



Broadcasting

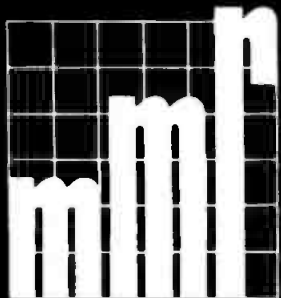
THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Nielsen, ARB agree: Big growth in television audience
New study proves competition rampant in U.S. media
Burch talks of heading off application of fairness to ads
Kahn, Teleprompter indicted for franchise bribery

361121 TRKARRS I RAKYK < DFC / 73
E U L I S R A R Y
H S A T E R P O C H
S H K I A L A G O S H C I I I I

KPRC Radio Houston, Texas

announces the appointment of



**MAJOR
MARKET
RADIO, INC.**

as national sales representative

VOLUME **16**

30 OFF-NETWORK FEATURES WITH

AVAILABLE NOW!

22 IN COLOR

WARNER BROS. TELEVISION

A KINNEY NATIONAL COMPANY

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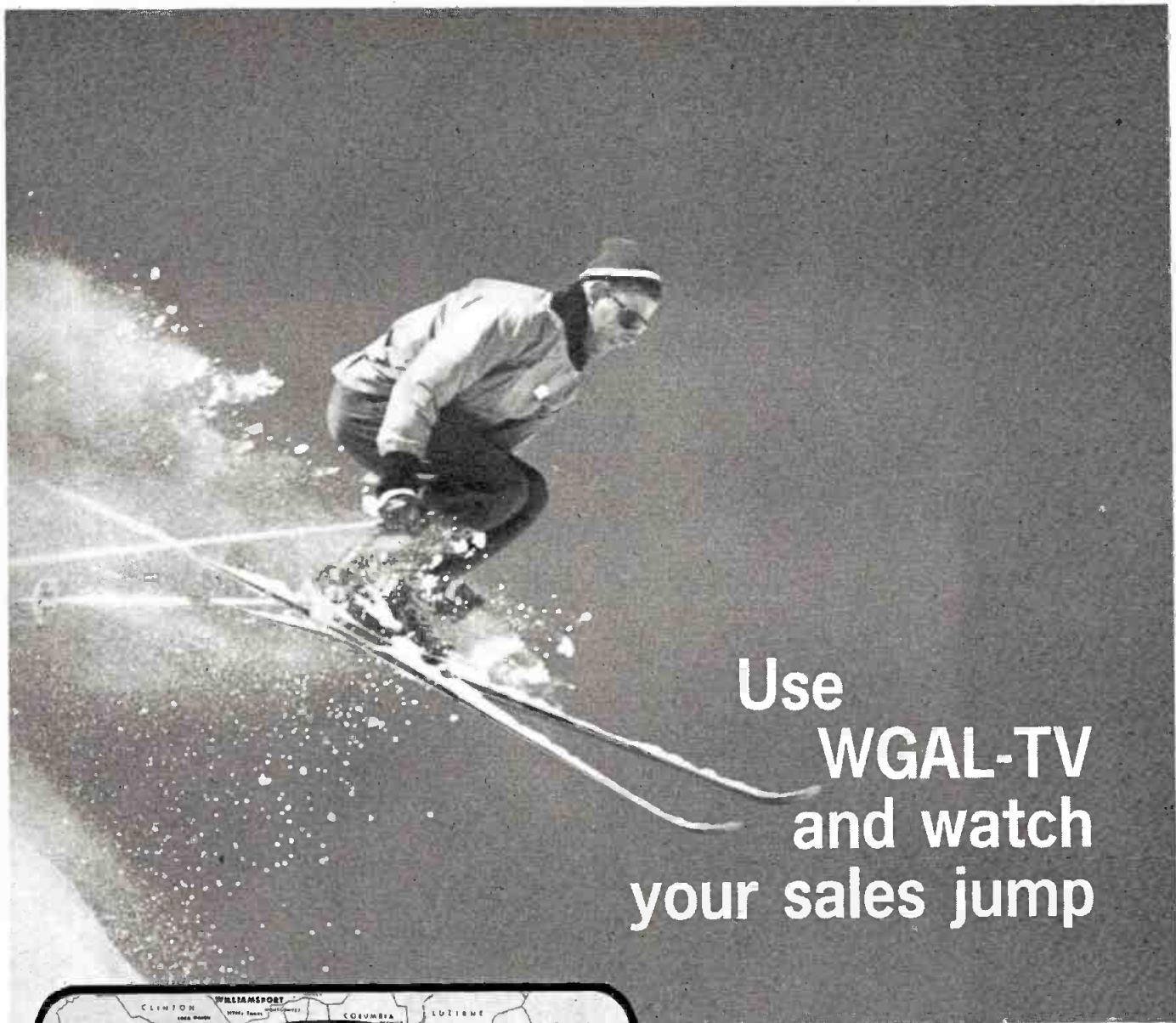
As the twig is bent, so grows the tree.

Ask any librarian, and you'll be told that the youngster who discovers books will be the youngster who reads all through his life. The Fetzer station in Lincoln, Nebraska was told this, and responded by promoting libraries to kids who never visited them before. Through a popular children's tv personality, branch libraries became scenes of storytelling along with library card recruitment. One thousand, three hundred and ninety-seven youngsters signed up, began checking out books and asking one another "read anything good lately?" We are proud to have been a part of starting so many children on the road to becoming informed, educated Americans.

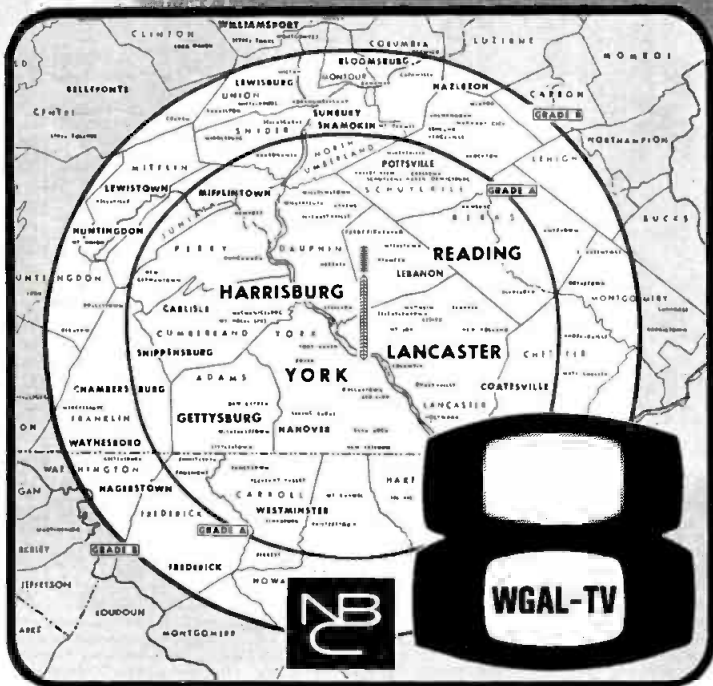


The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City



Use
WGAL-TV
 and watch
 your sales jump



WGAL-TV lives up to its reputation for being able to help build bigger and better sales because it delivers most viewers in its multi-city market*. This fact is strongly re-inforced through a high-ranking 50% color penetration, and a well-above-average record of stability and prosperity in its market.

*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

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

Era's end

Insiders at CBS-TV expect their 1971-72 prime-time schedule to represent biggest single-season overhaul in network's history, with perhaps as many as one-third of current prime-time programs leaving schedule. Reasons include anticipated four-hour weekly cutback under FCC's prime-access rule, unusually large number of pilots under consideration, further efforts to bolster younger, urban-audience demographics (as in dropping of Red Skelton, *Petticoat Junction* this season. "Everything is being re-evaluated," in words of one source.

Although authorities report go/no-go decisions are yet to be made, there is widespread speculation that one likely to go—after some 23 years on air—is *Ed Sullivan Show*. Others whose next-season fates are said to be in doubt include *Hogan's Heroes*, *Green Acres*, *Storefront Lawyers*, *Interns*. As speculated earlier, there seems strong chance *60 Minutes* will be moved out of prime time into Sunday-afternoon period, but officials say that possibility is only "under consideration" at this point.

Overtime

Petitions for reconsideration of FCC's one-to-consumer rule put more on commission's plate Wednesday than could be digested in one afternoon. Commissioners spent much of time briefing new colleague, Thomas J. Houser, on rule, which bars owner of one full-time station from acquiring another in same market. Commission is expected to resume discussion this week, though no one is betting on final decision being reached on what, if any, changes should be made in rule.

Because of number of major items awaiting commission action, like reconsideration of one-to-consumer, commissioners have decided to set aside Tuesday morning each week as well as all day Wednesday for their meeting, now normally held only on Wednesday. New schedule is expected to take effect in next few weeks.

Sticky

Grand jury indictments involving Teleprompter's Johnstown, Pa., franchise in which bribery is alleged (page 40) could be forerunner of others in other jurisdictions and involving other franchise holders. It's fairly open secret in responsible CATV quarters that efforts to procure franchises have been dropped

because, in isolated cases, local politicians had their hands out.

Calculating the pinch

Some benchmarks are beginning to emerge to gauge, though not precisely, what loss of cigarette advertising and generally recessive economy are costing TV networks. Estimates compiled by Broadcast Advertisers Reports put three-network revenues for this year through week ended Jan. 24 at \$107,996,400. That would be \$19,945,000, or almost 15%, less than in comparable 1970 period (after arbitrary adjustment of 1970 figure—\$132,935,300 for Jan.1-25—to equalize number of days in both periods). But BAR authorities say dollar comparisons exaggerate decline to some extent, owing to refinement of estimating procedures. Among periods totally without cigarettes—Jan. 1 was last-fling day—billings in week ended Jan. 17 were down 10% (to \$32,002,400) and in week ended Jan. 24 were off 13% (to \$30,340,800).

Though dollar estimates may be influenced by procedural as well as economic factors, estimates of unit sales are not. For this year through week of Jan. 17, latest periods for which such counts were complete, volume of network commercial time was down almost 7% from year ago. BAR monitoring counted 3,723 minutes of commercials Jan. 1-17 this year versus 4,243 for Jan. 1-18 last year.

Turnover

Indicative of current hard-sell climate is episode that involved Sterling Drug, CBS-TV and its affiliates—to frank dismay of some stations—over past two weeks. As best they could be reconstructed, events ran something like this: In split-network sale, Sterling bought total of 39 minutes in three shows over period of three or four months in most CBS markets (but not, incidentally, all CBS O&O markets). CBS thought it had another advertiser taking same minutes in other markets. But second advertiser conked out, and CBS made time available to affiliates in non-Sterling markets as co-op minutes for local sale. Then Sterling reduced its order to 31 minutes, and CBS cut co-op time accordingly. Last but unofficial word from CBS sources late last week: CBS salesmen have sold those minutes in non-Sterling markets to three other advertisers.

Reaction of affiliates, or at least some of them, may also be sign of times.

Some were known to be muttering among themselves about CBS selling network "in little pieces." But CBS sources contended that just few years ago, when advertiser demand was much stronger than now, affiliates would have been happy to have time to sell in any of those shows—which, incidentally, were Walter Cronkite news, *Jim Nabors Show* and *Ed Sullivan Show*.

Spectrum speculation

Contest for chief engineer of FCC to succeed late William H. Watkins, who died Jan. 3, appears to have narrowed to Harold L. Kassens, chief of rules and standards in Broadcast Bureau, and Raymond E. Spence, deputy chief engineer (BROADCASTING, Jan. 18). Unlike other top-drawer staff assignments (about \$37,000 per year) chief engineer's office isn't regarded as subject to patronage in political sense, because of technical-scientific nature.

Apparently involved in choice, with all other qualifications considered about equal, are possible differences in allocations philosophies. Mr. Kassens's background is essentially in broadcasting, and he therefore presumably advocates preservation of existing policies. Mr. Spence, on other hand, is seen as advocate of wire-line use wherever possible, coinciding with advocacies of land-mobile and CATV interests. If Mr. Spence should move up, notion is that C. Phyll Horne, engineering aide to Chairman Dean Burch and his predecessor, Rosel Hyde, would be asked to move into deputy slot as broadcast-oriented engineer.

On guard

Although lid is on, it isn't denied that police surveillance of New York City residences of several network executives has been provided, following bomb and other threats. There are no recorded incidents, but heavier-than-usual police patrols have been assigned after warnings of reprisals for fancied mistreatments on air.

Sign of times

There's been top-level change at NBC Films with departure of Jacques Liebhenguth, sales vice president, who is joining Atwood Richards Inc., New York, barter firm, as president. Mr. Liebhenguth's post will not be filled at least temporarily, and supervision of NBC Films' sales are being concentrated in Hollywood under Clifford Ogden.

**We told
Bonneville
we could outsell
any other rep.**

**KMBZ/KMBR (FM)
and KIRO AM/FM
just asked us to prove it.**

Effective January 1, 1971, Avco Radio Sales assumed representation of these Bonneville International Corp. stations: KMBZ AM (5000W at 980KC), Kansas City, Mo. KMBR FM (ERP 100,000W, H&V at 99.7MC Stereo), Kansas City, Mo. KIRO AM (50,000W at 710KC), Seattle. KIRO FM (ERP 100,000W, H&V at 100.7MC Stereo), Seattle.

 **RADIO TELEVISION SALES, INC.**

Illinois CATV probe begins

Do local facts support or refute "the arguments frequently heard that the current state of FCC regulation serves as a significant inhibition to the development and growth of cable-television services for the people of Illinois?"

This is to be but one aspect of in-depth study of CATV launched in Chicago Friday (Jan. 29) by Illinois Commerce Commission, according to Roland Homet, Washington attorney who is technical consultant to ICC in probe. Illinois commission will seek testimony from all aspects of industry and government, including Office of Telecommunications Policy in White House (see page 46). Mr. Homet indicated ICC research into scope of Illinois regulatory powers in CATV field also will be aided by meeting FCC Chairman Dean Burch has scheduled next month with representatives from various state and local regulatory groups to explore problems.

During opening session of ICC hearing Mr. Homet noted FCC restrictions on importation of distant TV signals by local CATV systems may be one factor affecting local cable growth, among other such factors. Broad policy issues were interjected by consultant during his reciting of questions ICC wants to have answered by CATV industry within state.

In addition to questions about CATV subscribers, program originations and similar data, ICC wants to know also about accounting practices, depreciation policies and like, including: "What are the critical financial indicators for the purpose of raising capital to invest in plant installation and expansion: (a) cash flow; (b) net earnings as a percentage of net investment and working capital; (c) operating revenues as a percentage of the same; (d) other?"

Illinois-Indiana Cable Television Association, in preliminary report to ICC by its counsel, Richard Zukowski, said 48 CATV systems are now operating in Illinois. Of total, five have over 5,000 subscribers each, one has between 3,500 and 4,999, 17 have 1,000-4,000 subscribers and 22 have less than 1,000. Only two systems have 20 channels or more while 41 have 12-19 channels, he said.

Further ICC hearing in Chicago was scheduled Feb. 10, but session may be subsequently postponed until early March.

ICC Chairman David Armstrong told



First of planned series of off-record conversations between President Nixon and high executives of media took place last Thursday with ABC officials. Present were (clockwise in photo from left) Everett H. Erlick, group VP and general counsel, ABC Inc.; Simon B. Siegel, executive VP, ABC Inc.; Leonard Goldenson, president, ABC Inc.; Mr. Nixon; Elmer Lower, president, ABC News; James C. Hagerty, VP, corporate rela-

tions, ABC Inc. (who was news secretary to President Eisenhower when Mr. Nixon was Vice President), and (back to camera in foreground) Charles Colson, special counsel to President.

Not in picture but present for conversations were Herbert G. Klein, director of communications for executive branch, and Ronald L. Ziegler, news secretary to President. Sessions are to be held with other networks.

TV crews at probe they could not film proceeding although radio reporters were allowed to use mikes and recorders. He explained that TV-film lights were annoying to some and TV gear also by its size proved "mechanical problem" at proceeding. He said this was not new ruling for CATV probe, but for long time has been ICC policy at all of its hearings.

Friendly on Vietnam coverage

Television journalists must "share the guilt" for escalation and continuing involvement in Vietnam, former CBS News President Fred W. Friendly has concluded.

In article appearing in winter issue of *Columbia Journalism Review*, Mr. Friendly acknowledged that TV newsmen have produced some "brilliant combat reporting," but said they never captured the war in its baffling, complex entirety.

Two early failures, Mr. Friendly said, were television's coverage of Gulf of Tonkin incident—along with subsequent "escalation" resolution—and of high-level mediation efforts led by United Nations Secretary-General U Thant in 1965.

Former CBS News executive, now journalism professor at Columbia University and advisor to Ford Foundation,

also criticized what he called "get-on-the-team" spirit displayed by broadcast journalists early in war.

These first stages of conflict—when U.S. was moving toward wider involvement, and when war was not central issue in minds of Americans that it later became—occurred during Mr. Friendly's tenure as CBS News president. And in summarizing his view of period, he has this to say:

"We may have been providing most of the parts of the mosaic but in my view we lacked the will and the imagination to relate them to one another. The three-minute snippets between the Marlboro man and the Dodge girl, together with an occasional documentary or debate, just didn't add up to interpretive journalism."

Issue of *Columbia Journalism Review* in which Friendly article appears is largely devoted to Vietnam coverage and includes other articles by Robert Shaplen, Jules Witcover, Edwin Diamond, James McCartney, and Don Stillman. Publication date is today (Feb. 1).

House Commerce taking shape

House Democratic Committee on Committees made unexpectedly early recommendations to caucus on Commerce Committee assignments. If approved,

More "At Deadline" on page 10

new committee faces will include Henry Attstoski (N.J.); James W. Symington (Mo.); Charles J. Carney (Ohio); Goodlowe E. Byron (Md.); William R. Roy (Kan.) and Ralph Metcalfe (Ill.).

These incumbent Democratic members remain on committee: Harley O. Staggers (W. Va.), chairman; Torbert H. Macdonald (Mass.); chairman of Communications Subcommittee: John Jarman (Okla.); John E. Moss (Calif.); John D. Dingell (Mich.); Paul G. Rogers (Fla.); Lionel Van Deerlin (Calif.); J. J. Pickle (Texas); Fred B. Rooney (Pa.); John M. Murphy (N.Y.); David E. Satterfield III (Va.); Brock Adams (Wash.); Ray Blanton (Tenn.); W. S. Stuckey (Ga.); Peter N. Kyros (Maine); Bob Eckhardt (Tex.); Robert O. Tiernan (R.I.); Richardson Preyer (N.C.) and Bertram L. Podell (N.Y.).

Republican assignments are also expected earlier than originally anticipated, possibly tomorrow (Feb. 2).

Commerce Committee was first choice of Mr. Byron, 41, whose father-in-law, Captain Harry C. Butcher is former CBS Washington vice president and pioneer in CATV operations on coast. Both of Mr. Byron's parents individually served in House.

Thumbs down from NBC

NBC President Julian Goodman has turned down black Democratic congressmen who requested reply time under fairness doctrine to respond to President Nixon's State-of-the-Union message Jan. 22 (see page 46).

In letter sent out Friday (Jan. 29) to Representative William Clay (D-Mo.), spokesman for group, Mr. Goodman said: "I must respectfully decline your request" for reply time, adding that "the fairness doctrine which you invoke does not confer personal rights to use television by those who disagree with views expressed on television."

Mr. Goodman added that NBC would continue to present a representative range of viewpoints in its news, documentary, public affairs and other programming.

Musty FCC proceeding ends

Long-standing proposals to foster expanded use of UHF channels have been terminated, FCC announced late last week.

Commission said allocation of channels 70-83 to land-mobile services has rendered moot its proposals to expand TV use of those channels. And in light of land-mobile needs public can receive sufficient TV service from stations on VHF band or channels 14-69, commission said. It added that UHF services have been filling channels 14-69 in in-

Week's Headliners

Stephen B. Labunski, who resigned last week from WMCA(AM) New York after series of broadcast management posts that included presidency of NBC radio division (see page 44), is expected to move next into radio commercial-production field. It's understood he will open and head New York office of Hollywood-based Chuck Blore Creative Services, a leading producer of radio commercials and jingles.

Douglas Netter, VP, sales, Metro-Goldwyn-Mayer, Culver City, Calif., named executive VP of MGM. **Herbert F. Solow**, production VP, resigns to form independent production company to be located on MGM's lot.

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

creasing numbers.

Proposals originated decade ago, in notice issued July 27, 1961. Anything in that notice which has never been adopted or is not presently under consideration in some other rulemaking proceeding has been withdrawn or denied, commission said.

In terminating proceedings by 6-to-0 vote (Commissioner Thomas J. Houser did not participate), commission said three proposed uses for channels 70-83 are still pending—development of low-power stations to serve small areas bordering cities; development of high-power stations, and expansion of translator service.

Good review

Noncommercial broadcasting's educational attack on drug abuse, *Turned-On Crisis*, has received plaudits from White House. In letter to Corp. for Public Broadcasting President John W. Macy Jr., Jeffrey Donfeld, staff assistant to President Nixon, said that he had pre-viewed series and found it "honest, factual, comprehensive, and [it] does not sensationalize or preach. Anyone who desires a balanced and informed

Hail to thee, blithe spirit

Frank Walsh, vice president and associate creative director, Campbell-Mithun Inc., Chicago, retires effective Feb. 1. After 30 years in advertising he has decided to go fly a kite. He has 18 of them, is active member of American Kiteflyers Association, and could be perfect foil for what consumer protest groups seem inclined these days to call advertising men to go do.

education in this crucial area of national concern is well advised to see this series."

Program begins today (Feb. 1) on nearly 200 stations served by Public Broadcasting Service (BROADCASTING, Jan. 18, 1970).

California CATV bill

California state Senator Mervyn Dymally has introduced bill to place cable television under state public-utilities commission.

Bill introduced Thursday (Jan. 28) was drafted by school of communications at Washington's Howard University, as model. Ultimate goal is to get meaningful programming for black communities. Senator Dymally's district is south central Los Angeles, comprising majority of black community in that city.

ABC-TV tops latest ratings

ABC-TV chalked up wins three nights in week and led in Nielsen 70-market multinetwork area (MNA) average ratings 7:30-11 p.m. for week ended Jan. 24. Averages in report—covering ABC's midseason "premiere" period—out Friday (Jan. 29) were ABC 21.6, NBC 19.4 and CBS 18.0.

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

ABC claimed it was up 10% in both rating and share over same periods last year.

WOAI sale called off

Avco Broadcasting Corp. and Mission Broadcasting Corp. agreed late Friday (Jan. 29) to terminate negotiations for sale of WOAI(AM) San Antonio, Tex. John T. Murphy, Avco president, said "impasse" had been reached on unnamed key issues involved in proposed transfer. Station has been taken off trading block, Mr. Murphy said.

Jets radio to WOR

WOR(AM) New York has signed a three-year contract with the New York Jets football team. The contract calls for broadcast of 20 games, including six preseason contests, for 1971. Games will be fed to a regional network in the Northeast. WABC(AM) New York had carried the Jets games for the past six years. Merle Harmon will call the play-by-play and Sam DeLuca the color. Two pregame shows, one 15 minutes with Don Criqui and a 10-minute program from the field with Mr. DeLuca are scheduled. Mr. DeLuca will also handle a 10-minute postgame wrap-up. No sponsors have been announced.

Report being released today (Feb. 1) by NAB and Television Bureau of Advertising shows that there has been dramatic increase in television viewing levels during past year. See . . .

A huge growth in the TV audience . . . 22

At Religious Broadcasters convention in Washington last week FCC Chairman Dean Burch expresses concern about dealing with fairness problems on case-by-case basis; wants more information from broadcasters. See . . .

Burch wants another look at fairness . . . 23

Problem in communications is not one of concentration of control, but one of competition. That is finding in study prepared for NAB, which will use it in its opposition to FCC's multiple-ownership proposals. See . . .

Seiden counts a multitude of media . . . 34

Dr. Clay T. Whitehead, director of Office of Telecommunications Policy, tells members of Federal Communications Bar Association that OTP will maintain open-door policy for talks on FCC action and policy. See . . .

Whitehead offers to listen to losers . . . 35

Teleprompter Corp. and its president-chairman, Irving B. Kahn, are indicted by federal grand jury in New York on charges of bribery and conspiracy in obtaining CATV franchise in Johnstown, Pa., in 1966. See . . .

Kahn, Teleprompter indicted in bribery . . . 40

President Nixon's fiscal 1972 budget, submitted to Congress last week, would provide FCC with \$29.9 million, \$3.8 million hike over current budget. Most of increase will be used in easing land-mobile congestion. See . . .

FCC pot for fiscal '72 sweetened . . . 42

FCC Commissioner Nicholas Johnson calls for reforms in campaign spending and mass communications at convention of Consumer Federation of America; sees new regard for consumer interests developing at FCC. See . . .

Johnson praises FCC consumer concern . . . 44

Twelve black Democratic members of House who boycotted President Nixon's state-of-the-union message are now asking three TV networks and Mutual Broadcasting System for equal time to reply to it. See . . .

Black congressmen want to answer Nixon . . . 46

Large dollar risks in national marketing have encouraged use of test marketing. This month's 'Telestatus' presents full array of market and media data on four typical television test markets. See . . .

How test runs give budget answers . . . 52

Broadcasters support FCC's proposal to relax operator requirements for AM and FM stations. However, some feel that commission should further de-emphasize role for first-class engineer in routine operations. See . . .

What role for the first-class engineer? . . . 57

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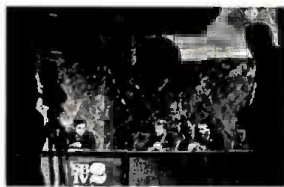
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From the first hat in the ring to the last hurrah. A new standard for television coverage in Georgia Politics.

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WSB traveled 40,000 miles, took 40 miles of film

A specific reporter was assigned to each gubernatorial hopeful. An unparalleled 27 hours of specials were produced. "The Big Night", 92 candidates were presented during a 3½ hour prime time special. A staff of 175 reported primary results. WSB-TV arranged and carried the only question/answer session between newsmen and the two major party nominees. Then live, color coverage from their headquarters election night.

WSB-TV won their race

Election '70 was clearly seen under the bright lights of WSB-TV. After the station's get-out-the-vote drive, the people spoke. The dominant station election night was WSB-TV. The largest audience with 31% more metro homes than the second election return program. (Source: ARB Telephone Coincidental conducted Tues., Nov. 3, 7-10 P.M.)

Finally, Inauguration Day. The WSB-TV Color Cruiser was on the scene, making live color coverage possible.



In the belief that an informed citizen is a better citizen.



The leaders chosen by the people of Georgia may perform well during the next four years. Some, not so well. But one thing is certain. The people will know about it.

There is a television station in Atlanta that will see to that.

WSB Television

Figures based on audience surveys subject to sampling and other errors. Full reports can be reviewed for details.

 CBS BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WHIC-TV, Pittsburgh



Follow the leaders...

Dick Van Dyke

...leads to jumbo-size audiences in middle-size markets. He's first in his time period in Harrisburg (41 percent share), Dayton (31 percent share), Evansville (37 percent share), Flint (42 percent share), Fresno (50 percent share). And first in his time period two years in a row in other medium-size markets like Jacksonville (50 percent share), Norfolk (48 percent share), Omaha (46 percent share), Sacramento (35 percent

share), Spokane (38 percent share).

Dick is also the leading man with advertisers' leading ladies: young women 18 to 49. In 26 markets he's tops in his time period with these all-important consumers.

One more point: If you're looking for an audience-builder, *Dick's* your man. In 35 markets he increased audiences over lead-in programs. By an average 43 percent.

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



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Datebook®

A calendar of important meetings and events in communications

February

- Feb. 1-2—Meeting, *Arkansas Broadcasters Association*. Sheraton Motor inn, Little Rock.
- Feb. 1-3—Government affairs conference, *American Advertising Federation*. Washington Hilton hotel.
- Feb. 2—Annual stockholders meeting, *Walt Disney Productions*. Wiltern theatre, Los Angeles.
- Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.
- Feb. 4—Eighth annual Canadian Radio Festival, featuring Chet Huntley as speaker. Toronto.
- Feb. 4-5—Annual convention, *Louisiana Association of Cable TV Operators*. Ramada inn, Monroe.
- Feb. 4-6—*New Mexico Broadcasters Association* convention. Palms motor hotel, Las Cruces, N.M.
- Feb. 4-9—Midyear meeting, *American Bar Association*, including sessions on copyright law revisions and local bar association public relations. Palmer House, Chicago.
- Feb. 5-6—23d annual seminar, *Northwest Broadcast News Association*. University of Minnesota, Minneapolis.
- Feb. 5-7—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television*. Miami, Fla.
- Feb. 6-7—19th annual National Retail Advertising Conference, including retail radio-TV. Hotel Ambassador, Chicago.
- Feb. 8—FCC hearing on license renewal of WPDQ(AM) Jacksonville, Fla. Jacksonville (Doc. 19126).
- Feb. 9-10—*National Cable Television Association* board of directors meeting. (Previous date was Feb. 25.) Embassy Row hotel, Washington.
- Feb. 10—Deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting. Previous deadline was Feb. 1 (Doc. 18397-A).
- Feb. 10—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems. Previous deadline was Feb. 1 (Doc. 18894).
- Feb. 10—New deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV. Previous deadline was Feb. 1 (Doc. 18892).
- Feb. 10—New deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy. Previous deadline was Feb. 1 (Doc. 18891).
- Feb. 11-12—State and regional *CATV Association Presidents* meeting. Hotel Sonesta, Washington. Contact Wally Briscoe. National Cable Television Association, Washington.
- Feb. 12—Winter meeting, *Idaho Cable TV Association*. Rodeway Inn, Boise.
- Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.
- Feb. 12-13—Annual convention, *South Carolina Cable Television Association*. Wade Hampton hotel, Columbia.
- Feb. 15—New deadline for filing comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Dec. 14, 1970 (Doc. 18877).
- Feb. 15-17—*National Cable Television Association*

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.

Major convention dates in '71

- Feb. 16-19—Annual conference, *National Association of Television Program Executives*. Astroworld, Houston.
- 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.
- April 28-May 2—20th annual national convention, *American Women in Radio and Television*. Washington Hilton hotel, Washington.
- 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.

tion cablecasting seminar. Dallas-Hyatt House, Dallas.

- Feb. 16—Public hearing of the *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.
- Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.
- Feb. 16-18—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.
- Feb. 21-22—Winter meeting, *Alabama Cable Television Association*. Guest House Motor inn, Birmingham.
- Feb. 22—FCC hearing on license renewal applications for WIFE-AM-FM Indianapolis; KOIL-AM-FM Omaha, and KISN(AM) Portland, Ore. Washington (Doc. 19122-5).
- Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.
- Feb. 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be George Smith, retiring chief of FCC's Broadcast Bureau. Army-Navy Club, Washington.
- Feb. 25-26—Meeting, *Colorado Broadcasters Association*. Holiday inn, north, Denver.
- Feb. 26-27—Forum on business and legal problems of television and radio, sponsored by *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Barbizon Plaza hotel, New York.

March

- March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1, 1970 (Doc. 16495).
- March 1-3—*National Cable Television Association* cablecasting seminar. Boston.
- March 5-6—Convention, *Georgia Cable Television Association*. Towers motel, Augusta.
- March 8-11—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.
- March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.
- March 11—Anniversary dinner, *International Radio and Television Society*, New York.
- March 12-14—Meeting, board of directors, *American Women in Radio and Television*. Executive house, Scottsdale, Ariz.
- March 15—New deadline for filing reply comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Jan. 18 (Doc. 18877).
- March 15—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).
- March 16—Public hearing of the *Canadian Radio-Television Commission*. Lord Nelson hotel, Halifax, N.S.
- March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.
- March 23—11th annual *International Broadcasting Awards* dinner, Century Plaza hotel, Los Angeles.
- March 25—Luncheon sponsored by *Federal Com-*

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Wild Wild West

..leads to bigger audiences in all types of markets. First in its time period in such widely varying places as Washington, D.C. (33 percent share), Las Vegas (33 percent share), Honolulu (39 percent share).

Wild Wild West gallops ahead of lead-in programming in 11 markets. By an average 56 percent. Markets like Hartford (up 200 percent), San Francisco (up 67

percent), Memphis (up 138 percent), Greenville (up 78 percent).

Wild Wild West increased audiences over programming in the same time slot a year ago in markets like Nashville (up 30 percent), Salt Lake City (up 11 percent), Greensboro (up 15 percent). Plus seven others for a total average increase of 28 percent.

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munications Bar Association. Featured speaker will be John Macy, president of Corp. for Public Broadcasting, Army-Navy Club, Washington.

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

March 26-28—National convention. *Alpha Epsilon Rho*, national radio-TV honorary fraternity. Avenue motel, Chicago.

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

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

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

■ Indicates first or revised listing.

OpenMike

Hits ban's exclusivity

EDITOR: Each day millions of cigarette ads in magazines and newspapers reach American homes through the mail. Thus, the government uses federal employees and the taxpayer's dollar to deliver advertising that it does not want the consumer to see or hear on radio-TV.

I suggest all broadcasters and the National Association Broadcasters begin a campaign to have Congress adopt legislation to forbid the use of the U.S. mail for the distribution of advertising promoting the sale or use of cigarettes.

The broadcast and print media are treated the same when it comes to lotteries. Why not do the same for cigarette advertising?—*Harry W. Reith, manager of operations, WJRZ(AM) Hackensack, N.J.*

Canada has the problem too

EDITOR: It took me a day or so to read through the double issue of Dec. 28-Jan. 4 and get down to the editorial "Shape of '71" designed to "reach subscribers between Christmas and New Year's Day."

I don't know about U.S. postal service but when it gets tied in with the current Canadian variety the result was I received the double issue Jan. 13.—*Andy McDermott, Andy McDermott Sales Ltd., Toronto.*

WJR-FM has stronger voice

EDITOR: In noting our programing change under "Changing Formats" in the Jan. 18 issue, there was a typographical error that listed our power at 4 kw. WJR-FM was 24 kw and we are now 50 kw. This change was effective mid-September.—*Dick Booth, program director, WJR-FM Detroit.*

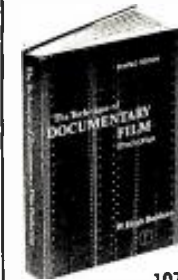
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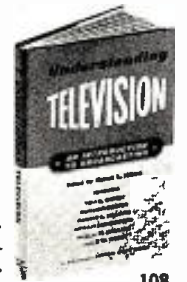
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What's My Line?

...is the all-time leader among television game shows. None has equalled its long-term network and syndication success, its amazing staying power.

The new *What's My Line?* for syndication is first in its time period three years in a row in Boston (39 percent audience share), Philadelphia (40 percent share), Toledo (52 percent share).

First in its time period two years in a row in Flint (43 percent share), Portland, Me. (49 percent share), Providence (37 percent share), Tampa (42 percent share).

And an audience booster everywhere. In 17 markets large and small across the nation *What's My Line?* increased ratings over lead-in programming an average 37 percent.

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The clouded future of computerized timebuying

Will a sophisticated system of agency and station computerization cause the elimination of a complete industry? Will the computer eliminate our jobs? Will an industrywide computer system result in inferior performance for our clients? What about the diminishing opportunity to expose and sell the product adequately in a competitive situation?

These questions are, to put it gently, enough to make a man squirm. The answers that emerge over the next several years may have a profound effect on our pocketbooks and way of life. But the subject of computerization is timely, highly relevant, and indeed is being discussed openly across industry subclasses, each with differing objectives and goals.

Some people are predicting a completely computerized system. They say that third-generation computers make it possible to put such a system on the line today.

This system would involve a centralized computer in which *all* stations would store current availabilities and rates. This would necessitate, virtually, that the station's traffic board be connected to the computer.

Ratings and demographics for each station would be stored in the same computer, and participating agencies would be hooked up to this centralized data source.

A buyer will then have access to the computer via a little television screen sitting on his desk (more likely on *her* desk). In hardware terminology, this screen is actually a cathode-ray tube presently used in several agency computer applications. But, I'd like to point out, it's now used in a very minor way that almost borders on a pilot operation.

Computer technology is sufficiently developed that numerous people could communicate with a computer at the same time and with the same station. If the buyer wants to know the availabilities in a given market, he would only need to type in his confidential code signal, key demographics and any other specific parameters of the buy. The availabilities—ranked in order of efficiency—will appear on the screen in only seconds. The buyer could then select the most desired spots and instruct the computer to buy them in his name. The computer, in turn, could advise the station that these spots have been sold.

Carrying this one step further, the computer could automatically bill the

client and pay both the agency and station.

All this sounds great—especially in these days when we are all concerned with the rising cost of doing business and the significance of cash-flow to our profit picture. This centralized industry computer system sounds as if it would resolve many of the problems I hear discussed daily in our business.

But I must be realistic. As good as a centralized system sounds—as much as it might ameliorate industry problems—I don't believe the advertising industry is prepared to mount such an integrated program and make it work. As a first step, the evolution of such an integrated system will require a catalyst such as the American Association of Advertising Agencies, the National Association of Broadcasters, the Television Bureau of Advertising or the Station Representatives Association.

It is obvious the 4-A's aren't prepared to play this role—at least, in the near future.

The 4-A's invested the last two years in organizing an independent computer-services center. Then the project was canned, because the major agencies couldn't get together. Primary to this discussion, however, is the fact that the establishment of a data-processing service section was not among their primary objectives.

It is believed, apparently, that many agencies have perfected the use of the computer in executing broadcast purchases and in handling the financial function. With the problems we now have, I question whether any agencies, including the giants, have mastered their use of the computer in even those areas that would seem easiest to systematize.

In short, I don't believe the agency

business has either the knowledge or the combined impetus to accomplish the integrated industry computerized buying system which supposedly appears so imminent—other than on an individual basis. And it would seem unlikely that the Station Representatives Association will serve as the propellant to get an industrywide system off the ground.

Both Nielsen and ARB are working on a computer system that would integrate and serve the combined needs of both the buyer and seller. I'm not sure that they alone will be able to accomplish the complicated coordinating and selling job that needs to be done.

This leaves only the stations. I'd like to think that an industry computer system had so many benefits that broadcast owners would exclusively undertake this venture. But, I don't think this is realistic. I see us going our individual ways—at least for the immediate future.

Despite co-ordinated interindustry moves to standardize forms and billing procedures, stations will be asked to submit availabilities in a thousand different ways to accommodate a thousand different computer programs and buying systems.

Agencies will continue to employ the time-consuming system of key-punching availabilities into a computer to retrieve a simple print-out that really hasn't saved everybody all that much time or made the buy really that much more efficient.

And so we keep using every resource we have to find the better way. Even though change seems to be coming at us from all sides with dizzying speed, a cool and realistic look seems to indicate that no drastic upheavals are in the cards at this time. But I hope we won't stop trying.



Robert I. Zschunke joined the management staff of Henderson Advertising Agency in 1970 as vice president and media director after spending the bulk of his advertising career in Chicago. He has been affiliated with I/Mac Inc., as executive vice president; Earle Ludgin & Co., as VP-media director; BBD&O (Chicago), as media director and assistant supervisor, and Campbell-Mithun Inc., as assistant media director. Mr. Zschunke received his BA in journalism and business from the University of Minnesota.

Follow the leaders
to the top!



Perry Mason

continues to lead 'em all. Four years of syndication, and still number one in his time period in a record 38 markets.

