, professional R&B jock who wants to work in a contemporary format in the top ten. Send tape and resume to Box A-40, BROADCASTING.

Announcers continued

Immediate opening for three C&W and MOR experienced announcers. Send tape and complete resume. Top southeastern station. Good working conditions. Fringe hospitalization. Send all information in first letter. Box A-80, BROADCASTING.

5 KW in northern Virginia needs an experienced morning man with first ticket, no maintenance. Your chance to move ahead, call 703-368-3108, ask for manager or program director. No collect calls, or write Box A-86, BROADCASTING.

Soul, tite format, 1st and car necessary. Write KDKO, 1728 Sherman, Denver 80203.

Alaska's largest city. Anchorage's adult music station needs mature, professional radio announcer. 5-day week. Excellent working conditions. $850 to start. Send resume, and tape to: Ken Flynn, KHAR-AM & FM Radio, Pouch 7-016, Anchorage, Alaska 99501.

Experienced and mature person wanted for air work, production and copy. Middle of the road station. Send tape to R. Vaughan—WARE—Ware, Massachusetts.

We need a strong, bright personality who does everything well, understands modern MOR and can entertain our audience. Resume and air check to P.D., WDSM, Duluth, Minnesota.

Findlay, Ohio. WFIN needs DJ-newsman-production man. City of 40,000—station with excellent reputation. We want a man who will really involve himself with our area and our station. Station swings and is exciting. If you think you're our man, write me today. No collect calls. Clyde Johnson, G.M. WFIN, Findlay, Ohio 422-4545.

Come grow with us—work in small market, 8,000 to 20,000 population, with automated equipment—in Ala., Texas or New Mexico. Must be between 20 & 40 and be a good combination of any two of the following—top notch in automation techniques—good salesman, top quality manager—good voice announcer or engineer. If after 6 months trial period you prove to be the man we are looking for you can look forward to part ownership. Answer only if you are very serious and willing to work hard. Contact Gene Newman, WHRT Radio, Hartselle, Ala. 35640 or call 205-773-2558.

Florida coastal station seeks morning man for Negro programed station, soul and rock. Must be experienced—no beginner. Shift 6-10:30 a.m. and 1-3 p.m. Monday thru Saturday. This station going to 100,000 ERP and will cover almost all southern Florida. Now 69th largest Negro populated city in nation, as Fort Pierce is 48% Negro. Opportunity for advancement. Send starting salary requirements, tape and resume with each job since school to Hudson Millar, WOVV, Fort Pierce, Florida, an Airmedia station—equal opportunity employer.

Have not found right man yet. Still need mature voiced announcer for straight board shift five day 42 hour week. Good salary. All fringe benefits. Multiple ownership corporation. Sign on shift. Must be good board man and strong on commercials. Send tape, picture, all facts of experience and personal statistics. Send to Hal Barton, WTAD, Quincy, Ill.

Chief engineer who can perform any one of the following: 1. Program director/production. 2. News director. 3. Assist sports director with play-by-play. Excellent growth area in beautiful southern Illinois. Call Charlie Powers days 618-942-2181, evenings 618-993-5151. Equal opportunity employer.

Technical

Need a knowledgeable chief engineer. First class, who understands transmitters, and studio equipment. Must be responsible. Opportunity for administration. On-the-air ability might mean extra money. Respond to Box A-3, BROADCASTING.

Maintenance conscious engineer is badly needed by this Carolina nondirectional AM station with FM and background music. Automation is part of the equipment and cable origination is in the very near future. Solid state knowledge is a must! The city is only 20,000, but the market is quite competitive. If you're interested, please contact me immediately. Box A-5, BROADCASTING.

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.

Program director/program-production manager, experienced producer-director, operations, administration, programing feature and syndicated product, FCC regs., production costs. 35 years old, FCC first ticket, college, vet., now working major market in VTR production, looking for management spot. Box A-76, BROADCASTING.

Program/operations manager, 9 years experience. College grad. Thoroughly versed in all phases of station operations. Presently employed. If you are seeking a dedicated, loyal, hard working professional then I am your man. Box A-85, BROADCASTING.

Sales

Get a sales-active TV/radio creative pro, mid 30's specialist in money-making campaigns for local and national accounts. Will exchange talent and hard work for income and advancement at your MOR station. Box A-12, BROADCASTING.

Announcers

Talk variety show host. Top ratings. 18 years broadcast experience. College. Box M-27, BROADCASTING.

Technical

Chief of independent U, top 30 market, desires change. Twelve years experience all phases of broadcasting. Box M-188, BROADCASTING.

