



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ARB sticks to its guns on rating reports. p19

Consumerism no ogre, admen told. p21

SPECIAL REPORT: Baseball rights for '70. p26

BMI slaps CBS, NBC, ASCAP with antitrust suit. p55

The price of freedom just went up!

A Houston police officer is killed in a gunfight with burglars.

The man charged turns out to be a well-known criminal, free on bond in another case.

Police and the mayor say it's a pattern . . . that it happens too often because it is too easy for criminals to get released on bond in Houston. Police say they have to keep arresting the same people, over and over again.

KPRC-TV News begins an intensive study and a series of reports on the Bail Bond business and how it works.

The station concludes that it is too easy for known criminals to get out on bond, and even get arrested while out on bond, and get out on bond again.

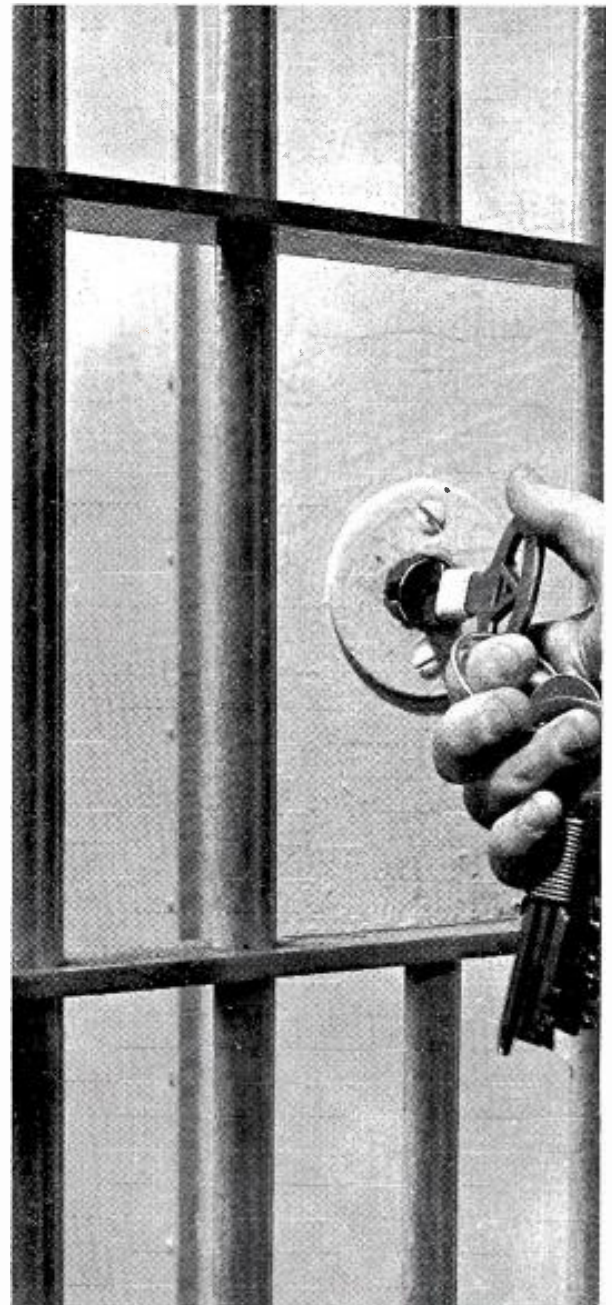
KPRC-TV editorials call for higher bail bonds and for legislation to make it more difficult for repeat offenders. The courts adopt the higher bond schedule.

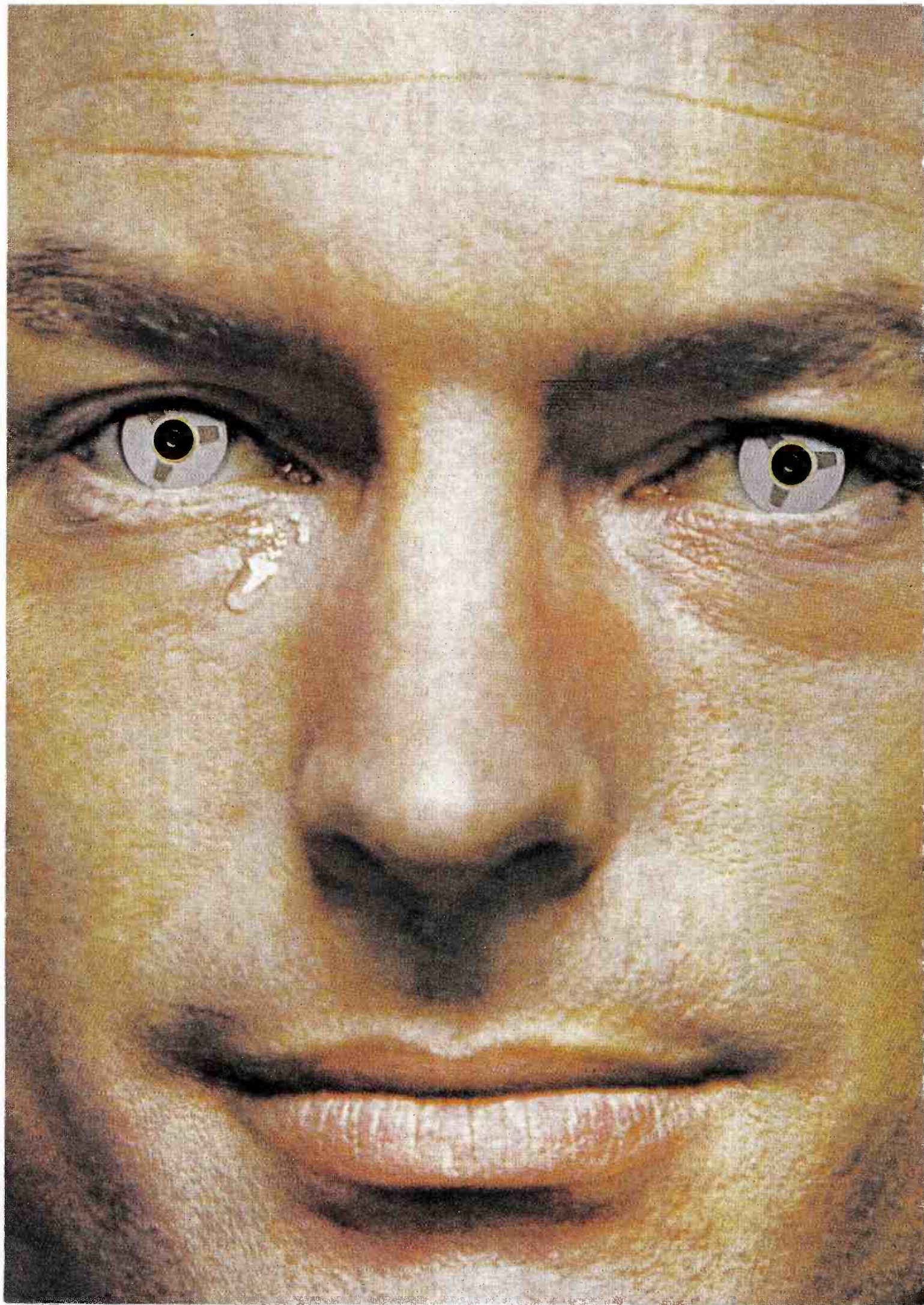
Bondsmen are less anxious to take the risk. Professional criminals are now spending more time in jail.

In Houston today, Police are not arresting the same people as often as they were last year . . . a tribute to the effectiveness of the revised bond schedule brought about through the positive action of concerned Houstonians . . . like

GOOD NEIGHBOR KPRC-TV

NBC in Houston on Channel 2
Edward Petry & Co., National Representatives





We're putting emotion back into research.

Remember when everyone expected computers to take over the world? It didn't happen because people still had to make the decisions.

The ABC Owned Radio Stations,

WABC WABC FM/New York

KQV KQV FM/Pittsburgh

WXYZ WXYZ FM/Detroit

KXYZ KXYZ FM/Houston

WLS WLS FM/Chicago

KGO KGO FM/San Francisco

KABC KABC FM/Los Angeles

have learned to balance the logic of computers with the logic of people.

We were one of the first to use Brand Rating Index. BRI can isolate heavy users in over 390 product categories, find out who they are, what brands they buy, and how much they buy.

We've even taken research further. With Psychographics. People freely associate and tell how they feel about us. For example: what color a radio station is (anything from light blue to wild purple).

Our retail development experts can go into the largest retailers in the country, armed with computerized statistics on the reasons for using radio. Research that tells the whole story. Yet, it's their experience and judgment as people that will do the convincing.

When you get down to it, our research tools must be as sophisticated as the information we need. That's why we pour so much money back into research. That's one reason why the sales and ratings of the ABC Owned Radio Stations are the highest in our history. And that's why our success can help you become even more successful.

So we're committed to research. That is, as much as is humanly possible.

ABC OWNED RADIO STATIONS 

We've made a sound business out of sound.

COLD FRONT SWEEPING SOUTHWARD...COLLISION :
STATE GOVERNMENT APOLLO 11... TRANSIT SERVI
NOON • 6pm / 10pm



represented nationally by



Dallas-Fort Worth is continually on the grow! According to ARB's 1969 Television Market Analysis, the Dallas-Fort Worth area is the 10th largest retail sales market and the 12th largest TV market in the United States. The people of such a gigantic metropolitan area deserve nothing but the best, and Channel 4's BIG NEWS is the best!

To get your "big news" to viewers in Dallas-Fort Worth, see your H-R representative for details about our BIG NEWS.

KRLD-TV The Dallas Times Herald Station

CLYDE W. REMBERT, President

Commercial limits due

FCC this week may establish standard for overcommercialization in radio: more than 18 minutes of commercial matter per hour in more than 10% of station's time. Stations exceeding that limit would face license-renewal hearing ("Closed Circuit," Dec. 8, 1969). Half-dozen letters are on agenda addressed to radio stations which, in latest renewal application, proposed more than 18 minutes of commercial time per hour and, in accordance with commission policy, filed reports on commercial practices 18 months later. (Policy requires such letters from television stations proposing more than 16 minutes per hour. But TV poses no overcommercialization problem at moment.)

Stations with renewals due again and found to be exceeding 18-minute standards more than 10% of hours broadcast would be given opportunity to justify (or cut back) commercial practices before being set for renewal hearing. Stations with similar commercial practices but with no renewal imminent would be advised of what is in store at renewal time. Finally, those stations exceeding 18-minute level in less than 10% of broadcast time would get pat on back.

Home-town news

When staff recommendation for separation of newspaper and CATV ownership in same market comes before FCC, discussion will focus on survival of newspapers themselves, particularly in markets under top 25 or so. Staff, based on Department of Justice position, feels CATV-newspaper separation can be accomplished without new rulemaking on "one-to-a-customer" proposal. But before it gets to that point Commissioner Robert E. Lee is expected to propose whole question of newspaper ownership of any kind of broadcast service be considered in broadened rulemaking proceeding.

Newspapers want ownership of cables in their communities against day that facsimile transmission becomes viable. Big problem now is home delivery and constant turnover of carriers. If newspapers are precluded from CATV ownership in their markets, it's feared CATV operators would become "publishers" of fax newspapers on one of their numerous channels, along with visual-type service now available from press services thereby supplying "hard-copy" record in direct competition to local newspapers.

Man with message

H. Ross Perot, Texas computer tycoon who is bent on doing good works with his wealth, may underwrite multimillion-dollar series of television specials on American life and culture. Western Video Industries of Hollywood has been attempting to clear 52 weeks of Sunday-evening hours on spot basis. Proposal is to buy time at rate slightly higher than station would get in conventional network compensation. Programs would carry no commercials. Production budget of between \$200,000 and \$250,000 per show is being promised. (Mr. Perot is Texan who has been trying to deliver air cargoes of food and gifts to U. S. prisoners in North Vietnam.)

Frank Borman, former astronaut who recently became president of Perot-financed American Horizons Fund, would be spokesman on specials. Western Video officials say, however, that series would be nonpolitical, aimed only at presenting America in favorable light. As of Friday, Western Video was said to have commitments from number of major-market stations. Go or no-go decision is expected soon.

The Nixon stamp

President Nixon is expected to send to Congress this week plan to reorganize government's telecommunications policy-making machinery. Bulk of plan can be implemented by executive order. However, minor portion would require congressional review. If either house does not veto reorganization plan in 60 days, it will go into effect, and President will sign executive order implementing remainder.

As revealed in draft form two months ago (BROADCASTING, Dec. 29, 1969), plan calls for centralizing telecommunications policy-making and administrative functions in new Office of Telecommunications Policy, quartered in White House. Draft indicated that FCC would lose no responsibilities—at least for time being—but new office would represent government in matters before commission and work with it in improving spectrum management. White House aides last week indicated plan remains essentially unchanged.

Lawyers' field days

There are reports that copyright-infringement suits may start popping up around country against CBS-TV, which since Jan. 1 has been without license to use repertory of Broadcast Music Inc.

If so, they will be brought in names of specific writers and publishers of specific musical numbers and filed in federal courts in or near home towns of writers/publishers involved. BMI would coordinate but not bring actions in its own name. That's standard procedure in music-license business.

NBC presumably will be open to similar actions after April 4, now that BMI has served 60-day notice of termination of NBC-TV's license on that date. CBS openly acknowledged it could not get all BMI music out of its programs—particularly film/tape programs—in 60 days even if it wanted to, and NBC-TV apparently faces similar complications. Actions would add one more twist to tangle of suits and cross-suits that is already one of most complicated in network music-license history (see page 55).

Shorter nights

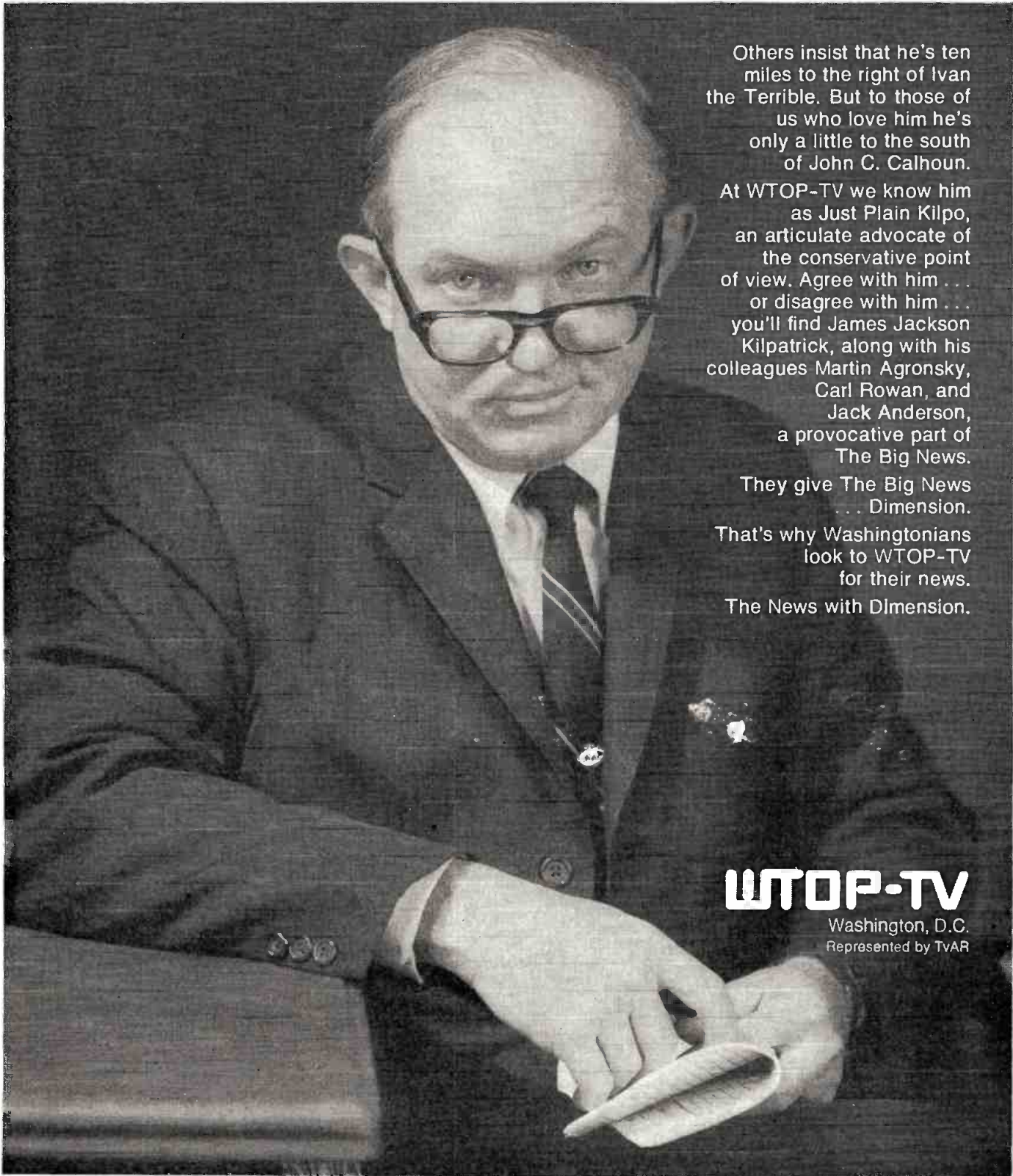
FCC opinion is crystalizing on 50-50 network programing rulemaking, and it looks more than ever like compromise. Likely meeting ground will be in area of limiting networks to three hours of programing in prime time—basically proposition advanced by Westinghouse Broadcasting Co.'s Don McGannon.

Insiders tote up at least five votes for Westinghouse-type of compromise (in doubt: Chairman Dean Burch, Commissioner Robert Wells). Repeatedly tossed into discussions have been FCC actions of past years, first cutting back and then eliminating option time, which networks on each occasion lamented would destroy network broadcasting. Westinghouse plan would be boon to independent syndicators.

Multiplication machine

New high-band video-tape duplicating process for broadcast use developed by Ampex Corp. is now claimed not only to be 10 times faster than present process (BROADCASTING, Feb. 2), but also to turn out perhaps five recording copies simultaneously. So-called "dynamic transfer" method of duplication chosen by Ampex can produce copying rate, it's believed, of 10 copies of one-hour program per hour or 50 copies of same one-hour show per hour for five-slave-reel system. Only limitation at this stage apparently is dimensions of duplicating equipment. In linear arrangement of reels, duplicating system with capacity of five simultaneous copies and designed to use 17-inch reels, is estimated to have length of almost 16 feet.

Some liberals insist that our commentator, Conservative James J. Kilpatrick, is four miles to the right of William McKinley.



Others insist that he's ten miles to the right of Ivan the Terrible. But to those of us who love him he's only a little to the south of John C. Calhoun.

At WTOP-TV we know him as Just Plain Kilpo, an articulate advocate of the conservative point of view. Agree with him . . . or disagree with him . . . you'll find James Jackson Kilpatrick, along with his colleagues Martin Agronsky, Carl Rowan, and Jack Anderson, a provocative part of The Big News.

They give The Big News . . . Dimension.

That's why Washingtonians look to WTOP-TV for their news.

The News with Dimension.

WTOP-TV

Washington, D.C.
Represented by TVAR

In 1970 broadcasters will foot largest tab ever for radio-TV baseball rights. While baseball officials predict 'boom year' due to divisional playoffs, broadcasters still have many unsold commercial minutes. See . . .

Baseball rights nudge \$39 million . . . 26

'Anti-inflationary' \$200.8-billion budget sent to Congress by President Nixon last week limits FCC to budget of \$24.9 million, forcing commission to seek estimated \$600,000 in added costs elsewhere. See . . .

A tighter budget for the FCC . . . 37

Irving B. Kahn, chairman and president of group CATV owner Teleprompter Inc., reveals his firm will apply to FCC to launch own satellite system to be operated individually or with others. See . . .

Kahn plans a satellite for CATV . . . 38

Rand Corp.'s report calling for removal of virtually all restrictions on cable television is blasted by broadcasters, and is termed 'speculative' piece developing little new information by NAB. See . . .

Barking back at Rand report . . . 42

CATV industry finds it is to be regulated by both federal and state governments as Supreme Court, in Nevada case, holds that bilevel jurisdiction is not incompatible. States ready bills for utility-type regulation. See . . .

CATV faces control by states, FCC . . . 44

Metromedia is relinquishing option to buy WFLD-TV Chicago, 50% owned by Field Enterprises Inc., for \$10 million. But Field says it will go through with acquiring remaining interest from Balaban group. See . . .

Metromedia drops deal for WFLD-TV . . . 48

Three new Jackson, Miss., citizens groups file for channel 3 there. They'll compete with group which filed last March and Lamar Life Broadcasting, whose license for WLBT(TV) was vacated last year. See . . .

Five groups vie for WLBT(TV) . . . 50

Latest twist in music-license controversy finds BMI lashing out at CBS, NBC and ASCAP with \$59 million anti-trust suit, charging 'conspiracy' to re-establish monopoly ASCAP had several decades ago. See . . .

Founding networks out to kill BMI? . . . 55

Justice Department backs up somewhat on practice of handing out subpoenas to news media for notes, photos, 'out-takes.' Attorney General John Mitchell says department eschews interference with press freedom. See . . .

No end to dispute over out-takes . . . 58

Broadcasting and broadcasting-related stocks tumble 8.1% in January with every category registering loss. Strong individual gainers included Walter Reade, Creative Management and Communications Properties. See . . .

Broadcast stocks begin '70s in slump . . . 66

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Maybe the way to America's conscience is through its television sets.