Mason comes up a winner wherever it's slotted. Take early fringe time. He's #1 in his time period in markets like Albany (47 percent audience share), Atlanta (47 percent share), Columbia, S.C. (47 percent share), Little Rock (46 percent share), Miami (38 percent share), Reno (38 percent share), Spokane (38 percent

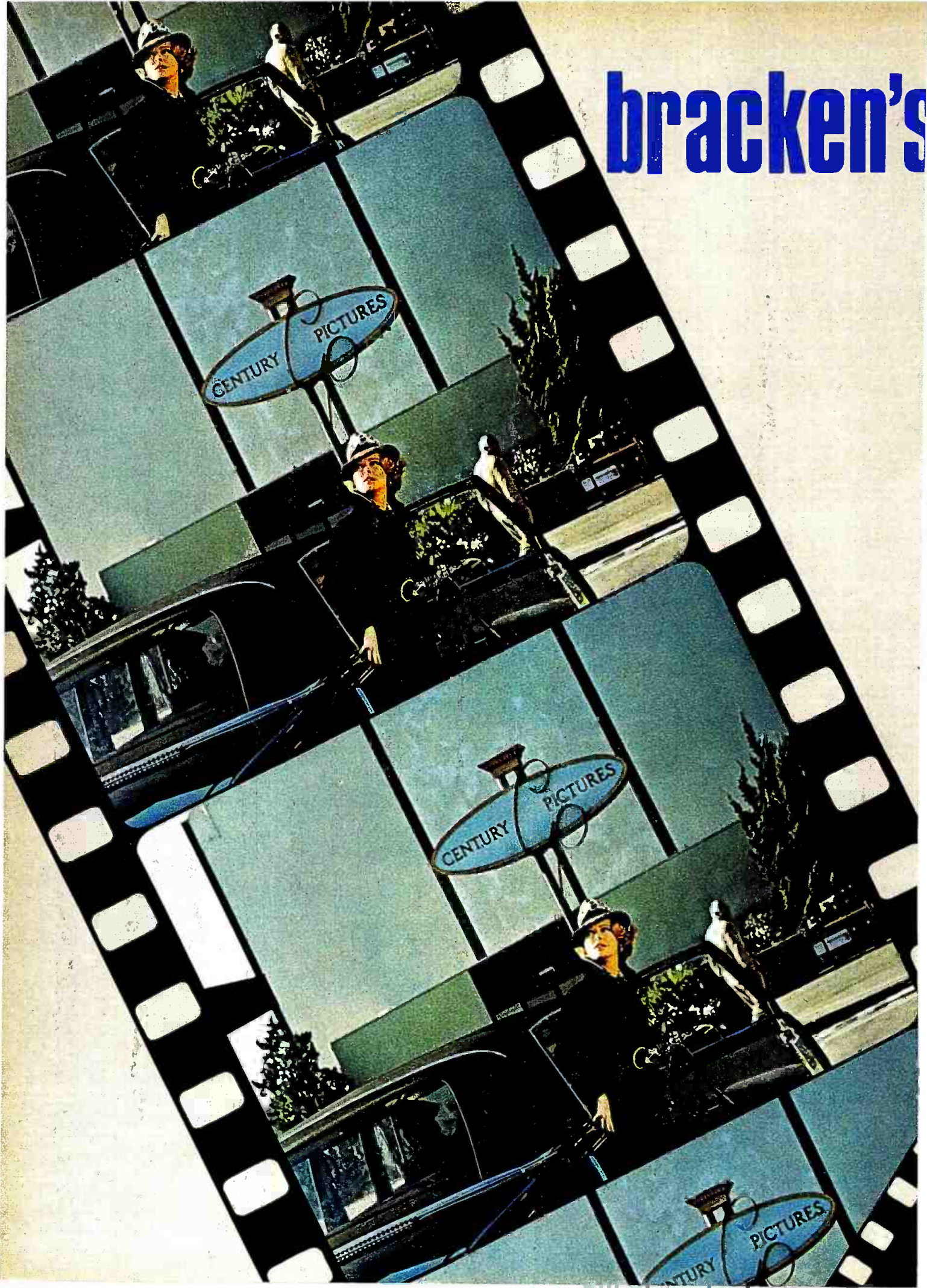
share), Wichita (44 percent share).

Or schedule *Mason* in late fringe time and win a whole new audience. Tops in his late time period in such places as Amarillo (43 percent share), Birmingham (50 percent share), Honolulu (42 percent share), Nashville (50 percent share), New Orleans (44 percent share), Phoenix (39 percent share), Salt Lake City (42 percent share), Tucson (34 percent share).

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A huge growth in the TV audience

Nielsen and ARB analyses agree on massive gains since slump or leveling-off in fall of 1969

A dramatic increase in television viewing levels during the past year is shown in a report being released today (Feb. 1) by the National Association of Broadcasters and the Television Bureau of Advertising.

The report shows that the number of homes using television in the average quarter-hour, 9 a.m. to midnight EST, increased from 20,322,000 to 21,853,000, a gain of 1,531,000 homes or 7.5%, between November 1969 and November 1970. The number of adults viewing in the average quarter-hour increased almost as much, 6.9%, from 25,949,000 to 27,742,000.

Gains were reported in all day-parts, ranging up to almost 10% in some and exceeding 15% in one—late fringe (11:30 p.m.-1 a.m. EST). In the average quarter-hour in prime time (7:30-11 EST), 5% more homes (36,893,000) and 4.2% more adults (55,070,000) were viewing during last November than in November 1969.

The report was based on an analysis

of A. C. Nielsen Co. local-market (Nielsen Station Index) reports on viewing in 181 markets by Statistical Research Inc., an independent organization of Westfield, N.J.

Similar trends are indicated in preliminary findings of a comparable study of American Research Bureau reports on viewing in approximately 200 markets, NAB and TVB officials reported. They said preliminary data from the ARB analysis indicates a gain of 6.5% in total homes using TV per average quarter-hour over the entire broadcast day. In all day parts there are strong correlations between the Nielsen figures (see table below) and ARB's.

The early analysis of the ARB November 1970 reports show that for the full week, Monday through Sunday, 20,601,000 TV homes viewed during the average quarter-hour.

Other results of the ARB study: Monday through Friday afternoons, viewing up 7.1% (13,917,000 homes); Monday through Friday early fringe,

up 8.7% (26,118,000); Monday through Sunday in prime time, up 4.8% (35,843,000); Monday through Friday late news, up 10.6% (22,155,000); Monday through Friday late fringe, up 13.4% (9,939,000).

Observers noted that the 1970 Nielsen increases were based on comparison with 1969 NSI reports that reflected relative stability in viewing compared with November 1968. ARB's 1969 reports, on the other hand, generated industrywide controversy by showing substantial declines from 1968 in many markets (BROADCASTING, Feb. 9, 1970).

The ARB 1969 viewing figures showed unaccountable and widespread declines in homes using television compared with 1968. The controversy centered on ARB's November 1969 sweep and became the subject of extensive analyses by various elements of the broadcasting industry. According to one full-scale study, by Harrington, Righter & Parsons, station representative, of the top-50 markets, ARB showed 36 with homes using television (HUT) below their comparable 1968 numbers based on area of dominant influence (ADI) measurements from 9 a.m. to midnight. Two of the remaining 14 markets showed no changes, while only 12 showed increases in viewing.

ARB's President Peter Langhoff replied to the outcry with strong defense of his figures. Although there had been changes in computer systems, he said that ARB had made duplicate runs in some instances using the new and old systems and that both resulted in similar findings: the HUT's were down.

Whatever resentment rankles from the disputes of a year ago, it may be expected to abate if the final analyses of the ARB's new data confirm the preliminary tabulations.

The analyses of both ARB and Nielsen data have been prepared by Statistical Research for COLTRAM, the acronym for Committee on Local Tele-

COLTRAM's summary of the findings from the Nielsen reports follows. The time periods were defined as all EST: Afternoon 12-5 p.m., early fringe 5-7:30, prime 7:30-11, late news 11-11:30, late fringe 11:30-1 and total day 9 a.m. to midnight. Adults are aged 18

and over. The percentage shown in parentheses after each TV-homes figures represents that figure's relationship to all TV homes. These show TV homes and total adults viewing by day-parts based on average quarter-hour.

	November 1969	November 1970	% Change
Afternoon (Mon.-Fri.)			
TV homes	14,092,000 (24.0%)	15,463,000 (25.5%)	plus 9.7%
Total adults	13,931,000	15,258,000	plus 9.5%
Early fringe (Mon.-Fri.)			
TV homes	26,000,000 (44.1%)	28,281,000 (47.1%)	plus 8.8%
Total adults	31,446,000	33,732,000	plus 7.3%
Prime time (Mon.-Sun.)			
TV homes	35,124,000 (58.7%)	36,893,000 (60.0%)	plus 5.0%
Total adults	52,856,000	55,070,000	plus 4.2%
Late news (Mon.-Fri.)			
TV homes	22,244,000 (39.1%)	24,419,000 (41.1%)	plus 9.8%
Total adults	34,161,000	36,812,000	plus 7.8%
Late fringe (Mon.-Fri.)			
TV homes	10,199,000 (17.5%)	11,804,000 (19.6%)	plus 15.7%
Total adults	14,311,000	16,508,000	plus 15.4%
Total day (Mon.-Sun.)			
TV homes	20,322,000 (34.6%)	21,853,000 (36.2%)	plus 7.5%
Total adults	25,949,000	27,742,000	plus 6.9%

Source: Statistical Research Inc. (Nielsen local reports from 181 markets).

vision and Radio Audience Measurement, an organization sponsored by the NAB in association with station representatives, group and individual stations and TVB. Today's report, of which the analysis of ARB market data will be part two, was described as the first of a series of COLTRAM investigations designed to track viewing trends based on local audience measurement.

John Dimling, NAB research vice president and chairman of COLTRAM, said that "in past years, most of our data about television viewing has been based on national samples. The most recent report on Nielsen national data [Nielsen Television Index] showed viewing in the average American home had increased for the eighth consecutive

year.

"Now, with the new COLTRAM study based on local reports, we have further evidence that viewing levels in TV homes and among adults are continuing upward. Despite generalities to the contrary, television's role as the number-one communications medium is stronger than ever."

Harvey Spiegel, TVB vice president for sales and marketing, saw the findings as new evidence that television will play an even greater role in marketing goods and services in the future than it has in the past. "Due to economic conditions," he said, "television rates have not increased to correspond to the rise in viewing levels. This makes television as a way of reaching people

even more efficient today than in recent years."

Officials attributed the increase in viewing levels to a variety of factors such as growth of multiset homes, increasing color-set penetration and gradual increases in leisure time.

Other sources suggested that the recessive economy may also have contributed, causing families to spend more time with television as an alternative to entertainment that costs money.

The COLTRAM data made clear that the gains were "real," not stemming merely from population growth. In each day-part, homes using television represented a greater percentage of total-TV homes in November 1970 than in November 1969.

Burch wants another look at fairness

FCC chief suggests doctrine may be out of control, talks about new inquiry to set general restraints

"We think of the broadcaster as a commercial operator. . . ." The "impact on broadcasters of free time" must be considered. "If a broadcaster has to give free spots for every one he sells, there is a point of diminishing returns."

A broadcaster in a private club grumbling to colleagues about the direction the FCC's fairness doctrine is taking?

Wrong. That was FCC Chairman Dean Burch expressing publicly, if off-handedly, *his* private concerns about the manner in which the doctrine is evolving through a long line of ad hoc decisions by the commission and the courts. He was a luncheon speaker at a convention of the National Religious Broadcasters in Washington last week, and had been asked a question from the floor about sponsored broadcasters that trigger demands for free time for reply.

What is required, he said, is "a long, hard look at where the doctrine is leading us in this area"—an overview of it—and soon. Later, he said, he hopes the commission will issue a notice of inquiry that would give broadcasters an opportunity to address the kind of questions he raised in his remarks.

He noted that Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, has urged the commission to establish guidelines on applications of the fairness doctrine (BROADCASTING, Sept. 14, 1970). And although Chairman Burch, in the past, has maintained that fairness questions could only be dealt with on a case-by-case basis, because of the difficulty in anticipating factual situations, he said last week that it was only in "a political sense" that guidelines might



Chairman Burch

not be feasible; they might be feasible in other areas.

In his remarks at the luncheon, he said he did not know what would emerge from the "long look" he felt the doctrine should be given. "But the question is significant. There is a conflict of views between the broadcaster who has to make a living out of his station and those concerned with controversial issues who feel they're denied the opportunity to go on the air and speak their views."

What is troubling him is not so much FCC decisions in the fairness area as a recent appeals-court opinion, in a case involving a retail clerks' union in Ohio, and the kind of complaint that an ecology group, Friends of the Earth, filed against WNBC-TV New York.

In the Ohio case, the court suggested that, despite the commission's protesta-

tions to the contrary, the commission ruling in 1967 applying the fairness doctrine to advertising may not have been limited to cigarette commercials (BROADCASTING, Nov. 2, 1970). And it appeared to support the union's position that, in carrying commercials promoting the wares of a local department store, WREO(AM) Ashtabula incurred an obligation to sell time to the union for spots urging a boycott of the store, with which the union was engaged in a labor dispute.

However, overturning a commission order granting WREO's renewal application without a hearing, the court based its decision on the ground that the commission had not sufficiently examined questions of fact in the case. Furthermore, the union had offered to pay for the spots.

The FOE matter raises more directly

the possible extension of the cigarette ruling to other products. The commission in August turned down an FOE request that WNBC-TV be required to make free time available for antipollution spots that would respond to commercials promoting leaded gasoline and automobiles (BROADCASTING, Aug. 10, 1970). The commission, noting that WNBC-TV had carried a number of programs on the environmental problems, said that gasoline and automobiles were not susceptible to the "simplistic" approach that the commission took in dealing with cigarettes. However, FOE has appealed, and to the same court that reversed the commission in the retail-clerks case.

In the joint brief that they filed in the case last week, the FCC and the Justice Department restated the concern the commission expressed in its original ruling—the same kind that Chairman Burch voiced before the religious broadcasters: "Since the commercial broadcasting system does focus upon public issues, it would hardly serve the public interest to undercut its ability to do so by requiring numerous announcements which could not be accommodated without destroying the industry's economic base."

(NBC, in the brief it filed in the case in behalf of WNBC-TV, stressed an argument that the commission bypassed—that the commission has consistently held that broadcasters have wide discretion in complying with the fairness

Limit fairness rule, Wasilewski urges

The broadcasters' view of how the FCC's fairness doctrine should work was given last week by Vincent T. Wasilewski, president of the National Association of Broadcasters.

Speaking to the National Religious Broadcasters, meeting in Washington, Mr. Wasilewski told the conference the fairness doctrine should be construed on the narrowest base.

"It should apply," he said, "to clear-cut, controversial issues within a community, and generally it should be confined to concrete issues, not philosophical or theoretical questions."

The broadcaster, Mr. Wasilewski said, should be trusted to determine what controversial issues in his community deserve a balanced hearing.

The NAB president's remarks came after he told his audience of the demand by the Society of Separationists that the NAB radio code be revised to encourage the broadcasting of atheism as a counter to religious programs (BROADCASTING, Jan. 25).

doctrine and that the commission's role in reviewing fairness-doctrine complaints "is limited to a determination of the good faith and reasonableness of the licensee's action." And the record in the FOE case, NBC added, demonstrates that WNBC-TV acted reasonably and in good faith in determining that the gasoline and automobile commercials it carried did not obligate it to afford free time for the broadcast of antipollution spots).

For years, the commission has held that a broadcaster who carries a sponsored program airing one side of a controversial issue of public importance cannot ignore his fairness-doctrine obligation to air the other side simply because he cannot find anyone willing to buy time to present that side; if necessary, free time must be made available.

Thus far, Mr. Burch feels, the commission decisions in line with that policy have been right. But he is concerned about the appeals court's apparent willingness, in the retail-clerks case, to extend the cigarette ruling to other products and issues, after "we said we wouldn't extend it." "What about ecology? What about the SST? Where do you stop?" he asked.

What can the commission do, at this point, in view of the leadership the courts appear to have seized on the issue? Referring to the notice of inquiry that he hopes the commission will issue on the fairness question, he said the agency would be "in a better position," in defending a decision before the courts, "if it had all the input from the industry and could demonstrate it had agonized over the decision, instead of reaching it on an ad-hoc basis."

How his project will be received by his colleagues on the commission remains to be seen. Commissioner Robert T. Bartley, who was among the headtable guests when the chairman expressed the need for "an over-all" look at how the fairness doctrine is working, said the commission takes that kind of look "every time" a fairness question comes up. He thinks the doctrine is working "pretty well."

Furthermore, what if—as seems likely—the court decides the FOE case while the commission is still attempting to make an "over-all" assessment of the fairness doctrine? If the decision goes against the commission, would that settle the matter?

His expressed concern about broadcasters' subjecting themselves to demands for free time by carrying certain product commercials was not the only indication Chairman Burch gave last week that he favors a light government hand in fairness matters.

In response to a broadcaster in his audience who said he felt the liberal point of view has been given preference

Houser asks cooperation

FCC Commissioner Thomas J. Houser last week delivered his first public remarks since he was sworn in as a commission member on Jan. 6 (BROADCASTING, Jan. 11). He was one of the headtable luncheon guests on Tuesday at the National Religious Broadcasters convention, in Washington. And though his remarks were brief, they could be read by broadcasters as holding out a hand for cooperation. "It is impossible for the FCC to carry out alone the mandate given it by Congress," he told the religious broadcasters. "There is a need for partnerships with organizations like yours."

in the media, particularly on the networks, and who asked whether there is "anything the commission can do to balance the liberal points of view . . . with the conservative attitude," Chairman Burch said:

"It is not the duty of the commission to assure that any particular point of view be put forth but to try to make it possible for all points of view to be put forth." He also noted he is a conservative "by faith"—he once was an aide to Senator Barry Goldwater (R-Ariz.) and was chairman of the Republican National Committee in 1964—but "enough" of one to be "frightened of government control of news."

Business briefly:

Post Cereals, division of General Foods, White Plains, N.Y., through Benton & Bowles, New York, has launched a night-time network TV and print campaign to promote its offer of a bowling certificate on the side of each specially marked cereal package. Certificate is good for one free game at participating lanes, effective through Aug. 31.

Panasonic, through Ted Bates & Co., both New York, has bought one-eighth sponsorship in the final nine games of the Atlanta Hawks basketball team to be telecast this season. WZXT-TV Atlanta originates games which are carried by four-station network in Georgia and North Carolina.

Chas. Pfizer & Co., through Adforce Inc., both New York, has purchased a February advertising schedule for Skinny Dip cologne on ABC Radio's American Contemporary Network.

American Brands Inc., American Cigar division, through Gardner advertising, both New York, will advertise its Roi-Tan Falcons and Tips on ABC-TV and CBS-TV sports programs. Minute-length spots are scheduled to run through May.

Fuji Heavy Industries Ltd., Tokyo, through Green Dolmatch Inc., New

York, will advertise its Subaru automobile on a series of 60-second spot-radio commercials beginning this month. Agency said it eventually plans to use television.

Mogen David Wine Corp., Chicago, through Edward H. Weiss & Co. there, plans heavy Easter-Passover season spot-TV drive on stations in 61 markets from Feb. 28 to April 10. Second spring flight in 15 markets is scheduled from May 16 to June 12. Buys will be in prime time.

Timex Watches, through Warwick and Legler, both New York, and **Foundation For Full Service Banks**, Philadelphia, through Dancer-Fitzgerald-Sample, New York, will sponsor the season's third National Geographic Society special, *The Great Mojave Desert*, on CBS-TV, Saturday, Feb. 13 (8-9 p.m. EST). Preceding this at 7:30 p.m., another special *He's Your Dog, Charlie Brown*, will be sponsored by **Coca-Cola Co.**, Houston, through McCann-Erickson, New York, and **Interstate Brands**, Kansas City, Mo., through Dancer-Fitzgerald-Sample, San Francisco.

DuPont Co., New York, through N. W. Ayer & Son, Philadelphia, for its "cheer-up" paint, will launch a February through March campaign on ABC Radio's American Contemporary, Information and Entertainment networks.

TV-radio getting slice of Miller's \$13 million

The Miller Brewing Co., Milwaukee, through McCann-Erickson, New York, plans an estimated \$13-million television, radio and print advertising campaign for 1971.

Scheduled to begin Feb. 4, Miller High Life Beer will be advertised on *CBS Evening News with Walter Cronkite*, *Hee Haw*, *Hawaii Five-O* and *Mission Impossible* on CBS-TV; *Marcus Welby, MD*, *Johnny Cash* and *Pearl Bailey Show* on ABC-TV, and *Men From Shiloh*, *Ironside*, *Flip Wilson*, *The Name of the Game* and *Andy Williams Show* on NBC-TV, and on prime-time movies on ABC and CBS.

Also, commercials sung by the Troggs, an English group, and Brook Benton will be used in time bought on top-40 radio stations. These commercials were produced to appeal to young-beer drinkers.

On the television commercials, veteran entertainer Johnny Cash will sing a country tune. The music and lyrics used in the commercials were created by William Backer, senior vice president of McCann-Erickson.

Ad standards must be set, L.A. club told

FC&B president warns of federal rules if industry doesn't police itself

Adopting a low profile in a time of challenge by consumerism groups and legislators in the hope that it will all pass away might result in a blow from which advertising might never recover, John O'Toole, president, Foote, Cone and Belding advertising, New York, told the Los Angeles Ad Club last Wednesday (Jan. 27).

"I've been told there are more than a hundred pieces of legislation, all affecting advertising, prepared or in preparation for consideration by Congress," Mr. O'Toole said. "If a small proportion is enacted, advertising might never recover. And among the serious losses would be the small, unique body of talent that knows more about the successful use of mass communications than any group in history."

Mr. O'Toole said the desire for products is not the "insidious consequence of advertising but the healthy result of having more money to spend." He said it was necessary to become vocal in convincing the legislators of that fact. In addition, it is incumbent upon the advertising industry to convince the reasoning public that "we are, most of us, responsive to their needs and tastes."

The formation of a set of standards was among the paramount requirements, Mr. O'Toole asserted. Enforcement of those standards, he added later, was the responsibility of the industry. "It might also mean holding the media

responsible for misleading and deceptive advertising," he noted. "The client may insist on running an ad against agency recommendations. Thus, screening and rejection, if necessary, must be done by the media."

He felt that the major problems in this area of advertising were on the local rather than national level. "The most effective screening processes of all are on network television stations," Mr. O'Toole claimed.

Network TV reported next step for A&P

The great Atlantic & Pacific Tea Co., New York, which during network radio's peak years in programing was counted among the blue-chip broadcast advertisers, is now getting into network TV.

Though neither company nor network officials would give details last week, it was reported that A&P had signed for a sizable buy on NBC-TV. It was reported that the purchase entailed both nighttime and daytime business, the latter having started last week. Commercials advertised the food chain's 8 O'Clock Coffee. Gardner Advertising, through its New York office, reportedly handled the buy.

A&P has been mentioned in previous accounts to be spending more in television—up 79% from \$1.2 million in the first seven months of 1969 as against \$2.2 million in the same period in 1970, according to the Television Bureau of Advertising. The TVB addition, however, did not reflect a 37-market TV schedule in late fall in which, according to the bureau, A&P for the first time provided funds for a market-by-market television campaign (BROADCASTING, Jan. 18).

In network radio, A&P sponsorship had been associated with *The Kate Smith Show* and with the *A&P Gypsies*.

N.Y. bill asks ceiling on campaign spending

A bill has been introduced in the New York state legislature that would clamp a ceiling on television and radio-campaign spending.

New York already has a general restriction on candidates' spending for statewide office. The new measure would hit broadcast expenditures specifically.

A candidate now is limited to spending 10 cents for each vote cast for governor in the previous election in the political subdivision where he is running for general election and, in a primary, he is limited to 10 cents for each voter enrolled in the candidate's party in his political subdivision. This money may



Mr. O'Toole

be spent any way the candidate chooses.

In the new bill, only 70% of the amount may be spent in television and radio. In other words, a limit would be set of up to seven cents per vote under existing maximum limits. The measure also would require all committee expenditures to be included, whether for the candidate alone or for a committee backing more than one candidate in computing the ceilings.

Abortion ads rapped by NAB president

Vincent T. Wasilewski, president of the National Association of Broadcasters, raised a warning flag last week against acceptance by radio stations of commercials advising of the availability of abortions by New York physicians.

Mr. Wasilewski called attention to a 1970 statement by the Judicial Council of the American Medical Association and said that such advertising raises serious ethical as well as legal questions. Joining Mr. Wasilewski in the comment was Ray Johnson, KMED(AM) Medford, Ore., chairman of the association's radio code board, which will take up the question at its next meeting, scheduled in Chicago on March 28.

The statement by NAB came after the association received calls and letters from upwards of 50 radio stations that had been approached to carry advertising being placed for Professional Scheduling Service, New York, by M. A. Ettlinger Advertising Inc., also New York ("Closed Circuit," Jan. 25).

The AMA statement, issued last September, reads in part:

"The Judicial Council, in the strongest terms possible, condemns the com-

mercialization of the medical procedure of abortion.

"The ethical principle remains: no physician may solicit patients. A physician may not do indirectly that which he may not do directly. He may not permit others to solicit patients for him.

"The medical profession, county and state medical societies, and also the public, must cooperate to preserve and protect the highest standards of medical practice in all its aspects."

In view of this opinion, Mr. Wasilewski observed, such advertising raises serious ethical questions. He also noted that it may raise legal questions in areas where abortions are illegal.

Radio-TV in budget for new Bud malt liquor

Radio-TV will feature prominently in multi million-dollar promotion plans for the launching of Budweiser malt liquor, new product being introduced by Anheuser-Busch Inc., St. Louis. After competitive agency presentations were screened, the brewery awarded the account to D'Arcy-MacManus-Intermarco Inc., which also handles the Budweiser beer account.

Although the introduction date has not yet been set, the agency said the product will be introduced simultaneously in more than 400 urban markets throughout the U.S. Account supervisor is A. J. Amendola, D'Arcy senior vice president. Account executive is Neil J. Devine. The Budweiser beer brand team will be responsible for the development and marketing of the malt liquor, assisted by two new malt liquor coordinators.

Chicago beer producer sets up house agency

Meister Brau Inc., Chicago, set up its own house advertising agency last week, Promotional Advertising/Merchandising Inc., to handle its beer and food-product accounts. Meister Brau beer had been at MacManus, John & Adams there which now is merged with D'Arcy advertising as D'Arcy-MacManus-Intermarco. D'Arcy handles Budweiser beer.

Officers of the new wholly owned subsidiary are Robert E. Ingram, president; Thomas J. Bloomer and Roger Stockwell, vice presidents; Jerry D. Peck, treasurer; and Olga Hynes, secretary. All continue their work for Meister Brau Inc.

Mr. Ingram is senior vice president-marketing, Meister Brau Inc.; Mr. Bloomer is advertising manager for Meister Brau and Buckeye brands of beer marketed in the Midwest; while Mr. Stockwell is advertising manager for Burgermeister beer, West Coast. Total billing is about \$3 million, much of it in broadcast.

Toy makers get break from board on ad rules

Toy makers, whose TV commercials do not comply with the new toy-advertising guidelines, last week were given a 30-day extension to bring them into line.

The action was taken by the toy-advertising subcommittee of the TV code review board at a meeting in New York. It refers to the toy advertising revisions that become effective today (Feb. 1). These require toy makers to limit the use of stock film footage, real-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Jan. 3, 1971
(net time talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 3	Total dollars week ended Jan. 3	1971 total minutes	1971 total dollars
	Week ended Jan. 3	Cume Jan. 1-Jan. 3	Week ended Jan. 3	Cume Jan. 1-Jan. 3	Week ended Jan. 3	Cume Jan. 1-Jan. 3				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 83.9	\$ 14.4	\$ 185.7	\$ 16.8	46	\$ 269.6	6	\$ 31.2
Monday-Friday 10 a.m.-6 p.m.	1,066.7	647.3	3,903.9	2,155.9	2,500.8	1,656.4	533	7,471.4	128	4,459.6
Saturday-Sunday Sign-on-6 p.m.	608.1	608.1	1,380.4	1,380.4	1,681.5	1,681.5	188	3,670.0	188	3,670.0
Monday-Saturday 6 p.m.-7:30 p.m.	245.9	153.0	553.2	161.3	1,175.4	968.4	68	1,974.5	26	1,282.7
Sunday 6 p.m.-7:30 p.m.	37.5	37.5	1,044.9	1,044.9	136.0	136.0	15	1,218.4	15	1,218.4
Monday-Sunday 7:30-11 p.m.	4,658.9	1,901.4	5,462.5	2,379.5	7,163.6	3,903.5	402	17,285.0	175	8,184.4
Monday-Sunday 11 p.m.-Sign off	348.8	236.6	136.2	61.8	625.3	166.9	99	1,110.3	30	465.3
Total	\$ 6,985.9	\$ 3,583.9	\$12,565.0	\$ 7,198.2	\$13,468.3	\$ 8,529.5	1,351	\$32,999.2	568	\$ 19,311.6

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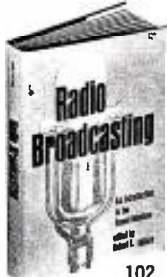
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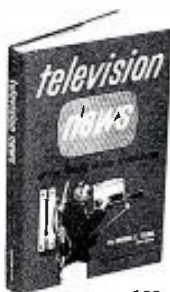
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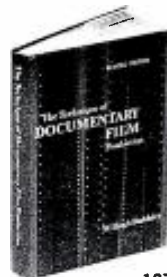
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life counterparts, fantasy and animation to the first one-third of the commercial, and requires that the last five seconds of the commercial must show the unadorned product (BROADCASTING, Dec. 14, 1970).

Waivers of the Feb. 1 date are to be granted only upon request in writing to the NAB code authority, the subcommittee ruled, and each must be considered on a case-by-case basis. The waivers will be granted for those commercials made before Dec. 1, 1970, and for no later than March 1.

The toy advertising subcommittee also told the Code Authority to reexamine guidelines concerning toy-premium advertising and to report recommendations to the full TV code review board. Subcommittee members are Morton S. Cohn, WLOS-TV Asheville, N.C.; Alfred R. Schneider, ABC, New York; William H. Tankersley, CBS, New York; and Herminio Traviesas, NBC, New York.

Total withdrawal for tobacco ads?

Cancer society proposes diversion of all money from promotion to research

The American Cancer Society last week challenged the Tobacco Institute to mount a massive research program with some of the \$240 million in advertising funds the tobacco industry used to spend yearly for television and radio.

In a letter to Horace R. Kornegay, president of the institute, William B. Lewis, ACS board chairman, also called for the tobacco industry to stop all cigarette advertising and promotion. "It is shocking to use the advertising resources of a great industry to tell smokers that the issue of risk in cigarette smoking is in doubt," he wrote.

Frederick Panzer, assistant vice president for public relations for the Tobacco Institute in Washington, responded by reporting that the institute is "spending more than they (ACS) are on the question of smoking and health. What are they doing with their money?" he asked.

The institute is spending \$4 million annually on research, Mr. Panzer noted. And, he added: "So far we have spent \$35 million." Mr. Lewis, in his letter and accompanying news release, said he was dissatisfied with the amount of money the institute was spending. It (the \$4 million), he asserted, is only 2% of what the tobacco industry could save by the ending of broadcast advertising. "What will the industry do with the rest of the some \$200 million that

you have been spending annually for radio and television?" Mr. Lewis inquired. "You could mount a really massive program of research and it might lead you to a safer cigarette."

Mr. Lewis used his letter to respond to a Jan. 3 news release issued by Mr. Kornegay regarding the ACS and other health agencies. In it, Mr. Kornegay referred to 1,115 reports published as a result of tobacco-industry research. Advertisements enclosed with the release said "the question about smoking and health is still a question."

Mr. Lewis claimed these headlines seem to have as their major point a reassurance to cigarette smokers. But, he asked: "Does any one of these reports indicate that cigarette smoking is safe? Of course not."

Mr. Panzer, reading from a news release, last week suggested that "in all fairness, the ACS should reassess its anti-cigarette claims. As a former advertising man, Mr. Lewis [former board chairman, Kenyon & Eckhardt] must know that the facts simply do not support the advertising claims of the society. The complex question of cancer causation must be answered through research. Mr. Lewis's blatant attempt to obscure the truth does not serve the cause of science.

"The fact is," Mr. Panzer continued, "this latest attack on the cigarette industry is an exact repetition of the completely misleading attack of one year ago (the smoking-dog study), which was based on unsubstantiated claims about an unpublished study—claims which ultimately turned out to be a scientific hoax." (There have been charges and counter-charges on the study for the past several months [BROADCASTING, May 4, 1970, et seq.].)

Claiming that the continued promotion and advertising of cigarettes contributes to a grave health problem and creates a moral problem for the tobacco industry, Mr. Lewis concluded: "It is time for the tobacco industry to accept the decision of the vast majority of physicians and scientists here and abroad, to stop all its advertising and promotion of cigarettes as presently continued, and concentrate on developing a less hazardous product."

We can survive ad ban, L&M president claims

Milton E. Harrington, president of Liggett & Myers Inc., voiced optimism last week that the ban on broadcast advertising of cigarettes would not have a major impact on sales of those products in 1971.

"With the probability of many less antismoking messages on radio and TV, good marketing programs should

enable the industry to overcome this setback," he reasoned. "A case-in-point is the alcoholic-beverage industry, which has never advertised on television, but nevertheless continues to grow substantially while introducing new brands and opening new markets.

Mr. Harrington's observations on the marketing of cigarettes were delivered as part of a speech on L&M's over-all business prospects before the Boston Security Analysts Society last Monday (Jan. 25). He reported that final figures are not yet available for 1970, but said L&M would have record sales and a substantial increase in net earnings. He also noted: "We do feel that the broadcast-advertising ban gives Liggett & Myers an opportunity to compete on a more equitable basis with other manufacturers, most of which were able to out-spend us by considerable margins on television."

Bright radio future seen by 'Look' boss.

But Shepard, others still claim magazines better ad vehicle than TV or radio

Television got the barbs but radio received a few kind words at an all-magazine industry sales conference in New York last week sponsored by the Magazine Publishers Association.

Thomas R. Shepard Jr., publisher of *Look* magazine, said: "At no time has there been so great an awareness among advertisers of the difficulty in getting the public to watch and respond to their commercials."

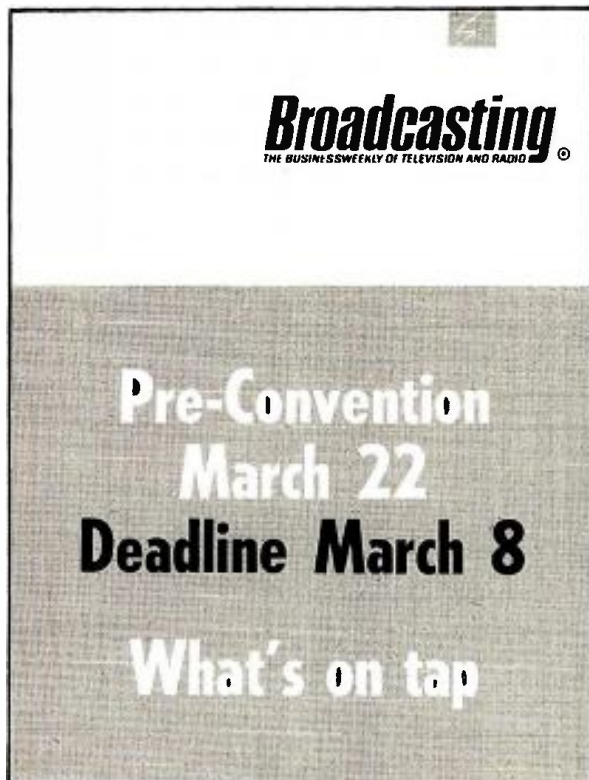
He said advertisers also were showing concern with clutter. "At no time have so many advertisers acted on this concern with positive implications for magazines." For the first time, he continued, advertisers have begun to take fragmentation into account in their advertising plans. "At no time have the networks faced, or been so universally criticized for, the editorial product they deliver."

Mr. Shepard predicted there would be a rapid growth for radio in the 1970's, adding that AM/FM stereo combined with record players and tape cassettes will provide home-listening centers. This, he continued, will make radio increasingly selective by enabling persons more and more to listen to what they want when they want.

During the last 20 years, Mr. Shepard said, magazines have given information to readers, while network television has given entertainment. Contrasting the informational role of mag-

FOUR ADVERTISING OPPORTUNITIES TO NAB N.A.B.-GOERS—

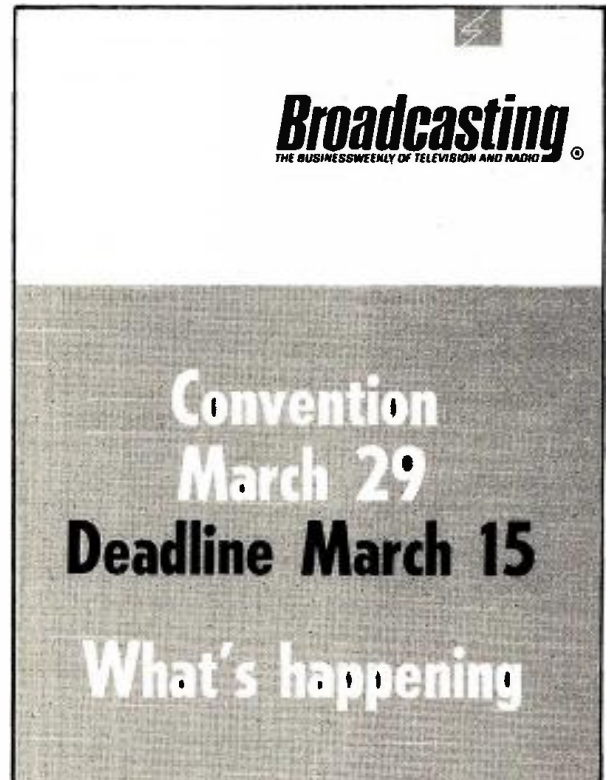
and practically everyone else of importance in broadcasting



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Pre-Convention
March 22
Deadline March 8

What's on tap



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Convention
March 29
Deadline March 15

What's happening

Broadcasting, as usual, will cover the annual NAB Convention with the largest staff in the field.

No individual who attends, no matter how hard he works, can possibly cover all the meetings and exhibits. He'll discover what he missed—in **Broadcasting**.

Anyone who doesn't attend will discover what he missed—in **Broadcasting**.

Everyone who markets a service, concept, or product of potential interest to the pros in radio and television will find compelling reasons to be represented in **Broadcasting**, especially in one or more of the NAB Convention issues.

Each issue will have a distribution over 40,000 ... plus 3,000 bonus for the Convention Issue. Check your BROADCASTING salesman for your CPR (Convention Package Rates).



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Post Convention
April 5
Deadline March 22

What happened



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Post Convention²
April 12
Deadline March 29

What happened
(EQUIPMENT REVIEW)

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Chicago 60601
Ruth San Filippo, 360 N. Michigan Avenue
Phone 312-236-4115

Hollywood, California 90028
Bill Merritt, 1680 N. Vine Street
Phone 213-463-3148

azines with prime-time network television, he described TV as "five parts fantasy/fiction, three parts comedy, two parts music and one option."

William G. Dunn, vice president for marketing of the MPA, predicted that advertisers will put more money into magazine advertising this year than in any previous year in history. He cited 21 single or continuing research studies conducted in the last 10 years that measure the effectiveness of media communications. These studies, he said, show a continuing re-evaluation of media in terms of its ability to persuade the prospective customer.

"These studies," Mr. Dunn said, "provide unusually well-documented evidence of the fact that magazines and television are equally effective in communications impact, in creating brand awareness, influencing favorably brand attitudes and in motivating brand sales."

Describing them as equal partners in the marketing process, Mr. Dunn said the two media have separate and different strengths in accomplishing advertising objectives. "Together they communicate with the maximum audience, with a more complete sales story, and with greater persuasion." In view of the evidence collected from these studies, Mr. Dunn concluded, "it is certainly fair to say that magazines do have as much impact as television."

Also speaking at the conference was William S. Blair, president of *Harper's* magazine, who summarized the findings of a Gilbert Youth Research study. Results of this study, among other things, showed that today's young people, between the ages of 15 and 25, read newspapers more but watch television less than they used to (BROADCASTING, Jan. 11).

In the area covered by Mr. Blair, the Gilbert research showed that twice as high a percentage of young people found magazine articles and features believable as found radio and TV programs believable. The survey also indicated, Mr. Blair said, that 23% of young people sampled regarded magazine advertisements as generally believable, while only 10% felt television commercials were generally believable.