Chief engineer—B.S.E.E./first phone currently chief in major north east market seeks top position with large TV group. Totally management oriented with 18 years of broadcast experience. Box A-4, BROADCASTING.

1st phone technician; two years experience; VTR, switching, camera, slide, projection, directing; love television; please, I would like to settle permanently with reputable company; character references; relocate anywhere. Box A-8, BROADCASTING.

Director of engineering, experienced all phases broadcasting, looking for right position. Box A-15, BROADCASTING.

Engineer for transmitter and microwave supervisor (TV) 15 years experience. Box A-33, BROADCASTING.

Director of engineering: 20 years active experience all phases radio, CATV, closed circuit. Best references. $15,000 minimum. Consider investing. Box A-39, BROADCASTING.

Veteran, experience in set design, construction, lighting, motion picture and still photography. Desires position in small TV station. Prefer New England. Will relocate. Resume upon request. Box A-46, BROADCASTING.

First phone, 24 years experience, AM-FM-TV. Box A-58, BROADCASTING.

Construction and maintenance experience. Chief looking for #1 or #2 position. Box A-90, BROADCASTING.

News

Meteorologist; young dynamic TV meteorologist with VHF station in the southeast desires to relocate in the west. Box M-171, BROADCASTING.

Newsman—write, film, air. Five years experience. Dedicated. Box M-178, BROADCASTING.

Experienced TV news photographer wants to move. Will consider TV news or production house. Write Box A-77, BROADCASTING.

News and weatherman—8 years experience. News anchorman, weatherman, reporter, writer and talk show. Extensive political reporting. Employed and best references. Box A-79, BROADCASTING.

University trained, hardworking, newsman-announcer seeking more challenging position—have college prod. experience, writing ability, good voice and appearance. Box A-98, BROADCASTING.

News continued

College graduate — 25 — draft deferred. Seeks radio-TV news staff position. Three years commercial TV news as well as radio reporting. For resume and tape contact Box A-100, BROADCASTING.

TV meteorologist seeks affiliation requiring professional weather broadcasts. American Meteorological Society's Radio Seal. TV seal applied for. (312) 234-3781.

Programing, Production, Others

Attention CATV owners/managers in the New England area. Are you looking for a local program director? I have training, experience & imagination. Let's get together. Box A-43, BROADCASTING.

Production manager/producer director. Degree-experienced remote-commercial. Box A-75, BROADCASTING.

Attention sports directors! You need a competent sports-minded assistant for studio remote back-up work? You need an able helper, but management will not hire a second full-time sportsman? Then, you need me. College graduate, varsity athlete, 25, draft-deferred with five years sports and news experience—top 100 market, TV and AM and newspaper. Am capable of working news and backing you up in sports with a knowledgeable, pleasant delivery. Available now. For resume and tape contact Box A-101, BROADCASTING.

Producer TV newscasts judged best in New York state by A.P. Broadcasters. Will relocate for right offer. 15 years Buffalo TV. Call Dick Teetsel, 716—694-5814.

Diversified broadcasting background: Talent exceeded only by ambition. Degree. Married. Resume on request. 146 Edinburgh, San Francisco.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Needed: TV remote truck with b.w. or color cameras, cable, video/audio switchers. Box A-31, BROADCASTING.

450 to 700 foot used tower, needed about August, 1971. D. R. Taylor, Chief Engineer, KOLN-TV/KGIN-TV, P.O. Box 30350, Lincoln, Neb. 68503 Phone: 402—434-8251.

FOR SALE Equipment

Heliax-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.

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.

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—BTF-1E late model 1000 watt stereo FM transmitter. Excellent condition and priced very reasonable. Box A-51, BROADCASTING.

For sale: Mosley PCL-2B S-T-L transmitter and receiver, 2 Collins AGC amplifiers model 26-U-1 and the superior Symmetra-Peak model SP-63-1A. All in good condition. Contact Russ Latiolais, Chief Engineer, KBBQ, Burbank, California 91502. Phone: (213) 849-3356.

Transmitter, G.E., FM 10 kw, modified to 15 kw. 4CX5000A grounded-grid finals, 4-400 driver, stereo exciter, and stereo generator. Presently on air inspection invited. Spare G.E. final amplifier and power supply cabinets, plus two spare G.E. 3kw amplifiers. Best offer over $4,000. Also, three plate transformers, 40KVA, 10 KV, best offer. Contact KJOL, 2555 Briarcrest Road, Beverly Hills, California, 90210, (213) 278-5990.

