



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Movement toward all-advertising code picks up speed
At FCC: signs of pullback from one-to-a-customer rule
Pastore sets hearings on new campaign-control bills
How Sears is outgunning its competitors in television

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U S A I R F O R C E
S E R I A L A C C S E C T I O N
M I N I T C O M A D V

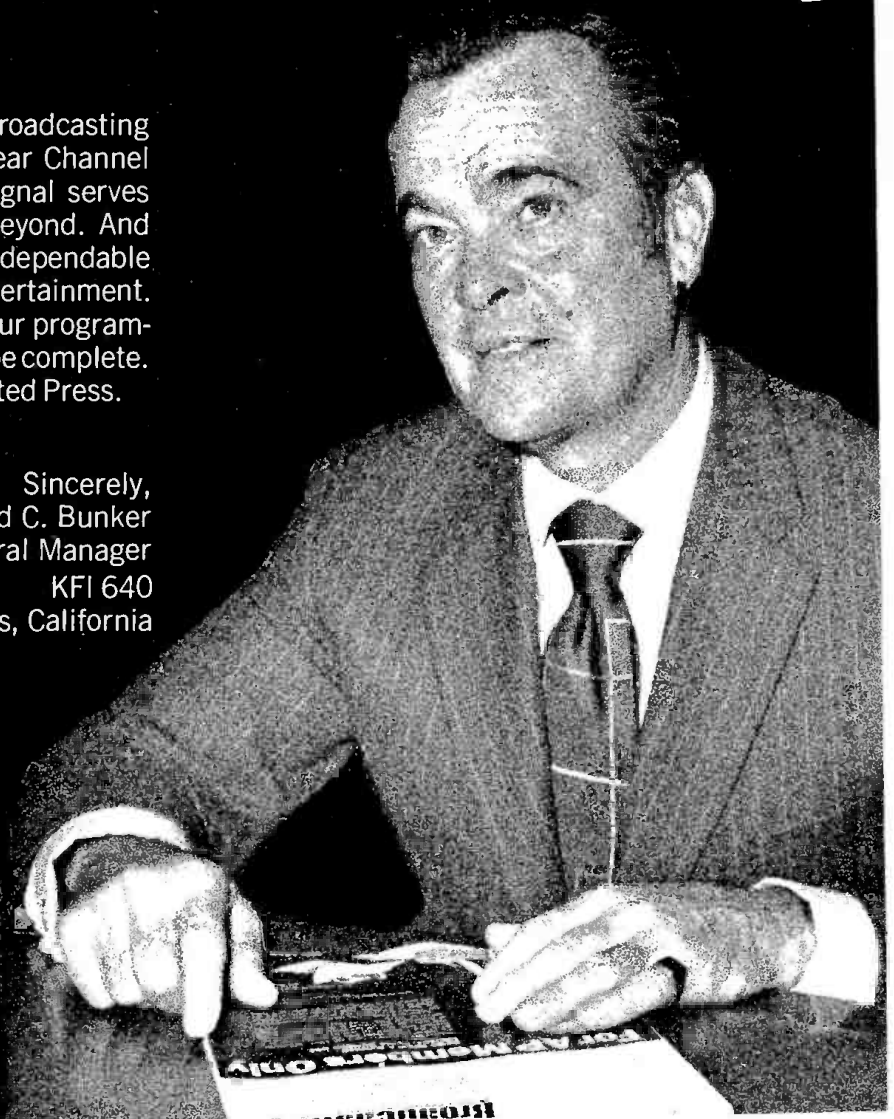
For AP Members Only

MEMO FROM A MEMBER
SUBJECT: BEING THE BIGGEST

KFI, about to enter its 50th year of broadcasting service to the West, is the only 1-A Clear Channel on the Pacific Coast. Our nighttime signal serves listeners in 11 Western states—and beyond. And in many isolated areas, we are the only dependable source of radio news, information and entertainment.

At least 14 per cent of our total 24-hour programming is news. It must be factual, it must be complete. We couldn't do it without The Associated Press. We are the biggest—but, so are they.

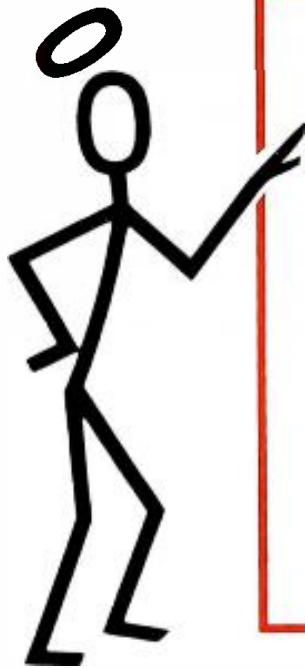
Sincerely,
Edmund C. Bunker
President and General Manager
KFI 640
Los Angeles, California



THE ASSOCIATED PRESS

THE *Saint* SWEEPS 1970-71 SEASON

#1 NIGHT, DAY, WEEKLY, STRIPPED IN LARGE, MEDIUM, SMALLER MARKETS



NEW YORK: #1 rated series, Sun. 6-7 p. m., WNEW-TV, 10.7 rating, 22 share, topping all programming other than seasonal pro-football. Arbitron, Dec. 27, 1970.	EL PASO: #1 average Metro share of 45, Mon.-Fri., 2:30-3:30 p.m., KROD-TV. Doubles rating and share of lead-in. Nov., 1970 ARB.
SAN FRANCISCO: #1 Increase in Mon.-Fri., 5-6 p. m., time period. 350% Increase in KRON-TV's rating and share. ARB Coincidental, Jan. 11-15.	BATON ROUGE: #1 average share of 54, Mon.-Fri., 11:30 p.m.-12:30 a.m., WAFB-TV. Nov., 1970 ARB.
PORTLAND, ORE: #1 39 share, Sun., 11:15 p. m.—12:15 a. m., KGW-TV Nov., 1970 ARB.	RICHMOND: #1 among adults 18+. #1 among women 18-49. Average Metro share of 35. Mon.-Fri., 10-11 a.m., WXEX-TV. Nov., 1970 ARB.
NEW ORLEANS: #1 average Metro share of 30, Mon.-Fri., 9-10 a. m., WVUE-TV. #1 among women viewers 18-49. #1 among adults 18+. #1 in total viewers. Nov., 1970 ARB.	PHOENIX: #1 rated series, Sat., 3-4 p.m., KOOL-TV, leading all programming other than seasonal NCAA football. Boosts lead-in 33 1/3% Nov., 1970 ARB.

ARB: Subject to Qualifications

... And with these premieres for rating periods yet to come:

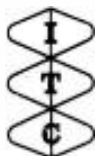
Chicago	WGN-TV	Minneapolis/St. Paul	WCCO-TV	Dayton	WLWD	Tallahassee/Thomasville	WCTV
Boston	WSBK-TV	Seattle/Tacoma	KTNT-TV	Rochester	WHEC-TV	Las Vegas	KORK-TV
Detroit	CKLW-TV	Miami	WCKT	Raleigh	WRAL-TV	Sacramento/Stockton	KOVR
St. Louis	KPLR	Kansas City	KCIT-TV	Paducah	WDXR-TV	Mobile	WKRG-TV
Houston	KHTV	Denver	KWGN	Portland/Poland Spring, Me.	WCSH-TV	Winston-Salem/High Point	WGHP-TV
Atlanta	WTCG	Albany	WAST	Chattanooga	WRCB-TV	Davenport/Rock Island/Moline	WHBF-TV
Baltimore	WMAR-TV	Charlotte	WRET-TV	Duluth	KDAL-TV		
Dallas—Ft. Worth	KTVT	Louisville, Ky.	WDRB-TV	Rockford, Ill.	WCEE-TV		

... and many, many more

STARRING **ROGER MOORE** **114 HOUR EPISODES** CREATED BY **LESLIE CHARTERIS**

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For Details see us at NATPE

KOTV and the beautiful Princess Pale Moon.



It's happening in the Indian community in Holdenville, Oklahoma, just 90 miles from busy metropolitan Tulsa.

Mrs. Yvonne Huser lives there with her attorney husband. She, too, holds a degree in law.

Yvonne Huser is also Princess Pale Moon of the Choctaw tribe, and the welfare of the Indians of Holdenville is of great concern to her.

Through her, KOTV learned of the artistry and skill of Holdenville's Indian craftsmen. Last year, we invited a group of 40 to come to Tulsa and show their handiwork—quilts, paintings, beadwork, aprons—on a special pre-Christmas television broadcast.

Resulting directly from this initial involvement of KOTV: Substantial new orders from the station's viewers. And the formation, by the Indians, of Holdenville Intertribal Arts and Crafts, Inc. — a corporation to deal more effectively with their increased business.

Since then we've helped establish distribution of their products through Tulsa's Gilcrease Museum, and at a quality store in New York City.

And this Christmas, KOTV broadcast another special program about these talented artisans.

Holdenville Intertribal Arts and Crafts, Inc. isn't what you'd call *big* business yet. But it does bring money into the community. That's important, because jobs are few and money is scarce.

We believe something important is happening in Holdenville. And like the beautiful Indian princess, we're concerned, and involved.



① KHOU-TV
Houston

② WANE-TV
Fort Wayne

③ KOTV
Tulsa

④ WISH-TV
Indianapolis

⑤ KXTV
Sacramento

CBS Affiliates

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

THE BEST NEWS YOU'LL GET ALL DAY

Viet Nam, pollution, the Middle East, the drug generation, off-year elections, the transportation crisis—that's news. But so is the latest play by Neil Simon, hemlines in the White House, and the not-so-quiet revolution in American journalism. It's all news—The Big News on WTOP TV—the best news you'll get all day.

Anchored by Charles Crawford and Max Robinson, the 6:00 p.m. Big News is a one hour non-segmented unique mix—a magazine of news happenings reported nightly. Viewers hear commentary from James J.

Kilpatrick and Carl Rowan. WTOP's own exclusive Radar Weather Watch as interpreted by meteorologist Charles Gertz and "the boo of the week" by sports commentator Warner Wolf give The Big News extra dimension. Investigative reporters George Allen and Jim Michie spend all their time digging into stories that aren't news yet—but should be.

Edwin Diamond, our resident media critic—the only one on any TV station anywhere—freely, but responsibly, commends and criticizes people and institutions in the interest of better journalism. Davey Marlin-Jones covers the boards to talk about developments in theater and the arts.

Maxine Cheshire takes viewers inside Washington society. And

Doug Llewelyn looks at the lighter side of our often frustrating existences.

WTOP news is innovative news, covering the full spectrum of events from every available source. It's a different, and we think better, approach. If you're in the Washington area, get some great news—The Big News at 1:00, 6:00, and 11:00 p.m. on WTOP TV. It's the best news you'll get all day.

WTOP TV

WASHINGTON, D.C.

A Post-Newsweek Station

Represented by TVAR

Spurred on by new attempts in Congress to establish public agency to check advertising practices, American Advertising Federation moves with new vigor toward creation of private code of standards for all advertisers. See . . .

Code for advertising now in sight . . . 22

Study by Station Representatives Association shows Sears, Roebuck Co. uses twice as many TV spots as any of other top-50 department stores. SRA manager says other chains should increase use of television advertising. See . . .

Sears: Tops in TV retail usage . . . 25

At least three new bills limiting broadcast and nonbroadcast campaign spending will be examined early next month by communications subcommittee, lead by Senator John O. Pastore (D-R.I.). See . . .

Pastore takes over on campaign control . . . 27

FCC is expected to modify one-to-customer rule by rescinding provision banning owner of full-time station from acquiring another in same market. Acquisition of some radio-TV combinations may also be permitted. See . . .

Loopholes likely in one-to-customer . . . 34

Group assembled by WNBC(AM) New York talk-show host offers to buy all six NBC-owned AM stations; may pay \$55-to-\$60 million. Dozens of proposals now in to buy NBC AM's but network still sets no asking price. See . . .

Another pitch for NBC radio stations . . . 34

Of \$110 million Capital Cities is paying in proposed multiple-station transfer deal with Triangle, \$61 million will be paid for WFIL-TV Philadelphia. Price is highest value ever ascribed TV station in sale. See . . .

How Capcities buy breaks down . . . 35

NAB radio-board selections are finalized but question remains: who will serve as chairman? Richard W. Chapin, Stuart Enterprises, is good bet for TV-board chairmanship; joint-board candidate is apparently uncontested. See . . .

NAB elects new radio board . . . 38

FCC votes to reject black-inspired petition against renewal of WMAL-TV Washington. Decision is likely to provide comfort to licensees facing similar challenges, but petitioners plan appeal. See . . .

WMAL-TV survives renewal threat . . . 40

FCC refuses to review denial of license renewal of Faith Theological Seminary's WXUR-AM-FM Media, Pa.; might result in Supreme Court appeal. Dr. Carl McIntire, head of organization, leads challenge. See . . .

Fairness heads for another test . . . 41

Classical-music lovers protest sale of WONO(FM) Syracuse, N.Y., because of rumors that new licensee Houston Broadcasting Inc. would eliminate all classical music; Houston denies extreme format change. See . . .

New group acts to defend FM's format . . . 43

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Subscription orders and address changes: Send to BROADCASTING Circulation Department. On changes include both old and new address plus address label from front cover of magazine.

EYEWITNESS ALL THE NEWS 5pm/6pm/10pm

Today there is more news than yesterday. Tomorrow there'll be even more. Just to survive in this changing world you need all the information you can get, as soon as you can get it. The Dallas/Ft. Worth market didn't get where it is today by waiting. Ask your HR representative about the *10th ranking retail market in the Nation or the *11th ranking TV households market in the Nation or even better ask him for availabilities.

* SRDS ADI-DMA RANKINGS, 1-15-71



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



Pitch from Comsat

Communications Satellite Corp. has come up with plan for TV-network use of its proposed domestic satellite that networks seem to consider imaginative and attractive. For one thing, it would cost them total \$40 million per year (subject to possible increase of up to 15% if Comsat investments exceed certain level), as against estimated \$55 million if they put up their own bird and \$70 million they're currently paying AT&T. (Unlike last two, Comsat plan and price do not include radio network facilities, among other differences.) Three commercial TV networks and Public Broadcasting Service would each get two channels, and each commercial network would also get two hours daily for news-gathering and other uses, plus four channels for eight hours on both Saturday and Sunday and extra allowance of seven occasional hours weekly.

Plan was presented to networks individually by Comsat chairman, Joseph H. McConnell, president of Reynolds Metals and former president of NBC. But it is not only plan networks are considering—Hughes Aircraft, Western Union and RCA Global Communications have all submitted proposals—aside from their own plan. Many terms and conditions of Comsat proposal remain to be clarified. One potential sticking point is its assumption commercial networks will pay for PBS's facilities. They had offered to provide noncommercial network facilities if they put up their own system, not pay for PBS ride on common-carrier system.

Package that ticks

FCC is gearing up for special meeting Thursday on package of proposals for revising license-renewal procedures. University of Indiana's Dr. Barry Cole, consultant on project, has been briefing commission members individually on package. Potentially controversial item is proposed notice of inquiry seeking definition of "substantial service," as term is used in 1970 policy statement on comparative hearings involving renewal applicants ("Closed Circuit," Jan. 18), and related question of whether criteria developed should be used in processing TV renewal applications.

Staff is offering various suggestions including one that would require station to be in top 10% of its class, in terms of program service, to fall within definition. (However, consideration

would be given to station's profitability.) Another item in package is former Commissioner Kenneth A. Cox's proposal that would free renewal applicants of requirement to make survey to ascertain community needs. Instead, applicant would list 10 most pressing problems in his area and state how he deals with them.

Pioneer?

Scott Paper Co., Philadelphia, is understood to be in process of forming Scott Entertainment Co. to produce television programming, with its initial project in children's area combining education and entertainment. Programs to be produced by Scott Entertainment are slated to be sold via advertiser-syndication route by Media/Syndication Systems Inc., New York, to national and regional advertisers and, in some instances, to Scott Paper.

Feud in the family

Revolt by affiliates against TV network sales practices is seen by some major broadcasters as solution to what they say is worst—and worsening—onslaught networks have ever made on spot-TV dollars. Some agency sources claim that in current economy they can buy network time for what it would cost to buy equivalent spot time in top-20 markets, and can also buy "networks" in smaller chunks than ever before. One group owner ticked off 19 accounts he said had shifted "substantial" sums from spot to network, including five that he said are buying network "regionally." Some signs of rebellion already evident: Number of stations reportedly have decided to recapture time CBS-TV sold to Sterling Drug on partial network ("Closed Circuit," Feb. 1) by covering Sterling commercials.

Example of way things are going, according to one national sales executive: Major advertiser has instructed spot-TV buyers to buy nothing below top-25 markets and in top 25 to buy only stations willing to knock at least 20% off current—not year ago—prices. If many stations refuse, instructions are to take money and buy network.

Import

New action-adventure series, *The Proectors*, will soon be announced for fall TV syndication by Independent Television Corp., New York. ITC plans to make 26 episodes in England and on Continent. Company is said to be nego-

tiating for American star to take lead role in series, and has begun calls on major advertising agencies in New York to stimulate interest in possible sale to national advertiser.

Staying put

For last five of his 17 years with National Association of Broadcasters, Howard H. Bell, now president of American Advertising Federation, was NAB code director. Now AAF is moving strongly toward establishment of code for all elements of advertising industry, activity in which Mr. Bell is leading exponent (see page 22). But he disclaims unequivocally any plan to take on directorship of that code.

When Mr. Bell took AAF presidency in 1968 he asked for and got three-year contract which expired Feb. 1. AAF board last week, in agreement with Mr. Bell, continued his employment at same \$50,000 annual salary, without written agreement.

Outer space

It has been only two years since National Association of Broadcasters moved into new, six-story, \$2.5-million headquarters in Washington, but already it's cramped for space. With three new executive vice presidents, and accompanying trappings, coming aboard middle of this month, NAB is shuffling space on three floors (other three being leased to tenants). Six months ago association quietly rented auxiliary space in commercial building across street to house its special anti-CATV public-relations operation ("Free Television News Bureau") and Media Structure and Service Committee, which is working to counteract FCC's one-to-a-market rulemaking.

Eye on Washington?

Public Broadcasting Service is negotiating with *National Review* for exclusive rights to one-hour talk show, *Firing Line*, hosted by magazine's editor, William F. Buckley Jr. Decision is expected soon. Word is that 200-station network is looking for prestigious noncommercial-conservative program to build its influence and also give it some "political balance." Program is currently carried on both commercial and noncommercial stations. *Firing Line* is produced by *National Review* in cooperation with program's distributor, Showcorporation, New York.

**This week,
housewives who can view
PGW represented
TV stations
will spend \$4.1 million
on frozen vegetables.**

**Do you sell
frozen vegetables?**

**You can sell more
with spot TV**

...and we can show you how
...market by market

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGWresearch and projected to total consumer universe.

Fraim selling out of MBS

President and chairman of Mutual Broadcasting Corp., John P. Fraim, announced last Friday (Feb. 5) "prospective sale" of his interests in corporation.

Mr. Fraim became chief executive of Mutual in 1966 when network was purchased by present owners for \$3.1 million from 3M Co., St. Paul. His holdings are understood to be approximately 15%. They are to be sold to Mr. and Mrs. Benjamin D. Gilbert of Stamford, Conn. Mr. Gilbert is investor with holdings in gas, oil and real estate. The Gilberts presently hold undetermined amount of stock in Mutual.

It is also understood that Loren M. Berry, Mr. Fraim's father-in-law and major stockholder in Mutual, would retain his interest.

Purpose of sale, Mr. Fraim said, is to allow him to devote energies to responsibilities as chairman of board of trustees of People to People Inc.

Mr. Fraim also stated that Victor C. Diehm, present president of Mutual Broadcasting System, would continue to direct MBS.

Moon watchers

NBC research authorities estimated Friday (Feb. 5) that 45 million Americans watched some portion of astronauts' moon walk on TV earlier that day. NBC said that in New York Nielsen ratings its own moon-walk coverage from 9 a.m. to noon had 53% share of three-network audience.

NBC-TV was out front by one point in ratings during common coverage (2:30-4:30 p.m. EST) of NBC and CBS of Apollo 14 launch Jan. 31, according to Nielsen 70 Market Multinetwork Area (MNA) averages reported Friday (Feb. 5).

NBC had 17.9 and CBS 16.9 for two-hour period. ABC's 11.0 rating was not comparable, as network was telecasting professional basketball, though interrupting for launch coverage.

Comsat reported Friday that TV coverage of moon walk that day was being relayed round world through 20 earth stations—six in U.S. and in Latin America, five in Europe and in western Pacific and two in Middle East.

Apollo 14 mission, Comsat said, involves 24 earth stations to handle 92 scheduled hours of TV transmissions (versus 21 for first steps on moon in 1969).

Dropping national service

Metromedia Radio News is expected to return to Washington-based news source for Metromedia-owned stations next month.

Changeover to original purpose takes place March 21, will result, according to sources close to operation, in savings of about two thirds current annual budget. At present Metromedia Radio News serves 150 other stations in U.S. over 5,000 miles of network lines.

Although cutback is not expected to touch Washington staff, substantial savings are expected to occur in use of stringers and contract newsmen in U.S. and overseas.

Houser names two lawyers

New FCC Commissioner Thomas J. Houser has decided to name two attorneys to his personal staff instead of one lawyer and one engineer, as it custom.

Senior legal assistant will be Joseph J. Ryan, commission attorney since 1961, who is presently assigned to chief of Broadcast Bureau. Other legal assistant will be Michael Faber, who joined commission three years ago and who has served on staff of review board and in hearing division.

Confirmation hearings set

Hearings on nomination of FCC Commissioners Robert Wells and Thomas Houser to new terms on commission will take place Feb. 23 before Senate committee.

Asking to testify as of Friday (Feb. 5) were Action for Children's Television (ACT), Black Efforts for Soul in Television (BEST) and broadcast gadfly Anthony Martin-Trigona.

Both Mr. Wells and Mr. Houser are

An eye for FCC?

Among 50-odd requests for entry forms in competition to design new seal for FCC, for which \$500 prize will be given winning design (BROADCASTING, Feb. 1), was one from 62-year-old amateur graphic artist, doctor of psychology, and full-time broadcaster. Dr. Frank Stanton, president of CBS Inc., upon spotting notification, wrote Leonard Weinles, FCC's information chief, for form. Dr. Stanton is credited with strong influence in both exterior and interior design of CBS's New York headquarters at 51 West 52d, which has won professional architectural acclaim.

now serving on commission under recess appointments made by President Nixon Jan. 5.

Hearing will begin at 10 a.m. in Room 5110, New Senate Office Building.

ABC tops MNA's

ABC-TV had five of top 10 shows and led for second week in Nielsen 70-Market Multinetwork Area (MNA) average ratings 7:30-11 p.m. for week ended Jan. 31. Averages, out Friday (Feb. 5), were ABC 22.4, NBC 20.1 and CBS 18.6.

ABC acclaimed report as "historically highest rating" in MNA's for ABC in regularly scheduled programming—it had scored 25.0 average rating in MNA in September when network was starting its new-season schedule before either CBS or NBC.

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

Top 10 in rank: *Marcus Welby, Movie of the Week* and Monday movie, all ABC; *Hawaii Five-O* (CBS), *Mod Squad* and *Sunday Movie* on ABC, *Flip Wilson* (NBC), *Medical Center* (CBS), *Ironside* and *Adam 12*, both NBC.

One-year renewal due

William Putnam, multiple-UHF owner known as bitter foe of CATV, faces one-year renewal of license for his Springfield, Mass., outlet, WWLP(TV), because of complaint station violated fairness doctrine in editorial attacks on CATV interests.

Commission action, expected to be announced next week, stems from petition to revoke station's license that was filed by New England Cable Television Association shortly after station last filed for renewal in 1969.

Short-term renewal will be second commission has given station—and for same reason. Commission staff reportedly recommended hearing on renewal application.

Pappas wins stay

Paul Pappas, newsman at WTEV-TV Providence, R.I.-New Bedford, Mass., has been granted stay by U.S. supreme court, of subpoena ordering him to appear before grand jury for second time, to tell what he saw inside alleged New Bedford Black Panther headquarters

Week's Headliners



Mr. Gilbert



Mr. Burkhardt

John O. Gilbert, executive VP of television division, Pacific and Southern Broadcasting Co., New York, elected president of television division, and **Kent Burkhardt**, VP and director of

radio since 1968, elected president of radio division. Pacific and Southern owns and operates WQXI-TV-AM-FM Atlanta, WSAJ-AM-FM Cincinnati and KHON-TV Honolulu and its satellites serving all Hawaii, and has received FCC approval to acquire WJRZ(AM) Hackensack, N.J., KRHM(AM) Denver and KYXI(AM) Oregon City, Ore.

William E. Holden, senior VP, management supervisor and member of board of directors, Benton & Bowles Inc., New York, retires, effective end of March. Mr. Holden was executive VP and board member of Fuller & Smith & Ross Inc., New York, before joining B&B in 1965.

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

last summer. Stay, granted last Thursday (Feb. 4), gives Mr. Pappas until March 15 to prepare appeal before federal court from decision of Massachusetts supreme court. That decision concluded that Mr. Pappas is required by state law to reveal information made available to him in confidence.

Massachusetts court action stemmed from incident on July 30, 1970, during civil disorders in New Bedford. Mr. Pappas, in anticipation of police raid on Panther building, asked Panther officials to allow him to enter building. Permission was granted under condition that he not disclose what he saw inside. At ensuing grand jury investigation, Mr. Pappas refused to answer questions which would have gone against that promise.

Matter was deliberated before state superior court, which ruled that Mr. Pappas must answer questions, and upheld by Massachusetts supreme court.

Mr. Pappas said that he considers state court order violation of rights granted him by First Amendment. Massachusetts is one of few states which does not have law protecting newsmen from revealing confidential information sources. Such legislation is up for consideration this year.

Kodel to JWT

Eastman Chemicals Products Inc., subsidiary of Eastman Kodak Co., moves \$1 million Kodel synthetic fiber account to J. Walter Thompson Co., New York. It has been handled by Needham Harper & Steers there.

CATV probe delayed

Illinois Commerce Commission probe of cable television industry and extent of state and local regulatory powers, sched-

uled to resume in Chicago Feb. 10, was ordered delayed Friday until March 1. In interim ICC officials may meet with FCC Chairman Dean Burch to explore problems of federal-local regulation of CATV (BROADCASTING, Feb. 1).

Color cartridge unit

Emerson Television and Radio, division of National Union Electric Corp., Greenwich, Conn., announced it will introduce home color video-tape recorder-player next fall. Emerson said system will be compatible with Cartrivision system produced by Cartridge Television Inc., subsidiary of Avco Corp., New York, and that pricing will be competitive. Units will be manufactured by Admiral Corp. which also has licensing arrangement with Cartridge Television.

Blank cartridges for recording on unit will have playing range of 15 minutes to two hours and will vary in price according to length. Pre-recorded cartridges, to be priced according to content and running time, will cover broad range of subjects including new and old movies, "how to" instructional films, sports and travel events, and specialized films featuring individual artists and performers, Emerson said.

System is said to be capable of producing sound movies that can be played immediately, erased and re-shot continually on single cartridge. Camera equipped with a 5-to-1 zoom lens and microphones for this purpose will sell as optional equipment.

More services sold

Broadcast Computer Services, Colorado Springs, Colo., announced Friday (Feb. 5) that four networks of ABC Radio and WBEN-TV Buffalo, N.Y., have

signed for BCS's traffic-invoice-operations system, which is already in operation at eight TV-radio station.

Sale to ABC Radio was handled by RTV International Inc., New York, which markets BCS's service in U.S., Canada and abroad. System already is in operation at KVOR(AM) Colorado Springs; KOOL-AM-TV Phoenix; WBNS(AM) Columbus, Ohio; WFLA-TV Tampa, Fla.; KJR(AM) Seattle; KFAB(AM) Omaha, and WRVA(AM) Richmond, Va.

BCS provides stations with computerized production of daily logs, availabilities, invoices, management reports, research and demographic information. It claims its system can reduce monthly operating costs at TV stations by \$1,200 to \$1,400 and at radio stations by at least \$1,000 monthly.

BCS will introduce at NAB convention in Chicago next month mini-computer with terminal equipment.

ATN gets drag races

American Telesports Network acquired rights Friday (Feb. 5) to National Hotrod Association's spring nationals, June 11-13, and world finals, Oct. 23-24, drag racing events from Dallas. Century Broadcast Communications is set to handle sales and distribution.

Founder sells interest

Edward H. Weiss, founder and operator of Chicago-headquartered advertising agency bearing his name for three decades, Friday (Feb. 5) sold complete interest in firm to group of half-dozen key executives headed by Lee King, president, who becomes chief executive officer.

Mr. Weiss will continue active in firm as board chairman. Weiss will bill about \$30 million this year, more than half of which is in TV-radio. Weiss clients include Montgomery Ward, Mogen David wine, Blue Cross, Lipton salad dressings, and Helene Curtis.

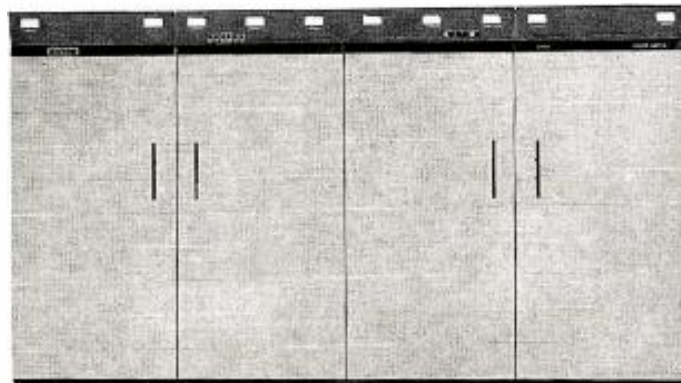
Morality views

Corinthian Broadcasting has produced series of 17 short TV-news features, to be used in newscasts on all its stations and syndicated to others, under title *Morality: A New American Revolution?* Segments, four to four-and-a-half minutes in length, feature interviews with diverse personalities—Norman Vincent Peale, S. I. Hayakawa, Rev. Theodore Hesburgh, Mary Travers of Peter, Paul and Mary, Woody Allen, O. J. Simpson—on changing morality and its influence on American life.

For quality in AM transmitters... look and listen to Gates

BC-10H. 10 kW. Only 5 tubes. Makes maximum use of solid state technology. Only 15.4 square feet of floor space required.

BC-5H. 5 kW. Power amplifier efficiency approaches 90%. Dependable ceramic type 3CX2500F3 triodes employed in modulator and PA stages.



VP-50. 50 kW. Lowest tube cost of any 50 kW model. Low power consumption—only 125 kW at 100% modulation. Solid state low level circuitry.



BC-1G. 1 kW. Heavy-duty 833A power amplifier and modulator tubes. Convection cooled dummy antenna. Power reduction to 250 watts. All components are easily accessible.

Gates offers the ultimate in quality AM transmitters to satisfy every broadcasting need. For more information on these or any of our many other AM transmitters, write today. Gates, 123 Hampshire Street, Quincy, Illinois 62301.

HARRIS
INTERTYPE
CORPORATION

GATES

A DIVISION OF HARRIS-INTERTYPE

The New Petry is KTLA's new representative

Petry Television proudly announces
that KTLA, Channel 5,
Golden West Broadcasters in Los Angeles,
has appointed the New Petry as
its exclusive national representative.

Edward Petry & Co., Inc.



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Datebook

A calendar of important meetings and events in communications

February

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

■Feb. 9—Third annual management conference, Southern California Broadcasters Association. Sportsman's Lodge, North Hollywood.

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—Annual radio festival day, Chicago Broadcast Advertising Club and Chicagoland Radio Broadcasters Association. Pick Congress hotel.

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. 16-18—National Cable Television Association cablecasting seminar. Inn of Six Flags, Arlington, Tex.

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. 19—Twelfth annual "Close-up" dinner-dance, sponsored by New York chapter, National Academy of Television Arts and Sciences. Americana hotel, New York.

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

Balance of 1971 Radio Advertising Bureau management conferences:

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—Carousel motor inn, Cincinnati.

Association. Holiday inn, north, Denver.

Feb. 26-27—Forum on business and legal problems of television and radio, sponsored by Practising 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 Canadian Radio-Television Commission. Nova Scotian 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 Communications Bar Association. Featured speaker will be John Macy, president of Corp. for Public Broadcasting. Army-Navy Club, Washington.

■March 26-27—Region 10 conference, Sigma Delta Chi. Union, Wash.

March 26-27—Forum on business and legal problems of television and radio, sponsored by the Practising 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 Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

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

April

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

April 2-3—Region 3 Conference, Sigma Delta Chi. Knoxville, Tenn.

April 2-3—Region 4 Conference, Sigma Delta Chi. Cincinnati.

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

April 12-13—Annual Conference on Business-Government Relations, sponsored by The American University Center for the Study of Private Enterprise. Theme: A Dialogue with FTC. Shoreham hotel, Washington.

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

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WEEK: CHICAGO, ILLINOIS, ILLINOIS
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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.

Government Conference Centre, Ottawa.

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

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 18110 and 18891).

■April 16-17—Meeting, officers and executive board, *Mississippi Broadcasters Association*. Laurel.

April 16-17—Region 6 Conference, *Sigma Delta Chi*. Minneapolis.

April 16-17—Region 7 Conference, *Sigma Delta Chi*. Wichita, Kan.

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

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

April 23-24—Region 1 Conference, *Sigma Delta Chi*. Hartford, Conn.

April 24—Region 8 Conference, *Sigma Delta Chi*. Hot Springs, Ark.

April 24-25—Region 2 Conference, *Sigma Delta Chi*. Chapel Hill, N.C.

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

■April 26—Public hearing of *Canadian Radio-Television Commission*. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.

April 26-28—Annual conference of State Association presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

■April 30-May 1—Region 5 conference, *Sigma Delta Chi*. Terre Haute, Ind.

May

May 4-6—Spring meeting, *Pennsylvania Community Antenna Television Association*. Marriot hotel on City Line Avenue, Philadelphia.

■May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

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

■May 6—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be FCC Commissioner Thomas J. Houser. Army-Navy Club, Washington.

May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference, *Sigma Delta Chi*. Las Vegas.

■May 7-8—Meeting, *Kansas Association of Broadcasters*. Raddison hotel, Wichita.

May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).

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

May 20-21—Annual spring conference, *Oregon Association of Broadcasters*. Red Lion inn, Medford.

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

Books For Broadcasters

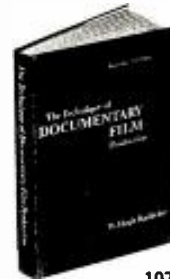
Color Television

The Business of Colorcasting
edited by
Howard W. Coleman



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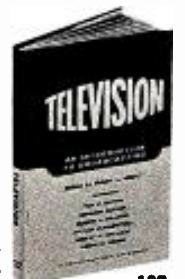


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Measure of success is sales

EDITOR: Once a year, like clockwork, someone in advertising questions the validity of television commercial research. Such was the case in the Jan. 18 "Monday Memo" by Sol Katz, "Testing Television Commercials: A Critical View."

Mr. Katz asks many valid questions but omits one vital ingredient: sales . . .

The major criterion to be investigated is sales. All other criteria pale into

insignificance. This testing cannot be done in a theater, motel, trailer or via on-air recall. Fortunately, such testing is available and it is not contradictory. Unfortunately, the testing takes time and money.