These studies reveal, he said, "beyond question or controversy," that there is a correlation between people's attitudes toward media and their attitude toward advertising in those media. "More people are inclined to find advertising in magazines believable and by a wide margin," Mr. Blair added. "We think advertisers will be talking more and more about the credibility of their ads," he said. "We think these data give us an immediate advantage over our competition in this dialogue."

These research findings conflicted with those in a number of other studies,



Martian stars in spot

A space ship landed in Canoga Park, Calif., recently and a four-headed Martian walked into Ralston-Purina's Jack-in-the-Box, West Coast food chain, ordered lunch for his crew, returned to his ship and flew away, according to Televideo Productions Inc., New York commercial film producer.

The 30-second spot, now running in spot-TV, was created for Doyle Dane Bernbach's Los Angeles office. The effect of the four-headed Martian was obtained by using four actors and "three hours of make-up," according to Televideo. Audio on the spot is to the effect that when you have a lot of mouths to feed, Jack-in-the-Box is the place to go.

including a series by Elmo Roper & Associates and R. H. Bruskin & Associates, showing that the public regards television as the most credible medium and both magazines and newspapers as more cluttered than either TV or radio (BROADCASTING, Nov. 2, 23, 1970), plus another indicating that young people spend about six times as much times with TV as with newspapers.

Best Foods forms control unit for spots

Best Foods division of CPC International, Englewood Cliffs, N.J., expects an efficiency gain of 10% to 25% in its spot-TV advertising in major markets in 1971 through a system of computerized media controls.

Robert A. Dobbin, director of advertising and marketing services, Best Foods, said that the company has created a basic media control unit "to backstop normal agency pre- and post-buying functions in spot TV" for all brands. The unit was conceived in cooperation with Timebuying Services Inc., New York, which will handle all

day-to-day coordination, reporting to Best Foods and its spot-buying agencies. TBS is under annual contract to provide the computer information on a fee basis.

Best Foods allots about \$10 million to television, of which an important portion is in spot TV. Approximately 60% of the company's budget is in TV, according to Mr. Dobbin.

He pointed out that the objective of the computerized approach is to reveal discrepancies of all types, such as rotating spots that remain in fixed positions; spots carried in the wrong local time periods; spots that did not run because of station error; and incorrect combinations in piggybacks.

"When MCU's computer nails down such discrepancies and they are available to us as credits," Mr. Dobbins observed, "we're not going to cut back on our spot-TV budgets by that much on subsequent flights. These will become 'additional' dollars."

Best Foods' spot-TV agencies are Lennen & Newell, Dancer-Fitzgerald Sample, SSC&B and DeGarmo. Mr. Dobbins said that under the new set-up each agency will buy for all brands in specific major markets. In the old system, agencies bought on behalf of specific brands.

Agencies will continue to perform basic media planning on brands they have been assigned, according to Mr. Dobbin. He added that agencies will provide MCU with all elements of the pre-buy, the buy and the post-buy, and these factors will be checked by the computer.

Among Best Foods' products are such brands as Hellmans' Mayonnaise, Karo Corn Syrups, Mazola Corn Oil, Mazola and Nucoa Margarine, Skippy Peanut Butter, Niagara Spray Starch, NuSoft Fabric Softener and Ritz Dyes.

Moss bill seeks ban on U.S. tobacco aid

Federal price supports for tobacco would be eliminated beginning with all crops harvested in 1972 under legislation proposed last week by Senator Frank Moss (D-Utah).

Mr. Moss's bill (S. 322) was introduced in identical form last May but died in committee. In reintroducing the measure, Mr. Moss noted: "It seems quite clear to me that our government cannot long continue in the indefensible position and aiding and abetting production and export of this product. On the one hand, month by month, we become increasingly aware of its dangers to health. Since early [last] month there has been an official ban on radio and television cigarette commercials. Yet, officially, we continue with price-support and other assistance programs for to-

bacco here and we continue our attempts to build overseas markets.”

Last month Mr. Moss, who headed the effort to ban broadcast cigarette ads, said he would shortly introduce a bill requiring use of the health warning now appearing on cigarette packages in all advertising and on vending machines and requiring packages and ads to carry statements of tar and nicotine levels (BROADCASTING, Jan. 18).

Why did CATV operator cancel liquor messages?

From the time Sterling Manhattan cable television, New York, ran its first—and only—liquor commercial on its channel in New York on Jan. 2 and its announcement on Jan. 18 that it would no longer telecast liquor advertising, the company went through a period of appraisal.

According to Sterling Manhattan officials, the reaction stirred by the first commercial—and announcement of a schedule by the advertiser, Peartree Imports Inc. for “Old Parr” Scotch whiskey, through AC&R advertising, New York (BROADCASTING, Jan. 11)—led to a rethinking of liquor advertising acceptance and a decision to cancel the schedule ordered.

The initial buy was for commercials to run with the cable company’s coverage of the New York Knickerbocker basketball games. The first, a 30-second commercial, was run the night of Jan. 2.

It was explained that the company by practice had no occasion in the past to set a policy and had run liquor advertising in its closed-circuit service for New York hotel TV a few years ago. Officials said that as Sterling Manhattan progressed into a cable operation it was assumed that liquor ads would be acceptable and that the Scotch whiskey account was its first.

According to Sterling Manhattan, the company had no desire to “lead” or “pioneer” the cable industry into the controversy and cancelled its contract calling for a commercial schedule in future basketball games believing that “responsible industry leadership” should consider the question for all cable operators.

New firm contracts for spots

Veteran film editor Jerry Webb has announced formation of Jerry Webb & Associates Inc., Hollywood, specializing in editorial and post production. Mr. Webb is former head of the editorial department at 20th Century Fox. The new firm has contracted for a Mr. Clean commercial, through Tatham-Laird, Chicago, and three spots for Qantas Airlines, through Cunningham & Walsh Inc., San Francisco.

Bill asks agency for protection of consumer

Legislation to create a new consumer-protection agency was revived in the House last week by Representative Benjamin Rosenthal (D-N.Y.) who claimed strong bipartisan support and predicted that the measure will be enacted early in the new session of Congress.

The bill (H.R. 14) is slated for reintroduction today (Feb. 1) by Mr. Rosenthal and a sizable number of new co-sponsors.

Consumer-agency legislation died last December when the Rules Committee voted 7 to 7 on discharging it for floor action (BROADCASTING, Dec. 7, 1970).

The proposed agency would represent consumer interests before other federal bodies and courts and would have authority to assemble and publish data of interest to the buying public. It would have independent status, although its director and deputy director would be presidential appointees.

The Nixon administration has endorsed some form of consumer-protection unit, but prefers that it be established under the aegis of the Justice Department.

How savings banks rate TV

Mutual savings banks that have used TV consistently have found the medium to be a highly beneficial marketing tool. Norman E. Cash, president of the Television Bureau of Advertising, stated last week. He told a meeting of the New York savings-bank marketing and public relations forum that TVB has surveyed seven banks that have used TV advertising on a regular basis and said their conclusion was that the medium

is very effective. Mr. Cash acknowledged that too few mutual banks are advertising on TV and he offered to place the facilities and manpower of TVB at the disposal of interested institutions.

Commercials preview prizes in ‘I.D. Game’

A two-minute “program” that combines the commercial and a game complete with prizes is being offered to television stations by Carson/Roberts Inc., Los Angeles, a division of Ogilvy and Mather, New York. It’s called *The I.D. Game* and Eddie Smardan, vice president, media, at C/R, said the commercials are used to present to the viewers the prize being awarded for that game. He added that the entire program is designed to build in-store traffic by getting the viewers actively involved.

The game is centered on identification of pictures of local residents, pictures taken by the television station in the sponsor’s store. These photographs are taken with a special 16mm movie camera developed by the advertising agency. Between 200 and 300 pictures are then placed on a film loop and projected continuously, though not always on camera, during the two-minute program. On a signal from the program host, a 12-second countdown begins, at the end of which the film is stopped. The first person to call the station and correctly identify the individual pictured wins the prize advertised in the commercial.

Creative ad service formed

Formation of the Project Group Inc., New York, an “independent creative advertising service,” was announced last week. Principals are Fred L. Lemont, formerly head of the Lemont New Products group; John G. Avrett, formerly president and creative director at the Marshalk Co., and Philip Parker, who was a founder of Wells, Rich, Greene. The new firm is designed to “create advertising and new products, on a project basis,” and will not handle accounts. Firm’s headquarters is at 575 Madison Ave.

Offers specialized services

Formation of Broadcast Business Consultants Ltd., New York, was announced last week. Edwin Kantor, formerly broadcast business manager at Ketchum, Macleod & Grove Inc., there, said the new firm will cater to the needs of both advertising agencies and advertisers who require specialized services but cannot afford to have a business manager on staff. Offices are at 500 Fifth Avenue; phone: (212) 244-6780.

Rep appointments:

- WOCN-AM-FM Miami and WWBA-AM-FM Tampa, Fla.: Better Music Radio Representatives, New York.
- WCSH(AM) Portland, WLBZ(AM) Bangor and WRDO(AM) Augusta, all Maine: Bill Creed Associates Inc., Boston.
- WEOK-AM-FM Boston; WNLC(AM) and WTYD-FM, both New London, Conn.: Eckels & Queen Inc., Boston.
- KNAK(AM) Salt Lake City: PRO Time Sales, New York.
- WPBS(FM) Philadelphia: RKO Radio Representatives, New York.
- WTLC(FM) Indianapolis: Bernard Howard & Co., New York.
- WBCO-AM-FM Bucyrus, Ohio: Broadcast Time Inc., New York.

Seiden counts a multitude of media

A census of outlets and ownerships in all markets finds no concentrations of kind FCC aims to break up

The U.S. is surfeited with "voices"—press, radio and television. Whether in New York City, the communications capital of the world, or in Glendive, Mont., the 204th television market and the capital of nothing, the problem in communications is not one of concentration of control of the media; it is the problem of the communicator in making his voice heard above the din created by his competitors.

This is the argument the National Association of Broadcasters has been developing in preparing its opposition to the FCC's proposal to break up multi-media holdings within each market—to require a broadcaster to choose among his co-located AM-FM, television and newspaper holdings—within five years. And this is the argument that is supported by a massive study of mass communications that the NAB filed with the commission on Friday (Jan. 29).

The study, prepared by M. H. Seiden & Associates, a Washington-based economic consulting firm, provides a

market-by-market breakdown of individual media owners and their holdings. In all, 204 markets are studied, and 7,000 AM, FM and television stations, 1,570 daily newspapers, 7,500 weekly newspapers and 50 mass-circulation magazines considered to treat normally with social and political issues, are listed, along with the number of homes they reach. The study will be used by the NAB and others in preparing comments they will file in the proceeding over the next several months.

The commission initiated its rule-making proceeding out of long-held concern about the possible social and political implications of concentration of media ownership within individual markets. The same kind of consideration has already led the agency to adopt a rule banning the owner of one full-time broadcast station from acquiring another in the same community.

But Dr. Martin H. Seiden, of Seiden & Associates, contends that his firm's study indicates that the commission's

concern may be misplaced as a result of "incomplete data"—principally a reliance on the concept of a metropolitan area and the city of assignment in counting stations in a market. Actually, the commission does not cite the number of stations in any particular market in its rulemaking proceeding, but in its annual reports of broadcast-financial data, it uses metropolitan areas in listing stations by markets.

The Seiden study relies on the American Research Bureau's Area of Dominant Influence which, Dr. Seiden notes, is generally employed by advertisers, media representatives, and audience-research firms—and covers a larger geographical area. Dr. Seiden also feels the commission has not given sufficient consideration to the nonbroadcast media available in virtually all markets—daily and weekly newspapers and mass-circulation magazines.

In using the ADI and in counting in print media, the Seiden study provides the commission with a picture of a

A sampler of the Seiden size-up

Here's how M. H. Seiden & Associates, Washington economic analyst, measures the mass of competing media in the 10 biggest markets of the U.S. and five of the smallest. By Seiden's reckoning New York is served by no fewer than 610 media under 434 separate ownerships. In Yuma,

Ariz., at the other end of the scale, 79 media, under 65 separate ownerships, struggle for attention.

The table was prepared exclusively for BROADCASTING as an example of the detailed findings in the four-volume Seiden report.

Rank *	Market	Dailies	RADIO ^a		TV		ALL MEDIA ⁴	
			FCC ^b	Seiden ^c	FCC ^b	Seiden ^c	Media ⁴	Owners
1	New York City	49 (72)	34	89 (104)	8	8 (26)	519 (610)	372 (434)
2	Los Angeles	48 (54)	30	92 (98)	10	13 (24)	362 (419)	248 (290)
3	Chicago	40 (54)	32	78 (88)	7	9 (28)	402 (482)	224 (279)
4	Philadelphia	36 (53)	24	82 (101)	6	7 (25)	256 (347)	199 (260)
5	San Francisco	32 (38)	18	59 (66)	8	9 (19)	184 (241)	148 (196)
6	Boston	41 (53)	19	68 (85)	5	8 (24)	257 (336)	190 (247)
7	Detroit	11 (20)	12	43 (55)	5	6 (13)	171 (233)	118 (167)
8	Cleveland-Akron	26 (37)	16	47 (68)	5	7 (23)	142 (225)	103 (164)
9	Washington	19 (31)	23	65 (91)	6	6 (22)	150 (241)	118 (179)
10	Pittsburgh	34 (50)	22	39 (74)	4	4 (21)	137 (242)	109 (182)
150	Florence, S.C.	1 (9)	3	15 (29)	1	1 (14)	30 (95)	29 (83)
154	Reno, Nev.	4 (14)	7	11 (37)	3	3 (17)	29 (113)	24 (87)
160	Idaho Falls, Idaho	3 (9)	6	12 (22)	3	3 (9)	36 (92)	31 (76)
173	Medford, Ore.	2 (6)	5	9 (10)	2	2 (5)	15 (58)	12 (48)
180	Yuma, Ariz.	3 (8)	3	3 (16)	3	3 (17)	14 (79)	12 (65)

Note: Figures outside parentheses are the number of commercial media originally in the market. Figures in parentheses () include media received from outside and inside the market.

^a The FCC does not include independent FM stations in its tabulation. Seiden's data includes them. There are 442 independent FM stations in the nation's 204 markets.

^b Based on the Standard Metropolitan Statistical Areas (SMSA).

^c Based on the Area of Dominant Influence (ADI) generally as defined by American Research Bureau (ARB).

⁴ Includes television, radio, daily newspapers, weekly newspapers, and magazines.

* Rank is based on the total number of homes in the ADI.

media explosion not previously available.

In the New York City market, for instance, FCC records show 34 AM and FM stations and eight television outlets. The Seiden study, in using the ADI, counts 89 radio stations located in the market and another 15 whose signals are received from neighboring markets, for a total of 104. It finds signals available from a total of 26 television stations, including 18 located outside the market. In all, 519 media—including 49 dailies and 373 weeklies—are located in the market, and are owned by 372 different companies or groups. The study finds a total of 610 media, with 434 separate owners, when it counts media received from surrounding areas.

Washington, the ninth-ranked ADI market, presents a similar picture. Where commission records show it as served by 23 radio stations and six television outlets, the Seiden study reveals the presence, in the ADI, of 150 daily and weekly newspapers, magazines, and radio and television stations, owned by 118 different companies and groups. When media that are located outside the ADI but available in it are considered, the number jumps to 241, owned by 179 separate entities.

Glendive, Mont., the smallest market studied, with 4,600 homes, is not without its sources of competing media either, according to the Seiden study. It is found to be served by two dailies (both originating outside the ADI), two weeklies, eight radio stations (two inside the ADI), five television stations (one inside the ADI) and 19 magazines (that report circulation in excess of 100 homes)—in all, 36 media—owned by 30 different corporations and groups. The dailies, six of the radio stations and four of the TV outlets, as well as the magazines, originate outside the ADI. FCC records show Glendive with two radio stations and one TV outlet.

Dr. Seiden says that the multitude of media found to be currently available is not the only guarantee of competition among them. He feels there is a threat of competition "overhanging" most markets—that whenever "monopoly profits" develop within a market, there are many potential competitors on the fringes prepared to move in and seek a share. He says the potential entrants include owners of television stations who can—and have been known to—seek commission authority to increase power in order to reach a lucrative market.

The study, the product of six months of work, consists of four volumes. Three are directories, each two inches thick, listing, by ADI market, the name of media owners and their mass-communications properties. The fourth volume contains a statistical summary for each market as well as a description of the research methodology used.

Whitehead offers to listen to losers

His White House door is opened for talks on FCC action and policy

Dr. Clay T. Whitehead, director of the Office of Telecommunications Policy, continues to make it clear that the new White House office that he heads is a force to be reckoned with in the making and administering of the nation's telecommunications policy. Dr. Whitehead, who in past statements and speeches indicated there are few if any communications policy areas he feels are foreclosed to his office, was speaking last week at a luncheon meeting of the Federal Communications Bar Association. And in the course of brief prepared remarks and some 20 minutes of answering questions, he made these points:

■ He would maintain, in effect, an open-door policy. His office "will be attentive to the views of all segments of the industry and the public; it will be a place where you can bring clients and where the public can discuss problems candidly and openly, and where you can expect action," if it is warranted. It will be a place where "you'll hear the administration position."

■ OTP will not be "just another player on the crowded field" of communications regulation. Its function is to make sure that "the views of all interested parties do come into focus," and to serve as a "catalyst."

■ OTP, in whose creation Dr. Whitehead played a major role as a White House aide, was not designed to take

over any functions of the FCC, which has "broad, direct responsibilities." He expects the administration "to be listened to" when it speaks, "because our views will be carefully thought out." But he sees no "power struggle" with the commission in prospect, "despite what some members of the press might like to create."

■ And it is OTP that speaks for the administration in communications matters. "Until we take a position, we don't object to other departments taking a position" so long as it is known they are not speaking for the administration. (Dr. Whitehead also said that the Justice Department, which has filed pleadings in a number of commission proceedings, can be expected, "in the future," to express the administration's views on such matters. But an OTP spokesman later explained that Dr. Whitehead meant the department would represent the administration only after it coordinates its views with those of OTP, and that the pleading would make that coordination clear.)

■ In seeking to effect change in communications policy, OTP will either attempt to persuade the commission to its view or appeal to Congress. And, while OTP may express its views to the commission through pleadings, as do other interested parties, "there is a whole range of ways" the executive branch can make its position known.

■ Furthermore, broadcasters, CATV-system operators and, presumably, others regulated by FCC can feel free to call on him if they are dissatisfied with commission rulings affecting them, provided they believe broad policy matters are at stake. He does not want to look over the commission's shoulder at details of regulation, but neither does he want to limit himself to "long-range problems." There is "a judgmental middle ground" where he feels free to operate. In CATV matters, for instance, OTP is "going deep" into the policy question of how cable relates to over-the-air television. "We are interested in talking to people on this."

■ OTP will be "very much concerned" with the commission's proposal to break up multimedia holdings within individual markets, "but we don't know if we're enough interested to focus on it." The issue is part of "the broad question of where we are going in communications . . . I don't know if we'll single it out."

■ OTP is reviewing the nation's basic communications law—the Communications Act of 1934—to determine whether it is still "appropriate" and whether the assumptions on which it is based are still valid. "They may be . . . but the pressures of change indicate the need for review." If OTP decides that changes are required, it will advo-



Dr. Whitehead

cate them.

Toward the close of the question period, one attorney, somewhat bemused by Dr. Whitehead's open invitation to lawyers with clients unhappy with FCC decisions to call on him, asked, no more than half in jest, "Do we go from the commission to you, or from the commission to the court of appeals and then to you?"

Dr. Whitehead, responding in a similar tone, said, "You go where you think you can get the best deal."

Changing Hands

Announced:

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

■ **WOKS(AM)** Columbus, Ga.: Sold by Milton Hirsch and Marjorie S. Ray as executors of the estate of Joseph Ray to Louis O. Hertz for \$596,872. Mr. Hertz has interests in **WERD(AM)** Atlanta and **Southside Sun Publishing Co.**, Decatur, Ga., and owns an advertising agency and development firm. **Woks** is full time on 1340 khz with 1 kw day and 250 w night.

■ **KFSM(FM)** Sacramento, Calif.: Sold by Robert W. Dobbins and others to

PSA Broadcasting Inc. for \$150,000 plus assumption of \$30,000 in debts. **PSA** is the wholly owned subsidiary of **Pacific Southwest Airlines**, San Diego-based intrastate carrier, and is an applicant to purchase **KBBI(FM)** Los Angeles and **KBBW(FM)** San Diego for \$1,150,000 (**BROADCASTING**, Aug. 17, 1970). **PSA** is headed by J. Floyd Andrews, president of the airline. George A. Whitney, formerly vice president and general manager of **KFMB-AM-FM-TV** San Diego, is vice president of the subsidiary. **KFSM(FM)** operates on 96.9 mhz with 64 kw and an antenna 270 feet above average terrain.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 65).

■ **KFDX-TV** Wichita Falls, Tex.: Sold by D. A. Cannan Sr., D. A. Cannan Jr. and Howard Fry to **Clay Broadcasting Corp.** of Texas for \$5,050,000. **Clay Broadcasting** is a subsidiary of the **Charleston Mail Association**, publisher of the **Charleston (W. Va.) Daily Mail** and 50% owner of **Newspaper Agency Corp.**, which prints and distributes the paper. **Lyell B. Clay** is chairman of newspaper. Buyers own **WWAY(TV)** Wilmington, N.C. **KFDX-TV** is an **NBC-TV** affiliate on channel 3 with 100 kw visual

power and an antenna 1,000 feet above average terrain.

■ **WKIS(AM)** Orlando, Fla., and **WSPD-FM** Toledo, Ohio: **AM** sold by **KIS Inc.** for \$1,475,000 and **FM** sold by **Storer Broadcasting Co.** for \$275,000, both to **Susquehanna Broadcasting Co.** (see page 37).


■ **KXMB-TV** Bismarck, N.D.: Sold by John W. Boler and others to **Chester Reiten**, **Lloyd Amoo** and **William Hurlley** for \$882,832 plus \$317,168 in obligations. Sellers own **KXJB-TV** Valley City (Fargo), N.D. Buyers own **KXMC-TV** and **KCJB-AM-FM** Minot and **KXMD-TV** Williston, all North Dakota. **KXMB-TV** is an affiliate of **CBS-TV** and **ABC-TV** and operates on channel 12 with 278 kw visual. Commission waived multiple ownership rules, prohibiting overlap of grade B contours of stations owned by same licensee, to make the grant.

■ **WKBO(AM)** Harrisburg, Pa.: Sold by **Steinman Stations** to **Michael M. Rea** for \$500,000. **Steinman Stations** are owned by **John F. Steinman** and estate of **J. Hale Steinman** and families. **Steinman Stations**: **WGal-AM-FM-TV** Lancaster, **WORK(AM)** York and **WEST-AM-FM** Easton, all Pennsylvania; **WDEL-AM-FM** Wilmington, Del., and **WTEV(TV)** New Bedford, Mass. Mr. Rea owns **WRSC(AM)** and **WQWR(FM)**, both State College, Pa., and has interest in **WENS-TV** (ch. 22) Pittsburgh. **WKBO** is full time on 1230 khz with 1 kw day and 250 w night.

■ **WGVA(AM)** Geneva, N.Y.: Sold by **Straus Broadcasting Group** to **Dr. Milton Jacobson**, **Dr. Herbert Breadstone** and **Samuel Semel** for \$360,000. **R. Peter Straus** is president of the **Straus** stations, which include **WMCA(AM)** New York, **WALL-AM-FM** Middletown and **WTLB(AM)** Utica-Rome, all New York. **Drs. Jacobson** and **Breakstone** are dentists, and **Mr. Semel** is president of **Chemung Electronics Inc.**, Elmira, N.Y. **WGVA** is full time on 1240 khz with 1 kw day and 250 w night.

■ **KXXX(FM)** Dallas: Sold by **Dawson Communications Inc.** to **Able Communications Inc.** for \$305,000. The **Noel Fund** is the parent of **Able**, licensee of **KJOI(FM)** Los Angeles, and **Edmund J. Blake Jr.** is president. Mr. Blake has interest in land investment firm. **KXXX(FM)** operates on 105.3 mhz with 60.4 kw and an antenna 110 feet above average terrain.

■ **WPOR-AM-FM** Portland, Me.: Sold by **Horace A. Hildreth** and others to **Phil Corper**, **Roy Edwards** and others for \$240,000. Mr. Hildreth has majority interest in **WABI-AM-FM-TV** Bangor, **WAGM-AM-FM** Presque Isle, and 1% of **WMTW(TV)** Poland Spring-Mt. Washington, all Maine. Messrs. **Corper** and **Edwards** are vice presidents of **H-R**



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Television Inc., New York-based rep firm. WPOR operates on 1490 khz with 1 kw day and 250 w night. WPOR-FM is on 101.9 mhz with 5.9 kw and an antenna 490 feet above average terrain. One-to-a-market rule waived by FCC.

■ **KACL(AM)** Santa Barbara, Calif.: Sold by Peter N. Potter and others to Mr. and Mrs. F. W. Carr, Alfred Fruhworth and Douglas Marsh for \$200,000. Mr. Potter is general manager and chief engineer at KACL. Mr. Carr owns **KDAK(AM)** Carrington, N.D., and Mrs. Carr is an officer and director of KDAK. Mr. Fruhworth is a farm entrepreneur and Mr. Marsh is an appliance and consumer-products salesman. KACL is a daytimer on 1290 khz with 500 w.

■ **WAYX(AM)** Waycross, Ga.: Sold by Charles N. and Bettie Mayo, Eva Williams Jemison and the estate of Allen M. Woodall to Ralph T. Grover, Irving Braun, A. L. Wheeler and others for \$200,000. Buyers own air-taxi and helicopter service for Washington Metropolitan Police Dept. and for **WMAL-AM-FM-TV** Washington. Mr. Wheeler owns 24% of **WTHT(TV)** Wilmington, N.C., is lawyer and owns Pennsylvania Telephone Co. WAYX is full time on 1230 khz with 1 kw day and 250 w night.

Susquehanna wins OK to buy two stations

\$1.7-million price tag; FM sold by Storer in move to shed all but one FM

The FCC last week authorized the sale of **WKIS(AM)** Orlando, Fla., and **WSPD-FM** Toledo, Ohio, to group owner Susquehanna Broadcasting Co. for an aggregate price of \$1,750,000.

Concurrently approved was the sale of **WKIS-FM** Orlando to Shamrock Development Corp. for \$120,000. **WKIS(AM)** was sold for \$1,475,000. The sales are subject to the outcome of a civil antitrust suit involving a Susquehanna CATV subsidiary and on the outcome of any antitrust suit resulting from the U.S. Department of Justice's civil investigation demand to the *Scranton* (Pa.) *Times*, a daily newspaper owned by some of the Shamrock principals.

WSPD-FM was sold by Storer Broadcasting Co. for \$275,000. Storer's plan is to sell all of its FM stations with the exception of **KGBS-FM** Los Angeles. The other FM's to be sold are **WDEE-FM** Detroit, **WJHR(FM)** Miami, **WCJW(FM)** Cleveland and **WPNA(FM)** Philadelphia. Pending FCC approval is the sale of **WDEE-FM** and **WJHR(FM)** for \$1,225,000 to Bartell Media Corp., publisher,

group-station owner and operator of CATV systems (**BROADCASTING**, April 27, 1970), and sale of **WPNA(FM)** and **WCJW(FM)** to San Juan Racing Association for \$700,000 each (**BROADCASTING**, Sept. 7, 1970). Storer also owns six AM stations and six TV outlets.

Louis J. Appell Jr. is president of Susquehanna, which owns **WSBA-AM-FM-TV** York, Pa., and **WQBA(AM)** Miami; 90% of **WARM(AM)** Scranton, Pa.; **WHLO(AM)** Akron, Ohio; **WICE(AM)** Providence, R.I.; **WGBB(AM)** Freeport, N.Y.; and one-third interest in Penn-Mar CATV Inc., Hanover, Pa.—the CATV system involved in the antitrust suit. Susquehanna also owns 90% of the applicant to purchase **WNYN-FM** Canton, Ohio, from Donald and Carleton Keyes for \$212,500 (**BROADCASTING**, Sept. 7, 1970).

Shamrock is owned 12½% each by Edward J. Lynett, Lynda Lynett, George V. Lynett, Patricia Lynett, William R. Lynett, Linda Lynett, James J. Haggerty and Cecilia Lynett Haggerty. The male members of the Lynett family and their sister, Mrs. Haggerty, are 25%-partners in the *Scranton Times* and in **WEJL-AM-FM** Scranton, Pa.

Selling **WKIS-AM-FM** is **KIS Inc.**, owned by Thompson K. Cassell, J. McCarthy Miller and Boris Mitchell,

who have interests in **WCOA-AM-FM** Pensacola, Fla. Mr. Cassell also has interest in **WUWU(AM)** Gainesville, Fla., and in **TV-9 Inc.**—applicant for **WFTV(TV)** (ch. 9) Orlando and one of the interim operators of that station.

WKIS(AM) is full time on 740 khz with 5 kw day and 1 kw night. **WKIS-FM** operates on 100.3 mhz with 16.5 kw and an antenna 300 feet above average terrain. **WSPD-FM** is on 101.5 mhz with 5 kw.

59 million saw 'Conversation'

A. C. Nielsen Co. figures show that the *Conversation with the President* telecast on the commercial-TV networks on Jan. 4 (9-10 p.m.) reached a total audience of 36.2 million homes, an average audience of 30.7 million homes and a total of 59 million viewers. Nielsen said the audience estimates reflected the 560 network-affiliated commercial stations carrying the program, and did not include viewers who watched on about 190 noncommercial outlets of the Public Broadcasting Service network. Nielsen said *Conversation with the President* telecast on July 1, 1970 (10-11 p.m.) reached a total audience of 26.1 million households, an average audience of 19.7 million households and 39.2 million total persons.

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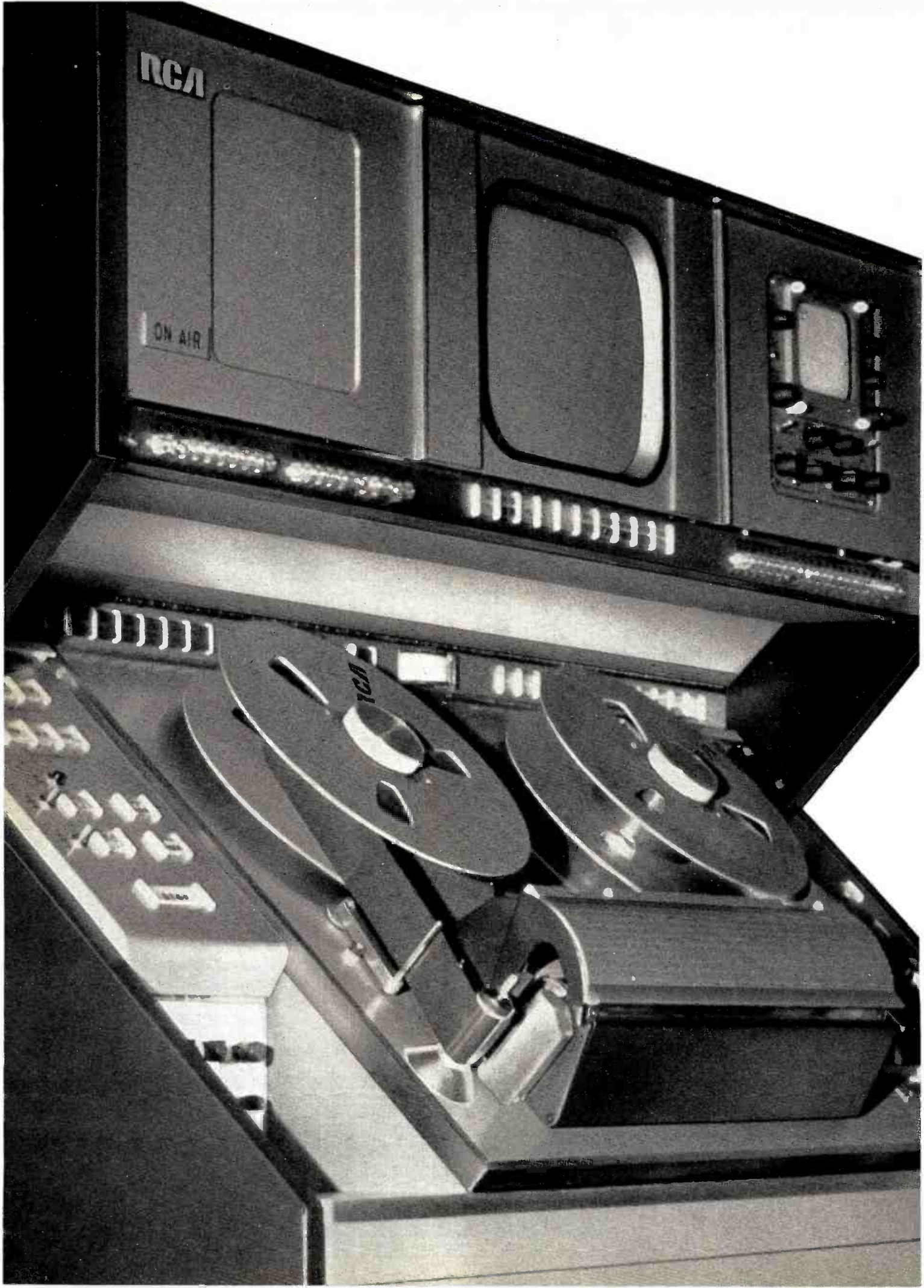
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Kahn, Teleprompter indicted in bribery

Accused of passing graft in cable franchise, they call it extortion by local politicians

Teleprompter Corp., New York, and its president-chairman, Irving B. Kahn, were indicted last Thursday (Jan. 28) by a special federal grand jury in New York on charges of bribery and conspiracy in obtaining a cable-TV franchise for Teleprompter in Johnstown, Pa., in 1966.

Others indicted by the grand jury were Kenneth O. Tompkins, mayor of Johnstown; Robert McKee, a member of the city council of Johnstown, and J. Howard Deardorff, a member of the city council there in 1966.

Whitney North Seymour Jr., U.S. attorney for the southern district of New York, said the indictment charges that Mr. Kahn paid bribes totaling \$15,000 to the three city officials of Johnstown in 1966 to obtain an exclusive CATV franchise for Johnstown Cable TV, a subsidiary of Teleprompter.

Counsel for Teleprompter and Mr. Kahn replied in a statement that his clients were "victims of an extortion scheme" and would be fully vindicated when all the facts are brought to light.

The indictment charges that on or about Jan. 18, 1966, the three city officials of Johnstown "did approve and cause the approval of an ordinance to permit sealed competitive bidding for a franchise for the city of Johnstown." It added that about six days later, Mr. Kahn traveled from New York to Johnstown "for the purpose of offering a bribe" to the Messrs. Tompkins, McKee and Deardorff.

An agreement was made at that meeting, the indictment charges, for Teleprompter to "pay a \$15,000 bribe" to the three Johnstown officials in return for their support in receiving the franchise for its subsidiary. The indictment noted that, since there were only five members on the city council, including the mayor, "Teleprompter thereby was assured of the contract."

At subsequent meetings of city council, it was charged, the three defendants voted to reject all bids submitted by competitors of Teleprompter and on March 2, 1966, voted for an ordinance that gave Johnstown Cable TV an exclusive 10-year franchise with an option to renew for another 10 years.

The indictment alleges that Mr. Kahn and Teleprompter subsequently arranged to pay \$15,000 to Mayor Tompkins in three installments and that Mr. Tompkins, in return, gave \$4,000 each to the two councilmen.

The initial pleading to the charges is scheduled for today (Feb. 1) in the U.S. Southern District Court in New York.

Mr. Seymour said the case developed out of information supplied by the intelligence division of the Internal Revenue Service, Manhattan and Pittsburgh districts. A spokesman for the U.S. attorney said that, if convicted on any count, each individual defendant faces a maximum sentence of five years plus a \$10,000 fine.

In commenting on the indictment, Milton S. Gould of Shea, Gallop, Climenko & Gould, New York, attorneys for Teleprompter, said: "This indictment comes after several months of investigation in which both Mr. Kahn and the company have cooperated fully with the government in an inquiry into corruption in Johnstown, Pa.

"In 1961, Teleprompter purchased the existing Johnstown Cable TV system franchise for approximately \$500,000. The clear facts are that in 1966 Teleprompter was subjected to extortionate demands by corrupt local officials who threatened to destroy Teleprompter's investment in Johnstown. The government for its own reasons has elected to proceed on a theory of bribery. It is the position of Teleprompter and Mr. Kahn that they were the victims of an extortion scheme and when all facts are brought to light they will vindicate Teleprompter and Mr. Kahn



Mr. Kahn

and establish the venality of these officials."

Teleprompter is regarded as the largest cable-TV organization in the U.S. According to its 1969 annual report, gross earnings were \$11,494,294.

There are now approximately 18,000 cable subscribers in the Johnstown area, with 11,000 covered by Johnstown cable and the remainder by nearby systems owned by Teleprompter.

The American Stock Exchange halted trading in Teleprompter stock at 1:45 p.m. Thursday pending an announcement from the company. When halted, Teleprompter closed at 85¼, the same closing price as on Wednesday (Jan. 27).

NBC sees problems for cables, cassettes

A bearish appraisal of the prospects of both cable-TV and home-video cassettes was offered last week by Allen R. Cooper, NBC vice president for planning.

He said CATV systems capable of handling vast numbers of channels are technically feasible but that "it is very uncertain as to how these channels will be filled with programs that the public wants to watch, at a cost the public will be willing to pay."

Mr. Cooper said that, although the number of CATV subscribers is growing, "there are more TV homes today *not* on cable than there were a year ago or 20 years ago when CATV was first introduced." He ventured that the number of cable-equipped homes may double to about 20% of all homes—not the 80% envisioned in some forecasts—by 1980.

Mr. Cooper, who offered his views in an address Wednesday (Jan. 27) before the Life Managers Association of Greater New York, a life-insurance group, said that in the home-video field, "there are major problems to be overcome in both the hardware and software departments" but that the main challenge is to develop programs that can compete with free-TV at reasonable costs.

Study of communications services eyed by CED

A task force of broadcasters and other business leaders called into a "brainstorming session" by the Committee for Economic Development last week

was reported to have agreed to recommend that the CED conduct a broad study of communications technology and services.

Participants indicated the recommendation would suggest a number of studies in various fields starting with one dealing with the financing of non-commercial television.

CED had called the session to discuss the feasibility of a study dealing with "many unresolved problems of public policy in the communications industry" (BROADCASTING, Jan. 25).

CED officials declined to discuss details of the meeting held Tuesday (Jan. 26) in New York or the recommendations developed in it, but did point out that CED procedures require any such proposals to be subjected to further scrutiny and approval before they are put into effect.

CED is an independent nonprofit and nonpartisan group of 200 leading businessmen and educators.

Last week's session was headed by John L. Burns, a former RCA president, now a private investment counselor.

Dark view from a smaller market

Moore of Missoula sees grave threats from rules, fees, cable competition

The impact of recent FCC moves aimed at correcting deficiencies or practices in major, metropolitan markets has fallen most heavily on the small-market broadcaster, a Montana broadcaster last week told Idaho broadcasters and their guests, members of the state legislature.

The speaker was Dale G. Moore, KGVO-TV Missoula, Mont., who is chairman of the secondary-market committee of the National Association of Broadcasters. Mr. Moore is also the immediate past chairman of the NAB's Future of Broadcasting Committee whose principal object has been to impose stricter regulation on cable TV.

Among the burdens that are facing small-market broadcasters, Mr. Moore said, are the FCC's increased license fees, the prime-time rule, and CATV.

Some stations in Idaho, Mr. Moore said, will find that their fees to the FCC have been increased by as much as 300%. The prime-time rule, which reduces station network time by 30 minutes daily, or 3½ hours weekly, reduces small-market station revenues by "thousands of dollars yearly but equally serious they must finance cost of replacement programs to fill the . . . void," according to Mr. Moore.