For Sale

Equipment continued

For sale: three (3) G.E. PE-250C updated color cameras in "Mint" condition, with CBS Labs Mark II image enhancer, 200' cables, monitoring, encoders, and pan and tilt heads. Good sharp color pictures for a low price. Call Al Hillstrom, KOOL-TV (602) 271-2345.

Surplus equipment sale—All new and in original cartons—two EMCEE IITV-100D translators in on Ch. 8 and out on Ch. 3 and Ch. 5, $2,500.00 each—Ball Bros. Spec. Effects $995.00—Two Altec audio boards, $1250.00 each—Conrac CN8/8C monitors, $150.00 each. For these and many, many other bargains in used and surplus TV equipment, write, wire or phone Ed Ries and Associates, 414 North Alfred Street, Los Angeles, California 90048, 213-651-5080.

Bell & Howell Jan 614DB 16mm sound projectors—finest made 1 year old excellent condition $595.00 De-Vry Jan same as # above only older excellent condition $295.00 other 16mm sound projectors from $150.00, write for list. S.K. Film Equipment Co., Inc., 6340 S.W. 62nd Terrace, Miami, Florida 33143.

Breeze video test generator, Model VTG2B, produces long window, composite NTSC sync in small 2¼ lb. package @ $395.00. Made in USA for VIF International. Box 1555, Mtn. View, California 94040. (408) 739-9740.

Rust remote control RI 108 complete, all sending units for 5 KW transmitter, all relays for pre-sunrise. $500. Contact Jim Carrier, WKKE, Asheville, N.C. (704) 252-6703.

PRM-1A (Stoddard MN-20A) complete including calibration charts. $225.00—F. M. Powell, Box 106, Fayetteville, N.C. 28302.

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.

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.

New York production company (jingles, industrial shows, premium records, film scores) seeks representation in Chicago, Detroit and Toronto. Non-exclusive, high-commission basis. Box A-93, BROADCASTING.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - $7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312—944-3700.

$1,000. Yearly (in advance monthly) quality religious music—preaching. 7 programs weekly each client. Have many. (Radio and TV) All evangelical denominations. Clay England, 406 Olive, Rich Hill, Missouri 64779.

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, News 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 Carolina St., Phone: 703—373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213—244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816—WE 1-5444.

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800—237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio offers you a 1st class license in 5 weeks. Complete theory training. Housing can be arranged for $12-$15 per week. Tuition $333. Class starts 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 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)

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.

Make your bid for a first class broadcasting career today. B.E.S.T. has the foundation course in broadcast electronics, with preparation for FCC first ticket. 304 N. Market Street, Frederick, Md. 21701. Call 301—662-6292. Group rates.

Just published—big third edition "First-Class Radio Telephone License Handbook" by Ed Noll. Three 50-question simulated FCC-type exams. 415 pages $6.50. Triangle Antennas, Box 276 Warrington, Pa. 18976.

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(Continued from page 61)

receiver and tuner manufacturers and other interested persons of various rulings made on "comparable tuning" rules, release of information bulletin, "Interpretations of the FCC Rules on Comparability for VHF and UHF Television Receiver Tuning." Ann. Dec. 23, 1970.

■ FCC Acting Chief Engineer Raymond E. Spence informed Motorola Inc. that commission requires manufacturers of television receivers to continue providing capability of tuning to ch. 14-83 until stations in television broadcasting service are phased out of some of these channels. Ann. Dec. 29, 1970.

Translator actions

■ Amherst, Mass.—FCC granted application by WGBH Educational Foundation for new 100 w UHF translator to serve Amherst by rebroadcasting *WGBH-TV Boston on ch. 73. Action Dec. 23, 1970.

■ K09GT Chadron, Neb.—Broadcast Bureau granted CP to change primary TV to KTNE-TV Alliance, Neb.. and make changes in ant. system of VHF translator. Action Dec. 21, 1970.

■ Prineville, Ore., Ochoco Telecasters Inc.—Broadcast Bureau granted CP for new UHF translator to serve Prineville and vicinity on ch. 72 by rebroadcasting KPTV(TV) Portland, Ore. Action Dec. 17, 1970.

■ K77BN Prineville and vicinity, Ore.—Broadcast Bureau granted request for same facilities as expired, ch. 77 with primary station KATU-(TV) Portland, Ore.; trans. location Grizzly Mountain. 12 miles northeast of Prineville and principal community: Prineville and vicinity, Ore. Action Dec. 17, 1970.

■ Leavenworth, Wash.. Leavenworth Non-Profit TV Association—Broadcast Bureau granted CP for new VHF translator to serve Leavenworth, Peshastin and vicinity. all Washington, on ch. 5 by rebroadcasting KXLY-TV Spokane, Wash. Action Dec. 21, 1970.