The industry needs idol smashers like Mr. Katz. But he should also encourage the kind of research that will provide realistic answers to the problems posed.—Edward Wallerstein, president, *Communications and Media Research Services Inc., New York.*

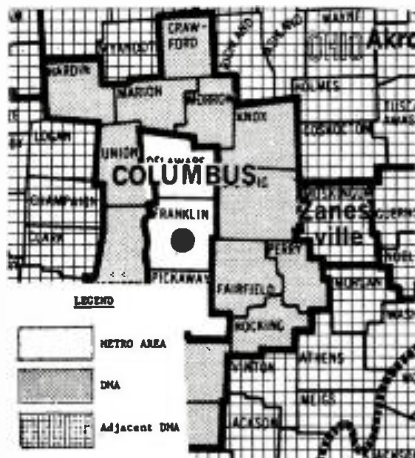
Atlanta, Rank 18

GEOGRAPHIC DEFINITION
Designated TV Market Area (DMA)



Columbus, Ohio, Rank 22

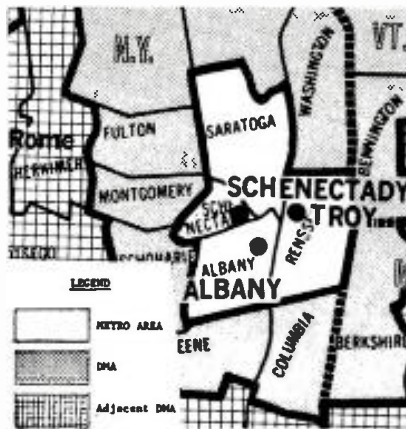
GEOGRAPHIC DEFINITION
Designated TV Market Area (DMA)



Due to a production oversight in the final preparation of pages for offset printing, the maps above were not inserted in designated spaces on "Teletatus" pages in the Feb. 1 issue. They

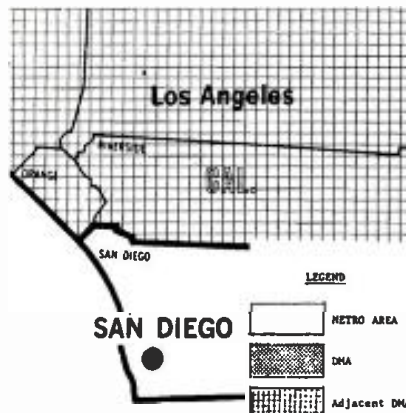
Albany-Schenectady-Troy, Rank 37

GEOGRAPHIC DEFINITION
Designated TV Market Area (DMA)



San Diego, Rank 40

GEOGRAPHIC DEFINITION
Designated TV Market Area (DMA)



may be placed in the blank areas under "Geographic Definition" for each of the four markets that were examined as possibilities for a test run for a national TV campaign.

Books For Broadcasters

Television News

by Irving E. Fang



Analyzing in detail the who, what, when, where, and especially the how of television newscasting, this comprehensive book examines all the skills required by the TV journalist—writing, filming, editing and broadcasting. 285 pages, over 50 illustrations, notes, glossary, appendices, index **\$8.95**

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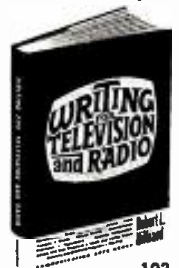


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That's Al Schottelkotte. Who also spells involvement. Relevancy. Immediacy. And plenty of controversy. But everybody in town knows his name. And his number. Number One. Year after dynamic year, Schottelkotte's the top newscaster. Because he's on top of the town.

Schottelkotte knows the news doesn't begin where his hometown ends. He's on the inside, and he's out to tell the world. Some Cincinnatians like his style.

Others can't stand him. But even those who claim he turns them off — keep turning him on.

At Scripps-Howard, we figure that the big names, and the big news, can very often be found right around home. So we work to get close to the problems, and close to the people in the cities we serve. And we figure that's close to the perfect way to run a communications system.

Scripps-Howard hits home.



The Scripps-Howard Broadcasting Co. Cleveland-Cincinnati-Memphis-Tulsa-West Palm Beach-Knoxville

What it takes to make retail advertising work

Change is the only certainty in today's retail-advertising world. Branch-store development suddenly has expanded trading areas and created new marketing objectives. The stronger competition has created a need to alter advertising approaches to produce effective results.

The customer is modifying her lifestyle and consequently must be communicated with in new ways. The new generation of young people is just starting to carve a path into the economy.

Newspapers alone can no longer do the job for aggressive retailers.

Because of these changes the broadcast media have fast become the center of attention for retailers. Radio and television offer the necessary penetration into the larger-store trading areas.

Radio and TV offer the fresh, creative avenues required to sell merchandise to today's changing customer. They also provide the ideal way to appeal to the young people who grew up with electronics, not newsprint.

But in spite of the fact that broadcast advertising and retailing are made for each other, the marriage doesn't always work. Stations have been guilty often of offering department stores shows or spots they cannot sell elsewhere. Stores too are guilty. They have "tested" broadcasting with merchandise they could not sell otherwise. Everyone gets hurt in these circumstances.

Advertising agencies have tried to help, but too often they have suggested some grand image-changing campaign to department stores which already have ideal images in their market place. It has become apparent that no one will change the retailer's basic habits, but moves to at least modify them are evident.

Broadcast experts long have predicted that the biggest growth potential for spot is retail advertising. But it will not just happen by itself.

While retailers now recognize the marketing changes described, they often do not know how to use broadcasting to fill the gaps left by newspapers. They need practical help in producing, buying and measuring broadcast advertising. Still more important, they need help in describing and selling broadcasting concepts to their own merchants and resource people.

Stations sometimes are unable to cope with the complexities of retailing. They do not know how to work with a store

that has hundreds of departments, each with its own merchant or manager, and thousands of products. Their daily decisions collectively bring about the advertising plan and mix.

Because of this complexity many long believed that an agency could not effectively or profitably handle retail advertising in broadcasting. But some five years ago we undertook this work for Lazarus Department Store in Columbus, Ohio, and we are still at it. We have sought to understand advertising and broadcasting from the retailer's point of view and we have learned a lot.

We proved that an agency can function successfully with the retailer once the store and the agency are committed to radio and TV as major tools in the sales-promotion plan. A store's part in this commitment rests first with top management's dedication to the fact that broadcasting is needed. Action must be taken to effect the necessary changes so broadcasting becomes a working partner in the store's media mix, not a token.

Ample budgets must be placed in radio-TV schedules so that the expected results can be realized. Store merchants and vendors must be taught the importance of the media-mix concept.

Agencies and stations must understand that the department-store client is quite different from other advertisers. Suitable staffing, scheduling concepts and operating procedures must be adopted.

Within our own agency we have structured a unique group just for retail. It includes account executives, writers, producers, directors, a complete film unit, and media and traffic departments. It has full responsibility for planning

and creating retail sales via radio-TV.

We have sold the concepts of merchandising in the merchant's own language, pointing out the ability to reach the best prospects for specific merchandise by the right station format, program adjacency and creative message. We have been able to take advantage of broadcasting's biggest bargain—daytime—selling household and fashion items to women.

The retailer cannot afford big production budgets to sell merchandise over a short period of time. Occasionally an institutional commercial is worth a major investment since it will be used a full year, but 95% of our efforts call for economical radio-TV commercials for short runs.

Since we basically are a one-market advertiser with each retailer, we employ many short cuts in production such as coordinating film and audio tape on video tape.

Our retail counseling service has an educational function. For example, we meet with divisional merchandise managers to show the relationship of radio and television advertising to the total merchandising objectives.

Coordination and supervision of special accounting procedures for retail advertising also is vital. We recently have installed a complete electronic data processing department to speed this work. Careful attention is paid to checking station bills and affidavits weekly along with commercials and orders. This helps the retail client recapture vendor money quickly if any is involved.

The key to success in radio-TV retail advertising is simple. Think like a retailer. Act like a retailer. Get results like a retailer.



Gus K. Bowman Jr. has been president of Byer & Bowman Advertising, Columbus, Ohio, since 1964. The agency has been one of the first to specialize in servicing needs of retailers in broadcast advertising while still handling other general accounts that use radio-TV and other media. Among retail clients are Lazarus Department Store, SCOA Industries and Leather Industries of America. Mr. Bowman also heads his own TV-production firm through which he does regional TV sports network events.



SOME LIKE IT HOT


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 Entertainment from Transamerica Corporation

Code for advertising now in sight

Advertisers, agencies, media begin to join forces behind federation's campaign for self-regulation

The movement toward a code of standards for all advertising and all advertising media picked up momentum last week.

It was the principal topic of discussion—and approval—at a Washington conference of the American Advertising Federation. Its momentum was accelerated by news of renewed attempts in Congress to establish a governmental agency that would represent consumers before other governmental agencies, including the courts, and would collect and disseminate information on products and services.

In what was beginning to be seen as a race between private and public regulation, the AAF made evident gains on the private side. Its proposal for a voluntary self-regulatory mechanism embracing advertisers, advertising agencies and advertising media has attracted support from the major elements in advertising.

The sense of urgency at the AAF conference was accentuated by word that Representative Benjamin Rosenthal (D-N.Y.) was due this week to re-introduce a bill creating a federal agency

to protect consumers. The bill, with an anticipated 150 other congressmen as co-sponsors, will be an updated version of one that died in the Rules Committee last year (BROADCASTING, Dec. 7, 1970). Mr. Rosenthal last year headed a special consumer subcommittee.

The AAF proposal has been under construction since last June. In its present outline, as described last week at the AAF government-affairs conference, it was said to be favored by the American Association of Advertising Agencies (whose board is meeting this week in New York on the plan), the Association of National Advertisers, the Magazine Publishers Association, the American Newspaper Publishers Association, the Grocery Manufacturers Association, and even in a mild way by the Consumer Federation of America, although a spokesman said CFA still believes that government action would act as a sharper spur to the elimination of questionable advertising.

The AAF plan even has the support of the National Association of Broadcasters. Vincent T. Wasilewski, NAB president, has told the federation that

broadcasters would favor a general plan of self-regulation, thus relieving them of burdens they have carried alone through the operation of their own codes. Mr. Wasilewski's assurances were given to the AAF chairman, Victor Elting Jr., advertising vice president of the Quaker Oats Co., Chicago.

Mr. Elting has led the self-regulatory campaign that began at the federation meeting in Milwaukee last June when AAF President Howard H. Bell, a former director of the NAB Code Authority, recommended that the association move in the direction of self-regulation for all elements of advertising.

Last week Mr. Elting told the AAF conference that self-regulation is urgently needed as a workable alternative to increased government control of business and advertising. Even now, he said, it may be too late.

Emphasizing that the code effort is directed at a "great minority" of mal-practitioners, Mr. Elting stressed that there is need for government approval, or exempting legislation, to permit media members to deny their space or time to advertisements considered ob-



Mr. Bell



Mr. Burch (l), Mr. Elting



Mr. Gray

jectionable by the code authority. Or, he suggested, a federally chartered corporation may be the answer.

Whether government approval can be obtained was open to some doubt. In a speech to last week's AAF conference, Miles W. Kirkpatrick, chairman of the Federal Trade Commission, warned that there are legal problems involving the combination of industry members that would agree to refuse advertising deemed unacceptable by a code authority. He also suggested that the idea of publicizing offenders might be considered coercion, also an illegal practice.

As originator of the AAF plan, Mr. Bell refused to be dismayed by Mr. Kirkpatrick's caveats. Mr. Bell said he was confident that legal problems could be overcome. After the Kirkpatrick speech Mr. Bell said: "He even offered the assistance of the FTC to help us through this difficulty."

As described by Mr. Elting, the code apparatus would comprise a top advertising-review board, an advertising-standards committee and a working staff (see details page 24).

A working staff in being was immediately offered last week. Elisha Gray II, chairman of the Whirlpool Corp., Benton Harbor, Mich., and chairman of the Council of Better Business Bureaus, proposed that the 140 bureaus be incorporated into the AAF code. Mr. Gray noted that last year the BBB operated on a budget of \$9 million, with the council budgeted at an additional \$500,000. The current plan is, he said, to increase the over-all sum to \$24 million. With that money, he said, the BBB and its national council could handle the investigations and preliminary consultations with challenged advertisers. In 1968, he pointed out, the BBB organization investigated 51,399 advertisements. He said 7 million people contacted the local BBB offices last year, 90% to seek information and only 10%

to complain.

"It would be ridiculous," Mr. Gray said, that there should be a duplication of efforts in this area.

AAF officials indicated they could easily be persuaded to accept the Gray idea of using the BBB offices as the "first line" in the advertising code plan.

The AAF plan also received encouragement from FCC Chairman Dean Burch. He said he "commends" the efforts and that he feels it "holds great promise."

He said he could not endorse the plan "since it involves legal and policy issues." But, he added, "what I do endorse now is the concern, the readiness of your organization to accept the challenge of the times."

Clearly, he said, the NAB "should cooperate fully with your self-regulatory efforts and should strengthen and then scrupulously adhere to its own efforts in this field."

Mr. Burch also repeated his previous plea for better children's programing and asked advertisers to help support such moves.

Comments from AAF members in the audience at last week's meeting were uniformly approving. Mark Evans, Metromedia vice president, declared himself in favor of the plan. "We need it. It's realistic," he said. Herbert T. Brunn, consumer-affairs vice president of RCA, agreed: "I'm in favor of it. It fills a need. I only hope it's not too late [to forestall government regulation]." Thomas K. Crowe, *Indianapolis Star and News*, commented: "Yes we are for it. It's the only answer to the problem." Mr. Crowe noted that newspapers are in some respects like network affiliates in carrying Sunday supplements that are not locally produced; they have little immediate control over the advertising in them.

Only two objections were raised to the spreading pressures of consumerism

at the AAF meeting. One was by Representative Bob Wilson (R-Calif.), a former San Diego advertising man, who boldly criticized consumer crusader Ralph Nader by name. He charged that Mr. Nader was trying to tear down the free-enterprise system. Mr. Wilson also tied the antitrust division of the Department of Justice to Mr. Nader's alleged principle: that bigness is bad.

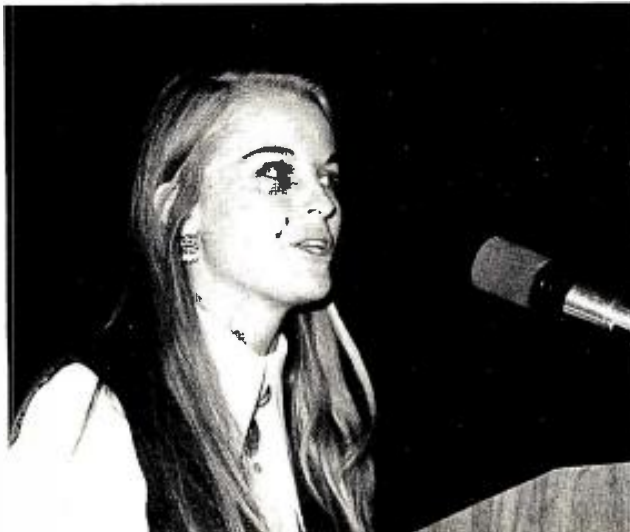
Another defense of advertising and business practices was offered by Representative John H. Buchanan Jr. (R-Ala.), who told the audience of the dangers of some of the consumer-protection bills offered to Congress. He recited how he, and some of his colleagues, were moving to revise and amend them.

A dissent to the proposed self-regulation came from Mrs. Aileen Adams Cowan, representing Mr. Nader's Center for the Study of Responsive Law in Washington.

Questioning whether any industry can regulate itself in the public's interest, Mrs. Cowan commented about the NAB code in these words:

"For years the broadcasting industry has been promising to provide high standards in advertising through the NAB code. The NAB code, as the best known media advertising regulatory body which exists, is a blatant example of disguised apathy erroneously presented to the public as a formidable force acting in the consumer's behalf—a force which has consequently made self-regulation a euphemism for self-interest."

After relating her experience in dealing with the NAB Code Authority, Mrs. Cowan added: "The board of the NAB [Code] is completely composed of status quo managerial types; there are no young broadcasters; there are no blacks or minority people of any kind; there are no representatives of consumer groups." She commented that the only



Mrs. Cowan



Mr. Hobson



Mr. Kirkpatrick

Elting outlines details of ad-code proposals

The voluntary code to police all advertising, suggested last week for the first time in detail by Victor Elting, Quaker Oats advertising vice president and chairman of the American Advertising Federation (see page 22), would be self-governing and would contain one of the strongest enforcement provisions ever invoked in this type of industry oversight—denial of space or time to an objectionable advertisement.

Initially, according to Mr. Elting, the code would deal with such issues as truth, substantiation of claims and comparisons, disparagement, bait-switch, guarantees, warranties, price, testimonials and taste.

Here is how it would work:

At the bottom, organized to deal with complaints and to act as staff, would be a code authority, to be headed by a

director. This would be the working level, with its main office in New York and with regional offices. The code-authority staff would be involved in the day-to-day operating work processing complaints and probably even instituting investigations. The director would have the authority to review and overrule staff decisions to which an advertiser might object.

At the next level would be an advertising-standards committee, with membership from advertisers, advertising agencies and media. It would serve as a second and intermediate step in the three-tiered pyramid, acting as a court of appeals when an advertiser dissented from the decision of code authority. It would also engage in review, interpretation and adoption of advertising standards.

At the top would be a national advertising review board, composed of seven to 15 members with a majority representing the public. The NARB's func-

tion would be to act as a final court of appeals in cases involving differences of opinion between an advertiser whose advertising has been challenged and the rulings of the standards committee. The NARB would have policy-making authority.

Perhaps the most distinctive feature of the AAF plan, and the one that has invoked antitrust questions is the enforcement provision: All media that are members of the code will agree not to carry an advertisement that has failed to pass the muster of the code officials.

Appointment to the review board and to the standards committee would be made by constituent members, hopefully, according to AAF officials, representing all segments of advertising. The two bodies would then appoint a code director who would hire the staff. The chairman of the review board and of the standards committee would be chosen by the respective members of those two groups.

force the code has is to withdraw the code seal, but that this action is not publicized. The code, she concluded, is a prisoner of the networks.

During a panel on advertising and the law, one of Mrs. Cowan's colleagues caused some in the audience to hoot with disbelief. Christopher White, a member of the Public Interest Research Group, Washington, observed that the time may come when advertisers, buying TV time for example, might be required to buy 10 seconds extra for the voicing of critical opinions about the product or service.

How the AAF move may affect the NAB code was given by Stockton Helfrich, NAB Code director, who told BROADCASTING last week that anything advertisers can do to further discipline their own ranks must inevitably make life easier and better for media. To the extent that this duplicates the broadcasters' efforts, he said, it would make it possible for the NAB code to eliminate such efforts.

The experience of the British with an advertising code was discussed by John W. Hobson, British advertising agency executive and chairman of the Advertising Association of Great Britain.

"It is far better," Mr. Hobson said, "that a false claim should never have been published than that when it has been running for months or years, the law suddenly exposes it and discredits the advertiser."

Mr. Hobson stressed strongly the need for enforcement. "The sanction of the media declining to publish disapproved advertisements is essential to the voluntary system."

He noted, however, that the British

code does not involve itself in questions of taste. What is considered bad taste at one point in time, he observed, may be differently viewed at another time.

Senator James B. Pearson (R-Kan.) told the AAF audience that whether they like it or not, advertising and business must now show a sense of public responsibility. There is, he said, "a rising chorus demanding a higher degree of social responsibility on the part of industry and its advertising agents."

And Mr. Bell, in reporting to the conference audience, gave them a new credo to judge problems.

In essence, he said, changing times require new and different responses. The impulse reaction is unwise. Not all governmental regulatory measures are automatically bad and some may even be justified. Responses must be objective; constructive alternatives must be offered.

Advertising quality administration's goal

President Nixon's consumer-affairs assistant, Mrs. Virginia Knauer, last week told an audience of advertisers, agency and media representatives: "Reform, or



Mrs. Knauer

be reformed."

Talking to the government-affairs conference of the American Advertising Federation in Washington, Mrs. Knauer said advertising must have integrity. "You are at the crossroads today," she said, "because there are those in the advertising world who differ with this philosophy."

After noting the increased activity of the Federal Trade Commission in recent months, she added: "Make no mistake. Tomorrow we are going to have a marketing world based on quality advertising." Mrs. Knauer had no direct comment about the AAF plan of voluntary self-regulation.

Spot-scheduling service added by Digisonics

Television stations and their representatives wishing the latest advertising data on competitive outlets will now have the help of a new syndicated service called "Market Activity Report."

MAR is the latest venture of International Digisonics Corp., Chicago, and is designed to permit instant or delayed data retrieval of spot-announcement schedules of national advertisers. The information is gathered through the automatic television-commercial monitoring IDC is performing in 41 markets for agencies and advertisers. MAR will be available first to stations only starting March 1. Each MAR report will cover one sponsor in a given market.

IDC recently was given additional time by the FCC to work out technical compliance problems of its monitoring system under the commission's rules (BROADCASTING, Jan. 25).

Sears: Tops in TV retail usage

Study shows firm uses twice as many TV spots as 50 other department stores combined

Sears, Roebuck is using television almost twice as heavily as the nation's top 50 department stores in the markets where it competes with them, according to a study released last week by Station Representatives Association.

Nathan S. Lanning, SRA manager of spot development, said the study underscores the need for manufacturers to step up their use of store-tagged spot TV commercials in retail promotion, because the stores for the most part are not doing the job themselves.

Major department stores "almost unanimously" recognize the need for more broadcast advertising, he said, but are deterred primarily because the commercials they produce or can afford do not look good in comparison with either the commercials of national advertisers generally or those of Sears specifically.

The retail program directed by Mr. Lanning urges manufacturers to divert co-op advertising funds to the production of commercials by their national-advertising agencies for local placement with the names of local retail outlets tagged on the end. This, he points out, gives the manufacturer control of its local expenditures as well as top-quality commercials.

Mr. Lanning said manufacturers are increasingly moving into the store-tagged spot field and that big retailers are becoming increasingly receptive to their efforts. He said one manufacturer placed schedules for stores in 123 markets last fall and received a turn-down from only one big-name retailer carry-

ing the advertised brand.

Manufacturers and their agencies, he continued, are learning to give a retail slant to the commercials to make them look and sound as though they were the local stores' own messages. Such schedules also are usually heavier than the advertising that stores customarily devote to any one promotion or brand, Mr. Lanning said.

His study measured the TV advertising of 50 leading department stores—with one exception the top 50 in sales volume—and that of Sears in the same markets, as monitored and reported by Broadcast Advertisers Reports. Mr. Lanning said O'Neill's in Akron, Ohio, number 50 on the list, could not be included because BAR did not monitor the market. So number 51 was substituted. The 50 stores are in 27 markets.

The SRA tally showed the total number of messages for each store as monitored one week a month for the first six months of 1970, along with comparable 1969 figures for the department stores (see table below). SRA did not differentiate between messages by length, but Mr. Lanning said most were 60 seconds or 30 seconds.

The count showed that during the six measured 1970 weeks the 50 stores placed 4,538 commercials—almost 12% more than in the same period of 1969—but that Sears in the same markets and same weeks placed 8,441 or 86% more than all the stores combined.

The 1970 average for the department stores as a group was 28 commercials

per market per week; for Sears it was 52 per market per week.

In 22 of the 27 markets Sears had more commercials than the leading stores. In seven of the nine markets that have two or more of the top stores—Chicago, Los Angeles, Philadelphia, Pittsburgh, St. Louis, San Francisco and Washington—Sears had more commercials than the stores combined (though just barely in Los Angeles).

Six of the 50 stores carried no TV advertising during the measured weeks, 18 placed fewer commercials than in the comparable 1969 period and although 26 showed increases, many of them substantial, five of them still carried fewer than 25.

Only Rich's in Atlanta, Hutzler's in Baltimore, Jordan Marsh in Boston, Higbee in Cleveland and Abraham & Straus and Gimbels and Macy's in New York outscored Sears in their respective markets—and in New York, Sears was virtually off the air during that period (20 commercials).

Sears' top score was in St. Louis, where it had 1,443 commercials during the six weeks; followed by Indianapolis with 694, Philadelphia 593, Chicago 568 and Detroit 505. Mr. Lanning said that when Sears does not use TV heavily in a market the reason usually is that it lacks enough stores there to justify heavy schedules.

The figures below represent commercials counted by BAR in monitoring one week each month, January through June, in the years indicated.

Sears and 50 top competitors: How they matched up on TV buying

City	Store	TV ads used one week per month in		Commercials used by Sears during same week in 1970	City	Store	TV ads used one week per month in		Commercials used by Sears during same week in 1970	
		1969	1970				1969	1970		
Atlanta	Rich's	255	319	278	New York	Alexander's	4	1	20	
Baltimore	Hutzler's	55	117	107		B. Altman	0	0	20	
Boston	Jordan Marsh	136	392	184		A&S	29	46	20	
	Carsons	33	12	568		Bloomingdale's	0	0	20	
Chicago	Marshall Field	2	9	568		Gertz	0	0	20	
	Goldblatt	23	21	568		Gimbels	18	137	20	
Cincinnati	Wieboldt's	0	2	568		Lord & Taylor	6	0	20	
	Shillito's	215	138	174		Macy's	129	107	20	
Cleveland	Halle	0	0	416		Philadelphia	Gimbels	100	129	593
	Higbee	384	438	416			Lit Bros.	141	77	593
Columbus, Ohio	May Co.	12	101	416	Strawbridge & Clothier		22	49	593	
	F&R Lazarus	392	182	340	Wanamaker		60	29	593	
Dallas	Sanger-Harris	225	201	298	Pittsburgh		Gimbels	63	41	224
Dayton, Ohio	Rike's	314	195	227		J. Horne	65	145	224	
Des Moines, Iowa	Yunker	64	24	29		Kaufmann	57	5	224	
Detroit	J. L. Hudson	114	216	505	St. Louis	Famous Barr	111	145	1,443	
Hartford, Conn.	G. Fox	14	8	60		Stix, Baer & Fuller	8	25	1,443	
Houston	Foley	93	149	284	San Francisco	Emporium	0	57	181	
Indianapolis	L. S. Ayres	119	169	694		Macy's	191	45	181	
	Broadway	11	8	209	Bon Marche	22	23	147		
Los Angeles	Bulllock's	0	3	209	Tampa, Fla.	Maas Bros.	168	184	269	
	May Co.	80	197	209	Washington	Hecht Co.	40	11	146	
Miami	J. W. Robinson	0	0	209	Woodward & Lothrop	51	37	146		
	Burdine's	61	78	391						
Milwaukee	Gimbels	51	88	350						
Minn.-St. Paul	Dayton's	126	175	304						
Newark, N.J.	Bamberger's	0	3	20**						

* Chicago stations only, Champaign, Ill., not included.

** New York stations.

Playtex reason for switch disputed

Y&R disagrees with client statement that agency's creativity had lagged

The International Playtex Corp., New York, has pulled its multimedia billing out of Young & Rubicam, New York, after a 10-year relationship. Though described as "mutual," the parting appeared to center on a divergence of views on the account's handling.

The billing reportedly included an estimated \$6 million in domestic advertising (mostly in television) and another \$7 million placed internationally.

Playtex has two other agencies: Ted Bates & Co., New York, which also buys in all media for the client, and Grey Advertising, New York.

Playtex said that it had been working with Y&R on a fee arrangement, on the domestic advertising, "consistent with the fact that Y&R's sole responsibility on behalf of Playtex was creative." The company said that "at no time" had Y&R expressed "unhappiness" with the domestic fee arrangement or indicated unwillingness to handle as much business as possible on that basis.

The advertiser said that discussions also had been held on a fee-charge method being applied internationally but that this development had no bearing on the account relationship being served.

Playtex, in an advisory released to news publications last week, said the cause of the separation was clear: Y&R's "creative output" for Playtex over 19 months had in the client's judgment "not been satisfactory, nor had it measured up to the standards set by Y&R itself in the early years of its relationship with Playtex."

While Playtex believed Y&R had made substantial contributions to the client's business "in the past," John F. Maisano, marketing vice president, said his company held to the desire of building "long-term, solid relationships" with agencies and of mutually working out solutions to any problems. He said this was not possible in the Y&R situation.

A spokesman for Y&R disputed the assertion that the loss of the account resulted from a decline in the creativity of Playtex advertising. He said print advertising and TV commercials created by Y&R "were doing well now, as they have been all along," and he attributed the move to "the inability of Y&R and Playtex to reach an agreement on compensation for work outside of the U.S."

Last summer Playtex had assigned

its gloves account from Y&R to Ted Bates, and last December moved the 18 Hour bra account from Y&R to Grey. Playtex said that subsequently "as the situation failed to improve, relationships became strained leading to the conclusion that it would be preferable for client and agency to go their separate ways."

In the U.S., Y&R had handled the 18-Hour girdle, Cross-Your-Heart bra, Playtex Baby Nurser, Playtex fully-padded bra and two test products. Overseas, the agency represented the client in 12 countries.

Playtex said it had not yet designated a replacement agency or agencies.

Retailers told to pick ad outlets carefully

Effective advertising can be achieved for retail stores if primary emphasis is placed on market study and media selection in both the broadcast and print areas.

This message highlighted a speech prepared for delivery last Saturday (Feb. 6) by Joseph R. Rowen, vice president, sales-promotion division, National Retail Merchants Association, before the Retail Advertising Conference in Chicago. Mr. Rowen advocated that a test be made to decide which newspaper, radio station or TV outlet should be used to advertise a particular store, pointing out that in a metropolitan area there are many broadcast facilities and newspapers to consider.

He stressed that each advertising outlet has its particular strengths and weaknesses and added: "There is no magic formula. There are no fixed percentages of the advertising budget that should be allotted to newspapers, radio, television or any other medium. Each market must be studied and evaluated individually in the light of the stores you have. The percentage of your total promotion budget allotted to various media will and should vary to some degree as many times as you have markets."

'Tuesday' ads elicit immediate response

Sponsorship by Sharp Electronics Corp., Paramus, N.J., of a half-hour of *First Tuesday* on NBC-TV last week marked the beginning of an extensive three-month advertising campaign to introduce a new miniature electronic calculator. It also brought quick results for the advertiser.

The campaign includes sponsorship of a segment on *NBC Nightly News*, starting March 1, and will be backed by newspaper and magazine advertising. Later this year, Sharp will sponsor a

one-hour show in prime-time on network TV. Plans for radio test marketing are in the making for March and April.

By way of closed-circuit TV, via Management Television Systems Inc., New York, \$4.5-million worth (12,000 units) of the miniature calculator were sold in two hours to dealers in seven cities: New York, Chicago, Detroit, Atlanta, Dallas, Kansas City, Mo., and Las Vegas, Sharp said.

The hand-sized electronic calculator, the ELSI-8, weighs one-and-a-half pounds. With only four function keys it adds, subtracts, multiplies, and divides up to eight digits. The machine operates on a three-hour rechargeable battery, on AC house current or on a car battery with an adapter. Its retail price is \$345.

In commenting on the decision to sponsor a full hour on network TV, Vic Schoppelrey, the company's marketing vice president for the business equipment division, said: "We settled upon national television as the best way to reach the consumer dynamically and rapidly. After we had researched all the ways to do the job, TV came up number one each time for immediate impact on the consumer and our dealers."

Sharp's agency, Wisser & Sanchez, New York, also noted that phone-backs following broadcast of a telephone number that *First Tuesday* viewers could call for information on the calculator totaled 1,000 between 9:55 and 11 p.m. EST.

Rep appointments:

- WDHO-TV Toledo, Ohio: Katz Television, New York.
- WOR-TV New York: Electromedia Sales Ltd., Toronto-Montreal, as Canadian representative.
- WATR-AM-FM Waterbury and WLAD-(AM) Danbury, all Connecticut: Better Music Radio Representatives Inc., New York.
- WRCH-AM-FM Hartford, Conn.: Katz Radio, New York.

Agency appointments:

- Round-The-Clock Hosiery, division of U.S. Industries Inc., New York, has appointed Altman-Stoller Advertising Inc., there, to handle its advertising. A \$750,000 campaign will include print and radio. Arlow Advertising Inc., New York, was previous agency.
- Alberto Culver Co., Melrose Park, Ill., moves New Excitement toothpaste account from J. Walter Thompson Co., Chicago, to Arthur & Wheeler there. A&W also handles Rinse Away, VO-5 Lemon Yellow Creme Rinse and certain other new products. JWT continues as Alberto Culver's chief agency.

Pastore takes over on campaign controls

He sets hearing on bills to limit spending in all media; Stanton advances five-point plan for general reforms

A familiar tableau will be reassembled March 2, 3 and 4 in the New Senate Office Building when representatives of the broadcasting industry and other groups appear before Senator John O. Pastore's (D-R.I.) Communications Subcommittee. They will be grappling with at least three election-campaign reform measures advanced in the new Congress that place curbs on broadcast political advertising.

Efforts to get a viable alternative to last year's vetoed political-broadcasting bill (S. 3637) on the books in time for the 1972 elections geared up last week with the announcement that a reform bill (S. 382) co-sponsored by Senator Pastore, Majority Leader Mike Mansfield (D-Mont.) and Senator Howard W. Cannon (D-Nev.) would be the subject of new hearings, along with "related proposals."

These will include a wide-ranging measure (S. 1) introduced last month by Senators Mike Gravel (D-Alaska)

gressman, state governor or lieutenant governor from spending for broadcast campaign advertising more than 7 cents per vote cast for the same office in the last preceding general election, or \$20,000, whichever is greater—the same limitation embodied in S. 3637.

It also provides that the same candidates may not spend in nonbroadcast media more than 14 cents per vote cast in the last election or \$40,000, whichever is greater.

The bill, in addition, repeals Section 315 of the Communications Act (equal-time requirement) for presidential and vice presidential candidates and stipulates that "charges made for the use of any broadcasting station by any person who is a legally qualified candidate for any public office shall not exceed the lowest unit charge of the station for the same amount of time in the same time period."

Candidates other than the President are not permitted to spend more than

will be considered by the Communications Subcommittee, while the other sections have been referred respectively to the Rules and the Finance Committees. In an unusual arrangement, action by any one of the three committees will impose a 45-day deadline for action by the others.

The roster of witnesses invited to testify before the Communications Subcommittee thus far includes the heads of the three networks; FCC Chairman Dean Burch; representatives of the Democratic and Republican National Committees; Newton Minow, former FCC chairman and chairman of the Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era, and a spokesman for the Committee for an Effective Congress.

The Gravel-Pearson bill (BROADCASTING, Jan. 25) limits campaign spending in both primaries and general elections to 10 cents per registered voter in a candidate's district or \$40,000, whichever



Senator Pastore



Senator Mansfield



Senator Cannon



Dr. Stanton

and James B. Pearson (R-Kan.), and, almost certainly, a comprehensive bill promised by Minority Leader Hugh Scott (R-Pa.) which will reportedly satisfy the administration's objections to S. 3637. As of last week the White House was still "studying" the draft proposals submitted by Senator Scott's staff.

As a preliminary to the official consideration of campaign-control bills, Dr. Frank Stanton, CBS president, has proposed a five-point plan of reform, encompassing all media.

The Mansfield-Cannon-Pastore bill is identical, except for minor technical changes, to the bill (S. 4607) the same senators introduced in the waning days of the 91st Congress ("Closed Circuit," Jan. 11). It prohibits any candidate for the offices of President, senator, con-

half of the amounts allowed for general elections in primary campaigns; expenditures by vice presidential candidates are lumped together with those of the presidential candidate.

Amounts spent "on behalf" of a candidate for major office are deemed to have been spent by the candidate himself. In the case of broadcast spending, candidates and stations would be required to file with the FCC "such reports at such times and containing such information as the commission shall prescribe" to oversee broadcast expenditures.

In addition, S. 382 calls for complete campaign financing disclosure by candidates and political committees and tax credits for political contributions. The media-spending provisions of the bill

is more. The limitation applies to broadcasting, billboards, newspapers and periodicals. The measure calls for free radio-TV time for presidential and vice presidential candidates and repeals the Section 315 equal-time provisions for those candidates. In the case of paid time, any legally qualified candidate could not be charged more than a station's lowest unit rate for the same amount of time in the same time block. The bill also provides for full financial disclosure and tax credits or deductions for contributions. The bill also is sponsored by Senators Edmund S. Muskie (D-Me.), Bob Packwood (R-Ore.), Jacob K. Javits (R-N.Y.) and Edward W. Brooke (R-Mass.).

With an eye toward influencing campaign-spending legislation before the

Campaign specialists propose reforms

Professionals who have made a living from creating political images have ideas of their own about how to improve political campaigning. Some of their suggestions were advanced last week during a panel discussion at the Washington conference of the American Advertising Federation (see also page 22).

A key proposal—that campaigns be limited to 35 days, with no political advertising permitted during the five days preceding election day—was made by Douglas L. Bailey of Bailey, Deardourff & Bowen, Washington.

Mr. Bailey also suggested the establishment of an advertising board to give a "Good Housekeeping seal of approval" to TV political commercials. Such a board, he said, would impart credibility to political advertising. He suggested that submissions of commercials to the board would be purely voluntary.

Mr. Bailey also objected to the bill (H.R. 19904) that was introduced in the last Congress by Representative John B. Anderson (R-Ill.) to require stations to set aside blocks of time, to be paid for at the lowest commercial rate by the U.S. Treasury, for the candidates for the Presidency, Senate and House.

This would mean, Mr. Bailey noted, that in a major market like New York, each TV station would have to set aside nearly 200 hours for political promotion. "That's worse than what we have now," Mr. Bailey observed.