Cable TV, Mr. Moore said, poses the most serious problem for local broadcasters. Under a pending FCC rule, he noted, cable systems may import four additional distant TV stations, resulting, he said, in "atomizing local station audience." And, he added, unregulated CATV is already siphoning off from regular broadcast television many sporting events. "It has already happened in Salt Lake City," Mr. Moore said, "with pro basketball since all season games of the Salt Lake Stars are controlled by a CATV operator and fed only to CATV systems in Utah, Idaho, Montana and Wyoming. It has already happened to major sporting events out of Madison Square Garden. CATV firms are buy-

ing up feature movies for exclusive use on cable."

And, Mr. Moore emphasized, the CATV problem is not exclusively that of TV stations; radio stations too are being carried, or not carried, by CATV and the importation of these AM and FM signals is leading to the "complete fractionalization of local radio station's audiences." Mr. Moore noted that 13 of 37 CATV systems in Idaho are importing 63 FM station signals into local communities.

"The FCC must realize, and realize quickly," Mr. Moore concluded, "that America's over-the-air system of free broadcasting is being jeopardized by a pay-CATV system which, to date, has been allowed to grow at the expense of local radio and television stations, paying no compensation to local stations, no copyright fees for programs when stations pay 35-40%, has no licensed technicians and, to date, no signal or equipment standards."

Unless the FCC immediately takes steps to protect free broadcasting, Mr. Moore said, Congress must act.

Media notes:

Video workshop ■ Gratton Associates Ltd., CATV production and production consultation, and Rombex Productions Corp., subsidiary of Du Art Film Labs, all New York, have formed the "shirt sleeve series"—workshop programs to provide professional instruction in television production and engineering for industrial, EVR, and cassette-video uses. For further information, contact S. Douglas Gratton, Gratton Associates Ltd., 123 East 54th Street, New York.

Move into closed-circuitry ■ Project 7 Inc., New York, multi-media communications firm in audio-visual field, has acquired 100% ownership of CTVC Inc., New York, closed-circuit TV commercial company through an exchange of stock.



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FCC pot for fiscal '72 sweetened

\$3.8 million increase over current year budget largely intended for work on spectrum congestion

The FCC, not one of the more favored of the government agencies in the presidential budgets sent to Congress early every year, fares somewhat better than usual in the "expansionary," red-ink, fiscal 1972 budget of \$229.2 billion that President Nixon submitted last week. It would provide the commission with \$29,990,000, or \$3,819,000 more than it expected to spend in the current fiscal year, which ends June 30.

However, little of that, if any, will come out of taxpayer's pocket. The commission, which since 1964 has been charging fees for processing applications by broadcasters and others it regulates, last July upped those fees, and added new ones, with a view to making its operations self-sustaining (BROADCASTING, July 6, 1970). Commission officials last week declined to disclose the amount thus far collected under the new fee schedule. They said the figures were "tentative" and "not meaningful."

The bulk of the new money proposed for the commission would go for 120 new positions to expedite the commission's policy planning and rulemaking activities. The sharpest increase, by activity, would be \$1.25 million, for research and planning—with \$4.2 million earmarked for that purpose in the new budget, compared with less than \$3 million in the current year. Most of that new money would be used to continue a project begun last year that is aimed at easing congestion in the land-mobile radio frequencies through the establishment of regional spectrum-management

centers.

For noncommercial broadcasting, President Nixon is seeking \$35 million for the Corporation for Public Broadcasting, \$12 million more than the non-profit, private corporation will receive from the government in fiscal 1971. Of the total, \$5 million would have to be matched by nonfederal funds. The President also promised to offer legislation providing "an improved financing arrangement for the corporation"—one, presumably, that would not rely on annual congressional appropriations—a goal that has been sought since CPB was established in 1968 as a means of improving noncommercial broadcasting and making it available to more areas.

But while the budget would fatten CPB, it would result in a cutback in funds provided the states under legislation aimed at helping the states establish or expand their educational television and radio facilities, though not for constructing or repairing buildings. The budget would provide \$4 million for that purpose in fiscal 1972, down from \$11,588,000 available for the program in the current year.

Other budget proposals affecting broadcasting include:

- \$2,620,000 for the new Office of Telecommunications Policy, created last year as adviser to the President on telecommunications, manager of the executive branch's telecommunications activities and the President's voice in the formulation of national telecommunications policy. Last year, Congress

appropriated \$1,870,000 for OTP.

- \$23,926,000 for the Federal Trade Commission, an increase of some \$2 million over \$21,930,000 the agency is expected to spend before the end of the current fiscal year. The increase would provide 77 new positions to strengthen FTC's consumer protection activities.

- \$175,450,000 for the U.S. Information Agency, some \$5 million more than the \$169,950,000 that was appropriated for the agency in the current year. Much of the increase provides for nondiscretionary increases and radio broadcasts to Eastern Europe and the Middle East. The Voice of America would receive \$43,176,000, almost \$2.5 million more than is expected to be spent on it this year.

Two Republicans join Senate commerce panel

The Senate Commerce Committee has two new Republican faces—Senators Mark Hatfield (Ore.) and Ted Stevens (Alaska). With all incumbent Democratic members remaining except Joseph Tydings (D-Md.), defeated in last November's election, Democrats now outnumber minority members, 10-8.

As anticipated, Minority Leader Hugh Scott (R-Pa.) left Commerce and the Communications Subcommittee for a seat on the Foreign Relations Committee ("Closed Circuit," Jan. 25), while Senators Hatfield and Stevens joined the committee. Taking into account the November defeat of Charles E. Goodell (R-N.Y.), Republican committee membership remains constant, while the Democrats lost a seat.

The new line-up: Senators Warren G. Magnuson (D-Wash.), chairman; John O. Pastore (D-R.I.); Vance Hartke (D-Ind.); Philip A. Hart (D-Mich.); Howard W. Cannon (D-Nev.); Russell B. Long (D-La.); Frank Moss (D-Utah); Ernest F. Hollings (D-S.C.); Daniel K. Inouye (D-Hawaii); William B. Spong (D-Va.); Norris Cotton (R-N.H.); Winston L. Prouty (R-Vt.); James B. Pearson (R-Kan.); Robert P. Griffin (R-Mich.); Howard H. Baker (R-Tenn.); Marlow W. Cook (R-Ky.); Hatfield and Stevens.

House Commerce Committee assignments are not expected for at least another week.

Networks call cutback reports exaggerated

Though spending sprees are out at the three commercial television networks and belt-tightening is in during the currently depressed economy, spokesmen said last week that reports of drastic curtailments had been inflated.

The reports gained impetus after a



The first quadrumvirate of the National Association of Broadcasters is shown here during the joint board meeting in LaQuinta, Calif., Jan. 18-22. NAB President Vincent T. Wasilewski is second

from left; his newly appointed executive vice presidents are (l to r) Paul P. Haney, public relations; Paul B. Comstock, government relations; and Grover C. Cobb, industry relations.

policy statement by ABC indicated personnel vacancies were being left unfilled and that "a reduction of ABC personnel throughout the corporation" was being exercised (BROADCASTING, Jan. 25). The statement, which cited the uncertain economic situation in the country and the loss of cigarette revenues to broadcasting, was prepared in response to word of substantial reduction in personnel in the ABC-owned TV stations division.

ABC spokesmen last week said reports published of cutbacks "across the board" and affecting more than 100 persons were exaggerated and that currently "ABC department heads are evaluating their own operations."

At CBS, inquiries drew a denial of a newly proposed personnel cutback. A spokesman said that while it was true that CBS has effected some reductions in personnel through attrition of staff and "some doubling up in jobs," it was also fact that "the TV network has added some [sales] people," indicating that the network was staffing up where it would do the most good in terms of potential return in revenue.

NBC authorities said there were no plans for additional personnel cuts and confirmed that the network had rehired to fill some staff jobs that had previously been cut. At the same time, however, it was made clear that economizing would be continued, but by "some" trimming in travel and other expenses.

N.Y. newscaster admits role in land fraud

Tom Dunn, a WABC-TV New York newscaster, has pleaded guilty to a misdemeanor charge in Westchester (N.Y.) County court and offered to turn state's witness against five co-defendants with whom he originally was charged in a \$1.3-million real-estate swindle.

The plea, entered Jan. 21, was accepted by County Judge George J. Beisheim in White Plains, N.Y., on the recommendation of the Westchester district attorney.

Mr. Dunn, who will remain off the air until the case is settled, was accused in the sale of nonexistent property. According to the district attorney, Mr. Dunn, in the fall of 1969, flew a prospective buyer in his private plane over the countryside around Saratoga, N.Y., pointing out limits of a 500-acre tract. It was charged that neither Mr. Dunn nor his associates owned the property.

Accused with Mr. Dunn were Sheldon Selikoff, a Boy Scout leader in Yonkers, N.Y.; Reuben Posner and his nephew, Herbert Posner, Mount Vernon, N.Y., attorneys; Guy Coccozza, a Lawyers' Title Insurance Co. agent; and Arnold Mann, New York real-estate broker.



Annapolis is known for its historic spots that attract tourists. But a modern touch at one of the local radio stations is attracting a large share of visitors. This is part of mural, "The Milky Way," created and painted for control studios of WYRE(AM) Annapolis, Md., by Robert Hieronimus, expert on translation of hi-

eroglyphics and symbology. His "total environment" mural, encompassing ceiling, walls and control console, was designed, he said, so that "WYRE's communication would be astrologically correct." Station reports that it sponsors tours of studios with the mural as a chief attraction.

Mr. Dunn, who had left his post as anchorman with WCBS-TV New York to go into the real-estate business before joining WABC-TV, originally was accused of grand larceny, conspiracy and forgery.

Banzhaf firing gets GW faculty review

Antismoking crusader and consumer advocate John F. Banzhaf may still have a future as a member of the George Washington University law faculty. A committee of the university's tenured faculty voted last week to reconsider, in a special meeting on March 5, last December's decision to deny Mr. Banzhaf tenure—in effect to fire him at the end of his contract, which expires with the 1971-72 year.

Mr. Banzhaf, a member of the faculty since 1968, filed the complaint that led the FCC, in 1967, to apply the fairness doctrine to cigarette advertising. As a member of the law faculty, he has encouraged students to become consumer advocates before the regulatory

agencies and the courts.

Students who believe such activities were behind the faculty committee's decision to deny Mr. Banzhaf tenure urged the panel to reconsider. The vote to reopen the matter reportedly was by more than a 3-to-1 margin. The vote to deny tenure had been 18-13 (BROADCASTING, Dec. 14, 1970). A university spokesman at the time had noted that Mr. Banzhaf's outside activities had nothing to do with the decision.

News editor not charged

The Lehigh county grand jury has quashed action against Henry Narrow, news editor of WKAP(AM) Allentown, Pa., who is said to have illegally taped an interview with a bus driver involved in an accident in which seven children were killed (BROADCASTING, Oct. 19, 1970). The driver had alleged that Mr. Narrow violated a Pennsylvania law prohibiting tape-recording of telephone conversations without permission of the involved parties. Mr. Narrow and WKAP said the bus driver had been asked for permission and was granted it.

Johnson praises FCC concern for consumer

Lauds Burch for sensitivity to public will; urges stress on curbing campaign spending

FCC Commissioner Nicholas Johnson keynoted the convention of the Consumer Federation of America in Washington last Thursday (Jan. 28), with a call to arms for reforms in campaign spending and mass communications.

Mr. Johnson told the group that the more conventional issues of current consumerism may be unwise areas in which to invest "your limited resources," and that campaign spending and mass communications reforms may yield the highest dividends to society.

"As long as the government is so predominantly influenced by big business, so long as 90% of the campaign contributions are coming from 1% of the people, so long as the costs of elective politics are rising, there is little hope that the 99% of the people who don't pay for it will get full representation of their interests. . . ." he said. Unless campaign spending can be reformed, most attempts to use the government to effect consumer reforms will be futile,

he warned.

He added that mass communications, particularly television, are equally important because "whatever your concern . . . unless you can get television to deal with it you might as well forget it."

Mr. Johnson also put in a plug for his agency. "I detect at the FCC a new regard for the consumer that has a chance of taking root," he said.

The commission, he said, has just completed the most intensive decade of activity in its history, "and much of the recent decision-making shows every sign of having been distinctly prodded by public representation."

"Chairman Dean Burch," Mr. Johnson said, "has been increasingly disposed to allow citizens to at least plead their own cases against the corporations that have so long dominated agency decision making. To be heard is not to prevail, but it at least feels better than being kicked out the door; it's a radical change at the FCC, and Dean Burch is entitled to considerable credit for it."

Mr. Johnson also cited the FCC's hard line on the cigarette advertising ban, the decision to look at children's TV programming, agreements giving citizen committees a voice in programming and a study of specialized common carriers.

However, Mr. Johnson also men-

tioned some of the FCC's recent anti-consumer actions. He said the commission has not done all it can to inform the public on the perils of smoking, has renewed the licenses of stations that violate rules, and has failed to encourage local public-interest groups to fight as "private attorney generals" in forcing stations to upgrade their performances.

Labunski, WMCA part company for 2d time

Stephen B. Labunski, managing director of WMCA(AM) New York, resigned last week in what he and R. Peter Straus, owner and president, described as "a disagreement over management policies."

The differences were said to relate to Mr. Straus's plans for extension of earlier economy moves at the station.

Mr. Straus said "WMCA has benefited greatly from Steve Labunski's leadership" and "we are as sorry to see him go this time as we were before"—an allusion to Mr. Labunski's departure from WMCA in 1965 to become executive vice president of the NBC Radio Network and subsequently president of the NBC Radio Division—but that he would not be replaced. Mr. Labunski said he will announce his future plans in 10 days to two weeks.

Report outlines new role for CPB

Corporation is urged to seek new ways to apply technology to educational problems

A six-month independent study for the Corp. for Public calls on that organization to become the "catalyst" in the application of communications technology to educational problems.

The International Council for Educational Development, formerly known as the Center for Educational Enquiry, conducted the study under the direction of James A. Perkins, chairman of the council. The ICED was assisted by an advisory panel of nine broadcasting and educational professionals. Among the participants were Joan Ganz Cooney, president of Children's Television Workshop, and Hartford Gunn, president of Public Broadcasting Service.

The report is not official CPB policy, but will contribute to the corporation's future plans for more involvement in broadcast education. CPB President John M. Macy Jr. said that final decisions with respect to this involvement would be determined by the CPB board later this year.

The ICED report itself details a very thorough involvement by the corporation. Among the recommendations:

▪ CPB should assist in developing broadcast instructions for high-school equivalency. It should also become associated with those now considering nonformal multi-institutional approaches to education at the junior college and college level. CPB would assist in the development of programming.

▪ An advisory panel should be instituted by CPB on vocational training to investigate uses of the broadcast media in the education and training of those seeking vocational skills for employment. In conjunction with this, CPB should request from the Department of Labor funds and staff to study the potential demands for such vocational training.

▪ The corporation should support the development of "high quality, well budgeted" programming dealing with subjects of broad public interest. (The report categorized possible subjects in a priority order of drugs, sex, citizenship, urban and national affairs, including environment and foreign affairs.)

▪ A position of vice president for education should be created within CPB.

Functions of this office would be to concentrate on effective development of instructional media, to provide a liaison with educators and to serve as spokesman on educational matters for the corporation.

▪ CPB should create an advisory panel to guide itself in the above objectives. It should also create or assist in creating an independent agency responsible for the development and improvement of educational radio and television.

The report also recommended creation of regional "telecommunications centers" to serve as sources of multimedia instructional materials and to assist locally in joining technology to education.

The report does not suggest possible sources of funds for the projects involving high-school equivalency, college-level equivalency and vocational training. But according to an admittedly rough estimate based on production costs for noncommercial TV's *Sesame Street*, three-year funding for such projects would amount to at least \$16 million, the report said.

The up-to-date census of CATV

2,799 systems, 4.5-million subscribers found in new directory out this week

Over 30.5 million Americans live in communities that are served by cable-TV systems, according to BROADCASTING Magazine's new 1971 CATV directory, published this week.

The 240-page CATV SOURCEBOOK provides separate entries for 2,799 cable systems, serving 4,487 communities in the U.S. The total population in those CATV locations is 30,709,547. The new directory also contains listings for Canadian CATV's.

A total of 3,197,527 U.S. subscribers are shown to take CATV service, but this finding is based on a 70% response to the question. Extrapolation of the figure to a full 100% would indicate that over 4.5 million homes subscribe to CATV. This is considered more realistic than industry estimates that previously have been reported.

At the beginning of this year, cable TV industry sources calculated that there were about 2,500 CATV systems in operation in almost 4,500 communities serving almost 5.5 million homes. The dimensions of cable TV historically have been estimated since there has been no central source collecting official information. Such data will, however, become available beginning April 1, when CATV systems must begin paying 30 cents per subscriber to the FCC

under the commission's new fee schedule.

Although installation fees have been dropped in some cases, most systems still levy a charge of \$10 to \$25. There are 30 cable systems, however, that impose installation fees of \$50 and up; one charges \$162.50.

Monthly fees generally are in the \$5 to \$6 range, although a substantial number of cable systems are now charging \$7 to \$8 monthly. A few go as high as \$9 to \$10 a month.

The SOURCEBOOK also lists for each system such other information as name, address, telephone number, parent company (where applicable), number of channels received and the specific channel numbers to which these signals are transposed on the CATV system, organization services, key personnel and facilities.

It contains separate sections on program suppliers, equipment manufacturers, group cable-TV owners, and broadcasters in CATV, as well as FCC rules for CATV.

For Canada, the directory lists 248 individual systems in 387 communities whose total population is 7,704,852. The number of subscribers, again based on a 70% return, is listed as 408,636 homes.

Land-mobile group asks denial of CP assignment

The Land Mobile Communications Council last week asked the FCC to deny an application by United Broadcasting Co. to assign its construction permit for WJMY(TV) Allen Park, Mich. And, it requested that WJMY's channel 20 be reallocated to the land-mobile services.

United Broadcasting proposes to assign the CP to WXON-TV Inc., licensee of WXON(TV) Detroit, for \$413,832 in out-of-pocket expenses. WXON plans to shift from channel 62 to channel 20 without substantially altering its present programming.

In its petition, LMCC asked the commission to deny the assignment so that a channel vacancy, if any, would entail channel 20 rather than channel 62. It noted that land-mobile users in the Detroit area were allocated only channels 15 and 16, which provide "a very limited amount of relief in the northeast part of the urbanized area." Further relief is necessary due to heavy indus-

trialization in this area, the land-mobile group said.

LMCC said United has held the channel 20 CP since 1964 and that the station has been silent since mid-1963. United has not exerted the effort required to put WJMY on the air, and claims it is not financially able to operate the station due to losses by four of its five other TV stations, LMCC said. "It must be presumed that United has no intention to actually operate the station," LMCC stated.

WXON-TV cannot operate two TV stations with overlapping grade B contours, and it must dispose of its license to operate channel 62 if it acquires channel 20, LMCC said.

According to LMCC, WXON is seeking the channel switch because it has lost over \$136,000 over the past two years due to its inability to build an audience. It relates this audience problem, the land-mobile group said, to the poor propagation conditions on its present channel and the inadequacy of receivers at the high end of the spectrum.



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RCA

States see political side to CATV

Tax revenues seem not the only cause for increased interest by state governments

Who will rule cable TV: the FCC, the states or the local city governments?

The state of Illinois probe as to the extent of its CATV regulatory powers that began in Chicago late last week and the New York state inquiry underway for some time now appear to be only the beginnings of state interest in the subject.

Sources close to the Illinois investigation report that both Maryland and Massachusetts are about to launch similar regulatory study hearings and other states may not be far behind. The possibilities of new tax-revenue sources through franchising fees appear to be only a small part of the picture. The political consequences of prescribing the quality and nature of the services plus the implications of access to broad new information channels seem to interest public officials considerably too.

The impetus for the increasing state activity appears to come from legislative and judicial confusion and conflicts as to the extent of the FCC's authority in the field of CATV. It is an interest, however, that the FCC itself has encouraged and upon which it sought comments last year (BROADCASTING, June 29, 1970).

In Illinois, for example, both Governor Richard Ogilvie and the head of the state's commerce commission, David Armstrong, have challenged the FCC's dominant voice in the issue. The governor questioned the FCC's recent call for uniformity of regulation and suggested diversity may be better because states are unique, while Mr. Armstrong thought the FCC alone can't possibly regulate a national cable industry in every local situation (BROADCASTING, Jan. 11). Similarly in New York state there are wide differences as to who shall rule, federal, state or local or some combination (BROADCASTING, Jan. 18).

The Illinois Commerce Commission investigation opened in Chicago Friday with a preliminary hearing before ICC Examiner Steve Claggett which included an explanation of the depth and extent of the probe and an invitation for testimony not only from state CATV interests and the public but also from national CATV group operators, manufacturers and others recognized as prominently interested in the field. Further phases of this probe are expected

to continue in February and March in public hearings in both Chicago and the state capital, Springfield.

A full range of legal, technical, operational and public policy issues are to be explored in the Illinois investigation. Technical consultant to the ICC study is Roland Homet, a Washington attorney who earlier had been involved in the research and brief writing of the landmark *Fortnightly* case in West Virginia which established there is no copyright liability for the distribution of off-air broadcast signals. He also has been legal advisor to the State Department and in 1969-70 he was chief counsel for the President's task force on oil import controls.

Meanwhile last Tuesday a finance subcommittee of the Chicago city council continued its further hearings into proposed city franchising of cable television. A total of 16 applicants seek franchises there, all on a nonexclusive basis except Pacific and Southern Broadcasting Co., station group operator, which seeks a city-wide exclusive franchise.

Much of the Chicago proceeding was devoted to testimony from various public and educational spokesmen seeking to be assured that their various interests would receive substantial free channels

and other related benefits from any franchise operator.

One education official, for example, wanted 20% of all channels to be free education facilities. A police department representative, reciting an elaborate master plan for two-way visual surveillance and related police communication channels to curb crime and handle other duties, asked that whenever the ultimate franchisees install their cable they should at the same time put in free of charge a second cable to handle the police system. The streets and sanitation people asked for CATV facilities for visual aid in removing snow and collecting garbage. Also free.

Finance subcommittee officials indicated their displeasure over local news stories that the city franchise hearings had not been completely public and that suggested possible behind-scenes conflicts of interests. A Better Broadcasting Council representative who had written a local critical magazine article declined to tell details of the BBC's membership and finances and finally left the witness stand under the heat of the subcommittee's interrogation. The BBC also recently figured with other "listener" groups in protesting the license renewal of local radio-TV stations.

At the heart of both the state and

Black congressmen want to answer Nixon

CBS cool to bid for free TV time for response to state of union message

The 12 black Democratic members of the House last week asked ABC, CBS, NBC and MBS for free radio and TV time to respond to President Nixon's Jan. 22 state-of-the-union message, which they boycotted.

In a joint letter to the presidents of the four networks, the black representatives asked for "equal and comparable time at the earliest opportunity" to reply to President Nixon's nationally televised address, basing their request on "the fairness doctrine as outlined by the Federal Communications Commission."

The congressmen charged that the President "has consistently refused to meet and discuss the concerns and problems of black Americans with any persons or organizations which represent the broad spectrum of black community interests."

In the only response to the request available as of last Thursday (Jan. 28), CBS President Frank Stanton cited the network's traditional offer of state-of-the-union reply time to the party out of power in the White House.

"We have made this offer to the principal opposition party—as distinguished from other groups to whom the offer might be made—because it is manifest that under our system of government, it is the leadership of that party which can best marshal support inside and outside the Congress both to oppose Presidential policies which are thought to be wrong and to advance

local proceedings two facts seemed to stand above all others in the discussions or concerns of the participants: millions, maybe billions of dollars are at stake; communications channels into the home represent channels of power, capable of being used constructively—or exploited.

NBC eyes 'Lassie' in prime-time shift

Would program show in early evening; Campbell prime prospective sponsor

Two of network television's long-running Sunday programs, *Lassie* on CBS-TV and *Animal Kingdom* on NBC-TV, will lose their 7-7:30 p.m. time slots in the fall because of the FCC prime-time rule, but indications are strong that both shows will be back on the air for 1971-72.

NBC-TV hopes to keep *Animal Kingdom* in its Sunday line-up but program it earlier, possibly at 5:30 or 6 p.m. The network also is known to be receptive to the *Lassie* series and reportedly has made overtures to Campbell soups, which recently signed a three-year licensing agreement for the program with its producer, the Wrathier Corp. If NBC-TV is successful in obtaining *Lassie*, the network might schedule it in the 5:30-6:30 p.m. period, either preceding or following *Animal Kingdom*.

Campbell soups is not relying on a network project to keep *Lassie* on the air. It already has asked one of its agencies, Ogilvy & Mather, New York, to offer the program to stations through-

out the country on an advertiser-syndication basis, under which outlets would receive *Lassie* free of charge in return for one-half of the spot-TV availabilities.

A spokesman for Ogilvy & Mather said it is proceeding with plans to offer *Lassie* via the barter route and is seeking 7-7:30 p.m. or the 7:30-8 p.m. Sunday period, dependent on which slot is relinquished by networks. He added that Ogilvy will seek to place *Lassie* in upwards of 100 markets, pointing out it has placed *This is Your Life* on 141 stations, mainly in prime time, on behalf of Lever Bros. on a trade-out basis.

BBDO, New York, continues as the agency for Campbell soups on other network and spot-TV buys.

Whitehead, Van Deerlin slated at NATPE parley

Dr. Clay T. Whitehead, director of the Office of Telecommunications policy, has been selected as the keynote speaker at the Feb. 16-19 conference of the National Association of Television Program Executives in Houston.

Subject of the address was not announced by NATPE officials last week. Dr. Whitehead will appear before the NATPE on Feb. 17. Another speaker to be featured at the Houston conference is Representative Lionel Van Deerlin (D-Calif.) who will appear on Feb. 19.

NATPE anticipates more than 300 station delegates and program packagers at this year's conference at the Astroworld at which various aspects of programming, including children's shows and advertisers' views will be explored. The imminence of the FCC's prime-time access rule next fall has placed the 1971

conference in a special light.

The advertiser panel ("Does the Advertiser Give a Damn?") has as participants, Donald C. Foote Jr., vice president, department of media relations and planning, Young & Rubicam; L. A. Douglass, program manager-advertising, U. S. Steel Corp., and Michael D. Moore, vice president, programming and media services, Benton & Bowles.

Also scheduled are seminars on educational programming, "creativity" and creative community affairs. Roone Arledge, president of ABC Sports Inc., will be honored at a luncheon Feb. 19 and will receive an award as "man of the year."

A reception Feb. 18 will be given by 24 program-syndication companies represented at the conference. Bill Hart, Screen Gems, is chairman of that event.

Fox-MGM merger is put on ice

Aubrey says MGM must now devote its energies to other 'challenges'

"Although we were given to understand that the board of directors of 20th Century-Fox was to consider our suggestions, they have to date remained silent. As a result, we have decided to withdraw from further discussions at present."

With that statement, James T. Aubrey Jr., president of Metro-Goldwyn-Mayer, closed the door on any immediate merger with its crosstown movie rival. The announcement came Wednesday (Jan. 27) on the eve of

new policies," Dr. Stanton said, adding:

"In addition to that broadcast, the continuing discussion and dialogue concerning the state of the union, including the important issues you raise, will be given coverage in the news and information broadcasts of the CBS Television and Radio Network and on the stations owned by CBS."

In a related development, Dr. Stanton and NBC President Julian Goodman replied to the request of Democratic National Committee Chairman Lawrence F. O'Brien for suggestions as to "specific steps" that might be taken by the networks to insure that Republicans do not receive a disproportionately large share of broadcast-access time to present their views (BROADCASTING, Jan. 25).

Dr. Stanton replied that CBS's attempt to find a solution to "what is essentially a journalistic problem—how to

report to the American people on political issues and developments, including the presentation of the views of political parties and leaders," had been "frustrated by governmental intervention."

"Frustrations" cited by Dr. Stanton included the FCC's ruling that time made available to the party out of power must be balanced by the granting of a "reply to a reply" to the President's party (now being appealed), and the FCC's ruling, in an action brought by the DNC, that broadcasters may decline to sell time for comment on public issues to "responsible entities" such as the DNC, which is now appealing the commission's ruling (BROADCASTING, Aug. 10, 1970).

"The uncertainties introduced by these two proceedings make it impossible for me to forecast what our course of action might be under all eventualities," Dr. Stanton stated.

Mr. Goodman replied that, "although we fully recognize the principle that the public should have the opportunity, from time to time, to hear from suitable spokesmen for the major opposition party in programs designed for that purpose, we do not believe that principle is best fulfilled by trying to predetermine the form, frequency or occasions of such appearances. We believe that sort of formula approach does not fit the needs of public information or the abilities of broadcasting to illuminate political issues, as they arise under changing circumstances."

"We are confident that maintaining flexibility in deciding how to deal with differing conditions is not only consistent with the interests of timely public information but also with sound journalistic practice and proper application of the fairness doctrine," Mr. Goodman concluded.

MGM's annual meeting.

Until that time, the acknowledgment and denial that merger talks were in progress flowed, respectively, from MGM and 20th. Darryl F. Zanuck, chairman of the board and president of Fox, denied ever having met with Mr. Aubrey, yet when the merger talks were first disclosed over two weeks ago, Mr. Zanuck said then that he had met with the MGM president during which it is said the merger was broached.

In making his announcement last week, Mr. Aubrey noted that MGM would remain available should Fox management care to pursue this matter further in the future. "Our management believed that the proposed combination of MGM and Fox would uniquely serve the interests of both companies," Mr. Aubrey said, "but only if accomplished with the enthusiastic support of both participants. If that cannot presently be accomplished, we will, for now, continue to direct our primary attention to the other challenges which we have before us." Reported talks with Teleprompter Corp. were dismissed by the MGM president as a recurrence every time the movie company management changes.

Included in those challenges is a complete revamping of the production concept in the studio's motion picture production. Also announced on the eve of the firm's annual meeting and reiterated Thursday before nearly 400 stockholders, was that MGM will establish a group of independent production units, each headed by a producer who will make two pictures a year on an exclusive basis. Paralleling that move was the elimination of the function of vice president of production, held by Herbert F. Solow (see page 10).

"We took this action," Mr. Aubrey told stockholders, "because our consolidation here at Culver City obviated the need for an individual to function specifically in that area."

The production structure will, according to Mr. Aubrey, be somewhere between the trend in recent years toward completely independent production and the system of salaried producers prevalent years ago. "The filmmakers we want will be our partners and not paid employees," MGM's president asserted.

The firm's shareholders were told of MGM's plans to sell off much of its Culver City land holdings. Some 68 acres have already been sold to Levitt and Sons, home builders, for \$7.5 million pending zoning changes. An additional 70 acres were put on the block last week. Value of the latest parcel is estimated by the broker handling the transaction at more than \$10 million. When MGM first announced plans to sell the land, it said it would seek \$17

million for a total area of nearly 140 acres.

Mr. Aubrey revealed that the company had been paid \$1.3 million by David Weisz Co. for its props and costumes auctioned off last summer. Estimates had placed the amount between \$1-1.5 million.

Proceeds from the sale of what the company terms nonproductive assets are to be applied to reducing the firm's bank indebtedness. MGM said that the debt at this time amounted to \$32 million. During the past year, the company claims to have reduced its bank obligations by \$52,091,000 or 63% of the total indebtedness.

Touching on the changes made in the 15 months since he took office, Mr. Aubrey said that he was confident that MGM, which reported its most successful first quarter since 1968, would operate profitably during the second three months. MGM stockholders were promised continued profitability for the remainder of the year by the company's president.

Presbyterian leader OK's time for atheists

Tells N.Y. panel they're entitled to TV time as competitor of religion

A cross-section view was elicited last week from spokesmen of organized religion and of organized atheism as well as from the FCC on the question of achievement of balance in religious broadcasting.

The Reverend Richard R. Gilbert, director, division of mass media, the United Presbyterian Church of U.S.A., said during a panel session in New York that he could not "get away from the fact that atheism is a religion. Even the Supreme Court has come to that conclusion."

He appeared on a panel discussing "Equal Time—for God's Sake, or a Crack in the Stained Glass Window." The session was sponsored by the New York chapter of the National Academy of Television Arts and Sciences. Also on the panel were Mrs. Madalyn Murray O'Hair, the leading advocate in the U.S. for atheism; FCC Commissioner Robert E. Lee; Marcus Cohn, Washington communications attorney; and Richard N. Hughes, vice president, community affairs, WPIX(TV) New York. Louis Nizer, New York attorney, was moderator.

Mr. Gilbert classified Mrs. O'Hair as an evangelist in the religious sense and said she should be recognized as the Mary Baker Eddy of this generation.

He said she should have equal time on the air and asked her to become a competitor of religion there.

Mrs. O'Hair retorted that while religious leaders publicly recognize the existence of atheism, "privately they put us in jail."

Mrs. O'Hair said religious programming on radio and TV in reality was responding to 25% of the population. She said atheists felt that more of them were "under cover" than the total number reported to be Roman Catholics in America.

Commissioner Lee said the FCC would have no objection to an atheist program being broadcast and explained that the commission had no more right to dictate antireligious programming than it had religious programming to the broadcast licensee.

Mrs. O'Hair, who referred to herself as a "traveling atheist huckster," reviewed the campaign she said she has just begun to break into the mass media. So far, her organization, the Society of Separationists Inc., Austin, Tex., has sent about 500 letters asking stations for 15 minutes once a week as the society's fair share of broadcast time to present its viewpoint.

She said the society has received 300 replies and that 75% of these said they would be willing to carry atheistic programs. In an earlier statement, she had indicated astonishment—and said she was "thrilled"—at the number of station offers (BROADCASTING, Jan. 25).

Mr. Cohn suggested that the problem of fairness in religious programming be solved "in the marketplace of the community," and Mr. Hughes outlined from the broadcaster's view that religious programming, which he classified as "public-affairs" programming, tends to deal with current events as opposed to religious issues.

Format change upheld, firings' ruling delayed

The FCC last week refused to act on a complaint that KSOL (AM) San Francisco was discriminatory in its employment practices, until completion of court proceedings on the complaint.

At issue is the firing of six black employees of KSOL when the station switched formats from black-oriented "rhythm and blues" to middle-of-the-road music.

In response to complaints against a change in programming by the station, the commission majority stated it believed the licensee acted within its discretion in changing the musical programming and did not violate any commission rules or policies.

The licensee argued that "with the format change it was decided that certain of the announcers would not be able satisfactorily to handle the new

format." Commissioner Nicholas Johnson, the sole dissenter, said he found this reasoning "repugnant in its suggestion that blacks are OK for black shows but not for MOR shows." Furthermore, he said, there is no suggestion that a reasonable opportunity was given the employes to obtain whatever training might be required for MOR music. He added that commission regulations provide that each "station shall establish, maintain, and carry out" an equal-employment opportunity program.

Commissioner Johnson said the licensee's violation of this provision was "flagrant and deliberate," because the licensee "not only failed to train the black announcers for the new format, but it also apparently concealed the planned change of format from those employes."

How the critics rate Smith, Jones & Pearl

For Miss Bailey, both raves and pans; for new western, a torrent of ambivalence

The Pearl Bailey Show has been greeted with critical reaction at both extremes. Reviewers either loved her or were willing to leave her—to the past.

A second new midseason entry, *Alias Smith and Jones*, produced more uncertainty. Reaction was mildly positive with a few reservations and wait-and-see attitudes.

The only show yet to debut in the second TV season is *From a Bird's-Eye View*, scheduled to surface on NBC-TV on March 29.

Here are some of the critical comments on the latest premieres:

The Pearl Bailey Show (ABC-TV, Saturday, 8:30-9:30 p.m. EST)

"Plenty of pizzazz—that's what Pearl Mae Bailey has and she used it to full advantage Saturday night to make her . . . debut a warm and wonderful hour of great singing, easy joking and tender, poignant moments with her old pal, Louis Armstrong."—Eleanor Roberts, *Boston Herald Traveler*

"I must confess that Pearl Bailey's much-touted charisma eludes me. In fact, I suspect she's a Pearl of much-inflated price. Her versatility isn't. She's been doing the same mumbling, sashaying and mostly not-so-witty, but automatic guffaw-generating 'asides' during often so-so songs since pre-TV."—Harry Harris, *Philadelphia Inquirer*

"Miss Bailey is an appealing performer. She always has been. But her new show is just a clumsy attempt to mold a *Hollywood Palace* format to her style.

It doesn't work."—Norman Mark, *Chicago Daily News*

"It was not altogether certain that she needed all the guest-star company. Nobody could have written that show since Pearl Mae talks through everything, with abandon."—Bob Williams, *New York Post*



" . . . An entirely faultless enterprise, an experience as rich and varied and welcome as anything TV has mounted in years."—Cecil Smith, *Los Angeles Times*

"The Pearl didn't come through in all her luster. She seemed hampered by the formula props and production attitudes that threaten to fossilize TV-variety programs."—Morton Moss, *Los Angeles Herald-Examiner*

Alias Smith and Jones (ABC-TV, Thursday, 7:30-8:30 p.m. EST)

"As oatburners go, it's a pretty good one, . . . because it is invested with a light touch and a sense of humor. It may even snare a sophisticate or two."—Ben Gross, *New York Daily News*

"If future episodes measure up to



'Pearl Bailey' scores high in N.Y. ratings

ABC-TV's *The Pearl Bailey Show* Saturday, 8:30-9:30 p.m., won high ratings in New York on its premiere Jan. 23, but the network's *Alias Smith and Jones* Thursday, 7:30-8:30 had a less lustrous beginning on Jan. 21.

In the overnights, *Pearl Bailey* captured a 34.5 share of audience in New York, Nielsen overnights placing it in strong first position for the period. NBC's movie ("Hellfighters") was in a near tie with CBS's *Arnie* and *My Three Sons* in the hour with shares in the middle 20's. *Alias Smith and Jones*, up

(the) opener, the western could build a good audience—if only the 'devil' hadn't slotted it against . . . Flip Wilson."—Eleanor Roberts, *Boston Herald Traveler*

"It's all as light-hearted as it is incredible, easy to take for an hour of relaxed viewing, and may serve to repair some of ABC's lagging fortunes."—Percy Shain, *Boston Globe*

" . . . promises mirth and melodrama . . . cleverly constructed comedy. . . ."—Harry Harris, *Philadelphia Inquirer*

"The premiere episode dealt endlessly with poker and card tricks. And one suspected that there're inclinations toward humor at times."—Bob Williams, *New York Post*

"If it recalls 'Butch Cassidy and the Sundance Kid,' that's only because you don't have amnesia and the movie served as market research for ABC's hour. Potential is there but content ran thin and had to be stretched to fill an hour."—Morton Moss, *Los Angeles Herald-Examiner*

"It is an endless, weekly televersion of the film, 'Butch Cassidy and the Sundance Kid' . . . but the series might make it on style alone."—Norman Mark, *Chicago Daily News*

Writers' residuals up \$1 million in '70

An over-all increase of nearly 26.5% in residuals was reported by the Writers Guild of America for 1970. Total residual payments for the year were \$6,712,534.42 up from \$5,306,900.33 in 1969.

Television payments were up 30.3% for the past 12 months from \$4,384,365 to \$5,713,083.46. Residuals from films to television were up 8.3% for 1970 to \$999,450.96 from \$922,535.33.