Ownership changes

Applications

■ KBBI(FM) Los Angeles and KBBW(FM) San Diego—Seek assignment of licenses from Biola Schools and Colleges Inc. to PSA Broadcasting Inc. for $1,150,000. Sellers: Donald W. Ranson, director of radio, et al. Buyer: Pacific Southwest Airlines (J. Floyd Andrews, president). Ann. Dec. 4, 1970.

■ KWLA(AM) Many, La.—Seeks assignment of license from Donald T. Lyons and Ivan D. Murphy dba Sabine Broadcasting Co., to Toledo Investments Inc. Consideration: 50% of Sabine stock exchanged for 50% of Toledo stock (49% of stock in partnership owned by Mr. Murphy and 1% owned by Mr. Lyons). Principals of Toledo Investments: (after transaction. Mr. Lvons assumes 50% interest in Toledo), Leonard O. Abington and William T. Hanna Jr. (each 25%). Mr. Abington has interest in insurance firm and automobile dealership. Mr. Hanna has interest in same concerns. Ann. Dec. 29, 1970.

■ KPWB(AM) Piedmont, Mo.—Seeks transfer of control of Wayne County Broadcasting Co. from Gaylan Watson (61% before, none after) to Mrs. Gloria Bumpus (29% before, 90% after). Consideration: $29,000. Mrs. Bumpus, wife of Joseph Bumpus, deceased, is beneficiary of his will, which included interest in KPWB. Ann. Dec. 29, 1970.

Actions

■ KKAR(AM) Pomona. Calif.—Broadcast Bureau granted transfer of control of West Coast Communications Inc. from Leonard E. Walk (80% before, none after) and Armand Kovitz (20% before, none after) to Elizabeth M. Schirmer (none before. 100% after). Consideration: $250,000. Principals: Elizabeth Schirmer is former employe of KFMB-TV San Diego. Action Dec. 22, 1970.

■ KXOA(AM) Sacramento, Calif.—Seeks assignment of license from Cal-Val Radio Inc. to Mediacast Inc. for $1,140,000 for eight-year lease, with assignee having option to purchase station in eight years for $525,500, or $300,000 after 13 years. Assignor (lessor): Asa Stallworth Jr., president, et al. Assignee (lessee): Scott M. Elrod, president (50%); Donald M. Bekins, secretary-treasurer (49%); Arthur M. Sobelman, vice president (1%). Mr. Elrod owns majority of KSJO(FM) San Jose, Calif., and is director and president of philanthropic foundation in Elgin, Ill. Mr. Bekins is secretary-treasurer and director of KSJO-FM and broker with Lehman Brothers of San Francisco. Mr. Sobelman is station manager of KSJO. Action Dec. 23, 1970.

■ WEZY-AM-FM Cocoa, Fla.—FCC granted assignment of licenses from Gannett Florida Corp. to W.E.Z.Y. Inc. for $350,000. Seller: Gannett Co. Gannett owns newspapers and WHFC-AM-TV Rochester. N.Y.; WDAN-AM-FM Danville, Ill., and WINR-AM-TV Binghamton, N.Y. Paul Miller is president of Gannett Co. Buyer: Ted H. Taylor, sole owner. Mr. Taylor is local sales manager for WFAA-TV Dallas. One-to-market rule waived. Action Dec. 16, 1970.

■ WGLC-AM-FM Mandota, Ill.—Broadcast Bureau granted assignment of licenses from Jel-Co Radio Inc. to Agri-Voice Inc. for $145,000. Sellers: John F. Hurlbut, president, et al. Mr. Hurlbut and others own WSAB(FM) Mt. Carmel, Ill. Buyer: Michael Ross, sole owner. Mr. Ross is station and sales manager of WGLC-AM-FM. Action Dec. 21, 1970.

■ WBMP(FM) Elwood, Ind.—Broadcast Bureau granted assignment of license from Heart of Hoosier Land Inc. to Heart of Hoosierland Co. for $110,000. Sellers: Howell and Mildred Phillips, jointly, and Dallas and Neva Montgomer, jointly (each 50%). Sellers own respective interests in WIFN-FM Franklin and WMPI-FM Scottsburg, both Indiana. Buyers: Stanley L. Barton, president-treasurer (95%), and Scott Ridener, secretary (5%). Mr. Barton is salesman for WATI(AM) Indianapolis. Mr. Ridener is general manager for WBMP(FM). License renewal also granted. Action Dec. 21, 1970.