Television does a superb job of keeping people entertained. But it can be even better at making them take a good look at themselves.

In January, for instance, Group W televised "The Man Nobody Saw," starring Diana Sands. A 90-minute drama and discussion showing what it's like for a black man to live in a white man's world.

Viewers saw how years of insult and neglect can destroy someone as surely as lynching. And a few of those viewers, we hope, pondered whether they too might be a bit bigoted.

"The Man Nobody Saw" is just one of our weekly prime-time specials designed to bring new ideas, new talents, and new experiences into people's lives.

Obviously, some of these specials will inevitably make audiences uncomfortable. Even uncomfortable enough to go out and make things better.

And in a way, that's the highest tribute we can get.

GROUP



WBZ · WBZ-TV BOSTON · WINS NEW YORK
KYW · KYW-TV PHILADELPHIA · WJZ-TV BALTIMORE
KOKA · KOKA-TV PITTSBURGH · WQOW FT. WAYNE
WIND CHICAGO · KPIX SAN FRANCISCO · KFVB LOS ANGELES
WESTINGHOUSE BROADCASTING COMPANY

Record pirates sued

In what may be largest such action ever filed, NBC Friday (Feb. 6) sued nine individuals, 13 firms and numerous John Doe persons and companies—all located in Los Angeles county—for injunction and total of \$2-million general and exemplary damages for phonograph-record piracy.

Suit, filed in Los Angeles County Supreme Court, charges that defendants have appropriated, dubbed into tapes, and sold for their own profit such performances on RCA records as "Grazing in the Grass" by The Friends of Distinction, "These Eyes" by The Guess Who, and "Suspicious Minds" by Elvis Presley. Claim is made that alleged pirates are grossing more than \$50,000 per week from sale of some 20,000 tapes dubbed from RCA records. Tapes supposedly are being sold under such labels as Echo, Custom Pak, and Audio Trax. RCA records is a division of NBC Inc.

Radio-board seats filled

National Association of Broadcasters radio-board elections last week dislodged one incumbent director in adding eight new members to board. Results announced Friday (Feb. 6) by NAB Secretary-Treasurer Everett E. Revercomb showed incumbent John L. Vath Sr., WSMB(AM) New Orleans defeated by Ken Marston, WDXI(AM) Jackson, Tenn., for District 6 seat.

Seat vacated by Harry Trenner, KCKC(AM) San Bernardino, Calif., in protest over what he called TV-dominated NAB, was filled by Dan McKinnon, KSON(AM) San Diego, strong unity supporter who rejected Trenner proposal to separate radio interests from NAB. Loser was Edmund Bunker, KFI(AM) Los Angeles, who appeared to favor Trenner stand.

Complete election results follow (*denotes incumbent):

District 2 (New York and New Jersey): Philip Spencer, WCSS(AM) Amsterdam, N. Y.

District 4 (North Carolina, South Carolina and Virginia): J. R. Marlowe, WGWR-AM-FM Asheboro, N. C.

District 6 (Arkansas, Louisiana, Mississippi and Tennessee): Ken Marston, WDXI(AM) Jackson, Tenn.

District 8 (Indiana and Michigan): George A. Foulkes, WAAC(AM) Terre Haute, Ind.

District 10 (Iowa, Missouri and Nebraska): *Don C. Dailey, KGBX(AM) Springfield, Mo.

District 12 (Kansas and Oklahoma):

Allan Page, KGWA(AM) Enid, Okla.

District 14 (Colorado, Idaho, Montana, New Mexico, Utah and Wyoming): William A. Merrick, KBMN(AM) Bozeman, Mont.

District 16 (Arizona and Southern California): Dan McKinnon, KSON(AM) San Diego.

AM Stations (Class A): Perry S. Samuels, WLW(AM) Cincinnati.

AM Stations (Class B): Ben A. Laird, WDUZ(AM) Green Bay, Wis.

AM Stations (Class C): Clint Formby, KPAN(AM) Hereford, Texas.

FM Stations: *Edward D. Allen, WDOF-FM Sturgeon Bay, Wis.

Only 12 of radio-board seats were at stake in election. Winners take office at end of April 5-9 NAB convention. NAB President Vincent T. Wasilewski will have vacancy on code board caused by election of Mr. Foulkes to NAB radio board.

More sweets for TV?

As yet unannounced plans of fledgling advertiser, Hershey Foods Corp., are providing goad to other candy advertisers to fortify advertising efforts. Latest candy advertiser to expand use of television is troubled New England Confectionery Co., manufacturer of Necco wafers, Sky Bar, Canada mints and other sweets. Confectioner has marketing agreement with Rountree Ltd., British candy firm that recently merged with another British candy-maker to form Rountree-Mackintosh Co., Ltd. ("Closed Circuit," Nov. 24, 1969). For Mackintosh Ltd., merger was designed to ward off acquisition overtures by General Foods. Mackintosh has new marketing agreement with Hershey, assuring that Necco will lose agreement with Rountree.

New England disclosed last week it would leave its Boston agency, Hoag & Provandie, for Nadler & Larimer, New

No TV fan

Chief Justice Warren E. Burger asked that TV not cover speech he made Friday (Feb. 6) to National Association of Attorneys General in Washington. ABC and CBS had cameras set-up, but were asked to remove them before Chief Justice began to speak. He said later that TV is likely "to latch onto a speaker's most 'lurid phrase,'" and, in brief airtime given to coverage, can distort meaning. Speech, he said, was of technical and legal nature not intended for general public.

York. Billings are said to approximate \$1 million, most of which will be spent in spot TV. Radio is being considered for one product, according to spokesman for new agency.

New twist in Cheyenne

Expected FCC hearing on renewal of Frontier Broadcasting Co.'s KFBC-TV Cheyenne, Wyo., on concentration-of-control-of-media question ("Closed Circuit," Jan. 26) will be unusual in more ways than one. It's understood that hearing order awaiting final commission action permits Frontier to sell station in event decision goes against it. This is route suggested by Justice Department last year when it asked commission to break up "mass-media communications monopoly" in Cheyenne (BROADCASTING, Jan. 6, 1969). Frontier owns AM and FM in Cheyenne as well as city's only TV station and CATV system, and its principals own only newspapers.

Hearing will also be unique as only one called on concentration question in absence of allegations of wrongdoing. Commission in recent renewal orders, in policy statement on comparative hearings involving renewal applicants and in representations it made to appeals court in other case, held that concentration issue is more properly dealt with in rulemaking than in renewal proceeding. Chairman Dean Burch has said same thing. Commission's rebuttal to uniqueness argument, one official indicated, is that degree of concentration involved in Cheyenne is itself unique.

Starr's new TV

Starr Broadcasting Group Inc., New Orleans-based group radio station owner, announced late Thursday (Feb. 5) it is acquiring first TV property with purchase of WCYB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., for \$5 million, subject to FCC approval.

Channel 5 affiliate of ABC-TV and NBC-TV is being sold by Robert H. Smith, J. Fey Rogers, Charles M. Gore and Harry M. Daniel, who at same time are selling WCYB(AM) Bristol to James S. Ayers for \$250,000. Mr. Ayers, owner of WBAC(AM) Cleveland, Tenn., owns radio-TV representative firm in Atlanta and Charlotte, N. C. WCYB is daytimer on 690 kc with 10 kw.

Starr, which went public year ago (BROADCASTING, Jan. 13, 1969), owns KOZN(AM) and KOWH-FM Omaha; KJSD(AM) Sioux Falls, S. D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KXLR(AM) North Little

Week's Headliners



Mr. Shurick



Mr. Wise



Mr. Silverman

Ed Shurick, president of HR Television Inc. since 1965, elected vice chairman of company and continues as treasurer of HR Television and HR Representatives. **Harry Wise**, executive VP of HR Television since February 1969, succeeds Mr. Shurick as president. Mr. Shurick, who has been in broadcasting for 35 years, joined HR Television in 1963 as senior VP. Mr. Wise earlier was president of Hollingbery Co., which merged into HR last February. **Dwight Reed** remains as chairman of board of both radio and television companies.

Fred Silverman, VP, daytime programs, CBS-TV, appointed VP, program planning and development. **Paul Rauch**,

supervisor of daytime-TV programs, Procter & Gamble Co., becomes national director of daytime programs, CBS-TV. Also involved in programing department changes at network: **Allen Ducovny**, formerly VP, National Periodical Publications, in charge of that organization's TV production and development, will supervise Saturday morning schedule and such programs as *Captain Kangaroo* and *CBS Children's Hour*; **Michael Filerman**, director of daytime programs, New York, will report to Mr. Rauch. Mr. Silverman will now supervise all program development activities in addition to daytime program schedule.

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

Rock, Ark.; **WBOK(AM)** New Orleans; **KYOK(AM)** Houston, and **WLOK(AM)** Memphis.

William F. Buckley Jr., columnist, TV commentator and owner of weekly *National Review*, is board chairman of Starr; **Peter H. Starr** is president, and **Michael F. Starr**, vice president.

NBC-TV slots Knotts

Don Knotts will return to television on weekly basis as star of new comedy-variety show on NBC-TV in 1970-71 season. Program will be slotted Tuesday 7:30-8:30 p.m. It's first specific fall-season time period announced for new show on that network. **Nick Vanoff** and **Bill Harbach** are executive producers for Yongestreet Productions on Knotts show, with production at NBC's Burbank Calif., studios.

Union talks underway

Three TV networks are negotiating with International Alliance of Theatrical Stage Employes (IATSE) for new contract covering film cameramen employed in New York, Los Angeles and Chicago to replace three-year pact that expired last Dec. 31.

Representatives of New York Local 644, Los Angeles Local 695 and Chi-

cago Local 666 are seeking approximate 25% increase over current rates, which are \$275 weekly for newsreel cameramen; \$385 for documentary cameramen and \$310 for those who combine newsreel and documentary. Locals also are seeking to abolish differential between newsreel and documentary classifications. Union spokesman said contract would cover less than 200 cameramen at networks and free-lancers.

Move ahead on House access

House Rules subcommittee is waiting for completion of final draft of legislative-reorganization bill that would permit broadcast access to House proceedings. Subcommittee, which began with numerous reservations about access but has gradually resolved them in talks with broadcast journalists, has now overcome final barrier — question of whether news tapes and films of House sessions may be used for political purposes.

All those connected with bill have opposed sale or loan of tapes to those engaged in political campaigns, and language prohibiting that practice was inserted in bill. Problem developed when some argued that language could also be construed to prohibit use of tapes in standard broadcast coverage of

political campaigns—for example, if candidate made newsworthy statement during House proceeding ("Closed Circuit," Jan. 19). Subcommittee resolved question by inserting statement of legislative intent, prohibiting campaign use of tapes and warning that sale or loan of tapes for political purposes would jeopardize right of access.

Bill will probably go before full House Rules Committee before end of this month. Subcommittee wants to sink or swim with bill in its entirety, which means that access provisions are tied up with even more controversial proposals involving democratization of House committees and other reforms of long-established procedures.

FCC hangs out 'wait' sign

Interest in next step toward establishment of domestic communications-satellite system has been sufficient to cause FCC to issue announcement Friday (Feb. 6) that applications for such facilities would be premature at this time.

Commission said it had received "several informal inquiries" as to whether it was prepared to accept applications.

Commission officials declined to identify those making inquiries, other than to say some were newsmen. However, they do not expect "sleepers" to file applications on basis of inquiries so far received.

Communications Satellite Corp., AT&T, television networks and Irving Kahn, of Teleprompter Corp., have publicly expressed their interest in establishing communications-satellite systems (see page 38).

Commission announcement said inquiries were prompted by policy statement on domestic system that White House submitted to FCC two weeks ago (BROADCASTING, Jan. 26).

Still working on reply

It's going down to wire, but attorneys for all three TV networks were working Friday (Feb. 6) on answers to suit filed by Kentucky tobacco farmers seeking to force networks to tone down their anticigarette-smoking messages (BROADCASTING, Dec. 29, 1969, et seq.). Attorneys said they would meet filing deadline today (Monday).

No details disclosed, but replies, it was learned, basically will deny charges that ABC, CBS, and NBC went too far in meeting fairness-doctrine standards of FCC in disputed messages. CBS attorneys met in Washington last Thursday (Feb. 5) with members of law firm of Gess, Mattingly, Saunier & Atheson, representing network in Lexington, Ky., to work out reply details. ABC and NBC are both using Harbison, Kessinger, Lisle & Bush, law firm in Lexington.



MODERN COUNTRY FOR DETROIT

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Detroit - on the Big D, WDEE AM-FM, a 50,000 watt Storer Station. Throughout Big D Country, WDEE brings the magic touch of Johnny Cash, Glen Campbell, Bobbie Gentry and all the other top Nashville stars.

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Datebook®

A calendar of important meetings
and events in the field of communications.

■Indicates first or revised listing.

February

Feb. 9—Annual stockholders meeting, *A. C. Nielsen Co.* Hyatt House, Lincolnwood, Ill.

Feb. 9—Deadline for comments on amendments to *FCC's* proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

■Feb. 9—Spring meeting *West Virginia Broadcasters* closes. Charleston, W. Va.

Feb. 10-12 — 1970 Winter convention on aerospace and electronics systems. Theme: "Electronics Strides Into the Seventies." Biltmore hotel, Los Angeles.

Feb. 12-13—Mid-winter general membership meeting of *California Broadcasters Association*. Riviera hotel, Palm Springs, Calif. Key-note speaker on Feb. 13 will be *FCC* Chairman Dean Burch.

Feb. 17—Salute to Australian Television presented by *New York chapter of National Academy of Television Arts and Sciences*. Host will be Cyril Ritchard. Roosevelt hotel, New York.

Feb. 17—*Kinney National Service Inc.* annual shareholder meeting. Americana hotel, New York.

Feb. 20—Deadline for comments on *FCC's* proposed revision of Section 315 of Communications Act requiring eligible political candidates to request time within one week from day first eligible candidate appears on air.

Feb. 20-22—Meeting of board of trustees, educational foundation of *American Women in Radio and Television Inc.* Royal Orleans hotel, New Orleans (housing), WDSU conference room (meeting).

■Feb. 24—Annual stockholders meeting. *Doyle Dane Bernbach Inc.* Museum of Modern Art, New York.

Feb. 24-27—Annual National Association of Television Program Executives conference. Hotel Plaza, Miami.

Feb. 25—Hearing on mutually exclusive applications of *RKO General Inc.*, *Community Broadcasting of Boston Inc.* and *Dudley Station Corp.* for Boston channel 7, now occupied by *WNAC-TV*. Boston.

Feb. 26—Annual dinner of *Radio-Television Correspondents Association*. Washington.

Feb. 27—Deadline for reply comments on *FCC's* proposed rulemaking relating to AM station assignment standards and relationship between AM-FM services. Previous deadline was Feb. 13.

Feb. 27-March 2—Meeting of board of directors, *American Women in Radio and Television Inc.*, Grand Bahama hotel & CC, Grand Bahama Island.

Feb. 27—*Western States Advertising Agencies Association* annual "Man of the Year" award luncheon. David J. Mahoney, president and chief executive officer of *Norton Simon Inc.*, Fullerton, Calif., award winner, guest of honor. Embassy Ballroom. Ambassador hotel, Los Angeles.

March

March 1-3—National meeting of *Mutual Advertising Agency Network*. Hilton Inn, San Diego.

■March 3—*International Radio and Televi-*

sion Society newsmaker luncheon. Waldorf-Astoria, New York.

March 3—*Broadcast Pioneers Foundation* banquet honoring *KLZ Denver* as pioneer station. Pierre hotel, New York.

March 3—Deadline for reply comments on *FCC's* proposed revision of Section 315 of Communications Act requiring eligible political candidates to request time within one week from day first eligible candidate appears on air.

March 4—Video-tape seminar with highlights from *Reeves Production Services' "Production '70"* workshop last October. Advance registration necessary, contact Dick Christian. *Reeves Television Studios* at Lincoln Square, 101 W. 67th St., New York.

March 8-10—Annual meeting of *Southern CATV Association*. Cocoa Beach, Fla.

March 9-11—Seminar for engineers on system design reliability and performance monitoring conducted by *National Cable Television Center*. J. Orvis Keller building, University Park, Pa.

March 9-12—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 13—Deadline for reply comments on amendments to *FCC's* proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

March 19—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

March 15-21—First world conference of social communication for development sponsored by *Consejo Nacional de la Publicidad*. Meeting of representatives from advertising councils world-wide to consider application of advertising to international problems. Mexico City.

■March 16—*International Radio and Television Society* 30th anniversary dinner and gold metal award. Waldorf-Astoria, New York.

■March 18-20—The Contemporary World: 1970, conference sponsored by marketing & communications division of *Dick Clark Enterprises*. Designed to acquaint youth oriented businessman with "now" generation. Speakers include Dick Clark, president of *Dick Clark Enterprises*; Lou Rashmir, president of *Market Compilation and Research Bureau* and specialist in college market; Chuck Barris, game show packager and producer; Art Linkletter, TV personality, and Ed Wright, independent radio promotion consultant. Sheraton-Universal hotel, Los Angeles.

March 21-28—Convention of *First Advertising Agency Network* to be held aboard cruise ship *Starward* bound for Jamaica.

March 23-24—Annual Washington conference on business-government relations sponsored by *The American University Center for Study of Private Enterprise*. Shoreham hotel, Washington.

March 23-26—Annual international convention and exhibition of *Institute of Electrical and Electronics Engineers*. New York Hilton hotel and New York coliseum.

March 25-26—Annual meeting of *Ohio Cable Television Association*. Donald Taverner, newly elected president of *National Cable Television Association*, will speak. Sheraton Columbus hotel, Columbus.

April

■April 2—*International Radio and Televi-*

ston Society newsmaker luncheon. Waldorf-Astoria, New York.

April 3-5—National convention of *National Association of FM Broadcasters*. Theme is "New Dimension in a New Decade." Palmer House, Chicago.

April 3-5—National convention and exhibition, *Intercollegiate Broadcasting System Inc.* Theme will be freedom to speak. La Salle hotel, Chicago.

April 5-9—Annual convention of *National Association of Broadcasters* and Broadcast Engineering Conference. Conrad Hilton hotel, Chicago.

April 7—Convention banquet celebrating broadcasting's 50th anniversary sponsored by *Broadcast Pioneers* in cooperation with NAB. Chicago.

April 9—Semi-annual meeting of national awards committee of *The National Academy of Television Arts and Sciences*. Beverly Wilkshire hotel, Beverly Hills, Calif.

April 10-11—Semi-annual meeting of Board of Trustees of *The National Academy of Television Arts and Sciences*. Beverly Wilkshire hotel, Beverly Hills, Calif.

April 11—Annual awards meeting and banquet, *Georgia AP Broadcasters Association*. Atlanta Marriott.

April 10-20—Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3, Tokyo.

April 12 — *Alpha Epsilon Rho* banquet at Kansas State University, Manhattan. Speakers will include FCC Commissioner Robert Wells.

April 13—*Florida Association of Broadcasters* and U. of Florida school of Journalism sponsor annual broadcast day. U. of Florida, Gainesville.

April 13-17—Conference of *Catholic Broadcasters Association*. Jung hotel, New Orleans.

April 15—Annual Congressional-gold-medal presentation-reception sponsored by *Pennsylvania Association of Broadcasters*. Mayflower hotel, Washington.

April 15-17—Meeting, *Texas and Mid-America Cable Television Association*. Marriott hotel, Dallas.

April 16-18—*International Radio and Television Society* college/faculty conference. Hotel Commodore, New York.

April 18—Annual awards meeting and luncheon, *Alabama AP Broadcasters Association*. Governor's House motel, Montgomery.

April 20 — Annual stockholders meeting, *Wometco Enterprises Inc.* Byron Theater, Miami Beach.

April 16-25—Twenty-first cine-meeting, *International Film, TV-Film and Documentary (MIFED)*. MIFED is international center where feature, TV and documentary films are traded on worldwide scale. Address information and bookings queries to MIFED-Largo Domodossola 1. 20145 Milan, Italy.

April 23-26—Annual national convention of *American Women in Radio and Television Inc.* Royal Garden hotel, London. Dr. Frank Stanton, president of CBS, will speak at international banquet on April 25.

April 23-25—Annual meeting of *American Association of Advertising Agencies*, The Greenbrier, White Sulphur Springs, W. Va.

April 25—Meeting of *UPI Broadcasters of Indiana Association*. Otter Creek golf club, Columbus, Ind.

April 29-May 1—*State Presidents Conference*, Statler Hilton hotel, Washington.

April 30-May 2—Meeting of third district of *American Advertising Federation*. Jack Tar Polinsett hotel, Greenville, S. C.

May

May 4—Hearing on renewal and competing applications for WFAN-TV and WOOK(AM).

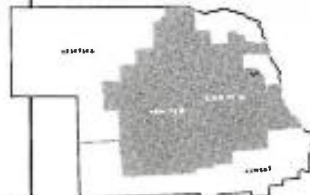
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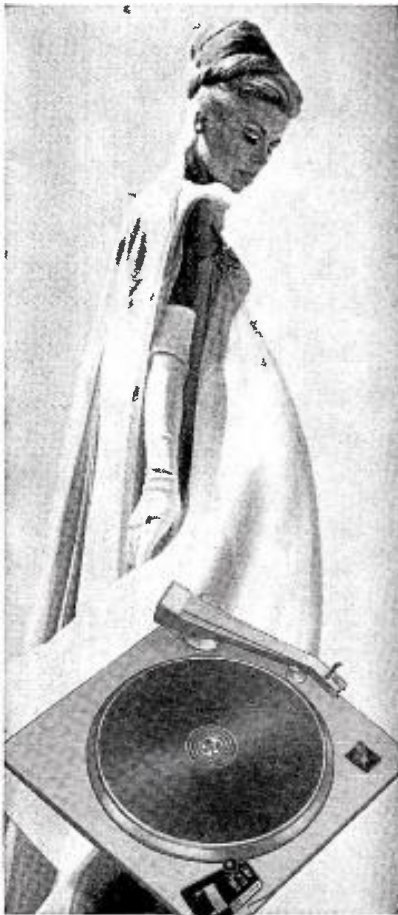


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both Washington. FCC, Washington.