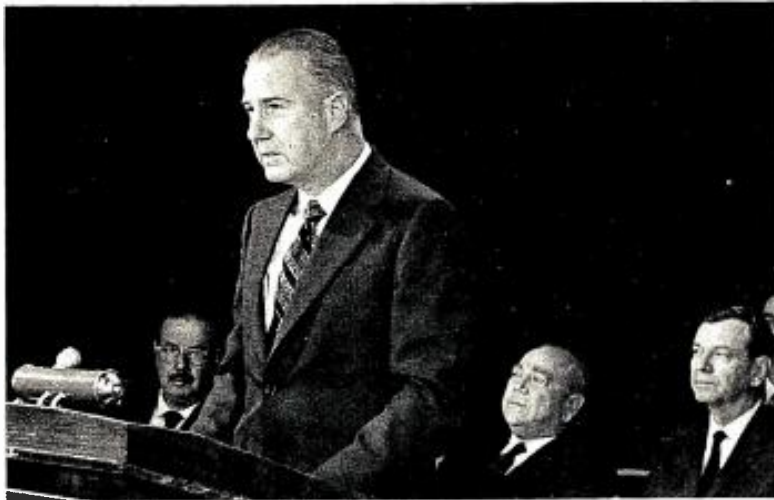
The increase becomes significant in light of the high unemployment among the Hollywood guilds. The rate is said to be approximately 40% overall, with some unions reporting as many as 60% of their members out of work.

against strong competition in *Flip Wilson* on NBC, managed a 20 share in New York overnights for its first half-hour and 23 in the second half-hour. CBS's *Family Affair* was a weak second in the first half-hour (7:30-8) and its *Jim Nabors* a poor third in the 8-8:30 period.

Also available last week was the Fast National Nielsen covering the week ended Jan. 17. Among the replacement shows, CBS's *New Andy Griffith Show* tied with its *Mayberry RFD*, ranking 14th among all nighttime shows; *NBC World Premiere Movie* was 36th; CBS's *All in The Family* was 43d; NBC's *Strange Report* 66th, and CBS's *Honey-mooners* 72d.



Mr. Rivers



Vice President Spiro Agnew delivers eulogy to late Senator Richard B. Russell from studio of WCSC-TV Charleston, S.C. Also on platform are (l-r): Senate Minority Leader



Mr. Reinsch

Hugh Scott (R-Pa.), Representative Phil M. Landrum (D-Ga.) and Senator Herman E. Talmadge (D-Ga.), who also eulogized Mr. Russell in a closed-circuit feed to the gravesite.

Television assists at Russell funeral

Agnew, senators, unable to attend service, give eulogies via television

Television played a unique and honorable role during funeral services held Sunday Jan. 24 in Winder, Ga., for the late Richard B. Russell, "dean" of the United States Senate.

Plans called for Vice President Agnew and a large official delegation to fly from Washington to Georgia to attend graveside ceremonies. However, it became apparent that bad weather might prevent planes carrying the delegation from landing at Dobbins Air Force Base near Marietta. The plane carrying Secretary of State William B. Rogers, Secretary of Defense Melvin Laird and the joint chiefs of staff held over the Atlanta area and eventually landed at Atlanta airport, but planes carrying Mr. Agnew and a large congressional delegation landed in Charleston, S.C.

J. Leonard Reinsch, president of Cox Broadcasting Co., who coordinated media coverage of the funerals of John F. Kennedy and Robert F. Kennedy, was performing a similar service for the Russell family. At first it was decided to delay the services in the hopes that the weather would improve. When this possibility dimmed, Mr. Reinsch conceived the idea of originating a two-way closed-circuit television and audio feed from Charleston to Winder, to enable Mr. Agnew and several legislators to deliver their eulogies to Senator Russell

before the funeral party.

Mr. Reinsch conferred with Jasper Dorsey, executive vice president of Southern Bell Telephone Co., Henry White, chief engineer of Cox's WSB-TV (which was providing pooled coverage of the funeral ceremonies to other Georgia stations) and William Bohn, assistant secretary of Cox, who was assisting Mr. Reinsch.

At approximately 12:30 p.m., a call was made to John M. Rivers, president and owner of WCSC-TV Charleston, asking if the station could possibly originate a broadcast. It did—on an hour and 35 minutes' notice.

While Mr. Rivers readied his studio, Southern Bell personnel, under the supervision of General Plant Manager Bill Ziebertz, determined that an audio and possibly a video signal could be delivered from the WCSC-TV studios to Winder. Meanwhile, Mr. Reinsch communicated his plan to Senator Herman E. Talmadge (D-Ga.), host of the Washington delegation. At 1:15 p.m. Mr. Agnew, Senator Talmadge, Majority Leader Mike Mansfield (D-Mont.), Minority Leader Hugh Scott (R-Pa.), Senator John Stennis (D-Miss.), Rep. Phil M. Landrum (D-Ga.) and the chaplain of the Senate were driven to the WCSC-TV studios.

Two new color TV sets were provided by Winder's only appliance store and delivered to the funeral site, where they were connected to a large antenna. At 2:15 p.m. Mr. Ziebertz announced that he had achieved two-way audio and video communication between Winder and Charleston.

Live TV transmission commenced at 2:35 p.m. Messrs. Agnew, Talmadge, Stennis, Mansfield, and Landrum delivered eulogies following an explana-

tion of the circumstances and an introduction from Representative Robert Stephens Jr. (D-Ga.) in Winder. The service lasted about an hour, and, according to Mr. Reinsch, excellent color pictures were provided.

Senator Talmadge, in remarks on the Senate floor last Wednesday (Jan. 27), commended Mr. Reinsch, Mr. Rivers and Southern Bell personnel for a project "carried out in the finest traditions of the broadcast industry. . . ."

Religious broadcasters court young audience

The National Religious Broadcasters last week announced plans to set up a "bank" of radio programs on which disk jockeys and other personalities discuss religion with youthful callers. The programs could be exchanged by different radio stations.

The plan is part of NRB's attempt to widen its appeal to youth. "We're adapting religious broadcasting from traditional molds to more contemporary formats," observed Dr. Benjamin Armstrong, executive secretary of the NRB of Madison, N.J. He said after last week's Religious Broadcasters convention in Washington that he is encouraged by the "proliferation of youth programs" around the nation, although he did not know the number of such programs.

A highlight of the convention—which also marked the golden-anniversary year of religious broadcasting and featured FCC Chairman Dean Burch (see page 23)—was the transmission by Intelsat of last Wednesday evening's (Jan. 27) program around the world. It was the first international religious broadcast to be transmitted live by satellite.

Animator, Warner Bros. team up for TV, movies

Warner Bros. Inc. and Filmation Inc., a subsidiary of Teleprompter Inc., have signed a long-term contract under which Filmation will produce animated product for television and theaters and Warner Bros. Television will handle distribution.

An announcement being released today (Feb. 1) by Gerald J. Leider, WB-TV president, and Lou Scheimer and Norm Prescott, president and chairman of Filmation, said that all new animation films derived from Warner's existing motion-picture and television characters; titles and properties will be produced by Filmation. It added that these films and all future Filmation programs will be distributed exclusively off-network throughout the world by WB-TV.

The transaction also calls for production of new theatrical cartoons by Filmation for distribution by Warner to theaters initially and to TV subsequently. In addition, Licensing Corp. of America, a WB subsidiary, will continue to represent exclusively both Filmation and Warner Bros. properties for character licensing and merchandising.

The agreement does not cover network properties to be developed by Filmation. It is now represented on CBS-TV with *Sabrina and the Groovie Goolies* and *Archie's Fun House* and on ABC-TV with *The Hardy Boys* and *Will the Real Jerry Lewis Please Sit Down*. Warner's cartoons on network are *Bugs Bunny/Road Runner Hour* on CBS-TV and *Lancelot Link, Secret Chimp Hour* on ABC-TV.

ABC arranges workshop on children's programs

ABC plans to invite advertisers and agencies concerned with children's programming to an "industry-oriented" children's programming workshop within the next few weeks, according to James E. Duffy, president of the ABC-TV network.

Mr. Duffy revealed the ABC plan in an address Wednesday (Jan. 27) to the annual Georgia Radio-Television Institute on the University of Georgia campus at Athens.

He said clients would be invited to meet with the network and with its producers at a workshop that will seek ways "in which, together, we can bring about a commercial television for children that we can be proud of."

Mr. Duffy cited FCC Chairman Dean Burch's statement several months ago and figures by A. C. Nielsen Co. as underscoring the substantial amount of time children spend watching TV. He

said "the line can no longer be drawn between 'education' and 'entertainment,'" and "we in network programming have at last come to see that television can no longer be a babysitter for children."

While it may entertain, he noted, TV must also be teacher and friend to children. He pointed to ABC-TV's *Curiosity Shop* for the 1971-72 season as an example of a series promising children an "even greater dimension" by attempting to bring them into the world they view.

Country-western music library in Memphis

Pepper & Tanner Inc., Memphis-based broadcasting services supplier, has created what it terms "the nation's first country-and-western radio library."

Sales Manager Tony Armstrong said the new library is being offered for exclusive market use by C & W stations across the nation. He said more than 830 individual productions with more than 90 C & W musical backgrounds and 454 authentic sound effects are included in the library, with a minimum of 30 supplemental productions added per month.

Packaged on 27 12-inch vinyl discs, the library includes specific business commercials, national brand productions, holiday productions, sales commercials, station feature productions, programing and commercial sing-lines, C & W star promos, sound effects, and music beds.

CBS mum on plans for renewal of Griffin show

Along with other decisions to be made by CBS-TV this winter on programing for next fall is whether to renew the *Merv Griffin Show*. The current contract covering the late-night talk show expires Aug. 14 but reportedly under its provisions CBS has the choice by March 15 to renew or not renew the contract.

Network officials said last week they had not yet made a decision on the contract renewal. They declined to release results of a survey of affiliate preferences for the starting time of late-night programing ("Closed Circuit," Dec. 14, 1970), but felt that it would be one hour after CBS-TV completes its prime-time service.

Thus if CBS-TV programs 7:30-10:30 p.m. EST—as it has said it will when FCC's prime-time access rule goes into effect next fall—its late-night programing would start at 11:30 EST, as it does now. If the network should change plans and program 8-11, a one-hour delay would start network programing at midnight EST.

Spotmaster

Cartridge Tape Supermarket!

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

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



Ten/70 Record-Play

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

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Tape Cartridge Racks

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- Replacement tape heads
- Adjustable head brackets
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- Alignment tape
- Bulk tape (lubricated, heavy duty)



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

Cartridges: All Sizes

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

BROADCAST ELECTRONICS, INC.

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

NBC asks FCC for deal on prime time

Wants extra half hour of networking Sundays at sacrifice other night

NBC last week asked the FCC to waive its prime-time access rule to permit the network to maintain its Sunday-evening program schedule.

In its petition NBC requested that the commission allow NBC-TV affiliates to accept three and a half hours of network programming on Sunday evenings in exchange for a reduction to two and a half hours on another evening during the same week.

The present rule, scheduled to go into effect Oct. 1, prohibits network affiliates in the top-50 markets from carrying more than three hours of network programming between 7 and 11 o'clock any night.

NBC said its waiver request should be granted in view of the larger all-family type of TV audience on Sunday nights and the audience appeal that its Sunday night schedule has had. The number of children watching TV early Sunday evening is of particular importance, it added.

Its *Walt Disney's Wonderful World of Color* series on Sunday between 7:30 and 8:30 p.m. "has succeeded in filling the need for all-family programming of particular appeal to young people," NBC said, adding it wants to retain that series in its present time slot.

To do so under the present rule would mean NBC would have to reduce its Sunday evening schedule by a

half hour between 8:30 and 11, NBC said. "But for years the Sunday evening schedule has been carefully constructed so as to provide a gradual transition from programs of particular appeal to young people to programs of progressively more adult appeal," it said.

NBC runs *The Bill Cosby Show* at 8:30 p.m. Sunday; *Bonanza* at 9, and *The Bold Ones* at 10.

NBC pointed out that the rule waiver would not interfere with the purpose of the prime-time access rule and that there would be no change in the aggregate number of prime-time hours each week that would have to be programmed by affiliates. The waiver "will permit a certain degree of desirable flexibility in an otherwise rigid rule," it said.

The network added that final decisions for its fall 1971 schedule will be made about the end of February, and it asked the FCC to consider and dispose of its petition no later than Feb. 19.

Cable client sues for \$3 million, gets \$30.40

New York Supreme Court dismissed last week two parts of a three-part class-action suit for \$3,025,030.40 that had been filed against Sterling Information Services Ltd., New York, by Howard Slonim, a Sterling Manhattan cable subscriber.

Mr. Slonim, an attorney, filed suit Nov. 9, 1970, charging Sterling with "breach of agreement" and "fraud and misrepresentation" for failure to transmit sporting events allegedly promised by Sterling. Delay was caused by prolonged contract negotiations for the events (BROADCASTING, Nov. 16, 1970).

The first action in behalf of Mr.

Slonim, for his \$30.40 subscriber service charge was sustained and will go to trial at a later date. The court dismissed Mr. Slonim's second cause of action, which sought \$3 million in damages to the 25,000 cable subscribers, explaining that the "alleged wrong is individual" and must be determined individually, not as "a single common action." The third action, for \$25,000 alleging fraud, was similarly dismissed.

Changing Formats

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

■ **KFIG(FM)** Fresno, Calif.—Golden Pacific Group, effective Jan. 1, changed its format from "modern popular" music to progressive rock in stereo, 24 hours a day. Licensee told FCC that new format is unduplicated in the area whereas former programming is offered by three or more FM and AM stations in the Fresno area. According to Roger Turnbeaugh, general manager, KFIG began with a limited amount of progressive-rock programming on May 1, 1970. Since then the format has been expanded six different times, and "has had overwhelming response from listeners and advertisers," he added. KFIG is on 94.5 mhz with 30 kw and an antenna 205 feet above average terrain.

■ **WNVY(AM)** Pensacola, Fla.—Pensacola Broadcasting Corp., effective Jan. 3, switched from middle-of-the-road music to country-music format. There are two other country stations in Pensacola. WNVY operates full-time on 1230 khz with 1 kw day and 250 w night.

Telestatus®

TELEVISION

How test runs give budget answers

Here are some of the basic criteria that should be applied in selecting markets for sample campaigns

The large dollar risks inherent in national marketing have encouraged the use of test marketing. Here, on a smaller scale, alternatives of scale, product, advertising or media can be tested at a reasonable cost before going national.

The design of a test-market program can range from the testing of a single variable, such as advertising spending level, to much more complex designs. In each case, though, test markets are selected according to several basic criteria.

■ **Size:** A test market should not be too expensive to op-

erate in, and yet large enough to provide a reasonable cross-section of people and living habits.

■ **Geographic location:** Test markets should be spread across different regions of the country so that regional effects like climate are represented.

■ **Isolation in terms of media:** There should be no substantial media weight coming into the test market from the outside. This is to avoid contamination of the test from the brand's ongoing national advertising. Additionally, the mar-

ket's media should not extend beyond its product distribution area because, in the case of a new product, it would not be available to people exposed to the advertising outside the test area.

Other test-market criteria will depend upon the specific product and variables being examined. In the following tables, "Telestatus" presents a full array of market and media data on four typical TV test markets: Atlanta; Columbus, Ohio; Albany-Schenectady-Troy, N.Y., and San Diego. The largest of these markets is Atlanta, ranked 18th; the

smallest is San Diego, ranked 40th. The markets were chosen for geographic spread (from Albany to San Diego), relative isolation, and moderate media costs.

The information is taken from the October 1970 issue of *The Media Market Guide*, prepared by Metro Market Studies Inc., Greenwich, Conn. Their full report contains similar data for the top-50 television markets.

"Telestatus" is a regular monthly feature of BROADCASTING prepared in co-operation with Carl Ally Inc. Next month's report will survey CATV penetration by television market.

ATLANTA, RANK 18

A. GEOGRAPHIC DEFINITION

Designated TV Market Area (DMA)

DMA counties
 ALABAMA: Cherokee, Cleburne, Randolph.
 GEORGIA: Banks, Barrow, Bartow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, Dawson, De Kalb, Douglas, Fayette, Floyd, Forsyth, Fulton, Gilmer, Greene, Gwinnett, Habersham, Hall, Haralson, Heard, Henry, Jackson, Jasper, Lamar, Lumpkin, Meriwether, Monroe, Morgan, Newton, Oconee, Oglethorpe, Paulding, Pickens, Pike, Polk, Putnam, Rockdale, Spalding, Towns, Troup, Union, Upson, Walton, White.

B. MARKET DESCRIPTION

	Metro Area (000)	DMA (000)
1. Totals		
Total homes	400	654
TV homes	388	624
% TV penetration	97	95
% TV in color	—	39
2. Selected demographics		
a. Household Income		
Under \$5,000	25%	—
\$5-9,999	34	—
\$10-14,999	24	—
\$15,000/	17	—
b. Race		
White	78%	—
Nonwhite	22	—
3. Per-home expenditure index: selected product categories		
U.S. avg=100		
Apparel	105	—
Automotive	128	—
Drug	117	—
Food	106	—
Furnishings/home appliance	101	—
Total retail	121	—

4. Average daily temperature (Degrees)			
January	45	May	70
February	47	June	77
March	52	July	79
April	61	August	78
Annual Average		62	
Frost dates:			
Average	11/19	3/20	
Earliest/latest on record	10/24	4/15	

C. MEDIA AVAILABILITIES

1. TV stations		Ch.	Aff.
Station & market			
WSB-TV Atlanta	2	NBC	
WAGA-TV Atlanta	5	CBS	
WXII-TV Atlanta	11	ABC	
WTCG Atlanta	17	Ind.	
WATL-TV Atlanta	36	Ind.	
2. Radio stations		Watts (AM)	Aff.
Station & city of licence			
WAOK(AM) Atlanta	5,000	Ind.	
WAVO AM-FM Decatur	1,000	Ind.	
WERD(AM) Atlanta	1,000	Ind.	
WFOM(AM) Marietta	1,000	Ind.	
WGKA AM-FM Atlanta	1,000	ABC Enter.	
WGST(AM) Atlanta	5,000	MBS	
WGUN(AM) Atlanta	50,000	Ind.	
WIGO(AM) Atlanta	1,000	ABC	
		Contemp.	
WIIN(AM) Atlanta	5,000	Ind.	
WKLS(FM) Atlanta		Ind.	
WLTA(FM) Atlanta		Ind.	
WPLO AM-FM Atlanta	5,000	Ind.	
WXII AM-FM Atlanta	5,000	Ind.	
WRNG(AM) North Atlanta	25,000	ABC Inf.	
WSB AM-FM Atlanta	50,000	NBC	
WYZE(AM) Atlanta	5,000	Ind.	
3. Daily newspapers			
City	Newspapers	Edition	Circ. (000)
Atl.	Constitution	Morn	208
Atl.	Journal	Eve	258
(May be purchased in combination)			
4. Outdoor (#100 showing)			Monthly cost: \$8,640

D. COSTS & RATINGS

Broadcast & newspapers

	Ad Unit	Unit Cost	Household Ratings		DMA Ratings			Cost per rating point				
			Metro	DMA	Men	Women	Teens	Metro	DMA	Men	Women	Teens
1. TV (network stations)												
Daytime (M-F 9 a.m.-5 p.m.)	"60"	104	8	7	1	5	2	13	15	104	21	52
Early eve. (M-F 5-7:30 p.m.)	"60"	286	13	13	8	9	5	22	22	36	32	57
Prime eve. (All Eve. 7:30-11 p.m.)	"20"	361	19	18	11	13	11	19	20	33	28	33
Late news (All Eve. 11-11:30 p.m.)	"60"	220	10	8	5	7	2	22	28	44	31	110
Late eve. (M-F 11:30 p.m.-1 a.m.)	"60"	72	4	4	2	2	1	18	18	36	36	72
2. Radio (top 3 stations M-F)												
Drive time (6-10 a.m., 3-7 p.m.)	"60"	57	—	—	3.0	3.5	3.5	—	—	19	16	16
Daytime (10 a.m.-3 p.m.)	"60"	45	—	—	2.0	2.0	1.0	—	—	23	23	45
Evening (7 p.m.-Mid.)	"60"	30	—	—	1.0	1.0	2.5	—	—	30	30	12
3. Daily newspapers												
B+W ads												
Journal (eve.)	1000LI	1050	46	34	—	—	—	23	31	—	—	—
Constitution (morn.)	1000LI	1000	33	26	—	—	—	30	38	—	—	—
Combination Rate	1000LI	1450	79	60	—	—	—	18	21	—	—	—
4. Local supplements												
(Weekdays only)												
Sunday (Journal-Constitution)	R P4C	2420	76	61	—	—	—	32	40	—	—	—

O—Offset, L—Letterpress, R—Rotogravure

5. Local market magazine editions

	Circulation rate base (000)	One time cost page 4C		Circulation rate base (000)	One time cost page 4C
American Home	45	645	McCall's	55*	850
Better Homes & Gardens	86*	1166	Newsweek	—	—
Ladies' Home Journal	75	1020	Reader's Digest	—	—
Life	70	2050	Sports Illustrated	—	—
Look	55	1585	Time	35	910
			U.S. News	—	—

* Circulation extends outside DMA

COLUMBUS, RANK 32

A. GEOGRAPHIC DEFINITION

Designated TV Market Area (DMA)

DMA counties
OHIO: Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Hocking, Knox, Licking, Madison, Marion, Morrow, Perry, Pickaway, Pike, Ross, Union.

B. MARKET DESCRIPTION

	Metro area (000)	DMA (000)
1. Totals		
Total homes	273	457
TV homes	266	445
% TV penetration	97	97
% TV in color	—	52
2. Selected demographics		
a. Household income		
Under \$5,000	25%	—
\$5-9,999	39	—
\$10-14,999	22	—
\$15,000/	14	—
b. Race		
White	89%	—
Nonwhite	11	—
3. Per home expenditure index: selected product categories (U.S. avg=100)		
Apparel	74	—
Automotive	110	—
Drug	97	—
Food	95	—
Furnishings/home appliance	102	—
Total retail	104	—
4. Average daily temperature (Degrees)		
January	30	May 62
February	31	June 71
March	39	July 75
April	51	August 73
Annual average	52	September 66
		October 54
		November 41
		December 32
Frost dates:		
Average	10/30	4/17
Earliest/latest on record	10/7	5/9

C. MEDIA AVAILABILITIES

1. TV stations		Ch.	Aff.
Station & market			
WLWC	Columbus	4	NBC
WTVN-TV	Columbus	6	ABC
WBNS-TV	Columbus	10	CBS
2. Radio stations			
Station & city of license		Watts	Aff.
WBNS-AM-FM	Columbus	5,000	CBS
WBUC(FM)	Columbus	—	Ind.
WCOL-AM-FM	Columbus	1,000	Ind.
WMNI-AM-FM	Columbus	1,000	MBS
WNCI(FM)	Columbus	—	ABC-FM
WRFD(AM)	Columbus	5,000	Ind.
WSPQ(FM)	Columbus	—	Ind.
WTVN(AM)	Columbus	5,000	ABC Enter.
WVKO(AM)	Columbus	1,000	Ind.
3. Daily newspapers			
City	News-paper	Edition	Circ. (000)
Columbus	Dispatch	Eve	226
Columbus	Citizen's Journal	Morn	117
May be purchased in combination			
4. Outdoor			
(#100 showing)	Monthly cost:	\$4,200	

D. COSTS & RATINGS

Broadcast & newspapers

	Ad Unit	Unit Cost	Household Ratings		DMA ratings			Cost per rating point				
			Metro	DMA	Men	Women	Teens	Household		DMA		
								Metro	DMA	Men	Women	Teens
1. TV (network stations)		\$					\$	\$	\$	\$	\$	
Daytime (M-F 9 a.m.-5 p.m.)	"60"	112	8	8	2	5	2	14	14	56	22	56
Early eve. (M-F 5-7:30 p.m.)	"60"	195	15	15	8	9	9	13	13	24	22	22
Prime eve. (All Eve. 7:30-11 p.m.)	"20"	294	21	20	13	15	13	14	15	23	20	23
Late news (All Eve. 11-11:30 p.m.)	"80"	180	12	11	7	8	2	15	16	26	23	90
Late eve. (M-F 11:30 p.m.-1 a.m.)	"60"	70	5	5	3	4	1	14	14	23	18	70
2. Radio (top 3 stations M-F)												
Drive time (6-10 a.m., 3-7 p.m.)	"60"	43	—	—	2.5	3.0	4.0	—	—	17	14	11
Daytime (10 a.m.-3 p.m.)	"60"	34	—	—	2.0	2.0	1.0	—	—	17	17	34
Evening (7 p.m.-Mid.)	"60"	30	—	—	1.0	1.0	2.5	—	—	30	30	12
3. Daily newspapers (B&W ads)												
(B+W ads)												
Dispatch (Eve)	1000LI	650	71	57	—	—	—	9	11	—	—	—
Citizen's Journal (Morn)	1000LI	400	33	23	—	—	—	12	17	—	—	—
Combination rate	1000LI	900	104	70	—	—	—	9	13	—	—	—
4. Local Supplements												
(Weekends Only)												
Sunday (Dispatch) R	P4C	1630	79	62	—	—	—	21	26	—	—	—

O—Offset
L—Letterpress
R—Rotogravure

5. Local Market Magazine Editions

	Circulation rate base (000)	One time cost page 4C \$
American Home	25	645
Better Homes & Gardens	—	—
Ladies' Home Journal	50	1020
Life	85	2050
Look	45	1538
McCall's	—	—
Newsweek	—	—
Reader's Digest	—	—
Sports Illustrated	—	—
Time	—	—
U.S. News	—	—

* Circulation extends outside DMA

ALBANY-SCHEN-TROY, RANK 37

A. GEOGRAPHIC DEFINITION

Designated TV Market Area (DMA)

DMA counties
 MASSACHUSETTS: Berkshire.
 NEW YORK: Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, Washington.
 VERMONT: Bennington, Rutland.

B. MARKET DESCRIPTION

	Metro area (000)	DMA (000)
1. Totals		
Total homes	230	404
TV homes	223	389
% TV penetration	97	96
% TV in color	—	39
2. Selected demographics		
a. Household income		
Under \$5,000	22%	—
\$5-9,999	31	—
\$10-14,999	27	—
\$15,000/	20	—
b. Race		
White	87%	—
Nonwhite	3	—
3. Per home expenditure index: selected product categories (U.S. avg=100)		
Apparel	110	—
Automotive	92	—
Drug	75	—
Food	107	—
Furnishings/home appliance	93	—
Total retail	98	—
4. Average daily temperature (Degrees)		
January	23	58
February	24	67
March	33	72
April	46	70
Annual average	48	
Frost dates:		
Average	First 10/13	Last 4/27
Earliest/latest on record	9/23	5/20

C. MEDIA AVAILABILITIES

1. TV stations		Ch.	Aff.
Station & market			
WRGB	Schenectady	8	NBC
WAST	Albany	13	ABC
WTEN	Albany	10-19	CBS
2. Radio stations			
Station & city of license		Watts (AM)	Aff.
WABY(AM)	Albany	1,000	ABC-Enter.
WDKC(FM)	Albany	—	ABC-FM
WQBK(AM)	Albany	5,000	MBS
WFLY(FM)	Troy	—	Ind.
WGFN(FM)	Schenectady	—	Ind.
WGY(AM)	Schenectady	50,000	NBC
WHAZ(AM)	Troy	1,000	Ind.
WHRL(FM)	Albany	—	Ind.
WOKO(AM)	Albany	5,000	ABC Info.
WPTP(AM)	Albany	50,000	Ind.
WROW AM-FM	Albany	5,000	CBS
WSNY(AM)	Schenectady	1,000	Ind.
WTRY(AM)	Troy	5,000	Ind.
3. Daily newspapers			Best food day
City Newspapers Edition		Circ. (000)	
Albany	Times Union	Morn	70
Albany	Knickerbocker/Star	Eve	56
Schenectady	Gazette	Morn	60
Troy	Record	Morn	8
Troy	Times Record	Eve	43
Albany newspapers may be purchased in combination; Troy newspapers may be purchased in combination.			
4. Outdoor			
#100 showing	Monthly cost:		\$5,616

D. COSTS & RATINGS

Broadcast & newspapers

	Ad Unit	Unit Cost	Household Ratings		DMA ratings			Cost per rating point				
			Metro	DMA	Men	Women	Teens	Metro Household	DMA	Men	Women	Teens
1. TV (network stations)												
Daytime (M-F 9 a.m.-5 p.m.)	"60"	77	7	7	1	4	3	11	11	77	19	26
Early eve. (M-F 5-7:30 p.m.)	"60"	187	17	17	9	11	10	11	11	21	17	19
Prime eve. (All eve 7:30-11 p.m.)	"20"	220	20	20	12	15	13	11	11	18	15	17
Late news (All eve 11-11:30 p.m.)	"60"	156	13	12	7	9	2	12	13	22	17	78
Late eve. (M-F 11:30 p.m.-1 a.m.)	"60"	72	8	5	3	4	1	12	14	24	18	72
2. Radio (top 3 stations M-F)												
Drive time (8-10a.m., 3-7 p.m.)	"60"	32	—	—	4.0	4.0	5.0	—	—	8	8	6
Daytime (10 a.m.-3 p.m.)	"60"	28	—	—	1.5	2.5	1.0	—	—	19	11	28
Evening (7 p.m.-mid)	"60"	22	—	—	.5	1.0	2.5	—	—	44	22	9
3. Daily newspapers (B&W ads)												
Times Union (Albany) (Morn)	1000Li	400	24	18	—	—	—	17	22	—	—	—
Knickerbocker News Union Star (Albany) (Eve)	1000Li	470	26	14	—	—	—	18	34	—	—	—
Combination	1000Li	700	50	32	—	—	—	14	22	—	—	—
Schenectady Gazette (Schenectady) Morn	1000Li	270	20	13	—	—	—	14	21	—	—	—
Record/Times Record (Troy) (Morn/Eve)	1000Li	280	21	12	—	—	—	13	23	—	—	—
4. Local Supplements (Weekends Only)												
O—Offset												
L—Letterpress												
R—Rotogravure												
5. Local Market Magazine Editions												
	Circulation rate base (000)	One time cost page 4C \$										
American Home	20	645										
Better Homes & Gardens	—	—										
Ladies' Home Journal	35	1020										
Life	65	2050										
Look	50	1538										
McCall's	—	—										
Newsweek	—	—										
Reader's Digest	—	—										
Sports Illustrated	—	—										
Time	—	—										
U.S. News	—	—										

* Circulation extends outside DMA

SAN DIEGO, RANK 40

A. GEOGRAPHIC DEFINITION

Designated TV Market Area (DMA)

DMA counties
CALIFORNIA: San Diego

B. MARKET DESCRIPTION

	Metro area (000)	DMA (000)
1. Totals	393	393
Total homes	378	378
TV homes	96	96
% TV penetration	—	50
% TV in color		
2. Selected demographics		
a. Household income		
Under \$5,000	29%	—
\$5-9,999	41	—
\$10-14,999	18	—
\$15,000/	12	—
b. Race		
White	93%	—
Nonwhite	7	—
3. Per home expenditure index: selected product categories (U.S. avg=100)		
Apparel	102	—
Automotive	110	—
Drug	106	—
Food	102	—
Furnishings/home appliance	114	—
Total retail	102	—
4. Average daily temperature (Degrees)		
January	55	May 64
February	56	June 66
March	59	July 70
April	62	August 72
		September 70
		October 66
		November 62
		December 57
		Annual average 63
Frost dates:		
Average	—	—
Earliest/latest on record	—	—

C. MEDIA AVAILABILITIES

1. TV stations		Ch.	Aff.
Station & market			
XETV	Tijuana	6	ABC
KFMB-TV	San Diego	8	CBS
KOGO-TV	San Diego	10	NBC
XEWT-TV	Tijuana	12	Ind.-Spanish
KCST-TV	San Diego	39	Ind.
2. Radio stations			
Station & city of license	Watts (AM)		Aff.
KBBW(FM)	San Diego	—	Ind.
KBKB(FM)	San Diego	—	Ind.
KCBQ(AM)	San Diego	50,000	Ind.
KDEO(AM)	El Cajon	1,000	ABC-Enter.
KDIG(FM)	San Diego	—	Ind.
KFMB AM-FM	San Diego	5,000	CBS
KFMX(FM)	San Diego	—	Ind.
KGB(AM)	San Diego	5,000	NBC
KITT(FM)	San Diego	—	Ind.
KLRO(FM)	San Diego	—	Ind.
KOGO AM-FM	San Diego	5,000	NBC
KPRI(FM)	San Diego	—	Ind.
KSDO AM-FM	San Diego	5,000	MBS
KSEA(FM)	San Diego	—	Ind.
KSON(AM)	San Diego	250	Ind.
XERB(AM)	Tijuana	50,000	Ind.
XETRA(AM)	Tijuana	50,000	Ind.
3. Daily newspapers			
City	Newspapers	Edition	Circ. (000)
San Diego	Union	Morn	148
San Diego	Tribune	Eve	120
			Best food day
			Thurs
			Wed
Must be purchased in combination			
4. Outdoor			
(#100 showing)	Monthly cost:		\$7,696

D. COSTS & RATINGS

Broadcast & newspapers

	Ad Unit	Unit Cost	Household Ratings		DMA ratings			Cost per rating point				
			Metro	DMA	Men	Women	Teens	Metro	Household DMA	Men	Women	DMA Teens
1. TV (network stations)		\$						\$	\$	\$	\$	\$
Daytime (M-F 9 a.m.-5 p.m.)	"60"	60	5	5	1	4	2	12	12	60	15	30
Early eve. (M-F 5-7:30 p.m.)	"60"	169	13	13	8	10	5	13	13	21	17	34
Prime eve. (All eve 7:30-11 p.m.)	"20"	176	16	16	11	14	11	11	11	16	13	16
Late news (All eve 11-11:30 p.m.)	"60"	90	6	6	4	5	2	15	15	23	18	45
Late eve. (M-F 11:30 p.m.-1 a.m.)	"60"	33	3	3	2	2	—	11	11	17	17	—
2. Radio (top 3 stations M-F)												
Drive Time (6-10 a.m., 3-7 p.m.)	"60"	29	—	—	2.0	2.5	5.0	—	—	15	12	6
Daytime (10 a.m.-3 p.m.)	"60"	26	—	—	1.5	2.0	2.0	—	—	17	13	13
Evening (7 p.m.-mid)	"60"	25	—	—	1.0	1.0	4.0	—	—	25	25	6
3. Daily newspapers (B&W ads)												
Unlon/Tribune (Morn/Eve)	1000LI	1140	64	64	—	—	—	18	18	—	—	—
4. Local Supplements (Weekends Only)												
None												
O—Offset												
L—Letterpress												
R—Rotogravure												

5. Local Market Magazine Editions

	Circulation rate base (000)	One time cost page 4C \$
American Home	30	645
Better Homes & Gardens	—	—
Ladies' Home Journal	40	1020
Life	80	2050
Look	55	1585
McCall's	47	850
Newsweek	—	—
Reader's Digest	—	—
Sports Illustrated	—	—
Time	—	—
U.S. News	—	—

* Circulation extends outside DMA

What role for the first-class engineer?

Broadcasters favor FCC proposals to lower standards for some jobs

The FCC's proposed rule to relax operator requirements for AM and FM stations are eliciting support from broadcasters. However, some feel that the commission should further de-emphasize the role of the first-class engineer in routine station operations.

That seemed to be the general feeling from samples of comments on the proposal filed last week at the FCC.

The commission's proposal, advanced last July in response to a petition by the National Association of Broadcasters (BROADCASTING, Aug. 3, 1970), would, on an individual basis, permit directional AM's, AM's with over 10 kw and FM's with more than 25 kw transmitter output power to use third-class operators on a routine basis.

Directional AM's would first have to show that certain equipment is stable; that they employ one full-time first-class engineer and at least another on a full- or part-time basis, and that third-class operators have been instructed in routine technical operations. In addition, a first-class operator would have to be at the transmitter when a station begins directional operation or changes from one directional mode to another, and a first-class operator would have to read and countersign the previous day's log within one-half hour of sign-on unless a first-class operator was on duty at sign-off the previous day. FM's and nondirectional AM's would have to make showings in some but not all of these respects.

The Iowa Broadcasters Association said relaxation of operator requirements would be particularly helpful to small-market stations that have trouble attracting trained technicians. KRNT(AM) Des Moines, Iowa, said revision of operator requirements is "long overdue and could not result in impairing broadcast quality. . . ."

KLBW(AM) Logan, Utah, contended that the present requirements present a hardship to small stations and that routine operation by a third-class operator is "the ideal way to operate an AM radio station for greater efficiency, better employe relations and much more economically for the licensee."

However, KSEI(AM) Pocatello, Idaho, said it could not see the need for requiring first-class operators to start or change directional operation or to in-

spect logs. A third-class operator would be equally capable of those duties, it contended.

KSUB(AM) Cedar City, Utah, pointed out that it would be more practical for the operator on duty to make pattern changes and that requiring a first-class operator to inspect the log "would accomplish no good and would in effect not provide any relief to station operations. . . ." Stations concurring with this viewpoint included KDKO(AM) Littleton, Colo.; KROX(AM) Crookston, Minn., and WPAG(AM) Ann Arbor, Mich.

However, F. F. Cherny, chief engineer at KPJL-AM-FM Los Angeles, commented that the only apparent reason for the over-all proposal is to afford some broadcasters a better competitive advantage. The end result is all that matters, so why not eliminate all operator requirements? he asked. He added that fines for technical violations would eventually eliminate broadcasters who cannot afford good engineers or who overlook their responsibilities. "As an added benefit," he said, "the 90-day wonder kind of engineer would cease to exist."

Technical topics:

Lighting for teletape ■ Teletape Productions, New York, has signed Imero Fiorentino Associates, lighting firm with New York and Hollywood offices to provide it with lighting direction, consultation and design services on a 24-hour basis.

Transistor inventor honored ■ Dr. John

Bardeen, professor of electrical engineering and physics at the University of Illinois at Urbana, has been named to receive medal of honor of Institute of Electrical and Electronics Engineers. Presentation will be made in New York on March 24. Medal is awarded for particular contribution to science and technology of interest to institute. Dr. Bardeen was honored for contributions to understanding of conductivity of solids, to invention of transistor and to microscope theory of superconductivity.

New FM transmitter ■ FCC has granted type acceptance to American Electronic Laboratories' FM-10KCG transmitter. The 1,000 kw FM transmitter has grounded-grid triode final tube configuration and low harmonic generating final amplifier, AEL, Lansdale, Pa., claims.

Notes from software ■ Television Equipment Associates, Bayville, N.Y., will market HERN, an automatic-music synthesizer, which reportedly can program quickly for station identifications, commercials and tags. HERN is said to be able to embellish and reproduce musical jingles and tags automatically without electronic synthesizers or recording sessions. The equipment produces a series of 16 notes, each of which can be tuned over a three-octave range.

Make waves ■ Tektronix Inc., Beaverton, Ore., has introduced 453A Mod 127C, new 60-mhz portable oscilloscope. Unit is dual trace and has built-in TV sync separator for use with either standard broadcast or closed-circuit TV systems with up to 1201-line field rates. Four operating modes include: single channel, alternate or chopped electronic switching between channels, and both

AM-TV-FM-STEREO-SCA...

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channels added algebraically. Calibrated sweep delay provides for viewing of one or more lines of composite video waveform.

EVR's for motels ■ Midwest Video Systems Inc., Oklahoma City, has established electronic video-recording advertising network. Company plans to place Motorola EVR players in motels in 40 markets in midwest by Aug. 1 to test TV commercials. MVS is developing programs of general interest and will offer 60-, 30- and 20-second spots to advertisers. Greenwich Research Center Inc. will test commercials' advertising impact.

Clean those tapes ■ Designed to accommodate one- and two-inch wide tapes, the Magnatek I video-tape cleaner is said to remove approximately 90-95% of physical errors on tape surfaces. Particle accumulations which adhere to tape surfaces are cleaned by passing oxide surface of tape over tungsten carbide blades which remove loose or embedded oxide particles, backing materials or other foreign materials. Unit is marketed by Television Equipment Associates, Bayville, N.Y. Advanced Transducer Systems Ltd., Toronto, is sales representative for Magnatek product.

Multiprojector ■ Kalart Victor Corp., Plainville, Conn., has developed the

model OM-300 multiplex TV film chain capable of projecting either 16mm movies, 35mm filmstrip or two-by-two slides for television. The company claims inputs can be put on line instantly with an optical transfer time of 175 milliseconds. Audio transfer is accomplished simultaneously with picture. Options include remote control of multiplexer and inputs, and magnetic sound playback for 16mm film projectors.