At another point, Mr. Bailey commented that TV advertising has had a



The AAF panel on political advertising posed before going on stage: (l-r)

Messrs. Archibald, Perry, Anderson, Bailey and Guggenheim.

beneficial effect. "It is precisely because of the development of this medium that there are so many new candidates getting into politics," he said. "Television, in this sense, has reduced the power of the old-time political boss and old-time political machine."

Representative Anderson, who was also on the panel and who advised the audience that he was revising his bill (BROADCASTING, Dec. 7, 1970), noted that TV carries what he called "a heavy responsibility of trying to educate the American public and the American voter on the issues."

But, he added, he felt sure that 10-, 20- and 30-second spots did not elucidate issues. He and Charles Guggenheim, of Guggenheim Productions Inc., Washington, got into a brisk discussion on the value to the voter of spots in political campaigning, with the congressman taking a dim view of the efficacy of the political spots used by unsuccessful Senator Albert Gore (D-Tenn.) in his campaign for re-election—spots that were produced by the Guggenheim organization and showing the former senator riding over his estate

on a white horse.

Mr. Guggenheim objected to this view. He said that 80% of the Gore spots contained information on what the former senator had done for his state. Mr. Guggenheim observed that the effectiveness of TV in political campaigns had been "extremely overrated" in some cases and in others, "extremely underrated." He also commented that individual stations have a "stranglehold" on the amount of time that can be bought, and this restricts political candidates.

Samuel J. Archibald, executive director of the Fair Campaign Practices Committee, inveighed against the use of short commercials in political campaigns. He said candidates tend to use spots for negative attacks on opponents. He showed films from the Barry Goldwater-Lyndon Johnson presidential campaign of 1964 and the Edmund (Pat) Brown-Ronald Reagan California governorship campaign in what he said was support of his thesis.

Moderator of the panel was James M. Perry, senior editor of the *National Observer*.

fact, CBS has been circulating a five-point "program for election reform" around Washington and among its affiliates. The program proposed by Dr. Stanton calls for:

(1) Imposing "whatever conditions on campaign expenditures Congress deems wise and feasible." Here CBS calls for complete disclosure by candidates of their campaign financing but discourages any attempt to "prescribe how candidates will allocate their expenditures within any over-all limitation . . . Congress should not try to allocate campaign funds to any particular medium, nor ordain any fixed division of funds among different media."

(2) Requiring all media to sell political advertising "at the lowest rate available to any commercial advertiser for comparable time or space . . . While radio and television are conspicuous vehicles for the political campaigner, they are only two of the many media

employed."

(3) Repealing the equal-time provisions of the Communications Act. "The practical effect of the law has been to deny free broadcast time to major candidates or to force such free time to be shared with fringe candidates in defiance of the public interest."

(4) Shortening election campaigns. "Protracted campaigns not only dull the electorate and fatigue the candidate; they also exacerbate the most criticized aspect of American campaigns—high cost and high spending."

(5) Declaring election day a national 24-hour holiday, with all polls closing simultaneously. "Polls would close at the same time throughout the country, ending the time differential which keeps the polls open in the West when they are already closed in the East."

Neither ABC nor NBC officially commented on the Stanton proposals, but in earlier testimony they have taken posi-

tions opposing discriminatory restrictions on broadcast spending.

The position of the National Association of Broadcasters basically is still to oppose any type of legislation that would discriminate against the broadcasting medium. The proposal in the Pastore-Mansfield-Cannon bill requiring broadcasters but no other media to charge their lowest rate for political advertising will inevitably be opposed.

"If this provision applied to all media," Paul B. Comstock, executive vice president in charge of NAB's government relations, said last week, "we would have no basis for objecting."

Mr. Comstock said NAB probably would have no difficulty in accepting other provisions of S. 382, particularly that modifying Section 315.

Mr. Comstock hastened to note, however, that the official NAB position must be determined by Vincent T. Wasilewski, president of the organization, in

conjunction with the association's executive committee and board members.

Interest in campaign spending reform is not flagging on the House side. Representative Spark Matsunaga (D-Hawaii) has introduced the House twin of the Gravel-Pearson bill, and Representatives John B. Anderson (D-Ill.) and Charles E. Bennett (D-Fla.) have bills waiting in the wings (BROADCASTING, Dec. 7, 1970; Jan. 25).

Those herring spots sound too familiar to Hepburn

Actress Katharine Hepburn, through her attorneys, has registered a complaint with Vita Foods Products Inc., New York, for its use of a Hepburn-sounding woman in its Vita Herring radio commercial.

A company spokesman acknowledged Thursday (Feb. 4) that a complaint had been received "from a group of lawyers representing Miss Hepburn," but refused to comment further on it. He did say that the commercial was being taken off the air, adding: "I didn't personally think it sounded like Miss Hepburn."

A spokesman for Solow Wexton, advertising agency that handles Vita Herring, said, "Our recorded announcement is a female announcer doing commercials, I never heard Katharine Hepburn in the flesh. So I couldn't say whether it sounds like her. As far as I'm concerned, it's a female voice. It sounds like my sister, as a matter of fact."

The agency spokesman said the commercial was on 10 AM stations in the New York-New Jersey area, including WCBS, WHN, WINS, WPAT, WVNJ, WQXR, WOR and WNEW, for a seven-week period, starting last December. He said that the agency now will determine whether the commercial generated enough interest to warrant running another six weeks.

Counsel representing Miss Hepburn would only say that, "communications have been made" with the food company."

FTC wants even tougher cigarette restrictions

A hardnosed health warning in all cigarette advertisements and on the front of all cigarette packs was recommended by the Federal Trade Commission last week in its annual report to Congress on cigarette advertising.

The commission also proposed a law requiring disclosure of tar and nicotine levels in ads and on packs.

Both proposals closely parallel legislation which was promised three weeks ago by Senator Frank E. Moss (D-Utah), prime mover of the measure passed last year eliminating broadcast

cigarette ads (BROADCASTING, Jan. 18).

The commission's proposed new health warning, which would supplant the one presently appearing on cigarette packs, reads: "Warning: Cigarette smoking is dangerous to health and may cause death from cancer, coronary heart disease, chronic bronchitis, pulmonary emphysema and other diseases." Congress entertained a similarly stiff statement last year but compromised on the present message: "Warning: The Surgeon General has determined that cigarette smoking is dangerous to your health."

The FTC also proposed:

- The earmarking of funds for the Department of Health, Education and Welfare to educate the public, and especially young people, on the hazards of cigarette smoking.

- Legislation to foster "the widest possible dissemination, through all media of mass communications, of messages to alert the general public to the health hazards of cigarette smoking."

- Research funding for the National Institutes of Health to develop a "safe" cigarette.

Rooney pushes petrol for Murphy Oil Corp.

Film and TV actor Mickey Rooney is pumping "Spur" gasoline for the Murphy Oil Corp., El Dorado, Ark. A campaign featuring 30- and 10-second TV and 30-second radio spots for the gasoline and related products began last Thursday (Feb. 4) in 16 markets in the Midwest and Southeast.

The commercials feature Mr. Rooney as the "little guy" Spur service-station owner fighting it out for customer approval with the "big guys" of the industry, portrayed by Ted Cassidy as "Bigco" and Bob Garret as "Largeco." Each commercial ends with the line: "Spur. Our size makes us aggressive."

The spots were created by Tucker Wayne & Co., Atlanta, and filmed in Burbank, Calif., by the Warner Brothers commercial division.



A nervous Mickey Rooney gets a lift.

TVB members vote on fate of sales clinics

Whether or not the Television Bureau of Advertising's one-day sales clinics will be continued this spring is up to TVB members who were sent a questionnaire last week. Decision on the sessions that have been held for the past 11 years will be made when the results are tabulated.

"There are two schools of thought," TVB President Norman E. (Pete) Cash reported. "One group says, with business the way it is, 'we need our salesmen on the street selling!' A second group says, at times like these, 'our salesmen need to be better informed, better salesmen!'"

TVB last month reported that the clinics were to be held in 20 cities with about 900 station salesmen, beginning April 20 in Los Angeles (BROADCASTING, Jan. 11).

Clients are gratified by CBS-rep test plan

CBS Radio Spot Sales has issued a year-end report on its "Spot Radio Test Plan" and said four participating advertisers were pleased with the result of the plan under which sponsors are offered without charge a Trendex "before" and "after" survey to weigh the effectiveness of their campaigns.

CBS Radio Spot Sales implemented the plan in January 1970. Four advertisers—Chrysler Corp., Dow Chemical, Burgermeister Beer and International Minerals & Chemicals Corp. (Ac'cent)—have completed their campaigns on one or more of the 14 radio outlets represented by the CBS unit. Two advertiser participants in the spot radio plan are in the midst of their campaigns and the results have not been evaluated.

CBS Radio Spot Sales said the most extensive test involved Chrysler, which bought an eight-week campaign in New York, Los Angeles, Chicago, San Francisco, Washington, St. Louis, Minneapolis-St. Paul and Atlanta. The objective was to increase the awareness of several of Chrysler's engineering innovations. The results of the Trendex, it was said, showed that in the eight markets, awareness of the "extra care in engineering" motif increased by an average of 50%, ranging from a plus 22% in New York to plus 84% in St. Louis.

Coronet appoints Botway

Clifford A. Botway Inc., New York, has been named network agency of record for the Coronet division of Georgia-Pacific Co., Portland, Ore., for its line of paper towels and tissues, and for products of Remington Electric division of Sperry Rand, handled by DKG Inc., New York.

Recession clashes with race question

Black VP released by McCann-Erickson files suit charging discrimination

A complaint filed with the New York State Division of Human Rights on Aug. 28, 1970, charging McCann-Erickson with racial discrimination, was made public last week by Georg Olden, formerly a vice president and senior art director at the agency.

At a news conference held Tuesday (Feb. 2), Mr. Olden charged that M-E fired him July 1, 1970, because of his race. He said that the agency may be causing a delay in the hearings, investigating "probable cause" for complaint, in an effort to "protect its image." He would not elaborate on his charge and it was denied by an M-E spokesman. If "probable cause" is found, a public hearing will follow to further explore the matter, it was indicated.

Mr. Olden was a group art director at BBDO before joining M-E in April 1963 as its first black vice president and senior art director. He has received over 75 awards and citations including six "Clio" awards from the American Television Commercials Festival. He was reported to have been earning \$30,000 with M-E in 1963 and \$40,000 when his employment was terminated.

He said M-E had overlooked him on numerous occasions for advancement while "Caucasians of lesser or certainly not greater ability were promoted to higher and more stable positions. McCann's refusal to promote me above the rank of garden-variety vice president forced me to the conclusion that the level constituted the ceiling for a black man with the agency."

Paul Foley, chairman of the board and chief executive officer at M-E, in a statement issued later in the week, denied the charge and said he made the decision to terminate Mr. Olden's employment solely because of economics. "During the business down-turn I tried to save all jobs," Mr. Foley said, "including that of Georg Olden. I finally made the decision that no business reason could conceivably justify Georg's further retention."

He added that Mr. Olden was one of 25 professionals released last year and that the agency had named two other Negroes to the position of vice president since 1963.

Mr. Olden revealed that he fully expected the court to find "no probable cause" for his complaint and said that he "doubted the integrity and sincerity" of the investigating officer in the case. He said he was told by his tax attorney that "reliable sources" had informed



Mr. Olden



Mr. Foley

him he would lose the case and that M-E was prepared to pay up to \$1 million to win. Mr. Foley could not be reached to answer the charge.

A spokesman for M-E said he fully expected the agency to be vindicated of the charge because of Mr. Olden's testimony at the hearings. He pointed out that in the course of the investigatory conference Mr. Olden described Mr. Foley as "free of prejudice" and "fair-minded," and also said that he believed Mr. Foley and Robert S. Marker, president of M-E, were sincere in their desire to keep him. According to M-E's attorneys Mr. Olden said of Mr. Foley and Mr. Marker: "I am not taking this action against them as prejudiced individuals or even against McCann-Erickson as a racially prejudiced corporation."

Mr. Olden said he viewed his case

as "bigger than Georg Olden" and has already filed a complaint with the federal Equal Employment Opportunity Commission. "The title of an 'Equal Opportunity Employer' is just a good public relations gimmick" he said, "but it means absolutely nothing to the black men of talent and ability because they deal in such a low level of equal opportunity that it lacks any credibility."

Business briefly:

Timex Watches, through Warwick & Legler, and **American Gas Association**, through J. Walter Thompson Co., all New York, will again sponsor *David Copperfield*, to be telecast for second time on NBC-TV Wednesday, April 21 (9-11 p.m. NYT). Adaptation of Charles Dickens's novel with an all-British cast, was originally on network March 15, 1970.

Silvercup Bakers Inc., Long Island City, N.Y., through Leo Baron Agency Inc., New York, has bought participations in pregame and postgame shows of New York Yankees baseball broadcasts on WMCA(AM) New York. Silvercup will carry one-third sponsorship in 15-minute pregame show and one-half in 10-minute postgame show. Purchase is company's first venture in sports programming.

Gillette Co. Toni division, Chicago, through Grey-North Advertising there, will use radio and magazines to reach teenage audience for new product, Dip-pity-Do Heated Roller Conditioning Set. Schedule and stations will be set soon with about three-dozen markets expected to be used.

Sears, Roebuck and Co., Chicago, through Foote, Cone and Belding Inc., New York, will sponsor rebroadcast of *Winnie The Pooh And The Honey Tree*, an animated Walt Disney production based on A. A. Milne's children's tales, Monday, March 22 (7:30-8:30 p.m. EST), on NBC-TV. Special was first aired on NBC-TV March 10, 1970.

Rexall Drug Co., St. Louis, through Gardner Advertising there, is running sizable schedule of 30's and 60's on NBC-TV daytime plus some schedules on ABC-TV and CBS-TV this month through April, to promote special offer on Super Plenamins, vitamin-mineral supplement product. Magazines also are being used.

Theodore Hamm Brewing Co., St. Paul, expects to spend about \$4 million annually in TV-radio to promote firm's new line of flavored malt liquors, Right Time, slated to be introduced initially in Chicago and Los Angeles soon. Product will have sweet taste, similar to soft drink, but alcoholic content will fall in 8-10% range, classing it as malt liquor. J. Walter Thompson Co., Chicago,

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Jan. 10, 1971
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 10	Total dollars week ended Jan. 10	1970 total minutes	1970 total dollars
	Week ended Jan. 10	Cume Jan. 1-Jan. 10	Week ended Jan. 10	Cume Jan. 1-Jan. 10	Week ended Jan. 10	Cume Jan. 1-Jan. 10				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 86.0	\$ 100.4	\$ 194.2	\$ 211.0	50	\$ 280.2	56	\$ 311.4
Monday-Friday 10 a.m.-6 p.m.	825.3	1,472.6	2,775.4	4,931.3	1,237.1	2,893.5	659	4,837.8	787	9,297.4
Saturday-Sunday Sign-on-6 p.m.	1,153.2	1,761.3	1,283.1	2,633.5	432.2	2,113.7	231	2,868.5	420	6,538.5
Monday-Saturday 6 p.m.-7:30 p.m.	253.9	406.9	487.7	649.0	492.4	1,440.8	73	1,214.0	99	2,496.7
Sunday 6 p.m.-7:30 p.m.	—	37.5	183.4	1,228.3	148.0	284.0	11	331.4	26	1,549.8
Monday-Sunday 7:30-11 p.m.	5,205.2	7,106.6	5,054.0	7,433.5	6,173.4	10,076.9	408	16,432.6	584	24,617.0
Monday-Sunday 11 p.m.-Sign off	294.2	530.8	52.0	113.8	347.7	514.6	60	693.9	90	1,159.2
Total	\$ 7,731.8	\$ 11,315.7	\$ 9,921.8	\$ 17,119.8	\$ 9,005.0	\$ 17,534.5	1,492	\$26,658.4	2,062	\$ 45,970.0

agency for Hamm's beer, will also handle Right Time.

Del Monte Corp., San Francisco, through McCann-Erickson, New York, has purchased sponsorship on 17 NBC-TV nighttime programs, including *NBC Nightly News*, *The Bold Ones* and *Rowan and Martin's Laugh-In*.

United Vintners Inc. (Italian Swiss Colony Wine) through Honig-Cooper & Harrington, both San Francisco, will sponsor a one-hour TV special, *In This Corner: Joe Frazier* in approximately 70 markets during the week of March 1. Program, produced by Triangle Television, will be telecast shortly before the championship bout between Frazier and the challenger, Muhammad Ali, in New York on March 8.

'Today' adds another newcomer to network TV

The Owens-Illinois Forest Products Division, Toledo, Ohio, through Howard Swink Advertising, Marion, Ohio, will use network TV for the first time on NBC-TV's *Today* later this month. John M. Otter, network vice president, sales, said the buy, for the firm's corrugated boxes, was an example of the trend in *Today* advertisers who wish to reach male business leaders.

Other first-time network sponsors signed up during the first quarter for the *Today* and *Tonight* shows include: The Southern California Visitors Council, Los Angeles (through Erwin Wasey); Hot-Line Charge Card Service, New York (Joe Gans & Co.); Wellington Jewels, Washington, (Ehrlich-Linkins & Associates); Skyway Luggage (AB Factors) and Yard-Man (Carson/Roberts).

KBET faces fine on double-billing charge

The FCC last week found Robert L. Stoddard, licensee of KBET(AM) Reno, liable for a \$5,000 fine for alleged fraudulent billing practices. He must pay or contest the fine within 30

days.

The commission said Mr. Stoddard admitted in writing on Aug. 12 that blank invoices and affidavits of performance signed by him had been furnished to Statewide Appliance Inc., electrical appliance retailer, so that the local retailer could fill in the amounts

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in order to collect cooperative advertising allowances from national manufacturers or distributors of the appliances sold by Statewide.

The commission noted that an inquiry into KBET's operation revealed that Statewide was billed a total of \$2,002 for 1,106 spot announcements broadcast by the station although affidavits of performance and supporting invoices submitted by Statewide to some of its suppliers amounted to \$9,417.50 for 2,599 spots during the same period.

U.S. agency head offers radio tips to Canadians

Local advertising accounted for 66% of all spending on radio in the U.S. last year, Leo Greenland, president, Smith/Greenland Co., New York agency, told the 1971 Canadian Radio Festival last week.

Speaking in Toronto Thursday (Feb. 4), Mr. Greenland urged radio people to stop fighting the numbers battle with television. "It would be wiser for the radio industry," he said, "to make their medium more attractive to audiences and advertisers than to try to match numbers with television."

He then offered his "across-the-dial" buying concept. Mr. Greenland said: "I start from the left side of the dial,

and with only a few exceptions, buy every station for a short period of time, until I get clear across to the right side. I'm getting maximum reach, great frequency against those stations' steady audience and a heck of a lot of publicity waves for my clients."

He told the Canadian radio men to come up with new ideas and to stop falling back on old, tired packages. "Don't be afraid to give away a little business to competitive stations. In the long run, you'll ring up plus business," he said.

Since a media buyer should but can't always be familiar with all stations in a market, Mr. Greenland suggested that a "dial-a-market" device be used. This would consist of a recording containing a portion of each station's typical programming in a given market. All a buyer would have to do, he said, would be ask for a tape of one or more markets, listen to them, then select what would be best for his product. If done as an industry-wide project, and successfully implemented, Mr. Greenland said, it would make radio buying more profitable and attractive to agencies.

Radio is a growing medium, he told the festival. "Radio couldn't measure its audiences with the effectiveness of television, yet the reasons behind that inability are the very same reasons why

radio is such a unique and dynamic medium," he said. Mr. Greenland listed flexibility, appeal to local advertisers and ability to fragment markets among radio's unique qualities.

David: drum up more radio converts

RAB conferences open on plea for new business; computer service explained

Radio salesmen were urged last week by Miles David, president of the Radio Advertising Bureau, to intensify their efforts to add advertiser accounts that are not now using the medium.

Mr. David pointed out to the first of RAB's 1971 management conferences, held in San Francisco last Monday (Feb. 1), that "there are so many dollars in accounts not now in radio," and said that a call on at least one such advertiser over and above normal selling could be productive. He suggested RAB might prove helpful by providing ideas, sales copy and background information on particular industries.

Among other speakers were Dr.

Arrow plans late-night splurge, co-op drive

Arrow Division of Cluett Peabody & Co., New York, in an unusual program purchase, will sponsor on Oct. 28 the full 90 minutes of network time on each of the three late-evening programs, *The Dick Cavett Show* on ABC-TV, *The Merv Griffin Show* on CBS-TV, and the *Tonight Show with Johnny Carson* on NBC-TV. Industry sources estimated the cost of the tri-network effort for the advertiser at \$300,000.

An announcement of the concentrated purchase is being made today (Feb. 8) by Norman Matheson, vice president, advertising and sales promo-

tion, Arrow Division (men's shirts). Norman E. (Pete) Cash, president of the Television Bureau of Advertising, noted that the Arrow campaign "represents the biggest blast ever in the men's wear industry and is a most inspirational and creative use of television."

In addition to the one-night purchase of 4½ hours of time on the three networks, Arrow is offering retailers a cooperative advertising tie-in effort. On a 50-50 basis with Arrow, according to Mr. Matheson, retailers in 125 selected markets may purchase local announcements within the Cavett, Griffin and Carson shows on Oct. 28. He said the company has a library of 75 color

commercials, created specifically for local retailer campaigns, which stores may order at a cost of \$25 to \$50 per spot. Arrow will refund the amount for the \$25 commercial on proof of performance.

TVB is to alert television stations on the arrangement and Arrow will alert its representatives so they can work together in selling the local dealers.

In addition to its one-night spree Oct. 28, Arrow plans a substantial advertising campaign in the fall, including announcements on Monday night football games on ABC-TV and a schedule in national magazines. The agency for the Arrow Division is Young & Rubicam, New York.



Retailer spots will emphasize roaring twenties, kaleidoscope and dune buggy fashions.

Harry Sherman, industrial psychologist, who demonstrated motivational and psychological "role-playing" techniques that might be applied to sales, and Robert H. Alter and Carleton F. Loucks, RAB executive vice president and vice president for regional sales, respectively, who gave reports on new promotions, sales incentive plans, selling against other media and the latest developments in audience measurement.

The conferences were to be held in Dallas last Thursday and Friday (Feb. 4-5) and move to White Plains, N.Y., this week (Feb. 11-12).

Mr. David also spoke last Wednesday (Feb. 3) at the Hollywood Radio and Television Society where he explained RAB's new service using computers to provide more exact data to help in spot placement.

"Information and data on direct practical application is now being stored in a central data bank," Mr. David said. "It is broken down by demographics, by purchaser profiles of many different items and then matched to information on radio station audiences." RAB expects to have a terminal in its New York offices by next month and will unveil details of the program at the National Association of Broadcasters Convention in Chicago, March 28-31.

Mr. David said the terminal could be installed in stations, agencies or in retail shops. In this manner, given a specific item, the budget for that item and a description of the target audience, an immediate determination of the reach and frequency against that group and what stations are needed would be made.

"We predict that by next year many radio stations in major markets will have access to the data bank," Mr. David contended. "We are also certain that within two or three years every major department store in the country will have a terminal in their promotion department hooked up to this essential data bank."

Producers name rep

Media/Syndication Systems Inc., New York, has been appointed by Ken Snyder Enterprises and Distaff Productions, both New York, to represent them in the sale of their properties to advertisers and placement on stations along the advertiser-syndication route.

Snyder Enterprises, which has produced such series as *Roger Ramjet*, *Funny Company* and *Hot Wheels*, has several television projects under development. Distaff is preparing a half-hour daytime series titled *The New Women*. Media/Syndication has arranged for distribution of such advertiser-placed programs as *Something Special* for the American Dairy Association and *The Pet Set* for Carnation Co.

Also in advertising:

Coming together ■ BTHB Group, New York advertising agency formerly known as Brauer, Tripp, Hening & Bresler, has formed an association with Air Time Inc., there which will perform media services for BTHB. On behalf of BTHB clients, Air Time will perform planning, research, media negotiation, billing, estimating, film forwarding and barter functions. Air Time has its headquarters at 136 West 52d Street, New York.

Mulberry Square formed ■ Director Joe Camp and producer Jim Nicodemus have formed Mulberry Square Production in Dallas. New company will work primarily in television-commercial production but will also be involved in trade films and "various entertainment projects," according to Mr. Camp. Offices are at 2506½ McKinney Ave., Dallas 75201. Phone (214) 744-2133.

New commercial producer ■ Matrix Video Services Inc. has been formed to produce TV commercial films. New firm is located at 5 Beach Road, Massapequa, N.Y. 11758. Phone: (212) 586-5799.

New service offered ■ Bruce Schneider & Co., St. Louis, has been formed as a

limited-list regional radio and television station representation firm. It will only cover Omaha, Kansas City, Kan., and St. Louis.

Sponsors, stations grab Hughes special

Some 180 stations in the U.S. have been lined up by the Hughes Sports Network for live coverage of the 1971 East-West College All-Star basketball game on Saturday, April 3, at Butler University, Indianapolis.

Sponsors for the telecast include: Continental Insurance Co., and Uniroyal Inc. (Keds footwear), through Doyle Dane Bernbach, all New York; Pabst Brewing Co., Milwaukee and Beechum Products Inc., Clifton, N.J. (Brylcrem) both through Kenyon & Eckhardt, New York; Colgate-Palmolive Co., New York, and Wilkinson Sword Inc., Mountainside, N.J., both through Ted Bates & Co.; Miles Laboratories Inc. (Alka-Seltzer), Elkhart, Ind., through Wells, Rich, Green; Avco Finance Corp., Greenwich, Conn., through Bozelle & Jacobs, Los Angeles; Shell Oil Corp., through Ogilvy & Mather, both New York; and Chrysler Corp., Dodge Division, Detroit, through BBDO, Detroit-New York.

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- Competition for the awards is open to public affairs journalists in both the print and broadcast media.
- Winning reporters will be invited to participate in a one-week, expense paid seminar in the summer or fall of 1971, with leading political figures, journalists, and political scientists.
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Loopholes likely in one-to-customer

FCC votes to pull back on AM-FM combination and make possible some television-radio deals

The FCC is expected to soften the toughest multiple-ownership rule it has yet adopted—its so-called one-to-a-customer rule. If commissioners hold to the positions they are said to have taken in a meeting on Tuesday (Feb. 2), the commission will rescind the provision barring the owner of a full-time AM or FM station from acquiring another radio outlet in the same market. Acquisition of some television-radio combinations might also be permitted.

The rule under consideration prohibits the owner of a full-time station from acquiring another full-time outlet in the same market. It was adopted last March, at the same time the commission issued a further notice of proposed rule-making that would go even further and require the break-up of multimedia holdings within individual markets (BROADCASTING, March 30, 1970). It would, however, spare AM-FM combi-

nations.

And the rule that was adopted in March has frequently been waived to permit the acquisition of such combinations, usually after a plea had been made that economic considerations required the tandem sale.

As a result, there had been speculation that the commission, when it considered the petitions for reconsideration with which it was faced, would repeal that portion of the rule prohibiting a broadcaster from owning a full-time AM station along with an FM outlet in the same market. As it stands, the rule permits the licensee of a daytime AM to acquire an FM anywhere.

However, the commission, in the instructions it gave last week to the staff for drafting an order disposing of those petitions, is understood to have decided, at least tentatively, to go further—to eliminate the bar between radio and

UHF television ownership in the same communities in cases where the broadcaster could make an economic showing justifying such common ownership. Presumably, the commission would entertain waivers from VHF licensees who could make the same kind of showing.

The vote to modify the rule—which is subject to change when the staff brings back a draft of a final order—was along party lines. Chairman Dean Burch and fellow Republican Commissioners Roberts E. Lee, Robert Wells and Thomas J. Houser were in the majority, with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee dissenting.

There reportedly was some confusion on the part of the commission in voting on the issue. Initially, it is said to have voted 6-to-1 (with Commissioner Wells the lone dissenter) for one possible alternative suggested by the staff that

Another pitch for NBC radio stations

Group assembled by talk-show host may offer \$55-60 million

A spokesman and member of a group of investors organized by Long John Nebel, midnight-to-dawn talk-show personality on NBC's WNBC(AM) New York, announced last week that the group had offered to buy all the NBC-owned AM radio stations.

The announcement said the offer was "very substantial." Other sources close to the group indicated it was prepared to pay as high as \$55-60 million for the six stations. NBC authorities confirmed that members of the group had discussed the possible purchase with network officials. They would not say what price, if any, the Nebel group had mentioned.

Dozens of proposals looking toward purchase of one, some or all of the NBC radio stations have been received

by NBC since it became known last fall that the network would consider selling them ("Closed Circuit," Nov. 30, 1970). Since then, officials have been meeting with prospective buyers,



Mr. Nebel

and they indicated last week that others remain to be seen in the next week or so. Then, they said, they will decide whether to sell and, if the decision is affirmative, prepare for negotiations.

They have repeatedly emphasized that they have not set an asking price for any of the stations.

The group organized by Mr. Nebel was said to include Frederick E. M. Ballon, treasurer of Yonkers (N.Y.) Raceway and an attorney; Bernard Silins, vice president of Sillins Management Corp., owner of hotels and commercial real-estate properties; William Adler, president of Beacon Dyeing & Finishing Co.; Kenneth Knigin, an attorney with Mr. Ballon's New York law firm, Ballon, Stoll & Itzler, and Mr. Nebel.

Mr. Knigin, who made the announcement, said that if successful the group planned to simulcast Mr. Nebel's WNBC program on all stations in the NBC group. He said that in the discussion, with Arthur Watson, president of NBC Radio, the group "indicated our intention to retain many of the management personnel and on-the-air personalities currently with the various stations."

would have left the rule largely intact.

However, after further discussion, the commissioners changed their minds and settled on the instructions finally given the staff. It was not clear whether the commissioners simply had not been aware of the precise meaning of their initial vote or whether, as some officials said later, Chairman Burch realized that he would have the votes of his three fellow Republicans to go further.

To some at the commission last week's action was taken as a sign that Chairman Burch would be able to count on Commissioner Houser's vote in future close issues. These observers see the new commissioner's evident interest in reappointment once his present short term expires, on June 30, as persuading Mr. Houser to side with the chairman in matters about which Mr. Burch cares deeply. Commissioner Houser's only other vote on a major issue since joining the commission on Jan. 6 (BROADCASTING, Jan. 11) provided the tie-breaker the commission needed to issue the notice of proposed rulemaking on children's programming that the chairman had strongly backed (BROADCASTING, Jan. 25).

Mr. Burch had opposed the one-to-a-customer rule at the time of its adoption because of his expressed view that the commission should give priority consideration to the question of television-newspaper crossownership, which it is doing in its pending divestiture rulemaking. The chairman says such crossownership represents a greater possibility of harm to the public than does AM-FM or radio-television crossownership.

The commission, in its order disposing of the one-to-a-customer proceeding, is expected to say its action will be subject to whatever conclusions it reaches in the divestiture rulemaking.

The repeal of that section of the rule banning AM-FM acquisitions—if it sticks—could affect the proposed transfer of Time-Life Broadcast Inc.'s broadcast properties to McGraw-Hill.

McGraw-Hill, which would pay \$80.1 million for the five television and eight AM and FM stations, intends to spin off the radio properties to comply with the commission's one-to-a-customer rule.

Under the proposed revision of the rule, McGraw-Hill would not be required to split up the four AM-FM combinations in selling the radio properties.

The rule has already had an impact on another proposed multiple-station transaction—Triangle Publications Inc.'s sale of three AM-FM-TV combinations to Capital Cities Broadcasting Corp. Capcities has found six buyers to whom it plans to spin off the radio properties, once the commission approves the package sale.

How Capcities buy breaks down

An evaluation of \$61 million for WFIL-TV sets price for a television station

The \$110 million that Capital Cities Broadcasting Corp. is paying in its proposed multiple-station transfer deal with Triangle Publications Inc. involves the highest value ever ascribed to a television station in a sale—\$61 million, for WFIL-TV Philadelphia.

The values of the three TV stations in the transaction were broken down in a filing Capcities submitted to the FCC last week. The figures also showed that WNHC-TV New Haven, Conn., is valued at an estimated \$25,525,000 and KFRE-TV Fresno, Calif., at \$6,020,000.

The remainder of the \$110 million was ascribed to amounts Capcities will receive from spin-off sales and to the estimated value of Triangle's syndication division, which is also being acquired by Capcities.

The previous highest value ever placed on a TV station in a sale was \$36,900,000, attributed to KRLD-TV (now KDFW-TV) Dallas in the acquisition of the Times Herald Printing Co. (KRLD-AM-FM-TV and the *Dallas Times Herald*) by the Times Mirror Co. (*Los Angeles Times*). In that \$91-million stock deal \$43,650,000 was ascribed to the broadcast properties. And as part of the transfer package, Times Mirror spun off the AM and FM stations for a combined price of \$6,750,000. The sales of the stations and the spin-offs were approved by the FCC last year (BROADCASTING, May 18, 1970).

The allocation figures submitted by Capcities last week were requested by the commission's staff and were filed as an amendment to Capcities portion of the transfer applications for WFIL-TV, WNHC-TV and KFRE-TV. Capcities is buying WFIL-AM-FM-TV, WNHC-AM-FM-TV, KFRE-AM-TV and Triangle's TV program syndication division for \$110 million. However, it is spinning off the radio stations to other parties.

"The [sale] contract itself provides no allocation, and the parties to it neither negotiated nor agreed upon any such allocation," Capcities said in the filing. "However, we are able to provide the commission with a rough estimate of the manner in which Capital Cities Broadcasting Corp. now envisions the allocations which would be required for its own purposes if the transaction before the commission is approved and consummated," Capcities added.

Capcities made its estimate of the station values based on "an initial understanding" that it would pay Triangle a total of \$100 million for the WFIL and WNHC stations and \$10 million for

the KFRE stations and the syndication business.

In allocating a portion of the \$100 million for WFIL-TV and WNHC-TV, Capcities first subtracted the \$13,475,000 it will receive in spinning off WFIL-AM-FM and WNHC-AM-FM. Capcities then estimated the values of the fixed assets of WFIL-TV and WNHC-TV "on the basis of such factors as original cost" and allocated the balance "on a roughly 70-30% basis, consistent with the relationship between the revenues of the two television stations."

WFIL-TV's fixed assets were estimated at \$8 million; WNHC-TV's at \$3 million. Of the balance \$53 million was allocated to WFIL-TV and \$22,525,000 to WNHC-TV. By adding the assets and balances for each station, Capcities estimated that, of the \$100 million, \$61 million is attributable to WFIL-TV and \$25,525,000 is attributable to WNHC-TV.

The manner in which Capcities arrived at the allocation for KFRE-TV was much simpler. From the \$10 million it is paying for KFRE-AM-FM-TV, it subtracted \$3 million as the estimated value of the syndication business and subtracted the \$980,000 it will receive from the spinoffs of KFRE-AM-FM. The \$6,020,000 total was the portion of the \$10 million allocated to KFRE-TV.

Triangle has proposed to sell the rest of its stations—WFBG-AM-FM-TV Altoona, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WBNF-AM-FM-TV Binghamton, N.Y.—to George A. Koehler, general manager of Triangle's radio and TV division, for \$16 million, contingent on the FCC approval of the other sales. Mr. Koehler plans to offer the AM and FM stations for sale, but has not as yet announced buyers for them.

Last five seats taken on House Commerce

The House Commerce Committee took final shape last week when the Republican leadership announced its Commerce assignments. New GOP faces include James M. Collins (Texas); Louis Frey Jr. (Fla.); John Ware (Pa.); John Y. McCollister (Neb.), and Richard G. Shoup (Mont.).

Leaving Commerce was Donald G. Brotzman (Colo.), who won a seat on the Ways and Means Committee ("Closed Circuit," Jan. 25).

The incumbent Republican line-up: William L. Springer (Ill.); Samuel L. Devine (Ohio); Ancher Nelsen (Minn.); Hastings Keith (Mass.); James T. Broy-

hill (N.C.); James Harvey (Mich.); Tim Lee Carter (Ky.); Clarence J. Brown (Ohio); Dan Kuykendall (Tenn.); Joe Skubitz (Kan.); Fletcher Thompson (Ga.); James F. Hastings (N.Y.); and John G. Schmitz (Calif.).

Democrats announced assignments the previous week (BROADCASTING, Feb. 1). Neither Senate nor House Communications Subcommittee assignments have been set as yet, though they are expected to be made within the next week or two.

FCC will employ panels to explore CATV issues

Arguments concerning the FCC's proposed rules governing diversification of control of CATV systems and other key CATV industry issues will fill the commission's halls beginning the second week in March. The commission last week announced the dates for the oral arguments and said it will also be experimenting with panel discussions by contending CATV experts.