May 5-7—Spring meeting of *Pennsylvania Community Antenna Television Association*. Host Farms, Lancaster.

May 7-9—Convention of *Kansas Association of Radio Broadcasters*. Ramada Inn, Topeka. Speakers will include FCC Commissioner Robert Wells.

May 10-14—Sales promotion seminar sponsored by *Association of National Advertisers Inc.* Abbey hotel, Fontana, Wis.

May 11-14—Annual convention of the *Canadian Cable Television Association*. Hotel Vancouver, Vancouver, B. C.

May 11-16—International instrument, electronics and automation exhibition, London, England.

■May 14—*International Radio and Television Society* annual meeting and luncheon. Waldorf-Astoria, New York.

May 14-16—Annual *Oregon Association of Broadcasters* conference. Sunriver lodge, Bend.

■May 16—Annual awards banquet of *Alpha Epsilon Rho* (Alpha Tau chapter). Washington State University, Pullman.

■May 20-21—*Illinois Broadcasters Association*, convention, Sheraton-Rock Island hotel, Rock Island, Ill.

May 21-23—International idea bank convention sponsored by WCAW Charleston, W. Va. Daniel Boone hotel, Charleston.

June

June 4-6—Meeting of *Missouri Broadcasters Association*. Holiday Inn, Springfield.

■June 7-9—*Florida Broadcasters Association* convention, Key Biscayne hotel, Miami.

June 8-11—Annual convention *Electronic Industries Association*. Ambassador hotels, Chicago.

■June 11-13—*Montana Broadcasters Association* meeting, Many Glacier National Park, Many Glacier hotel.

■June 15-20—International Advertising Film Festival in Venice, Italy. Festival information may be obtained by writing to festival director, 17th International Advertising Film Festival, 35 Piccadilly, London W1V 9PB, England or cabling Festfilm London W1. Deadlines: Film entries must be received in London by April 11 and Venice by May 11 and delegation registrations to be made by May 16.

June 21-24—Annual convention of *American Advertising Federation*, Pfister hotel, Milwaukee.

July

July 12-14—Annual summer management conference of *South Carolina Broadcasters Association*. Sheraton Fort Sumter hotel, Charleston.

■July 12-24—Annual management development seminar of *National Association of Broadcasters*, Harvard University, Cambridge, Mass.

Sept.

■Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently. Denver.

■ Indicates first or revised listing.

BookNotes

"*Structure and Performance of the U. S. Communications Industry*," 1970, by Kurt Borchardt. Division of Research, Harvard Business School, Boston. 180 pp. \$6.00.

This book is not for the novice. Dr. Borchardt, who served on the faculty of the Harvard Business School and has now returned to the staff of the House Commerce Committee, has written a scholarly account of how new technology is changing the communications industry and how this development may affect private business and public policy. He accepts as axiomatic that government regulation will continue to increase, and says that the question is how decision-making can best be allocated between the private and public sectors. In his view, "company managers must learn to serve two masters: the communications system and their own companies."

Neither industry nor government has really developed the machinery to deal with new communications developments, Dr. Borchardt says. Business cannot resolve the new conflicts that arise, he says, and the burden falls upon the federal government ("permanent escalation of structural problems to the macropolitical level," if you will) which has become overloaded. The author calls for new kinds of co-operation and new

mechanisms to resolve future conflicts, and cites the abortive agreement between the National Association of Broadcasters and the National Cable Television Association on CATV regulation as an example of how the private sector can play a larger and more constructive policymaking role—if it can get itself together.

"*Broadcasting and Bargaining: Labor Relations in Radio and Television*," edited by Allen E. Koenig. The University of Wisconsin Press, Madison. 344 pp. \$8.00.

The book presents a three-dimensional look at labor relations in radio and television: the labor and management viewpoints as well as academic observations from various campuses. A total of 22 authors are heard from on subjects ranging from the historical background of broadcasting and its unions, and legal decisions affecting broadcasting delivered by the National Labor Relations Board and courts, to special problems such as black employment in the industry.

Two chapters in the book are particularly interesting. Robert L. Coe, special assistant to the School of Radio-Television at Ohio University in Athens and formerly an ABC-TV vice president, tells about his experiences as a

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introduced in 1946.

*Reg. U.S. Patent Office.

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pioneer in broadcasting management and engineering in St. Louis and New York. Another chapter, by Gary Gumpert, associate professor of communication arts and sciences at Queens College of the City University of New York, reviews the history of blacklisting, when it developed after World War II and as it flourished during the 1950's.

Other chapters deal with such subjects as foreign residuals and 'runaway' production, the labor situation in educational television, cooperation or the lack of it between unions, and the role of higher education in broadcasting labor relations. For those who have little or no knowledge of labor unions in the industry, a chapter on "Broadcasting Unions: Structure and Impact" should prove valuable.

The editor of the volume, Allen E. Koenig, is director of publications and communications for the American Association of University Professors in Washington. Other contributors include Richard N. Goldstein, vice president, labor relations, for NBC, and Timothy J. O'Sullivan, international president of the National Association of Broadcast Employees and Technicians (NABET).

OpenMike

Applause from one corner . . .

EDITOR: I believe BROADCASTING is doing an excellent job of reporting the news of the radio and television industry. I know it is read regularly and carefully by our people developing and manufacturing products for these fields.—Alexander M. Poniatoff, board chairman, Apex Corp., Redwood City, Calif.

. . . And from another

EDITOR: My "Monday Memo" (BROADCASTING, Jan. 5) has brought mail from many old friends with whom I've lost touch. It has been, for me, another clue to your magazine's wide-ranging readership.—George R. Bailey Jr., vice president-media director, Tracy-Locke, Dallas.

Freudian slip

EDITOR: I couldn't help but enjoy the fine reference to Henry Geller, the FCC's chief counsel, as a "Demoncrat" in one of BROADCASTING's "Closed Circuit" items in the Jan. 12 issue. I suppose most people would conclude that this was an inadvertent typographical error—but knowing you, I shall always entertain some doubts.—Earl R. Stanley, Dow, Lohnes & Albertson, Washington.

M&H

IT'S 11:00 PM --- Do You Know Where Your Audience Is?

McHugh and Hoffman's job is to find out for you; not only where they are, but why they are there. Through the use of in-home, in-person interviews combined with the skills of the social scientist, we examine the strengths and weaknesses of every member of the news, weather and sports team. We uncover the same information for you about your competitors' news teams.

We also examine in-depth, all the programming areas under your control and make specific recommendations for corrective action. More than that, we work directly with you for a full year to see that these recommendations are implemented and fit the needs uncovered in the study.

If it's time for license renewal we can guide and help in the examination of community problems, as seen by both the thought leaders and the public.

We've been doing this work throughout the United States, Canada and the Caribbean for the past 8 years. 75% of our current clients have been with us an average of 4 years. Perhaps they know something you should know.

If you're interested in learning more, we'll be happy to make a presentation to you any time, with absolutely no obligation on your part. May we hear from you?

M&H

McHUGH & HOFFMAN, INC.
Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9800

Advice to clients: Let commercials imitate art

Youth, in particular, is rebelling against "the same old thing." Most of all, it's rebelling against boredom.

Only when we are eyeball to eyeball with the consumer can we really draw upon our product knowledge, and the special skills we have developed, to produce a compelling message. There are two things your own people and your agency people simply must have—apart from whatever special talents they bring to their jobs.

First, they must have an understanding of the life styles developed and sought after by people over 30, in their new affluence.

Second, they have to have an understanding of younger people in their search for an identity different from their parents.

The arts are way ahead of the business world in understanding youth. Certainly the movie makers are in closer touch with reality than is advertising. There has been much criticism of what we refer to as the slice-of-life commercial because it's often dull and follows a traditional story line. I'm all for the slice-of-life commercial—provided we're slicing life the way it is.

The successful movies today—whether they come from Sweden, Italy, France, England, Czechoslovakia, Poland, or from Mike Nichols directing "The Graduate" in Hollywood—are those whose heroes and heroines are drawn from reality. The trend is definitely away from the insipid pretty stereotype and toward the more life-like heroine. In fact, the renaissance in cinema is characterized, in part, by the use of the anti-hero.

It is particularly important for everyone connected with advertising to keep an eye on the arts, for the arts are in touch with the trends.

The biggest advertising successes are not those that follow the trends, but those that anticipate them; the sales-getters are the trend-setters.

Assuming that your agency creative people are right on top of all this, your advertising still won't make it if the people from your own company combine into the wrong mix when thrown together with the agency team. So I'd like to end with a few of my own convictions that I believe can make or break the agency's creative product: One, you get pretty much the kind of

advertising you ask for from any agency. After all, an agency is a service company and its income and success depend largely upon the approval of its clients. If great creative work frightens or upsets a client (and believe me, sometimes it does) he isn't likely to see much of it. Two, the role of a good client is not merely to dispense information—because surely a written document could do that equally well. His job is to stimulate curiosity and make the product and its environment exciting; for, in so doing, he is fanning the fires of creativity. If you are sending dull people to the agency, the fires will burn low, indeed.

Three, put as few people in charge of advertising as possible. Decide who makes the decisions and let him make them. An incalculable amount of good advertising has been lost because of people who have the privilege of saying "no" without the authority to say "yes." By encouraging such one-way power you promote in your agency the image of a client whose most salient trait is negativism.

Four, learn to live with the fact that creative people aren't always the easiest people to work with. They do, I believe, sometimes suffer from a disease called exaggerated ego.

Five, commercials are not manufactured items. They do not have linear specifications. They do not have height, weight or temperature specs. They are not a bottle of beer. You cannot say: I will put in so many of a certain kind of hops, so much barley, so much water, and I will get perfect bottles of beer every time, all perfectly uniform. If

we were to use uniform specifications in creating commercials, we would get uniform commercials—all of them mediocre.

Six, because commercials are not manufactured, you as a client must be willing to experiment. If not, you can't help but get the same thing again and again. Experimentation is just as necessary in your advertising as it is in your new-product development.

Seven, because he has the final say on how the money will be spent, and through which agency, every client is in a position of great power. The way he deploys his power, establishes the climate in which his agency will perform. I have found that creative people work better in an atmosphere of love than fear; and that they have a built-in mechanism for screening out stimuli that might be threatening. You cannot establish a master-servant relationship and expect your servant to perform like a prince.

Eight, to make my last point, I will ask you to recall Charles Lamb's "Dissertation On Roast Pig." The hero discovered roast pork and how delicious it was, when his house burned down with a pig inside it. Being shrewd, he put two and two together. Thereafter, every time he wanted roast pork, he burned his house down.

It isn't necessary to have a disaster every time you want a good dinner. It isn't necessary, every time you want a good advertisement, to cry "Fire!" and create a crisis in your agency. Crisis leads to a sense of desperation and desperation is poor nourishment for the creative mind.



Stephen O. Frankfurt, who joined Young & Rubicam in 1955, was art and copy supervisor when in 1960, he was elected a vice president and director of special projects. From that post, Mr. Frankfurt advanced in executive ranks, becoming, in January 1968, president of Young & Rubicam-U.S. and director of creative services. A speech Mr. Frankfurt gave to the Association of National Advertisers at its meeting held in December in Scottsdale, Ariz. was adapted and condensed for this article.

WMAL-TV thinks it's time Caesar got his due.

WMAL-TV agrees with St. Matthew that we should "Render unto Caesar the things which are Caesar's." But Caesar is getting the short end of the stick when it comes to rendering taxes on investments that produce income for churches.

WMAL-TV believes the Federal Government should tax church investments that compete in the open market. And says so in editorials that favor taxing church investment profits because tax-exempt income contributes to the erosion of the national taxable base.

Not everybody agrees with WMAL-TV editorials. Which is the point. WMAL-TV thinks people should weigh and measure the case of the church versus the tax collector. WMAL-TV will talk about religion. Or politics, sex and anything else that affects people. Because that's what people are interested in hearing.

If you have something to say, you may be interested in talking to WMAL-TV.

WMAL-TV abc

The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Righter & Parsons, Inc.

A black and white photograph of a desk. On the left is a dark, ornate candlestick lamp with a large, unlit candle. In the center is a newspaper with the headline "New York Stock Exchange" visible. In the foreground is a dark, textured book with "HOLY BIBLE" printed on the cover. The background is a plain, light-colored wall.

New York Stock Exchange

HOLY BIBLE

In the
November ARB sweep*
in the top 20 markets—
there is one
ABC outlet that was
first in prime time.

WFIL-TV, the Triangle
station in Philadelphia.

And there is one
network that is up—
ABC by 10%.

**we're
glad we
helped.**

*Source: January 21st Variety story "ABC HERO IN TOP 20 SWEEPS"

The mystery of the missing audiences

ARB stands by reports of radical declines in viewing, but reps, stations, agencies look for survey faults

Television broadcasters and sales executives were up in arms last week over what they called incredible losses of TV audience reflected in the American Research Bureau's latest market reports.

But ARB officials said they were sticking to their guns—and their figures—and one said they were “being whipped by some people who want to discredit us.”

The controversy centered on reports from ARB's November 1969 ratings sweep. Analyses were under way or had been completed by most leading station-representation firms. And virtually all of those included in a sampling by BROADCASTING reported that the audience figures showed widespread, unaccountable and unbelievable declines in homes using television as compared with ARB's November 1968 sweep.

To support their contention that the ARB declines could not be real, they cited A. C. Nielsen Co.'s reports from its own November sweep, which they said showed substantially fewer and generally smaller declines—and many more increases—than were reported by ARB. They also noted that in addition to the Nielsen market reports (Nielsen Station Index), the Nielsen national service (Nielsen Television Index) has shown steady gains in viewing.

One comprehensive study, by Harrington, Righter & Parsons, showed that in the top-50 markets, ARB reported 36 with homes using television (HUT) below their November 1968 levels, based on area of dominant influence (ADI) measurements from 9 a.m. to midnight. Of the remaining 14 markets, 12 were shown with gains and two with no change.

In breakouts for various day-parts, the HRP study found similar results. For the 9 a.m.-to-noon period, for instance, HRP found 35 markets down, 13 up; in prime time, 34 down, 16 up; between 10:30 at night and midnight,

40 down and nine up.

In terms of top-50 markets showing HUT gains or losses of more than 5%, HRP said ARB showed 21 down more than 5% and three up more than 5% in HUT levels for 9 a.m. to midnight seven days of the week. In the same terms, NSI reported seven markets down and six up by more than 5%.

By day-parts, ARB's reports consistently credited fewer markets with HUT gains of 5% or more, and many more with losses of over 5%, than did the Nielsen reports. And where ARB's ADI reports for the top 50 showed an average decline of 4% in HUT, 9 a.m. to midnight, Nielsen showed levels un-

A special report: The broadcast plans of big-league baseball, page 26

changed from 1968. For prime time, ARB showed an average decline of 2% in the 50 markets; NSI showed a 2% gain.

Harvey Spiegel, sales and marketing vice president of the Television Bureau of Advertising, said: “It is impossible to believe that audiences are down in market after market, in day-part after day-part, as ARB data is reflecting in November 1969 reports.

“There are 1.9 million more television homes in existence. The average home spent seven minutes more a day with television. Color homes, which traditionally spend 40 to 50 minutes more per day than the average black-and-white set home, increased by 4.2 million. Multi-set homes, which give more people their personal viewing choice, increased by 2.6 million.

“Aside from Nielsen Television Index data, a number of studies R. H. Bruskin Associates has done for TVB show that

people are spending more time—not less time—with television. All of this evidence cannot lead to smaller audiences.

“ARB must furnish the entire industry with a thorough analysis of ‘what went wrong where.’ Did something go wrong in drawing their sample? Did the change from one computer to another effect some basic changes? Was the new program for the new computer truly tested and de-bugged?

“We are convinced a ‘real’ drop in audience did not occur. Answers must be forthcoming now. Whatever happened cannot be carried into the February-March sweep reports.”

Most leading reps echoed Mr. Siegel's disbelief and called for explanations from ARB, but ARB officials did not appear perturbed.

Dr. Peter Langhoff, ARB president, said it was “understandable” that broadcasters and salesmen would be disturbed by figures showing viewing down, but that “we believe our figures are correct.”

He said “the computer goofed” in a few cases, as almost always happens, but that in those instances, ARB did a rerun. He said the markets involved as he recalled them (he did not have access to his records at the time) were Detroit, Philadelphia “and one other.”

Dr. Langhoff said ARB made parallel runs using both the old and new systems on over 20 markets, “until we were satisfied” the new system was working properly.

“Some of the HUT's are down,” he said, “but they would be on the old system too.”

Reps didn't think so. And the stakes could be great.

“I have a station man sitting here in my office who could lose up to a quarter of a million dollars on these figures,” said the head of a leading rep firm. “And a lot of our other stations could too.”

The ARB reports in general were

characterized by other management, research and sales executives in terms ranging from "a complete disaster" to "unbelievable." Among them:

Mike Levinton, vice president for research and program services at Edward Petry & Co., called them "frightening." Dick Gideon, vice president and research director of John Blair & Co., said he could not understand "tremendous drops" in many if not most markets. Dr. John Thayer, research director of Peters, Griffin, Woodward, said that "to say there's a possibility of error is a slight understatement" and reported that "complaints continue to pour in."

Reps offered numerous examples of what they considered "impossible" declines shown by ARB.

Several noted that although some periods, such as the 11 p.m. news, are consistent in audience levels, ARB showed them down substantially in many markets.

In the Greenville-Washington-New Bern, N.C., report, it was noted, for example, that ARB showed the ADI HUT level for the 11 p.m. period down by an average of 38%, with nightly declines ranging from 28% on Wednesday to 57% on Monday.

In Tampa, 11-11:30 p.m. was reported down 21% by ARB, up 16% by Nielsen. In the same market, ARB put 11:30 p.m. to 1 a.m. down 25% while Nielsen showed it up 17%; prime time was down 3% in ARB, up 10% in Nielsen; 5-7:30 p.m. was off 12% in ARB, up 1% in Nielsen, and figures for the full day were down 4% in ARB, up 5% in Nielsen.

One rep said he could find no geographic pattern, pointing out that on the West Coast Bakersfield, Calif., was down 17% but Eugene, Ore., was up 3%, while in the Midwest Davenport (Iowa)-Rock Island-Moline (Ill.) was down 18% but Chicago showed a slight gain. He also said that in markets of comparable sizes, some were up slightly and others down, again without pattern. Some authorities were planning to make similar analyses of demographics to see if any pattern could be established in that area.

Among other examples cited, on an all-day basis Boston was reported down 11% in ARB, unchanged in Nielsen; Providence was said to be off 9% in ARB and up 6% in Nielsen; Columbus down 9% in ARB, up 1% in Nielsen.

The Harrington, Righter & Parsons analysis, which was authorized by sales vice president John J. Walters, also examined ARB's sample sizes—and found them, too, down this year.

For the top-50 markets, HRP reported, total in-tab homes in the November 1969 sample numbered 41,124, a decline of 5% from 1968.

In addition, HRP's study showed

Bic leaves Bates

After nine years at Ted Bates & Co., the consumer advertising account of Waterman-Bic Pen Corp., is moving its \$4 million in billings—virtually all TV—to Kurtz, Kambanis, Symon Inc. The new account will more than double the billings of the agency, which is only a year old and bills between \$3 million and \$3.5 million. In announcing the change, Bic Advertising Manager David Furman said the company had been contemplating the move for two years and that the account switch should surprise no one. The new appointment is effective immediately.

that in 24 of the markets the number of total-ADI homes in-tab last November was more than 5% below November 1968 levels, as opposed to 12 in which the number increased by more than 5%. In terms of TV homes in the original total ADI samples, HRP said, the samples in 29 markets were more than 5% smaller as against nine in which the samples increased by more than 5%.

Not all reps were unqualifiedly critical of ARB's reports. Officials of the Katz Agency, for example, said their analysis was still in progress, and NBC Spot Television Sales said that although preliminary study indicated ARB's HUT levels were down in some—not all—of its markets, "there was not as consistent a pattern as we had feared."

Both Katz and NBC spot sales authorities took note of the complaints of other reps, however, and suggested that some basic questions might need answering.

Agency authorities also were reported to be concerned about the ARB findings, but in a somewhat different way.

Warren Bahr, executive vice president and media director of Young & Rubicam, said, for example, that he was not concerned in the same way that TV salesmen were but that he wanted to know "why the HUT's went down. Is there measurement difficulty or is there a trend?"

He estimated that Nielsen reports showed viewing down by 5%-6%, as against about 13% by ARB. He said he was especially unhappy with ARB's late delivery of the reports—a complaint that seemed to be common to reps as well as agencies.

ARB has also received complaints about its new format this year—some of them bitter. The Television Research Committee of the Station Representatives Association protested formally to ARB a few weeks ago, charging that new material had been added and

needed old material deleted; that the format was hard to follow and that, in general, only a relatively small part of the new reports is used regularly by either buyers or sellers of time (BROADCASTING, Jan. 19).