Services for engineers ■ Institute of Electrical and Electronics Engineers and the National Society of Professional Engineers have made an agreement under which members of IEEE may make use of certain services and publications of NSPE. New services will be offered at varying fees and include NSPE employment referral, retirement program and publications.

Out of the shadows ■ Riker Video, Clark, N.J., has developed two image-intensifier cameras said to be capable of operating under very low light level conditions. Model TV-177-L1 is a single-stage intensifier which manufacturer claims capable of producing usable TV pictures with illumination as low as .05 footcandles. The TC-177-L2, a two stage camera, is said to be able to work with 1/20th of light of single stage camera.

Bill would require all-channel radios

All new radio receivers shipped in interstate commerce would have to be capable of receiving both AM and FM broadcasts under a bill (S. 217) introduced last week by Senator Frank Moss (D-Utah).

Mr. Moss said his bill would "not only provide greater programming service to the public at large but would also have the effect of improving the programming content of all radio broadcasting due to increased competition between stations."

Pointing out that of the approximately 2,651 FM stations on the air today 455 are noncommercial or educational, Mr. Moss noted Corp. for Public Broadcasting President John W. Macy Jr.'s feeling that without all-channel AM-FM legislation, CPB cannot fulfill its responsibility to educational radio.

He observed that 455 of the 480 educational radio licensees in this country are assigned FM frequencies, while only 65% of American homes are equipped with FM sets.

"UHF television has already received support from similar (all-channel) legislation," Mr. Moss remarked. "One would expect the same advantages to accrue to the radio listener as to the television viewer."

Intelsat IV makes it in orbit after 2 delays

Intelsat IV, largest commercial-communications satellite to date, is now in "essentially synchronous orbit" above the Atlantic following a successful launch last Monday (Jan. 25).

This preliminary orbit will be further refined until the satellite is locked into a permanent stationary orbit at 24.5 degrees longitude, 22,300 miles above the equator.

Intelsat IV was originally scheduled to be lifted into this orbit on Jan. 13, but technical failures of an earlier satellite carrying similar equipment delayed that launch (BROADCASTING, Jan. 11). A subsequent attempt on Jan. 22 was cancelled due to high winds at the Cape Kennedy, Fla., launch site.

Exact causes of that earlier failure have yet to be determined. Prior to the launch, however, officials said that a number of corrective steps had been taken and that there was a "high degree of confidence."

Intelsat IV weighed 3,094 pounds at launch time and had a height of over 17 feet. When operational, it will have a capacity of carrying 12 color-television channels or a combination of tele-

Sliding TV sales show upswing in late 1970

It was a bearish year for television-set sales, according to figures released by the marketing-services department of the Electronic Industries Association, but bullish signs appeared in the last quarter of 1970.

Total TV-set sales for the year, both black and white and color, by distributors to dealers were down 10.8% over 1969. Color-set sales were down 12.7% and black-and-white-set sales were off 8.6% from 1969.

However October, November and December set-sale figures all showed the first gains of the year. Total December set sales were up 12.3% over 1969.

Although total radio-set sales—AM, FM and automobile—were up 1.6% in December 1970 ahead of sales in December 1969, total radio figures for the year showed nearly a 19% drop.

This is a breakdown for the total sales in 1969:

	Television	
	1970	1969
Color	4,821,505	5,523,752
Monochrome	4,546,608	4,974,993
Total	9,368,113	10,498,745
	Radio	
AM home	4,798,996	5,870,495
FM home	3,183,901	3,842,204
Auto	8,125,359	10,109,487
Total	16,108,256	19,822,186

More adults, 18 to 49 years, spend more time listening to WJW RADIO than to any other Cleveland area radio station, 6 A.M. to 7 P.M. WJW Radio is #1 in CPM with adults, 25 to 49.*

**WJW
Radio
850**

Phone—
Major Market Radio, Inc.
or Storer Radio Sales

* ARB April/May, 1970 Cleveland Metro Average ¼ hour 6 A.M. - 7 P.M., M-F, SRDS, June 1, 1970. Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.

phone, TV, data and other forms of communications traffic. It is expected that it will take at least a month for the satellite to be positioned in the stationary orbit and for tests to be performed before it is available for commercial use.

2 Rank divisions consolidate

Rank Precision Industries Inc. and Rank Scherr-Tumico Inc. announced last week consolidation of their Eastern and West Coast offices. The Eastern division of Rank Scherr-Tumico is now located in the corporate headquarters of Rank Precision at West Nyack, N.Y. The West Coast office of Rank Precision

has moved to RST's Western division in Los Angeles. The Rank organization is composed of four divisions: broadcast, metrology, industrial and analytical. RST manufactures and markets metrology products in North America.

Electronic show in Chicago

The fifth annual consumer electronics show sponsored this June by the Electronic Industries Association will be the largest ever held and will move from New York to the newly constructed McCormick Place, Chicago, June 27-30. More than 250 radio-TV manufacturers will show their 1972 lines to

retailers all in one place at one time, according to Jack Wayman, staff vice president, EIA. A companion National Music Industry show will be held in McCormick's lower level at the same time.

New film process at Acme

Acme Film and Videotape Laboratories Inc., Hollywood, has begun using a new film and transfer process which the firm claims improves resolution 15-20% while reducing the normally related noise level. The transfer process, called Acmechromatek, can be used for both color and black and white transfers and attaches to the film-recording units.

Promotion

FM bids force new Armstrong deadline

The deadline for entries in the Seventh Annual Major Armstrong Awards, given by the Armstrong Memorial Research Foundation for excellence in FM broadcasting, has been extended to Feb. 15.

The extension was prompted by numerous requests by FM broadcasters wishing to enter year-end news round-ups and other programs aired late in 1970 in the competition.

The awards, presented in eight categories in memory of Major Edwin H. Armstrong, founder of FM radio, are administered by the Columbia University Engineering School, where Major Armstrong did much of his research. Involved is a total of \$4,000 in prize money. Judges in the competition include Lawrence B. Taishoff, executive vice president of BROADCASTING magazine, and Alvin Snyder, aide to White House Communications Director Herbert Klein.

Inquiries should be directed to Dean Wesley J. Hennessey, Room 529, Mudd Building, Columbia University Engineering School, New York 10027.

WHN uses ad techniques to promote 1971 line-up

WHN(AM) New York last week said its "HN 1050" audience-promotion would cost \$250,000. The project began last month and will run through March.

WHN, an independent station owned by Storer Broadcasting, plans to high-pot the campaign with a reception in New York for advertisers and agencies on Feb. 9.

The audience-promotion approach calls attention to WHN's 1971 line-up of

entertainment, news and sports. The campaign was conceived by Heller Corp. (Hugh Heller) of Los Angeles and has as its theme a spoof of Madison Avenue's creative-ad types. A "mysterious new product" (known as HN-1050) is presented but the campaign employs techniques and gimmicks used for many years to launch new products on the consumer market. The campaign includes a heavy use of radio and TV spots, print ads, posters and direct-mail promotions.

FCC seeks modern symbol

The FCC, which regulates an industry that has come a long way in the commission's 37 years, wants a new seal, one that will be more appropriate in this day of communications satellites and complex computer-communications networks than its present device—an eagle, grasping bolts of lightning, suspended between two radio towers.

To get a new seal, the commission has initiated a nationwide competition, open to communications-minded designers and interested members of the public. A \$500 prize will be given for the winning design. Further information and entry blanks are available from Leonard Weinles, chief, office of reports and information, FCC, 1919 M street N.W., Washington 20036.

PGW salesman a 'colonel'

Peters, Griffin, Woodward, New York, has named John C. Lehman, salesman in PGW's New York office, as its 35th "colonel of the year." The rep presents

a scroll and cash award to the employee judged to have earned "the most notable" personal and professional growth in the past year. Mr. Lehman joined PGW in 1966 after having served as buyer with Compton and Ogilvy & Mather advertising agencies in New York.

Promotion tips:

Vote of confidence ■ Combined Communications Corp., Phoenix-based group broadcaster and publisher, has begun a program designed to solicit public support of police departments in markets served by CCC television stations. CCC's KTAR-TV Phoenix, KOCO-TV Oklahoma City and KBLU-TV Yuma, Ariz., are running slides depicting policeman administering mouth-to-mouth resuscitation to child. Accompanying copy line reads: "Some call him pig." In addition, CCC-owned *Phoenix* magazine and *Arizona Wildlife Sportsman* will carry full-page ads in February issues with same layout.

Emmy eligibility period extended ■ The National Academy of Television Arts and Sciences has extended the eligibility period for the 1970-71 Emmy Awards from Feb. 28 to March 16. Programs broadcast between March 16, 1970, and March 16, 1971, are now eligible. The deadline of March 2 for receipt of entry cards remains unchanged. The program will be broadcast on NBC-TV, Sunday, May 9 (10-11:30 p.m. NYT).

New category ■ *Saturday Review* magazine has instituted a new awards competition for the television programs "deemed to be best in the public interest" for 1970. Winners will be announced in publication's May 9 issue. Entries should be submitted to *Saturday Review*, 380 Madison Avenue, New York 10017 by March 26.

\$3-million revenue rise reported by Cox

Cox Broadcasting Corp., Atlanta, had a 5% gain in operating revenues for the year ended last Dec. 31, or \$64,-

434,304 compared with \$61,481,175 in 1969.

Net income last year was \$7,636,568, equal to \$1.32 per share, against \$7,-101,864, or \$1.23 a share a year earlier. Per-share earnings were based on

5,789,00 shares outstanding at Dec. 31, 1970 and 1969, adjusted for the two-for-one stock split of record Jan. 5, 1970.

Television accounted for 53% of the firm's 1970 consolidated revenues;

The Broadcasting stock index

A weekly summary of market activity in the shares of 109 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 28	Closing Jan. 21	Closing Jan. 14	1970-71 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	27¼	26¼	26¼	27¼	19¾	7,073	185,666
ASI Communications		O	3¾	2¾	2¼	7	1¾	1,789	3,811
Capital Cities	CCB	N	33¼	34¼	33¼	36½	19½	6,061	188,679
CBS	CBS	N	33¾	35¼	31¾	49¾	23¾	26,512	838,575
Corinthian	CRB	N	28¾	27¾	29¼	33¾	19¾	3,381	101,870
Cox	COX	N	22¼	20¾	20	24¾	10¼	5,789	119,427
Gross Telecasting	GGG	A	13½	13¼	13¾	17¼	9¾	803	10,038
Metromedia	MET	N	21¼	21¾	19¾	22¾	9¾	5,734	115,425
Mooney		O	5	4	4¾	8¼	4	250	1,345
Pacific & Southern		O	14¾	15	15	20¼	5½	1,636	20,859
Rahall Communications		O	26¾	28½	25½	28½	5½	1,040	24,180
Reeves Telecom	RBT	A	3¾	3¼	3¾	15¾	2	2,288	6,864
Scripps-Howard		O	22½	22½	20	25	14	2,589	52,427
Sonderling	SDB	A	27¼	26¾	24¼	34¾	10¼	991	25,152
Starr	SBG	M	12½	9¾	9¾	18¼	7½	461	4,149
Taft	TFB	N	28	28	28	29¾	13¾	3,712	90,944
Total								70,108	1,789,411
Broadcasting with other major interests									
Avco	AV	N	17¼	15¼	15¼	25¼	9	11,470	153,469
Bartell Media	BMC	A	5¾	5	5	14	3¾	2,254	11,270
Boston Herald-Traveler		O	26¼	27½	27	44	24	574	15,785
Chris-Craft	CCN	N	9	9½	9	11½	4¾	3,797	30,870
Combined Communications		O	12½	11¾	10¾	17	5¾	1,945	20,675
Cowles Communications	CWL	N	9½	8¼	8¾	10¾	3¼	3,969	32,744
Fuqua	FOA	N	16¾	15¼	15¾	31¾	7	6,314	89,975
Gannett	GCI	N	36¼	36¼	35¼	36¼	18½	7,117	235,788
General Tire	GY	N	23¾	24¾	23¾	24¾	12¾	18,434	423,982
Gray Communications		O	6¼	6¼	6¼	7¾	3¾	475	2,850
ISC Industries *	ISC	A	7¾	6¾	8	7¾	4½	1,828	9,768
Lamb Communications		O	27¾	27¾	2½	6	2	475	1,012
Lee Enterprises	LNT	A	20¼	20½	20	20¼	12	1,957	38,651
Liberty Corp.	LC	N	22¾	21¾	21¼	21¾	13	6,744	128,136
LIN		O	9½	8¾	7¾	11½	3¼	2,244	15,708
Meredith Corp.	MDP	N	22¾	22¼	24½	44¾	18	2,744	59,682
Outlet Co.	OTU	N	16½	15¼	15½	17¼	10	1,342	19,633
Post Corp.		O	12	11¾	11	17½	8	713	748,650
Ridder Publications		O	22¼	20¾	20	22¼	9¼	6,217	115,015
Rollins	ROL	N	30	28¾	27¾	40¾	19¾	8,044	215,177
Rust Craft	RUS	A	29¼	29¾	29¾	32¼	18½	1,159	34,191
Schering-Plough †	PLO	N	67¾	62	81¼	85	55	6,883	550,640
Storer	SBK	N	22¾	22	20	30¼	14	4,223	87,627
Time Inc.	TL	N	46	42¾	44	46	25½	7,257	310,237
Trans-National Comm.		O	½	½	½	4½	1/16	1,000	380
Turner Communications		O	3	2¾	2¾	8¾	2¼	1,328	2,656
Wometco	WOM	N	19¾	19¾	19¼	20¼	13¾	5,817	104,706
Total								118,124	3,459,275
CATV									
Ameco	ACO	A	8¾	7	7	16	4	1,200	9,156
American Electronic Labs.	AEL	O	4½	4¾	4½	6¾	2½	1,620	5,670
American TV & Comm.		O	20¼	19¾	20½	24	10	2,042	40,330
Burnup & Sims		O	26¼	23¾	23¼	32¼	14	987	23,816
Cablecom-Generalal	CCG	A	14	13¾	13¾	23¾	7¾	1,605	23,481
Cable Information Systems		O	2½	2½	2½	5	¾	955	2,388
Citizens Financial Corp.	CPN	A	16½	17¼	14¼	17½	9¾	994	12,674
Columbia Cable		O	10¼	10¼	10½	15¾	6¾	900	9,450
Communications Properties		O	8½	7¾	7½	10½	6	1,800	13,050
Cox Cable Communications		O	21½	21¾	21¼	25	12	3,550	75,012
Cypress Communications		O	8	8	7	17¼	6	1,679	11,753
Entron	ENT	A	3¾	3¾	3¼	8¾	2¾	1,320	4,132
General Instrument Corp.	GRL	N	20¼	17¾	17¾	30¾	11½	6,250	99,250
Sterling Communications		O	5	4¼	4¼	7¼	3	1,100	3,850
Tete-Communications		O	16¼	16½	15	16¾	8½	2,704	36,504
Teleprompter	TP	A	85¼	78¾	77¾	133½	46	1,161	90,999
Television Communications		O	9¾	9½	8¾	19¼	3¾	2,850	22,800
Viacom		N	16¾	15¾	15½	19½	15½	—	—
Vikoa	VIK	A	9¾	8¾	9	27½	6¾	2,316	20,844
Total								35,033	505,159

radio, 12%; technical publishing, 14%; Bing Crosby Productions Inc., 10%, and services division, 11%.

Cox owns and operates five VHF TV and four AM and four FM stations. For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.32	\$ 1.23
Operating revenues	64,434,304	61,481,175
Net income of Cox Cable Communications Inc.	677,486	735,806
Net income	7,636,568	7,101,864
Shares outstanding	5,789,000	5,789,000

Company reports:

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, reported all-time record highs in per share earnings, profits and sales for fiscal year ended Jan. 2. Per share earnings were up 6.5%, profits increased 6.6% and sales rose 9.7% for the year, compared to fiscal 1969. Wometco also declared its regular quarterly dividend of 11 cents on class A stock and 4 cents for class B stock,

payable March 15 to stockholders of record March 1.

For the year ended Jan. 2:

	1970	1969
Earned per share	\$ 1.13	\$ 1.06
Sales	97,500,000	88,845,000
Profits	6,542,000	6,139,550
Shares outstanding	5,812,695	5,812,336

Note: Fully diluted per share earnings for 1970, assuming conversion of all debentures and exercise of all outstanding stock options, was \$1.08 compared with \$1.02 in 1969.

Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broad-

	Stock symbol	Ex-change	Closing Jan. 28	Closing Jan. 21	Closing Jan. 14	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	14½	13½	13%	31½	8%	6,150	76,137
Disney	DIS	N	157½	154½	157%	158	89%	6,045	914,306
Filmways	FWY	A	9½	8½	8	18½	5%	1,842	13,815
Four Star International	O		1%	1%	1%	4	1%	666	919
Gulf & Western	GW	N	23	22½	21%	23	9½	14,964	319,930
Kinney National	KNS	N	29	29½	30%	36	20%	10,469	320,665
MCA	MCA	N	25	25½	24%	26	11%	8,165	199,063
MGM	MGM	N	21¾	19½	20%	29½	12%	5,883	102,247
Music Makers	O		2%	2%	2%	9	2%	589	1,549
National General	NGC	N	21%	21½	21	21%	9	4,910	89,608
Tele-Tape Productions	O		1%	1%	1%	6%	1½	2,183	3,558
Transamerica	TA	N	17½	17	17%	26¾	11%	63,630	1,042,259
20th Century Fox	TF	N	10½	10½	10½	20½	6	8,562	79,199
Walter Reade Organization	O		3%	3%	3%	8%	2	2,414	7,846
Wrather Corp.	WCO	A	7½	7½	7%	10%	4%	2,200	16,786
Total								138,672	3,187,887
Service									
John Blair	BJ	N	17%	17½	16%	23½	10%	2,583	44,557
Comsat	CQ	N	57½	52¾	49%	57%	25	10,000	510,000
Creative Management	CMA	A	13%	12	11%	14%	10	1,102	13,775
Doyle Dane Bernbach	O		23	21½	21%	24½	13%	1,919	40,779
Elkins Institute	O		12½	11½	10%	12½	9	1,664	14,560
Foote Cone & Belding	FCB	N	8%	8%	9	12½	7%	2,175	17,139
Grey Advertising	O		10%	10½	10	13½	5%	1,207	12,529
LaRoche, McCaffrey & McCall	O		12	10½	10½	17	8½	585	6,289
Marketing Resources & Applications	O		2%	3%	3	7	1	504	1,452
MovieLab	MOV	A	3%	3%	2%	7½	2	1,407	3,349
MPO Videotronics	MPO	A	6%	5%	5%	9%	4%	558	3,421
Nielsen	O		43½	44½	39%	44½	26	5,299	214,610
Ogilvy & Mather	O		25½	25%	24%	25%	14½	1,096	26,994
PKL Co.	PKL	A	5	5	5	12%	2½	743	3,158
J. Walter Thompson	JWT	N	37	36¾	34½	37	21%	2,746	97,840
Wells Rich Greene	WRG	A	19%	17%	16%	19%	5	1,578	25,643
Total								35,166	1,036,095
Manufacturing									
Admiral	ADL	N	10%	10%	9%	14%	6½	5,158	43,224
Ampex	APX	N	20%	16%	17½	48½	12%	10,874	198,451
CCA Electronics	O		2½	2%	3	5	1½	2,096	5,240
Collins Radio	CRI	N	17½	15%	15%	37½	9	2,968	43,036
Computer Equipment	CEC	A	4%	4%	4%	12%	3½	2,406	10,827
Conrac	CAX	N	21%	17½	16%	32%	11	1,262	20,192
General Electric	GE	N	99%	100%	94%	100%	60%	90,884	8,532,190
Harris-Intertype	HI	N	59	58½	58	75	36%	6,308	345,363
Magnavox	MAG	N	40%	39	39½	40%	22%	16,674	631,611
3M	MMM	N	98½	97	96½	114%	71	56,058	5,451,641
Motorola	MOT	N	59	57½	56½	59	31	13,334	713,369
RCA	RCA	N	30%	29%	29	34%	18%	68,403	1,838,673
Reeves Industries	RSC	A	3%	3%	3%	5%	2½	3,458	12,103
Telemation	O		9%	9%	9%	24	8½	14,040	133,380
Westinghouse	WX	N	73%	73½	66	73%	53%	39,928	2,640,439
Zenith	ZE	N	40%	39	40	40%	22%	19,020	739,498
Total								352,871	21,359,237
Grand Total								747,974	31,842,223
Standard & Poor Industrial Average			104.34	102.89	101.32				

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 Jan. 7. Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
* New entry.
† Merger

caster, reported increased sales and profits for the three months ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.56	\$ 0.52
Operating revenues	9,596,590	9,357,157
Net income	1,092,472	1,020,369
Shares outstanding	1,956,524	1,956,524

Note: 1969 figures exclude extraordinary net gain of approximately \$324,000 or 17 cents per share from sale of newspaper property.

Gray Communications Systems Inc., Albany, Ga., group broadcaster, newspaper publisher and CATV operator, reported continued increases in sales and profits for the six months ended Dec. 31, 1970, and declared another quarterly dividend of 7½ cents per share, payable Feb. 16 to stockholders of record today (Feb. 1):

	1970	1969
Earned per share	\$ 0.35	\$ 0.27
Operating revenues	2,909,439.97	2,672,523.66
Net income	166,867.98	128,900.89

Financial notes:

■ **LVO Corp.**, Tulsa, Okla., diversified company and CATV operator, has filed a registration statement with the Securities and Exchange Commission for a proposed offering of an issue of debentures and limited-partnership interests in three cable television systems presently under construction. Offering con-

sists of 1,675 units involving \$1,675,000 in 10% sinking fund debentures due 1979, and 1,675 limited-partnership interests. Price per unit, consisting of \$1,000 principal amount of debentures and one limited-partnership interest, is \$1,425. Total amount of issue is \$2,386,875.

■ **Storer Broadcasting Co.**, Miami Beach, Fla., group broadcaster, last week declared quarterly dividend of 12½ cents per share on common stock, payable March 10 to stockholders of record Feb. 19.

■ **Publishers Co.**, Washington-based printer, publisher and broadcaster, has acquired **Byron S. Adams Inc.** for more than \$1 million in cash, plus other considerations. Publishers purchased all outstanding stock of the 90-year-old legal and financial printing firm as well as its four-story building in Washington.

■ **Gross Telecasting Inc.**, Lansing, Mich., has declared a quarterly dividend of 17½ cents per common share, payable Feb. 10 to stockholders of record Jan. 25.

■ **Ogilvy & Mather International Inc.**, New York, has declared a regular quarterly dividend of 17½ cents per share, payable Feb. 26 to shareholders

of record Feb. 8.

■ **John Blair & Co.**, New York, station representative, has declared a cash dividend of 12 cents per share on common stock, payable Feb. 16 to stockholders of record Jan. 15.

■ **Corinthian Broadcasting Corp.**, New York, group-TV station owner and publisher, has declared a quarterly dividend of 7½ cents per share on common stock payable Jan. 30 to stockholders of record Jan. 15.

■ **Metromedia Inc.**, New York, has declared regular quarterly dividend of 12½ cents per common share, payable March 15, to stockholders of record Feb. 19.

CATV group boosts earnings

Communications Properties Inc., Houston-based group-CATV owner, has reported that per-share earnings more than doubled for fiscal 1970, compared to the previous year. Jack R. Crosby, CPI president, said acquisition of **Tower Communications Inc.** highlighted a year of "challenging growth."

For the year ended Oct. 31, 1970:

	1970	1969
Earned per share	\$ 0.26	\$ 0.12
Sales	6,507,315	4,280,923
Net income	671,596	382,765

International

Who should fund radio propaganda?

CIA does now, but bill introduced in both houses would give power to Congress

Radio Free Europe and Radio Liberty would be funded directly by Congress and would receive monies from no other governmental body—including the Central Intelligence Agency—under legislation proposed last week in the Senate (S. 18) by Senator Clifford P. Case (R-N.J.) and in the House (H.R. 2219) by Representative Ogden R. Reid (R-N.Y.).

The legislation authorizes the appropriation of \$30 million for the two operations in fiscal 1972 and stipulates that "except for funds appropriated under this section, no funds appropriated after the date of enactment of this section for any fiscal year . . . may be made available to or for the use of Radio Free Europe or Radio Liberty."

Both organizations, founded respectively in 1950 and 1951 to help fight the "Cold War," are ostensibly supported through private foundations, corporations and individuals, but are known

to be principally funded by the CIA.

Senator Case charged that "during the last 20 years, several hundred million dollars in U.S. government funds have been expended from secret CIA budgets to pay almost totally for the costs of these two radio stations broadcasting to Eastern Europe. In the last fiscal year alone, over \$30 million was provided by CIA as a direct government subsidy; yet at no time was Congress asked or permitted to carry out its traditional constitutional role of approving the expenditure."

He added: "I can understand why covert funds might have been used for a year or two in an emergency situation when extreme secrecy was necessary and when no other government funds were available. But the justification for covert funding has lessened over the years as international tension has eased, as the secrecy surrounding these radio stations has melted away, and as more

open means of funding could have been developed. In other words, the extraordinary circumstances that might have been thought to justify circumvention of constitutional processes and congressional approval no longer exist."

Both Radio Free Europe and Radio Liberty operate powerful transmitters in Munich, Germany. Radio Free Europe beams programming to Eastern European countries other than Yugoslavia while Radio Liberty broadcasts only into the Soviet Union.

Both organizations are extremely reluctant to discuss details of their financing. Under the auspices of the Advertising Council, they conduct annual, "advertising" campaigns which have in the past few years raised between \$12 and \$20 million in free media space.

According to returns filed with the Internal Revenue Service in 1969 fiscal year, Radio Free Europe and Radio Liberty had operating costs of \$21,109,935 and \$12,887,401, respectively.

Toshiba gets EVR license

A nonexclusive 10-year license has been granted to Tokyo Shibaura Electric Co. Ltd. (Toshiba) to manufacture elec-

tronic-video-recording teleplayers in Japan and sell them throughout the world except in North America, the EVR Partnership announced last week. Two other Japanese companies have similar licenses: Hitachi Ltd. and Mitsubishi Electric. The Partnership is owned 50% by CBS, 30% by Imperial Chemical Industries Ltd. of Britain and 20% by CIBA Ltd. of Switzerland.

CBS controls the EVR right in this country.

Student overseas study seeks broadcast backing

A call for broadcaster support of a new project for student study of broadcasting overseas has been made by the director of the project, David G. Nellis of the overseas program in international broadcasting at the New York State University College of Arts and Science at Oswego.

Mr. Nellis said 16 students from the Oswego and four other state university campuses, plus Ithaca College and Michigan State University, would spend the spring semester studying at the Polytechnic Centre for Communications Studies in London. He said the overseas program would be repeated with 20 students in September and offered to 20 students annually after the

fall semester.

The program itself is self-sufficient, he said, but contributions from broadcasters would lower the students' expenses. He said he hoped to raise \$5,000 initially. The benefit for broadcasters, he said, is that they would be supporting a program that "provides for these future American broadcasters a greater insight into the unique characteristics and potential of the U.S. system of broadcasting" and therefore makes for "more knowledgeable future commercial broadcasters."

The overseas program is sponsored by the Department of Speech and Theater, where Mr. Nellis is television producer/director and an associate professor at the New York State university unit at Oswego.

Canada moves nearer to 20-channel CATV

The Canadian communications department in Ottawa has announced that it is planning to accept applications for 20-channel CATV service under certain conditions. Cable systems in Canada have been limited to a maximum of 10 to 12 channels.

The enlarged channel service has been technically feasible for some time,

but has awaited the go-ahead by Canadian regulatory agencies. The communications department said a new set of technical regulations for cable will be issued soon.

The new 20-channel service would have to be approved first by the Canadian Radio-Television Commission, the regulatory body that licenses cable systems, and then would have to get the technical endorsement of the communications department.

A communications-department source said a viewer would have to buy a converter, costing about \$5 or \$6, to pick up the additional channels. The source said the additional channels might possibly carry data communications, household services and a range of computerized messages.

The extra channel capacity proposed by the communications department could mean that the CRTC will be less concerned about the importation of U.S. stations—now generally limited to two stations, since there would be more room available for Canadian stations. The CRTC is likely to announce this month a comprehensive set of proposed regulations covering importation and the development of cable TV. The proposals will be discussed at a Canadian Radio-Television Commission public hearing in April.

Fates&Fortunes

Broadcast advertising

Joseph G. Standart Jr., senior VP and director, U.S. branch offices, Young & Rubicam, New York, retires. **J. G. Hoyt**, senior VP and area manager for Latin America and Far East, Y & R, succeeds Mr. Standart as director, U.S. branch offices, Y & R, New York. Mr. Hoyt also appointed supervisor, account of Economic Development Administration of Commonwealth of Puerto Rico.



Arthur Heller, VP and associate director, media program department, Ted Bates & Co., New York, named senior VP.

Lois B. Underhill, **Arnold R. Behrman** and **Lawrence A. Nelson**, associate media directors, Compton Advertising, New York, named VP's.

Freda Sklar Wallach and **Richard Vitali-**

ano, copy group supervisors, Doyle Dane Bernbach, New York, named VP's.

John E. Johnson, VP, Honig-Cooper & Harrington, San Francisco, named senior VP. **Robert H. Cohen**, **Richard P. Evans** and **Charles L. Gould**, all with H-C&H, elected VP's.

Sydney Yallen, formerly Western division manager, Pepper & Tanner, Memphis, appointed VP, Lee-Jeffreys Inc. and its wholly owned subsidiary, Media Purchasing Corp., both Beverly Hills, Calif.

Ralph Stachon, senior VP and general sales manager, Pepper & Tanner, Memphis, resigns to form new sales and marketing consulting agency of Ralph Stachon & Associates, Memphis.

Peter J. Dignan, account executive, Chapel and Associates, Mansfield, Ohio, named VP.

Raymond J. Lahvic, with Young & Rubicam, Chicago, joins American Bakeries Co. there as VP, marketing.

John Dorritie, with Stat-Kit Inc., joins

Sudler & Hennessey, New York, as VP and account group supervisor. **Clay L. Warrington**, with Dean L. Burdick Associates, joins S&H there as VP and account supervisor.

Don Tuller, regional sales manager, WCOL(AM) Columbus, Ohio, named VP, sales.



Richard S. Calender, account executive, WGN Continental Sales Co., appointed manager, West Coast radio division, WGN Continental Sales Co., with offices in Los Angeles and San Francisco.

Mr. Calender

Vern Pomeroy, account executive, KANA(AM) Anaconda, Mont., joins KDNC-AM-FM Spokane, Wash., as sales manager.

Robert Horwitz, account executive, WNEW-FM New York, appointed sales manager.

Leo Forcier, with WVNY-FM-TV Burlington, Vt., appointed local sales manager.

John Urban, with Butterick/Vogue, division of American Can Co., joins Kenyon & Eckhardt, New York, as associate research director.

Mark Goodman, sales promotion manager, WCAU(AM) Philadelphia, appointed account executive, CBS Radio Spot Sales, New York.

John F. Kohn, media buyer, Warwick & Legler, New York, appointed account executive.

Media

Bob Edell, director of advertising and PR for Storer Broadcasting Co., and **William J. Flynn**, general manager of Storer's WSBK-TV Boston, elected VP's of SBC. Mr. Edell has been with the Storer organization since 1955 except for brief period in the mid-sixties when he was with Crowell-Collier Broadcasting Co. and ABC-TV. He has been in charge of corporate advertising and PR at Storer's home office in Miami Beach since 1968. Mr. Flynn, who joined Storer in 1958, has been general manager of WSBK-TV since the company acquired station in 1966.



Mr. Edell



Mr. Flynn

Joseph R. Fife, former general manager, KYOK(AM) Houston, appointed general manager, WIGO(AM) Atlanta.

Dan T. Griffin, assistant manager, WBIG(AM) Greensboro, N.C., appointed general manager. **Allen Wannamaker**, president and general manager, continues as president.

Ben Hevel, director of operations, WCPO-TV Cincinnati, appointed assistant general manager.

Larry M. Thornburg, newsman, WIRK(AM) and WPBF(FM) both West Palm Beach, Fla., joins WJTS(AM) Jupiter, Fla., as general manager.

William D. Wagner, consultant and formerly VP, finance, Palmer Broadcasting, Davenport, Iowa, retires.

Joseph Campbell, public affairs director, Brookhaven Cable-TV Inc., Long Island, N.Y., appointed general manager.

James R. Arnold, treasurer, National Trans-Video Inc., Dallas-based CATV operator, named VP and treasurer.

FCC promotes three

Robert J. Rawson, chief of Renewal and Transfer Division, Broadcast Bureau, FCC, Washington, named deputy chief, Broadcast Bureau. **Sol Schildehaue**, acting head of Cable Television Bureau, appointed chief, Cable Television Bureau. **Allen Cordon**, formerly legal assistant to former FCC Commissioner Kenneth A. Cox, appointed deputy chief, Cable Television Bureau.

Barry Ahrendt, news director, noncommercial WPRB-AM-FM Princeton, N.J., appointed station manager.

David Wilson Jr., production manager, WLVT-TV Allentown, Pa., joins noncommercial WWVU-TV Morgantown, W. Va., as operations supervisor.

John D. Rockefeller III, chairman, Rockefeller Foundation, elected to board of trustees, Educational Broadcasting Corp., New York.

Programing

Ronald M. Anton, VP, performing rights administration East, Broadcast Music Inc., named VP, performing rights administration West, BMI, Los Angeles.

Fred L. Morrison, sales and marketing consultant and former VP and director, sales and marketing, Harriscope Broadcasting Inc., Los Angeles, joins Cinema General Studios, Hollywood as director, sales and marketing.

Curtis H. Hahn, assistant to corporate senior VP, programing, Capital Cities Broadcasting Corp., New York, appointed program director of Capcities' WPAT-AM-FM Paterson, N.J.

Homer B. Wentz Jr., with WLVT-TV Allentown, Pa., appointed production manager.

Bert Remsen, casting director, MGM, Culver City, Calif., joins Aaron Spelling Productions, Hollywood, in same capacity.

Harvey D. Frand, director of research, Warner Brothers Television, Burbank, Calif., assumes additional duties as general program executive.

Philip McEneny, formerly with NBC, joins EUE/Screen Gems Video Services, Columbia Pictures Industries Inc., New York, as account executive.

William Finkeldey, with Time-Life Films, New York, appointed general manager, non-theatrical department.

News

Robert W. Haring, chief, New Jersey bureau, AP, appointed business news editor. He succeeds **Irwin L. Frank**, ap-

pointed general executive. **Robert A. Dubill**, news editor, Newark, N.J., succeeds Mr. Haring.

Will A. Spens, morning news editor, WSTC(AM) Stamford, Conn., joins WNAB(AM) Bridgeport, Conn., as news director.

Henry G. Williams, formerly assistant news producer, WKBF-TV Cleveland joins WGAR(AM) there as night news editor.

Pat Bishop, news director and reporter, KFI(AM) Los Angeles, retires.

Wayne Fariss, anchorman, WBBM-TV Chicago, joins WCKT(TV) Miami, in same capacity.

James Jeffrey, newscaster and field reporter, WDRC(AM) Hartford, Conn., joins KDKA(AM) as newscaster.

John Loyd, formerly with WLS(AM) Chicago, joins WHC-TV Pittsburgh, as announcer and sports reporter.

John Ferris, with KHJ(AM) Hollywood, Calif., appointed news anchorman.

Promotion

Wallis D. Bishop, information and liaison officer, United States Information Service, joins CBS/Viacom Group, New York, as publicity manager.

Meg Healey, women's director and air personality, KIXL(AM) Dallas, appointed public service director.

Dee Ann Stone, publicist, WAGA-TV Atlanta, appointed assistant promotion manager.

Equipment & engineering

Norbert L. Jochem, VP, engineering, Gates Radio Co., Quincy, Ill., named VP, product management. **Gene T. Whicker**, formerly director, communications systems, Radiation Systems, succeeds Mr. Jochem. Gates Radio Co. and Radiation Systems are divisions of Harris-Intertype Corp., Quincy.



Mr. Jochem



Mr. Whicker

K. Earl Abel, VP, treasurer, El-Tronics, named chairman of board, Telepro Industries, Cherry Hill, N.J. Telepro manufactures audio-visual equipment.

Jan Bleeksma, director of facilities planning, North American Philips Corp., New York, electrical, chemical

and professional equipment, elected VP. **Olcott Mills**, with Visual Electronics Corp., New York, appointed regional manager, Telemation Atlanta Inc., Doraville, Ga.

John J. McDonnell, advertising and sales promotion manager, video products, Sony Corp. of America, New York, appointed district manager, video products sales.

Walter T. Muckle, area sales manager, New England Marketing Associates, New Haven, Conn., joins CBS Laboratories Professional Products Group, Stamford, Conn., as product manager, graphic display systems.

Allied fields

William T. Dale, associate director of instructional services, National Association of Educational Broadcasters, Washington, appointed director, in-

structional services. **John A. Montgomery**, consultant, instructional services, NAEB, appointed executive consultant.

Roy M. Fisher, editor, *Chicago Daily News*, elected dean, School of Journalism, University of Missouri, Columbia.

International

Paul A. Norton, executive VP, New York Life Insurance Co., elected to board of directors, Viacom International Inc.

David J. Webster, assistant head, TV current affairs group, British Broadcasting Corp., appointed U.S. BBC representative, New York.

Deaths

Walter Wagstaff, 64, retired corporate consultant to King Broadcasting, Seattle, group owner, died Jan. 22 of accidental strangulation following throat surgery.

He joined King stations in 1956 to put KGW-TV Portland, Ore., on air and remained with station until 1966 when he was appointed business manager of King Screen film division of King Broadcasting. In 1968 he was named corporate consultant to King Broadcasting and retired that same year. Earlier, Mr. Wagstaff was with KBYL Salt Lake City where he started in radio in 1931, with KIDO-AM-TV Boise, Idaho, as part owner. He is survived by his wife, Eudessa, and two daughters.

Bernard Cehan, 60, chief of Rumanian desk, Radio Free Europe, New York, died Jan. 21 in St. Luke's hospital there after long illness. He is survived by his wife, Dora.

James G. Smith Jr., 40, principal owner, WNRK(AM) Newark, Del., died Jan. 15 as result of plane crash near Rutland, Vt. He is survived by his wife, Sarah Elizabeth, and two children.

ForTheRecord

As compiled by BROADCASTING, Jan. 19 through Jan. 26, 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

Final action

■ FCC granted following applications for reinstatement of cancelled CP's: Leon County Communications Corp. (WNFA-TV Tallahassee, Fla.), Mississippi Broadcasting Co. (WCOC-TV Meridian, Miss.), Rault Petroleum Corp. (WONO-TV New Orleans) Tele-Américas Corp., of Fla. (WTML(TV) Miami), Mid-Continent Television Corp. (WKTO-TV Nashville) and John J. Tibiletti (KAVU(TV) Victoria, Tex.). Extension of time to complete construction of stations also granted. Actions Jan. 20.

Actions on motions

■ Chief, Broadcast Bureau, granted request of United Tecon, proponent of rulemaking, and extended through Feb. 9, time to file reply comments in matter of TV table of assignments (Kerrville-Fredericksburg, Tex.) (Doc. 18979). Action Jan. 18.

■ Hearing Examiner David I. Kraushaar in Home-wood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.) TV proceeding, on request of Alabama Television Inc., extended until close of business Jan. 22, deadline for filing motions to correct transcripts in proceeding (Docs. 15461, 16760-1, 16758). Action Jan. 18.

■ Hearing Examiner Chester F. Naumowicz in Los Angeles (Community Television of Southern California et al.) TV proceeding, granted petition by Viewer Sponsored Television Foundation for leave to amend application to show changes in articles of incorporation, bylaws and board of directors (Docs. 19099-101). Action Jan. 18.