■ WOCB-AM-FM West Yarmouth, Mass.; WDOS(AM) Oneonta, N.Y., and WVPO-AM-FM Stroudsburg, Pa.—Broadcast Bureau granted transfers of control of Sea-Mount Radio Corp. from James H. Ottaway, Ruth B. Ottaway and James H. Ottaway Jr. (jointly 100% before, none after) to Eugene J. Brown, Lyndon R. Boyd, Chester S. Miller, Ronald C. Drescher and Sayers A. Lutz (none before, 100% after). Consideration $765,000. Mr. Boyd is retiring president of Ottaway Newspaper-Radio Division; Mr. Brown is retiring vice-chairman of Ottaway board; Messrs. Miller, Lutz and Drescher are managers of WOCB, WDOS and WVPO, respectively. Action Dec. 21, 1970.

■ WHHO(AM) Hornell, N.Y.—Broadcast Bureau granted transfer of control of Steuben Broadcasters Inc. from Collin M. Campbell, Artur C. Meushaw, Edgar L. Nevin, et al. (jointly 100% before, none after) to Southeastern Publications Inc. (none before, 100% after). Consideration: $62,001. Principals of Southeastern: Mr. and Mrs. Roger A. Neuhoff, et al. Mr. and Mrs. Neuhoff own 79.5% of Eastern Broadcasting Corp., licensee of WHAP(AM) Hopewell, Va.; WCVS-(AM) Springfield, Ill.; WHUT(AM) Anderson, and WBOW(AM) Terre Haute, both Indiana. Action Dec. 21, 1970.

■ WLOW-AM-FM Aiken, S.C.—Broadcast Bureau granted assignment of licenses from Radio Aiken to Carousel Radio Inc. for $175,000. Sellers: Robert S. Taylor, president, et al. Mr. Taylor has interest in WAID(AM) Walterboro, S.C. Buyers: W. Randell Davidson, president (34%), Finley A. Kennedy, vice president and Joseph W. Byrne, secretary-treasurer (each 33%). Mr. Davidson is manager and has 0.67% interest in WLOW-AM-FM. Dr. Kennedy practices medicine in Aiken. Mr. Byrne owns 34% of WHCC(AM) Waynesville, N.C., and has other business interests. Action Dec. 22, 1970.

CATV

Final actions

■ FCC authorized Vumore Video Corp. of Colorado Inc. to begin CATV operation at Fountain, Skyway, Ivywild, Broadmoor, Security, Widefield, Fort Carson, Vista Grande, Falcon Estates, Air Force Academy, Stratton Meadows, Stratmoor Hills, Roswell, Cragmor, Papeton and Cimmaron Hills, all Colorado, carrying signals of KWGN-TV, KOA-TV, *KRMA-TV, KLZ-TV and KBTV(TV), all Denver; KKTV(TV) and KRDO-TV, both Colorado Springs, and KOAA-TV Pueblo, Colo. Action Dec. 16, 1970.

■ South Bend-Mishawaka, Ind.—Cable Television Bureau dismissed Valley Cablevision Corp.'s petition for waiver of rules, dated Jan. 5, 1967. Action Dec. 15, 1970.

■ Owensboro, Ky.—FCC granted petition by Top Vision Cable Co. for further extension of temporary operating authority to carry distant signals on system at Owensboro (Evansville, Ind. ARB 92).

■ FCC authorized Ohio Video Services Inc. to import 10 distant signals for systems in Butler, Bellville and Fredericktown, all Ohio: Ohio Video intends to carry signals of WLWC(TV), WTVN-TV, WBNS-TV and WNCI-TV, all Columbus; WKYC-TV, WEWS(TV), WJW-TV, WKBF-TV and WCTF(TV), all Cleveland: WUAB(TV) Lorain; WAKR-TV Akron; WJAN(TV) Canton; WSWO-TV Springfield; WDHO-TV Toledo, and *WGSF(TV) Newark, all Ohio. Actions Dec. 16, 1970.

Other action

■ FCC asked CBS to respond within one week to petitions opposing CBS's proposed transfer of its CATV and syndication services to new corporation, Viacom Inc. Action Dec. 16, 1970.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Berwick, Foundryville and Nescopeck, all Pennsylvania (Cable TV Co.), CATV proceeding, set procedural dates and scheduled further hearing for Jan. 6 (Doc. 18986). Action Dec. 17, 1970.

■ Acting Chief Hearing Examiner Jay A. Kyle in Lewiston and Auburn, both Maine (Cable Vision Inc.), CATV proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer and scheduled prehearing conference for Jan. 19 and hearing for Feb. 17 (Doc. 19109). Action Dec. 15, 1970.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 5. 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*.