A number of reps echoed this complaint last week, and TVB's Mr. Spiegel had this to say:

"Late delivery of reports is another problem entirely [as compared with low HUT levels]. Agencies, advertisers and broadcasters accept the fact that all reporting is after the fact and for use in future buying—but how far in the future?"

"ARB should have known it couldn't deliver this fall as quickly as it did last fall—if they did enough 'testing.' Their clients surely did not know.

"They can cut delivery time for the February-March sweep by issuing a basic audience report that can be used by buyers and sellers, and then follow at a later date with all of the 'other' data used by media research people for planning and projecting."

The Broadcast Rating Council, which audits rating services to "make sure they are doing what they say they are doing," reportedly has not audited ARB's new program. The reason, it was said, is that the council "sees no reason to spend the money on an audit until the equipment and the program have been de-bugged." ARB officials have reportedly assured council authorities that the system will be "absolutely clean" for the February-March sweep.

Meanwhile, as the controversy continued, some reps, including PGW, reportedly were having some success in getting agency acceptance of an updating of HUT levels based on last March's sweep or on some averaging of HUT levels over the past several years.

Agency acquires two research firms

Lane/Travis/Pollard Inc., Kansas City, Mo., has acquired Media Reach Inc., a Kansas City-based research company specializing in radio-audience listener-ship studies. In addition, LTP has purchased Marketing Insights, a Minnesota research company. LTP will merge the two companies into a wholly owned subsidiary incorporated as Marketing Insights.

President of Marketing Insights will be Lewis A. Berey, formerly manager of corporate marketing research at General Mills, Minneapolis. The firm will be operated independently of the publicly held advertising agency and will have offices in the John Hancock building, 800 West 47th Street, Kansas City.

Consumerism no ogre, admen told

AAF conference finds business undismayed by trend, willing to live, learn with it

The consumer movement is here to stay. Both government and business are viewing it with cautious optimism and looking for ways to live with it, work with it, and understand it.

That, in a nutshell, was the message conveyed last week in Washington by the annual government-affairs conference of the American Advertising Federation.

The three-day program was conspicuously devoid of raised voices and burning issues. The Nixon-administration ambience and sheer circumstance have combined to produce a state of government-business equilibrium that is even more discernible in advertising than in the broadcast industry. Although AAF spokesmen see their conference as an opportunity to probe areas of disagreement rather than to engage exclusively in genial backslapping, the friction between regulators and regulated is simply not that pronounced right now.

The "consumerism" phenomenon could become an exception to that rule, but has not advanced to that point yet—partly because, to some extent, it is perceived as an unknown quantity rather than a well-defined "issue."

A panel on Wednesday (Feb. 4), the last day of the conference, put the question in focus. On the platform were FCC Commissioner Kenneth A. Cox; former FCC Chairman Newton Minow; former FTC Commissioner James Nicholson; Ira Millstein, of the New York law firm of Weil, Gotshall and Manges, and moderator John Reilly, of Pierson, Ball, and Dowd, Washington, AAF counsel and former FTC commissioner.

The announced subject was "advertising and the law," but the emphasis was on "mass media and the consumer as seen through a Washington regulatory perspective." And the conclusion—if so informal a conversation can be said to reach anything so definite as a conclusion—was that consumers have carved a niche for themselves in Washington, but have yet to use it with maximum effectiveness.

Commissioner Cox used the example of Anthony Martin-Trigona to make the point. Mr. Martin-Trigona, a young lawyer and former UHF broadcaster, filed a conspiracy suit early last year against two networks and two group owners and has since filed petitions to deny license renewal of every network owned-and-operated station in the country. All his filings have been denied or

dismissed by the commission. "Here's a man who often has a germ of truth," the commissioner said, "but, in [Commissioner] Nick Johnson's words, he hasn't found the push-and-start button to get things going."

Commissioner Cox noted that the Office of Communication of the United Church of Christ has enjoyed considerably greater success in its attempts to influence broadcast service, and pointed out that it has on occasion done so "without the intervention of the FCC"—in cases where it has threatened to file a petition to deny, and then has arranged out-of-court agreements between the target station and local citizens groups.

Mr. Millstein criticized those who contend that citizens' groups "slow up the regulatory process." The very idea, he said, indicates that agencies are hardly ever expected to act on behalf of the consumer or in the public interest. Commissioner Cox, in reply, noted that even the most well-intentioned of consumer groups cannot always be said to speak for the "public interest" and that interpretation of that elusive phrase must rest with government. "I reserve the right to say that there are aspects of the public interest they [consumers] haven't perceived," he said.

Mr. Minow elaborated upon that idea and related it to the businessman.



American Advertising Federation President Howard H. Bell presents Robert M. Feemster Memorial Award to Willi Ware, legislative chairman of AAF's ninth district, in recognition of the district's successful "legislative alertment" program.

He commented that in cases before a regulatory agency, business too often articulates its position in strictly economic terms rather than in terms of the public interest—even though its case may actually be in the public interest. He urged businessmen "not to let those who think they know what the 'public interest' is monopolize the term."

Another perspective came from a more specifically consumer-oriented panel. A discussion of "advertising and the consumer" brought general agreement that consumer demands to be recognized in government and business councils, and to be told the truth about products, will move toward realization in the 1970's—either by voluntary business action or by government action. The panelists agreed that business is doing more to meet consumer demands as the pressure for action grows, but they cautioned that there are limits to what may reasonably be expected. As Robert Keenan, administrative assistant to Representative Florence Dwyer (R-N.J.), said, no manufacturer will, "nor should he," lean over backward so far in giving information about his product as to endanger its image.

Individual speakers also gravitated toward the consumer question. The most explicit was Senator Frank E. Moss (D-Utah), antismoking crusader and staunch consumer advocate, who told his audience that it would be both inherently right and competitively advantageous for advertising to accept many of the challenges of consumerism.

"If I understand your business correctly," he said, "you try to convince the potential shopper that your client's product is the best buy for any number of reasons," Senator Moss said. "Why, then, have many of the changes we are making legislatively not been made voluntarily for the advantage the improvements would make in your competitive position?"

He continued: "I consider it a challenge to the advertising industry to create labeling that would facilitate comparison shopping between sizes of the same brand and advertise the convenience and [exploit the maker's] candor. Why don't you advertise warranties that are easy to read and are authentic? Wouldn't that give you an advantage?"

Bryce N. Harlow, national affairs counselor to President Nixon, made a similar point. Discussing the administration's pending consumer legislation, which would create a permanent Office



FCC Commissioner Kenneth A. Cox (l) was a panelist, and John Reilly of Pierson, Ball & Dowd, Washington, was moderator of a wide-ranging discussion

of "advertising and the law" at last week's American Advertising Federation government-affairs conference in Washington.

of Consumer Affairs in the executive branch and extend the consumer-protection powers of the Justice Department and the FTC, Mr. Harlow said:

"It seems to me that there is a legitimate role for government in the marketplace—to encourage adherence to truth, first by persuasion and later, if necessary, by sanctions. This role, properly conceived, is not an anti-business one. It is an effort to create greater public confidence in the marketplace, which in turn should lead to greater sales and profits."

One speaker who registered a moderate dissent to this line of thinking was AAF Chairman Samuel Thurm, advertising vice president, Lever Bros., although his remarks at the opening conference session were generally directed to the more extreme forms of consumerism. Mr. Thurm argued that too many critics of advertising "assume . . . that the consumer is ignorant and helpless and needs a high degree of protection against rapacious commercial forces."

He added that consumer advocates may actually have less faith in the American shopper than advertisers and agencies do. "The average consumer is tough-minded and able to compare and evaluate claims," he said. "It would appear the critics are the vulnerable ones."

Both Mr. Thurm and John Elliott Jr., chairman of Ogilvy & Mather and chairman of AAF's government-affairs committee, told the delegates that advertising often fails to make its own case as clear and persuasive as it should be. Mr. Elliott proposed one concrete way of dramatizing advertising's contributions would be to create a Hall of Advertising in the National Museum of History and Technology of Washington's Smithsonian Institution. He announced that AAF has already talked with museum representatives about this idea.

In other speeches, Donald Rumsfeld, director of the Office of Economic Opportunity, and Senator Gaylord Nelson (D-Wis.), a leader in the field against

air and water pollution, talked about their respective areas of expertise. Mr. Rumsfeld said that the talents of communicators are urgently needed in the battle against poverty. Senator Nelson did not explicitly attempt to enlist the services of advertising for the antipollution crusade, but AAF president Howard H. Bell noted that the issue is one to which advertising will probably be harnessed in the coming decade.

Among the special presentations at the conference were audiovisual sessions by Doyle Dane Bernbach—on recruiting minority employment—and the Honolulu Junior Advertising Club—on combating drug abuse.

The AAF's Robert M. Feemster Memorial Awards went to the Ninth District (Missouri, Nebraska, Kansas, Iowa) for "its depth program of industry-government co-operation"—specifically, in helping to defeat proposed ad taxes. The club award went to the Women's Advertising Club of Greater Des Moines "for its state-wide legislative alertment program which maintains a vigil on proposed legislation."

Agency appointments:

- Calavo Growers of California, Los Angeles, has appointed N. W. Ayer/Jorgensen/Macdonald Inc., Los Angeles, as agency. Account has billed more than \$100,000 annually.

- United Fruit Sales Corp., Boston, has selected Benton & Bowles, New York, to handle advertising for its new "Floriculture" operation—the sale of potted and flowering plants at present through variety stores and supermarkets. Billings and media plans were undetermined as of last week.

- Coleco Industries Inc., Hartford, Conn., manufacturer of sports games, has named Ehlitzer Advertising, Inc., New York, to handle its \$500,000 account. Media plans include TV participations in hockey games on CBS, basketball and *Wide World Of Sports* on ABC, and professional football on all three networks starting next October. Coleco is official licensee of the Na-

tional Hockey League and National Basketball Association Games.

- Calgon Corp., Pittsburgh, has picked W. B. Doner & Co., Detroit and Baltimore, to handle a new and yet undisclosed product. Doner's Detroit office will service the account supervised by Trevor Goodman, vice president.

Hill groups will meet soon on cigarette ads

Five representatives of the Senate Commerce Committee were chosen last week to serve as conferees on cigarette-advertising legislation. They will meet with 11 House Commerce Committee members to iron out differences in the two houses' bills.

The five senators are Commerce Committee Chairman Warren G. Magnuson (D-Wash.); Frank E. Moss (D-Utah); John O. Pastore (D-R.I.); Norris Cotton (R-N.H.) and James Pearson (R-Kan.).

No date has been set for the opening of the conference, but it is expected to be held shortly after Congress returns from its Lincoln Day recess, which begins the middle of this week and extends through the weekend.

The House conferees, chosen two weeks ago (BROADCASTING, Feb. 2) are House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) and Representatives William Springer (R-Ill.); John Jarman (D-Okla.); Paul Rogers (D-Fla.); David Satterfield (D-Va.); Peter Kyros (D-Me.); Richardson Preyer (D-N. C.); Ancher Nelson (R-Minn.); Tim Lee Carter (R-Ky.); Joe Skubitz (R-Kan.) and James Hastings (R-N. Y.).

FTC boards will offer advice to prevent fraud

Federal Trade Commission Chairman Caspar W. Weinberger announced last week that the FTC will expand its efforts to combat fraud and deceptive practices by establishing consumer advisory boards in the 11 FTC fields offices.

The new chairman said these boards will be composed of federal, state and local officials as well as representatives of private groups. "Since the FTC's responsibility over fraud and deceptive practices extends only to situations involving interstate commerce," Chairman Weinberger said, "we will of course seek the co-operation and active assistance of state and local governments in attacking purely local frauds at the local level."

He added that where state and local consumer protection laws are inadequate, the FTC will furnish guidelines on request and, when appropriate, will help in adopting local consumer programs.

Except for the fashions, telephone rooms haven't changed much since the 20's.



But now one of our inventions is helping make them obsolete.



Until recently, a pretty and smartly dressed telephone operator was usually hidden away with the switchboard in a room full of bulky equipment.

Now we're bringing her out in the open and, at the same time, we're helping do away with telephone rooms altogether with our EPABX.

E-P-A-B-X? Electronic Private Automatic Branch Exchange—a telephone exchange on a customer's premises that's connected to a public telephone network, and that automatically handles internal and external calls.

The switching equipment for our 100-extension model takes up about as much room as a medium-size storage cabinet. One operator using a desk-top console—in a reception area, for instance—can handle up to 36 simultaneous two-way conversations.

The system can be expanded to 200, 300 and 400 extensions with the addition of switching modules. The

400-extension model handles up to 90 two-way conversations.

And what makes our EPABX so different from others? It's the only commercial solid-state EPABX in the world. That means—among other things—that there are no moving parts in the switching equipment to wear out or go out of kilter.

Telephoning by light beams

For the growing telephone loads of the future, we're working with a technique that could make a light beam carry hundreds of thousands of channels, and then make the light travel along a glass fiber, little thicker than a human hair. Over a single cable of such fibers, the entire population of Los Angeles could, theoretically, speak at the same time to everyone in New York.

"Hot Lines" for business

We operate and maintain the "Hot Line" between Washington and

Moscow. Now we have a similar kind of "hot line" service for business—one that has the same degree of privacy and speed.

This new service enables management to communicate abroad—not only to talk but to transmit written data and messages—simply by picking up a telephone receiver and pressing a button.

ITT and you

The resources and skills which led to these advances are also at work in other fields ranging from food processing and publishing to mutual fund management and medical electronics.

That means a better, more comfortable life for you, the telephone operator, and people everywhere.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

N.J. ad tax brings charges of bias

N.J. broadcasters say newspapers should also be subject to new tax

New Jersey broadcasters appeared last week to be grudgingly resigned to payment of a 3% sales-use tax on all advertising materials used in commercials, as provided in a bill expected to be passed in the state senate today (Feb. 9)—but they want newspaper publishers to share their displeasure.

And they are counting on Republican Governor William T. Cahill to honor a pledge he made Jan. 30 to a group of broadcasters to back an amendment that would include newspapers in the bill. Otherwise, noted Arnold Zucker, executive secretary, New Jersey Broadcasters Association, "we reserve the right to go to court if we don't get an amendment granting us parity."

The advertising sales tax is included in a bill that would hike New Jersey's sales tax from 3% to 5%. It passed the assembly last Monday (Feb. 2).

The broadcasters' complaint is that the 3% tax is "discriminatory," since it specifically excludes materials used by newspapers and magazines. "In a small market it makes it kind of tough fighting newspapers," observed Nick DeRienzo, President New Jersey Broadcasters Association, and general manager, WCRV(AM) Washington, N.J.

Republican Assemblyman Richard W. DeKorte, chairman of the assembly taxation committee and author of the controversial bill, felt the broadcasters

are in an uproar over nothing and blamed it on their "misreading" of the bill. He specifically stressed that the bill does not call for a tax on sales of air time for commercials—just the materials used.

Although broadcasters are apparently willing to chalk up Mr. DeKorte's exclusion of newspapers and magazines from the tax as an "oversight," Mr. DeKorte candidly admits this is not the way it is.

"There has been traditionally some favoritism shown to newspapers in tax bills through the years" he claimed, "and we're perpetuating it, rightly or wrongly. We haven't done it differently over the years and I saw no reason to change it now." But Mr. DeKorte said he is prepared, after all the shouting dies down, to amend the bill to include newspapers if necessary.

The National Association of Broadcasters has sent wires to New Jersey Republican legislative leaders urging that "in all fairness this discriminatory legislation be rejected by the state of New Jersey."

Business briefly

Ford Motor Co., Detroit, Ford division, through J. Walter Thompson Co., New York, has purchased sponsorship on CBS Radio's *Spotlight On Sports*, *Sports Central U.S.A.* and *News On The Hour*.

Purchases on NBC Radio include: **American Motors Corp.**, Detroit, through Wells, Rich, Greene, New York, on *News on the Hour*, *Monitor*, and various *Emphasis* broadcasts. **Pan American World Airways**, through J. Walter Thompson Co., both New York; **Ford Motor Co.**, Detroit, through J.

Walter Thompson Co., New York, on *News on the Hour* and *Emphasis*, and **Pet Inc.**, St. Louis, Whitman's Chocolates division, through Gardner Advertising, New York, on *News On The Hour*.

Formica Corp., subsidiary of American Cyanamid Co., through LaRoche, McCaffrey & McCall, both New York, is introducing a new clear plastic floor finish, *Formica Floor Shine*, using heavy daytime and prime-time network TV and print campaign.

Godfrey would insert pollutant angle in ads

Arthur Godfrey put the axe on Axion enzyme detergent last week. He said he would do no more commercials for the Colgate-Palmolive product unless they included a warning that it was a pollutant. Mr. Godfrey, "shocked" to read of the phosphate content of Axion from a list of pollutant products listed in a newspaper, first gave a clue to his stand in an interview with CBS news reporter Ben Silver.

"I can't talk about ecology out of one side of my mouth and sell a pollutant out of the other," claimed Mr. Godfrey, referring to his concern for conservation and ecological problems. Mr. Godfrey was quoted in a CBS newscast last Wednesday (Feb. 4) as saying he would make the commercials for Axion only if he were allowed to say that the product was a pollutant and that Colgate-Palmolive was trying to do something about it. The Colgate people said that Mr. Godfrey's remarks were misinterpreted. Axion spends \$10 million in TV and almost \$2 million in radio.

How TV-network billings stand in BAR's ranking

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

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 25	Total dollars week ended Jan. 25	1970 total minutes	1970 total dollars
	Week ended Jan. 25	Cume Jan. 1 Jan. 25	Week ended Jan. 25	Cume Jan. 1 Jan. 25	Week ended Jan. 25	Cume Jan. 1 Jan. 25				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 119.9	\$ 379.4	\$ 313.0	\$ 988.4	78	\$ 432.9	246	\$ 1,377.8
Monday-Friday 10 a.m.-6 p.m.	1,721.2	6,116.0	3,247.6	12,147.2	1,707.3	6,659.5	799	6,676.1	2,577	24,922.7
Saturday-Sunday Sign-on-6 p.m.	1,254.5	3,298.3	1,174.8	11,565.8	1,829.4	3,808.2	274	3,258.7	1,033	18,672.3
Monday-Saturday 6 p.m.-7:30 p.m.	197.8	781.5	912.9	3,164.0	757.1	3,196.3	73	1,867.8	253	7,141.8
Sunday 6 p.m.-7:30 p.m.	72.0	288.0	237.9	2,139.2	279.2	1,283.2	16	589.1	81	3,710.4
Monday-Sunday 7:30-11 p.m.	5,459.1	17,935.8	7,937.2	28,442.1	7,624.1	26,992.2	431	21,020.3	1,487	73,370.1
Monday-Sunday 11 p.m.-Sign-off	148.0	527.6	355.9	1,275.2	603.2	1,937.4	96	1,107.1	325	3,740.2
Total	\$8,852.5	\$ 28,947.2	\$13,986.2	\$ 59,112.9	\$12,113.3	\$ 44,875.2	1,767	\$34,952.0	6,002	\$ 132,935.3

Wednesday
Watch for...

CENTURY 5

39
of the
Greatest
Features
ever offered
will be
available
from





The story-book finish to baseball's first 100 years was written by the National League's New York Mets, who rose from an eight-year rag-tag existence as perennial cellar dwellers to 1969 World Series champions. That victory gave professional baseball a sorely needed boost at a time when the number-one national pastime seemed on the verge of losing that status to pro football. And it undoubtedly en-

hanced the asking-price for coverage of major-league baseball games: Broadcasters in 1970 will be paying \$38.09 million for those rights, almost \$1 million over 1969. Among the celebrants in the Mets' locker room were (l-r) Bud Harrelson, New York Mayor John V. Lindsay (who rode the Mets victory crest to a second term in office), NBC sportscaster Lindsay Nelson, Ron Swoboda and Rod Gaspar.

Baseball rights nudge \$39 million

Record set despite Senators' holdout on home TV and Pilots' shaky state; Dodgers tops with \$1.8 million

Copyright 1970 Broadcasting Publications Inc.

There was a time when peanuts were synonymous with baseball. But it would be hard to convince the broadcasters of 1970 of that, as they get ready to pay the largest tab ever for major-league radio-TV rights.

Grim predictions of a recession this spring have done nothing to keep the total rights figure from rising to at least \$38.09 million, almost \$1 million over the 1969 total. Settlement of an impasse in Washington between TV and the local club could raise those figures at least \$200,000.

Baseball, like all professional sports, counts heavily on the broadcast revenue to finance geographic expansion, budget increases and now the extension of its season further into football time. So far it has worked, and the best example of that is the Los Angeles Dodgers,

who deserted the competitive confines of the New York area 13 years ago. The Dodgers now command the highest price ever for radio-TV rights of a single club—\$1.8 million.

There is a certain ambivalence about the attitude of major-league spokesman as baseball enters its 101st year.

On one hand, baseball officials are confident that the coming season will be a "boom year," just as last year was because of the institution of divisional playoffs, which sustained greater interest in September.

Some advertising-agency people feel that the underdog New York Mets' win in the World Series last year made advertisers much more aware of baseball and its advertising potential.

On the other hand, there are still a lot of unsold commercial minutes on

the almost 1,000 radio and TV stations covering the 24 teams of the American and National leagues, with exhibition season just a month away.

Seattle, Washington and Montreal still are without local television stations. The Montreal situation is optimistic, though—a contract is expected within the next few weeks, and sponsors are reportedly eager to sign up. "Montreal did well even with a makeshift park last year," says Joe Reichler, of the baseball commissioner's office, "and they'll build a dome some time in the future." An estimated 35% of the total Canadian television audience watched the Expos in 1969, a strong showing for an expansion team.