Other actions

■ Review board in Los Angeles. TV proceeding, granted Los Angeles Unified School District, appli-

cant CP for new noncommercial TV in Los Angeles, extension of time to Feb. 1, to file responsive pleadings to petitions to enlarge issues, and to modify and enlarge issues, filed respectively by Viewer Sponsored Television Foundation, Los Angeles Unified School District and Community Television of Southern California (Docs. 19099-10). Action Jan. 20.

■ Review board in Jacksonville, Fla.. TV proceeding, granted motion filed by Florida-Georgia Television Inc., The New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp. requesting extension of time to Feb. 8, to file replies to responsive pleadings to joint petition for approval of settlement agreement 10834, 17582-4, 18185-6). Action Jan. 19.

■ Review board in Jackson, Miss.. TV proceeding, denied petition by Channel 3 Inc. to enlarge issues in proceeding involving five mutually-exclusive applications for CP for new TV on ch. 3, Jackson, to determine whether Lamar Life Broadcasting Co. (currently operating WLBT-TV Jackson, on temporary authority) failed to reveal its ownership interest in CATV company (Metropolitan Cablevision Inc.) and what effect this might have on Lamar's qualifications to be licensee (Docs. 10834, 17582-4, 18185-6). Action Jan. 19.

Rulemaking actions

■ Glen Ridge, N.J.—FCC amended TV table of

assignments in first report and order in Doc. 18862, to delete ch. *77 from Glen Ridge, in order to implement May 20, 1970, decision which re-allocated chs. 70-83 for land mobile use. Action Jan. 20.

■ Alliance, Bowling Green and Cambridge, all Ohio—FCC, acting on petition by Ohio Educational Television Network commission, adopted notice of proposed rulemaking for amendment of TV table of assignments, to reassign ch. 45 from Youngstown, Ohio, to Alliance with educational reservation, ch. 27 from Bryan, Ohio, to Bowling Green and ch. 44 from Woodsfield, Ohio, to Cambridge. Action Jan. 20.

■ Lowry and Martin, both South Dakota—FCC proposed assignment of ch. 11 at Lowry, and ch. 8 at Martin, for educational use, in notice of proposed rulemaking. Action Jan. 20.


Existing TV stations

Final actions

■ WDSU-TV New Orleans—Broadcast Bureau granted CP to install precise frequency control equipment. Action Jan. 18.

■ WRPA-TV Reading, Pa.—FCC granted extension of time to replace expired CP. Action Jan. 20.

■ WRFT-TV Roanoke and WLVA-TV Lynchburg,



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Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,304	2	13	4,319	63	4,382 ¹
Commercial FM	2,145	0	39	2,184	124	2,308
Commercial TV-VHF	498	2	12	512 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 nonreserved channels.

both Virginia—FCC denied request by Roanoke Telecasting Corp., licensee of WRFT-TV for waiver of review procedures to permit certification to commission of appeal by licensee of WLVA-TV from initial decision (Doc. 18405). Action Jan. 20.

■ **WMVT (TV) Milwaukee**—Broadcast Bureau granted mod. of license covering changes in transmission line. Action Jan. 18.

Actions on motions

■ Chief, Broadcast Bureau, on request of KVOA Television Inc., licensee of KVOA-TV Tucson, Ariz., extended through Feb. 18, time to file reply comments in matter of amendment of table of assignments (Nogales and Tucson, both Arizona) Doc. 19075). Action Jan. 18.

■ Chief, Office of Opinions and Review, in Los Angeles and Norwalk, Calif. (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.). TV proceeding, granted motion by RKO General Inc. and extended through Feb. 8, time to file responsive pleadings to Broadcast Bureau's petition to re-open record, filed Jan. 8 (Docs. 16679-80). Action Jan. 18.

■ Hearing Examiner Lenore G. Ehrig in Jackson Miss. (Lamar Life Broadcasting Co. et al.), TV proceeding, ordered that evidence in regard to issue 11 shall be limited to showing by each applicant as to its proposed programing and how such programing will meet its ascertained community needs and no inquiry will be allowed as advocated by various applicants, concerning feasibility of various program proposals in terms of proposed staff, proposed physical facilities or proposed financing. Nor will any inquiry be permitted concerning sufficiency of ascertainment of community needs (Docs. 18845-49). Action Jan. 18.

■ Chief Hearing Examiner Arthur A. Gladstone in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Inc.). TV proceeding, denied motion by Southern Broadcasting Co. to strike Furniture City Television Inc. exhibits (Docs. 18906-7). Action Jan. 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Sweetwater, Tex., for authority to change main studio location of KTXS-TV from Sweetwater to Abilene, Tex., designated Chief Hearing Examiner Arthur A. Gladstone as presiding officer and scheduled prehearing conference for March 18 and hearing for April 26 (Doc. 19127). Action Jan. 15.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAO-TV] et al.), TV proceeding, granted request of Community Broadcasting of Boston Inc. for permission to file appeal of order granting motion of RKO General Inc. to set aside notice of deposition (Docs. 18759-61). Action Jan. 18.

Call letter application

■ **WAJA-TV**, Spanish International Communications Corp., Miami—Requests WLTV (TV).

Call letter action

■ **KTOO (TV)**, Pappas Electronics Inc., Tulare, Calif.—Granted KMPH (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.

■ **KATV (TV) Little Rock, Ark.** (Leake Television Inc.) Contract dated Sept. 11, 1970, replaces one dated Feb. 26, 1970; effective Oct. 1, 1970, to Oct. 1, 1972. First call right. Programs delivered to station. Network rate, \$750; effective Jan. 1, 1971, \$701; compensation paid at 30% prime time.

■ **KHSL-TV Chico, Calif.** (Golden Empire Broadcasting Co.) Contract dated Nov. 2, 1970; effective Nov. 1, 1970, to Nov. 1, 1972. Programs delivered to station. Network rate, \$350; effective Jan. 1, 1971, \$327; compensation paid at 30% prime time.

■ **WVUE-TV New Orleans** (Screen Gems Broadcasting of Louisiana Inc.). Amendment dated Sept. 21, 1970, reduces network rate to \$935, effective Jan. 1, 1971.

■ **KTUL-TV Tulsa, Okla.** (Leake Television Inc.) Contract dated Sept. 11, 1970, replaces one dated Oct. 17, 1969; effective Oct. 1, 1970, to Oct. 1, 1972. First call right. Programs delivered to station. Network rate, \$900; effective Jan. 1, 1971, \$842; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ **WDAU-TV Scranton, Pa.** (Scranton Broadcasting Inc.) Contract dated Oct. 2, 1970; effective April 1, 1971, to March 31, 1973, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$584; compensation paid at 32% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **KSTB (TV) Topeka, Kan.** (Studio Broadcasting System) Amendment dated Aug. 6, 1970, increases network rate to \$119, effective Feb. 1, 1971.

New AM stations

Actions on motions

■ Chief, Office of Opinions and Review, in Stamford, Conn. (Western Connecticut Broadcasting Co.), AM and FM proceeding, granted petition by Broadcast Bureau and extended through Jan. 22, time to file responses to petition for reconsideration filed by Western Connecticut Broadcasting Co. (Doc. 19043). Action Jan. 18.

■ Hearing Examiner Lenore G. Ehrig in Warren and Parma, both Ohio (Howard L. Burris et al.), AM proceeding, scheduled prehearing conference for Feb. 22 (Docs. 18369, 19114-5). Action Jan. 20.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Inc.), AM proceeding, granted joint motion by applicant and Broadcast Bureau and reopened record; identified WVLC exhibit 23 and admitted it into evidence; closed record, and extended to Feb. 19 time to file proposed findings and conclusions and to March 12, time to file reply findings (Doc. 18285). Action Jan. 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Whitley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, granted request by Jellico and extended to Feb. 5 time to exchange exhibits in matter (Docs. 18959-60). Action Jan. 15.

■ Hearing Examiner Isadore A. Honig in Fergus Falls, Minn. (Harvest Radio Corp.), AM proceeding, granted request by Empire Broadcasting Stations Inc. and extended to Feb. 1, time to file responsive pleading further supplement to petition for leave to amend application filed Jan. 11 by Harvest Radio Corp. (Doc. 18852). Action Jan. 18.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, changed certain procedural dates, but hearing date of Feb. 16 is to remain unchanged (Docs. 19026-7). Action Jan. 20.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, granted request of L & L Broadcasting Co. and extended to Feb. 2 time to file responses to petition for leave to amend, filed Jan. 8 by Hancock County Broadcasters (Docs. 19068-70). Action Jan. 15.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Sencland Broadcasting Systems Inc. and Seaboard Broadcasting Corp.), AM proceeding, set procedural dates and scheduled hearing for April 19 (Docs. 18813-4). Action Jan. 19.

■ Hearing Examiner Ernest Nash in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, denied petition by Centerville Broadcasting Co. for leave to amend application (Doc. 18888). Action Jan. 15.

■ Hearing Examiner Chester F. Naumowicz in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), AM proceeding, denied motion of applicant to produce for inspection and copying directed to Broadcast Bureau and documents need not be produced; further ordered that movant's request for access to Doc. 18807 is certified to commission for such further action as may be deemed appropriate (Doc. 19126). Action Jan. 18.

■ Hearing Examiner Chester F. Naumowicz in Indianapolis, Omaha and Vancouver, Wash. (Star Stations of Indiana Inc. et al.), AM-FM proceeding, granted request of Louise T. Rudol and continued to date seven calendar days from release date of order (Jan. 18), time to file opposition to notice of deposition of Louise T. Rudol and extended to date 14 calendar days from release of order, time to file replies to such opposition (Docs. 19122-5). Action Jan. 15.

Other actions

■ Review board in Alexander City, Ala., AM proceeding, granted Martin Lake Broadcasting Co. applicant for CP for new AM in Alexander City, extension of time to Jan. 30, to file responsive pleadings to Broadcast Bureau's petition to enlarge issues (Docs. 18782-3). Action Jan. 20.

■ Review board in Midwest City, Okla., AM proceeding, granted Tinker Area Broadcasting Co., applicant for CP for new AM in Midwest City, extension of time to Feb. 5, to file responsive pleadings to appeal filed by M. W. Cooper, competing Midwest City applicant, from adverse ruling of hearing examiner (Docs. 13341-2, 13344). Action Jan. 20.

■ Review board in Chattanooga, AM proceeding, denied petition to enlarge issues filed by Jay Sadow, licensee of WRIP Rossville, Ga., in proceeding involving mutually exclusive applications of WRIP for change in facilities from 980 khz. 500 w-D, in Rossville, to 1190 khz. 50 kw, in Chattanooga, and Rock City Broadcasting Inc., Chattanooga, for CP for new AM on 1190 khz. 10 kw-D (Docs. 18901-2). Action Jan. 20.

■ Review board in Humboldt, Tenn., AM proceeding, dismissed motion to strike filed by Broadcast Bureau directed toward letter from Communications Associates Inc., Humboldt, requesting that publication not be required in connection with joint petition for approval of agreement in proceeding involving CP applications of Communications Associates and Quality Broadcasters, Union City, Tenn., for construction authority for new AM's in their respective cities (Docs. 18987-88). Action Jan. 19.

■ Review board in Centerville, Va., AM proceeding, granted request of O. K. Broadcasting Corp. for extension of time to Jan. 20, to file responsive pleadings to second motion to enlarge issues in AM CP proceeding. O. K. is opposing application by Centerville Broadcasting Co. for new AM on 1000 khz. 1 kw-D, at Centerville, Va. (Doc. 18888). Action Jan. 19.

Call letter applications

■ Hagadone Capital Corp., Honolulu—Requests KIMU.

■ Cameron Broadcasting Co., Sparta, Tenn.—Requests WUCR.

Call letter actions

■ Taneycomo Broadcasting Corp., Branson, Mo.—Granted KPLD.

(Continued on page 73)

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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

Long established upper midwest unlimited grossing 150 thousand. Owner will retire from management retaining percent of gross or flat sum. Balance goes to right manager. Excellent future for ambitious man. Box A-162, BROADCASTING.

Experienced hard working manager/salesman with good track record. Must be capable of high personal sales, effective sales supervision and general station management. Stable, sober, and have excellent references. Rush full information and salary requirements to WCVI, Conneville, Pennsylvania 15425.

Immediate opening in the radio department of the Back to the Bible Broadcast studios. Position: Assistant radio engineer. Responsibilities: Maintenance of professional recording and studio equipment and equal time in operation of console for production of program masters and tape editing. Experience in design and installation of studio equipment required. Experience in multi-track recording technique desirable. Salary open. Send resume to: Personnel Office, Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Sales

National sales manager/operations director. Large eastern market. Must have successful radio sales and salesman training background. Also helpful to have been a DJ, PD and newsmen. Good education necessary although college degree not required. E.O.E. Qualified women applicants given equal consideration. Send resume and references. Box A-249, BROADCASTING.

Salesman-administrators, broadcast or education background wanted by major broadcast schools, Calif. Permanent positions, guarantee. Send resume Box B-25, BROADCASTING.

Sales manager for active single market station south-southwest. Send resume with complete details, all replies confidential. No tape with first letter. Box B-51, BROADCASTING.

Top-rated contemporary soul station in medium Gulf coast market has immediate opening for professional salesman. Unlimited opportunity with winning team. Send resume to: KJET, Box 6067 Beaumont, Texas 77705.

Salesman—WJMG... St. Ignace, Michigan... 5 kw... year round resort area... no pollution... no ulcers... family man's paradise. \$150. guarantee. All considered.

Opportunity seldom knocks but here's your chance to take over number one sales list in fast growing Florida coastal market. Also at your option to become sales manager with override. Send salary requirements and resume to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia station, equal opportunity employer.

Over \$10,000 earnings for right man on scaled commissions with draw at this growing easy listening adult A.M. daytime. Responsible self-starter idea man with ambition & drive. Resume and photo. Good account list assigned. Robert Pickett, Manager, WPXY, Box 467, Greenville, N.C. 27834.

Salesman wanted for AM station WSTX Christiansted, St. Croix, United States Virgin Islands. If you are just beginning St. Croix can be a great place to learn and gain experience. If you are an experienced radio man this can be a great place to live and operate in a small market where the pace is a bit slower. Caution... cost of living is high, schools are crowded and not the best, but the sun always shines. WSTX is an equal opportunity station. Send picture, resume to Ruth Carpenter, Box 428, Christiansted, St. Croix, United States Virgin Islands. Salary plus commission plus car.

I want a salesman, who is presently near enough to Hartford, Conn. to travel at his expense to see us... his experience is selling both large and small accounts and making plenty of cold calls... he's doing well, but with an organization that doesn't realize that the salesman is singularly the most important man in the organization. He wants to work for an organization where a good salesman will have the opportunity for management and ownership, and he wants proof that others have made it. Are you that salesman? Start to \$12,500 plus commissions... plus benefits with you... three station group buying more... call Michael Schwartz... 203-521-1550...

Announcers

Wanted: An experienced announcer-salesman... 50,000 watt country music station... Piedmont, North Carolina... Salary and commission... Box L-196, 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.

This is it. A permanent position for an experienced broadcaster with long established 5 kw. eastern independent. Get out of the rat race. Settle down at a successful operation in magnificent new studios. We're looking for someone with commercial AM experience in production and local news (not rip and read). Not an opening for beginners. Suburban market, not far from a major city. Box B-33, BROADCASTING.

Earn more money. Experienced announcers or newsmen only. Break into fulltime sales. See your efforts pay off immediately through commission. Send full resume, photo. Box B-38, BROADCASTING.

Central New England full time 5,000 watt station—part of growing chain—is seeking a young experienced rock jock. Send resume and tape to Box B-45, BROADCASTING.

5 KW Indiana AM on beautiful Lake Michigan going contemporary, seeks new staff. Box B-77, BROADCASTING.

Opening: WAYS, Charlotte, N.C. Experienced Top 40 D.J., 8-12 mid., 1st ticket. Send tape and resume immediately.

Announcer... to do all Black, all talk radio program in prime time. Must have third class license. Send tape and resume to Bert Weiland, V.P. Gen. Mgr., WERD Radio, 330 Auburn Ave. N.E., Atlanta, Georgia 30303.

WKNE, Keene, N.H. is looking for a first ticket who does good air work. Apply quickly. Our men are weary of working your shift. Box 460, Keene.

Nome, Alaska, 10 KW... have three announcers, need three more announcers to join in educational radio venture. Men with ideals. Must be single due to living accommodations. Audience 95% English speaking Eskimos in 50 remote villages. All new Collins equipment. Non salaried positions. All living expenses and travel paid. Minimum of one year service. Station open first of February. Must have voice, delivery, personality and a great interest in helping others. All varieties of music format with educational fill. Station sponsored by Catholic Bishop of Northern Alaska. Must have excellent work and character references. Send "on air" tape, resume and photo. Contact Father Jim Poole, S.J., Box 101, Nome, Alaska.

Technical

Chicago stereo station has opportunity for experienced chief engineer. Reply in confidence. Box A-37, BROADCASTING.

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Experienced chief engineer needed for AM directional and FM stations in substantial Texas city. Box B-50, BROADCASTING.

Maintenance engineer needed for a 5KW directional in Northern Virginia. No announcing required. Equipment and working conditions are excellent. Send resume to Box B-66, BROADCASTING.

Northwest Pennsylvania AM and FM facility wants a qualified first class engineer who is strong on maintenance to fill its chief engineer post. There is an immediate opening. Experience is a basic requirement. Send your history clearly showing your qualifications to: General Manager, J. R. Nicholson, WMGW, Box 397, Meadville, Penn. 16335.

If you have the qualifications, we'll pay the money. Directional remote control. Full studio/xmtr maintenance. 812-425-2221.

Technical continued

Place in the sun if you can develop and teach successful first phone course. Announcing background helpful. Broadcast Action, Inc. Box 10471, Phoenix, Ariz. 85016.

News

Freelance correspondents with recorders for expanding international service. Box B-11, BROADCASTING.

Street reporter needed by equal opportunity employer. Major midwest market AM station is seeking a hard working outside man... in tune with urban affairs familiar with minority group problems. Box B-20, BROADCASTING.

News director—New England medium market. Take charge of a 4 man department and make us competitive. Good salary. Some play-by-play if you want. Send resume to Box B-21, BROADCASTING.

I am interested in a newsmen who knows that this is 1971. Experience and education are essential. This is a top ten market. Send tape and resume. Box B-73, BROADCASTING.

Newsmen with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo, all information first letter. Fred Bradshaw, WDBO Radio News, Orlando, Florida.

Experienced newsmen to join medium market station in midwest. Must be able to dig beyond the obvious, write, and deliver. Send all information to News Director, P.O. Box 3788, Davenport, Iowa 52808.

Programing, Production, Others

Progressive midwest up tempo MOR station needs sign on farm director. Combo emphasis on announcing. Excellent equipment, beautiful facilities. No beginners. Box A-252, BROADCASTING.

Sharp program director needed by suburban New York city radio station, contemporary format, must be good jock, production man to supervise air staff. Experience. Must be available for personal interview. Send tape, resume, references Box B-19, BROADCASTING.

Program director with proven track record needed. We are #1 contemporary for 12 years... can you improve on 40s and 50s? Check us out: WJPS, 812-425-2221.

Situations Wanted Management

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.

General manager—must see resume to appreciate. Box A-159, BROADCASTING.

General manager. Young aggressive hard worker. Proven track record. Industry's best references. Box A-163, BROADCASTING.

Manager—medium market. Presently sales manager with 11 years additional broadcast experience—programming, administration. Analytical, creative, sincere, sober, 40, married, college. Prefer West, but will consider situation. Reply to Box A-212, BROADCASTING.

A man for all seasons. Fourteen years radio experience, past three as station manager. Age 35. Box B-27, BROADCASTING.

General manager: Current personal billings as regional sales manager in six figures. Desire medium to small market with part of action. Box B-75, BROADCASTING.

Sales

Salesman or salesman announcer. Presently selling and doing a weekend air shift at a contemporary station in market of 100,000. Desire position with a stable station and a chance for advancement. Prefer rocky mountain or midwest states. Box A-208, BROADCASTING.

Sales continued

Southeast—sales manager-announcer and play-by-play. Can manage or assist—college graduate, 36, family man—prefer small market part ownership opportunity. Box B-64, BROADCASTING.

Announcers

Small market rock PD 2 years looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-35, BROADCASTING.

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.

DJ, tight board, good news, commercials, 3rd phone. Box A-117, BROADCASTING.

First phone, experienced, MOR man, high ratings, 27, married, stable, all considered. Box A-165, BROADCASTING.

Versatile, articulate first phone seeks employment with underground station. Will work tirelessly in any capacity for chance to learn. Regina. Box A-206, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice. . . . Box A-209, BROADCASTING.

Beginner, broadcasting school graduate, third endorsed, for sports, disc jockey. Dependable. Box A-221, BROADCASTING.

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 prime donna. Call G.L., 317-966-2945 or Box A-251, BROADCASTING.

Would like to move up. I am now doing MOR and rock—3rd, 24, tight board, dependable. Box B-1, BROADCASTING.

Salesman-announcer-first. Seeks quality radio or television. Mid-fortys. State salary. Box B-2, BROADCASTING.

Rock jock, first phone, board experience, prefer Nashville, Tennessee area. Box B-3, BROADCASTING.

Florida—first phone modern country/MOR announcer. Six years exper., pro. school grad, some P.D. mature voice and attitude, no maintenance. Box B-10, BROADCASTING.

Beginner, homespun, good voice quality, sincere, good appearance, talented, veteran. Box B-16, BROADCASTING.

Top 40 DJ—first phone, 22, B.S.E.E.—experience includes #1 rated 50 kw. Northeast rocker. Prefer west or S.E. coast. Send for tape, picture, resume. Box B-22, BROADCASTING.

Soul DJ 4 years experience. Formerly with WWRL. Good ratings man. Box B-30, BROADCASTING.

1st phone, experienced, would like Florida, will consider other. Box B-31, BROADCASTING.

Professionally trained announcer, plus professional music background; third phone; tight board; will relocate. Box B-39, BROADCASTING.

Black D.J., newscaster, professional, trained, creative, versatile, dependable, tight board, top 40, rock, R&B, 3rd endorsed. Available immediately. Box B-44, BROADCASTING.

Country dj 14 months experience, 3rd. I know country music and I love it. Tapes available. Please state salary. Box B-47, BROADCASTING.

Announcer—personality six years' experience also music director available immediately. Box B-49, BROADCASTING.

1st phone, experienced, and good. Box B-53, BROADCASTING.

1st phone, experienced, would like night rocker. Box B-55, BROADCASTING.

Florida MOR. 15 years radio. 1st phone, some maintenance. Dependable, cooperative, congenial. Modest salary. Accept 3-week trial. Smith. (305) 843-9525. Box B-60, BROADCASTING.

Married, 10 yrs. experience, 1st phone, prefer S.W. or West area, country western or middle of road. Available Feb. 15-71. Box B-61, BROADCASTING.

Medium markets only! First phone, mature stable metro sound. Good production, inventive, fresh, proven ratings builder. Seven years experience, top 40, MOR. \$170 minimum. Tape, resume refs. on request. Box B-62, BROADCASTING.

1st phone, experienced DJ, news, music director, interviews, talk, sports. Married, college, available yesterday. Box B-63, BROADCASTING.

Announcers continued

Pro, P.D., production, ticket. J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas. 214-526-3992.

Professionally trained announcer, with first phone, four years experience, with some sales and news experience, married, prefer midwest. Contact Graig Copley, 711 Michigan Avenue, Gladstone, Michigan. Phone 906-428-9485.

Professionally trained announcer, first phone, married, draft exempt, up tempo/MOR. Will relocate. Dennis Carlson, 1552 North Lake, Pasadena, Calif. 91104. (213) 797-1759.

Young announcer, 23, with experience, now employed, seeking further experience opportunity. 3rd class ticket, 2 years college, broadcast major. Background in MOR, R&R, and progressive format. Tape, photo, resume available and will come for personal interview. Dan Von Jenef, 1240 Burr Oak, Barrington, Ill. 60010.

Announcer-D.J.—3rd endorsed—professionally trained in all broadcast phases. Ambitious, consider all states—married—available yesterday. Rick Conley, 3240 Marshall Rd., Apt. #1, Dayton, Ohio 45429.

Available immediately! Versatile! Experienced! 34! Will relocate! 717-645-2964.

First class, experienced discjockey, good voice and references, single, young, dependable, draft deferred, tight board, prefer rock but consider any format, Dave Wolf, 235 S. Pleasant Ave., Dallas-torn, Pa. 17313, 717-244-B081.

First phone, experienced announcer, tight board, single, young aggressive, good voice, good references. Draft deferred. Broadcast grad., MOR or rock, \$125,000 take home. Will relocate; Durwood Bruce, 5175 Ewing St.; San Diego, Calif. 92115 (714) 582-0235.

Enthusiastic, responsible, experienced announcer, presently instructing broadcasting, seeks on the air position. Knowledge MOR, top-40, good news, creative production, excellent copy. Write: Dareluis, 3 Creighton Place, Coventry, R.I. 02816. Phone 401-828-7788.

How do you do! Are you seeking a mature, stable, non-regional voice to lend authority to news, gain adult acceptance of advertisers messages? 817-665-9418, Bud Markle, 935 S. Dixon, Gainesville, Texas.

Seeking employment with radio station. Graduate of Career Academy of Broadcasting, 3rd class operators license. Age 21, 94 Court Right St., Pringle, Penna. 18704.

First phone—experienced in top 40 and MOR. News director in top 100 market. For tape and resume, write: Ken Sutherland, 56 Buena Vista St., Salinas, Calif. 93901.

Technical

Multi-talented chief engineer. 15 years experience AM, FM, directional. Seven years as chief engineer currently chief of midwest AM, FM. Excellent track record, references. Resume on request. Desire a challenging opportunity. Box A-228, BROADCASTING.

Chief engineer/announcer/sales. South east only. Box B-18, BROADCASTING.

Engineering supervisor. Desire position with growth potential. Experience: AM chief 10 years, EE degree, extensive directional antenna, consulting, supervise 4, some FM-TV. Box B-35, BROADCASTING.

Chief engineer—experienced AM/FM, construction, maintenance, directionals. Eastern states. Box B-59, BROADCASTING.

Chief engineer, well equipped. Need work, money, moved. Box B-68, BROADCASTING.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

News

Newsman now in top five TV market wants back into radio. Eleven years experience . . . 1 1/2 years network . . . college educated . . . family man. Box B-8, BROADCASTING

News director, basketball play-by-play, northeast—New England preferred. Box B-17, BROADCASTING.

Seeking lucrative position in news-programing, or staff in radio or TV. Experience covers 20-years all phases. Prefer Wisconsin-Michigan. Married, family. Box B-24, BROADCASTING.

News director in top outlet of 15 station market for 5 years wants to move west. 35, credits include extensive legislative coverage, heavy news producer, investigative reporter and college sports. Attention smaller markets: you might not be able to afford my salary but your good job may make up the difference. Radio only. Box B-37, BROADCASTING.

News continued

Newsman with degree, 2 yrs. experience reporting, editing, writing news with college station, 3rd, prefer midwest. Box B-56, BROADCASTING.

Experienced in producing radio news, investigative reporting, broadcasting news, and covered legislative session in state capital. Also hosted morning talk show. Two years of college. Single. Prefer Philadelphia locale, but would consider other nearby areas. Tape, picture, and resume on request. Phone 609-678-2251 or Box B-74, BROADCASTING.

News and sports my specialty; mature, college grad, some experience, 4-F. Jim Dykes, 513-642-7455.

Professional meteorologist available immediately for television-radio. Some experience. Contact 219-659-5130.

Experienced, young aggressive newsman looking for a challenging news career. Phone (904) 353-4930.

Programing, Production, Others

Small market rock PD 2 years looking. Prefer West. University journalism degree. 25. Single. 3rd. Box A-36, BROADCASTING.

Contemporary program director seeking to relocate. Six years experience. Family man and dedicated. Want to plant roots with a future. Box A-222, BROADCASTING.

3rd ticket endorsed, 3 years experience, 24, married, tight board, production, news, easy listening top 40 or MOR, anywhere, Box B-4, BROADCASTING.

Professional radio-TV sports director/columnist wishes return to play-by-play or PR sports. Sharp appearance. Major league references, credits. All offers considered. Box B-12, BROADCASTING.

Attention—medium markets. Don't hire a PD or prime time announcer until you read my resume, hear my tape and check my references. Professional with first phone. Box B-28, BROADCASTING.

Employed major market 1st phone pro offering great voice, creative production and P.D. ability, desires "move up" to smog free smaller market. Box B-34, BROADCASTING.

Attention sports directors, networks and professional teams. 30 year old ex-pro ball player wants full time sports. Last 8 years radio announcing, sales, sales manager, station manager, TV experience and first phone. Handle all sports professionally. Box B-36, BROADCASTING.

Creative pro—18 years exp.—3 years PD—east coast major market announcer-writer-promotion & sales oriented. Radio or TV med. or major market. (301) 933-8251 Box B-43, BROADCASTING.

Program director . . . 4 1/2 years experience in most phases. B.S. degree in broadcasting . . . psychology and speech minors. MOR or good music . . . medium market. Highly respected pro by peers. Same operation for 3 1/2 years. Know how to get 100% from your employees. Married . . . two children. Box B-48, BROADCASTING.

Ed Zeidner needs a job. Award winning reporter-producer with proven ability and major market experience. Correspondent for top news outlet. Strong outside. Authoritative delivery. Six years experience. Left news director's post for bigger challenge. Large markets only, 914-962-5397 collect, or write Box 101 Moseman Ave., Katonah, N.Y. 10536. But hurry! I won't stay put long.

Television Help Wanted

Technical

Chief engineer for new full color noncommercial UHF in Virginia suburbs of Washington, D.C. Position includes installation of new equipment; management of technical plant and staff, and teaching courses in unique new TV engineering curriculum. Write for full job details: R. D. Smith, General Manager, Northern Virginia ETV Assn., 8333 Little River Ipk., Annandale, Va. 22003.

News

Young (25 to 35) experienced newsman wanted. Background in journalism. TV experience. Strong on writing. Good appearance and delivery for both radio and TV, especially in TV news delivery. No one but professionals need apply. Top station in top 50 market. Send VTR, resume and salary requirements. Equal opportunity employer. Box A-111, BROADCASTING.

Network-affiliated TV station in top 25 markets is looking for a sharp, young on-air meteorologist. We have no pre-conceived plans for the job, so it will be what you make it. If weather is your business and you can communicate, do so. All inquiries confidential. Write to Box B-71, BROADCASTING.

Television Help Wanted

Programing, Production, Others

Art director? Not really. Chicago TV station needs hard worker, fast worker, designer and builder of sets, perform all phases of artwork, must be creative and imaginative, head your own department. Write Box A-229, BROADCASTING.

Lab technician to run Pako color film processing lab in top 25 market—salary open. Box B-76, BROADCASTING.

Television

Situations Wanted Management

Production manager: Well-qualified production manager desires change, midwest, \$10,000 minimum. Box B-6, BROADCASTING.

General manager/sales manager available now due to sale. Ten years TV-R station management, 15 prior years radio. Know all phases. Can interpret problems from P&L. Age 45, family. Will relocate. Minimum \$35,000. Reply to Box B-13, BROADCASTING.

Sales

Top 50 Television markets only. TV sales—young hard working aggressive salesman. Industry's best references. Excellent track record. Box A-175, BROADCASTING.

Announcers

Kid's show producer host. Quality afternoon format for school age viewer. Announcer salesman. Now employed. Box A-199, BROADCASTING.

Top thirty market personality. Friendly, congenial, air of authority. Capable newsmen, weatherman, MC, interviewer, commercial announcer. Box B-72, BROADCASTING.

Technical

Full television construction experience. AM-FM maintenance. Chief seeks new challenge. Box A-188, BROADCASTING.

First phone, BA degree, four years radio experience. Ampex-trained VTR maintenance. Seek VTR, switching experience with station or production house. Resume, Box A-235, BROADCASTING.

Attention stations! Technician. 1st phone. Alert. Excellent electronics aptitude. Will relocate. Box B-15, BROADCASTING.

Director of engineering over 20 years managerial position. All phases station and production. Excellent references. Box B-79, BROADCASTING.

News

Newsmen—write, film, air. Five years experience. Dedicated. Box M-178, BROADCASTING.

News director: Number two man in top 5 VHF ready to move up. Six years solid experience in major markets. Box A-125, BROADCASTING.

Award winning TV anchorman in top 30 market has contract lapsing. Seeking bigger challenge. 12 years news experience. V.T.R. and complete resume on request. Will consider all inquiries. Box A-171, BROADCASTING.

Writer and news features, critic. Highly qualified and experienced family man. Prefer south or southwest. Box A-218, BROADCASTING.

Four years experience in broadcast-journalism. BA degree in communications. Experienced in film, sports play-by-play and news anchor. Presently in sales and public relations. Seeking news position, any market. Box A-226, BROADCASTING.

Newsmen, strong delivery, good picture, writing experience, major market radio experience, 26, married, college, veteran, available immediately, video tape, resume ready to send. Cal 814-336-5823. Box A-232, BROADCASTING.

Experienced newsmen seeks opportunity. Network reporting experience, BA degree, writer, producer. Box B-14, BROADCASTING.

Will trade, 12 years of experience and initiative for news directorship at station that wants top operation. Box B-26, BROADCASTING.

Experienced street reporter now in 5th market; six years in television news; single; major market only. Box B-52, BROADCASTING.

Director wants to get back into television, 9 years experience, heavy on news pac. commercials, remotes, I'm ready to go. Box B-65, BROADCASTING.

News continued

News and documentary writer-producer seeking new home as producer in large city or news director in small or medium market. I come equipped with awards, know-how, major market experience, M.A. and family. Box B-70, BROADCASTING.

First phone. BA degree communications arts. Eight years experience. Willing to relocate into any good market. Tape, resume sent immediately upon request. Bob James, 1114 N. Clark, Apt. 10, Los Angeles, Calif. 90069. Call (213) 657-4223.

Programing, Production, Others

Production manager. At liberty after February 10th, seeks new challenge. 15 years experience. Complete background in production, directing, copy and management. Top references. Box A-192, BROADCASTING.

I'm not expensive yet! A.D. top ten east market seeks director's job. Don't promote here. Abundant talent. Married. Degree, and year solid directing medium market. Strong news, award winning commercials, creative all aspects production. I'll help your station or production company be great. Resume, tape available. Box A-231, BROADCASTING.

Cinematographer: Young married man. Specializing 16MM. movie film, 35MM slides, 7 yrs. experience TV. Prefers western or northern states. Box B-9, BROADCASTING.

... Radio announcer, 27. B.A. degree plus graduate study in television production seeks creative challenge as writer-producer/director for ETV, CATV, or commercial outlet. Prefer northeast but will consider all offers. Box B-69, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Ilurbide St., Laredo, Texas 78040.

Need low priced 1 KW AM transmitter, also 1 KW FM transmitter price right for immediate cash purchase. New World Equipment & Supply Corp., P.O. Box 1143, Intl. Airport Branch, Miami, Fla. 33148 Tel. (305) 887-2611.

FOR SALE Equipment

Hellax-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 49 cents/\$5 in quantity. Newsroom Products, 1602 Dunterry—McLean, Va. 22101. Distributors wanted.

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.

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.

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.

For Sale: TK-26B color film chain less projectors and multiplexer. FOB plus ship and crate. Box B-40, BROADCASTING.

For Sale: Ampex VR-7800-16 color helical recorder with processor. FOB plus ship and crate. Box B-42, BROADCASTING.

Gates Vanguard II AM transmitter; 1000 watt AM, three years old, good condition. Spare parts, manuals, etc. Contact Tom Moore or Jon Wenger, WMPL Radio, Hancock, Michigan 49930. Phone area code 906-482-1540.

Transmitter. Gates BC-5P. Sacrifice to make room for new xmr. 5,000/500 watts. Good condition. WRFC Radio, Box 1152, Athens, Georgia.

News camera/recorder outfit. Beaulieu R16, 12.5-75 Angenieux Zoom, sync gen, batteries, charger, 200' magazine, Halliburton case and Uher pilotone recorder complete. New condition. \$2700. Herb Buck, 300 W 55, NYC 212-765-4197 evenings.

FOR SALE Equipment

continued

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

For sale: We're going "super-power" and must replace CCA-6711, 2-bay, circular FM antenna with CCA high-power antenna. It's the trick for increasing your class A channel coverage. Presently tuned to 100.1 but can be returned. In like new condition, three years old... sacrifice price. Telephone 606-789-5311 and ask for Mr. Fyffe.

Stoddard NM-52A radio interference-field intensity meter with complete accessories. 375-1000MHZ. New—1962 manufacture. Will be checked and calibrated by Stoddard prior to shipment. \$1,495. Surcom Associates, 1147 Venice Blvd., L.A., Calif. 90015.

Spotmaster, Scully, QRK, Russco, REK-O-KUT, Gray, Shure, Vega, Magnecord, Audio Device, Fairchild. Lease, finance & trade available. New World Equipment & Supply Corp., P.O. Box 1143, Intl. Airport Branch, Miami, Fla. 33148 Tel. (305) 887-2611.

HJ7-50 Andrews Helix 1 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

For Sale: Palmer 16mm B/W Kinescope system model VFR-25. FOB plus ship and crate. Box B-41, BROADCASTING.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

New and used self-supporting and guyed. Erect any type towers. Bill Angle, Box 55, 919-752-3040. Greenville, N.C. 27834.

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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.

Command Comedy... The "best" deejay comedy collection available anywhere! You must agree—or your money back! Volume 1—\$.750. 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.

D.J.'s, 120-taped comic one-liners, m&f with guide \$5.00. Renault, P.O. Box 157, Dover, Del. 19901.

Easter is April 11th, this year make extra money with the greatest Easter Egg Hunt ever. Send today for complete information. Tower of Power, River Knoll RR2, Waupun, Wis. 53963.

Tower of Power colorama, 50 imprinted posters, \$100.00. Only 11 sets left. 7 day delivery. Tower of Power, River Knoll, RR2, Waupun, Wis. 53963.

Award-winning ideas from newsbeat, a unique editorial service. Stimulating-imaginative-feasible. \$2.25 month, till forbid. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Beatlemania airchecks wanted. Airchecks of DJ's during beatlemania Introing beetle songs. Will supply the tape. Write Tommy Holland, 600 Herford Rd., Winston-Salem, N.C. 27104.

Auditions analyzed. \$4. Rick, 131 Arbor, Battle Creek, Mich. 49015. Professional.

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831.

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

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Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Apr. 14—July 7—Oct. 6. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

"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.

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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.

Instructions continued

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.

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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.

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.

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Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSPV-AM and KSPV-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Educational Classes begin June 2, 1971, Sept. 2, 1971 and Jan. 2, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

See our display ad under instruction on page 72. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Radio Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE
Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.
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Programing, Production, Others

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Young, self-motivated, undiscovered, good. Versatile voice and creative. We're offering excellent compensation package and the best facilities in America, all new! Tape, resume to:

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Situations Wanted

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GENERAL MANAGER—RADIO-TV

A dozen years to mold this total broadcaster. Proven track record and very strong on sales. G.M. and GSM background. Builder & developer of facilities and men. I can do the jobs as well as administrate them. Industries' best references are part of my 1st class prerequisites. Major markets only with executive income and equity options a must for this mid-thirties professional. BOX B-67, BROADCASTING.

VETERAN BROADCASTER

Looking for new challenge. Presently owner and operator. Formerly director of selling radio group in 5 major markets. Selling present property soon.

BOX B-23, BROADCASTING

Programing, Production, Others

NETWORK PERFORMER AVAILABLE

I've done it all! News, audience participation, remotes, celebrity interviews, comedy and drama, game shows, panel shows, radio morning man, sales. Extensive radio-TV-newspaper background. Excellent professional and personal references. Desire permanent, pleasant situation in major market or overseas, with real challenge. This is the man for whom you've been searching!

Box B-58, Broadcasting.