■ Denver—Community Tele-Communications Inc. (multiple-CATV owner), Denver, has purchased Centre Video Corp. (multiple-CATV owner), State College, Pa., making it a wholly-owned subsidiary. There will be a stock exchange of about 650,000 Community shares on a ratio of 2.13 for each share of Centre Video stock.

■ Melbourne, Fla.—American TV and Communications Corp. (multiple-CATV owner), Denver, has purchased 50% of Florida TV Cable Inc., Melbourne, from Jerrold Electronics Corp., Philadelphia. Florida TV Cable Inc. is now a fully-owned subsidiary of American TV.

■ *Decatur, Ga.*—The city commission has granted a nonexclusive franchise to DeKalb Cable Television Inc.

■ *Elmwood Park, Ill.*—Lerner Communications Inc. has been granted a franchise.

■ Wheeling, Ill.—Two firms have applied for a franchise in Wheeling: View Sonics Inc., Crystal Lake, Ill.; Tek Rep Co., Wheeling.

■ Chicopee, Mass.—Telecable Corp., Norfolk, Va., and Telecable Communications Corp. of Maryland have applied for a franchise.

■ Highlands, N.J.—CBC-TV, Red Bank, N.J., has applied for a franchise.

■ *Victory Gardens, N.J.*—The borough council has granted a franchise to Telecommunications Inc. (multiple-CATV owner), Dover, N.J. The firm will provide 24 channels.

■ Mohawk, N.Y.—The village board has granted Antenna Vision Inc. (multiple-CATV owner), Ilion, N.Y., a 50-cent per month rate increase from $4.50 to $5.00 to become effective when other areas served by Antenna Vision also grant an increase.

■ *Rhinebeck, N.Y.*—The town and village boards of Rhinebeck, and the village boards of Red Hook and Tivoli, all New York, have each granted Kingston Cablevision Inc., Port Ewen, N.Y., a franchise.

■ Troy, N.Y.—Sullivan Productions Inc. (multiple-CATV owner), Mt. Vernon, Ill., has acquired a controlling interest in Champlain Cablevision Corp. (multiple-CATV owner), Troy, N.Y. Sullivan Productions has also acquired from Jerrold Corp. (multiple-CATV owner), Philadelphia, the franchise for South Glens Falls and Moreau, both New York.

■ *Wheatfield, N.Y.*—The town board has granted a franchise to S.T.V. Cable Television, Niagara Falls, New York. The company plans to offer 12 channels when in full operation.

■ White Plains, N.Y.—Mid-County Television Corp., subsidiary of Sterling Television Corp. (multiple-CATV owner), both New York, and Teleprompter Corp. (multiple-CATV owner), New York, have applied for a franchise in White Plains.

■ Mansfield, Ohio—Four Ohio CATV systems located in Shelby, Bucyrus, Defiance, and Wauseon, were sold to Multi-Channel TV Cable Co., Mansfield, by Transairco Inc., Akron, Ohio. The sale price was $1,675,000.

■ Youngstown, Ohio—Mahoning Valley Cablevision Co. has applied for a franchise.

■ *Archbald, Pa.*—Northeastern Engineering Co., Clarks Summit, Pa., has been granted a franchise by the borough council.

■ Plano, Tex.—Delwin W. Morton has applied for a franchise.

He hopes to add punch to Petry picture

Martin F. Connelly, a former Golden Gloves champion, is the man in the ring for Edward Petry & Co. in 1971 as TV national representatives square off for a ruggedly competitive year in the spot-television arena.

Mr. Connelly, tall and athletically built at 38, was elected president of Petry in early December of last year as part of a restructuring of the pioneer representative firm. It is no secret that Mr. Connelly was drafted from Metromedia TV Inc., where he was a vice president—as well as vice president and director in charge of Metro TV Sales—to bolster the sagging sales and client list of Petry.

He is mild-mannered in appearance and cautious in speech, measuring his words carefully. Associates say he is reticent and self-effacing in discussing himself. But he radiates confidence and determination in talking about his plans for Petry. He indicates he has no panacea, but says he would place strong emphasis on "basic sales fundamentals." He elaborates in this way:

"We will have strong incentives for our salesmen, in terms of pay and recognition. We will demand a high standard of performance. We will strive for 'station-oriented' management maintaining smooth lines of communications for each of our stations."

As an outsider new to the Petry organization, Mr. Connelly is expected to infuse the company with "new blood." He is reluctant to discuss this point, saying he hopes to "re-direct" the efforts of his staff and to make some changes. He mentions that a new key executive is a former business associate, Arthur E. (Bob) Muth, who resigned from KTUL-TV Tulsa, Okla., where he was general manager, to join Edward Petry & Co. as a vice president, effective Jan. 4.