The Seattle Pilots, another expansion team, however, fared poorly at the box office in 1969, and the franchise may

be moved to Milwaukee or Dallas/Fort Worth. Feb. 7 was the deadline for Seattle to show evidence of \$9-million worth of support for the team.

The Washington Senators' problem appears to be the owner's insistence on telecasts of road games only, claiming that home telecasts cut into the gate receipts. The claim is made despite the fact that the Senators last year had the largest home attendance since 1946. The Washington TV stations reportedly do not want to pay the rights costs for away games only.

The San Diego Padres, another 1969 expansion team, at least have radio and television coverage lined up, but all of the TV time and five-sixths of the radio time remain unsold so far. "San Diego is an enigma," said Mr. Reichler. "They have a brand new stadium, but they just didn't draw."

The fourth expansion team last year, the Kansas City Royals, seems to have no trouble either with broadcast sponsorship or stadium spectators, and with a new stadium expected to be finished there shortly, the outlook for 1970 is good. Philadelphia, Pittsburgh and Cincinnati will also have new stadiums this year, and Cincinnati has been selected as the site for the July 14 All-Star game.

In New York City, alone, the situation provides a contrast. The world champion Mets, for the first time in their eight-year existence, have their broadcast coverage completely sold out a month before the season opens. The Yankees flagship station, WPIX(TV), on the other hand, has cut back on the number of games broadcast from 105 to 86 and faces a serious selling problem.

Baseball officials are taking all possible steps to insure that baseball will be more exciting on radio-TV. Lowering the pitcher's mound and setting up a playoff system last year had satisfactory results, as far as the commissioner's office is concerned, and the teams will experiment with a livelier ball in the exhibition season in an effort to "get more action" into the game. Commissioner Bowie Kuhn was scheduled to reveal some other minor changes Friday (Feb. 6). The officials are very conscious of competition for broadcast time from other sports that by nature are more lively and exciting, and will no longer rest on tradition to attract viewers.

Unlike officials in other sports, baseball leaders do not insist on local blackouts of home games. "Television tends to create fans, especially among women," Mr. Reichler reported, citing increased stadium attendance of women in recent years.

"Televising night games may have hurt the box office a little, because of

traffic and the late hour," he said, "but more fans are created than stay away." The minor leagues do suffer badly, he acknowledged, because fans stay home to watch the big leagues on TV.

The commissioner's office will collect \$16 million from NBC-TV this year for the *Game of the Week* Saturday telecasts. About \$5.5 million will be allocated to the players' pension fund, and the remainder will be split among the teams.

The grand total of rights paid to the teams from local stations is \$22,090,000. The combined network and local total—\$38,090,000—is \$900,000 more than 1969 receipts.

NBC is in the second year of a three-year, \$49.5-million contract. The network will pay \$16 million this year with the \$18-million balance due in 1971. NBC will televise 25 Saturday-afternoon games starting April 11, plus three Monday night games, the All-Star game at night July 14, division playoffs Oct. 3, and the World Series starting Oct. 10.

A pregame show is still in doubt, and postgame shows will be broadcast only if the network needs to fill time before its next presentation. A half-hour pre-



It's almost inevitable that a man's past will catch up with him. But when it happens to sportscaster Lou Boudreau on July 27, it will be a pleasant experience. On that day the former all-time great shortstop and manager will forego his baseball announcing chores for WGN Chicago to be inducted into the Baseball Hall of Fame at Cooperstown, N.Y. Mr. Boudreau is part of the team that handles the Chicago Cubs play-by-play. He has been with WGN since 1957. Interviewing Mr. Boudreau is Vince Lloyd (r.), also of WGN.

game show is scheduled before the All-Star game.

Curt Gowdy and Tony Kubek will return as announcers for the nationally televised games, and Jim Simpson and Sandy Koufax will call the back-up game transmitted into the home cities of the teams in the national game. The network also expects to sign former Yankee star Mickey Mantle to assist

on some of the National and American league telecasts.

NBC is asking for \$32,000 a commercial minute, for a regular-season package, the same price as last year, and \$90,000 a minute for the World Series. "The salesmen have only been out a few weeks," a spokesman reported, and are not worried about selling off the time.

Phillips Petroleum, through J. Walter Thompson Co., and Uniroyal, through Doyle Dane Bernbach, have already committed themselves to baseball sponsorship on network TV. Sears, Roebuck & Co. through J. Walter Thompson, Co. has joined the regular-season advertisers for the first time. (A Sears rival, Montgomery-Ward, is a local advertiser in Chicago Cubs games on WGN.)

Chrysler Corp., through Young & Rubicam, and the Gillette Co., through BBDO, two steady advertisers on network baseball in the past, are expected to return, after reportedly waiting to see what happened with the football contracts before allocating their budgets for the year.

Daytime baseball games on NBC-TV averaged an 8.5 national Nielsen rating in 1969, up 1% over 1968. The night games' average went up 14% to 12.2.

Following is a rundown city-by-city of the radio-TV plans of each major-league teams. The pregame and postgame sponsorships listed are in addition to the play-by-play sponsors shown in the charts on pages 30 and 31.

AMERICAN LEAGUE EAST

Baltimore Orioles

WJZ-TV Baltimore will again originate coverage of the Orioles, telecasting 52 ball games. These will include 45 regular season road games, six regular season home games and one exhibition contest in Baltimore. A total of 33 of the TV games will be night affairs. A regional network of four TV stations has been arranged. On the radio side, WBAL-AM-FM Baltimore will again broadcast the Orioles regular season games plus 12 exhibition games. Handling the TV-radio play-by-play and pregame and postgame shows will be the Orioles' Chuck Thompson, Bill O'Donnell and Jim Karvellas. John Kennelly of WJZ-TV sports will announce for that station's warmup and wrapup programs.

Boston Red Sox

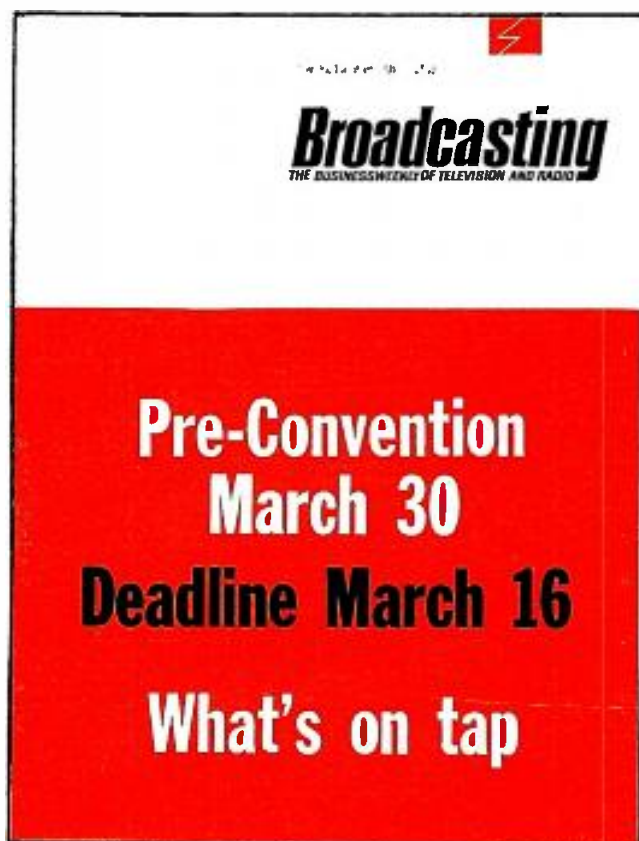
WHDH-AM-FM-TV Boston again will originate coverage of a full schedule of 162 regular season and 10 exhibition games for the Boston Red Sox in 1970.

WHDH-TV will feed the games to six other TV outlets in New England which will telecast all or part of the

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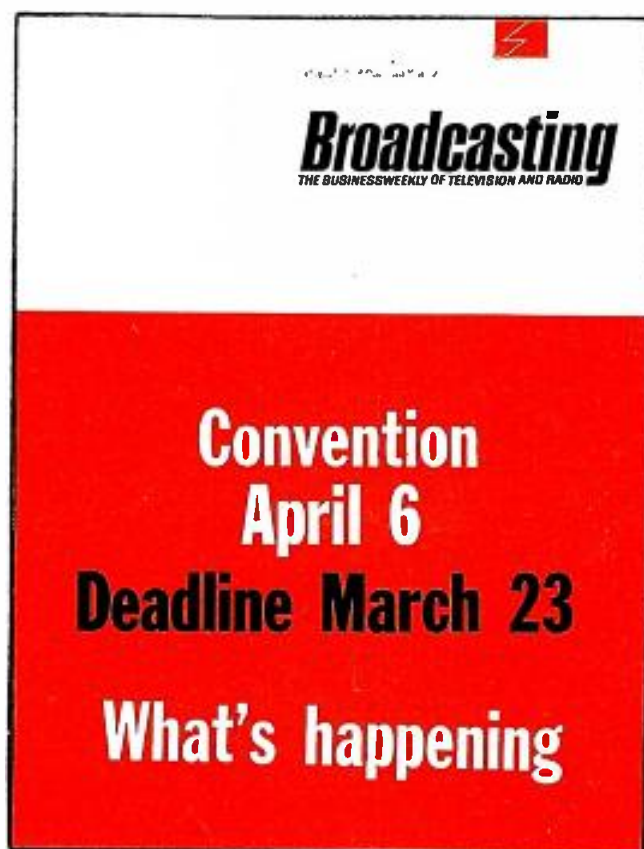
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Volume 18, No. 12

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Pre-Convention
March 30
Deadline March 16
What's on tap



Volume 18, No. 13

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Convention
April 6
Deadline March 23
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Post Convention
April 13
Deadline March 30

What happened



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Post Convention²
April 20
Deadline April 6

What happened
(EQUIPMENT)

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American League—East

Team	1970 Rights	1969 Rights	Television	Radio	Sponsors & Agencies
Baltimore	\$775,000	\$750,000	WJZ-TV	WBAL	Aamco Transmission Co. (Silby) part; Equitable Trust Co. (Finn) $\frac{1}{2}$ inn.; Gillette Foamy (BBDO) part.; Hutzler's Dept. Stores (Cohn, Avis-Gerard) part.; National Brewing Co. (Doner) $\frac{1}{2}$ inn.; Pepsi-Cola Bottlers (Allegheny) 1 inn.; Sun Oil Co. (Esty) $\frac{1}{2}$ inn., all TV. Allegheny Pepsi-Cola Bottling Co. (Allegheny), Atlantic-Richfield (NH&S), Baltimore News-American (Doner); Central Savings Bank (Doner), Commercial Credit Corp., (Doner), Equitable Trust and First National Banks for BankAmericard (Doner), Maryland Co-operative Milk Producers, Suburban Club Beverage (Torrieri-Myers), Utz Potato Chips (Torrieri-Myers), all participating on radio.
Boston	700,000	690,000	WHDH-TV	WHDH	F&M Schaefer Brewing Co. (BBDO) $\frac{1}{2}$ TV. Other TV and all radio sponsors not signed yet.
Cleveland	800,000	750,000	WJW-TV	WERE 25	Union Oil-Pure (Burnett) $\frac{1}{2}$, Stroh Brewing (DDB) $\frac{1}{2}$, both radio. Stroh Brewing (DDB) $\frac{1}{2}$ TV; remaining time open.
Detroit	1,100,000	1,000,000	WJBK-TV 7	WJR 32	Stroh Brewing (DDB) $\frac{1}{2}$, National Bank of Detroit (Burton Sohigian) $\frac{1}{2}$, Buick Dealers (M-E) $\frac{1}{2}$, all radio. Pabst Beer (K&E) $\frac{1}{2}$, Sun Oil (Esty) $\frac{1}{2}$, R. J. Reynolds (D-F-S) $\frac{1}{2}$, Allstate Insurance (Burnett) $\frac{1}{2}$, A. C. Sparkplug (Burnett) $\frac{1}{2}$, all TV.
New York	1,500,000	1,500,000	WPIX-TV 5	WHN 38	No sponsors set.
Washington	165,000 (Radio only)	350,000	Not set	WWDC AM-FM	No sponsors set.

American League—West

California	1,000,000	950,000	KTLA-TV	KMPC 20	Busch Bavarian Beer (Gardner) $\frac{1}{2}$ TV; Allstate Insurance (Burnett) $\frac{1}{2}$ TV; Volkswagen Pacific (DDB) $\frac{1}{2}$ TV; $\frac{1}{2}$ TV open; Standard Oil of Calif. (BBDO) $\frac{1}{2}$ radio; Anheuser-Busch for Busch Bavarian Beer (Gardner) and Budweiser (D'Arcy) $\frac{1}{2}$ radio; Continental Air Line (NH&S) $\frac{1}{2}$ radio; Lorillard Corp. (FC&B) $\frac{1}{2}$ radio.
Chicago	1,400,000	1,400,000	WFLD-TV	WMAQ 90	General Finance Corp. (P-K-G) $\frac{1}{2}$, G. Heileman Brewing (M-E) $\frac{1}{2}$, Zenith Distributing (Intercoast) $\frac{1}{2}$, all radio. Meister Brau Beer (MJ&A) $\frac{1}{2}$ TV; remaining time open.
Kansas City	650,000	650,000	KMBC-TV	KMBZ 50	Schlitz (Majestic) $\frac{1}{2}$, Skelly Oil (Bruce Brewer) $\frac{1}{2}$, Guy's Foods (Barickman & Selders) $\frac{1}{2}$, all radio. Schlitz (Majestic) $\frac{1}{2}$ and R. J. Reynolds (D-F-S) $\frac{1}{2}$, both TV; remaining time open.
Minnesota	700,000	650,000	WTCN-TV 17	WCCO 100	Midwest Federal Savings & Loan (M. R. Bolin) $\frac{1}{2}$, Northwest Heating (Iff) $\frac{1}{2}$ inn., Western Advertising (BBDO) $\frac{1}{2}$ inn., all radio. Midwest Federal (Bolin) $\frac{1}{2}$, Schmidt Beer (Burton Sohigian) $\frac{1}{2}$, Union Oil-Pure (Burnett) 1 inn., R. J. Reynolds (D-F-S) 1 inn., all TV; remaining time open.
Oakland	1,100,000	1,100,000	KBHK-TV 2	KNBR 10	Atlantic-Richfield (NH&S) $\frac{1}{2}$ radio-TV; R. J. Reynolds Tobacco (D-F-S) $\frac{1}{2}$ TV; $\frac{1}{2}$ radio open.
Seattle	750,000	750,000	Not set	KVI 50	Standard Oil of Calif. (BBDO) $\frac{1}{2}$ radio; Lorillard Corp. (L&N), $\frac{1}{2}$ radio (contingent upon franchise remaining in Seattle).

A. L. Totals **\$10,640,000** **\$10,540,000**

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own

games. Asterisk following the 1969 figure denotes revised rights estimate. Not included in table is NBC's payment for nationally

televised games. Originating stations for TV and radio are listed with number of stations in each network.

schedule: WWLP Springfield, Mass.; WRPI Providence, R. I.; WGAN-TV Portland, Me.; WABI-TV Bangor, Me.; and WAGM-TV Presque Isle, Me. Coverage plans by the sixth station, in Connecticut, have not been finalized.

On radio, WHDH will feed the games through the Hughes Sports Network to approximately 47 other radio stations—AM and FM.

The only TV sponsor signed so far, WHDH-TV officials report, is the F & M Schaefer Brewing Co., through BBDO, New York, which has purchased one-third sponsorship for a minimum of 59 home and road games on WHDH-TV. No contracts have been signed yet for radio sponsorship, but the games are

reported sold out.

Again handling the play-by-play on TV and radio, plus pregame and postgame shows, will be Ken Coleman, WHDH-AM-TV sports director, and Ned Martin and Johnny Pesky, also on the WHDH-AM-TV staff.

Cleveland Indians

WERE(AM) Cleveland is in the final year of its current agreement and will feed a package of 10 preseason games, the full regular season and two mid-season exhibitions to a radio network of about 25 stations. Bob Neal of WERE and Herb Score of the Indians are announcers. Final lineup of sponsors for

each game's 16 commercial minutes is not set but Union Oil-Pure through Burnett has renewed for three-eighths and Stroh Brewing (Doyle-Dane-Bernbach) has renewed for one-quarter. WJW-TV Cleveland, starting the first year of a new three-year pact, will feed a schedule of 48 games to a small regional network not set. Harry Jones and Dave Martin are the TV announcers. Stroh Brewing (Doyle-Dane-Bernbach) renews for four-sevenths of the games.

Detroit Tigers

WJR(AM) Detroit has a new contract for three years and again will feed a

National League—East

Team	1970 Rights	1969 Rights	Television	Radio	Sponsors & Agencies
Chicago	\$1,000,000	\$1,000,000	WGN-TV 17	WGN 24	Oak Park Federal Savings & Loan (Connor-Sager) ½, G. Heileman Brewing (M-E) ½, Vienna Meats (Marvin Frank) ½, Montgomery Ward (Lillienfeld) ½, Buick Dealers (North) ½, Martin Oil (Petroleum Advertising) ½, all radio. Allstate, Schlitz, (Burnett), R. J. Reynolds (D-F-S), Zenith Distributing (Interocean), Pontiac Dealers (MJ&A), Yellow Pages (Earle Ludgin), all TV.
Montreal	500,000	450,000	Not set	Regional Networks	No sponsors set.
New York	1,350,000	1,350,000	WOR-TV	WJRZ 32	Rheingold (Y&R) Sunoco (Esty), Chase Manhattan Bank (Bates); R. J. Reynolds (Grey), Chrysler-Plymouth Dealers (Y&R), Royal Crown Cola (W-R-G), all participating on TV. Radio sponsors unable to be released.
Philadelphia	1,350,000	1,350,000	WFIL-TV 3	WCAU 24	Atlantic Richfield (NH&S) ½, R. J. Reynolds (NH&S) ½, P. J. Ballantine & Son (Grey) ½; others under negotiation, all TV. P. J. Ballantine & Sons (Grey) ½; Atlantic Richfield (NH&S) ½, others under negotiation, all radio.
Pittsburgh	450,000	450,000	KDKA-TV	KDKA	Atlantic Refining (NH&S) ½; Chrysler-Plymouth (Y&R) ½; Iron City Beer (KM&G) ½; Pittsburgh Paint (Cook-Thompson) ½, all radio. Atlantic Richfield (NH&S) ½; Pittsburgh Brewing Co (KM&G) ½; Westinghouse Broadcasting Co. ½, all TV.
St. Louis	600,000	600,000	KSD-TV 20	KMOX 100	Anheuser Busch (Gardner) ½ and Sunray DX (Gardner) ½, both radio, remaining time sold locally. Anheuser Busch (Gardner) ½ TV, remaining unsold.

National League—West

Atlanta	1,000,000	1,000,000	WSB-TV	WSB	Lorillard Corp. (L&N), Union Oil-Pure (Burnett), Coca-Cola Co. (M-E), Pabst Brewing Co. (K&E), Delta Air Lines (Burke, Dowling, Adams), Southern Cross Sleeping Products (Liller, Neal, Battle & Lindsay), Citizens & Southern Natl. Bank (Burke Dowling, Adams), Atlanta Beverage Co., Kahns Meats (McRae & Bealer), Cotton States Insurance Co., Aamco (Tucker Wayne), Post Cereal div., General Foods (B&B), all rotating on radio and TV.
Cincinnati	600,000	600,000	WLWT(TV) 6	WLW 100	Wiedemann Brewing (C-M), Goodrich (BBDO) Marathon Oil (C-E), all radio; Hudepohl Brewing (Stockton-West-Burkhart) ½, Sun Oil (Esty) ½, R. J. Reynolds (D-F-S) ½, all TV.
Houston	1,000,000	1,300,000	KTRK-TV	KPRC	Maryland Club Coffee, Food Division of Coca-Cola Co. (M-E, T-L&K), alt. ½; Joseph Schlitz Brewing Co. (Burnett) ½; Texaco (B&B), ½, all radio and TV.
Los Angeles	1,800,000	1,800,000*	KTTV(TV)	KFI 12	Union Oil of Calif. (Burnett) ½ radio-TV; Pacific Telephone & Telegraph (BBDO) ½ radio; Clougherty Packing (MJ&A) ½ radio-TV; Joseph Schlitz Brewing (P-K-G) ½ radio-TV; United Air Lines (Burnett) ½ TV.
San Diego	700,000	700,000	KCST-TV	KOGO 4	United States National Bank (Barnes-Champ/Advertising) ½ radio; remainder of radio, all of TV open.
San Francisco	1,100,000	1,100,000	KTVU-TV	KSFO 14	Union Oil of Calif. (Burnett); Phillip Morris (Burnett); Household Finance (NH&S), all part. TV. Standard Oil of Calif. (BBDO) and Pacific Telephone & Telegraph (BBDO) each ½ radio; ½ radio open.
N. L. Totals	\$11,450,000	\$11,150,000*			

Major League Totals

\$22,090,000 \$21,690,000*

radio network of 32 stations in Michigan with a schedule of five exhibition events plus regular season. Radio announcers are Ernie Harwell and Ray Lane. The Tigers club is in its sixth year of packaging its own TV schedule which this year will again include 40 games (11 home, 29 road). The TV network is to be fed by WJBK-TV Detroit and will include WKZO-TV Kalamazoo (owned by Tigers owner John Fetzer), WNEM-TV Bay City-Saginaw-Flint, WJIM-TV Lansing, WWTV(TV) Cadillac and WWUP-TV Sault Ste. Marie, all Michigan, plus, under separate agreements, WSPD-TV Toledo, Ohio and WKJG-TV Fort Wayne, Ind. George Kell and Larry Osterman are TV announcers.