Persons wishing to participate in discussions must notify the commission by Thursday (Feb. 11). Oral arguments are scheduled beginning March 11 and continuing on March 12, 15, 16, 18, 19, 25 and 26. The March 16 session will be half a day, the others full days.

The panels will be organized by the

commission to discuss:

- Possible benefits and detriments of CATV operation in markets in and below the top 100, including particularly the economic impact of CATV operation on television stations.
- Whether separation of ownership of hardware and control over content should be encouraged; whether systems should be owned by public or educational entities, as proposed by the Ford Foundation and others, and if such ownership is desirable, whether such organizations should receive preference in obtaining CATV facilities.
- Appropriate regulations between federal, state and local regulatory bodies in dealing with CATV.
- Directions in which cable systems should be headed by the commission to improve their potential for service to the public, including minimum channel specifications, two-way communications, "local access" channels, program origination, and the consequences of any such new directions on the regulation, ownership or manner of operation of CATV.
- Whether proposals for commercial switching and for payments to the Corp. for Public Broadcasting are feasible and if so, whether they are a desirable approach to the distant signal problem.
- Appropriate form of an accompanying copyright settlement.

Changing Hands

Announced:

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

■ **KWEB(AM)** and **KNCV(FM)** both Rochester, Minn.: Sold by Joseph C. Poire and others to Michael L. Sheedy for \$275,000. Mr. Sheedy is a salesman for North Central Video Inc., licensee of Rochester stations. **KWEB** operates on 1270 khz with 5 kw daytime. **KNCV** is on 101.7 mhz with 3 kw and an antenna 46 feet above average terrain.

■ **WLNH-AM-FM** Laconia, N.H.: Sold by Marion P. Lewis and others to Rev. Robert Y. and son Robert D. S. Condit for \$275,000. Other stations in Lewis group are **WINC(AM)** and **WRFL(FM)** both Winchester, **WSIG(AM)** Mt. Jackson, and **WFVA-AM-FM** Fredericksburg, all Virginia; **WHYL-AM-FM** Carlisle and **WAYZ-AM-FM** Waynesboro, both Pennsylvania, and **WELD(AM)** Fisher, W. Va. Mr. Condit is an Episcopalian minister. His son, formerly sales manager of **WKPT-TV** Kingsport, Tenn., will become general manager of the Laconia stations. **WLNH(AM)** is a daytimer on 1350 khz with 5 kw; **FM** operates on 98.3 mhz with 3 kw and an antenna 235 feet above average terrain. Broker: Chapman Associates.

■ **KXXL(AM)** Bozeman and **KWYS(AM)** West Yellowstone, both Montana: Sold by Richard and Eloise W. Smiley to Eldon Mengel, Eugene L. Russell, Russell L. Culver, Gene Huntley and others for \$250,000. Mr. Mengel owns electric supply and furniture sales firm; Mr. Russell owns clothing store; Mr. Culver and Mr. Huntley are attorneys. **KXXL** is full time on 1450 khz with 1 kw day and 250 w night. **Wwys** operates on 920 khz with 1 kw.

■ **KCRT(AM)** Trinidad, Colo.: Sold by Merlyn J. Hedin to James P. Platt and Marvel B., Cecil N. and John C. Peterson for \$207,500. Mr. Platt has interest in **KBTO(AM)** Eldorado, Kan. Marvel Peterson is a housewife, C. N. Peterson is a regional manager for a life insurance firm and J. C. Peterson is a law student and state representative-elect in Kansas. **KCRT** is full time on 1240 khz with 250 w.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55).

■ **WXLW(AM)** Indianapolis: Sold by Robert Enoch and others to Fred Grewe



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for \$489,000. Mr. Grewe owns WEIF-(AM) Moundsville, WAPR(AM) Parkersburg, both West Virginia; WSTL(AM) Eminence, Ky.; and WQTW(AM) Latrobe, Pa. WXLW operates on 950 khz with 5 kw.

■ KVOY(AM) Yuma, Ariz.: Sold by Neil Sargent, William Lindsey and others to Casey Meyers and James Stowe for \$300,000 plus \$100,000 covenant not to compete. Mr. Sargent is a stockbroker and has real estate interests. Mr. Lindsey is employed by KMBY(AM) Monterey, Calif. Mr. Meyers, 80%-owner of newly formed broadcast concern Magnemedia Inc., owns an automobile dealership in St. Joseph, Mo. Mr. Stowe is general manager of WGNT(AM) Huntington, W. Va. KVOY is full time on 1400 khz with 250 w.

Hometown paper gets Buffalo cable

A 15-year exclusive franchise to operate a CATV system in Buffalo, N.Y., has been granted by the city council to Courier Cable Co., a subsidiary of the *Buffalo Courier-Express*. The franchise grant is subject to the review of the mayor.

Courier has been operating a cable system in a limited area of the city for four years on a lease-back basis with the New York Telephone Co., which required no franchise. The franchise, granted without a hearing, will allow Courier to operate in all areas of the city. Seven other applicants, including Teleprompter and Time-Life, had competed for the grant.

The *Courier-Express* also owns WEBR-AM-FM Buffalo.

CATV bribery case delayed

Initial pleading to charges in the bribery and conspiracy indictment brought against the Teleprompter Corp., its chairman-president, Irving B. Kahn, and three city officials of Johnstown, Pa., was held over until today (Feb. 8) in the U.S. Southern District Court of New York (BROADCASTING, Feb. 1). Attorneys for Teleprompter and Mr. Kahn appeared for the pleading set for last Monday (Feb. 1) and asked for more time to complete their investigation. The request was granted by the court.

13 hook up to ABC networks

ABC Radio has added 13 affiliates to its four network services. Joining the American Contemporary Network: KDJW-FM Amarillo, Tex. and WTTQ-(AM) Toledo, Ohio; the American Entertainment Network: KDAV(AM) Lubbock, Tex. and WGLC-FM Mendota, Ill.;

the American Information Network: KJIN(AM) Houma, La., KOSO(FM) Modesto, Calif., WNHC-FM New Haven, Conn., and WPXC(AM) Prattville, Ala.; and the American FM Network: KBNM-(FM) Albuquerque, N.M., WBAQ(FM) Greenville, Miss., WHRL(FM) Albany, N.Y., WRNO(FM) New Orleans and WXLE(FM) Columbus, Ga.

IBEW-CATV accord reached

Settlement of a labor dispute between Palm Springs (Calif.) Television Corp. and the International Brotherhood of Electrical Workers was announced jointly by the CATV firm and the union. The agreement was signed last Monday (Feb. 1). The two-year pact includes a provision for a joint employer-employee training program to "foster improved opportunities for advancement and increased technical knowledge." Negotiations had been in progress for two years, according to a spokesman for the CATV company, and culminated in a month-long strike that saw one man jailed for alleged sabotage of the Palm Springs system. Ronald Lee Fox, 34, charged with "interfering with electrical transmission lines." goes to trial in Indio, Calif., superior court March 1 (BROADCASTING, Jan. 11).

FCC may OK tuition for radio courses

But Time-Life group cites danger of commercializing educational FM outlets

Educational broadcasters voiced their approval last week of the FCC's proposed rules to allow noncommercial educational FM stations to charge tuition fees for formal courses broadcast by a multiplex operation. But Time-Life Broadcast Inc., responding to the commission's request for comments on a companion proposal, warned the commission that commercial use of educational stations would aggravate existing interference to TV stations and taint the character of the noncommercial stations.

The present rules require that multiplex broadcasting—simultaneous transmission of the main-channel program and one or more subchannel programs on a single FM carrier—by educational FM's be entirely nonprofit and noncommercial. The proposed rules would also amend regulations which permit educational FM's to broadcast programs furnished or produced by someone other

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than the FM station as long as no consideration is received by the licensee other than the furnishing of the material and costs incidental to production and broadcast (BROADCASTING, Nov. 9, 1970).

Time-Life said the most compelling reason for precluding such commercial use of noncommercial stations is that "by holding the carrot of increased revenues from the lease of sub-carrier frequencies," the commission will encourage existing small FM stations to increase their power and facilities beyond their legitimate needs in order to take advantage of revenues available from the leasing of sub-carrier fre-

quencies.

Time-Life noted "documented and extremely severe interference problems" caused by educational FM's to existing TV service on channels 6 and 13.

Time-Life also argued that the primary objective of extended use of non-commercial educational multiplexing is to provide an additional source of revenue and that the need for more revenue should not be met at the expense of sacrificing the distinctive noncommercial character of educational radio. It urged the commission to require a "showing that there is no commercial station able to provide the service."

The National Association of Educa-

tional Broadcasters, however, told the commission that it favors broader types of uses of multiplex programming by educational FM's "consistent with the non-commercial education public-service character of these frequencies," a position echoed by the Corp. for Public Broadcasting.

CPB also urged the commission to "prohibit the use of sub-carrier frequencies for any program not consistent with the educational purposes of the licensee." CPB added that, for these reasons, the broadcast of background music and traffic light-control data should be prohibited on these sub-carrier frequencies.

NAB elects new radio board

Now attention turns to TV board seats and choice of chairmen of all boards

With the radio board elections out of the way, members of the National Association of Broadcasters turn their attention to the next contest—the selection of six members of the TV board and, subsequently, the choice of a joint NAB chairman and leaders for each of the two boards.

Considered now to have clear sailing for the joint board chairmanship is Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., who has just completed a term as chairman of the radio board. Reports that Richard D. Dudley, Forward Stations, Wausau, Wis., who has just been elected to the radio board after the absence of a few years, had his hat in the ring for that post were dashed last week when Mr. Dudley told BROADCASTING: "I am not a candidate." Mr. Dudley said that the joint board chairmanship now entails too much time in Washington and in traveling. Also, he said, he was too busy with his firm's affairs at this time to be able to devote the attention the job requires.

Mr. Chapin would succeed Willard E. Walbridge, Capital Cities Broadcasting Corp., Houston.

Also apparently running unopposed is A. Louis Read, WDSU-TV New Orleans, for the chairmanship of the TV board. He's now vice chairman of that board. But a contest appears to be shaping up for the vice chairmanship: Donald P. Campbell, Baltimore Sunpapers stations, Baltimore, and Leslie G. Arries Jr., WBEN-TV Buffalo, N.Y., are both avowed candidates for this spot.

On the radio board, the chairmanship apparently will be fought between Andrew M. Ockershausen, Evening Star Stations, Washington, present vice chairman who was just re-elected to the board, and Ben A. Laird, WDUZ-AM-FM

Green Bay, Wis. The vice chairmanship of the radio board has drawn three candidates: John F. Hurlbut, WVMC-AM and WSAB(FM) Mt. Carmel, Ill., also just re-elected; Wendell Mayes Jr., KNOW(AM) Austin, Tex., just elected to the board after an absence of some years, and Allan Page, KGWA(AM) Enid, Okla., a hold-over member of the board.

These officers are chosen at the first official board meeting, scheduled to be held in Washington the week of June 21, after the new members take their seats following the NAB convention in Chicago next month.

The TV board contest takes place at the convention in Chicago when six vacancies are to be filled. Television members of NAB vote in this election during the convention.

Members whose terms are expiring are Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WSJS-TV Winston-Salem, N.C.; William Grant, KOAA-TV Pueblo, Colo.; Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., and Peter Storer, Storer Broadcasting Co., Miami Beach. Three network directorships also expire this year. But these posts are filled by appointment by the networks.

The results of the election to the radio board, announced last week, provided no surprises: all incumbents who ran were re-elected.

One incumbent defeated the same man he had run against when he was originally elected to the board two years ago. He is Jerry Lee, WDVR(FM) Philadelphia, District 3, who again beat Roy Morgan, WILK(AM) Wilkes-Barre, Pa.

And two of the newly elected members of the radio board return after a

period of absence. They are Mr. Dudley, of the Forward Stations, as District 9 director, and Daniel W. Kops, WAVZ-AM and WKCI(FM) New Haven-Hampden, Conn., as the Class B director.

One vacancy remains to be filled through a special election which is scheduled to get under way soon. This is for the Class A market seat held by Perry S. Samuels, formerly senior vice president for radio of Avco Broadcasting Corp., Cincinnati. Mr. Samuels resigned from that job late last year. His term on the radio board ran to 1972.

Elected were:

District 1, Frank A. Balch, WJOY-AM-FM Burlington, Vt., incumbent. Unsuccessful candidate was Leonard J. Patricelli, WTIC-AM-FM Hartford, Conn.

District 3, Jerry Lee, WDVR(FM) Philadelphia, incumbent. He beat Roy E. Morgan, WILK(AM) Wilkes-Barre, Pa.

District 5, Joseph S. Field Jr., WIRK-AM West Palm Beach, Fla., incumbent. Unsuccessful candidate was Elmo Ellis, WSB-AM-FM Atlanta.

District 7, Allan Land, WHIZ-AM-FM Zanesville, Ohio. He beat Jay Wagner, WLEC-AM-FM Sandusky, Ohio. Mr. Land will succeed retiring member James M. Caldwell, WAVE(AM) Louisville, Ky.

District 9, Richard D. Dudley, WSAU-AM and WIFC(FM) Wausau, Wis. Unsuccessful candidate was R. Karl Baker, WKTS(AM) Sheboygan, Wis. Mr. Dudley will succeed incumbent Alfred F. Sorenson, WKRS(AM) Waukegan, Ill.

District 11, Eugene Garfield Clark Jr., KSTP-AM-FM St. Paul. He beat Ross E. Case, KWAT-AM-FM Watertown, S.D. Mr. Clark will succeed N. L. Benton, WLWL(AM) Minneapolis, who is retiring.

clarification of licensee requirements in its proposed primer on ascertaining community problems.

The concentration-of-control-of-media issue was based on WMAL-TV being under common ownership with WMAL-AM-FM, *The Washington Evening Star* and *The Sunday Star*. The petitioners said renewal of the WMAL-TV license would increase the "tremendous" concentration of control of media in the Washington area and would eliminate the opportunity for local ownership of a VHF station in Washington.

However, the commission noted that there were no competing applications for the frequency on which the station operates, channel 7. It also noted that

the area is served by a number of other broadcast stations and daily newspapers.

Nor did the commission find any basis for a hearing in the study of programming of 32 mid-Atlantic televisions by the Institute for Policy Studies, a nonprofit educational foundation in Washington (BROADCASTING, Sept. 1, 1969). The study claimed that WMAL-TV presents less news and public affairs programming than the other three VHF stations in Washington.

But the commission said it has never made a public-interest determination on the basis of comparative rankings. It also said that a determination as to whether to renew a broadcast license must be made on the basis of the li-

cence's individual performance.

Commissioner Johnson, in his dissenting opinion, said that the petition to deny, "filed by 16 individuals who are broadly representative of the black community of Washington and its leadership, raises significant and substantial issues regarding the adequacy of the licensee's service to and responsiveness toward that community, which represents 70% of the population of the community of license." Accordingly, he said, the commission is obliged to order an evidentiary hearing.

He specified three issues on which he feels a hearing is required—the station's ascertainment of needs, employment practices, and religious broadcasts.

Programming

Fairness heads for another test

In case that could be 'son of Red Lion,' WXUR vows appeal

The FCC's fairness doctrine is due for another court challenge—one that might be termed an old-fashioned kind, brought by a broadcaster who feels the commission's administration of the doctrine infringes on his First Amendment rights. In recent months a number of citizens' groups have appealed commission decisions denying their fairness complaints, alleging that the doctrine as administered by the commission is weighed in favored of the broadcasters.

The new challenge will be brought by Dr. Carl McIntire, fundamentalist preacher, in an effort to overturn the commission's decision denying applications for the renewal of licenses for WXUR-AM-FM Media, Pa. The stations are owned by Faith Theological Seminary, which Dr. McIntire heads.

The commission last week—in a 5-to-0 decision—denied the seminary's petition for reconsideration of the FCC's decision, on July 7, denying renewal principally on fairness grounds. The commission held that the stations failed to provide what it considered a reasonable opportunity for the presentation of conflicting views on controversial issues and had violated the fairness doctrine's personal-attack principal—they had attacked individuals and groups without giving them an adequate opportunity for response. It was the first time the commission had denied renewal on those grounds.

The commission last week also af-



Dr. McIntire

firmed a conclusion in its July 7 decision that the stations had failed to adhere to the programming proposals that were made when they were acquired, in 1965. However, the commission said it would not pursue an additional conclusion—that the stations had failed to ascertain the community's needs and interests—since the application forms used when the stations were acquired did not require such a showing.

Dr. McIntire said last summer that he would appeal the commission's decision to the Supreme Court, if necessary (BROADCASTING, July 13, 1970). And last week, counsel for the WXUR stations,

Benedict Cottone, said: "Obviously we're going to court." He said that "a clear case of First Amendment" rights is involved and that the commission, in reaching its decision, had entered "the refined area of subjective judgment."

A number of the fairness cases appealed by citizens groups involve the charge that the commission allows broadcasters too much discretion in such matters. Dr. McIntire is certain to charge that, in his case, the commission allowed too little.

The WXUR stations carry a number of commentary programs generally labeled right-wing, including Dr. McIntire's *20th Century Reformation Hour*, which is carried by some 600 stations across the country. The WXUR stations maintained that they had provided balance through the presentation of contrasting views on news programs, interview shows and call-in programs which, they said, the commission had not considered. They also charged, in seeking reconsideration, that the commission's decision was actually based on a disapproval of WXUR's program content.

The commission rejected that allega-

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tion and said that a licensee does not discharge his fairness-doctrine obligation by leaving the expression of contrasting views to such "happenstance" as the remarks of an unknown person on a call-in program, or to "the possibility that a pertinent question will be asked on a general interview program unannounced as dealing with any particular issue and not presenting a guest selected as a responsible spokesman of a contrasting view." It said the stations had failed to seek some balance of opposing views or to carry opposing views in any fair ratio.

The commission based that conclusion, in its original order denying renewal, on results of monitoring of wxUR by the Broadcast Bureau and by the Greater Philadelphia Council of Churches and others in the Media area opposing the renewals. The commission said the monitoring showed that although controversial-issue programming was a substantial part of wxUR's over-all programming, the station during the periods involved presented a contrasting view with respect to only one issue, and then only briefly.

The wxUR stations, in attempting to refute the commission on the personal-attack issue, had said that the commission had no clear definition of "honesty, character, integrity or like personal qualities." The commission says a station attacking such qualities in a person

or group must give advance notice, if possible, but in any case offer time for reply. The commission last week said the Supreme Court, in its 1969 Red Lion decision, had sustained the personal-attack rules against the charge of vagueness and that the attacks made over wxUR were such that there is no reasonable doubt as to their correct characterization.

The Red Lion case has personal as well as legal meaning in the wxUR proceeding. Not only is it the benchmark case establishing the constitutionality of the fairness concepts the commission said it used in denying wxUR stations' renewals: along with the Radio Television News Directors Association, it was brought by WGSB(AM) Red Lion, Pa., whose owner and president, the Rev. John M. Norris, is the father of John H. Norris, president and director of wxUR and former general manager of the Red Lion station.

The wxUR case grows out of complaints filed with the commission by 19 religious, civic, labor and other groups in the Media and the Greater Philadelphia area. Many of the same groups had opposed the sale of the stations to the seminary, contending that Mr. McIntire would have a "divisive" influence on the community.

The commission approved the transfer without a hearing, but it extracted specific pledges from the seminary that

it would abide by the fairness doctrine. In its July 7 decision, the commission said the stations' failure to abide by the doctrine was particularly serious because of the pledges the seminary had made.

Second-season start puts ABC out in front

ABC-TV won the Fast Nielsen prime-time ratings report for the week ended Jan. 24 and greeted the development by noting its average rating (20.7) was its highest since January 1965, when it was 20.9.

The move-up by ABC had been signaled earlier when the network in the midseason "premiere" period captured the averages in the Nielsen 70-market multinetwork area report (BROADCASTING, Feb. 1), with NBC in second place and CBS in third.

In the Fast Nielsen, ABC's 20.7 compared with NBC's 20.3 and CBS's 18.7. Also in the report, ABC won three nights of the week, Tuesday, Friday and Sunday. And NBC, also with three, won Wednesday, Thursday and Saturday, and CBS won Monday. ABC had five of the top-10 shows, NBC three and CBS two. Of the midseason replacements, CBS's *Andy Griffith*, which was 17th, and ABC's *Smith Family*, which was tied for 24th, placed in the top-40 list.

Moon mission gets extensive coverage

TV networks devote much time in spite of apathy, economy, events in Asia

Coverage of the Apollo 14 lunar landing mission by the networks last week was about normal for such events despite apparent public apathy, economy measures by the networks, and competition from the new military push in Southeast Asia.

Although the scheduled 10-day mission was longer than any other Apollo flight, the networks scheduled about the same amount of time for coverage of it as for Apollo 13 before an explosion aborted that mission.

CBS-TV, NBC-TV and ABC-TV all scheduled 14 to 17 hours of coverage from lift-off Jan. 31 to splashdown, set for tomorrow (Feb. 9). Barring developments warranting additional coverage, NBC will have carried about 18 hours, CBS about 17, ABC about 15. Extra coverage time was given to the mission when the astronauts had trouble docking the command ship and lunar

landing craft early in the flight.

Apollo 13 also was given additional coverage when an explosion canceled that moon landing. Originally, ABC planned to give Apollo 13 about 14-15 hours of coverage, but added seven hours when trouble occurred. NBC televised a little over 25 hours of the mission.

One network spokesman said the Apollo 14 mission came at a bad time because foreign news was overshadowing the mission and there was lack of public interest. "The general public



Photo by CBS News

Astronaut Alan Shepard

thinks, 'We've been there before,'" he said.

Another spokesman said that although the networks weren't admitting it, coverage was curtailed somewhat for economic reasons.

In New York, Nielsen ratings for the Apollo 14 launch gave NBC a 12.3 rating and 23% share of audience, compared with CBS's 11.8 and a 22% share. Comparable ratings for ABC were not available because the network programmed the launching irregularly, cutting in and out of regular programs.

According to NBC's research department, more than 55 million Americans watched Apollo 14's launch.

A tiny color-TV system developed by CBS laboratories and housed in a Westinghouse camera was to be used to provide live coverage from the surface of the moon following scheduled touchdown last Friday (Feb. 5). A similar camera, which uses the field-sequential system, was used to follow the Apollo 14 for several minutes immediately after the launching, working with a 40-inch telescope that magnified the spacecraft several hundred times.

This camera and others used on the mission are identical to those used on previous Apollo missions except for added thermal protection.



Mr. Shaw



Mr. Mayes



Mr. Field



Mr. Hurlbut



Mr. Land



Mr. Ockershausen



Mr. Dickoff



Mr. Kops



Mr. Balch



Mr. Clark



Mr. Fisher



Mr. Lee



Mr. Dudley

from the board.

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

District 15, William D. Shaw, KSFO(AM) San Francisco. Unsuccessful candidate was James Gabbert, KIOI(FM) San Francisco. Mr. Shaw will succeed B. Floyd Farr, KEEN(AM) San Jose, Calif., the incumbent.

District 17, Carl Fisher, KUGN(AM) Eugene, Ore., incumbent. He beat Gordon L. Capps, KSRV(AM) Ontario, Ore.

Class A market, Andrew M. Ockershausen, WMAL-AM-FM Washington, incumbent. The other candidates were Edmund C. Bunker, KFI(AM) Los Angeles, who announced his withdrawal and support of Mr. Ockershausen; E. Brandt Gustavson, WMBI-AM-FM Chicago, and Dean Osmundson, WMC-AM-FM Memphis.

Class B market, Daniel W. Kops, WAVZ(AM) and WKCI(FM) New Haven-Hampden, Conn. He beat Harry W. Hoth, KRDO-AM-FM Colorado Springs. Mr. Kops will succeed incumbent Richard W. Chapin, Stuart stations, Lincoln, Neb.

Class C market, Charles R. Dickoff, WEAQ(AM) and WIAL-FM Eau Claire, Wis. He beat Roger H. Coleman, WGIL-

AM-FM Galesburg, Ill.

Class D market, John F. Hurlbut, WVMC(AM) and WSAB(FM) Mt. Carmel, Ill., defeated Donald T. Thurston, WMNB-AM-FM North Adams, Mass.

Lay-offs becoming effective at ABC

The personnel cutbacks that have been under study at ABC (BROADCASTING, Jan. 25, Feb. 1) began to take shape last week, with estimates of probable lay-offs ranging from under 300 to as many as 450 over a period of months.

Both estimates came from sources inside the company but the lower one appeared to have the wider circulation and acceptance. It was said to involve all divisions of ABC including theaters and records as well as broadcasting.

Sources also said it was impossible to make an accurate estimate of what the final figure would be because in many cases, especially in the secretarial area, employees being cut from one department or division were being given jobs in another. "We're making a sincere effort to find jobs in the company for as many of these people as possible," one official said.

There was less disagreement in esti-

mates of the lay-offs in the ABC News division. Although no one would give an official figure for any department or for the ABC company total, most estimates were that about 35 ABC News people would be let go. Sources there said the cutbacks would not affect the network's evening news with Howard K. Smith and Harry Reasoner.

ABC had reported late last month, in response to speculation about imminent cuts, that uncertain economic conditions and loss of cigarette revenues had led it to tighten cost controls in all divisions and that this policy was continuing. CBS and NBC indicated they had no plans for further job reductions beyond those accomplished earlier, through lay-offs or attrition and said that, in fact, they had done some rehiring recently (BROADCASTING, Feb. 1).

More color households

The number of color-equipped television households in U.S. rose by 4.2 in 1970, to 27.6 million, according to the NBC's latest quarterly estimate, released today (Feb. 8) by Allen B. Cooper, vice president, planning. Figures show that 45.3% of U.S. homes now have color sets, as compared with 39.3% on Jan. 1, 1970, and 32% on Jan. 1, 1969.

WMAL-TV survives renewal threat

FCC in 4-to-1 action rejects charges of black coalition; petitioners plan appeal

WMAL-TV Washington, one of the first stations to be engulfed in the rising tide of black efforts to make television more "relevant" to the problems of the day, has weathered a citizen group's challenge to its license-renewal—at least for the time being.

The FCC last week rejected the petition to deny that was filed in September 1969 by 16 Washington-area blacks representing a variety of nonprofit organizations. The petitioners included the head of the Black United Front, an umbrella organization comprising black organizations in Washington, and Walter E. Fauntroy, who last month won the Democratic party's nomination for District delegate to Congress.

The commission vote was 4-to-1, with Commissioners Nicholas Johnson dissenting, Robert E. Lee absent and Thomas J. Houser listed as not participating. And it is likely to provide some comfort to licensees who increasingly are facing demands from citizens groups for changes in programming and employment practices and threats of petitions to deny if the demands are not met.

However, one of the petitioners, William Wright, who is a spokesman for Black Efforts for Soul in Television, made it clear that WMAL-TV's troubles are not over. He said the petitioners will file an appeal with the U.S. Court of Appeals and that work on the litigation is already under way. "We weren't surprised" by the commission's decision, he said.

"It's a known fact from past commission decisions that the only way to get justice is to go to the court of appeals and have the commission overturned," he said. Then, in an apparent reference to the lack of a black member on the commission—a frequently expressed BEST grievance—he said: "Who within the commission has the sensitivity to weigh the demands of minority groups, and the proper perspective?"

WMAL-TV, an ABC affiliate owned by the Evening Star Broadcasting Co., is one of the largest stations, as well as one of the first, to be confronted with a citizen group charge of racism. It was accused, in effect, of discriminating against blacks—and Washington is more than 70% black—in both its programming and employment practices.

But the commission found no basis for such allegations. Nor did it agree

with the petitioners that renewal of the WMAL-TV license would add to a concentration of control of media in the Washington area. A grant of the renewal application, it said, would serve the public interest.

And in its order, the commission provided broadcasters and citizen groups alike with some indication as to how far it feels it can, or will, go in responding to one of most citizen groups' major complaints—the alleged lack of relevance to blacks in programming. It made these points on that question:

■ Many types of programming cannot be broken down into that designed for blacks and that designed for others. If it were to require such a breakdown, the commission said, network and other nationally presented programming would be prohibited. However, the commission found that WMAL-TV had broadcast many programs of interest to a majority of the city's blacks, dealing with both local and national problems.

■ The petitioners' argument that the type of black figure presented on WMAL-TV is not one with whom the majority of the black audience can identify is "highly subjective in nature" and cannot be analyzed in relation to the station's over-all programming record. The petitioners had charged that the number of blacks appearing in WMAL-TV programming is insignificant, but the commission said they did not allege any instance where the station had refused to carry a program because of the presence of blacks in it.

■ An allegation that the station's documentaries dealing with black problems have lacked understanding and insight is essentially a value judgment of the kind the commission does not make. The allegation, the commission said, does not raise a question of fact.

■ The commission has never held a licensee to a stated percentage of religious programming and the amount of such broadcasting on WMAL-TV—about 2%, according to the petitioners—is within the station's discretion. The petitioners had charged that the station devotes an insignificant amount of time to religious broadcasting, which they contend is of great significance to Washington blacks, and that the station seldom featured blacks in that programming. The commission found no evidence of conscious exclusion of blacks from the station's religious programming.

■ An allegation regarding the misrep-

resentation of blacks by WMAL-TV and the presentation of violent programming does not raise a question of fact. The commission has in the past renewed licenses over the objections of viewers who complained about broadcast matter. The allegation, the commission said, must be read against the strictures of the no-censorship provision of the Communications Act.

The commission rejected the petitioners' charge that WMAL-TV was guilty of "shocking and blatant" racial discrimination in employment on the basis of statistics furnished by the licensee. These show that as of May 27, 1969, 15 of the station's 223 employees were black and that 11 were "professional, technical or office workers." Since then, the number of black employees is said to have risen to 22 full time and two part time. The commission found no pattern of substantial failure to afford equal employment opportunities.

Another charge rejected by the commission—and one of the most serious leveled by the petitioners—was that, in an initial ascertainment-of-community-needs survey, the station not only did an inadequate job but misrepresented the nature of its association with some black leaders in the community.

"We do not interpret the licensee's use of the phrase 'close personal association' in describing its relationship to community leaders as meaning the licensee is personally associated with each leader or is necessarily close to each leader listed," the commission said. "Likewise, we do not read the licensee's description of its association with community leaders as representing a 'daily and continuing activity' to mean that the licensee contacts each leader every day."

The commission added that, on the basis of the station's submissions, "we are satisfied that the applicant, in this instance, made and was making an earnest effort to contact every segment of the community it serves for the purpose of preparing program material designed to meet the needs and problems of that community."

The commission based its conclusion in part on a thick amendment to its application that WMAL-TV filed five months after all other pleadings had been submitted. The amendment contained additional information on the ascertainment question, and resulted, WMAL-TV said, from the commission's

Another challenge to format change

Some citizens in Syracuse oppose transfer of FM if classics are abandoned

Classical-music lovers are providing fresh evidence that their feelings are not to be tampered with when stations playing their kind of music change hands. First it was a long-hair group in Atlanta that went to court in a successful effort to block the sale of the city's only classical music stations, WGKA-AM-FM, to a buyer that proposed abandoning that format (BROADCASTING, Nov. 2, 1970). Now it's the sale of WONO(FM) Syracuse, N.Y., that city's only classical-music station, that is in jeopardy.

The proposed new owner of the station, Houston Broadcasting Inc., is said by its attorneys to be the victim of a "misunderstanding." But it appears that unraveling the misunderstanding is only the first task confronting Houston.

There had been no objections from the station's listeners when Sentinel Heights FM Broadcasters Inc. announced plans to sell the station to Houston, licensee of WPAW(AM) Syracuse, even though Houston said it would reduce the classical music programming by two-thirds. The station would continue to broadcast classical music from 7 p.m. to 1 a.m. nightly.

Accordingly, the FCC's Broadcast Bureau, in a routine action, approved the \$79,000 sale, on Dec. 31, 1970.

But then, reports began circulating in Syracuse that Bruce Houston, principal owner of the proposed licensee, had made it clear he intended to eliminate all classical music from the station's programming and to devote the station entirely to Montovani-type offerings, despite his representations to the commission and the public. He was said to have been motivated by a study indicating that classical-music programming would not be profitable.

A group of the station's fans promptly pulled themselves together into The Citizens Committee to Preserve the Present Programming of WONO(FM), and contacted a public-interest law firm in Washington, the Stern Community Law Firm, with instructions to block the assignment, which was not yet final.

One of the firm's lawyers, Tracy Westen, a former legal assistant to Commissioner Nicholas Johnson, filed a petition with the commission. It asked the Broadcast Bureau to reconsider its grant and either deny the application, on the grounds that Houston had misrepresented its programming proposals to the commission and had not adequately

surveyed the community's needs for classical music programming, or designate the application for hearing.

The petition was supported by affidavits from seven persons, five of them claiming Mr. Houston had told them of his change in plans. One of the five was provided by Henry Fogel, 50% owner of Sentinel Heights, who was to have been retained by the new owner as program director for classical music.

However, a new element was injected into the controversy last week. In discussing the matter with BROADCASTING, Mr. Fogel said Mr. Houston had written him that, "just to set the record straight," WONO would indeed broadcast classical music from 7 p.m. to 1 a.m. nightly. He said the letter was written Jan. 27, the day before the committee's petition was filed.

And Mr. Houston's Washington attorneys said that the controversy was the result of a "misunderstanding," that Mr. Houston contemplated no change in his programming proposals.

One of the attorneys, Robert Booth, suggested the misunderstanding might have arisen from talks Mr. Houston had with advertisers in an effort to determine why the station had been doing poorly financially. The advertisers, Mr. Booth said, expressed the view that the station's classical-music format was to blame.

"It's possible for people on the basis of limited information to reach the conclusion they did," Mr. Booth said. "But at no time did Mr. Houston intend not to carry out his proposals." He noted that Mr. Houston has purchased equipment and tape services to implement a classical-music format.

However, the committee made it clear last week that it would no longer be satisfied with Mr. Houston's assurance that he intends to adhere to his proposals. The committee "believes that WONO(FM) should be preserved as a full-time classical music facility," Mr. Westen said in a second petition.

The members of the committee, he

said, had "acquiesced" in the proposal to eliminate two-thirds of the station's classical music programming "because they were unaware of the unanimity and depth of support for this programming among other members of their community, and unaware of their legal ability to oppose such a format change"—as was demonstrated by the Atlanta group.

Now, Mr. Westen said, they are aware of both.

Tijuana turns down show on 'Chicano'

ABC's *The Smith Family*, starring Henry Fonda, was dropped from the schedule by XETV(TV), the network's affiliate in Tijuana-San Diego. Julian M. Kaufman, vice president and general manager, said the episode, titled "Chicano" and dealing in part with a militant Mexican-American, was not carried because it might violate a Mexican law that prohibits the broadcasting of any subject matter the government considers inflammatory or contrary to public order and control.

Mr. Kaufman, said that in the 15 years XETV has been affiliated with ABC, he was hard pressed to remember the station ever refusing to carry a show for that or any other reason. He added that the network normally provides shows to the station on an advance basis so they can be cleared with the Mexican government. An ABC spokesman said in New York that he was not aware of any request by XETV to preview the "Chicano" episode. The network spokesman said it is not policy to preview except when the standards and practices divisions foresee problems.

Ski meet goes national

More than 50 stations in the U.S. have been lined up for the American Tele-sports Network's 90-minute live coverage of the World Cup ski championships from Heavenly Valley, Calif., on Feb. 27 (BROADCASTING, Jan. 25).

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How to live with prime-time rule?

Most stations will find respite in waiver of off-network fare, features, says McGannon

A survey of TV stations in the top 50 markets indicates a substantial number expect in the 1971-72 season to program off-network shows or re-position news or other programing to fill nightly half-hours opened up by FCC's prime-time access rule.

The stations—some 150 affected by the prime-time access rule in the top-50 markets—were questioned by Westinghouse Broadcasting Co., group owner and program distributor and a leading advocate of the rule. According to WBC, the survey was "private." It came to light last week during a broadcast on WNYC-TV New York, a noncommercial UHF operated by the City of New York.

Donald H. McGannon, president of Westinghouse Broadcasting, appeared on a panel on the *All About TV* program in a discussion of the prime-access rule. Also on the show were Richard A. R. Pinkham, senior vice president, media and program services, Ted Bates & Co.; Corydon B. Dunham Jr., NBC vice president, and Edward Bleier, vice president, Warner Brothers Television. Steven H. Scheuer, editor of *TV Key*, was the host.

Mr. McGannon said that the survey indicated 80% of the stations said they would utilize off-network series or re-position news or other program fare



Mr. McGannon

—in view of the FCC waiver until Oct. 1, 1972, of its ban on stations' use of off-network programs and feature films in the periods vacated by the networks.