Mr. Connelly, as a professional in TV station management and in the representative area, is well aware of the formidable task he faces in 1971. He catalogues these main problems of TV sales organizations: the change from a seller's to a buyer's market; the growth of the 30-second spot, contributing to an abundant inventory; the trend toward shorter schedules, placing more demands on salesmanship; the loss of cigarette advertising, and the depressed general economy.

Despite these bleak economic indicators, Mr. Connelly is optimistic about the restructured Petry organization's prospects for this year. He says he projected "only a slight increase in general business for the first half of the year," but adds:

"How a company does depends largely on its ability to compete strongly for its share of the market. I have every confidence that the newly redirected Petry organization will show solid gains in 1971 for its stations."

He stresses that the highest priority in 1971 will be improved communications with, and strengthened sales effort on behalf of, its present station clients, and, with this objective achieved, "we will go out and try to get new stations, though we have some prospects now."

Mr. Connelly is no stranger to stern competition, both in the marketplace and in the field of sports. In fact, it was his dedication to athletics that led him to a career in broadcasting.

At 16, he won the featherweight title in the Wyoming-Montana Golden Gloves and later was a member of the San Jose State College boxing and track squads. While serving as a golfing instructor at a resort in California, he met several broadcast executives and acquired an interest in the field.

His first job was with KVSM(AM) San Mateo, Calif., as a salesman in 1954. He subsequently worked with Peters, Griffin, Woodward in San Francisco and Los Angeles, remaining with PGW until 1961.

He gained managerial experience with KTLA(TV) Los Angeles as national and local sales manager and moved to New York in 1963 to become sales manager for Metro TV Sales. He was with Metromedia for seven years in executive posts until he joined Petry.

Mr. Connelly was close to the top rung at Metromedia Television, having been designated in 1970 as assistant to the president, in addition to other duties. But he says he relished the challenge offered by the Petry assignment.

"I also believe that the representative business needs what we intend to make out of Petry. We are going to serve first of all the needs of the stations in this competitive era. And those rep firms who can adapt to the changes will be superior in performance and will flourish."

Mr. Connelly, who is single, lives in Manhattan in a West Side duplex apartment. He works long hours, arriving at his office by 8 a.m. and often does not leave until 9 p.m. or later. He says he maintained this regimen even when he was a station sales manager.

He relaxes from his demanding schedule by working out regularly (on weekends) at the New York Athletic Club and in the summer enjoys boating at the club's water facilities north of the city. He also enjoys fishing and skindiving.

His friends say he has a keen sense of humor and likes to play practical (but innocent) jokes on them. One intimate confided that he is fond of household pets and kept a lion cub in his apartment in Washington when he was general sales manager of WTTG(TV). He has had a parrot and a Siamese cat in New York.

Mr. Connelly says he is an avid reader of history books and recently completed Albert Speer's *Inside the Third Reich*.

He says he has "no immediate ambition beyond being as good as I can be at what I am doing and motivating others to be as good as they can be."

Week's Profile

Martin Francis Connelly—president, Edward Petry & Co., New York; b. Santa Barbara, Calif., March 22, 1932; B.A. in political science, San Jose State College, 1954; salesman, KVSM(AM) San Mateo, Calif., 1954-55; salesman, Peters, Griffin, Woodward Inc., San Francisco and Los Angeles, 1955-61; national and local sales manager, KTLA(TV) Los Angeles, 1961-63; sales manager, Metromedia's Metro TV Sales, New York, 1963-64; VP and general sales manager, WTTG(TV) Washington, 1964-67; VP and general sales manager, WNEW-TV New York, 1967-70; VP, director of sales and assistant to president of Metromedia Television, 1970; named president of Edward Petry & Co., Dec. 7, 1970; member of New York Athletic Club, Big Brothers of America, International Television & Radio Society; hobbies—boating, fishing, skindiving and reading (history).

Editorials

Shakedown

The extent to which "citizen participation" in license renewals or transfers has influenced proceedings at the FCC may now be measured precisely. The influence was worth an even $1 million to Capital Cities to get rid of protests against its acquisition of the Triangle stations.

For Capcities this is probably a prudent investment. It removes a major obstruction to its $110-million deal. For broadcasting in general, however, the Capcities arrangement with the protesting Citizens Communications Center and its coordinated groups adds burdensome precedents to a body of earlier arrangements. The acts of challenge, response, and ultimate settlement are becoming institutionalized. They vary only in degree of the concessions made to clear away the challenges.