The Tigers TV package includes 17 commercial units with a basic unit price of \$90,000. The club realizes a gross of about \$1 million from the TV plan but out of this pays all expenses too, leaving a TV "rights" revenue of about one-half the gross.

New York Yankees

WPix(TV) New York enters its third decade as originator of Yankee games, carrying 86 regular-season games, (as compared to 105 last year), half of which are on the road, and four exhibition games, all in color. As in 1969, a television network of five stations in New York and Connecticut will pick

up the games. WHN(AM) New York, which will be in its sixth year of Yankee broadcasts and the last year of a three-year contract, is still negotiating its game schedule with the team. A radio network picking up 38 stations in New York, Connecticut, Pennsylvania and New Hampshire remains virtually the same as last year. Marv Albert, WHN sports director, will handle the pre- and postgame show chores on *Warm Up* and *Scoreboard*, each 15-minutes. No pre- or postgame programs have been planned for TV. Frank Messer and Phil Rizzuto, veteran Yankee announcers, will continue to call the games on radio and TV, with a third announcer, replacing Jerry Coleman,

to be named shortly to the team of sportscasters.

Washington Senators

The Senators of last year did much to remove a tarnish of many decades from their playing image. And the new shine has moved sophomore owner Robert Short to assess the new glitter to mean he has jewels on the TV bargaining counter. The trouble is that the broadcasters don't entirely share his view.

Mr. Short contends he was offered "about the same deal as last year," which moved him to threaten to go to the FCC if no TV station comes up with the right offer. The club owner feels it a civic responsibility of TV to carry the games.

Mr. Short also wants one change in last year's TV setup: elimination of the telecasts of home games. He maintains the 11 home telecasts by WTOP-TV Washington in 1969 hurt the gates for those games.

WTOP-TV still holds first rights on telecasting the Senators but WDCA-TV and others were doing some cautious talking. Radio, however, has been finalized with WWDC-AM-FM Washington to carry all 162 games and 32 preseason exhibition games. A regional network of over 20 other radio stations is in the works. Back this year will be Shelby Whitfield, announcer for the Senators, and Ron Menchine, announcer for WWDC. A 10-minute pregame show will be handled by Johnny Holiday.

AMERICAN LEAGUE WEST California Angels

Last season the slumping Angels played more with dirty faces than with halos around their heads. And now they have to pay the piper at least on TV by suffering advertiser reluctance in sponsoring Angels activities. KTLA(TV) Los Angeles will provide TV coverage for the seventh consecutive year. A total of 30 games, all in color, have been scheduled for telecasting—25 of them regular season contests. Last season there were 24 telecasts during the season and six exhibition games for the same total of 30. Sunday telecasts will be presented 12 times during the season. At least one TV game will originate from each of the American League cities. The KTLA telecasts will be preceded by a half-hour pregame *Warmup* show and each will be followed by an *Angel Wrapup* program. So far, only Household Finance Corp. (through Needham, Harper & Steers), has been sold a rotating sponsorship in the wrap-around programs. Also, one-quarter of the commercial time on the telecasts of play-by-play is still unsold. KMPC-

(AM) Los Angeles, the radio outlet of the Angels since the team came into existence in 1961, has set up a schedule of all 162 regular-season broadcasts and 23 exhibition games. The good news for KMPC is full renewal by all play-by-play sponsors of last season Angels broadcasts this season. One, Standard Oil, has been with the Angels from the beginning. KMPC broadcasts will be carried on a regional network of 20 stations that includes four outlets in Arizona and one Nevada station. Calling the action on both radio and TV will be the team of Dick Enberg and Don Wells. Mr. Enberg joined the Angels announcing staff last year, while Mr. Wells has been a voice for the team since 1961. Dial Finance Co., (Marvin H. Frank Co.), Langendorf United Bakeries, (Young & Rubicam), and Volkswagen Pacific Inc., (Doyle Dane Bernbach) are sponsors of pregame and postgame shows on KMPC on a rotating basis. The radio station also is introducing a new pre-pregame show of 10-minutes during which listeners phone-in questions to sports celebrity guests. Sears, Roebuck & Co., via Star Advertising, will sponsor the program from the start of the exhibition season until the end of the regular season.

Chicago White Sox

WMAQ(AM) Chicago again will feed a radio package of 14 exhibition games plus regular season to a regional network of about 90 stations put together by General Finance Corp. (through Post-Keyes-Gardner) which takes one-third sponsorship. Radio announcers are Bob Elson and Red Rush. WFLD-TV Chicago is in the third year of its big five-year agreement (at nearly \$1 million a year) and will air 135 regular season games. A regional network is possible, partly dependent upon whether the Seattle Pilots move to Milwaukee. TV announcers are Jack Drees and Mel Parnell.

Kansas City Royals

An experienced packager, Majestic Advertising of Milwaukee, is handling the Royals for the second season there. The TV package will include 26 road games for a regional network (not yet set) to be fed by KMBC-TV Kansas City. The radio package will be fed by KMBC(AM) Kansas City to about 50 stations in a six-state area. Radio schedule includes 14 preseason games plus regular season games. Announcers for both radio-TV are Buddy Blattner and Dennis Matthews. Pregame and post-game features on the radio network have been sold to Milgram Stores through Bernstein/Rein & Boasberg.

Minnesota Twins

Broadcast rights for five years have been picked up by Midwest Federal Savings and Loan, replacing Hamm's Beer which had held them for a number of years. Midwest through M. R. Bolin Advertising takes one-third sponsorship on WCCO(AM) Minneapolis-St. Paul which will feed a broad regional radio network of more than 100 stations for regular season plus about 10 exhibition events.

Midwest will also sponsor one-third on WTCN-TV Minneapolis-St. Paul which will feed a package of 50 games (four home, 46 away) to a regional TV network of 17 stations. Sponsors buy WTCN-TV and get the network as a bonus. Halsey Hall, Merle Harmon and Frank Buettel will be the TV announcers. Herb Carneal will do radio.

Oakland Athletics

The colorful Charley O. Finley's Athletics, now in a third year in Oakland, are still struggling for advertiser support on radio and TV. Back for the third year each on KNBR(AM) and KBHK-TV, both San Francisco, the A's should be thankful for Atlantic Richfield Co. which is committed to sponsorship of the club on radio and TV for a five-year term (two years after this one remaining). KBHK-TV, the Kaiser Broadcasting's UHF station in the Bay Area, will televise 25 regular season road games, all in color. The station is watching the Seattle baseball franchise. If that club moves to Minneapolis or Texas it could change KBHK-TV's baseball schedule in that the station is set to carry three games from Seattle. But even if Seattle is no longer in the league, KBHK-TV will televise a total of 25 games.

There are two pregame and one post-game shows on TV. Sealy Mattress Co., through San Francisco agency Bernard B. Schnitzer Inc., is a participating sponsor both before and after play-by-play telecasts. The games will be fed by KBHK-TV to stations in Sacramento and Reno. A Fresno feed, carried last season, has been dropped. KNBR will broadcast a total of 191 games, including a full slate of 29 exhibition contests.

There are 10 stations in the regional network, two of them in Nevada. One-quarter of pre- and post-game shows on radio have been sold to returning sponsor Smiths Clothiers through Wenger/Michael Inc. The remainder of the commercial time is still open. Monte Moore is back as one of the announcers for the Athletics on both radio and TV. The new man on the announcing team, Harry Caray, was the voice of the St.



CHICAGO'S FAVORITE SWINGERS

That's the Cubs. And WGN Television has 'em for 144 games this year. We've been televising baseball so long, so well, that stations everywhere ask us for baseball-TV lessons.

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There's no TV station like our TV station.

Louis Cardinals for 25 years before coming to Oakland.

Seattle Pilots

Major league baseball came to Seattle last season, but it enjoyed less success there than at any other expansion city in modern baseball. And the big question mark over the franchise ownership and its ultimate location has snagged radio-TV negotiations. Last season the Pilots attracted only 680,000 fans to the team's less than elaborate stadium. This year that stadium may be vacant altogether, with a new group trying to buy the baseball club having until last Friday (Feb. 6) to come with the financing needed to keep the team in Seattle. If a needed \$9 million (\$5.5 million in the first installment) isn't raised, the Seattle Pilots may become the pride of Milwaukee or Dallas-Ft. Worth. Such uncertainty is hampering KVI(AM) Seattle. The Golden West Broadcasters station has a six-year contract to cover the Pilots and there are still five years of rights remaining. This commitment, of course, loses its meaning if the team switches hometowns. Kvi, rooting hard for the fund raising, thinks it can have a good year with baseball broadcasts, better than last year when three quarters of play-by-play coverage was sold. This year, two advertisers, Standard Oil of California and Lorillard Corp., have renewed despite the problems. General Brewing, however, has dropped out. Everything else is open, including pre- and postgame plans. Explains a station spokesman: "It's not possible to go to advertisers with any kind of presentation on a contingency basis. Nobody wants to commit themselves." There were 50 stations on the KVI regional baseball network last season and here, too, the word is "wait and see." But again KVI is confident "that most of the people that were on the network are going to stay if the team stays." Jimmy Dudley and Bill Schonely, the two announcers in 1969, are scheduled to be back at the microphones. The future on TV for the Pilots has to be better than the past. Only one game was televised last season and it hardly represented a hint of necessarily better things to come. On Aug. 31, KING-TV Seattle telecast the Pilots in action from Detroit. But KING-TV reportedly has no current plans to handle regular telecasts.

NATIONAL LEAGUE EAST

Chicago Cubs

WGN-AM-TV Chicago is in its third year of the current three-year agreement and again will feed regional radio-TV networks. For radio, a schedule of 10 pre-

season games plus the regular season will be fed to a network of about two dozen stations. Radio announcers are Vince Lloyd and Baseball's new Hall of Fame selection, Lou Boudreau. The TV network is being packaged by WGN Continental Productions and will be fed by WGN-TV to a regional network of about 17 stations. The network package this year includes 37 games and Pabst, through Kenyon & Eckhardt, has renewed for one-third. Schedule on WGN-TV calls for 144 regular-season games plus two mid-season exhibition events. TV announcers are Jack Brickhouse and Lloyd Pettit.

Montreal Expos

Seven English-language and six French-language radio stations will broadcast the Montreal Expos' games in 1970. TV coverage on the Canadian Broadcasting Corp. is still being negotiated.

U.S. English-language radio stations are WEAV Plattsburgh, N.Y.; WIGS Gouverneur, N.Y.; WPDM Potsdam, N. Y. English-language stations in Canada are CFCF Montreal; CKPM Ottawa; CHAM Hamilton, Ont., and CKSL London, Ont. French-language stations are CKLM Montreal; CJSO Sorel, Ont.; CHEF Gramby, Que.; CKJL St. Jerome, Que.; CJLM Joliet, Que.; and CJMT Chicoutimi, Que.

Announcers for the English-language stations returning from last season are Dave Van Horne and Russ Taylor; and for the French-language stations, also returning, will be Jean Pierre Roy and Jean Paul Sarault. All are hired by the Expos.

Pregame and postgame shows also are scheduled on English and French-language outlets.

The Expo management, encouraged by a strong audience showing in 1969—said to be 35% of the total audience across Canada—expects even greater support this year and sponsors reportedly eager to buy time with radio and TV contracts expected to be signed within the next few weeks.

New York Mets

WOR-TV New York will be in the last year of a five-year contract with the 1969 world-champion Mets, colorcasting three exhibition and 117 regular-season games (42 road games). WOR-TV will feed to no other stations in the area. In addition to the 15-minute postgame show, *Kiner's Corner*, with Ralph Kiner, WOR-TV has added a half-hour pregame show, *Knot-Hole Gang*, with a host to be announced. Play-by-play action will again be called on radio and TV by Mr. Kiner, Lindsay Nelson and Bob Murphy. For the first year in the Mets' eight-year history all TV sponsor-

ship has been sold out prior to the start of the season. WJRZ(AM) Hackensack, N.J. will broadcast games for the fourth year of a five-year contract feeding to a minimum of 32 stations in the Mets Network in Vermont, Massachusetts, Connecticut, New York, New Jersey and Pennsylvania. This includes WHOM(AM-FM) New York, which will broadcast Saturday and Sunday games in Spanish.

WJRZ will cover all 162 regular-season games including 27 spring-training exhibition games and the "Mayor's Trophy Game", played against the New York Yankees for charity. A 20-minute pregame and 15-minute postgame show with WJRZ announcer Bob Brown will again be a feature of Mets broadcasts.

Philadelphia Phillies

For the 15th consecutive year, WFIL-TV Philadelphia will carry the Phillies games, telecasting 55 regular-season games (38 on the road) and two exhibition games, all in color. A three-station network in Pennsylvania, WNEP-TV Scranton, WLYH-TV Lebanon and WGAL-TV Lancaster, will take the feeds. Two pregame shows, one ten minutes with Bill White and the second five minutes with former baseball players Richie Ashburn and Tim McCarver, and a ten minute postgame show with Stan Hochman are planned. Play-by-play will be called on radio and TV by Bill Campbell, Byrum Saam and Mr. Ashburn.

In the third year of a four-year contract, WCAU(AM) Philadelphia will carry all 162 regular-season games and 20 exhibitions, feeding them to a 24-station network in New Jersey, Delaware and Pennsylvania. *On Deck Circle* a ten minute pregame show will be handled by Mr. Campbell and Mr. Saam and a ten minute postgame show *Star of the Game* will feature Mr. Ashburn.

Pittsburgh Pirates

The Pirates will again be covered by KDKA-AM-TV Pittsburgh. A total of 38 color telecasts, 20 in prime time, will include the opening-day ceremonies at Pittsburgh's new stadium. There are to be no televised exhibition games. On the other hand, all 162 Pirate games, will be covered by KDKA with 90 evening games preceded and followed by 10-minute pre- and postgame shows. All 15 exhibition games will be on radio.

KDKA will handle all production and technical angles itself using its own Gene Osborn, Bob Prince and Nellie King, to announce the play-by-play and game shows.

St. Louis Cardinals

KMOX(AM) St. Louis once again is feeding 20 preseason plus regular-season games to a regional network of some 100 stations packaged by the club and rights owner, Anheuser Busch, through Gardner Advertising, with Busch Bavarian beer taking half-sponsorship. DX Sunray, also through Gardner, takes one-third with the remainder sold by the stations locally. KMOX will carry two pregame and two postgame features which are sold to about three dozen local accounts over the season. KSD-TV St. Louis again will feed a package of 24 regular-season games to a regional TV network of about 20 stations. Anheuser Busch through Gardner again will buy one-fourth sponsorship with the other renewals not set. Announcers for both TV and radio are Jack Buck and Jim Wood.

NATIONAL LEAGUE WEST

Atlanta Braves

WSB-AM-TV Atlanta again will provide radio and TV coverage for the Braves regular-season and 10 exhibition games this year. With colorcasts of 20 games, half in primetime evenings and the other half on Sunday afternoons, WSB-TV will feed a six-state regional network. Radio will cover all the Braves' games including 10 preseason exhibition games from spring-training camp. Under the title of the Atlanta Braves Broadcast Network, selected games will go to stations in Tennessee, North and South Carolina, Georgia, Alabama and Florida. Calling the Braves games will be Milo Hamilton and Ernie Johnson, announcers employed by the baseball team. The Braves handle all game and media details on their own, packaging advertisers and using WSB stations as originating outlets.

Cincinnati Reds

WLW(AM) Cincinnati again will feed about 100 stations for the Wiedemann Brewing Radio Network. Wiedemann holds basic radio rights and, through Campbell-Mithun, will use part of the time for its own advertising, relinquishing parts to other noncompetitive sponsors. This year's schedule calls for about 20 exhibition games plus regular-season games. Radio announcers are Jim McIntyre and Joe Nuxhall. Hudepohl Brewing holds TV rights and as last year has sold one-half to WLWT-TV Cincinnati which is feeding a TV network package of 35 regular season games to a half-dozen stations. Hudepohl through Stockton-West-Burkhart sponsors one-half while WLWT has op-

tions for its half share from other advertisers. The TV network includes WLWD(TV) Dayton, WLWC(TV) Columbus and WHIZ-TV Zanesville, all Ohio, plus WLKY-TV Louisville and WLEX-TV Lexington, both Kentucky, and WLWI-TV Indianapolis. Ed Kennedy and Pee-wee Reese are the TV announcers.

Houston Astros

The Astros will again be sewing up all of the game details themselves this year. With a total of 20 TV and 32 radio stations, including KTRK-TV Houston and KPRC(AM) Houston acting as originating stations, the Astros' 162 regular-season games and 18 exhibition games will be seen or heard in Texas, Louisiana, Arkansas and New Mexico. KDTV(TV) Dallas will assist with remote hook-ups. The voices of the Astros, as last year on radio and TV, will be Gene Elston, Harry Kalas and Loel Passe, all on the Astros' payroll. Both a pregame *Batter-Up* show and a postgame *Wrap-Up* broadcast are also planned.

Los Angeles Dodgers

The Dodgers, who long ago deserted the confines of Brooklyn for the riches of the West, have become the aristocrats of the game. This is confirmed by the front office of the Dodgers, which corrected earlier estimates of its radio-TV rights and now claims a soaring \$1.8 million as total revenues the club gets for its broadcast rights. This tops the New York Yankees, formerly in first place in the money league. The strength of radio in Southern California, Dodgers officials explain, is what accounts for the team's commanding top dollar for coverage rights. KFI(AM) Los Angeles is the radio outlet for the Dodgers for the 11th consecutive year. Besides carrying the full schedule of regular season and exhibition games, KFI will feed its coverage to a regional network of 12 stations. Pregame and postgame sponsors on both radio and TV are Pepsi-Cola Bottling Co. of Los Angeles (Brown, Clark, Elkus & Moses); Toyota Motor Distributors Inc. (Clinton E. Frank/West Coast); Knudsen Creamery Co. of California (Grey Advertising). The big change for the Dodgers this year could be on television. KTTV(TV) Los Angeles, which will be carrying the Dodgers for the 13th year, should be presenting its most extensive schedule of games ever. Until last year, the Dodgers would permit only road games in San Francisco to be televised back to Los Angeles. In 1969, this sparse schedule was doubled to include the nine games played in the new expansion market of San Diego. Now the Dodgers are asking TV advertisers

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It's Deltamatic®—an instant communications device that's tied in to a giant IBM computer system. Our agent records your name, phone number and details of your trip. Then the computer "remembers" it all for instant reference. And flashes it to a TV screen on command.

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Delta is ready when you are!

to sponsor all Sunday road games, three games from spring training sites, and all games played in San Francisco. This proposed schedule, a total of 24 games, includes one or more games from each National League city, including telecasts from three new ball parks in Pittsburgh, Cincinnati and Philadelphia. The catch in this expansion plan is that it has to be approved by all of the advertisers of play-by-play coverage on TV. To date, half the sponsors have agreed to back the extended schedule, with word being awaited from the other two. If approval isn't forthcoming, an alternate plan would be for nine telecasts from San Diego to replace all of the Sunday telecasts. Vin Scully and Jerry Doggett, as in the past, will serve as the voices of the Dodgers on TV. The same pair will carry the bulk of the load on radio, but Mr. Scully, now a popular NBC-TV game show host, will get some time away from the radio broadcasts. He'll be replaced by Mike Walden, who'll broadcast 12 weekday spring exhibition games and 14 weekday road games during the regular season.

San Diego Padres

Last season, the San Diego franchise's first in the major leagues, was respectfully successful on radio but without muscle on television. KOGO-AM-TV San

Diego, which has a three-year contract for radio-TV rights to the Padres, is a prime NBC-TV affiliate and this condition caused problems with the TV schedule. Last year, KOGO-TV, with network clearance to be considered, was scheduled to televise six games, but only carried five. This year, faced with the continuing difficulty of clearing time to put enough games together to make the TV package effective, KOGO-TV sold its TV rights to 20 games to KCST-TV San Diego, a non-network affiliated UHF station which would like to emphasize sports coverage. KCST, which also has purchased the rights to carry 20 or more TV games next season, will televise nine games from San Francisco and nine from Los Angeles. Mel Wheeler, president and general manager of the station, is still undecided as to when and where he will elect to televise the remaining two games of his 20-game schedule. Advertising support on television for the Padres is still uncertain at this point. As of last week, there were no contracts in the house for play-by-play coverage, but KCST was working to sell the same advertisers who would be sponsoring on radio. The radio advertisers have a right of first refusal for TV. There'll be pre- and postgame shows on TV, with Pepsi Cola Bottling Co. of San Diego, through Barnes-Champ/Advertising, backing the pregame program.

Postgame sponsorship is open. Pre- and postgame shows on radio, 10-minutes each, have been sold to Pepsi Cola Bottling Co. and to Harris & Frank men's retail stores (placed direct). Former Dodger Duke Snider will be doing color for radio and some of the play-by-play coverage for TV. Frank Sims and Jerry Gross, also returning from last season, are set for radio and may double up and announce on TV if there are no advertiser conflicts between the two broadcasts.