Mr. McGannon said that 10 years ago either 7:30-8 or 10:30-11 were traditionally local-time periods and that in 1958 there were 28 program producers supplying first-run shows but

that now there are none, since networks have expanded into those time periods.

He said he was aware that the path to local and/or more diverse or innovative programing was "not easy—there is a rigidity in the business" and that the change was being effected at a time of a depressed economy along with cigarette losses and sale of shorter commercials. He said all these factors serve to "cloud the situation" as to whether "this [FCC's change] will go or not."

Mr. McGannon said he found that while there may be "obstacles to progress," effectiveness will depend on the "industry will to make it work" and that he could see networks nevertheless continuing to profit, agencies selling to clients and stations doing well.

Mr. Bleier said the rule "cannot work in practice" and that the current outlook for stations accommodating to the rule without extensive local programing was "predictable." He also said viewers will end up with more commercials in station programing as against the three-commercial limit in a network half-hour.

Panelists agreed during the telecast that the pending motion-picture company suit against the networks, seeking to remove them from program production, would have little or no effect in diversifying production sources.

Also during the show, Mr. McGannon said that the David Frost program syndicated by Westinghouse was "still in the red" after 19 months, a situation, he said, underscored by the current economics in the business and station reluctance to buy. Mr. Dunham wondered

New rule is seen curbing specials

But TV network program heads foresee no deep cuts in program budgets

The three program chiefs of the television networks last week added their voices to predictions that the FCC's prime-time access rule will result in a reduction in the number of specials they program.

The executives also told their audiences of broadcasters and advertisers in a panel session of the International Radio and Television Society in New York that while there will probably be some budget cutting for program development, it is unlikely to be of a serious nature.

The panel was made up of Fred Silverman, vice president-programs, CBS-TV; Mort Werner, vice president, programs and talent, NBC-TV, and Marty

Starger, vice president, network programming, ABC-TV.

Mr. Silverman thought "there probably would be no need to create as many pilots" because of the rule. Mr. Werner, however, said he did not think it probable that NBC's program-development budget could be reduced "substantially," noting that NBC was already committed for programing with such stars as Jimmy Stewart and James Garner in the 1971-72 season, the first under the FCC rule.

Mr. Starger acknowledged that if the other networks adhere to their indicated starting times under the rule—CBS at 7:30 but NBC at 8 every night except Sunday—"We will be uncomfortable with our [indicated] start at 8." He said ABC would look at this carefully. Mr. Werner said NBC would give serious consideration to this as well as "all other" factors.

In other areas, the three vice presidents stated that so-called "serious drama" exists in many specials and in various continuing series that entertainment shows were not intended to en-

lighten and inform—that this was the area of news programing—but that in fact many entertainment programs do perform this function to a degree: that a trend to "reality" in network programing will continue, and that it was not true that network shows are structured to appeal to "older people."

Asked to describe what each thought to be the most "unexpected" success during their terms in programing, Mr. Werner picked *I Spy*. The pilot, he said, "was the worst piece of film ever shot" and he was "astounded" when the series became an "instant hit." Mr. Silverman said that when the pilot of *Hee Haw* arrived at CBS, he thought it "was being played backwards" and that the network in New York and in Hollywood had difficulty getting returns from people previewing the show—"nobody stuck around to see the end of the program." That show went as a summer replacement and drew a large audience and subsequently was placed in the regular schedule. Mr. Starger cited the speed with which the *Movie of the Week* became a hit.

—if a quality show such as *Frost*, backed by the “resources of a Westinghouse,” is not viable—how other producers can expect to put a show together and persuade stations to take it.

Mr. Pinkham said commercial television is structured to maximize profits, deplored failure to develop a TV version of the former *CBS Workshop* program and spoke of a need to cater to minority tastes. He acknowledged that given the established patterns of audience viewership today, if the *Great American Dream Machine* (on noncommercial TV) were run on a fourth commercial network, it would not pick up an audience. He said *The Forsyte Saga*, also on noncommercial TV, received only a small share of audience. But, he warned, a vacuum exists because the public is not given a choice. He urged more experimentation, noting the quality of programing remains a chief issue.

Mr. Pinkham said he envisioned the day when “one big programing service” would pool revenues by selling shows on an interconnected basis either on satellite to the home or on a coaxial cable and unilaterally sell the programs to stations. He said this process would encourage a wide diversity of program sources.

Silence from Nixon on press recommendations

White House correspondents awaiting President Nixon’s reaction to the proposals he invited for improving White House news conferences will have to divine it from the President’s actions in dealing with the press corps.

Last month, the *Chicago Daily News’s* Peter Lisagor, president of the White House Correspondents Association, submitted a memorandum containing a number of suggestions for changes in the format of presidential news conferences (BROADCASTING, Jan. 18).

The principal suggestion was that the President meet with reporters weekly—but in only one televised conference out of four. Two of the others would be informal meetings with them; the last, a full-scale untelevised conference.

The memorandum was submitted in response to President Nixon’s suggestion, at a Dec. 10, 1970, news conference, that the reporters offer recommendations for improving communications. He had been under criticism for holding too few meetings with reporters.

But he has yet to comment directly on the proposals. And his news secretary, Ronald L. Ziegler, in a letter to Mr. Lisagor that came to light last week, indicated he is not yet prepared to discuss the proposals either. He said only that the President and he are “pleased” that the reporters “responded seriously” to the invitation for ideas on

improving the news conferences.

The White House reply to the memorandum, he added, “will come mainly in the form of continued efforts to maintain and improve news policies which are of mutual benefit to the public interest, the President and the press.”

Mr. Lisagor had ended his letter with a paraphrase of a Walter Lippmann comment that the presidential news conference, while not perfect, “is ‘not a privilege but an organic necessity’ in our system.” Mr. Ziegler replied to the paraphrase with a comment making clear the President has not softened his frequently stated determination to maintain complete flexibility in deciding how to address the public:

“It is free and open communication between the President and the people that is an organic necessity in our system; that is the end, and the press conference is but one of many means, alternative and complementary, subserving the end.”

Black congressmen shut out by networks

ABC joined CBS and NBC last week in refusing to accommodate the 13 black Democratic congressmen who boycotted President Nixon’s Jan. 22 State-of-the-Union message and then asked the networks for time to respond to the nationally televised address. ABC’s denial of the request set the stage for a possible lawsuit against the networks.

Representative William Clay (D-Mo.), spokesman for the congressmen, had threatened to sue the networks for reply time if ABC went along with CBS and NBC in declining to grant “equal and comparable time at the earliest opportunity” for the black legislators to respond to the President’s speech.

Elmer Lower, president of ABC News, said in a letter to Mr. Clay last week that ABC felt it had discharged its fairness-doctrine obligation by pre-

senting a balanced treatment of the President’s message and affording opportunities for opposing viewpoints to be expressed through its presentation of Democratic spokesmen and other groups in its public-affairs programing.

Essentially the same position was taken earlier by CBS President Frank Stanton and NBC President Julian Goodman (BROADCASTING, Feb. 1).

Lower hits embargo on Laos border operation

Elmer W. Lower, president of ABC News, criticized the embargo placed on U.S. newsmen in the Laotian-South Vietnamese border areas last week.

Addressing the Lutheran Council of the United States of America’s communications conference in New York last Thursday (Feb. 4), Mr. Lower said the embargo put American newsmen “in the unhappy position of getting our information from the not overly reliable Tass and from the Japanese news agency Kyodo, as well as from domestic spokesmen for the Pentagon and State Department.”

The networks would have felt more secure, Mr. Lower said, if they could have used reports from their own men in the area.

Claiming the embargo served virtually no purpose, Mr. Lower said information about the joint U.S. and South Vietnamese operation had gotten to the public from sources other than American newsmen there.

He discussed the hazards facing U.S. newsmen in trying to bring coverage of world events to Americans. “In the last five years, five ABC News people have been wounded in Vietnam,” he said, and within the last year, two have been held captive, one by the Viet Cong, the other by Arab guerrillas in Jordan. Both were released, Mr. Lower added. Other hazards, he said, were limits to freedom of access, censorship, and of course, the physical danger.

Despite this, Mr. Lower said news-

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men will continue to fulfill their primary obligations, "to observe, evaluate, report and comment upon not what people want to hear, but what they must hear to keep this society alive and free."

NBC adds up the hours family puts in at tube

Average family viewing this past fall (October-December 1970) totaled more than 11 hours per day, according to Nielsen data circulated last week by NBC Research.

NBC explained that the average person in a household last fall viewed three hours and 33 minutes per day, and since there are approximately 3.12 persons living in these homes, the average family viewed a collective total of 11 hours and five minutes per day.

Another NBC Research report based on Nielsen figures said the average household in the U.S. used its sets five hours and 56 minutes per day in 1970, as compared with five hours and 50 minutes in 1969, and five hours and 46 minutes in 1968.

Busy agenda for Lutheran Television

Lutheran Television, encouraged by the success last Christmas of its animated half-hour color TV special, *Christmas Is*, expects to release the show again next season and may add another special in either the Easter or Thanksgiving holiday periods.

Martin J. Neeb Jr., executive director of Lutheran TV, said that the church organization had totaled clearances on 255 TV stations and on 21 cable systems last season. In October 1970, he had predicted that total would reach 187 stations and 10 cable systems (BROADCASTING, Oct. 5, 1970).

He said that next season the station list would be expanded both domestically and overseas, and that the program probably would be offered with exclusivity in each market in the U.S. Mr. Neeb also said that the church sought two or three national sponsors and that a TV network has given the church "unofficial clearance" for a showing of the special.

Report points up dominance of MOR

More hours of the broadcast day are filled with middle-of-the-road music than any other kind, a survey has shown.

The musical format that occupies most of the hours of the day on most of the stations, according to the National Association of Broadcasters and the Recording Industry Association of

America, which co-sponsored the survey, is MOR. Eighty-two percent of the stations reporting said they played MOR music sometimes during the broadcast day, and 48% of the total hours of all music played by stations responding to the survey was the same.

Other significant musical formats in descending order are country-western, rock and contemporary.

The survey was launched last year for the purpose of giving the recording industry a fix on station formats and personnel. Also requested were comments by station management on how they were being served by record manufacturers. Almost 6,000 stations were questioned, but only 2,500 responded. Late last month, a follow-up survey was mailed to those stations that had not answered.

The questionnaire asked whether stations played albums, 45's or both; how they obtained recordings, number of hours daily each type of music is played, which record representatives are in contact with them and whether any difficulties are encountered with recording companies.

It is the plan of the NAB and RIAA to furnish each station with cards to be mailed to the NAB when format changes take place, or when there are personnel changes. This information will be forwarded to RIAA.

The results of the survey, extrapolated to relate the findings to 6,369 stations:

Type Music	Total Stations Reported	% of Type Play	Total Hours Reported	% of Total Hours
Middle-of-the-road	2,071	82.5	21,116	48.5
Country-western	1,414	56.4	8,151	18.7
Contemporary	356	14.2	3,628	8.3
Rock	992	39.5	6,081	13.9
Black/Soul/R&B	220	8.8	942	2.2
Jazz	285	11.4	686	1.8
Classical	457	18.2	1,274	2.9
Religious/gospel	390	15.5	960	.9
Ethnic (Other than black)	131	5.2	379	.9
Misc. (comedy, band, etc.)	16	.6	17	—
	6,369		43,516	

Transmedia sets up mobile equipment firm

Transmedia Mobile Video Inc., New York, has been formed as a new wholly owned subsidiary of Transmedia International Corp., also New York, it was announced last week. The new subsidiary, according to TIC, is the largest independent supplier of color mobile teleproduction equipment in the world.

Robert Craver, vice president of the parent company, is president of the new unit.

Other Transmedia subsidiaries are: American Telesports Network; Transmedia Production Services Inc., a videotape, post-production operation; and MediaMasters, suppliers of original American art.

WB-TV offers new film package

Volume 16, which consists of 30 off-network motion pictures, has been released by Warner Bros. Television, Burbank, Calif.

Included in the package, all first-run off-network, are "55 Days at Peking," "Seven Days in May," "Can-Can" and "Take Her, She's Mine." Of the 30 features, 22 are in color.

The announcement of the new packages was made during a special three-day domestic meeting of Warner Bros. Television sales directors at company headquarters.

NCTA probes extent of local origination

The National Cable Television Association is now attempting to correlate some tangible information on the program-origination capabilities of local systems in the industry. A questionnaire was mailed last week to nearly every CATV system in the country with specific data requested to determine the current status of cablecasting within the industry.

Donald Tavernier, president of NCTA, who strenuously encourages local origination, stated: "The key to thawing the current industry freeze is local expression through program origination. NCTA must know what is being done in the way of local origination if it is to effectively combat the freeze situation."

CATV systems of 3,500 or more subscribers must begin locally cablecasting by April 1, according to FCC rules, although the commission has stated that systems with less than 10,000 subscribers may request a waiver of that rule and need not begin cablecasting until that waiver is acted upon (BROADCASTING, Jan. 25).

Mr. Tavernier said that FCC decision might possibly be used by cable opponents. "NCTA must have hard facts to illustrate the picture which shows that CATV systems are doing a creditable job of serving their communities through program origination even while they are not required to do so," he said.

NCTA requested cable operators to return the questionnaire as soon as possible so that it could determine the current status of local origination and "intelligently represent the cable television industry before the FCC and Congress."

The questionnaire asks specifics on equipment, advertising, amounts and types of programming, and whether there are any leased channels on the system.

Wells minimizes FCC role in news

He says it should not —and normally does not— get involved in this field

The FCC should in most situations resist any temptation to regulate broadcast journalism because it is an area that is—or should be—ultimately the responsibility of the newsmen.

That was the point FCC Commissioner Robert Wells made in an address last Friday (Feb. 5) before the annual seminar of the Northwest Broadcast News Association in Minneapolis.

Commissioner Wells said the government "must be constantly aware of the line between appropriate areas of inquiry and action and those areas in which the government has no business." "When matters concerning news are be-

fore the commission," he added, "I always start from the premise that we should probably not be involved."

The fairness doctrine has worked well to prevent licensees from advancing their own views to the exclusion of others, he said, but if the doctrine is administered without restraint it could inhibit news presentation.

"In these sensitive areas we must avoid second-guessing the newsmen on the fairness of his coverage as much as possible, and defer to his journalistic judgment," the commissioner said.

Although some say the idea of fairness is simplistic "the answer is not to dump the fairness doctrine, but to administer it flexibly. A review of the fairness cases will show that tremendous discretion has been left to the licensee," he said.

If a journalist does his job with any respect for the ethics of his profession, "I think he could safely ignore the FCC," Commissioner Wells said. He added that the recent complaints by

newsmen about the FCC concern him "because I think that some of the criticism implies that there is more to fear from us than is actually the case. I fear that some may use the FCC as an excuse for not doing their jobs. I will always be skeptical of any journalist who says that he is not aggressive because of the FCC. I think the facts will show he has little to worry about."

The best things that have come out of broadcast journalism have not been the result of any government regulation, but of "the creativity and journalistic responsibility of those in the media," he said.

Commissioner Wells told the news group that it is probably impossible to be totally objective because "the only way one can be totally objective is to be totally ignorant. With knowledge comes ideas, bias and prejudice.

"All that can be asked is fairness," he said. "It is not an impossible task, but it is one that demands your concentrated efforts and continued vigilance."

Soon 'Sesame Street' will span the globe

Sesame Street, noncommercial TV's award-winning program for preschool children, is now being shown in Ghana, Liberia and Ethiopia. It is also scheduled to be telecast in Nigeria, Sierra Leone, Zambia, Kenya, Uganda and Mauritius, according to Michael Dann, vice president of the Children's Television Workshop, which produces the program.

Television International Enterprises, a London-based firm, is representing the workshop in placing the program in English-speaking countries in both Asia and Africa, Mr. Dann said. Later this year, he added, the series is expected to be shown in both the Middle and Far East.

Mr. Dann also said the Philippines, Singapore, Thailand, Hong Kong and Taipei all have ordered the program through T.I.E. as have Malta, Gibraltar, Southern Ireland and Saudi Arabia.

The workshop is preparing the first foreign-language version of the series, Mr. Dann said, probably in Spanish for distribution in Latin America. This project still is in the planning stage.

FM to tie with brokers in transmission try-out

The FCC has authorized an experiment to determine the technical feasibility of distributing stock-market data by radio teletype on a subcarrier frequency of 41 khz. The guinea pig in the experiment is WHBI(FM) Newark, N.J., which will be transmitting stock-market

data to brokers' offices in the New York City financial district for a 60-day trial period.

Ultronic Systems Corp., a subsidiary of Sylvania Electric Products, is perfecting the technique and will be responsible for the installation of the system. In its action last week, the commission noted that the experiment will involve the use of standard equipment normally used in wireline teleprinter operations.

The authorization, by a 4-to-1 vote, was made subject to the conditions that all tests be conducted under the technical supervision of Cosmopolitan Broadcasting Corp., licensee of WHBI, on a noncommercial basis. The commission said the experiment will be undertaken without promotional announcements relating to the test program. Maintenance of compatibility with existing receiving equipment and observance of main channel and subcarrier technical standards also were conditions to the authorization.

Other conditions prohibit interference to the authorized transmissions of other FM stations and require that on conclusion of the test program, a detailed report be submitted to the commission covering the technical aspects of the experiment.

The commission added that successful completion of the experiment need not guarantee a rulemaking to provide the service on a regular basis.

Again CBS covers NIT

For the sixth straight year, CBS-TV will carry the championship game and the first-round contest of the 34th an-

nual National Invitation Tournament basketball games live from Madison Square Garden in New York. The first-round game will be presented Sunday, March 21, and the championship game Sunday, March 28, both 1-3 p.m. EST. Sixteen college teams will compete in the tournament and for the first time teams from the Ivy League and the Big Ten are eligible to compete.

Changing Formats

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

■ WIBM(AM) and WBBM(FM) both Jackson, Mich.—Booth Broadcasting Co., effective Jan. 25, switched from top 30 contemporary format to "up-beat" middle-of-the-road music from 5 a.m. to 7 p.m. with rock programed at night. Former modern country format on the FM facility has been dropped, and the stations will simulcast their programming. In conjunction with the new format, John Casey, station manager, said WIBM has joined ABC's American Information Network, and is emphasizing local news coverage with the addition of 15 daily reports.

■ KBKW(AM) Aberdeen, Wash.—Quincy Valley Broadcasters, effective March 1, will change from a middle-of-the-road station to a country music station. Don Downing, vice president and general manager, said KBKW has been experimenting with country music over the past year and added that "KB

Kountry" was the "only way to go." Mr. Downing said KBKW will continue to broadcast games of the National Basketball Association's Seattle Super Sonics and will continue with the ABC Information Network service. KBKW is full time on 1450 khz with 1 kw day and 250 w night.

Program notes:

Producer in pouch ■ James C. Krayer has been named producer of CBS-TV children's program, *Captain Kangaroo*, aired weekdays (8-9 a.m. EST). Mr. Krayer joined network in 1967 as general program executive, and in 1968 was appointed director of production.

Another go for Garner ■ New James Garner series scheduled for NBC-TV for the upcoming season will be called *Nichols*, according to the network and Warner Bros., which produced the program. Mr. Garner will play title role in Western comedy-drama, taking place in the early 1900's. Series of 24 one-hour episodes is one of six products Warner Bros. is preparing for network television in 1971-72.

New from Four Star ■ Four Star Entertainment Corp. has placed into worldwide syndication (excluding Canada) half-hour TV series, *Toward the Year 2000*, which examines new life styles, technological advances and scientific developments. Series, offered for fall release, features such experts and personalities as consumer advocate Ralph Nader, heart-transplant surgeon Dr.

Denton Cooley, astronaut Pete Conrad, economist John Kenneth Galbraith and historian Arnold Toynbee.

Saddle sores ■ Public Broadcasting Service affiliates begin broadcasting 10-part series on Feb. 15 tracing development of Western movies as cinematic art form. Series, *They Went That'a Way*, was produced by noncommercial WMVS-TV Milwaukee. Examination of movies will include discussion and film excerpts of cowboy heroes Ken Maynard, Hoot Gibson, Tom Mix, William S. Hart and others.

New location ■ Olas Corp., New York TV program distributor, has a new address: Beekman Tower, 49th Street and First Avenue, New York 10017. Telephone: (212) 355-7300.

One for the gals ■ Val-Donn TV Developers Ltd., New York last week announced plans to venture into TV production field, with newly created weekday "woman's series" to consist of 10 different half-hour TV shows. Advertisers would be able to purchase one program for three year ownership.

Network program guide ■ Avery-Knodel Inc., New York national sales representative, has issued its 1970-71 mid-season television network guide. The guide, which shows network programs Monday through Sunday 7 a.m.-1 a.m. NYT has been published twice annually since 1962. Copies are available through any of A-K's eight offices.

Outdoor hints ■ Alan Sands Produc-

tions, New York, radio program syndicator, is offering for spring and summer programming two recorded radio series, *Boating Tips* and *Miracle Gardening Tips*. Each series includes 260 45-second features. For information write to Alan Sands Productions, 565 Fifth Avenue, New York 10017.

Cartridge TV rights ■ Lewron Television Inc., New York, will acquire cartridge TV rights to all TV programs it co-produces with clients, in order to build up a library of material. Ron Spangler, Lewron president, said he is also holding talks with cassette companies on development of software for systems.

Culver City outlet ■ MGM Television, New York, is establishing a video-tape facility at Culver City, Calif., for production of game shows, series, specials and commercials for rental to independent companies. Tape center is scheduled to go into operation in February with production of an MGM pilot show.

On inflation ■ Committee for Economic Development, New York, is making available 16mm, 27-minute color film that uses a variety of techniques, including animation, documentary and original music, to dramatize inflationary process. Film is titled "Inflation!" Information can be obtained by writing: Films, Committee For Economic Development, 477 Madison Avenue, New York 10022.

Promotion

WWJ receives Pioneers' 11th annual Mike award

WWJ(AM) Detroit, which celebrated its 50th anniversary last year, was honored with the 11th annual Broadcast Pioneers Mike award at New York's Pierre hotel last week (Feb. 1).

Proceeds from the banquet in WWJ's honor are used in the work of the Broadcasters Foundation, an adjunct of the Broadcast Pioneers.

Among those taking part in last week's ceremony were Charles H. Tower, Corinthian Broadcasting and president of Broadcast Pioneers; Senator Robert P. Griffin (R-Mich.); FCC Commissioner Robert Wells; Detroit Mayor Roman S. Gribbs; NBC President Julian Goodman; Vincent Wasilewski, president of National Association of Broadcasters; Peter B. Clark, publisher of the *Detroit News*, and Nat A. Sibbold, station manager, WWJ-AM-FM. Entertainment was provided by the

University of Michigan marching band and by U of M's Friars of the men's glee club.

Highlight of the evening was presentation of a replica of a pioneer microphone to Don F. DeGroot, general manager of WWJ-AM-FM-TV Detroit, by Joseph E. Baudino, senior vice president of Westinghouse Broadcasting Co. Mr. Baudino is president of the Broadcasters Federation.



Messrs. DeGroot (l.) and Baudino

Promotion tips:

Religious promotion ■ The United Presbyterian Church, New York, in joint sponsorship with United Methodist Church is offering three new TV spots based on the life of Jesus Christ to networks and local stations. Two 60-second and one 30-second spots, filmed in Israel by EUE/Screen Gems, New York, are part of multi-media campaign that includes radio and TV specials. Purpose of campaign is to call attention to Jesus and to show relevance of his teachings. British actor Tim Hardy portrays the part of Jesus while other characters are played by Israeli actors.

Broadcast news awards ■ Entries are now being received for the 24th annual broadcast news awards competition of the Radio-Television News Directors Association. The deadline is March 1 and entry blanks may be obtained by writing: RTNDA Awards, 211 East Grand, Chicago 60611.

ATC revenues rise 19% in first fiscal half

American Television & Communications Corp., Denver-based group CATV operator, reported record profits and revenues for the first half of its fiscal year.

Total revenue rose 19% from the comparable period last year, according to ATC President Monroe M. Rifkin. Mr. Rifkin noted that the firm has now gone through four successive profitable quarters (BROADCASTING, Dec. 7, 1970). He said that his earlier projection of the firm's fiscal-1971 net income has been slightly exceeded by the first-half returns.

ATC also announced its acquisition of the remaining 50% interest in Florida TV Cable Inc., for \$4 million, from Jerrold Corp., a subsidiary of General Instrument Corp. Florida TV Cable operates two systems in Melbourne and Ormond Beach, both Florida, serving more than 23,000 subscribers.

For the six months ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.05	\$ —*
Revenues	4,603,839	3,875,535
Net income	294,331	(21,060)
Cash flow	1,694,069	1,236,738

*Earnings per share not reported because preferred dividends exceeded net income.

Company reports:

Cox Cable Communications Inc., Atlanta, last week reported a 12% increase in revenues but a decline in profits for the year.

J. Leonard Reinsch, chairman of the company, said two major factors adversely affected earnings. These were the expected operating loss from the Lubbock, Tex., system, acquired by Cox in July 1970, and expenses associated with extensive sales campaigns conducted in a number of the company's systems.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.34	\$ 0.37
Operating revenues	10,546,200	9,399,605
Net income	1,203,350	1,306,525
Shares outstanding	3,550,522	3,548,685

Scripps-Howard Broadcasting Co., New York, station group owner, reported earnings and revenues were at an all-time high. For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 2.01	\$ 1.80
Net operating revenues	23,168,424	22,201,474
Income before federal tax	9,848,932	9,559,395
Net income	5,193,082	4,646,918

Pacific and Southern Broadcasting Co., New York-based group broadcaster, reported a 29% increase in profits on a

14% increase in gross revenues for the year ended Dec. 31, 1970:

	1970	1969
Earned per share*	\$ 0.80	\$ 0.63
Net income	1,304,696	1,015,084
Gross revenues	13,966,365	12,286,055
Average shares outstanding**	1,627,000	1,624,000

*Diluted per share figures are 68 cents for 1970 and 52 cents for 1969.
**Diluted figures are 1,930,000 shares for last year and 1,971,000 shares for 1969.

Columbia Cable Systems Inc., Westport, Conn., multiple-CATV owner, reported record earnings for the first quarter of fiscal 1971, ended Dec. 31, 1970:

	1971	1970
Earned per share	\$ 0.10	\$ 0.08
Revenue	954,000	788,000
Cash flow	348,000	285,000
Net income	97,000	74,000

Adams Russell Inc., Waltham, Mass., parent of group-CATV owner Aurovideo Inc., reported increases in sales and profits for the three months ended Jan. 3:

	1971	1970
Earned per share	\$ 0.07	\$ 0.10
Net sales	1,794,000	1,574,000
Net income	83,000	(119,000)
Shares outstanding	1,250,000	1,191,000

Note: 1970 figures restated to reflect pooling of Parisi Associates Inc. and WYTV Inc., acquired Jan. 30 and Nov. 13, 1970, respectively.

Gaynor and Co., New York, publicly owned communications firm, including advertising and public relations activities, reported improved earnings for the three months ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 0.03	\$ 0.04
Gross billings	4,393,000	5,484,007
Commissions and fees	658,950	811,783
Net income	43,539	(56,412)
Shares outstanding	1,357,225	1,370,025

Cohu Electronics Inc., San Diego, Calif. reported a loss of over \$312,000 for its fiscal year ended Dec. 31, 1970. William S. Ivans, president and chief executive officer, said 1970 operations were affected by "reduced purchasing of capital goods," but added Cohu was experiencing higher incoming order levels at year-end. Firm announced regular cash dividend of 10 cents per share in December.

During Cohu's fiscal year an offer for 100,000 shares of its stock was tendered. Tender offer was concluded Jan. 30 but was only partially successful (BROADCASTING, Jan. 4). Tender offer yielded 40,000 shares of stock in the broadcast equipment manufacturing company. CEI held 130,000 shares previously and now controls 12% of the outstanding stock. However, a lawsuit filed in San Diego federal court by Cohu prior to the expiration of CEI's tender offer is continuing. Mr. Ivans noted that the suit was challenging the acquisition of the first 130,000 shares of Cohu stock by

CEI. Basis of suit centers on recently passed amendments to the Bank Holding Co. Act of 1956 which states that "no bank holding company shall . . . acquire direct or indirect ownership or control of any voting shares of any company which is not a bank." CEI gained control of Southern California First National Bank, San Diego, in 1967.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	(\$ 0.22)	\$ 0.32
Revenues	7,022,971	9,930,967
Net income	(312,161)	449,357
Shares outstanding	1,401,152	1,400,852

Corinthian arm buys Funk & Wagnalls Inc.

A Corinthian Broadcasting Corp. subsidiary, Standard Reference Library Inc., has acquired the stock and business of Funk & Wagnalls Inc., all New York, from the Reader's Digest Association Inc., Pleasantville, N.Y. The sale price was not disclosed.

Funk & Wagnalls publishes and distributes reference books, including the F&W Standard College Dictionary, Cassell foreign-language dictionaries, Emily Post publications and paperback books.

Standard Reference publishes the F&W Standard Reference Encyclopedia and other home reference works. For the past 29 years, it has been licensed to publish encyclopedias carrying the F&W name. Standard Reference has appointed Thomas Y. Crowell Co. Inc., New York, a Dun & Bradstreet subsidiary, as exclusive distributor for all F&W books sold through the trade.

Corinthian Broadcasting owns and operates television stations in Houston, Tulsa, Okla., Sacramento, Calif., Fort Wayne, Ind., and Indianapolis. Its proposed merger with Dun & Bradstreet is awaiting FCC approval.

Cigarette smoke still clouds market outlook

Most broadcast and related stocks held their own or showed gains during January but a truly healthy market atmosphere still is not expected until the third quarter, according to Wall Street analysts.

Calculations performed by BROADCASTING for the period Jan. 7 to Jan. 28 indicate each category enjoyed a positive percentage change. CATV firms led the field with a gain of 10.89%, while programmers trailed with a rise of 6.44%. The service category moved up by 9.35%, broadcasting stocks showed

an increase of 8.63%, manufacturers moved ahead by 7.98% and the broadcasting-with-other-interests category increased by 7.45%. The average change for all categories of the index was up 8.26%, while Standard and Poor's industrial average showed a comparatively smaller increase of 3.29%.

Analysts generally agree that the industry is having more trouble than was previously expected in replacing the loss of cigarette advertising, and they feel this may have slowed the market con-

siderably during the past month. As one analyst said: "I don't think there will be any aggressive buying until we see some figures that begin to look better and until there are firmer advertising prices."

Cost-cutting by networks is interpreted by the analysts as mainly an emergency procedure, which will save some money. But analysts feel the reduction of rates by networks will have a negative effect on the market during the first quarter. It is predicted that

prices will begin to turn upward during the second period, possibly enjoy even greater gains during the third, while September is the expected date for real benefits to be felt by the industry—thanks in part to FCC's prime-time access rule—for a substantial reduction in the number of minutes for sale.

Financial notes:

■ ABC Inc., New York, last week declared quarterly dividend of 30 cents per share on outstanding common stock

The Broadcasting stock index

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

	Stock Symbol	Exchange	Closing Feb. 4	Closing Jan. 28	% Change Month of Jan.	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	27	27 1/4	+ 3.80	27 1/4	19 3/4	7,073	\$192,739
ASI Communications	O		3 3/4	3 3/4	+76.05	7	1 1/4	1,789	6,708
Capital Cities	CCB	N	35 1/2	33 1/4	+ 6.81	36 1/2	19 1/2	6,061	201,528
CBS	CBS	N	34 1/2	33 3/4	+ 6.32	49 3/4	23 3/4	27,042	909,422
Corinthian	CRB	N	29	28 3/4	- 5.81	33 3/4	19 3/4	3,381	95,953
Cox	COX	N	23	22 1/4	+ 7.85	24 1/4	10 1/4	3,550	78,988
Gross Telecasting	GGG	A	12 1/2	13 1/2	+ 8.00	17 3/4	9 3/4	803	10,841
Metromedia	MET	N	23 3/4	21 1/4	+ 6.80	23 3/4	9 3/4	5,734	123,281
Mooney	O		5 1/4	5	- 7.07	8 1/4	4	250	1,250
Pacific & Southern	O		14 1/4	14 3/4	+15.68	20 1/4	5 1/2	1,536	24,131
Rahall Communications	O		24	26 3/4	+15.05	28 1/2	5 1/2	1,040	27,820
Reeves Telecom	RBT	A	3 3/4	3 3/4	+12.66	15 1/2	2	2,288	7,733
Scripps-Howard	O		24	22 1/2	+11.11	25	14	2,589	58,253
Sonderling	SDB	A	28 1/2	27 3/4	+ 9.33	34 3/4	10 1/4	991	27,500
Starr	SBG	M	12 1/2	12 1/2	+34.77	18 1/4	7 1/2	461	5,592
Taft	TFB	N	33 1/4	28	+14.28	33 1/4	13 1/2	3,712	103,936
Total								68,400	\$1,875,675
Broadcasting with other major interests									
Avco	AV	N	16 3/4	17 3/4	+32.66	25 1/4	9	11,470	\$203,593
Bartell Media	BMC	A	5 3/4	5 3/4	+12.60	14	3 3/4	2,254	12,690
Boston Herald-Traveler	O		28	26 1/4	- 4.55	44	24	574	15,068
Chris-Craft	CCN	N	9	9	+10.70	11 1/2	4 3/4	3,804	34,236
Combined Communications	O		13	12 1/2	+17.59	17	5 3/4	1,945	24,313
Cowles Communications	CWL	N	9	9 1/2	+15.15	10 3/4	3 3/4	3,969	36,661
Fuqua	FQA	N	18 1/2	16 3/4	+18.45	31 3/4	7	6,401	108,049
Gannett	GCI	N	36	36 1/4	+ 9.41	36 1/4	18 1/2	7,117	257,991
General Tire	GY	N	25	23 3/4	+ 2.73	25	12 3/4	18,344	433,469
Gray Communications	O		6 1/4	6 1/4	+ 4.16	7 3/4	3 3/4	475	2,969
ISC Industries *	ISC	A	6 3/4	7 1/4	+18.83	7 1/4	4 1/2	1,628	11,608
Lamb Communications	O		2 3/4	2 3/4	+35.21	6	2	475	1,368
Lee Enterprises	LNT	A	22 1/4	20 3/4	+ 5.06	22 1/4	12	1,957	40,608
Liberty Corp.	LC	N	22	22 3/4	+17.78	22 3/4	13	6,744	150,931
LIN	O		9 3/4	9 1/2	+35.71	11 1/2	3 3/4	2,244	21,318
Meredith Corp.	MDP	N	23 1/2	22 3/4	+ 5.19	44 3/4	18	2,744	62,783
Outlet Co.	OTU	N	18 3/4	16 1/2	+12.78	18 3/4	10	1,342	22,143
Post Corp.	O		12 1/2	12	+15.00	17 1/2	8	713	8,556
Ridder Publications	O		21	22 1/4	+20.27	22 1/4	9 1/4	6,217	138,328
Rollins	ROL	N	32 1/4	30	+12.14	40 3/4	19 3/4	8,053	241,590
Rust Craft	RUS	A	32 1/2	29 1/2	-	32 1/2	18 1/2	1,159	34,191
Schering-Plough †	PLO	N	68 3/4	67 3/4	+15.78	85	55	6,883	463,777
Storer	SBK	N	23 3/4	22 3/4	+ 9.06	30 3/4	14	4,223	95,566
Time Inc.	TL	N	45 1/2	46	+ 7.60	46	25 1/2	7,257	333,822
Trans-National Comm.	O		1/2	1/2	+31.57	4 1/2	1/16	1,000	5,000
Turner Communications	O		3	3	+50.00	8 3/4	2 1/4	1,328	3,984
Wometco	WOM	N	20 1/4	19 3/4	+ 9.05	20 1/4	13 3/4	5,817	114,188
Total								116,137	\$2,878,800
CATV									
Ameco	ACO	A	9	8 3/4	+13.10	16	4	1,200	\$10,356
American Electronic Labs.	AEL	O	4 1/2	4 1/2	+28.57	6 3/4	2 3/4	1,620	7,290
American TV & Comm.	O		19 1/2	20 1/4	+ 2.53	24	10	2,042	41,351
Burnup & Sims	O		27 3/4	26 3/4	+10.85	32 1/4	14	987	26,402
Cablecom-General	CCG	A	14 1/4	14	- 4.31	23 3/4	7 3/4	1,605	22,470
Cable Information Systems	O		2 3/4	2 1/2	-	5	3 3/4	955	2,388
Citizens Financial Corp.	CPN	A	16 3/4	16 1/2	+29.41	17 1/2	9 3/4	994	16,401
Columbia Cable	O		10 1/2	10 3/4	+ 2.38	15 1/2	6 3/4	900	9,675
Communications Properties	O		8 3/4	8 1/2	+17.24	10 1/2	6	1,800	15,300
Cox Cable Communications	O		19 1/4	21 1/2	+ 1.75	25	12	3,550	76,325
Cypress Communications	O		8 3/4	8	+14.28	17 3/4	6	1,879	13,432
Entron	ENT	A	3 3/4	3 3/4	+15.97	8 3/4	2 3/4	1,320	4,792
General Instrument Corp.	GRL	N	41 1/2	20 1/4	+27.51	41 1/2	11 1/2	6,250	126,563
Sterling Communications	O		5	5	+42.85	7 1/4	3	1,100	5,500
Tele-Communications	O		16 1/4	16 3/4	+24.07	16 3/4	8 1/2	2,704	45,292
Teleprompter	TP	A	72	85 1/4	+ 8.76	133 1/2	46	1,161	98,975
Television Communications	O		9 1/2	9 3/4	+23.50	19 3/4	3 3/4	2,897	28,622
Viacom	VIA	N	17	16 3/4	+ 3.05	19 1/2	15 1/2	3,760	63,469
Vikoa	VIK	A	10 3/4	9 3/4	+ 4.22	27 1/2	6 3/4	2,316	21,724
Total								38,840	\$836,327

payable March 15 to stockholders of record Feb. 19.