Television Help Wanted Programing, Production, Others

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(Continued from page 66)

Existing AM stations

Final actions

- **KOXR** Oxnard, Calif.—Broadcast Bureau granted request for issuance of tax certificate, pursuant to Internal Revenue Code 26, in connection with assignment of license granted Oct. 30, 1970. Action Jan. 19.
- **KREX** Grand Junction, Colo.—Broadcast Bureau granted CP to increase RMS of N and CH patterns and to specify new MEQV. Action Jan. 18.
- **WARK-AM-FM** Hagerstown and **WNAV-AM-FM** Annapolis, both Maryland—Broadcast Bureau granted mod. of licenses to change corporate name to Rau Radio Stations Inc. and mod. of SCA to change name to Rau Radio Stations Inc. Actions Jan. 21.
- **WJTN-AM-FM** Jamestown, N.Y.—Broadcast Bureau granted mod. of license covering change in main studio location to Rt. 238 at Hunt Road, Busti, N.Y.; provisions of rules are waived to extent of permitting relocation of main studio beyond corporate limits of Jamestown. Action Jan. 21.
- **WCWS** Wooster, Ohio—Broadcast Bureau permitted remote control. Action Jan. 19.
- **WQBS** San Juan, P.R.—Broadcast Bureau granted license to use former main trans. for aux. purposes only. Action Jan. 21.

Actions on motions

- Chief Hearing Examiner Arthur A. Gladstone in New Albany, Ind. (Shell Broadcasting Inc.) for renewal of license of **WHEL**, designated Chief Hearing Examiner Arthur A. Gladstone as presiding officer and scheduled prehearing conference for March 16 in Washington, and hearing for April 13, in Louisville, Ky. (Doc. 19120). Action Jan. 15.
- Hearing Examiner Ernest Nash in Puyallup, Wash. (**KAYE** Broadcasting Inc.), renewal of license of **KAYE**, granted request of Broadcast Bureau and extended to Feb. 12, time to file proposed findings and to Feb. 26 time to file reply findings, if any (Doc. 18929). Action Jan. 15.

Other action

- Review board in Jacksonville, Fla.—AM proceeding, granted Belk Broadcasting Co. of Florida Inc. extension of time to Jan. 29, to file reply to opposition to petition for amendment and enlargement of issues in proceeding on application for renewal of license of **WPDQ** Jacksonville (Doc. 19126). Action Jan. 25.

Fines

- FCC notified licensees of following that they have incurred apparent liabilities of amounts shown for violation of rules by failing to file renewal applications within time specified: **WKAM** Goshen, Ind., \$25; **WSAL** Logansport, Ind., \$25; **WPGW** Portland, Ind., \$25; **WRKH** Rockwood, Tenn., \$100; **WEPG** South Pittsburgh, Tenn., \$200, and **WDEB** Jamestown, Tenn., \$25. Licensees have 30 days to either pay or contest forfeitures. Actions Jan. 4.

Call letter applications

- **WDCJ**, Jones College, Arlington, Fla.—Requests **WKTZ**.
- **WXVI**, Riviera Broadcasting Inc., Riviera Beach, Fla.—Requests **WPOM**.
- **KOZN**, Reconciliation Inc., Omaha—Requests **KOWH**.
- **WEPN**, Smith Communications Inc., Elizabethtown, Pa.—Requests **WPDC**.

Call letter action

- **WAFI**, Great Lakes Broadcasting Corp., Grand Rapids, Mich.—Granted **WMAX**.

New FM stations

Final actions

- **Paragould**, Ark.—Progressive Broadcasters of Arkansas, Broadcast Bureau granted 104.9 mhz, 3 kw. Ant. height above average terrain 253 ft. P.O. address Box 341, Paragould 72450. Estimated construction cost \$36,600; first-year operating cost \$30,000; revenue \$65,000. Principals: G. I. Higgins (90%), Bruce Higgins (10%). G. I. Higgins owns jewelry concern, has interest in commercial fishing sales outlet and is on board of directors of bank in Paragould; Bruce Higgins has been associated with **KRLW**(AM) Walnut Ridge, **KDRS**(AM) Paragould, and **KAMO**(AM) Rogers, all Arkansas, and **KLID**(AM) Poplar Bluff, Mo. Action Jan. 15.

■ **Zeeland**, Mich.—West-State Broadcasters Inc. Broadcast Bureau granted 99.3 mhz, 3 kw. Ant. height above average terrain 98.2 ft. P.O. address 410 East Main St., Zeeland, Mich. 49464. Estimated construction cost \$5,900; first-year operating cost \$5,650; revenue \$16,400. Principals: Charles E. Rich, president (42.5%), Zeeland Industries Inc. (32.7%), Jack L. Maciejewski, vice president (11.73%). Mr. Rich owns firm for production of spray paint and assembly. Mr. Maciejewski is broadcast consultant. Zeeland Industries is in production spray paint and assembly business. Action Jan. 15.

■ **Muskogee**, Okla.—K Triple M Corp. FCC granted 106.9 mhz, 96.6 kw. Ant. height above average terrain 124 ft. P.O. address 1614 Morning-side Avenue, Sioux City, Iowa 51106. Estimated construction cost \$18,150.51; first-year operating cost \$20,000; revenue \$31,500. Principals: Daniel Elliott Wolff, president (97.06%), and Edwin Charles Wolff, vice president (2.94%). E. C. Wolff owns 97% of **KDVR**(AM) Sioux City, Iowa. D. E. Wolff is general manager-program director and chief engineer for **KDVR**. Action Jan. 20.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La. (Lafourches Valley Enterprises Inc. and Soul Broadcasters), FM proceeding, granted motion by Soul Broadcasters; set procedural dates and continued evidentiary hearing to Feb. 23 (Docs. 19004-5). Action Jan. 20.

■ Hearing Examiner Frederick W. Denniston in Corpus Christi, Tex. (The Big Chief) FM proceeding, granted petition by applicant for leave to amend application supplying revised biographical data concerning Jack Beasley (Doc. 19089). Action Jan. 19.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (White River Radio Corp. et al.), FM proceeding, granted petition by Broadcasting Inc. of Anderson for leave to amend application in certain financial respects and to make minor changes in time Broadcasting proposes to devote to news and public affairs programs (Docs. 19017-9). Action Jan. 20.

■ Chief Hearing Examiner Arthur A. Gladstone in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.), FM proceeding, designated Hearing Examiner Ernest Nash as presiding officer and scheduled prehearing conference for March 1 and hearing for March 29 (Docs. 17617-8). Action Jan. 15.

■ Hearing Examiner David J. Kraushaar in Omaha (Charles F. Heider and Pier San of Nebraska Inc.), FM proceeding, on request of Broadcast Bureau, rescheduled further rehearing conference for Feb. 9 at 9 a.m. (Docs. 19020-1). Action Jan. 20.

■ Hearing Examiner Jay A. Kyle in Leisure City and Goulds, both Florida (Resort Broadcasting Inc. and Fine Arts Broadcasting Co.), FM proceeding, granted request of Fine Arts; changed procedural dates and scheduled evidentiary hearing for March 2 (Docs. 18956, 18958). Action Jan. 15.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, granted petition by Broadcast Bureau and extended to Feb. 3, time to file proposed findings of fact and conclusions of law and to Feb. 10, time to file replies, if any (Doc. 17885). Action Jan. 19.

■ Hearing Examiner Forest L. McClenning in Rantoul, Ill. (Rantoul Broadcasting Co. and Regional Radio Service), FM proceeding, set procedural dates and scheduled hearing for April 5 (Docs. 19111-2). Action Jan. 19.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc. et al.), FM proceeding, granted petition by Sea Broadcasting Corp. and extended to Jan. 27, time to file opposition to Virginia Seashore's petition for leave to amend, filed Jan. 6 (Docs. 19095-7). Action Jan. 14.

■ Hearing Examiner James F. Tierney in Sun City, Ariz. (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, postponed scheduled hearing without date to await first opportunity to proceed further following issuance of commission primer on Suburban issue (Docs. 19087-8). Action Jan. 13.

■ Hearing Examiner James F. Tierney in Tulsa, The Village and Oklahoma City, all Oklahoma (Oklahoma Broadcasting Co. et al.), FM proceeding, postponed further prehearing procedural steps and scheduled hearing without date to await first opportunity for resumption of case following commission action on primer or policy statement concerning suburban issue (Docs. 18951-5). Action Jan. 12.

Other actions

- Review board in Sun City, Ariz.—FM proceeding, denied petition of Alvin L. Korngold filed Dec. 7, 1970, to enlarge issues in proceeding (Docs. 19087-8). Action Jan. 25.
- Review board in Wailuku, Hawaii, FM proceeding, denied motion by Kirk Munroe, applicant for

CP for new FM in Wailuku, asking that trans-site availability issue be added against John Hutton Corp., competing FM applicant for Wailuku (Docs. 18991-2). Action Jan. 19.

■ **Gahanna-Delaware**, Ohio—FCC enlarged issues in comparative hearing on mutually-exclusive applications of Christian Voice of Central Ohio for CP for new FM in Gahanna, and of Delaware-Gahanna FM Radio Broadcasting Station Inc. for new FM in Delaware, to consider discrepancies in D-G's balance sheets and possible misrepresentation of facts to commission and to prospective investors (Docs. 18308, 18793). Action Jan. 20.

Call letter applications

- **Fannin County Broadcasting Co.**, Blue Ridge, Ga.—Requests **WPPL**(FM).
- **South Dakota School of Mines**, Rapid City, S.D.—Requests ***KTEQ**(FM).

Call letter actions

- **Poor Peoples Radio Inc.**, San Francisco—Granted ***KFPR**(FM).
- **Rush County Broadcasting Inc.**, Rushville, Ind.—Granted **WRCR**(FM).
- **The College of the Seneca**, Geneva, N.Y.—Granted ***WEOS**-FM.

Existing FM stations

Final actions

- **WSAC-FM** Fort Knox, Ky.—Broadcast Bureau granted CP to make changes in ant. system; ant. height 300 ft. horiz., 295 ft. vert.; ERP 3 kw; remote control permitted; condition. Action Jan. 19.
- **WMSG-FM** Oakland, Md.—Broadcast Bureau granted mod. of SCA to change from 60 khz to 67 khz. Action Jan. 18.
- **WMIC-FM** Sandusky, Mich.—Broadcast Bureau permitted remote control. Action Jan. 19.
- **KJAK**(FM) Oklahoma City—Broadcast Bureau granted request for SCA on 67 khz. Action Jan. 18.
- **KWIL-FM** Albany, Ore.—Broadcast Bureau granted CP to change trans. location to Vineyard Hill, 2.95 miles west of Albany; install new trans. and new ant.; remote control permitted. Action Jan. 21.
- ***WWSA**(FM) Brule, Wis.—Broadcast Bureau granted CP to install ant. and make changes in ant. system; ant. height 550 ft.; ERP 56 kw. Action Jan. 19.

Fine

- **WFMS**(FM) Indianapolis, **WSAL**-FM Logansport, La., and **WDEB**-FM Jamestown, Tenn.—Broadcast Bureau notified licensees that they have incurred apparent liability for violation of rules by failing to file renewal applications within time specified in amounts shown: **WFMS**, \$100; **WSAL**-FM, \$25, and **WDEB**-FM, \$25. Licensees have within 30 days to either pay or contest forfeitures. Actions Jan. 4.

Call letter applications

- **WOOO**-FM, Shom Broadcasters Inc., De Land, Fla.—Requests **WDLF**(FM).
- **WANZ**(FM), Francis J. Matrangola, Sebring, Fla.—Requests **WSEE**-FM.
- **WEPN**-FM, Smith Communications Inc., Elizabethtown, Pa.—Requests **WPDC**-FM.
- **WMIL**-FM, Marlite of Wisconsin Inc., Milwaukee—Requests **WMVM**(FM).

Call letter action

- **WCHA**-FM, Chambersburg Broadcasting Co., Chambersburg, Pa.—Granted **WCHM**(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: **K75AZ**, **K80AX** and **K82AO**, all Big Fork, Mont., and **K07GW** Whiteriver, Ariz. Actions Jan. 15.
- Broadcast Bureau granted renewal of licenses for following and co-pending aux.: **WCLU**(AM) Covington, Ky.; **WDXB**(AM) Chattanooga; **WHBL**(AM) Sheboygan, Wis.; **WHLP**(AM) Centerville, Tenn.; **WHOW**(AM) Clinton, and **WMPP**(AM) Chicago Heights, both Illinois, and **WRDN**(AM) Durand, and **WRLS**-FM Hayward, both Wisconsin. Actions Jan. 18.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: ***WETX**-

(TV) Washington, to July 18; *KBGL-TV Pocatello, Idaho, to July 18; *WMAB(TV) State College, Miss., to Dec. 18; *KETC(TV) St. Louis, to July 18; *WVNE-TV Plattsburgh, N.Y., to Dec. 12; *WKNO-TV Memphis, to July 18; *WSVN-TV Norton, Va., to Dec. 18. Actions Jan. 18.

■ WFEA Manchester, N.H.—Broadcast Bureau granted mod. of CP to extend completion date to June 16. Action Jan. 20.

■ *WJSV(FM) Morristown, N.J.—Broadcast Bureau granted mod. of CP to change type ant. and make changes in ant. system; ant. height 80 ft. Action Jan. 19.

■ W1IAR Syracuse-DeWitt section, N.Y.—Broadcast Bureau granted mod. of CP to change frequency from ch. 11 to ch. 7; change call letters of VHF translator to W07BD. Action Jan. 18.

Other action

■ FCC initiated study inquiring into amount and type of television programming available for children of various age groups, along with advertising content and methods of presentation, in notice of inquiry and notice of proposed rulemaking (Doc. 19142). Action Jan. 20.

Translator actions

■ Girdwood, Alaska, Midnight Sun Broadcasters Inc.—Broadcast Bureau granted CP for new VHF translator to serve Alvska, Alaska, on ch. 4 by rebroadcasting KENI-TV Anchorage. Action Jan. 20.

■ Delta, Colo., Grand Mesa Television—Broadcast Bureau granted CP for new VHF translator to serve Delta and Cedaredge, both Colorado, on ch. 2 by rebroadcasting KBT(TV) Denver. Action Jan. 20.

■ KKEA(FM) Hilo, Hawaii, granted mod. of CP to change trans. location to north slope of Mauna Loa, 32 miles southwest of Hilo; change studio to site to be determined in Hilo; operate by remote control from proposed studio location; change type trans. and ant.; make changes in ant. system; ant. height 2,380 ft. Action Jan. 21.

■ K78CO Fairbury, Neb.—Broadcast Bureau granted mod. of license covering change in primary TV to KHNE Hastings, Neb., and specify type trans. of UHF translator. Action Jan. 18.

■ Richmond, Spray and Twickenham, all Oregon—Broadcast Bureau granted CP for new VHF translators to serve Richmond on ch. 3, Spray on ch. 7 and Twickenham on ch. 10, by rebroadcasting KOIN-TV Portland, Ore. Actions Jan. 14.

■ Brady, Tex.—FCC stayed grants for two TV translators in Brady, in response to CATV operator's charge that operations of TV translators would cause interference to subscribers' reception of CATV transmission. Action Jan. 20.

Ownership changes

Applications

■ WOKS(AM) Columbus, Ga.—Seeks transfer of control of WOKS Broadcasting Co. from Milton Hirsch and Marjorie S. Ray, executors of estate of Joseph S. Ray and B. K. Woodfin (jointly 100% before, none after), to Hertz Broadcasting Co. of Columbus Inc. (none before, 100% after). Consideration: \$596,872. Principal of Hertz Broadcasting: Louis O. Hertz (100%). Mr. Hertz has interests in WERD(AM) Atlanta, and Southside Sun Publishing Co., Decatur, Ga., and owns advertising agency and development company. Ann. Jan. 13.

■ WBZA(AM) and WXQL-FM, both Glens Falls, N.Y.—Seek transfers of control of Pathfinder Communications Inc. from Harry V. Barker (62.56% before, none after) to Soundcasters Inc. (none before, 62.56% after). Consideration: \$37,000. Principals of Soundcasters: Dennis H. Curley and Wesley H. Richards (each 29.13%) et al. Mr. Curley is vice president-general manager and 4.3% stockholder of Pathfinder; Mr. Richards is sales manager of stations and also has 4.3% interest. Ann. Jan. 15.

■ WHIH(AM) Portsmouth, Va.—Seeks assignment of license from WHIH Inc. to Baron Communications Inc. for \$315,000. Sellers: Joe Speidel III, president (99.45%), et al. Mr. Speidel owns WTMP(AM) Tampa, Fla.; WSOK(AM) Savannah, Ga.; WPAL(AM) Charleston, S.C., and has majority interest in WOIC(AM) Columbia and WYNN(AM) Florence, both South Carolina. Buyers: Ralph J. Baron, president (45%), Judith W. Baron (45%) and George J. Lund (10%). Mr. Baron owns 45% of WENZ(AM) Highland Springs, Va., and 25% of WCUM-AM-FM Cumberland, Md. Mrs. Baron owns 45% of WENZ, and Mr. Lund owns 10% of that station. Ann. Dec. 18, 1970.

Actions

■ KIMN(AM) Denver and KYXI(AM) Oregon City, Ore.—FCC granted transfer of control of KIMN Broadcasting Co. from Kenneth E. Palmer, John C. Hunter, Robert Donner Jr. et al. (jointly 100% before, none after) to Pacific and Southern Inc. (none before, 100% after). Consideration: \$6,493,500. See KRHM(FM) Los Angeles. Action Jan. 6.

■ KLEI(AM) Kailua, Hawaii—Broadcast Bureau granted assignment of license from Egal Radio to Hawaiian Business News Ltd. for \$100,000. Sellers: Roger Kent and Alice Cook Kent (jointly 100%). Buyer: Frederick B. Livingston, sole owner. Mr. Livingston owns several real estate ventures, publishing company and road maintenance firm. Action Jan. 21.

■ KSIG(AM) Crowley, La.—Broadcast Bureau granted transfer of control of KSIG Broadcasting Inc. from Hirsch J. and Freda S. Scholl (jointly, 50% before, none after) to Louis and Joyce Basso (jointly 50% before, 100% after). Consideration: \$150,000. Principals: Mr. Basso has pending application for assignment of license of WCNL(AM) Newport, N.H. Action Jan. 18.

■ WKBO(AM) Harrisburg, Pa.—Broadcast Bureau granted assignment of license from Keystone Broadcasting Corp. to Harrea Broadcasters Inc. for \$500,000. Sellers: John F. Steinman, chairman of board et al. Mr. Steinman has interests in following: WGAL-AM-TV Lancaster, Pa.; WTEV-TV New Bedford, Mass.-Providence, R.I.; WDEL(AM) Wilmington, Del.; WEST(AM) and WORK(AM), both Easton, Pa. Buyer: Michael M. Rae, president-treasurer, sole owner. Mr. Rae holds interest in real estate firm and WENS(TV) Pittsburgh. Action Jan. 21.

■ WPHB(AM) Phillipsburg, Pa.—Broadcast Bureau granted assignment of license from Rev. William Emert and Dorothy Eleanor Emert, dba Moshannon Valley Broadcasting Co. for \$145,000. Sellers: Rev. and Mrs. William Emert (jointly 100%). Buyers: William D. Harvey, president (99.2%) et al. Mr. Harvey is engineer at WPHB(AM). Action Jan. 19.

■ KXXK(FM) Dallas—Broadcast Bureau granted transfer of control of Commerce Broadcasting Corp. from Dawson Communication Inc. (100% before, none after) to Able Communications Inc. (none before, 100% after). Consideration: \$305,000. Able Communications owns KJOI(FM) Los Angeles. Principal of Able Communications Inc.: The Noel Fund (100%), Edmund J. Blake Jr., president. Mr. Blake has interest in land investment firm. Action Jan. 19.

■ KCTV(TV) San Angelo, Tex.—FCC granted assignment of license from Westex Television Co. to Jewell Television for \$250,000. Sellers: Houston M. Harte, vice president-director, Edward H. Harte, and Bruce B. Meador, et al. Messrs. H. Harte, E. Harte, and Meador all hold interest in KENS-TV San Antonio, Tex. Buyer: T. B. Lanford, sole owner. Mr. Lanford owns several equipment manufacturing concerns and has interest in tobacco distributing firm and oil and water drilling concern. Action Jan. 20.

CATV

Final actions

■ FCC denied petition for rulemaking filed by California Community Television Association, supported by National Cable Television Association, to amend rules to raise from 3,500 to 10,000, subscriber level at which CATV systems must originate programming. Action Jan. 21.

■ FCC denied motion by Midwest Video Corp., operator, for stay *pendente lite* of April 1, effective date of rules (program origination) (Doc. 18397). Action Jan. 21.

■ San Jose, Calif.—Cable Television Bureau dismissed as moot petition of San Jose Cable TV Service for waiver of rules (local cross-ownership on TV and CATV system), filed Oct. 15, 1970. Action Jan. 12.

■ New Madrid, Libbourn and Marston, all Missouri—FCC authorized See-Mor Cable TV of New Madrid Inc., proposed operator of systems in Madrid, Libbourn and Marston, waiver of evidentiary hearing provisions of rules, and authorized to carry distant signals of WDXR-TV Paducah, Ky.; *WKMU(TV) Murray, Ky.; WBO-TV, WMC-TV and WREC-TV, all Memphis; WBBJ-TV Jackson, Tenn.; KAIT-TV Jonesboro, Ark.; and KPOB-TV Poplar Bluff, Mo. Action Jan. 20.

■ Springfield, Mo.—FCC authorized International Telemeter (Telemeter) of Springfield Inc. to begin operation of proposed CATV at Springfield, carrying local signals of KMTC(TV), KTTS(TV) and KYTV(TV), all Springfield, and distant signals of *KETC(TV) St. Louis, *KCSD-TV Kansas City, Mo., and either of independent stations KCIT-TV or KBMA-TV, both Kansas City. Action Jan. 20.

■ Las Cruces and Deming, both New Mexico, and El Paso—FCC granted requests by three separate CATV operators—Cruces Cable Co., Las Cruces, Sun Cable TV, Deming, and El Paso

Cablevision Inc., El Paso—for authority to carry signals of independent Los Angeles television stations. Action Jan. 20.

■ Falls township, Pa.—FCC authorized Bucks County Cable TV Inc., operator of a 1,400-subscriber Falls township, Pa., CATV system, to resume carriage of distant signals of four New York independent television stations halted by earlier commission order and to substitute commercials of local television stations for those of New York stations, as outlined by commission in its proposed CATV rules in Doc. 18397-A, for approximately one year. Action Jan. 20.

Other action

■ FCC extended time for filing reply comments on various proposals to amend CATV rules, to Feb. 10. Action Jan. 20.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Lewiston and Auburn, both Maine (Cable Vision Inc.), CATV proceeding, set procedural dates and postponed hearing until March 15 (Doc. 19109). Action Jan. 19.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 26. 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*.

■ Jacksonville, Ark.—Arkansas Cable Television Inc., Little Rock, Ark., subsidiary of Communications Properties Inc. (multiple-CATV owner), Austin, Tex., and Midwest Video Corp. (multiple-CATV owner), Little Rock, have both applied for a franchise.

■ Paramount, Calif.—Nation Wide Cablevision Inc. (multiple-CATV owner), Los Angeles, and Theta Cable of California, a subsidiary of Telemeter Corp., New York, and Hughes Aircraft, Culver City, Calif. (both multiple-CATV owners), have applied for a franchise.

■ Bloomington and Normal, both Illinois—The city councils of both cities have approved the transfer of franchise from GT&E Communications Inc. (multiple-CATV owner), New York, to TeleCable Corp. (multiple-CATV owner), Norfolk, Va. TeleCable was one of two unsuccessful bidders for the original franchise. The same franchise obligations in the GT&E franchise will now be required of TeleCable.

■ Wheeling, Ill.—LVO Cable TV (multiple-CATV owner), Tulsa, Okla., has applied for a franchise.

■ Alamogordo, N.M.—An Alamogordo attorney, Don Hancock, owner of CATV franchises in Tularosa, Ruidoso, Carrizozo and Hatch, all New Mexico, has filed a personal bankruptcy petition in Albuquerque, N.M. His systems have been repossessed or are in the process of being repossessed by banks and finance companies.

■ Alexandria Bay, N.Y.—The village board has granted a franchise to Richard Durand and Charles Singer Jr. Terms of the franchise require that construction start within six months and that the system be in operation within one year. The tentative rate schedule is \$20 for installation and \$5 per month for service.

■ Herkimer, N.Y.—The village board granted a rate increase of 50 cents effective Jan. 5, bringing rates to \$5 per month. This is a six month provisional increase contingent upon improved picture quality, providing repair service on Saturdays, Sundays and holidays, and charges for late payment of the service charge beginning 15 days after due date. The same 50-cent increase has been granted in Frankfort, N.Y. under similar conditions.

■ Penn Yan, N.Y.—The village board approved a rate increase for Penn Yan Cablevision Inc., Penn Yan, effective Feb. 1. The 50 cent increase brings monthly rates to \$6, relocation charges to \$10 and reconnection charges to \$5. The board reserved the right to review the increases at the end of one year.

■ Lancaster, Ohio—Communications Properties Inc. (multiple-CATV owner), Austin, Tex., has applied for a franchise.

■ Muskogee, Okla.—Cablevision of Muskogee has begun construction of its CATV system. The antenna tower has arrived and they project that their first customers will be hooked up in the latter part of March.

■ Wilkes-Barre, Pa.—TeleService Co. of Wyoming Valley Pa., has been granted a second franchise in Wilkes-Barre. They paid \$25,000 for the franchise.

Jim Blake knows his market. He was born, raised and educated in the area; he has spent all his professional career there; he knows the people, the territory, the folkways. And right now he needs every bit of that knowledge as he scours the scene for new television dollars to fill the holes left by the congressional ban on broadcast advertising of cigarettes.

Mr. Blake is general sales manager of KSTP-TV Minneapolis-St. Paul, part of the family of Hubbard Broadcasting Inc. stations (others are WTOG[TV] Tampa-St. Petersburg, Fla.; WGTO[AM] Cypress Gardens, Fla., and KOB-AM-FM-TV Albuquerque, N.M.). He is representative of the young, energetic staff executive types upon whom group owners rely to keep the business humming.

The cigarette problem is giving Jim Blake one of his biggest challenges since joining KSTP-TV in 1953. But Mr. Blake is optimistic for the long haul on television's continued growth in the Twin Cities area. His optimism has two bases: the TV performance over the past decade and the further diversification of new business, both local and national.

An NBC-TV affiliate competing in a market with three other commercial stations, KSTP-TV has improved its share of the total market dollars effectively during the past decade, Mr. Blake believes. The channel-5 outlet has bettered its own performance every year with one exception in the early 1960's when all stations were off their climb just a bit. There is no better evidence of how TV has successfully served its audience and thereby sold itself as a medium, Mr. Blake says, than the FCC annual figures for the Twin Cities market.

The commission reported the four Twin City outlets had total net broadcast revenue of \$10.8 million in 1959 (gross figures were \$2.4 million from networks, \$5.1 million national-regional and \$3.6 million local). By 1969 the gross figures were total had climbed to \$22.96 million (net \$2.76 million networks, \$14.25 million national-regional and \$9.6 million local).

But as the decade of the 1960's closed, the Jim Blakes of televisionland and their sales teams found they had to scramble still harder to get the business and work more diligently to fulfill it because of other trends, especially the drift to shorter and shorter schedules and smaller and smaller bits of commercial units as program sponsorship declined.

Mr. Blake notes that while it may seem the ratios of national-local have not changed much over ten years, it is interesting to see how the commercial unit inventory has jumped, up 88% at KSTP-TV over those years. He recalls 2,800 commercials during November 1960 compared to 5,200 units in No-

Jim Blake: An optimist in uncertain times

vember 1970, "which is really a fantastic amount."

More than ever, he says, this trend means that the total computerization of the commercial functions in TV will be a must if the medium is to keep expanding and diversifying. KSTP-TV's computer operation, now developed for invoicing and accounting, includes an IBM 1140 unit plus high speed readout. Ultimately it will be expanded to embrace other functions.

"We are all in participation formats," Mr. Blake notes. "We have rotation vertically and horizontally and we have clusters and orbits and demographics by

Week's Profile



James Edward Blake — general sales manager, KSTP-TV Minneapolis-St. Paul; b. Minneapolis, May 29, 1924; U.S. Navy, 1943-46; BS in journalism - advertising, 1948, University of Minnesota; classified advertising, circulation, editorial and national sales, Minneapolis Star and Tribune, 1948-53; assistant national sales manager, KSTP-AM-TV, 1953, becoming national sales manager 1954 and named general sales manager KSTP-TV 1963; president, Northwest Advertising Golfers Association; former director, Minnesota Advertising Club; m. Carol Callery of Minneapolis, Jan. 26, 1946; children—Nancy 22, Jim 20, Cynthia 16, John 15, Jeff 13, Joe 9 and Barbara 6; hobbies—handball, golf and skiing.

the thousands and a whole new vocabulary. But our basic method of operation has not changed and it won't. We still go out and ask for an order, nationally or locally. We will have to automate our paperwork if we want to get back to more creative selling, to recapture the time to do it."

The affiliate can't do much to strengthen the network shows it gets, Mr. Blake will agree, but moving out from that strength the affiliate can control the impact of its local programs, making that the springboard for creative selling. KSTP-TV has not decided on what it will put into the prime half-hour opened up by the FCC's prime-time access rule, but he does see it as an opportunity to weave in some strong local documentary-type ventures and other innovations.

Mr. Blake is particularly proud of KSTP-TV's tradition of promotion and close identification with its market, citing not only its strong support of such industry institutions as the Television Bureau of Advertising but also heavy local and national promotion, including business paper advertising. He notes too the station's strong record of local merchandising for sponsors, especially in food and drug lines.

Creative selling is effective on the local scene too, Mr. Blake says, citing the growth of not only retail advertising there but also financial institution sponsorships, especially in sports. He says Sears and J. C. Penney are now major broadcast accounts. Dayton's, a big department store, now uses considerable TV for item selling, he observes, while Donaldson's, another big store, is using TV for both image and item sell.

Diversity is where the new action will be, Mr. Blake believes, even though stations in markets like the Twin Cities live 30 days at a time today and find it hard to project much farther ahead when the really big pieces of business come from fewer national clients through fewer agencies and for shorter schedules than ever before. "Actually," he says, "the total national business is much more diversified as to types of accounts or the original sources, even if the big guys seem to get a bit bigger."

Although he is a confirmed Twin Citian, Jim Blake is not a parochial type. And yes, he has been somewhere besides Minneapolis. During World War II while in the Navy his ship was shot out from under him but he escaped sinking with it to the bottom of the Pacific. He has seen a lot of New York, Chicago and other big advertising centers, not only for the KSTP stations over the years but once for the local newspapers. Besides, who could be parochial in this day and age with seven children, three TV's and countless radios at home, all going at once?

As it should be

Ten days ago President Nixon delivered his state-of-the-union message to the Congress. It was carried by all TV and radio networks, live.

The state-of-the-union message is traditional. The Chief Executive could have had his message delivered by messenger. He elected to deliver it in person. The networks and their affiliated stations elected to carry the message live.

Last Tuesday night Senator Mike Mansfield (D-Mont.) reluctantly appeared before the nation at the invitation of the networks as spokesman for the Democratic opposition in Congress. The "conversation" type of interview with network newsmen was not broadcast live or simultaneously, in prime time, because, in the judgment of network news executives, it did not warrant such exposure.

This was as it should have been under our free-press precepts. Before broadcasting emerged as a news medium, Presidents delivered their state-of-the-union messages either in person or by dispatch. The press, then only of the printed page, reported such events as it saw fit. Newspapers printed the comments of opponents in text, condensed, or not at all, premised on their appraisals of news value.

There is one President. There are 100 senators and 435 members of the House. Some senators and congressmen get front-page displays and air exposure to a far greater degree than others. They are legislators whose observations constitute news. Whatever the President says or does makes news.

Last week the 12 black members of the House—all Democrats—asked the networks for "equal time" to answer the President. These congressmen had elected to boycott the President's state-of-the-union appearance before the joint session of Congress. A question can be raised whether these legislators were fulfilling their obligations to their constituents by absenting themselves from a joint session of Congress when the President—their President—was fulfilling his constitutional responsibility.

This was no partisan political rally. Nor were these congressmen elected to represent only the black members of their districts.

The equal-time request makes no sense at all. The President did not single out any minority or majority groups for praise or criticism. Even if he had, there would have been no justification for the request. The networks exercised their best judgment in asking the respected Democratic leader of the Senate to express the views of the opposition.

Perhaps one can't blame these congressmen for trying. Free time grabs have become endemic.

Senator Moss please copy

All those who had a part in kicking cigarette commercials off the air should find it instructive to read, as a measure of what they have accomplished, a statement made last week by the head of Liggett & Myers.

L&M President Milton E. Harrington predicted a continuing up-trend in cigarette sales in 1971 and added: "The ban on broadcast advertising is not likely to have a major impact." Moreover, he said, a probable decline in the broadcasting of antismoking messages should help offset whatever ill effects the ban may have on sales.

Mr. Harrington was addressing a group of security analysts, an audience whom business leaders instinctively seek to impress but dare not mislead. Hence his estimates may be taken as a fairly conservative statement of his views.

What Mr. Harrington was saying, of course, was exactly the same thing we—and other opponents of the ban—said repeatedly while the steamroller was being fueled up: Stopping the advertising, as history has shown in other countries, does not stop cigarette sales. All that the ban has accomplished is to take more than \$200 million in advertising away from two specific media.

It may, indeed, do more than that: In some cases it may actually help sell more cigarettes. For, as Mr. Harrington also told the analysts: "We do feel that the broadcast advertising ban gives Liggett & Myers an opportunity to compete on a more equitable basis with other manufacturers, most of which were able to outspend us by considerable margins on television."

Now there's a prospect that should make the architects of this ban feel doubly proud.

"... in the finest tradition ..."

Last Sunday Vice President Agnew and more than half the United States Senate witnessed an event by television they are not likely to forget. They participated in graveside services for their revered Georgia colleague, Richard B. Russell, even though they were prevented by weather from attending in person.

The story of how J. Leonard Reinsch, president of Cox Broadcasting, Atlanta, arranged with John Rivers, owner of WCSC-TV, Charleston, S.C., and Southern Bell, to have Vice President Agnew and five other distinguished persons deliver eulogies through a direct feed from WCSC-TV to mobile units at graveside through WSB-TV Atlanta on about an hour's notice is told elsewhere in this issue. It also was told eloquently to the Senate last Wednesday by Senator Herman E. Talmadge (D-Ga.).

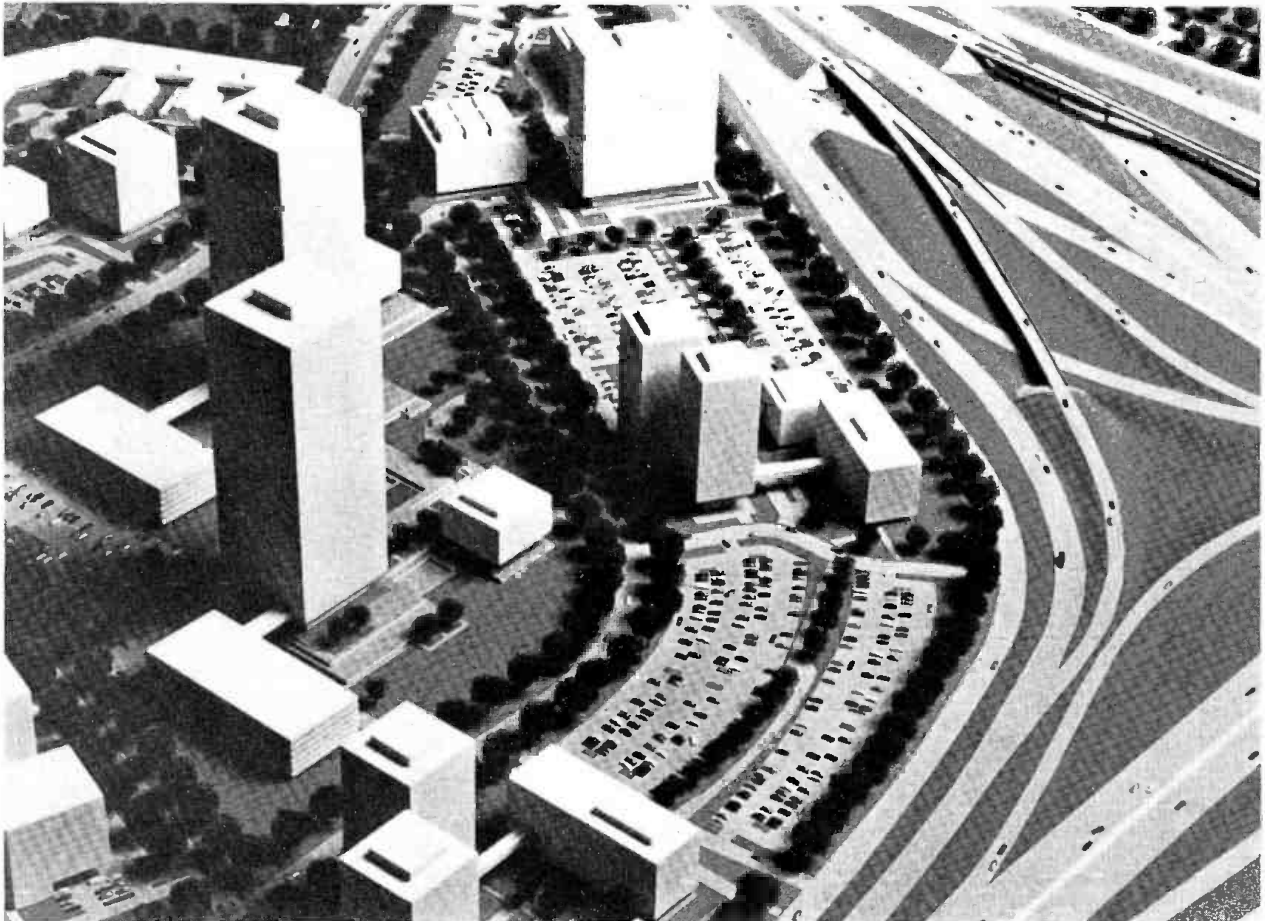
Said Senator Talmadge: "... it was another splendid example of how the commercial broadcast industry, combined with a public utility, stand ready and willing to serve the public interest when called upon to do so."



Drawn for BROADCASTING by Sid Hix

"He's another soap-opera character who died and then came back on a different network as somebody else ... I'm beginning to believe in reincarnation!"

Houston is



...beckoning tomorrow with physical and economic expansion on an enormous scale. To accommodate a tremendous influx of more business and thousands of new people, Houston is preparing itself with planned, meaningful growth...focusing on compatible living and working conditions, a sensitivity to the environment and other pressing urban problems.

Houston is...building for tomorrow with progressive projects consistent with the future, including:

- PLAZA DEL ORO (above), Shell's 526-acre, \$1.5 billion project near the Astrodome. Comprehensive in its design, it will include apartments, office buildings and commercial and medical facilities. A community in itself.
- ALLEN CENTER, Trammell Crow and Metropolitan Life's billion-dollar, 10-block urban project.
- ONE SHELL PLAZA (50 stories) and TWO SHELL PLAZA (29 stories), sister headquarters towers in the heart of downtown Houston.
- HOUSTON CENTER, Texas Eastern's billion-dollar investment involving 32 downtown blocks.

- GREENWAY PLAZA, a coordinated office/apartment/hotel complex covering 127 acres.
- THE GALLERIA, three tiers of retail stores (100 shops) and restaurants surrounding an ice skating rink...a unique addition to Houston's high-fashion shopping area.

Houston is...a market that offers optimum conditions for financial growth. Billions of investment dollars have already poured into Houston...along with the headquarters of many prominent international firms. Out of the 12 major cities in the South and Southwest, Houston ranks 1st in population, building permits, retail sales, buying income, manufacturing payroll and capital expenditures.

Houston is...an open door to the future.

KPRC-TV/HOUSTON

Edward Petry & Co., National Representatives
NBC Affiliate

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