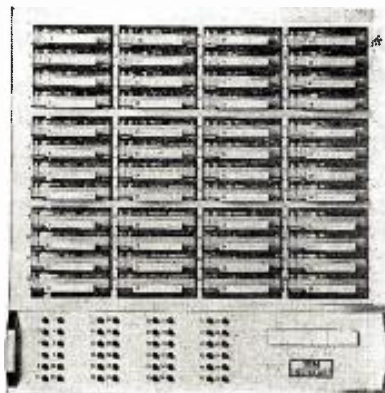
San Francisco Giants

KTVU-TV Oakland-San Francisco for the 10th year, and KSFO(AM) San Francisco for the 13th year, are dutifully carrying the baseball broadcasts but, for the most part, similar advertiser loyalty is lacking. Notable exceptions are Standard Oil of California, back for a 10th year, and Pacific Telephone & Telegraph, a three-time returnee as sponsors of play-by-play on radio, while Philip Morris and Household Finance are renewals for TV. In 1970, KTVU, while still limited to 19 telecasts, will be presenting 13 night games and six Sunday-afternoon contests. Beyond the usual nine from Los Angeles, there will be three from San Diego, two from Houston and one each from New York, Cincinnati and Atlanta. All telecasts, as per usual, will be of road games and will be in color. KSFO, associated with the Giants since the team came to San Francisco, will carry 162 regular-season games and 11 exhibition games. March 6 is when the station begins its schedule. One-quarter sponsorships each of pre- and postgame shows on radio have been sold to Western Air Lines (BBDO), Toyota Motor Distributors Inc. (Clinton E. Frank/West Coast) and Kilpatrick's Bakeries (J. Walter Thompson). At this writing one-quarter remains open. KTVU sells its TV coverage of play-by-play and presentation of pre- and postgame shows as a single package. Thus play-by-play sponsors will rotate and get portions of the peripheral programs. KSFO traditionally lines up a solid list of regional stations to carry the play-by-play. This network is still to be determined but it looks to be a sure 14 stations with additional stations in Alaska and Hawaii possibly joining in for special broadcasts. Russ Hodges and Lon Simmons are, as usual, the announcers on TV and Bill Thompson helps out on radio. Rick Weaver, sports commentator for KTVU, will handle some of the pregame work.

(The foregoing special report was compiled by Hazel Hardy, staff writer, New York, with reporting assistance from BROADCASTING bureaus in Washington, Los Angeles and Chicago.)

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Tomorrow's Engineering Today

A tighter budget for the FCC

Nixon requests \$24.9 million, but the added funds are already committed to easing land-mobile congestion

The FCC will be among the federal agencies feeling the pinch imposed by the balanced, "anti-inflationary" \$200.8-billion budget that President Nixon sent to Congress last week. It would provide the commission with \$24.9 million, or \$925,000 more than the \$23,975,000 that the agency is expected to spend in the current fiscal year, which ends June 30—but almost all of the increase would be earmarked for a previously disclosed program aimed at easing congestion in land-mobile radio communications.

Thus, an estimated \$600,000 in additional costs resulting from mandatory pay increases and trainee programs would have to be drawn from other accounts—primarily, apparently, from those involving research programs.

The budget shows that although the President is asking that \$500,000 in funds from unspecified accounts remain available until expended for research and policy programs, the commission plans to spend almost \$500,000 less on research and planning in fiscal 1971 than it expects to in the current fiscal year—\$1,833,000 as against \$2.3 million.

The only commission function expected to show any increase next year

is the Safety and Special Services Radio Bureau, which would have jurisdiction over the proposed spectrum-management center. The only new permanent positions provided for in the budget—42—would result from that project. The budget foresees a total of 1,670 permanent positions.

Even commission activities dealing with CATV, for which a new bureau was created two weeks ago (BROADCASTING, Feb. 2), will not be strengthened. The budget requests \$672,000 for CATV regulation in the next fiscal year, \$30,000 more than the commission expects to spend on it in the current year.

Although the commission can be expected to support the budget in appearances before Senate and House Appropriations Committees, its members cannot have been heartened by it. The commission, citing its rapidly expanding functions, reportedly had asked the Budget Bureau to include some \$30 million for it in the President's budget ("Closed Circuit," Oct. 27, 1969).

The total appropriation for the commission is expected to have a special meaning for those regulated by the agency as well as the commission itself.

The commission is known to be preparing to become, in effect, self-supporting, by increasing the price of its filing fees and imposing license fees.

Word that the President would seek funds for the establishment of a prototype radio spectrum-management center to relieve congestion and interference in land-mobile communications was disclosed by Chairman Dean Burch three weeks ago.

However, the chairman, who made the disclosure during oral argument on commission proposals to grant land-mobile radio users access to the UHF portion of the spectrum, spoke of \$1 million (BROADCASTING, Jan. 26). Officials say the budget as submitted provides for \$900,000 for the project, but that some work has already begun.

Chairman Burch said the funds would be used for regional centers as well as a national one. Development of the centers was recommended by the Stanford Research Institute as an essential step in improving management of existing land-mobile spectrum space.

Broadcasters contend that improved spectrum management would solve the land-mobile radio congestion problem. However, land-mobile radio licensees

FCC drops by for chat with Nixon

Wide-ranging talks find President not entirely happy with what he sees on TV

Like most people, that man in the White House is a television critic. President Nixon thinks the medium is not doing as well as it could and that the American people deserve better.

But unlike most people, the President was able to express those views personally to a peculiarly interested audience—the seven members of the FCC, as he did, reportedly, in a meeting in his office on Tuesday (Feb. 3).

The President did not call the commissioners in to berate television. The meeting, which lasted more than an hour, was one in a series he has been having with members of the regulatory agencies as a part of an effort to strengthen liaison between them and the White House.

Participating with the commissioners in the meeting were White House aides Peter Flanigan and Dr. Clay T. Whitehead, whose area of responsibility includes communications. Mr. Flanigan signed the policy statement on satellite communications that the White House submitted to the commission two weeks ago (BROADCASTING, Jan. 26).

According to those who were present, the conversation was general and informal, with the President indicating

he had been well briefed on commission matters and inviting the commissioners to discuss the agency's problems. Chairman Dean Burch reportedly volunteered that the domestic-satellite matter was a high priority item at the commission.

The President, in discussing television, reportedly offered no suggestions as to what could or should be done to improve it, although he is said to have expressed the view its use in education should be expanded. He understood the First Amendment problems the commission faces in regulating programming.

However, he wasn't all negative in his comments. The President, who has developed a reputation as a great sports fan, thinks sports on television is fine. Television news and public-affairs programming rank high in his estimation.

contend that additional spectrum space is essential, regardless of improved management techniques. The commission is expected to resolve the issue in the next several weeks.

The President is also seeking up to \$26.5 million for noncommercial broadcasting (see page 47). The bulk—as much as \$22.5 million—would go to the Corp. for Public Broadcasting, the remainder for the construction of educational radio and television stations.

In other requests dealing with matters affecting broadcasting, President Nixon asked:

- \$3,300,000 for the Office of the Director of Telecommunications Management, \$914,000 more than the office is expected to spend in the current fiscal year. The increase would provide for more emphasis on policy formula-

tion and radio frequency analysis.

The office advises the President on all telecommunications matters and develops policies for the use of the nation's telecommunications in a national emergency. But White House aides are preparing to recommend that it be scrapped in a general overhaul of governmental policy machinery that would result in the White House having a stronger voice in telecommunications (BROADCASTING, Dec. 29, 1969).

- \$21,375,000 for the Federal Trade Commission, an increase of \$375,000 over the \$21,000,000 Congress has been asked to appropriate for the agency in the current fiscal year. The increase provides additional funds for the agency's deceptive-practices and anti-monopoly programs.

- \$188,517,000 for the U.S. Infor-

mation Agency, which was given \$181,172,000 in new spending authority in the current year. The budget provides funds for the use of satellite circuits to relay television and radio programs. In all, it would provide about \$39 million on USIA's *Voice of America* program, about the same amount available to that activity in the current year, and \$12 million on the agency's motion-picture and television service, which is now funded at \$11.2 million.

In addition, the budget provides \$10,397,000 for the Justice Department's antitrust division, which is continuing its interest in broadcasting matters. The proposed appropriation contains \$636,000 more than the division is expected to spend in the current fiscal year, and provides for an accelerated effort to prosecute anticompetitive practices.

Kahn plans a satellite for CATV

He tells seminar CATV must become a national medium to realize its programing potential

CATV may have its own domestic-satellite communication service if the FCC approves a promised application to be filed soon by Teleprompter Inc., one of the industry's major multiple owners.

Teleprompter's Irving B. Kahn announced that his firm would file "within 30 to 60 days" an application with the commission to launch and operate its own satellite system, individually or in concert with other organizations.

Mr. Kahn said the system would serve at least 90 earth stations, and if approved quickly could be in operation by 1972. He declined to specify costs or details of the prospective system.

The Teleprompter chairman and president made his statement at an all-day financial seminar held in Washington last week. The meeting was sponsored by Drexel Harriman Ripley, a New York-Philadelphia-based brokerage house ("Closed Circuit," Jan. 26). More than 150 were in the audience, with 110 of them clients, according to the firm's Richard W. Kerschner, who arranged the meeting and acted as moderator.

Plainly an information-gathering forum for the representatives of institutional investors (insurance companies, mutual and other funds), the meeting was helpful in bringing them up to date on CATV's position. Their interest, some said, was in learning all they could about cable TV as a growth industry to determine whether or not their firms should buy common stock in CATV companies. Many of them, of

course, already have made loans, some sizable, to CATV firms.

Mr. Kahn, stressing that Teleprompter was no longer just a CATV company but is now "a broadband communications company," saw a CATV domestic-satellite system nationally distributing programs and services with the signals being distributed from ground stations to CATV systems by landlines or microwave.

Mr. Kahn noted that Teleprompter, with Hughes Aircraft Corp., a 17% stockholder which also is doing the satellite technical research, secured FCC approval for the use of 12.7 gc to 12.95 gc as a Local Distribution Service for CATV. LDS was initially developed to handle distribution in big cities, Mr. Kahn said, but it can now be used for covering rural and small communities also. He said that hardware for the LDS service will be shown at the June convention of the National Cable TV Association in Chicago, by Theta-Com Inc., which is jointly owned by Teleprompter and Hughes.

Mr. Kahn said he views the FCC's action authorizing cable systems with 3,500 or more subscribers to originate programs and sell advertising beginning next year as only a potential. "The right to originate programing and sell advertising and gain access to copyrighted material will be of slight value to us," he said, "unless we can and do emerge as a national medium of communications." The commission also has approved CATV interconnection.

Earlier, Teleprompter had asked the

FCC for permission to buy stock in the Communications Satellite Corp. as a common carrier (it owns four microwave systems that serve its own as well as other CATV systems). This was before the White House task force recommendation that domestic-satellite communications service be open to everyone that is willing to undertake the project (BROADCASTING, Feb. 2), Mr. Kahn said.

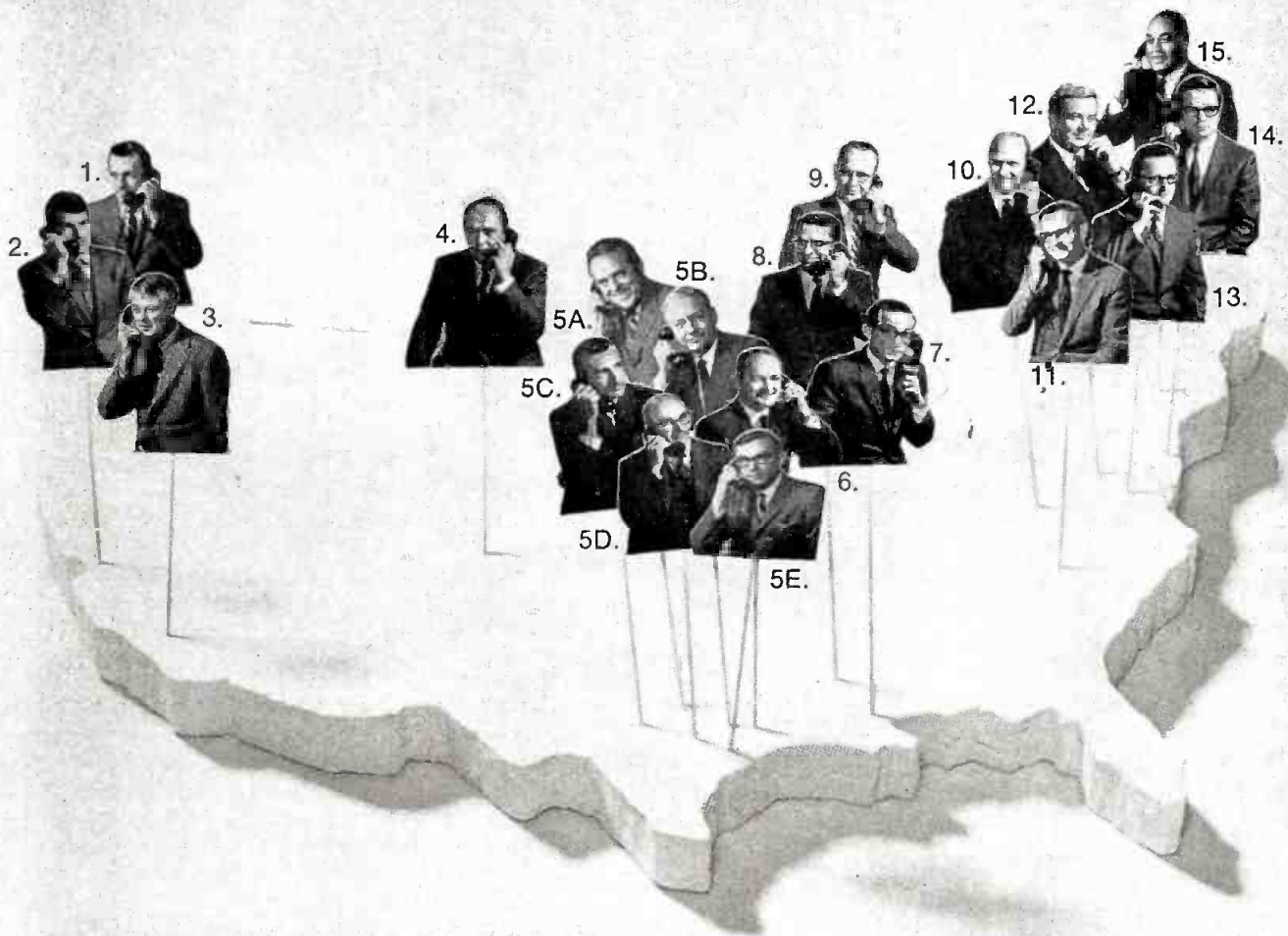
Among other speakers at the meeting, Henry W. Harris, vice president of Cox Cable Communications Inc., cited as a "technological waste" the "unused capacity" of TV sets. TV sets, he said, should and can be used for a myriad of other services, most of which can be provided on CATV. These range from added programing originated by CATV systems to meter reading, burglary alarms, shopping services, and business uses.

The FCC's 1952 Sixth Report and Order, Mr. Harris said, is "out of date." This was the commission's 1952 order establishing policy and making channel allocations for a national TV cable service.

And, he added, CATV will not put TV broadcasting out of business. Cable TV needs TV signals, he said, because they are the "base" of the cable business. It is improper, he said, to say that CATV wants to destroy broadcasting. Cox Cable, although an independent public company, is principally owned by Cox Broadcasting Corp.

Mr. Harris said that Cox Cable in-

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504/527-3636 | 12. BAYWAY — Tom Gallagher
201/474-0100 |
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504/359-7711 | 13. BAYONNE — Pat J. O'Connor
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| 4. DENVER — Jack Howard
303/534-1251 | 9. CHICAGO — Bill Brooks
312/654-2600 | 14. NEW YORK — Bleu Beathard
212/974-3620 |
| 5. HOUSTON —
A. Bill Neely, 713/221-4976
B. Jack Francis, 713/221-4643
C. Don Biggs, 713/221-5033
D. Arch Smith, 713/221-4376
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HUMBLE

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A politically minded CATV industry was crowing late last week about the heavy turnout from Capitol Hill at a reception in Washington given by the National Cable TV Association in honor of its new president, Donald V. Taverner. Almost 250 representatives and senators were among the 1,000 attending, according to NCTA. To make sure that their congressional guests were recognized, cablemen had the famous William M. (Fishbait) Miller, doorkeeper of the

House of Representatives, at the door to announce each legislator. He's shown above between Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee (r) and Marcus Bartlett, vice president of Cox Cable Communications Inc. (l). On the next night (Feb. 5), the NCTA tendered a testimonial dinner honoring Frederick W. Ford, who relinquished the presidency of the organization this year after a five-year tenure to go into private law practice.

tends to begin originating first on its Bakersfield, Calif., system, which serves 1,400 customers. This could be as early as April 1, he said. The second origination project, Mr. Harris said, would be with its Lewistown, Pa., system, which serves 7,000 customers.

Bakersfield merchants are familiar with over-the-air TV, but in Lewistown virtually all TV comes via the cable. This, he said, will give Cox Cable a check on selling advertising in two different types of CATV markets.

He also acknowledged that the sale of advertising on CATV systems will initially hit radio stations, but he declared he felt that the bulk of advertising on CATV is going to come out of newspapers.

Other highlights:

- Sol Schildhouse, FCC chief of the CATV Bureau, told the audience that the commission's Jan. 1, 1971, date for the start of program originations did not mean the FCC was immediately going to start monitoring the programs. "It's primarily to get them [CATV systems] to buy first-class equipment," he

said.

- Lyle O. Keys, TeleMation Inc., estimated that studio equipment sales to CATV systems this year would run \$5.4 million, up from \$1.9 million spent in 1969, and that 1971 would see \$5.75 million spent on studio equipment.

He also said he sees the cable TV industry spending \$2.9 million for programming this year, jumping 83% to \$5.3 million in 1971.

- Robert H. Beisswenger, Jerrold Corp., said the company had increased its employment from a low of 800 last year following the FCC's proposed further restrictions on cable TV, to 1,600 now. He said sales were running at \$40 million to \$50 million annually, including Jerrold's CATV system construction contracts. Its owned CATV systems are approaching 100,000 in subscribers, he said.

- Monroe M. Rifkin, American Television & Communications Corp., told the audience that he expected ATC to grow at the rate of 10% to 15% per year. The company, he said, went into

the black in the last three months of 1969 and, he said, expects to end in the black at the conclusion of its fiscal year June 30. Revenues are running at \$8 million annually, he said. ATC is merging with Harriscope Cable TV, Inc., which will give it a total of 165,000 customers (BROADCASTING, Jan. 19).

- Commenting on talk that the FCC might limit the number of subscribers one CATV company may serve, Mr. Kahn noted that each of the three TV networks serves up to 15 million households. Teleprompter, he said, even after its merger with H&B American Corp. (BROADCASTING, Feb. 2), will serve a total of only 350,000 homes. This does not even begin to approach any one of the networks in audience, he emphasized.

- Donald V. Taverner, new president of NCTA, noting that CATV has been growing despite a "hostile government environment," cited the number of upbeat CATV actions that have taken place in recent months: origination, advertising, interconnection, barring telephone companies from owning CATV's in their own service areas, asking telephone companies to hold up raises in pole-attachment fees, establishment of a CATV Bureau—all by the FCC; the position of the Electronic Industries Association's industrial-products division, the Department of Justice, the White House on domestic satellites, the copyright proposals suggested by a subcommittee of the Senate Judiciary Committee, and the Rand Corp. report by Dr. Leland Johnson.

Gravel seeks to tune Alaska into the U.S.

Senator Mike Gravel (D-Alaska) has asked his state's legislature to appropriate \$4 million toward a statewide satellite system. He said Alaska should take advantage of the White House policy decision to encourage competition in the satellite field (BROADCASTING, Jan. 26).

The senator noted that his state has almost no live television and said that because of the advent of satellites, "Alaska no longer needs to be remote in its own vastness, and it no longer needs to be remote from the rest of the United States."

He also said he will introduce legislation to prevent "conflict of interest" in satellite broadcasting. As an example of such conflict, Senator Gravel cited the fact that communications carriers such as AT&T sit on Comsat's board of directors. "Only the American public can suffer" from such an arrangement, he said.

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Identical motors connect directly to dual capacitors that pull the tape across identical playback heads. A motor for each direction. Separate playback heads for identical performance.