■ Walt Disney Productions, Burbank, Calif., has declared a quarterly dividend of five cents per share payable April 1 to stockholders of record March 15. Dividend applies to doubled number of shares outstanding resulting from the 100% stock dividend effective Feb. 4. This represents an increase in the dividend from seven and one-half cents per share to ten cents.

Who traded stock in December

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for December (all common stock unless otherwise indicated):

■ Ampex Corp.—R. J. Elkus sold 6,250 shares,

leaving 2,000. C. P. Ginsburg sold 200 shares, leaving 800. W. A. Gross bought 150 shares giving him a total of 2,574; his daughter owns 10 shares. H. Wakelee bought 300 shares. L. Weiland sold 250 class A common shares, leaving 1,200.

■ Avco Corp.—O. F. Grahame family sold 300 shares of \$3.20 cumulative convertible preferred stock, leaving 1,169; Mr. Grahame owns 1,971 shares of such stock.

■ Burnup & Sims (CATV)—C. W. Cox, through trading account, bought 13,894 shares and sold 15,183 shares, leaving 1,139 shares short; Mr. Cox owns 150 shares personally. A. R. Gaudio Jr. sold 1,000 shares, leaving 25,663.

■ Cablecom-General Inc.—RKO General Inc. bought 790,001 shares, giving it a total of 1,894,526 (received in exchange for Video Independent Theaters stock).

■ Chris-Craft Industries—F & M Productions

	Stock Symbol	Ex-change	Closing Feb. 4	Closing Jan. 28	% Change Month of Jan.	1970-71		Approx. Shares Out (000)	Total Market Capitalization (000)	
						High	Low			
Programming										
Columbia Pictures	CPS	N	15%	14½	+17.12	31½	8%	6,150	\$89,175	
Disney	DIS	N	171	157%	+ 4.21	171	89%	6,012	947,672	
Filmways	FWY	A	9½	9½	+21.73	18½	5%	1,754	16,014	
Four Star International		O	1%	1%	—	4	1%	666	919	
Gulf & Western	GW	N	22%	23	+ 7.57	23	9½	14,964	344,172	
Kinney National	KNS	N	29%	29	— 5.33	36	20%	10,469	303,601	
MCA	MCA	N	24%	25	+ 2.54	26	11%	8,165	204,125	
MGM	MGM	N	22%	21½	+25.14	29%	12%	5,883	127,955	
Music Makers		O	3%	2%	+ 9.50	9	2%	589	1,696	
National General	NGC	N	23%	21%	+18.52	23%	9	4,910	106,203	
Tele-Tape Productions		O	1%	1%	+ 7.36	6%	1½	2,183	3,820	
Transamerica	TA	N	17½	17½	+ 6.83	26%	11%	63,630	1,113,525	
20th Century Fox	TF	N	13½	10½	+13.51	20½	6	8,562	89,901	
Walter Reade Organization		O	3	3%	— 3.70	8%	2	2,414	7,556	
Wrather Corp.	WCO	A	7%	7½	— 1.71	10%	4%	2,200	16,500	
								Total	138,551	\$3,372,834
Service										
John Blair	BJ	N	18%	17%	+ 2.89	23½	10%	2,583	\$45,846	
Comsat	CQ	N	58%	57½	+12.74	58%	25	10,000	575,000	
Creative Management	CMA	A	14%	13½	+ 6.00	14	10	1,102	14,601	
Doyle Dane Bernbach		O	23%	23	+ 8.23	24½	13%	1,919	44,137	
Elkins Institute		O	11%	12%	+40.00	12%	9	1,664	20,384	
Foote Cone & Belding	FCB	N	9%	8%	+11.04	12½	7%	2,175	19,031	
Grey Advertising		O	11	10%	+ 2.40	13½	5%	1,207	12,830	
LaRoche, McCaffrey & McCall		O	14	12	+11.62	17	8½	585	7,020	
Marketing Resources & Applications		O	4	2%	—	7	1	504	1,452	
Movielab	MOV	A	3%	3%	+42.01	7½	2	1,407	4,758	
MPO Videotronics	MPO	A	7	6%	—	9%	4%	558	3,421	
Nielsen		O	42	43½	+ 7.40	44½	26	5,299	230,507	
Ogilvy & Mather		O	27%	25½	+ 3.53	27%	14½	1,029	26,240	
PKL Co.	PKL	A	4%	5	+17.64	12%	2½	743	3,715	
J. Walter Thompson	JWT	N	38%	37	+ 3.84	38%	21%	2,746	101,802	
Wells Rich Greene	WRG	A	20%	19%	+19.26	20%	5	1,581	30,640	
								Total	35,102	\$1,141,181
Manufacturing										
Admiral	ADL	N	11%	10%	+22.31	14%	6%	5,158	\$52,670	
Ampex	APX	N	21%	20%	+13.04	48½	12%	10,874	224,331	
CCA Electronics		O	2½	2½	—	5	1½	2,096	52,240	
Collins Radio	CRI	N	19	17%	+18.13	37%	9	2,968	50,842	
Computer Equipment	CEC	A	5%	4%	+ 5.55	12%	3½	2,406	11,429	
Conrac	CAX	N	21½	21%	+35.93	32%	11	1,262	27,449	
General Electric	GE	N	103½	99%	+ 6.39	103½	60%	90,884	9,077,494	
Harris-Intertype	HI	N	60%	59	+ 7.76	75	36%	6,308	372,172	
Magnavox	MAG	N	41%	40%	+ 5.93	41%	22%	16,674	669,128	
3M	MMM	N	101	98%	+ .90	114%	71	56,058	5,500,972	
Motorola	MOT	N	58%	59	+10.28	59	31	13,334	786,706	
RCA	RCA	N	32%	30%	+12.53	34%	18%	68,403	2,069,191	
Reeves Industries	RSC	A	4%	3%	+ 7.14	5%	2½	3,458	12,968	
Telemation		O	12	9%	— 2.64	24	8%	14,040	129,870	
Westinghouse	WX	N	72%	73%	+10.96	73%	53%	40,705	2,986,933	
Zenith	ZE	N	40%	40%	+ 3.21	40%	22%	19,020	763,273	
								Total	353,648	\$22,787,868
						Grand Total		750,678	\$29,842,683	
Standard & Poor Industrial Average			106.00	104.34	+ 3.29%					

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. 28.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
* New entry.
† Merger

bought \$100,000 worth of 6% convertible bonds due 1989 and sold \$100,000 worth of bonds, leaving \$155,000 worth of such bonds.

■ Columbia Cable Systems Inc.—Mrs. P. A. Oberbeck sold 700 shares, leaving her with 300 shares; Mr. Oberbeck, through trading account, bought \$2,086 shares and sold 2,171, leaving 14 shares short; Mr. Oberbeck personally owns 900 shares.

■ Communications Properties Inc.—J. R. Crosby bought 10,000 shares, giving him a total of 149,030; his children own 200 shares. Mr. Crosby also bought \$100,000 worth of 6% convertible subordinate debentures, giving him a total of \$115,100 worth of debentures; his children own \$2,000 worth of such stock.

■ Cowles Communications—J. R. Harrison sold 35,364 shares, leaving 725; R. I. Hume sold 1,350 shares, leaving 100.

■ Creative Management Associates—David Begelman sold 3,688 shares, leaving 119,982. L. M. Rosenthal, through L. M. Rosenthal & Co. trading account, bought 55,582 shares and sold 98,980 shares, leaving none; through his other trading accounts Mr. Rosenthal owns 2,025 shares in one and 525 in another.

■ Doyle Dane Bernbach—L. Epstein sold 500 shares, leaving 600.

■ Filmways Inc.—R. L. Bloch, through partnership, bought 4,400 shares. J. R. Schoemer sold 100 shares, leaving 758.

■ General Electric Co.—R. V. Corning bought 194 shares, giving him a total of 2,352; he owns an additional 89 shares in savings plan. W. H. Dennler bought 727 shares, giving him a total of 4,901. I. L. Griffin bought 1,133 shares, giving him a total of 1,176; he owns 89 additional shares in savings plan. R. B. Kurtz bought 504 shares, giving him a total of 1,649; his family owns 110 shares. R. W. Lewis bought 156 shares, giving him a total of 3,225; his wife as custodian owns 20 shares and he owns an additional 64 shares in savings plan. J. R. Mudge sold 100 shares, leaving 1,056. G. Neumann sold 118 shares, leaving 3,030. D. D. Scarff bought 755 shares, giving him a total of 1,513; he owns 61 shares in savings plan and his wife owns 146 shares. E. L. Stehie sold 266 shares, leaving 601; through savings and security program he owns 77 additional shares; through deferred company account he owns 1,328 shares. H. L. Weiss Jr. bought 1,259 shares, giving him a total of 6,191. J. F. Young sold 100 shares, leaving 3,081.

■ General Instrument—H. Hirsch sold 10,000 shares, leaving 129,053.

■ General Tire & Rubber Co.—J. J. Mulcahy bought 703 shares, giving him a total of 9,785.

■ Gulf & Western Industries—D. L. Fife sold 100 shares of preferred stock, leaving 2,800 preferred

shares; his wife owns 100 preferred shares. O. C. Carmichael Jr. family sold \$113,300 worth of 5½% convertible subordinate debentures, leaving \$6,874,800 worth of such stock; he personally owns \$364,500 worth of debentures; his wife owns \$3,400,000 worth of such stock and his foundations holds \$1,895,300 worth of debentures.

■ Harris-Intertype Corp.—F. C. Suter sold 100 shares, leaving 400.

■ Kansas State Network—M. C. Miller bought 5,000 shares, giving him a total of 20,450. H. P. Thies bought 500 shares, giving him a total of 1,697; his son bought 1,000 shares, giving him a total of 1,000; his wife owns 180 shares; Thies Packing Co. holds 2,700 shares.

■ Kaufman & Broad Inc. (CATV)—L. H. Goldman sold 8,325 shares, leaving 40,425; as custodian he sold 100 shares, leaving 650 shares as custodian. L. J. Grill bought 240 shares.

■ Kinney National Service—C. A. Agemian sold 500 shares, leaving 26,530. A. B. Ecker bought 250 shares, giving him a total of 1,000; his wife owns 50 shares as custodian. S. L. Lewis sold 2,500 shares, leaving 7,500; his wife owns 5,000 shares. S. L. Lewis, through Bear Stearns & Co., bought and sold 25,730 shares of common stock and sold 13,065 shares of convertible preferred series A stock, leaving none.

■ Magnovox—F. N. Shumway sold 100 shares, leaving none.

■ Memorex Corp.—Alger Chaney sold 1,800 shares, leaving 61,000; his wife owns 50 shares and he, through investment firm, owns 45,000 shares.

■ Metromedia—D. H. Fritchen bought 100 shares, giving him a total of 200.

■ Movielab Inc.—P. P. Cardasis sold 300 shares, leaving 1,832.

■ National General Corp.—N. Kates sold 8,000 shares, leaving 20,500. H. A. Lipton bought 5,000 shares, giving him a total of 8,148; his family owns 190 shares and as custodian he owns 700 shares. D. Schwartz, through trading account, bought 56,400 shares, giving him a total of 200,000.

■ Plough—R. L. Jenkins bought 600 shares, giving him a total of 2,000.

■ Post Corp.—J. V. Loewi, through trading account, bought 6,365 shares and sold 5,499 shares, leaving 402 short; he personally owns 600 shares.

■ RCA—Walter Watts sold 7,000 shares, leaving 29,640.

■ Republic Corp.—S. P. Solow sold 300 shares, leaving 37,200. K. G. Morris sold 300 class A common shares, leaving none.

■ Rollins Inc.—E. F. Geiger sold 2,000 shares,

leaving 20,500.

■ Signal Companies Inc.—Mrs. E. P. Ludman sold 100 shares, leaving none; Mr. Ludman owns 536 shares. H. H. Wetzel, through estate, sold 18,200 shares, leaving 73,800 in estate; Mr. Wetzel personally owns 44,094 shares and an additional 4,260 shares in trust.

■ Technicolor Inc.—J. T. McGinley bought 500 shares, giving him a total of 700.

■ Teleprompter Corp.—J. D. Wrather Jr. sold 2,000 shares, leaving 45,000.

■ Television Communications Corp.—A. I. Fleischman bought 200 shares. J. P. Smith bought 200 shares, giving him a total of 300 shares. F. G. Fuqua bought 16,000 shares, giving him a total of 38,000.

■ J. Walter Thompson—J. F. Ball bought 233 shares, giving him a total of 1,333. G. W. Fortinberry bought 900 shares, giving him a total of 2,400. W. F. Meads sold 1,000 shares, leaving 750. D. W. Place sold 100 shares, leaving none. N. H. Strouse sold 500 shares, leaving 15,530; he owns 4,063 shares in trusts. G. T. Wallis bought 100 shares.

■ Transamerica Corp.—J. R. Beckett bought 1,000 shares, giving him a total of 40,705; his family owns 2,050 shares and he owns 897 shares through savings and security plan. B. Bogue sold 30,000 shares personally and 30,000 shares in trust, leaving 60,410 personally and 43,489 in trust. D. G. Leavitt sold 3,002 shares, leaving 3,251; in savings and security plan he owns 848 shares.

■ Vikoa Inc.—C. Hermanowski bought 28,334 shares and sold 1,000 shares, leaving 56,834. S. F. Krantz bought 262 shares, giving him a total of 89,674.

■ Wells Rich Green Inc.—M. W. Lawrence sold 10,000 shares, leaving 215,850.

■ Wometco Enterprises Inc.—F. W. Cary, through companies, bought 2,902 shares, giving him a total of 169,072 held through companies; he owns 25,899 shares personally, 53,423 shares in trusts, 12,247 shares as custodian, 799 in charitable trust and 4,807 in realty firm. H. Fleischman family sold 600 shares, leaving 1,171; Mr. Fleischman personally owns 67 shares, 3,599 shares jointly with wife; Mrs. Fleischman owns 310 shares personally. V. Myers sold 400 shares, leaving 2,801; his family owns 1,439 shares. R. F. Wolfson bought 500 shares, giving him a total of 8,990; he sold 200 shares as trustee, leaving 8,808 in trust; his companies own 23,742 shares and his family owns 2,142 shares.

■ Zenith Radio Corp.—N. W. Aram sold 500 shares, leaving 5,985. J. Kuhajek sold 200 shares, leaving 9,480; his wife owns 1,040 shares. J. S. MacPherson sold 100 shares, leaving 4,370. H. Robertson sold 200 shares, leaving 27,973.

Equipment & Engineering

Regional control of land mobile That's new approach in FCC plan to improve spectrum management

The FCC last week took a step toward what it hopes will be better control of land-mobile radio in "the crowded radio spectrum." It proposed to set up new, regional systems of radio spectrum management, reducing the 20 or more blocks of land-mobile frequencies presently available for allocation to two blocks, and opening the first Regional Spectrum Management Center in Chicago by mid-1972.

What is proposed is an initial frequency-pooling plan that would divide land-mobile frequencies into two categories, the first for use by police and fire radio services, and the second for other land-mobile services, public safety, industrial, land transportation, broadcast

remote pickup, domestic public-land mobile and citizens radio. Part of the spectrum would be maintained as a frequency reservoir.

The proposed changes are necessary, the commission said, because of the rapid growth of private land-mobile communications services. It noted that at the end of fiscal 1970, 300,000 land-mobile systems had been authorized to operate. Its proposals, it added, are designed to deal with the heavy concentrations of land-mobile systems in the larger metropolitan centers, "where there are often critical frequency shortages."

The commission said the regional management concept came from a number of private and government studies, including those prepared by the President's Task Force on Communications Policy, the Joint Technical Advisory Committee and contract studies performed for the commission by the Stanford Research Institute.

Nearly all of the \$925,000 increase

in the commission's fiscal-1971 budget was earmarked for dealing with land mobile (BROADCASTING, Feb. 9, 1970), and almost all of the \$1.25-million increase in the commission's fiscal-1972 allocations for research and planning is to be used to continue the project (BROADCASTING, Feb. 1, 1971).

Chicago will be the approximate center of the first regional spectrum-management area, which will encompass about 96,000 square miles.

The commission added that 10 to 12 regional centers may be required in the future if the regional-management concept is to be applied to all metropolitan areas where there are or will be land-mobile frequency problems.

To implement the program, the commission last week also formally established a Spectrum Management Task Force as a transitional organization to be incorporated into the commission's permanent organizational structure after the development and testing phases of the program have been completed.

More debate on engineer question

CBS, ABES, others express reservations about FCC's proposals

Broadcasters are continuing to endorse the FCC's basic proposal to ease operator requirements for radio stations. However, many believe that some of the commission's specific recommendations are too stringent and would hamper rather than help a station's operations.

The commission's proposed rule would 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, provided stations met certain criteria.

Over 40 broadcasters and other interested parties filed comments on the proposal last week. Most of them were opposed to the requirement that a first class engineer "will be on duty at the transmitter (or remote control point if

authorized) when the station begins directional operation or changes from one directional mode to another." They also objected to the condition that a first-class engineer 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. . . ." Most broadcasters who filed comments two weeks ago had objected to these same stipulations (BROADCASTING, Feb. 1).

In its comments last week, CBS said that requiring a first-class operator to begin or change the directional pattern is "needlessly restrictive and would tend to perpetuate the very kind of restrictive requirements which [the proposal] is designed to eliminate." And, the network added, the commission's goals would be satisfied by merely requiring a first-class engineer to read and countersign the operating log once a day—once every 12 hours, for example.

The Association for Broadcast Engineering Standards pointed out that if licensees comply with another stipulation requiring a station to have a first-class engineer "on immediate call at all times" (including at least one employed full-time and another employed or under contract), there would be no

need for requiring a first-class operator to start or change the directional pattern. A first-class engineer would always be available if technical adjustments are needed, ABES said.

The commission last week extended from Feb. 2 to Feb. 23 the deadline for comments on the proposal, and from March 1 to March 22 the deadline for replies.

The price goes up for GE equipment

The visual-communication products department of General Electric, Syracuse, N.Y., has announced that prices for its broadcast-equipment line increased effective Feb. 1.

The 5%-8% jump over 1970 is attributed to "product-development programs" and the increases are expected to bring prices back to 1969 levels.

The increase is across the board for all GE items. As an example, the PE-250 live-color camera, which in 1966 was introduced at \$70,000; went through a series of changes and in 1970 when it became the PE-400, it sold for \$53,500. The 8% increase will now bring the camera price to \$57,800.

Fates & Fortunes

Broadcast advertising

J. Bernal Quiros, director, marketing plans, American Airlines, New York, appointed director of advertising.

Joseph Sierer, sales manager, Edward Petry & Co., Atlanta, appointed sales manager of CBS Radio Spot Sales there.

Richard D. Mendelson, attorney, formerly in private practice, named VP, treasurer and elected to board of directors, Edward Petry & Co., New York.

Robert F. Jones, account executive, Petry Radio Sales, New York, appointed VP and Eastern regional sales manager.



Robert C. Soderberg, account supervisor, Doyle Dane Bernbach, New York, named VP.

Richard J. Keegan, senior VP and client services director, Tinker Pritchard Wood, New York, named senior

Mr. Soderberg VP and account director, Needham, Harper & Steers, New York.

Byron W. Erck, **Herbert F. Grayson**, **Robert W. Hora**, **Cecil M. Hunt**, **Eugene R. Krymkowski** and **John A. Larsen**, VP's, Cooper, Strock & Scannell, Milwaukee, named to board of directors.

George Gould, national sales manager, KFDM-TV Beaumont, Tex., appointed general sales manager.

Ronald E. Baynes and **Kenn Jacobs**, account supervisors, and **Elmer M. Kern**, production manager, Rumrill-Hoyt, New York, named VP's.

Manual Grossberg, creative supervisor, Warwick & Legler, New York, named VP and associate creative director.

Patricia B. Greenwald, formerly with Interpublic Group of Cos., appointed VP, and director of research, Smith/Greenland Co., New York.

Michael C. Fahn, account executive, WABC-FM New York, appointed general sales manager.

Kent Bosworth, account supervisor, Hoefler, Dieterich & Brown, San Francisco, named VP.

James M. Lozouski, account executive, Jackson-Beacon Associates, Worcester, Mass., joins Communicators Inc., Nashua, N.H., agency, as VP and art director.

Mike Levinton, formerly VP and director of research, Edward Petry & Co., appointed director of creative services, Tele-Rep Inc., New York.

Robert E. Manning, formerly with L.W. Ramsey Advertising Agency, Davenport, Ill., joins Sperry-Boom, Chicago, as production manager.

Frederic S. Miller, formerly with product management, Maxwell House division, General Foods, joins Honig-Cooper & Harrington, San Francisco, as account executive on Levi's.

Rick Kaufman, with KNXT(TV) Los Angeles, joins KHJ(AM) there as research and sales coordinator.

Susan Cohen, TV producer, McCann-Erickson, New York, joins J. Walter Thompson there in same capacity.

Lawrence F. Juliano, research project director, Chirug & Cairns, New York, appointed broadcast planner and buyer.

Jacques Liebhenguth, formerly president NBC Films, New York, elected president, Atwood Richards, media placement firm there ("Closed Circuit," Feb. 1).

Richard McConnell with Clinton E. Frank Inc., Chicago agency, appointed associate creative director.

Michael K. Morris, WKYC-TV Cleveland,

joins NBC Spot Sales, Chicago, as account executive.

Leslie W. Wallwork, director of syndication and associate media director, McCann-Erickson, Los Angeles, appointed media director.

Jim McMullin, with Metro Radio, joins Major Market Radio, Chicago, as account executive.

Daniel Pellettiere, VP and account supervisor, and **William Bowen**, account executive, N. W. Ayer & Son, Chicago, join Earle Ludgin & Co. there as account supervisor and account executive, respectively.

Thomas Guier, sales executive, KSON(AM) San Diego, appointed sales manager.

Dorothy Schwartz, VP and director of network programing, The Marschalk Co., New York, appointed manager, sales planning, NBC Radio there.

Bernie Thompson, marketing manager, WING(AM) Dayton, Ohio, appointed national sales supervisor and marketing manager.

Peter Klode, formerly with Gerald W. Smith Film Productions, Milwaukee TV commercial producer, joins WTMJ-TV there as sales-promotion and merchandising manager.

Joseph Stuart, manager, special TV projects, Compton Advertising, New York, joins Ted Bates & Co., there as executive producer.

Ronald McCulloch, formerly with Foote, Cone & Belding, New York, joins Kenyon & Eckhardt, Boston, as account supervisor.

Media

Richard T. Grimm, formerly TV sales manager, KHVH-TV Honolulu, appointed station manager.

Arthur R. Zweig, with WKBF-TV Cleveland, joins WGCL(FM) there as general manager.

Richard Schappa, local sales manager, WWTV(TV) Cadillac, Mich., appointed administrative assistant to general manager, continuing as local sales manager.

Robert E. Lee, appointed operations supervisor WCFL(AM) Chicago, continuing on-air assignment.

William E. Payne, sales executive, Corinthian Broadcasting stations WISH-TV Indianapolis and WANE-TV Fort Wayne, both Indiana, joins WAOW-TV Wausau, Wis., as general manager.

Stan C. Robinson, news and operations director, WHOK-AM-FM Lancaster, Ohio, appointed manager. He succeeds A. Garen Ferrise who retires.

John Casey, operations manager, WFMK(FM) East Lansing, Mich., appointed station manager WIBM(AM)-WBBC(FM) Jackson, Mich.

Ron Alexander, formerly production manager, KFDM-TV Beaumont, Tex., appointed operations manager.

Tom Read, president, TWR Enterprises Ltd., Spokane, Wash., broadcast consultants, appointed operations manager, KDNC-AM-FM there. He continues as president of TWR Enterprises.

Kenneth J. Garry Jr., account executive, KLNG(AM) Omaha, joins noncommercial WFSU-FM Tallahassee, Fla., as station manager.

Programing

William T. Gossett, partner, law firm of Dykema, Gossett, Spencer, Goodnow and Trigg, New York, and member of board of directors, 20th Century-Fox Film Corp., there, elected chairman of film company's executive committee. **John P. Meehan** controller, 20th Century-Fox, New York, elected VP.

Julian Linde, director of business affairs, Screen Gems, New York, elected VP, business affairs.

Harvey D. Frand, director of research, Warner Brothers TV, Burbank, Calif., appointed general program executive.

Richard S. Reisberg, senior administrator of talent and program administration, NBC-TV, New York, appointed director of entertainment programs, talent and program administration.

Harry Kooperstein, formerly with WUAB-TV Cleveland, appointed supervisor of directors, WRIC-TV San Juan, Puerto Rico. Both are United Artists stations.

Tom Ross, assistant manager, community relations, and producer, WBAL-TV Baltimore, appointed executive producer.

Elmer Alley, production manager, WSM-TV Nashville, appointed program director.

Donald W. Peterson, with noncommercial WISU-FM, University of Nebraska, Omaha, joins noncommercial KYNE-TV there, as producer and director.

Edmund Parsons Jr., assistant production manager, KFDM-TV Beaumont, Tex., appointed production manager.

John Lambis, formerly production manager, WSAR(AM) Fall River, Mass., joins WBT-AM-FM Charlotte, N.C., as creative director.

Don Lark, news editor, WXYZ-TV Detroit, joins WTOP-TV Washington, as associate director.

Arthur W. Shapiro, director of public affairs programing, WHYI-TV Wilming-

ton, Del., appointed program director, WGCL(FM) Cleveland.

Mark Brady and **Timothy F. Buskey**, with WJOY-AM-FM Burlington, Vt., appointed program director, AM and program director, FM, respectively.

News

Robert Mulholland, director, TV news, West Coast, NBC News, Los Angeles, appointed TV producer, *NBC Nightly News*, NBC News, New York. He is succeeded by **Joseph Bartelme**, news director, WCCO-TV Minneapolis. **Ron Handberg**, associate news director, WCCO-TV succeeds Mr. Bartelme. **Irving R. Levine**, on year's leave of absence, returns to NBC News, Washington, as correspondent on economic affairs.

Van Gordon Sauter, news and program director, WBBM(AM) Chicago, appointed executive producer, special news events, CBS News, CBS Radio, New York. He is succeeded by **Dick Etter**, assistant news director, WBBM(AM).

Thomas W. Cheatham, with London bureau, UPI, appointed Tel Aviv bureau manager. **Michael Flynn**, bureau manager, Olympia, Wash., appointed regional executive, Los Angeles. He succeeds **Gordon Rice** appointed regional executive, Detroit. **Gordon Schultz**, formerly with UPI, rejoins as bureau manager, Olympia, Wash.

Charles Cunningham, formerly with WLCS(AM) Baton Rouge, joins WDXB(AM) Chattanooga, as news director.

John C. Dunn, formerly with WHOT(AM) Campbell, Ohio, joins WTCL(AM) Warren, Ohio, as news director.

Doug O'Brien, newsman, WMVR(AM) Sidney, Ohio, appointed news director.

Ken Wilson, formerly sportscaster, KGU(AM) Honolulu, appointed sports director, KHON-TV there.

Temple Sinclair, formerly news director, KFQD(AM) Anchorage, joins KHVH(AM) Honolulu as newsman.

Joseph Daly, newscaster, KTVO(TV) Ottumwa, Iowa joins KCAU-TV Sioux City, Iowa, in same capacity.

Promotion

Linda Goodman, formerly PR director, Rudy Garcia Advertising, Philadelphia, joins WDVN(FM) there, in same capacity.

Tom Hohensee, with Trans-National Communications, diversified company with broadcast interests, New York, appointed director of public relations.

Marilyn Dover, director, radio and TV advertising, Higbee Stores, Cleveland, joins WRIC-TV San Juan, Puerto Rico, as promotion manager.

Equipment & engineering

Leo L. Darrigo, international sales manager, Visual Electronics, New York, appointed marketing manager, Broadcast Electronics Inc., Silver Spring, Md.

F. Russell Ide, formerly marketing manager, broadcast equipment division, Sarkes-Tarzian, Bloomington, Ind., appointed manager, broadcast operations, Telemation Inc., CATV equipment manufacturer, Salt Lake City.

Thomas F. Kenly, manager, systems projects branch, systems laboratory, HRB-Singer Inc., joins C-COR Electronics Inc., State College, Pa., as manager, systems engineering department.

Allied fields



Mr. DeKraker Mr. Ross

Jordan Ross, president and founder of International Digisonics and its wholly owned subsidiary, Talent & Residuals, both Chicago, elected chairman of board and chief executive officer. **Glenn M. DeKraker**, executive VP, Digisonics,

named president and chief operating officer there.

Carol Oughton, formerly associate producer, National Educational Television, Washington, appointed confidential assistant to FCC Commissioner Thomas Houser.

Robert M. Haskey, director of marketing research, National Brewing Co., Baltimore, appointed associate, Harriet Andrews Research Services, there.

Odus Echols Jr., co-owner, KCLV(AM) Clovis, N.M., elected majority whip of New Mexico State Senate.

International

Peter Cary, managing director, Europe, Paramount Television, appointed general manager, Viacom S.A., and executive director, Viacom International Ltd., with offices in London.

Deaths

Richard G. Neice, 37, VP and media director, Knox Reeves Advertising Inc., Minneapolis, died Jan. 24, at Methodist hospital there as result of accidental gunshot wound. He is survived by his wife, Greta Lou, four sons and one daughter.

Henry E. Ringgold, 69, former VP and sales manager Edward Petry & Co., station representative, died Feb. 3 at Key West, Fla. Before retiring in 1955, Mr. Ringgold headed sales first for Petry's radio division and later for its TV divi-

sion. He lived at Key West and also at Scarsdale, N.Y. He leaves his wife, Maureen, and one son.

James S. Bealle, 59, former UPI newsman and VP in charge of radio and TV for Los Angeles Dodgers, died Jan. 30 at West Valley hospital, Woodland Hills, Calif., after brief illness. Prior to joining Dodgers in 1960, Mr. Bealle had been associated with J. Walter Thompson, BBDO and Kenyon and Eckhart in executive capacities. He is survived by his wife, Zona, three daughters and two sons.

W. Wright Esch, 74, founder of WMFJ-FM Daytona and WESH-TV Daytona Beach-Orlando, both Florida, died Jan. 25 at his home in Daytona Beach after lengthy illness. He is survived by his wife, Adelaide.

Henry Dabrowski, 56, chief engineer, WABC-TV New York, died Feb. 1 at his home in Short Hills, N.J., of heart attack. He is survived by his wife, Florence, two daughters and one son.

Art Loel, 64, art director, Warner Bros. studios, Burbank, Calif., died Jan. 30 at Cedars of Lebanon hospital, Los Angeles, of cancer. He is survived by his wife, Fay, and two sons.

Emil A. Sellars, 50, assistant chief engineer, wis-TV Columbia, S.C., died Jan. 28 at Providence hospital there, of heart attack. Mr. Sellars was formerly chief engineer, wbtw-TV Florence, S.C. He is survived by his wife, Pauling, one son and one daughter.

ForTheRecord

As compiled by BROADCASTING, Jan. 26 through Feb. 2, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Office of Opinions and Review in Nampa, Idaho (Snake River Valley Television Inc. and Idaho Television Corp.), TV proceeding, granted petition by Snake River for leave to file reply pleading in excess of ten pages, and accepted Snake River's reply to oppositions to application for review (Docs. 18379-80). Action Jan. 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in Los Angeles (Community Television of Southern California et al.), educational TV proceeding, granted petition by Community Television of Southern California and dismissed its application (Doc. 19099); further ordered, that within 15 days, remaining applicants file affidavits of no consideration and that any party believing issues

have not been rendered moot shall file statement to that effect (Docs. 19099-19101). Action Jan. 28.

Other action

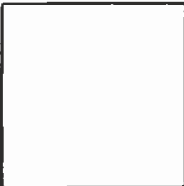
■ Review board in Jackson, Miss., TV proceeding, denied petition by Lamar Life Broadcasting Co., one of five applicants for CP for new TV on ch. 3, Jackson, to enlarge issues to include comparative efforts issue (Docs. 18845-49). Action Feb. 1.

Existing TV stations

Final actions

■ KBSC-TV Corona, Calif.—FCC granted application of Kaiser Broadcasting Corp. for mod. of license to locate main studio for KBSC-TV in Los Angeles. Action Jan. 13.

■ KCST(TV) San Diego—Broadcast Bureau granted license covering permit for alt. main



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Summary of broadcasting

Compiled by FCC, Jan. 1, 1971

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA ¹	CP's			
Commercial AM	4,305	2	16	4,323	60	4,383 ¹
Commercial FM	2,164	0	32	2,196	119	2,315
Commercial TV-VHF	497	2	12	511 ²	103	524
Commercial TV-UHF	161	0	24	185 ²	98	289
Total commercial TV	658	2	36	696	101	813
Educational FM	427	0	13	440	40	480
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

¹ Special Temporary Authorization.

² Includes 25 educational AM's on nonreserved channels.

³ Indicates four educational stations on nonreserved channels.

driver. Action Jan. 22.

■ **WKBF-TV Cleveland**—Broadcast Bureau granted CP to change ERP to vis. 1950 kw, aur. 195 kw; change type ant. Action Jan. 25.

■ **KRIS-TV Corpus Christi, Tex.**—FCC granted request by Gulf Coast Broadcasting Co., licensee, for waiver of rules to permit unattended operation of its TV studio-to-trans. link station KKZ-72 provided that operator is on duty at receiving end of STL circuit and is responsible for required observation and proper operation of station. Action Jan. 27.

Actions on motions

■ **Hearing Examiner Lenore G. Ehrig in Jackson, Miss.** (Lamar Life Broadcasting Co. et al.), TV proceeding, granted petition by Lamar Life for protective order with respect to Civic Communications' further interrogatories; ordered Lamar Life not to answer such interrogatories; dismissed Lamar Life's motion for additional time to respond to Civic's further interrogatories, and granted Lamar Life's motion for clarification as set forth in memorandum opinion and order (Docs. 18845-9). Action Jan. 26.

■ **Hearing Examiner Charles J. Frederick in High Point, N.C.** (Southern Broadcasting Co. (WGHP-TV) and Furniture City Television Inc.), TV proceeding, on request of all parties, scheduled further prehearing conference for Feb. 2 (Docs. 18906-7). Action Jan. 26.

■ **Hearing Examiner Forest L. McClenning in Washington** (United Television Inc. (WFAN-TV) et al.), TV proceeding, granted request by United Broadcasting Inc., and continued Jan. 27 hearing to Feb. 10 (Docs. 18559, 18561-3). Action Jan. 26.

■ **Hearing Examiner James F. Tierney in New York** (WPIX Inc. and Forum Communications Inc.), TV proceeding, granted request by Forum Communications and scheduled hearing conference for Jan. 22 (Docs. 18711-2). Action Jan. 19.

■ **Hearing Examiner James F. Tierney in Charlotte, N.C.** (Jefferson Standard Broadcasting Co. (WBT-TV)), TV proceeding, scheduled hearing to begin March 1 (Doc. 18880). Action Jan. 29.