There is no doubt that some broadcasters were originally vulnerable when well-advised minorities began to intercede at license-renewal time. It may have been of ultimate benefit to their communities that such broadcasters were forced to take larger views.

But the process of challenge and concession is getting out of hand when Washington-based and Washington-wise lawyers start making careers of representing the challengers. The more broadcasters yield to the urgings of advisory councils, the less responsibility they themselves assume to program for the whole spectrum of their audiences. If the trend persists in that direction, programing authority will become so diffuse the system will be degraded.

The courts and the FCC are to blame for giving the challengers a role disproportionate to their number or their claim to broadcast attention. It is up to the same courts and the FCC to prevent excesses.

Recess to the rescue?

Another crisis ended for the FCC last week. It got its seventh member and the ostensible tie-breaking vote with a recess appointment of Republican Thomas J. Houser of Illinois for a term that may not run beyond next June 30.

Although one never knows, the assumption must be that Mr. Houser's qualification, even on the tenuous basis of the rarely used recess-appointment technique, will give the Republicans the majority sought so avidly since the change in administration two years ago.

The record shows that although FCC members are nominated by party label because the law requires it, they do not always vote along party lines, once confirmed.

The difference in the case of Mr. Houser is that he was sworn in without benefit of Senate confirmation. Usually Senate confirmation is a relatively routine matter. But this hasn't been so with this particular vacancy. Actually, Mr. Houser is the third loyal Republican to reach the nomination plateau for the vacancy indirectly created by the departure of Democratic Commissioner Kenneth Cox last fall. John Snyder, Indiana state treasurer, saw his name withdrawn after a bitter political fight. Just last month Sherman Unger, Cincinnati attorney and a friend of President Nixon's, asked that his name be withdrawn because of possible partisan repercussions growing out of what he had described as routine questions regarding his 1968 income-tax return.

The biggest benefit accruing from use of the technique is the designation by President Nixon of Commissioner Robert Wells, for the term that has six and a half years to run. Mr. Wells is given high marks for demonstrated leadership qualities and practical application of free-enterprise concepts in regulation since he joined the FCC from Kansas radio-station ownership and management 14 months ago.

Being a 41-year-old lawyer, with acceptable credentials, a Washington background of the last 18 months as deputy director of the Peace Corps, and a close friend and ex-campaign manager of Donald Rumsfeld, former Illinois congressman and now a White House counselor, Mr. Houser may logically be expected to learn swiftly and follow the GOP party line at the FCC. Certainly Chairman Burch will rely on him to break the log-jam on procedural matters as well as in other vexing decisions.

The spoiler

Once again the FCC has acted at the last moment to disrupt a business deal it had known about for months. Once again it has been willingly used as a mechanism for injunction unobtained in court. The latest innocent victim is Viacom, the proposed CBS spin-off.

Early last July CBS notified the commission of its plan to divest itself of television-program syndication and cable-television ownership and turn both assets over to a new and separately owned company. The notification was given as a courtesy. No FCC-licensed properties were changing hands, and no FCC approval was thought necessary.

Late on the morning of last Dec. 31, the day CBS was to execute the papers creating Viacom, the FCC issued an order prohibiting CBS from concluding the transaction. If a messenger had stumbled on his way out of the FCC's Mimeograph room, Viacom would have come into being.

It is not as though CBS had been trying to sneak Viacom into the world. At no objection from the Securities and Exchange Commission, the new stock had been listed on the New York Stock Exchange and had been traded on a "when issued" basis. In the process the ownership separation between CBS and Viacom had already begun.

It may be that CBS will be given the chance to proceed by the appellate court which it has asked to put the FCC back in its place. Certainly there is a question of equity to be raised in the timing of the FCC order. We would hope there would also be a legal question raised by the FCC's assumption of authority to rule on a matter involving no license under its jurisdiction. At some point the courts must steer the agency back toward the role it was originally created to perform, if the FCC is not to expand into an uncontrollable monster.

Drawn for BROADCASTING by Sidney Harris

"And keep those cards and letters coming."

Cast thy bread upon troubled waters.....

The Community Affairs luncheon. Stuffy? Not by any stretch of the imagination!
At KTVU, we get together with community leaders at least twice each week for a light lunch and a lot of heavy talk. Stretching our minds and our imaginations is the point of these off-the-record meetings.

Senators, students, the clergy, mayors, minorities, law enforcement, businessmen, just interested citizens, establishment and anti-establishment, have joined us at this table. KTVU has learned a great deal from these sessions and has acted on many of the ideas rising from them. Breaking bread with our neighbors has broken down a lot of old barriers.
Our best ideas for news, public affairs, and editorials come from the very people we serve.

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