New AM stations

Start authorized

■ **WEEO Waynesboro, Pa.**—Authorized program operation on 1130 khz, 1 kw-DA-D. Action Jan. 11.

Final actions

■ **Yazoo City, Miss.**—Gateway Broadcasting Co. Broadcast Bureau granted 1520 khz, 250 w D. P.O. address: 310 Shackelford Dr., Greenville, Miss. 38702. Estimated construction cost \$42,828; first-year operating cost \$25,000; revenue \$25,000. Principals: J. P. Sartain (75%) and Joel Netherland (25%). Mr. Sartain has interests in contracting, home building, general real estate and subdivision development. Mr. Netherland is assistant manager of WGVM Greenville, Miss. Action Jan. 25.

■ **Bismarck, N.D., and Ada, Minn.**—FCC held in abeyance approval of agreement by KBMR Radio Inc., Bismarck, and Henry G. Tweten, Ada, mutually exclusive applicants for CP to provide for dismissal of Tweten proposal in return for reimbursement of expenses incurred in prosecuting his application, so that further opportunity may be given to other parties to apply for facilities. Action Jan. 27.

■ **Galion, Ohio**—Radio Galion Inc. FCC granted 1570 khz, 0.5 kw-DA-D. P.O. address: Knapp Block, Galion 44833. Estimated construction cost \$28,153; first-year operating cost \$48,000; revenue \$50,000. Principals: Harry F. Gray Jr., president (65.6%), Walter R. Stampfli and James W. Feasel (both vice presidents, each 10%), et al. Mr. Gray

is employe-engineer for electronic manufacturing company. Mr. Stampfli is employe-manager for WNCO-AM-FM Ashland, Ohio, Mr. Feasel is employe-engineer for WMNI-AM-FM Columbus, Ohio. Action Jan. 27.

Actions on motions

■ **Beaver, Pa.**—FCC denied petition by Shawnee Broadcasting Co. for waiver of overlap provisions of rules; returned application for new D AM on 950 khz, with 500 w, at Beaver. Action Jan. 27.

■ **Hearing Examiner Basil P. Cooper in Blacksburg, Va.** (Broadcasting Service of Carolina Inc.), AM proceeding, opened record in proceeding; received errata and ordered it filed in docket, and closed record (Doc. 18445). Action Jan. 27.

■ **Hearing Examiner Lenore G. Ehrig in Warren and Parma, both Ohio** (Howard L. Burris, et al.), AM proceeding, having under consideration letter from counsel for Davis Enterprises, requesting hearing date to be set so that publication may be accomplished, ordered that in this particular case, public will be better served if publication is accomplished after Feb. 22 prehearing conference when order will be issued setting forth hearing date agreed upon by parties (Docs. 18369; 19114-5). Action Jan. 26.

■ **Hearing Examiner Charles J. Frederick in Whitley City, Ky., and Jellico, Tenn.** (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, granted petition by Jellico, and extended to March 3, date on which hearing exhibits shall be exchanged (Docs. 18959-60). Action Jan. 29.

■ **Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma** (Creek County Broadcasting Co. et al.), AM proceeding, granted petition by Tinker Area Broadcasting Co. for leave to amend application in order to advise commission of death of Mrs. Oscar Rose, 25% stockholder, vice president, and director, on Dec. 23, 1970, and that deceased's will is to be filed for probate in late January (Docs. 13341-2, 13344). Action Jan. 27.

■ **Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky** (Edward G. Atsinger III, et al.), AM proceeding, granted request by L & L Broadcasting Co. and extended through Feb. 9, time to file responses to petition for leave to amend filed by Hancock County Broadcasters (Docs. 19068-70). Action Jan. 29.

■ **Hearing Examiner Forest L. McClenning in Jacksonville, N.C.** (Sencland Broadcasting Systems Inc. and Seaboard Broadcasting Corp.), AM proceeding, denied motion by Seaboard Broadcasting Corp. to dismiss application of Sencland Broadcasting Systems Inc.; action without prejudice to any action hereinafter taken should issues be enlarged (Docs. 18813-4). Action Jan. 26.

■ **Hearing Examiner Ernest Nash in Mt. Pleasant, Iowa** (Pleasant Broadcasting Co. et al.), AM proceeding, denied petition by BCST Co. of Iowa Inc. asking that order be issued fixing date for reply findings (Docs. 18594-6). Action Jan. 26.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla.** (Belk Broadcasting Co. of Florida Inc.), AM proceeding, denied request of applicant to appeal Examiner's order released Jan. 19, wherein Belk was denied discovery of certain documents presumably in possession of Broadcast Bureau (Doc. 19126). Action Jan. 27.

■ **Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga** (Jay Sadow (WRIP) and Rock City Broadcasting Inc.), AM proceeding, on request of Rock City Broadcasting Inc., scheduled further prehearing conference for Jan. 28 (Docs. 18901-2). Action Jan. 27.

Other actions

■ **Review board in Owensboro, Ky.** AM proceeding, granted petition by L and L Broadcasting Co. for extension of time to Feb. 10, within which all parties may file replies to comments and op-

positions to four petitions to enlarge issues filed by Owens-On-The Air Inc., L and L Broadcasting Co. and Edward G. Atsinger III (Docs. 19068-70). Action Feb. 1.

■ **Review board in Jeannette, Pa.** AM proceeding, denied petition by WHJB Inc. (WHJB, WOKU-FM), Greensburg, Pa., for addition of financial qualifications issue in proceeding on application by Central Westmoreland Broadcasting Co. for new AM at Jeannette (Doc. 19042). Action Feb. 1.

Call letter application

■ **Largo Broadcasting Inc., Largo, Fla.**—Requests WSST.

Call letter actions

■ **Community Broadcasting Co., Monroe, Ga.**—Granted WKUN.

■ **CGS Co., Humble City, N.M.**—Granted KCIA.

Existing AM stations

Final actions

■ **KXTC, Glendale, Ariz.**—FCC affirmed waiver of main studio location rules, granted KXTC-FM on Oct. 7, 1970, and petition for reconsideration of decision, filed by KRFM-FM Phoenix denied. Action Jan. 27.

■ **Los Angeles, Adolfo Liberman and Elias Liberman**—Broadcast Bureau granted extension of authority for foreign program station to transmit program material to XEGM Tijuana, Mexico. Action Jan. 25.

■ **KSOL San Francisco**—FCC deferred complaint against KSOL, alleging discrimination in employment practices by licensee, until completion of court proceedings; dismissed objection by Reedy Williams, El Cerrito, Calif., to request by KSAN Inc., licensee, to change call letters to KEST. Ann. Jan. 27.

■ **WIXY Cleveland**—Broadcast Bureau granted CP to delete 200° monitoring point and increase MEOV's. Action Jan. 26.

■ **WDIA Memphis**—Broadcast Bureau granted license covering new trans. for aux. purposes only. Action Jan. 21.

■ **KTRM-AM-FM Beaumont, Tex.**—FCC granted,

(Continued on page 62)

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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.

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 young three station group buying more. . . . call Michael Schwartz . . . 203-521-1550. . . .

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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.

Maturity, responsibility, stability, three years experience. If you have those requirements send tape, resume, photo, salary requirements in first letter. Box B-90, BROADCASTING.

Do not apply for this announcer's job . . . unless you are willing to start at between \$80 and \$100 per week . . . have at least 6 months experience . . . are at least 21 years old and have completed your military obligation . . . want to work in one of Virginia's finest small market MOR stations with room for advancement. Box B-92, BROADCASTING.

Southern California's most potential station looking for a bright, heavy morning man with first phone and first class attitude. Marching men and floaters need not apply. Must be able to get involved and communicate warmly and intelligently with community. Good management-announcer relations, good pay and world's greatest climate just a few of the rewards. Send tape and resume immediately. Box B-93, BROADCASTING.

Announcers continued

Medium market up tempo MOR looking for announcer/production combo, beautiful facilities, excellent equipment, send tape and resume. Equal opportunity employer. Box B-96, BROADCASTING.

Washington, D.C. suburban MOR needs 2 announcers, one with first phone. Aircheck, photo resume Box B-122, BROADCASTING.

Professional announcer, mature voice and good references for evening shift on good music station. Excellent pay and working conditions. Call Raymond Saadi, KHOM, Houma, Louisiana 876-5466.

First phone jock for tight format soul station in medium market. Opportunity to move up to program director in short order. Tape and complete resume. Tom Gibson, KZEY, P.O. Box 4248, Tyler, Texas 75701.

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.

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.

Deep voiced, mature, enthusiastic announcer for a MOR station in Flint, Michigan. Excellent pay and fringe benefits. Send tape and resume to Robert E. Eastman, II, P.O. Box 1330, Flint, Michigan.

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.

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.

We have an opening for a fully qualified engineer with directional antenna experience and announcing ability. Salary is open for the right man. If you are looking for a permanent home call WBSG, Bennettsville, S.C., A. Ken Harmon, General Manager.

Chief, experienced directional, remote control, maintenance. Full details to General Manager WCBM, Baltimore.

Mature chief engineer with background in broadcasting. We are 5,000 w daytime and 500 w DA-night. We operate via remote control 24 hours. If you are a qualified broadcast engineer, self-starter, and take pride in your work, let's get together. We offer five figures and a future to the right man. No phone calls please. Send complete resume and photo to—Bernie Barker, VP-General Manager, WDAK Radio Box 1640, Columbus, Georgia 31902.

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.

Right man for chief engineer receives excellent working conditions w/great team on contemporary directional AM and Schaefer Automated FM. Send resume and picture to Gen. Mgr., WMRI/WGOM Box 538, Marion, Indiana.

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

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.

A Florida station that insists on top news coverage has openings for; an experienced newsmen who can carry his share of the load and a young man willing to learn and assume responsibility with a veteran broadcast team. Tape, resume and photo to Box B-88, BROADCASTING.

Newsman 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.

Program director for Florida West coast station. Middle of road format, heavy local news. Production a must. Send resume and recent picture. Box B-100, BROADCASTING.

Experienced copywriter for AM-FM station, south-eastern New York. Some traffic work also. An equal opportunity employer. Box B-123, BROADCASTING.

Situations Wanted Management

General manager—must see resume to appreciate. Box A-159, BROADCASTING.

Don't waste our time if you're after only a street salesman with a title. I am a general manager, a sales manager, and a good personal salesman, in that order. Box B-87, BROADCASTING.

Offering twenty years of broadcast experience, the highest references, plus cash to invest. If you have a station with growth potential plus good family living conditions, let's discuss. Box B-95, BROADCASTING.

Selling general manager aggressive self generating. Will lead and motivate staff. 18 years broadcasting. Age 34. Stable, honest, sober. Send replies to Box B-129, BROADCASTING.

Sales

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

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.

DJ—copy—production, experienced, third, college, good voice . . . Box A-209, BROADCASTING.

Announcers continued

First phone announcer DJ, seeks stable position in MOR or top 40. 2 years college. 2 1/2 years small market/light maintenance. Presently in 5000 watt metro market top 40. Reply to Box A-214, BROADCASTING.

Beginner, broadcasting school graduate, third endorsed, for sports, disc jockey. Dependable. Box A-221, BROADCASTING.

1st phone, experienced, would like Florida, will consider other. Box B-31, BROADCASTING.

1st phone, experienced, would like night rocker. Box B-55, BROADCASTING.

I will soon graduate from the Columbia School of Broadcasting. Many talents, much training, dependable, honest, brave, clean, reverent, etc. If you have an opening, I have the mike, will travel. Box B-80, BROADCASTING. Prefer major east coast market.

Heavy jock, three years experience, ready move up. Married, good voice, tight board, strong background—news, production, programming. Have done morning, mid-morning, and afternoon drives. Minimum salary \$200/wk. Box B-81, BROADCASTING.

Top ten market announcer-performer seeks stable position for staff work or MOR. Prefer Wash./Balt. area or northeast. Will consider any location. 3rd phone. Box B-83, BROADCASTING.

Program director on 1 kw in small market. Wants to move to larger market. Third phone working on first. Prefer Pacific N/W, but would consider anywhere. No sales. Box B-84, BROADCASTING.

Personable family man, broadcast school education seeking announcing position some sales, third endorsed. Box B-85, BROADCASTING.

First phone, college grad, experienced Top 40/MOR personality. Top notch production, copy, and news. Good voice. TV experience. Military complete. Anywhere for right position in good medium market. Box B-86, BROADCASTING.

Available immediately: Desire a job as an announcer for either an FM or AM station. Will consider all formats. Prefer Pacific coast stations but willing to relocate in all areas. Some experience and lots of desire. Single, 22 and no draft problem. Third phone. Box B-89, BROADCASTING.

Midwest—experienced announcer with first phone, contemporary or MOR formats, PD potential, top references, medium or major markets only. Ray Dennis (302) 734-2926. Box B-103, BROADCASTING.

Pro, 8 years, some program and music direction, first phone. Now free-lance in big apple. Box B-105, BROADCASTING.

DJ, announcer—technician, creative, versatile, dynamic, authoritative newscaster. Dependable, first phone, tight board. Will relocate. Box B-115, BROADCASTING.

Announcer with six years experience, also music director, available immediately Box B-117, BROADCASTING.

Thoroughly experienced broadcaster. Married. Responsible. Box B-119, BROADCASTING.

Experienced and handicapped, are you in your thinking? If not . . . Box B-120, BROADCASTING.

Florida. 15 years radio. 1st phone, good news delivery. Dependable, cooperative, pleasant personality. Prefer small operation, congenial staff. Accept trial period. Modest salary. Smith (305) 843-9525. Box B-124, BROADCASTING.

Disc jockey, experienced pro, versatile, creative, tight board, third endorsed. Double in sales and news. Top-rated in present spot. Desires change and challenge. Box B-125, BROADCASTING.

Pro, P.D., production, ticket. J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas. 214-526-3992.

Announcer-DJ-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.

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.

Actionful play-by-play sportscaster doubling in news. Young, aggressive, versatile beginner willing to start anywhere. Trained with CBS affiliate. Stan David, 2925 E. Elliott, Springfield, Ill.

If you need an experienced, reliable first ticket announcer and/or DJ, available today, I'm here. No tape available, but can come for interview. NJ/Conn/NY/Penn/Mass/R.I. Try me. Larry Kay, (516) 791-6557.

Clean cut announcer, good voice, some experience, Doug Gallher, 3907 Angol Place, Jacksonville, Florida 32210. 904-771-7386.

Announcers continued

Stable married man with two years experience in large market, desires career position in small to medium sized market. Prefer news, C&W. Midwest, east preferred. Have college, third endorsed. 303-322-7824.

Broadcast school graduate, excellent voice, willing to relocate, service completed, trustworthy, references, creative and strong on commercials seeking position with rhythm and blues station. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Four years experience, high ratings, more than creative production. Call 219-743-4611.

1st phone with experience looking for opening in Mid-west. Phone 443-2594 Marathon, Wisc. ask for Dale Michlig.

Help! I'm 19, single, broadcast grad with 1st. Will work. What do you have? It's my starting place. Larry Ramey, 1494-A Lafayette Drive, Columbus, Ohio 43220.

Exp. P.D., production background. Ticket, relaxed style. J. Tyrrell, 4115 Douglas, Apt. C, Dallas, Texas 214-526-3992.

Enthusiastic first ticket rockjock—top 100 markets. Can program, write copy, produce, and knows music. Number one last Pulse. 4 1/2 years experience. Draft deferred. U.S., Canada, or abroad. Patrick Lopeman, 905-5 Badger Road, Madison, Wisconsin. (608) 257-0913.

Young announcer, 23, with experience, seeking out of Chicago 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 Jeneff, 1240 Burr Oak, Barrington, Ill. 60010.

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.

First phones (4) combos and technicians available separately, all in twenties, ambitious, will relocate, varied experiences, the pick of N.Y.C.'s top broadcast school. If your station offers: growth, progressive management, and most of all a future, let's get together. Box B-82, BROADCASTING.

Experienced 1st phone engineer (Penna.) AM-FM studio/transmitter operation, \$130 week. Excellent references. Box B-113, BROADCASTING.

1st phone chief engineer-newsman, 5 years large market . . . references, A.S., B.S., plus electronic tech. grad. married, 26, currently employed cold northeast—wants sunshine and 10K. Box B-121, BROADCASTING.

Chief engineer/announcer, six years experience desires a position in north or northwestern states. 1180 Pleasant St., Noblesville, Ind.

Wanted engineer-announcer job in high dry climate. \$125.00 per week min. 1st phone—2nd tel. 23 yrs. as chief and combo. Jr. College graduate. Don C. Smith, 101 Ore St. Space 9, Truth or Consequences, N.M. 87901.

Student-vet 1st phone, tech. background seeks part time job to learn engineering and announcing in S.F. bay area. Tom Smith, 2280A So. Bascom, Campbell, Cal. 95008.

News

News director, basketball play-by-play, northeast—New England preferred. Box B-17, BROADCASTING.

Newsman—strong reporter, writer seeks position in northeast, Florida or Ohio. Young, college grad, draft exempt. Write Box B-104, BROADCASTING.

College man, two years experience, married, two children, military completed. Seeks move to Northeast, prefer New England, as News director or will accept position as newsman in large market. Strong on local news, makes excellent use of tape recorder. Box B-107, BROADCASTING.

News director in top ten seeks group or major station post. All replies confidential. Box B-108, BROADCASTING.

Copywriter-write commercials for copy services. References, etc. upon request. Box B-114, BROADCASTING.

Dead or dying news dept.? Energetic news director would like to move west of the Mississippi River and take up new challenge with positive thinking organization. If you want the best news in town! Box B-116, BROADCASTING.

News continued

Versatile, competitive, mature, inside-outside reporter, major market exposure. Excellent investigative, exciting legman, professional airman. Cover municipal happenings, mobile reports, sports interviews. College, political science, 25, single. Market—locale no barrier. Box B-131, BROADCASTING.

Professional meteorologist available immediately for television-radio. Some experience. Contact 219-659-5130.

Attention: small markets. Young newsman with background in print reporting and broadcast writing . . . desires air-work and reporting in radio or TV. Please call 213-465-3336.

Experienced, all phases news . . . writing, gathering, delivering. First ticket, too. Available today. Also a good DJ. No tape, can come for personal interview today. NJ/NY/Penn/Conn, other areas considered. Call Larry Kay, (516) 791-6557.

Don't settle for adequacy! Experienced newsman seeks challenging position with medium or major market station. Can also handle talk show. Call Gene Steinberg, 803-556-0885.

Programming, Production, Others

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 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.

Young, creative visionary seeks challenge—producer-director/assistant production manager: major-market experience, family, veteran, college. Resume, sample VTR available. Box B-130, BROADCASTING.

P.D. available due to release from Army (AFN) . . . adult approach to contemporary music . . . 6 year pro, first phone, family man . . . L. N. Fleckles, 535 N. Michigan Ave., Apt. 3212, Chicago, Ill.

Classical specialist seeking employment in late March as producer, programmer, announcer. Ohio University grad. Know music, pronunciation. Mature voice. Three years experience at education station. Also experienced MOR, news, sports. Veteran. Single. Can relocate anywhere. Mike Albright, 336 Convocation Center, Athens, Ohio 45701. Phone 614-594-6034.

Television Help Wanted

Technical

Wanted, TV studio technicians . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer . . . send resume to Engineering Department, WNAC-TV, RKO General Building, Government Center . . . Boston, Mass.

Chief engineer 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 Tpk., Annandale, Va. 22003.

Programming, 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.

Night operation supervisor/director needed immediately due to increased production requirements. Send resume and references to WEAT-TV, P.O. Box 70, West Palm Beach, Florida 33402.

Switcher/director needed immediately due to increased production requirements. Send resume and references to WEAT-TV, P.O. Box 70, West Palm Beach, Florida 33402.

Wanted: imaginative, take-charge production director for Storer Station WSPD-TV, Toledo, Ohio 43604. Apply by mail only to Operations Manager, 136 Huron Street.

Producer-director-first class production center in top ten market is seeking a thoroughly experienced and creative director with emphasis on commercial production. Immediate opening. Good pay. Send resume, air mail, to: Ron St. Charles, Production Manager, United Artists Broadcasting, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Television

Situations Wanted Management

Business manager: Five years top network. Production, all phases administration, operational affairs. Single, military completed. Northeast preferred. Box B-106, BROADCASTING.

Seventeen years television experience. Sales, sales management, station general management. Hard working, excellent references, presently employed. Want equity or larger market opportunity, resume available. Box B-111, 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 newsman, weatherman, MC, interviewer, commercial announcer. Box B-72, BROADCASTING.

Technical

Transmitter supervisor large market desires change. Prefer medium market, all phases television maintenance. Heavy construction, maintenance experience with transmitter, microwave, and studio equipment. West-midwest-southwest. Box B-98, BROADCASTING.

Chief of independent U, top 30 markets, desires change. Twelve years experience. Box B-112, BROADCASTING.

News

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.

Lieutenant with Northwestern Journalism grad degree and professional TV news experience finishing Army tour in September. No reserve/marital commitments. Will go anywhere to write, report and do on-the-scene work. Prefer top 50 market. Resume/photo available. Box A-186, 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.

Experienced newsman seeks opportunity. Network reporting experience, BA degree, writer, producer. Box B-14, BROADCASTING.

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.

Major market TV news director-anchorman, wants out of the big city. Available after February. Excellent references. Capable journalist able to administer any size department and give you top rated show. Prefer medium-market, midwest. Box B-91, BROADCASTING.

Weatherman: member of number one rated news team in top 20 market desires to relocate. Young, personable, excellent on camera appearance with over ten years broadcasting experience. Box B-118, BROADCASTING.

Programing, Production, Others

Producer-director-writer. 15 years experience news, public affairs, documentary, cultural programing. Currently employed. Prefer Washington, D.C. area, but will relocate for right offer. Box B-97, BROADCASTING.

Energetic, experienced, young (23) broadcaster presently working as television engineer now looking for production position in television. B.A. in television and radio, single, draft deferred, first class license. My main concern is finding company to grow with. Will relocate anywhere. Box B-99, BROADCASTING.

M.S. in communications, four years air experience. Write, produce, present educational TV programs. Age 29. Seeking challenging position. Box B-109, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted—Two each neutral densit light controls for installation in RCA TP-6 projectors. Contact Dick Palmer, Educational Television, Western Kentucky University, Bowling Green, Kentucky 42101.

Wanted: Transcriptions of Spade Cooley, Foy Willing—Tex Williams—Bob Wills—Plainsmen—Smiley Burnette etc. including Army & Navy discs. Interested in popular also . . . have transcriptions to trade. Loyd L. Amos, 1011 W Ave., LaGrande, Oregon 97850. 503-963-5398.

FOR SALE Equipment

Heliast-tyroflex. 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 Dunberry—McLean, Va. 22101. Distributors wanted.

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.

Transmitter. Gates BC-5P. Sacrifice to make room for new xmr. 5,000/500 watts. Good condition. WRFC Radio, Box 1152, Athens, Georgia.

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.

Stoddart NM-52A radio interference-field intensity meter with complete accessories. 375-1000MHZ. New—1962 manufacture. Will be checked and calibrated by Stoddart 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 Heliast 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.

1 RCA TK-11A black and white camera with Electra-zoom lens. 1 Telepro 6000 Rear Screen Projector with metal stand and dolly 24 Kiegl 1155 TVG 18" Scoops with 1000 watt lamps. Make cash offer separately or together. WSAV-TV, P.O. Box 2429, Savannah, Georgia 31402.

Complete recording studio equipment for sale (less than 2-years old) 4-track, (3-2-1 etc.). Altec custom console plus Am-rex accessories. Also—record label and music publishing company several finished masters included. No down payment—for complete details on several different ways to purchase call or write . . . Waldo Proctor, #4 Spruce Drive, Florence, Kentucky . . . Telephone 371-5329.

Breeze video test generator, Model VTG2B. Produces long window, composite NTSC sync in small 2 1/4 lb. package @ \$395.00. Made in USA for VIF International. Box 1555, Mtn. View, California 94040. (408) 739-9740.

Our latest used equipment bulletin is out! If you have not received your copy, write us. The Maze Corporation, P.O. Box 6636, Birmingham, Alabama 35210.

Complete mono random select McCarta automation system in operation, ooling stereo. 5 MetroTec 500 A reproducers, 2 McCarta 250RS carousels, 3 McCarta cartridge play back units, McCarta modal 581 time announcer, AS12 switching memory unit, chip reader and complete set of program chips. System in good condition. Presently in use. Contact WTCV-FM, Memphis, Tennessee 901-278-9315.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Miscellaneous continued

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Provent \$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 - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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.

Wanted: Record charts back to January, 1955. Ed Raabe, 612 MacArthur, Killeen, Texas 76541.

Original comedy material published monthly for movies, television, radio and cartoons. Subscription \$5 per mo. postage paid. No C.O.D.'s. Remit to M&M Enterprise, Box 1042, Kansas City, Kan. 66117.

New, nationally-syndicated audio news features. Ideal for local sponsorship. Timely. Informative. Broadcast news service, 120 Boyston Street, Boston, Mass. 02116.

Today's feature story & idea. Ideal for five minute shows or short features. Similar to "Nightingale". Twenty different (3) minute scripts. \$5.00. (2000 available). Tucker Productions, Box 314, Spanish Fork, Utah 84660.

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, Hollivood, 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

Instructions continued

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. **EKINS** in Dallas*** — Atlanta*** — Chicago*** — Houston** — Memphis* — Minneapolis** — Nashville* — New Orleans*** — San Francisco***.

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.

Licensed by New York State, veteran approved for FCC 1st class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

REI-FCC first class license in (5) weeks. Approved for veterans training—over 97% of REI graduates receive their first phone license. For instant information call toll free: 1-800-237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St., Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205. Phone: 213-244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816-WE 1-5444.

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio offers you a 1st class license in 5 weeks. Complete theory training. Housing can be arranged for \$12-\$15 per week. Tuition \$333. Class starts Feb. 15 and Mar. 22. 2622 Old Lebanon Rd., Nashville, Tenn. 37214 615-889-0469 or 889-2480.

A firm foundation for your future career in broadcasting. Study modern broadcast electronics for radio, television and communications industries, with preparation for FCC exams. B.E.S.T. 301-662-6292. 304 N. Market St., Frederick, Md. 21701.

Need a 1st phone fast?? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best on Q&A courses? Our next Intensive Theory Course will begin February 23, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

Radio Help Wanted

Announcers

PHOENIX AND HOUSTON ARE LOOKING FOR TALENT

KOY, Phoenix and KULF, Houston are seeking enthusiastic, level-headed D.J.'s with good voices and something to say. Good salary. Many company benefits. MOR or top 40 background preferred. If interested in working for one of these two highly rated BMOR stations in these highly desirable major markets, send tape and resume to:

NAT STEVENS
Regional Program Director
Southern Broadcasting Company
840 North Central Avenue
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(An Equal Opportunity Employer)

Announcers continued

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For talented contemporary or MOR performer. Proven track-record, with bright delivery and execution essential. Send tape and resume.

John Barger, Station Manager
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A1 rated 22 years in business largest radio promotional firm in U.S. & Canada seeking man capable of organizing and training sales staff for Calif., Oregon & Wash. Must be under 50, free to travel, sober, reliable, with successful sales promotional and supervising experience. Prefer San Francisco as operations base. The man we choose must be a self motivator with imagination and leadership quality plus super sales ability. Yes, we are looking for a "Super Man" capable of earning \$40-50,000 yearly. An experienced company executive will train you in your territory in our company policies and successful sales methods. Send resume with references & recent photo to:

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For combination news anchorman and talk-show producer/moderator. Top twenty market. Send tape and resume.

BOX B-102, BROADCASTING

Programing, Production, Others

CREATIVE PRODUCTION SPECIALIST

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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Charlotte, North Carolina 28208

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Highly successful group operation desires National Program Director who is creative, dedicated and experienced in all facets of radio. Reply is confidential. Send complete details

BOX B-127, BROADCASTING
We are an equal opportunity employer.

Programing, Production, Others

continued

Radio group operation needs on air program director for successful midwest radio station. We require someone who has been program director who knows promotions, contests and FCC regulations. Excellent working conditions. Send complete details to

BOX B-128, BROADCASTING

We are an equal opportunity employer.

Situations Wanted

Management

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.**

B. MARC SOMMERS

Nationally recognized and respected #1 program manager, administrator, and air personality, seeks to apply his skills to help your company make money. Major and medium market background. Will consider all bona-fide growth opportunities with honest people.

BOX B-94, BROADCASTING

Announcers

ANNOUNCER—PERFORMER

Top ten market announcer-performer seeks stable position for staff work or MOR. Prefer Wash., Balt. area or Northeast. Will consider any location. 3rd phone.

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News

NEWS DIRECTOR

Currently running department in major market. Wants permanent position with large station seeking to build top news department in market. If you really care about news and want a professional to take over, contact me. Top 20 markets only.

BOX B-126, BROADCASTING

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News

Is your sportscaster hustling?
Is his copy creative and incisive?
Is his image "today"?

If not, contact Bill Cooper Assoc. (212) CD 5-4990 for a working NYC major leaguer who wants to settle his family elsewhere.

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MAJOR MARKET AM and FM

Fulltime 5 kw AM—\$1,500,000 cash
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Qualified principals only

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Continued

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(Continued from page 57)

in response to request by Dynamic Broadcasting Co. for 90-day extension of temporary authority to operate KTRM and KTRM-FM, extension of temporary authority only until it has published notice of action on Dynamic's application for transfer of control of KTRM Inc. (licensee), petition to deny transfer application and other petitions relating to matter. Action Jan. 27.

■ KROD El Paso—Broadcast Bureau granted CP to install new trans. for aux. use on 1 kw DA-N (aux. standby trans.). Action Jan. 26.

Actions on motions

■ Office of Opinions and Review in Indianapolis (Star Stations of Indiana Inc.), renewal of licenses of WIFE-AM-FM, et al., granted motion by Star Stations of Indiana, Central States Broadcasting Inc. and Star Broadcasting Inc., and extended to Feb. 5, time to file reply to oppositions of Broadcast Bureau and Indianapolis Broadcasting Inc. to petition for reconsideration and other appropriate relief, filed by Star Broadcasting (Docs. 19122-5). Action Jan. 29.

■ Hearing Examiner Ernest Nash in Greensburg, Pa. (WHJB Inc. [WHJB]), AM proceeding, on request of applicant, scheduled hearing for Feb. 8 (Doc. 18868). Action Jan. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), renewal of license of WPDQ, granted in part, motion by Belk Broadcasting and ordered Broadcast Bureau to answer certain interrogatories but to furnish only identity and location of persons who may have provided information upon which specified portions of particulars are based in whole or in part, and existence, description, nature, custody, condition and location of documents upon which specified portions of particulars are based; denied motion in all other respects (Doc. 19126). Action Jan. 28.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis (Star Stations of Indiana Inc.), renewal of licenses of WIFE-FM-AM, et al., denied motion by Star Stations of Indiana, Central States Broadcasting and Star Broadcasting Inc. (movants) for order to produce for inspection and copying or other appropriate relief; certified to commission for such further action as commission deems appropriate, movants specific request for access to Doc. 18807 (Inquiry into operation of KISN Vancouver, Wash., KOIL-AM-FM Omaha, and WIFE-AM-FM); denied motion by movants to answer certain interrogatories; overruled objections by Broadcast Bureau to notices of deposition, and ordered movants to establish and give appropriate notice of new schedule for prompt depositions (Docs. 19122-5). Actions Jan. 19, 20, 21.

■ Hearing Examiner Chester F. Naumowicz Jr. in West Jefferson and Blowing Rock, both North Carolina (Childress Broadcasting Corp. of West Jefferson [WJWSK] and Mountain Broadcasting Corp.), AM proceeding, continued procedural dates and continued commencement of hearing from March 9 to June 1 (Docs. 19015-6). Action Jan. 29.

Call letter application

■ WHIH, Baron Communications Inc., Portsmouth, Va.—Requests WWOC.

Call letter actions

■ KSOL, KSAN Inc., San Francisco—Granted KEST.

■ WDNL, Warren Broadcasting Co., Warren, Ohio—Granted WTCL.

New FM stations

Starts authorized

■ *WRAS(FM) Atlanta—Authorized program operation on 88.5 mhz, ERP 19.5 kw. Ant. height above average terrain 340 ft. Action Jan. 11.

■ *WAUS-FM Berrien Springs, Mich.—Authorized program operation on 90.9 mhz, ERP 4.6 kw. Ant. height above average terrain 300 ft. Action Dec. 31, 1970.

■ WDOV-FM Dowagiac, Mich.—Authorized program operation on 97.7 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action Jan. 8.

■ WPWB(FM) Saint George, S.C.—Authorized program operation on 95.9 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action Jan. 5.

■ WMGL(FM) Pulaski, Tenn.—Authorized program operation on 98.3 mhz, ERP 3 kw. Ant. height above average terrain 300 ft. Action Jan. 5.

■ *KWCV(FM) Walla Walla, Wash.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Jan. 7.

Final action

■ Douglas, Ga.—Coffee County Broadcasters Inc. Broadcast Bureau granted 106.7 mhz 34.2 kw. Ant.

height above average terrain 267 ft. P.O. address 105 N. Peterson Street, Douglas 31533. Estimated construction cost \$52,853.90; first-year operating cost \$36,000; revenue \$40,000. Principals: David H. Bailey, president, Thomas H. Frier, secretary-treasurer, Charles W. Anderson, vice president (each 22.5%), and F. D. Wade (32.5%). Mr. Bailey owns 20% of bottling plant. Mr. Frier owns the Douglas (Ga.) Enterprise. Mr. Anderson owns 37% of poultry farm, 50% of finance company, real estate and rentals. Mr. Wade has interest in oil firm. Principals own WOKA(AM) Douglas. Action Jan. 25.

Initial decision

■ Hearing Examiner Charles J. Frederick in New North Syracuse, N.Y., proposed approval of application of WSOQ Inc. for construction authority for new FM in North Syracuse (Doc. 18667). Ann. Jan. 28.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Omaha (Charles F. Heider and Pler San of Nebraska Inc.), FM proceeding, denied joint request for approval of agreement filed by applicants and requested applicants be prepared at Feb. 9 pre-hearing conference to come up with new agreement meeting specified objections in full or to clearly state their intentions with regard to continued prosecution of their applications (Docs. 19020-1). Action Jan. 27.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio, Inc., Lankford Broadcasting Co. and Radio 900 Inc.), FM proceeding, granted petition by Lankford for leave to amend application to reflect change in ownership of partnership of petitioner (Docs. 18636-8). Action Jan. 27.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, upon request of Broadcast Bureau, scheduled further hearing conference for Feb. 1 (Docs. 18308, 18793). Action Jan. 26.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, granted motion by applicant and corrected transcript of record (Doc. 17885). Action Jan. 27.

■ Hearing Examiner Forest L. McClenning in Rantoul, Ill. (Rantoul Broadcasting Co. and Regional Radio Service), FM proceeding, denied motion by Rantoul for discovery and production of documents, with Rantoul having right to renew motion following exchange of exhibits should it then appear that production of specific documents is necessary; granted petition by Rantoul for leave to amend financial portion of application (Docs. 19111-2). Actions Jan. 25, 26.

■ Hearing Examiner Forest L. McClenning in Scottsdale, Pa. (L. Stanley Wall), FM proceeding, granted petition by applicant for leave to amend application to show applicant is no longer employed by WTRA(AM) Latrobe, Pa., and to supplement applicant's showing under section IV-A part 1 of application (Doc. 19054). Action Jan. 26.

■ Hearing Examiner James F. Tierney in Sun City, Arizona (Alvin L. Korngold and Sun City Broadcasting Corp.), FM proceeding, denied petition by Sun City Broadcasting Corp. for leave to amend application (Docs. 19087-8). Action Jan. 27.

Other action

■ Review board in Rantoul, Ill., FM proceeding, granted petition by Broadcast Bureau for extension of time to Feb. 3, to file responsive pleadings to motion by Regional Radio Service to enlarge, modify and delete issues (Docs. 19111-2). Action Jan. 28.

Rulemaking petition

■ Lobelville, Tenn.—Mid-South Professional Services Inc. Requests amendment of FM table of assignments to add ch. 232A to Lobelville. Ann. Jan. 29.

Call letter applications

■ Progressive Broadcasting of Arkansas, Paragould, Ark.—Requests KHIG(FM).
■ West-State Broadcasters Inc., Zeeland, Mich.—Requests WZND(FM).

Call letter action

■ Florissant Valley Community College, Ferguson, Mo.—Granted *KCFV(FM).

Existing FM stations

Final actions

■ KUPD-FM Tempe, Ariz.—Broadcast Bureau granted CP to change trans. location to in South

Mountain Park, 8.3 miles south of Phoenix post office, southwest of Tempe; change studio location to S. 56th Street and Baseline Road. Tempe; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 1,620 ft. Action Jan. 26.

■ *KEMR(FM) Loma Linda, Calif.—Broadcast Bureau granted mod. of license covering change in studio location and operation by remote control from 11735 Campus Drive, Riverside. Action Jan. 22.

■ WBLI-FM Patchogue, N.Y.—Broadcast Bureau permitted remote control. Action Jan. 19.

■ WBIR-FM Knoxville, Tenn.—Broadcast Bureau granted CP to install new trans., ERP 100 kw. Action Jan. 22.

■ KXXX(FM) Dallas.—Broadcast Bureau granted CP to change trans. location to 0.3 mile south of Belt Line Road, 0.7 mile southwest of Cedar Hill; install trans. and ant.; make changes in ant. system—ERP 100 kw, ant. height 1,530 ft.; remote control permitted. Action Jan. 21.

Call letter applications

■ WJHR(FM), Bartell Broadcasting of Florida, Miami—Requests WMYQ(FM).

■ WRBD-FM, Almarcon Inc., Pompano Beach, Fla.—Requests WKCO(FM).

■ WDEE-FM, Bartell Broadcasting of Michigan, Detroit—Requests WDTX-FM.

■ WATO(FM), WATO Broadcasting Corp., Grand Rapids, Mich.—Requests WGRD-FM.

Call letter action

■ WSHY(FM), Shelbyville Broadcasting Co., Shelbyville, Ill.—Granted WSHY-FM.

Renewal of licenses, all stations

■ WXLW(AM) Indianapolis—Broadcast Bureau granted renewal of license. Action Jan. 28.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux.: WWJB(AM) Brooksville, Fla.; WMAQ-TV Chicago; WMSG-FM Oakland, Md.; *WTVS(TV) and WJBC-TV, both Detroit; WVIC-FM East Lansing, Mich.; WCTM(FM) Eaton, and WELW(AM) Willoughby, both Ohio. Actions Jan. 20.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KIWA Sheldon, Iowa; KJCF Festus, KLEX-AM-FM Lexington, KLIK Jefferson City, and KMMO-AM-FM Marshall, all Missouri; KNIA Knoxville, Iowa; KNIM Marvill, KPCR Bowling Green, and KPRS-AM-FM Kansas City, all Missouri; KSIB-AM-FM Creston, Iowa; KTCB Malden, and KWP-AM-FM West Plains, both Missouri; KXIC-AM-FM Iowa City; WHO-AM-FM-TV Des Moines, and WOI-*WOI-FM Ames, both Iowa; WIL-FM St. Louis; KGRG(FM) Hannibal, Mo.; KRIT(FM) Clarion, and KRCB-AM-FM Council Bluffs, both Iowa; KSWM-AM-FM Aurora, Mo.; KTEC(FM) Sioux City, and *KWAR(FM) Waverly, both Iowa; KMBC-TV Kansas City, Mo.; KMEG(TV) Sioux City, Iowa; KMOS-TV Sedalia, KPOB-TV Poplar Bluff, and KRCG(TV) Jefferson City, all Missouri; *KETC(TV) St. Louis, and KOMU-TV Columbia, Mo. Actions Feb. 1.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KAMD Camden, Ark.; WAND-TV Decatur, and WCBW(FM) Columbia, both Illinois; WCOV Montgomery, Ala.; WDJZ Decatur, Ill.; WKBT(TV) La Crosse, Wis.; WKRS Waukegan, Ill.; WLKE Waupun, Wis.; WMOK Metropolis, and WMRV(FM) East St. Louis, both Illinois; WORA-AM-FM and WPRP both Ponce, P.R.; WVPC-FM Monmouth, Ill.; KALM Thayer, Mo.; KASI Ames, and KBOE-AM-FM Oskaloosa, both Iowa; KCLU-AM-FM Rolla, Mo.; KCOB-AM-FM Newton, and KDTH Dubuque, both Iowa; KESM-AM-FM El Dorado Springs, KFAL Fulton, KFRU Columbia, KFSB Joplin, and KGBX Springfield, all Missouri; and KICD-AM-FM Spencer, Iowa. Actions Jan. 29.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KJAN-AM-FM Atlantic, and KJFJ Webster City, both Iowa; KKJO St. Joseph, Mo.; KLEM-AM-FM LeMars, Iowa; KLWD Poplar Bluff, KLPW-AM-FM Union, and KLWT Lebanon, all Missouri; KLWW Cedar Rapids, KMA Shenandoah, KMCD Fairfield, and KMNS Sioux City, all Iowa; KNEM Nevada, Mo.; KNWS-AM-FM Waterloo, KOAK Red Oak, and KOEL Orwein, all Iowa; KOKO Warrensburg, and KRMS-AM-FM Osage Beach, both Missouri; KSCJ Sioux City, Iowa; KSD St. Louis; KSIM Sikeston, Mo.; KSO Des Moines, Iowa; KSTL St. Louis; KSTT Davenport, Iowa; KTTN Trenton, KTTR Rolla, KTTS-AM-FM Springfield, and KUKU Willow Springs, all Missouri; KVDB Sioux Center, KWAY Waverly, KWKY Des Moines, KWLC Decorah, and KWMT-AM-FM Fort Dodge, all Iowa. Actions Feb. 1.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KWOS Jeffer-

son City, Mo.; KWPC and KFMH(FM), both Muscatine, Iowa; KWRE Warrenton, and KWRT Booneville, Mo.; KWVL-AM-FM Waterloo, Iowa; KXEN Festus-St. Louis, Mo.; KXOK St. Louis; KYMO East Prairie, Mo.; KKUZ Burlington, Iowa; KYRO Potosi, and WDAF-AM-FM Kansas City, both Missouri; WDBQ-AM-FM Dubuque, Iowa; WEW St. Louis; WOC Davenport, Iowa; KBAY(FM) Kansas City, Mo.; KCFM(FM) St. Louis; KDMIF(FM) Des Moines, and KFMD(FM) Dubuque, both Iowa; KFMU(FM) Kansas City, Mo.; KGRV(FM) St. Louis; KLFM(FM) Ames, Iowa; KMBR(FM) Kansas City, and KMPL-FM Sikeston, both Missouri; KRCH(FM) St. Louis; KRXL(FM) Kirksville, and KTXR(FM) Springfield, both Missouri; KWAW(FM) Webster City, KXEL-FM Waterloo, WMT-FM Cedar Rapids, and KALA(FM-ED) Davenport, all Iowa; KBFL(FM-ED) Buffalo, *KCLC(FM) St. Charles, and *KCMW-FM Warrensburg, all Missouri, and *KCOE-FM Cedar Rapids, Iowa. Actions Jan. 28.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: *KCUR-FM Kansas City, Mo.; *KDCR(FM) Sioux Center, *KDIC(FM) Grinnell, and *KDFM(FM) Des Moines, all Iowa; *KHUR(FM) Clayton, *KMSS(FM) Rolla, and *KOCB(FM) Joplin, all Missouri; *KRNL-FM Mount Vernon, Iowa; *KSLH(FM) St. Louis; *KSOZ(FM) Point Lookout, Mo.; *KSUI(FM) Iowa City; *KTCF(FM) Cedar Falls, Iowa; *KTSR(FM) Kansas City, Mo.; *KWPC(FM) Fairfield, Iowa; *KWWC-FM Columbia, Mo.; *KWMR(FM) Cedar Rapids, Iowa; KCMO-TV Kansas City, Mo.; KCRG-TV Cedar Rapids, Iowa; KFVS-TV Cape Girardeau, and KHQA-TV Hannibal, both Missouri; KPLR-TV St. Louis; KOTV(TV) St. Joseph, Mo.; KSD-TV St. Louis; KTIV(TV) Sioux City, Iowa; KTTS-TV Springfield, KTO(TV) Kirksville, and KUHI-TV Joplin, all Missouri; KVFD-TV Fort Dodge, and KWVL-TV Waterloo, both Iowa; KYTV(TV) Springfield, and WDAF-TV Kansas City, both Missouri; WMT-TV Cedar Rapids, and WOIT-TV Ames, both Iowa; *KCSO-TV Kansas City, Mo., and *KDDN-TV Des Moines, Iowa. Action Feb. 1.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KAYL-AM-FM Storm Lake, and KBIZ Ottumwa, both Iowa; KBOA-AM-FM Kennett, and KBTN Neosho, both Missouri; KBUR-AM-FM Burlington, Iowa; KCCV Independence, Mo.; KCHA Charles City, and KCHE Cherokee, both Iowa; KCHI Chillicothe, Mo.; KCII Washington, and KCIM-AM-FM Carroll, both Iowa; KCMO Kansas City, Mo.; KCOG Centerville, Iowa; KCRV Caruthersville, Mo.; KDEC Decorah, Iowa; KDEX-AM-FM Dexter, KDKD Clinton, KDMO Carthage, and KDRO Sedalia, all Missouri; KDSN-AM-FM Denison, Iowa; KFEQ St. Joseph, Mo.; KFGO-AM-FM Boone, Iowa; KFMO Flat River, KFTW Fredricktown, and KFVS Cape Girardeau, all Missouri; KFGLO Mason City, Iowa; KHAD DeSota, Mo.; KIFG-AM-FM Iowa Falls, and KIOA Des Moines, both Iowa; KIRL St. Charles, and KIRX Kirksville, both Missouri. Action Feb. 1.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translator stations: K72AA and K75BD, both Weed Heights; K80BR Carson City; K71AX Fish Lake Valley; K72BO, and K74BH, both Paradise Valley; K72BPCo. Winnemucca and vicinity; K76RT, K72BP and K80BF, all Camp Desert Rock; K70AB and K73BS, both Hawthorne and Babbitt; K76CP Mina and Luning; K78CN Babbitt; K80AH Hawthorne; K72DH, Dry Lake, Crystal and Ute; K75CD and K78CJ, both Lovelock; K70AT, K75AF and K80AI, all Ely; K111X and K13JB, both Gabbs; K06FO Cooper Canyon Mines and vicinity; K111Y and K13JD, both Battle Mountain; K11DS Boulder City; K10GS Carson City; K06GA Searchlight; K02FN Mesquite; K02FM Goodsprings; K02FL Searchlight; and K09JC Hot Creek Valley and Stone Cabin Valley; K10EX and K12FU, both Goldfield, and K10GG and K12HK, both Empire, all Nevada. Actions Jan. 29.

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K10ET and K12EJ, both Petan Ranches; K02EG, K04FJ and K09FK, all Urine; K06DM, K07CM, K13JA, K03CM, K09FJ and K111V, all Picche; K04FK, K09FL and K11CN, all Caliente; K03BW, K10EH and K12DT, all Ranier Mesa and area 12; K06CR, K10EI and K12DS, all Mercury; K05AF and K10GT, both Mina and Luning; K11JN Reno (Shadow area); K10GB and K13JM, both Denio; K05BV Silver Peak; K12GW Carson City; K12HJ Crstal Bay; K07DV, K09DW and K11ED all Ruth; K08CB, K10BU and K12DE, all Lund and Preston, and K12HK Empire, all Nevada. Actions Jan. 28.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WMOB-FM Mobile, Ala., to July 14; *KIXE-TV Redding, Calif., to Dec. 15; KWPH(FM) Waipahu, Hawaii, to July 28; *KAID(TV) Boise, Idaho, to Dec. 14; KGLR(FM) Reno, to June 1; WAIM-TV Anderson, S.C., to July 21; KCPX-TV Salt Lake City, to July 21; WCUL(FM) Culpepper, Va., to May

21; WRAR-FM Tappahannock, Va., to May 13. Actions Jan. 21.

■ KECC-TV El Centro, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 40.7 kw vis., 8.13 kw aur.; change trans. and make changes in ant. system; granted mod. of CP to extend completion date to July 25. Actions Jan. 25.

■ KKEA(FM) Hilo, Hawaii—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action Jan. 21.

■ WGBY-TV Springfield, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 12. Action Jan. 26.

■ KWIX Moberly, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to May 8. Action Jan. 26.

■ WKBX Winston-Salem, N.C.—Broadcast Bureau granted mod. of CP to use towers #3 and #4 (east and south) for 1 kw CH array. Action Jan. 25.

Other action

■ FCC denied petition by Lawrence H. Metcoff, project manager Telebiblos Inc., for rulemaking to make one of UHF-TV chs. from 70 to 83 available for transmission of medical information to physicians by facsimile process. Action Jan. 27.

Translator actions

■ East Glacier, Mont., East Glacier TV Association—Broadcast Bureau granted CP for new VHF translator to serve East Glacier on ch. 10 by rebroadcasting KRTV(TV) Great Falls, Mont. Action Jan. 26.

■ Paradise, Nev., Humboldt County TV Maintenance Board—Broadcast Bureau granted CP for new VHF translator to serve Paradise Hill on ch. 13 by rebroadcasting KTVN(TV) Reno. Action Jan. 25.

Ownership changes

Applications

■ KCRT(AM) Trinidad, Colo.—Seeks assignment of license from Merlyn James Hedin to Trinidad KCRT Inc. for \$207,500. Seller: Merlyn Hedin, sole owner. Buyers: James P. Platt (50%), Marvel B. Peterson (25%), and Cecil N. and John C. Peterson (each 12.5%). Mr. Platt has interest in KBTO(AM) Eldorado, Kan.; Mrs. Peterson is housewife; Cecil Peterson is regional manager, Union Central Insurance Life Co.; John Peterson is law student at Washburn University, Topeka, Kan., and is state representative-elect in Kansas. Ann. Jan. 13.

■ WTOP-FM Washington—Seeks assignment of license from Post-Newsweek Stations, Capital Area Inc. to Howard University. No consideration involved. Assignor: Larry M. Israel, president, et al. Assignee: Howard Stone Anderson, acting chairman of board. Ann. Jan. 13.

■ KWEB(AM) and KNCV(FM), both Rochester, Minn.—Seeks assignment of license from North Central Video Inc. to JMT Broadcasting Inc. for \$275,000. Sellers: Edward J. Foster, vice president, et al. Buyer: Michael L. Sheedy, sole owner. Mr. Sheedy is salesman for North Central Video. Ann. Jan. 13.

■ KXXL(AM) Bozeman, and KWYS(AM) West Yellowstone, both Montana—Seek assignments of licenses from Richard D. and Eloise W. Smiley to Empire Broadcasting Corp. for \$250,000. Sellers: Mr. and Mrs. Richard D. Smiley (jointly 100%). Buyers: Eldon Mengel, president (12.9%); Eugene L. Russell, vice president-director (8.04%); Russell L. Culver and Gene Huntley (each 6.5%), et al. Mr. Mengel owns electric supply and furniture sales firm; Mr. Russell owns clothing store; Mr. Culver and Mr. Huntley are attorneys. Ann. Jan. 13.

Actions

■ WJWB(AM) Brooksville, Fla.—Broadcast Bureau granted transfer of control of Brooksville Broadcasting Service Inc. from William W. Johnson (100% before, none after) to Hunter-Knight Broadcasting Inc. (none before, 100% after). Consideration: \$25,000. Principals of Hunter-Knight: William A. Hunter, vice-president (38.3%), Phillip M. Knight, president-treasurer (19.5%), et al. Mr. Hunter has interest in WDOT(AM) Burlington, Vt., and WBZA(AM) Kingston, N.Y. Mr. Knight is salesman and announcer for WDOT. Action Jan. 22.

■ WKIS(AM) Orlando, Fla.—Broadcast Bureau granted assignment of license from Kis Inc. to Susquehanna Broadcasting Co. for \$1,475,000. Sellers: Thompson K. Cassell, president (51%), J. McCarthy Miller Jr. (26%), Boris Mitchell, vice president (23%). Sellers own 12%, 57% and 19%, respectively, in WCOA-AM-FM Pensacola, Fla. Mr. Cassell owns 25% of WUWU(AM) Gainesville, Fla., and 11% of applicant for new VHF TV at Orlando. Buyers: Louis J. Appell residuary trust (88.11%), Louis J. Appell Jr., president (3.68%), et al. Mr. Appell Jr. votes stock of trust. Buyers own WSBA-AM-FM-TV

York, Pa., WQBA(AM) Miami and 90% of WARM(AM) Scranton, Pa., WHLO(AM) Akron, Ohio, WICE(AM) Providence, R.I., and WGBB(AM) Freeport, N.D. Mr. Appell has individual interests in WARM, WHLO, WICE and WGBB. Action Jan. 27.

■ WKIS-FM Orlando, Fla.—FCC granted assignment of license from Kis Inc. to Shamrock Development Corp. for \$120,000. Sellers: (see above). Buyers: Edward J. Lynett, Lynda Lynett, George V. Lynett, Patricia Lynett, William R. Lynett, Linda Lynett, James F. Haggerty and Cecilia Lynett Haggerty (each 12.5%). Messrs. Lynett and Mrs. Haggerty jointly own WEJL-AM-FM Scranton, Pa. Action Jan. 27.

■ WYX(AM) Waycross, Ga.—Broadcast Bureau granted transfer of control of Radio Station WYX Inc. from Beattie Williams Mayo (37½% before, none after), Eva Williams Jennison (37½% before, none after) and The First National Bank of Columbus (Ga.) (25% before, none after), to Pioneer Broadcasting Corp. (none before, 100% after.) Consideration: \$60,000. Action Jan. 22.

■ WGVA(AM) Geneva, N.Y.—Broadcast Bureau granted assignment of license from Mohawk Broadcasting Co. to Wireline Radio Inc. for \$300,000. Sellers: Straus Broadcasting Group Inc., 100%. Straus owns WMCA(AM) New York, WALL-AM-FM Middletown and WTLB(AM) Utica, all New York. R. Peter Straus, president, et al. Buyers: Trans National Communications Inc., 100%. Ellis E. Erdman, president-chairman of board (12.784%) of Trans National and chairman of board of Wireline, votes stock of Trans National. Mr. Erdman owns 68.14% of WTKO (AM) Ithaca, N.Y., Buyers own WUDO(AM) Lewisburg, Pa. Action Jan. 25.

■ KRFS(AM) Superior, Neb.—Broadcast Bureau granted transfer of control of Valley Broadcasting Co. from Robert J. Kelly (56% before, none after) to William L. Gratopp (24% before, 80% after). Consideration: \$22,684. Mr. Gratopp is general manager of KRFS, is insurance salesman and has interest in mobile home development. Action Jan. 22.

■ KXMB-TV Bismarck, N.D.—FCC granted assignment of license from KXMB-TV Inc. to Bismarck Television Inc. for \$1.2 million (\$82,832 plus \$317,168 in obligations to General Electric for equipment). Seller: John Boler, president. Sellers own 97.99% of KXJB-TV Valley City, N.D. Buyer: KXMC-TV Inc., 100%. Principals of KXMC-TV Inc.: Chester Reiten, president (40%), Lloyd Amoo and William Hurley, vice presidents (each 30%). Buyers own KXMC-TV and KCBJ-AM-FM, all Minn. N.D. They also own KXMD-TV, TV satellite in Williston, N.D. Action Jan. 27.

■ WSPD-FM Toledo, Ohio—FCC granted assignment of license from Storor Broadcasting Co. to Susquehanna Broadcasting Co. for \$275,000. Sellers: Peter Storor, et al. Buyers: (see listing of WKIS(AM) Orlando, Fla., above). Action Jan. 27.

■ WHNR(FM) McMinnville, Tenn.—Broadcast Bureau granted assignment of license from Harold Nelson Roney to Cumberland Valley Broadcasting Inc. for \$45,000. Seller: Harold Nelson Roney, sole owner. Buyers: James W. R. White and Nell B. White (each 27.6%), et al. Mr. and Mrs. White own 49½% each of *Southern Standard*, newspaper in Warren county, Tenn., and *Smithville Review*, Smithville, Tenn. Action Jan. 21.

■ WRKH(AM) Rockwood, Tenn.—Broadcast Bureau assignment of license from Dick Holloway Enterprises to WRKH Broadcasting Co. for \$140,000. Seller: Richard W. Holloway, sole owner. Buyers: Farnell O'Quinn (28%), Alvin Graham, Eugene Rogers and Ferrell Leon O'Quinn (each 24%). Farnell O'Quinn owns WUFF(AM) Eastman, Ga.; has 80% interest in WULF(AM) Alma and WHAB(AM) Baxley, both Georgia; has interest in four Georgia CATV systems, and has 50% interest in real estate firm. Mr. Graham is sales manager of WHAB, Mr. Rogers is manager of WUFF, Ferrell O'Quinn owns trailer sales business. Action Jan. 21.

■ KFDX-TV Wichita Falls, Tex.—FCC granted assignment of license from Wichtex Radio & Television Company to Clay Broadcasting Corp. of Texas for \$5,050,000. Sellers: D. A. Cannon, resident, et al. Buyers: The Charleston Mail Association, publisher of the *Charleston* (W. Va.) *Daily Mail* (80%), Lyell B. Clay, president and director and Paul A. Brissette Jr., vice president, director, and general manager (10% each), Clay Broadcasting Corp. is licensee of WWAY(TV) Wilmington, N.C. Mr. Clay has real estate and motel interests. Action Jan. 27.

CATV

Applications

■ Santa Barbara, Calif.—Seeks CP for new relay station in Los Padres National Forest, Santa Barbara, to bring signal of KCOY-TV Santa Maria, Calif., to system in Santa Barbara. Ann. Jan. 29.

■ Columbia, Mo.—Kingdom Television Inc. Seeks amendment of frequency allocation to change frequencies to 12762.5-12775.0, 12775.0-12787.5, 12787.5-12800.0, 12850.0-12862.5, 12900.0-12912.5

mhz; change type trans. and change ant. system. Ann. Jan. 29.

■ Kearney and Hastings, both Nebraska—Telesis Corp. Seeks CP for new relay station at 1604 West 2d Street, Grand Island, Neb., to be used with systems in Kearney and Hastings. Also seeks CP for relay station on Torcka Peak, one mile northwest of Prosser, Neb., to be used with same systems. Ann. Jan. 29.

■ Laramie, Wyo.—Laramie Community Television. Seeks CP for new relay station 2.3 miles south-southeast of Hermosa, Wyo., to bring signals of KBTW-TV, KOA-TV, KLTZ-TV and KRMA-TV, all Denver, and KFBC-TV Cheyenne, Wyo., to system in Laramie. Ann. Jan. 29.

Final actions

■ FCC dismissed complaints filed by Television Communications Corp., Elmira Video and Jamestown Cablevision Inc., against proposed 33½% increase in rates effective Feb. 1, charged by New York-Penn Microwave Corp. for microwave transmission. Action Jan. 27.

■ Clyde, Ohio—FCC granted Continental Cablevision of Ohio Inc. waiver of hearing provisions of rules and authorized to carry 9 distant signals on its system. Signals are: WJW-TV, WKBF-TV, *WVIZ-TV and WCTF-TV all Cleveland; WUAB-TV Lorain, *WBGU-TV Bowling Green and WMOS-TV Marion, all Ohio; CKLW-TV Windsor, Ont., and WAKR-TV Akron, Ohio. Action Jan. 27.

Action on motion

■ Chief, Common Carrier Bureau, granted KBC Corp., CATV system, temporary waiver of rules to permit it to extend existing CATV system from Killeen to adjacent city of Harker Heights, Tex. Action Jan. 29.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 2. 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*.

■ Broward County, Fla.—County commissioners received an application from Broward Cable Vision, 51% owned by Cablecom-General Inc. (multiple-CATV owner), Colorado Springs, for a franchise in the unincorporated areas of the county.

■ Palm Bay, Fla.—General Development Corp., has been granted a franchise for its Holiday mobile home development. It is a non-exclusive franchise renewable up to 20 years. GDC will post a bond to safeguard roads and streets from any damage and provide \$100,000 liability insurance for injuries to persons. \$300,000 liability for any one accident.

■ Wichita, Kan.—The franchise granted to Air Capital Cablevision Inc., Wichita, has been declared null and void by the Kansas Supreme Court.

■ Wells, N.H.—Coastal Cable and Antenna Inc. (multiple-CATV owner), Portland, Me., has applied for a franchise.

■ Berkeley, N.J.—Clear Television Cable Corp., Berkeley, has been granted a franchise.

■ Washington township, N.J.—CATV Service Co. (multiple-CATV owner), Flemington, N.J., has been granted a franchise in the Stephensburg-Cliffdale Park and Indian Park area. A group of 50 or more residential units are required before the company will provide service.

■ Pleasantville, N.Y.—The 25-year non-exclusive franchise granted Saw Mill River Cablevision Inc., a subsidiary of Time-Life Broadcast Inc. (multiple-CATV owner), N.Y., has been terminated.

■ Corinth, N.Y.—Normandy TV Cable Code Inc., has applied for a franchise.

■ Albert Lea, Minn.—City council has granted a 25-year franchise to Cableview, Albert Lea. Plans call for 12 television channels and 20 FM radio stations. The rates have been set tentatively at \$6 per month with a \$25 installation fee and possibly an additional charge for the FM radio signal.

■ Port Arthur, Tex.—City council has rejected previous applications for a franchise and three companies have applied for a new franchise: International Telemeter, Port Arthur; LVO Cable (multiple-CATV owner), Tulsa, Okla., and Port Arthur Cablevision, Port Arthur.

■ Jacksonville, Vt.—Area Telecable Corp., Jacksonville, has purchased the franchise from the estate of Harold Stetson. The system now offers four channels including one educational station.

Even to someone totally unfamiliar with the business, the name "Combined Communications Corp. would probably suggest a large, diversified company with every intention of becoming larger and more diversified—a description that fits CCC with precision. The company owns a small broadcast empire, comprising KTAR-AM-FM-TV Phoenix, KYUM-AM) and KBLU-TV, both Yuma, KYCA-AM) Prescott, all Arizona, and KOCO-TV Oklahoma City; it is the second largest (behind Metromedia) outdoor-advertising company in the nation; it publishes *Phoenix*, which CCC says is the largest-selling city magazine in the country; and it owns electrical-sign manufacturing plants in three states.

It is not surprising to find that the president of Combined Communications is a hard-driving business enthusiast, dedicated to acquiring new properties and breaking revenue barriers. Karl Eller is a man who talks with eager anticipation about tomorrow's acquisition, and with a philosophical shrug about the ones—including some very big ones—that got away.

He lost in a bid to acquire Time-Life Broadcast's stations, and holds little hope for success in an attempt to acquire NBC Radio Stations. "However," he adds, "we're in negotiations right now for two additional TV outlets that would bring our total to five, and I think we may succeed."

In 1969, CCC's individual profit centers, as Mr. Eller calls them, generated \$18 million in revenues. In 1970, the figure was up by one-third, to \$24 million. "By 1971," he says, "I expect—with no new acquisitions—to do \$33 million in gross revenues. And by 1971, I envision Combined being a \$100-million corporation, with the help of new properties we expect to acquire. If we had gotten the NBC stations, that would have just about put us there, so the total is a realistic figure."

Mr. Eller's background is not in television; before he took over CCC, he had spent many years in the outdoor-advertising business. In 1952, following graduation from the University of Arizona with a BA in business administration, he joined Foster & Kleiser, an outdoor-advertising firm, as a sales representative. During his seven years with that company, he held posts as sales manager, national sales account executive and account supervisor before becoming a vice president in Chicago.

After three years as an account executive in a Chicago advertising agency, he formed Eller Outdoor Advertising Co. in 1962. He also headed the Myers-Lieber Sign Co., an electronic-manufacturing firm, until the formation of Combined Communications in 1968. The company was created after several years of talk about joining forces with

Sky's the limit in the world of Karl Eller

John L. Lewis Jr., whose family owned KTAR-AM-FM-TV Phoenix.

Mr. Eller's background has helped to give him some unusual perspectives on broadcast advertising. For one thing, he says that television advertising should be carefully combined with outdoor advertising. "If the total advertising budget for TV were divided 80% in television and 20% in outdoor," he says, "you would wind up doubling your reach and frequency along with your exposure. In the end it means lowering your cost per thousand—and in a mar-

Week's Profile



Karl Eller—president, Combined Communications Corp., Phoenix, Ariz.; b. June 20, 1928, Chicago; U.S. Army, 1946-48; University of Arizona, Tucson, 1948-1952; Foster & Kleiser (outdoor-advertising firm), 1952-59; serving as sales representative Tucson 1952-53; sales manager, Phoenix, 1953; national sales account executive, San Francisco, 1956; account supervisor, Chicago, 1957; vice president, Chicago, 1958-59; account executive, Needham, Louis and Brorby Advertising Agency, Chicago, 1959-62; president, Eller Outdoor Advertising Co., Phoenix, 1962-68 and president Myers-Lieber Sign Co., Phoenix, 1967-68; formed CCC in 1968; m. Joan Stevens, May 30, 1952; children—Scott, 14, Elissa, 11; hobby—"bringing pro-football franchise to Phoenix."

keting buy, this is the most important thing to have."

It is no coincidence that Combined owns billboard companies in markets where it owns TV stations, nor is it caprice when Mr. Eller says that one of his primary criteria in purchasing a television outlet is that an outdoor company be available in the same market.

Mr. Eller is also partial to short commercials, which he says have been demonstrated to be more effective than longer ones. One day, he says, 20-second and 10-second commercials will be widely recognized for their effectiveness.

Mr. Eller's interest in television extends beyond acquisition of VHF outlets into cable television. "I'm really not so much concerned with what goes into the home on the cable as with what comes out," he says. "Two-way communications via the cable can be an important force in the community." And, he adds, "whoever controls the wire will eventually control most of the communications of the town."

The growth of Combined Communications over the past two years—in the face of belt-tightening by some other group owners—is partially related to the fact that Combined has never been overstaffed, Mr. Eller says. "We have five on our corporate staff," Mr. Eller notes, "yet over 1,000 are employed by Combined. Each manager runs his own little profit center, his own little company."

Karl Eller is also a firm believer in concentrated local selling. "If you depend too much on national business," he says, "I believe you're going to have rough times. National business comes and goes; you have no control over it. In local business, you face the guy eye-to-eye and can have some control over selling him."

Away from his office, Mr. Eller's drive is channeled into professional sports. He was instrumental in bringing professional hockey and basketball to Phoenix, and is working to get a professional football team and an NCAA post-season bowl game there.

"I've always wanted to own a professional football team," Mr. Eller says, "and doggone it, I'm going to do it sooner or later"—though not before at least 1973, he acknowledges.

His interest in sports was evident as far back as high school, when he played fullback on a team with former astronaut Frank Borman. "He was flat-footed and couldn't throw a pass but he was our quarterback and a fantastic leader," Mr. Eller says. "He just drove us, we couldn't be beaten—won 33 games and were undefeated and untied for three years." Quite obviously, old-fashioned drive is a quality much admired by the peripatetic Karl Eller.

Spreading the risk

This publication has consistently opposed the creation or enlargement of bureaucracies to make standards that are better left to the decision of individual managements or the interaction of the marketplace. BROADCASTING may therefore seem to be acting out of character now when it suggests a virtue in the kind of self-regulating apparatus that the American Advertising Federation is promoting, with some promise of results.

There is, however, a significant difference between the nature and objectives of the all-advertising organization that is now proposed and those of the National Association of Broadcasters' television and radio codes, which have been the principal subjects of BROADCASTING's past comments. The AAF plan envisions surveillance of advertising of all kinds in all media. The NAB codes treat broadcasting exclusively. In the absence of comparable systems in other media, the NAB codes have been used to exert unique pressures on broadcasting while other media were untouched.

As this publication has observed, more often than some readers may care to be reminded, the NAB codes have probably led to more government regulation than they have avoided. To take but one example, the codes' explicit ratios of time to be allocated to advertising and to programing have been adopted as models by the FCC in evaluating the performance of stations at license-renewal time.

The all-advertising mechanism cannot be accorded general endorsement until more of its details become known. But if it is to do nothing more than to eliminate the broadcast-only system of self-regulation, it deserves encouragement.

Donner Pass revisited

Lately there has been a spate of newspaper stories discovering in great detail the recession that has befallen television, especially network television, as if the blow had just been struck and almost as if it had struck television, or even network television, alone.

For more than a year now, broadcasters have not needed to be told that times were tight and getting tighter. But, for that matter, neither have people in any other line of work. Television's high visibility has made its difficulties more easily observable, and its difficulties have been compounded both in fact and in public notice by the peremptory and discriminatory loss of cigarette advertising.

It was predictable that newspapers would play up television's first real experience with economic strictures. They have never played down any other kind of TV trouble. Most of them would not mind if their stories prolonged the problems of TV and delayed its participation in the general economic upturn that everyone agrees will become evident—though timetables differ—later this year.

The real danger, however, now that the cigarette loss is fact and becoming measurable, is that broadcasters will become over-jittery and resort to practices that, whatever their short-term benefits, will be destructive in the end. The networks increasingly are being accused of such tactics. More and more stations are complaining not only of spot business lost but even of spot-availability requests withdrawn because of network deals—deals not only on price but apparently often involving shorter station line-ups than were ever called "networks" before. There may be some exaggeration in these charges, but it is no exaggeration to say that, if events and tempers continue on their present courses, a massive con-

frontation between networks and stations seems inevitable.

Ironically, all this is happening at a time when television's fundamental strength—the attention of audiences—is greater than ever. Both major audience-measurement services show dramatic gains in viewing levels, averaging 6.5%-7.5% per quarter-hour (BROADCASTING, Feb. 1). Television was never a better buy.

It may also be true that it was never a harder sale. But that should not be allowed to obscure its intrinsic strength or justify mindless selling practices. Competition is one thing. Cannibalism is another.

The media mass

Two weeks ago, in the release of a comprehensive census of media, the U.S. population was revealed to be served by far more broadcast stations, newspapers and magazines under far more ownerships than anyone had previously counted. Last week, in an unrelated action, the FCC tentatively voted to ease the rule it adopted last March to prohibit the owner of one full-time broadcast station from acquiring another in the same community.

If the commission had waited to read the findings of the new study by M. H. Seiden & Associates, a respected Washington economic-consulting firm, its more realistic thinkers might have voted to pull back all the way from the one-to-a-customer rule. The Seiden report, which was described in this publication's Feb. 1 issue, completely destroys the reasoning behind all of the commission's lurches toward a restructuring of broadcasting.

The one-to-a-customer rule, to prohibit future consolidations of broadcast ownerships, and the one-to-a-market rulemaking, which threatens to break up existing multimedia holdings in the same community, were conceived in the supposition that ownership concentrations of dangerous power were developing everywhere in the U.S. That the FCC had no solid evidence to go on is illustrated by the Seiden findings.

To take examples at opposite extremes, Seiden counted 610 media under 434 owners serving New York's 6,041,700 homes and 36 media under 30 owners serving Glendive, Mont., and its 4,600 homes. The din of rival voices is deafening.

It is impossible to imagine that the FCC will proceed to a one-to-a-market rule, now that it has fact available to substitute for supposition. Hopefully the agency will reopen its reconsideration of the one-to-a-customer rule.



Drawn for BROADCASTING by Sid Hix

"Who put my ex-wife's alimony payments under residuals?"

WHAT IS AVCO BROADCASTING?



In San Francisco it's the unique effort of radio station KYA to inform high school students how to effect political change by working . . . within the system.

KYA sensed that many young people were apprehensive about the increase in violent forms of protest. KYA, a station programmed for and listened to by the young audience, developed a special "Political Workshop."

500 Bay Area high school students participated in "give-and-take" sessions with well-known political leaders from the city and the state. The non-partisan discussions dealt with ways to bring about change through legal evolution instead of revolution.

The workshops were an outstanding success. Summing up the students' reactions, one participant stated, "I used to be unconstructively radical. Now I can be constructively critical. I hope the system can work."

And political leaders gained new insights into the thoughts of young people, who will soon be voters.

Establishing communication between the generations is one of the important goals of KYA and the Avco Broadcasting stations.

KYA/KOIT, just two of the progressive, involved group of twelve stations serving eight cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA/KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTH Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc.



BROADCASTING CORPORATION

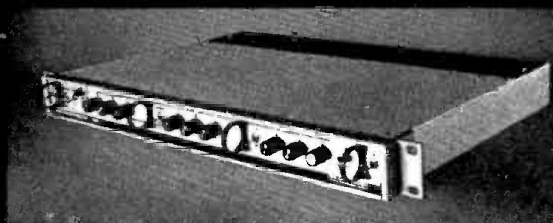
" . . . shaping the 70's through communication."

Color Calisthenics?



Up Down, Up Down . . . despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

Let your audience relax.
Write or call collect. 203-327-2000.



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