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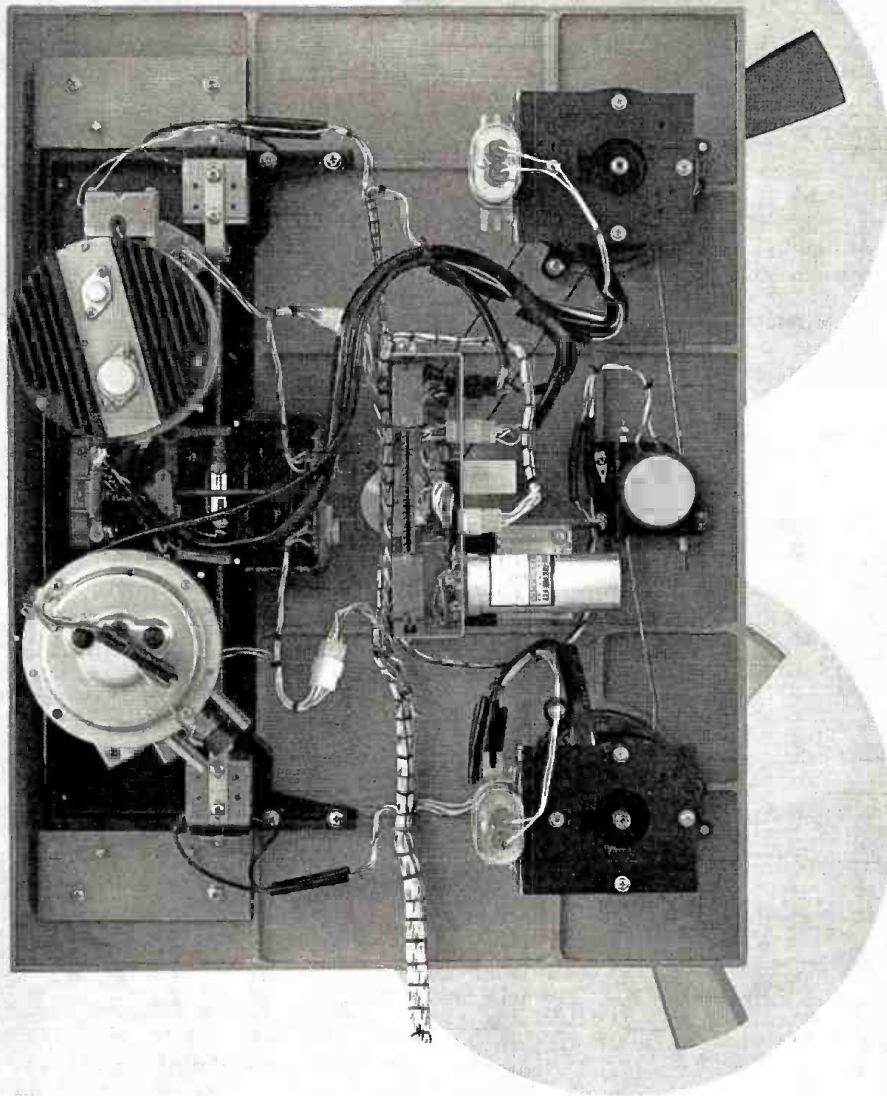
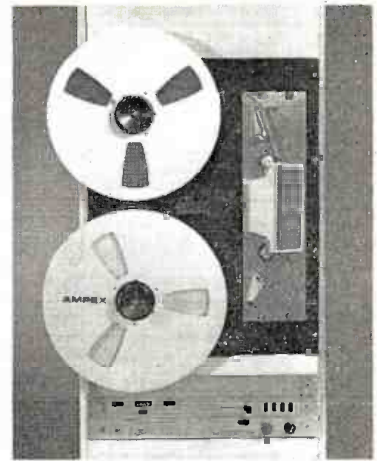
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Barking back at Rand report

Organized broadcasters find serious flaws in report favoring light rules for CATV

Broadcasters have mounted a vigorous counterattack against the pro-CATV report written by Dr. Leland Johnson and issued by the prestigious Rand Corp.

The report called for the removal of virtually all restrictions on CATV as to distant stations, originations, advertising and interconnection, but also called for copyright payment by CATV systems for all distant-station programs (BROADCASTING, Feb. 2).

Broadcast spokesmen termed the study "simplistic," "naive," "speculative." One of the points many made was that the report carried disclaimers by both the Rand Corp. and the Ford Foundation; the latter put up the \$165,000 for the report and following studies.

The report did carry the following disclaimer from Rand Corp.: "This study is presented as a competent treatment of the subject, worthy of publication. The Rand Corp. vouches for the quality of the research, without necessarily endorsing the opinions and conclusions of the authors." This, Dr. Johnson said last week, is the standard disclaimer noted in all Rand Corp. re-

ports written by individuals.

The Ford Foundation said, on the inside coverage page of the report: "This research was performed under Ford Foundation Grant 699-0481. Views and conclusions contained in the study should not be interpreted as the official opinion or policy of the Ford Foundation." This also is standard, Dr. Johnson said, since the grant was made to provide an independent study of CATV.

The only support for the study came, as expected, from Donald V. Taverner, president of the National Cable TV Association; he called it "very bullish" for CATV and said that in many respects it was a "reaffirmation" of the views of the President's Task Force on Communications Policy, the New York City task-force report, and the viewpoint of the Department of Justice. All were outspokenly favorable to CATV.

The most comprehensive criticism of the report came from William Carlisle, vice president for television of the National Association of Broadcasters. He released a Feb. 4 letter to Dr. Johnson in which he said: "Regretfully, we must

conclude that it is a series of speculative conclusions based upon largely unsubstantiated premises. The report develops little new information and adds next to nothing, in our judgment, to the pre-existing fund of knowledge about CATV's potentially dangerous impact on free broadcasting."

Mr. Carlisle analyzed three facets of the report: 1) It seems to give little attention to the "incontrovertible" fact that without free television there would be no CATV at all; 2) it gives little practical attention to the "predictable" impact on TV stations of unlimited importation of distant signals, and 3) "it seems quite clear that when a CATV system uses free broadcast signals as its economic base and then proceeds to compete directly with those signals on the same television dial—selling competitive advertising at the same time—the epitome of unfair competition has been reached."

Mr. Carlisle concluded by "seriously" questioning the premises that lead to the conclusions "because they display a regrettable lack of knowledge of the basic economies of the broadcast structure in this country. . . ."

Jack Harris, president and general manager of KPRC-TV Houston and president of the Association of Maximum Service Telecasters which generally has been antipathetical to CATV, commented:

"This document is unfortunate for its air of authenticity, but with tenuous

Two-way circuit for CATV may be near

Firm envisions various services possible with system to be demonstrated soon

Subscription Television Inc., established in 1963 to operate pay television systems, says it has developed multipurpose, two-way communications equipment that could be added to existing cable television systems at what appears to be reasonable cost. It's anticipated that such equipment will be ready for demonstration to the cable-TV industry by the end of the first quarter of 1970 ("Closed Circuit," Dec. 22, 1969).

STV's two-way system, designed to be compatible with current CATV's, consists of electronic equipment attached to a subscriber's television set on one end and connected by coaxial cable to a central computer. In this system's concept the computer would be able to send inquiries to the subscriber's TV set and automatically receive answers from individual viewers. Conversely, subscribers, using a special channel, would be able to make requests for a wide variety of services. The computer would process the re-

quests and see that they were answered.

STV projects that many additional optional services could be offered to the home-TV subscriber, provided there is a market. Among them: retail merchandising and ordering, fire and burglary protection, audience polls for marketing and opinion surveys, stock-market quotations and, of course, special programming. Billings of subscribers would be part of the system's basic capabilities.

Kenneth F. Julin, the new president of STV, thinks that there is "a viable business potential" in the two-way system. He points out that his firm has been "spending a lot of money on development." Still, he concedes: "We have not solved all the problems." One of the primary purposes of the upcoming technical demonstration of the system is to pinpoint marketing information from potential users.

Yet, Mr. Julin seems convinced that the two-way system is technically feasi-

ble and feels that the cable-TV industry "is on the threshold of real rapid growth." He also thinks that there is a possibility of real networks developing in cable TV and if they do that's when STV's two-way communication system would make the most economic and practical sense. "I believe there are certainly a lot of major companies anxious to participate in our system," Mr. Julin says. "There's no limit to the potential."

STV, though, is not likely to be a CATV operator itself. Nor is the company primarily interested in providing program services. Instead, it would be, at this stage of thinking at least, essentially a supplier of equipment and necessary computer-oriented services.

STV has been thoroughly reorganized in the last several years. Since last February, when it acquired the privately-owned Leach Corp., South Pasadena, Calif., the company has been primarily developing, making and selling specialized electronic components and data-collection and recording equipment and systems. Previously, in July, 1967, STV acquired the John Blue Co., Huntsville, Ala., which makes and sells equipment

affiliation with well-known institutions. The report is shallow, simplistic in the extreme, naive and deceptive in its view of reality. That a researcher whose broadcast background and experience is almost negligible should make 'pie-in-the-sky' observations is typical of the whole unrealistic atmosphere that CATV's are now asking to be accepted."

Lester W. Lindow, executive director of AMST, noting that the report called for full copyright liability for all outside signals carried by CATV systems, commented:

"All the major CATV interests are bitterly opposed to full copyright liability and are actively working for legislation which would provide for next-to-nothing copyright payments, even for mammoth CATV's importing multiple outside signals."

Further, Mr. Lindow said: "The existence of the nation's free television service, particularly in medium and small television markets, ought not to depend on whether or not program suppliers find it to their economic advantage to permit CATV's to import outside signals."

Bill Fox, KFMB-TV San Diego, who is also chairman of the NAB's CATV negotiating committee, said that Dr. Johnson's finding that there has been no adverse impact on TV stations there by reason of CATV operations is erroneous.

"We found significant impact on lo-

cal viewing patterns resulting from unrestricted importation of signals," he said. "The FCC wisely stepped in to restrict CATV systems and the courts have upheld the FCC's action." (see page 44.)

Owen Saddler, executive vice president and general manager of KMTV(TV) Omaha, said:

"The Rand report is typical of the irresponsible attitude being propounded by CATV interests. The entire report is based on vague misconceptions and generalities, a style that is in vogue currently with major CATV systems operators. The important fact of the erosion of free TV caused by unrestricted CATV is still being quietly ignored.

"All the money and effort that free TV broadcasters have put into the building of community relations, activities and civic service will be diluted by the wired-city concept, and major voices of community responsibility may eventually be stilled."

Spokesmen for ABC, CBS and NBC said they would have no comment on the Rand study at this time.

Stanton favors Nixon plan to fund the arts

CBS President Frank Stanton appeared before the House Special Subcommittee on Education last week to endorse President Nixon's proposal to double appropriations for the arts. Dr. Stanton said he shares the President's view that

"the expression of the American idea [has] a compelling claim on our resources" even in a time of tight controls over spending. The CBS president said business corporations are more and more inclined to assume responsibilities for the arts in ways once assumed only by private patrons, recognition of the fact that the fostering of talent and creativity is both inherently desirable and in the self-interest of business. But, he added, business cannot do it alone. "Enlarged federal support, far from threatening domination of the arts, would stimulate greater support from other sources and thus enlarge rather than restrict their freedoms," Dr. Stanton said.

Media notes:

Change of affiliation ■ KECC-TV El Centro, Calif., became a CBS-TV affiliate Feb. 1, while KBLU-TV, Yuma, Ariz., previous CBS affiliate in the area, joined NBC as a full-time affiliate. KECC-TV, ch. 9 is owned by Telebroadcasters of California Inc. Richard Eaton is president. KBLU-TV operates on ch. 13 under the direction of Robert W. Crites, president and general manager. Eller Telecasting Co. of Arizona is the ch. 13 licensee.

AFTRA talks sidelined ■ American Federation of Television and Radio Artists and the four networks have suspended new contract talks until Feb. 16, it was reported last week.

for storing, transporting and applying agricultural fertilizers, insecticides and pesticides. STV also has a growing international division and a relatively new domestic subsidiary. Ardis Inc., which is engaged in the design and manufacture of hardware, software and services for the computer industry.

STV has been on a steep uphill climb since March, 1965, when it was forced to file a petition for reorganization under Chapter XI of the Bankruptcy Act. The company was incorporated in Delaware in 1963 and began operation of closed-circuit wired pay-TV systems in Los Angeles and San Francisco in mid-1964. But on Nov. 3, 1964, voters in California, through initiative legislation, approved repeal of the law that initially allowed pay TV operations in the state. The company suspended its operations two days after the election.

In 1966, however, the Supreme Court of California issued an opinion that the proposition approved by California voters was unconstitutional and the U.S. Supreme Court, subsequently, refused to review this ruling. STV still has a suit pending against two California theater owners' associations and

others charging a conspiracy to violate antitrust laws. The suit claims treble damages of \$117 million. In addition, STV has a pending claim against the state of California arising from passage of the initiative legislation.

STV is the exclusive U.S. licensee of Skiatron Electronics & Television Corp.'s subscription-television systems. The company no longer thinks the Skiatron subscription-TV concept is economically feasible. The concept, encompassing an interrogate-response system via computer technology, appears similar to the two-way system STV is now developing for the cable TV industry. In 1969, however, STV wrote off as obsolete undepreciated subscription TV assets and inventory totaling \$3,133,000. Skiatron promptly charged that this was in default of licensing agreements that had many more years to run.

Ken Julin, who was president of Leach Corp. for 14 years, assures that despite the legal complications that now exist "there will be no conflict with Skiatron" in the STV two-way system. STV is based in South Pasadena and traded publicly over-the-counter. The firm's consolidated sales for the fiscal year ended June 30, 1969 were \$35.5

million and net earnings after taxes and before extraordinary items were \$358,000.



Mr. Julin

CATV faces control by states and FCC

Supreme Court upholds Nevada law; regulation looms in other states

The CATV industry, already regulated by the federal government, finds itself vulnerable to regulation by all of the 50 states as well. The Supreme Court last week held in effect that the two levels of regulation are not incompatible.

The court in a brief order affirmed the judgment of a three-judge federal district court in Nevada that the statute the state had adopted providing for Public Utilities Commission regulation of Nevada CATV systems was lawful, even though the federal government already regulates some aspects of CATV operations.

A spokesman for the National Association of Regulatory Utility Commissioners, an organization of state public-utility commissions, said the decision is certain to give impetus to forces in a number of states that favor state regulation of cable systems.

He noted that legislation providing for such regulation has been, or soon will be, introduced in Georgia, Vermont, Kansas and New York. Last year, he said, CATV-regulation bills were introduced, but not enacted, in 11 states—Arkansas, Florida, Maryland, Massachusetts, New Jersey, Oklahoma, Pennsylvania, Washington and West Virginia, as well as New York and Vermont.

State regulation of the cable industry is already a fact of life in Connecticut and Rhode Island, as well as Nevada.

Many of the proposed bills provide for a public-utility type of regulation, authorizing state public-utilities commissions to set rates and establish standards of service. This kind of statute, in effect in Nevada and Connecticut, is modeled after one suggested by NARUC.

However, NARUC is now preparing an alternative model statute which would not provide for rate regulation. Such legislation—which is the kind in effect in Rhode Island—presumably would be more acceptable to CATV systems.

The Nevada case was brought by two CATV systems—TV Pix Inc. and Wells TV Inc.—which had argued that the state regulation of their business imposed an unconstitutional burden on interstate commerce. But the critical contention was that Congress, through the FCC, had pre-empted all authority for such regulation—that there was no aspect of CATV left for the states to

regulate.

The CATV industry, which had long contended that the commission lacked authority over CATV systems, nevertheless found itself backing that contention. The National Cable Television Authority, which entered the case when the two systems appealed to the Supreme Court, said cable systems were subject to one unified federal system of regulation, not 50 separate systems plus the federal one.

The Department of Justice, in a brief prepared with the commission, supported the lower court's decision, which held that Congress, in enacting the Communications Act, "did not intend absolute pre-emption of the field to the exclusion of all state regulation."

The government argued that the states were free to regulate those aspects of CATV operations not yet touched by federal regulation. However, the brief made clear that the FCC considers itself free to exclude the states from any aspect of regulation once it considers federal regulation necessary.

The commission's rules, designed to protect broadcasting from unduly stiff CATV competition, primarily are concerned with the importation of distant signals and the CATV's nonduplication and carriage of local programming.

More Ford help for ETV

The Ford Foundation last week reported four grants to noncommercial broadcasting projects totaling \$1,182,700. Metropolitan Pittsburgh Educational Television received \$660,000 for a five-day-a-week news program. The Corp. for Public Broadcasting was granted \$405,000 for support of interconnection service. A \$2,700 grant was given to the National Association of Educational Broadcasters for promotion of *Cancion de la Raza*, a series originated in Los Angeles and distributed to other ETV stations in Spanish-speaking areas. The Virgin Islands ETV system received a \$15,000 grant for emergency support until funds approved by the island legislature become available.

ABA goes South

The progress of voluntary, fair trial-free press agreements and recommendations to improve the Administrative Procedure Act governing practice before U.S. regulatory agencies will be among issues explored at the mid-winter meeting of the American Bar Association. The meeting will be held in Atlanta Feb. 19-24. A special ABA committee has a dozen recommendations designed to upgrade administrative-agency hearings, rulemaking and decision processes and to distinguish between the nature of rulemaking and adjudication.

FCC removes curbs from Buffalo CATV

Agency finds origination will not hurt service of local TV stations

Courier Cable Co. of Buffalo, N.Y., last week received FCC authorization to originate programming and to carry the signals of Buffalo VHF's WGR-TV, WBEN-TV and WKBW-TV and UHF WNED-TV.

In authorizing carriage, the commission granted Courier's request for modification of a 1966 stay order which prohibited the company's further expansion pending a review of its operations. The order stemmed from a petition for interim relief filed by Ultravision Broadcasting Co., applicant for channel 29 in Buffalo. The commission subsequently designated the matter for hearing on the effect of CATV penetration in the Buffalo TV market and continued the stay order indefinitely.

Following a hearing, an initial decision was issued proposing expansion of Courier's system in the Buffalo market under a 1967 agreement between Courier and three Buffalo VHF's; however, the proceeding was suspended under interim procedures affecting the processing of petitions for signal carriage adopted in December 1968.

The commission said Courier's proposal to carry the Buffalo stations appeared to be consistent with its Second Report and Order and the interim processing procedures and proposed CATV rules. However, it stressed that it would not entertain a request for distant-signal carriage unless the carriage is consistent with the resolution of proposed CATV rules and with any intervening congressional legislation.

Courier began serving Buffalo subscribers in 1966, carrying the signals of stations in Buffalo, Rochester, N.Y., Pennsylvania, and Toronto and Hamilton, both Ontario.

The commission also observed that program origination had been found to be in the public interest and that the operation would not be harmful to local TV service in the Buffalo area.

Ultravision had opposed Courier's request for modification of the 1966 stay order, arguing in part that it would not be in the public interest to permit cross-ownership of mass media in the same city. Courier also publishes one of Buffalo's two daily newspapers—the *Courier-Express*—and owns WEBR-AM-FM there.

The commission said Courier should be on notice that its carriage authorization will not give it grandfather rights should it be determined that cross-



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ownership is not in the public interest.

The commission vote was 5-to-1, with Chairman Dean Burch and Commissioner Robert T. Bartley concurring in the decision and Commissioner Kenneth A. Cox dissenting. Commissioner Robert Wells was absent.

Commissioner Cox felt it was not wise to permit a newspaper owner to operate a CATV system in its community at a time when the commission is considering barring such cross-ownership. He also felt the commission was creating a situation in which the CATV system would one day plead that the only way it can make its system economical, in view of the plant it built to provide local service, is to import distant signals.

Color-TV homes approach 40%

There were 23.4 million color-TV households in the U.S. on Jan. 1, 1970, or 39.3% of all TV households, according to an NBC quarterly estimate released late last week by Allen B. Cooper, NBC vice president, planning. By color-TV households, NBC included homes with one or more color receivers.

Court backs distant-signal curbs

FCC's action in San Diego affirmed, but it may be outmoded by new rules

The U.S. Circuit Court of Appeals for the District of Columbia has upheld the FCC in the San Diego CATV case—granddaddy CATV case of them all. But the industry-wide significance of the matter has been overtaken by events.

Principally at issue in the case was the commission's order restricting the importation by San Diego CATV systems of Los Angeles signals. A secondary issue was the exception to that restriction that the commission granted a system in suburban Escondido.

The court in a unanimous opinion affirmed the commission's decision holding that the restriction was necessary to protect the development of UHF in the area, and that Escondido is a self-contained community where the need for improved television service warranted an exception from the order.

Two CATV systems, Southwestern Cable TV Inc. and Mission Cable TV, had appealed that part of the commission order restricting their right to import Los Angeles signals. KFMB-TV and KCTV(TV), both San Diego, sought reversal of that portion granting the exception for service in Escondido.

The case has already achieved its

House unit votes moderate stand on pay TV

The House Communications Subcommittee last week emerged from its executive session on pay TV with a resolution that supported the FCC's rules and urged the commission to adopt even stricter protection for sports broadcasts on free television.

The resolution, which was both an endorsement of the FCC and a rejection of the ban-pay-TV bill (H. R. 420) introduced by Representative John D. Dingell (D-Mich.) and others, would not have the force of law. It is regarded by subcommittee members as a measure that would give pay TV a chance while permitting Congress and the commission to remain flexible in dealing with a service that has yet to be tested in the marketplace.

Primarily for these reasons, the subcommittee rejected legislative proposals, such as a bill offered by Representative Richard L. Ottinger (D-N. Y.), that would have written some restrictions on pay TV into law.

The resolution was approved by a vote of 6-to-1. The dissenter was Representative James T. Broyhill (R-N. C.),

who favored the Dingell bill.

The full Commerce Committee, which will have to pass judgment on its subcommittee's action, is more wary of pay TV than the subcommittee has been. However, sources close to the subcommittee regard the resolution as a reasonable approach with a good chance of carrying the full committee. One subcommittee member said he believes that reports of the committee's disinclination to accept pay TV have been overdrawn, and confidently predicted passage of the resolution.

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), whose view of pay TV is reserved at best, could not be reached for comment late last week.

The subcommittee's language was not made public, but it recommended that the FCC toughen its rule requiring that sports events that have been broadcast on standard commercial television within the preceding two years cannot be shown on pay TV. The subcommittee recommended increasing that time period to five years.

It also called upon the FCC to give Congress six months' notice if the commission plans to propose a rule pertaining to pay TV.

the last.

The commission is now considering scrapping that method of protecting stations in favor of one in which CATV systems in major markets would be required to obtain the permission of distant stations whose signals they want to import.

The commission in July 1966, acting on KFMB-TV's petition, ordered the CATV systems to halt expansion of Los Angeles television services they were providing, and ordered a hearing on the question of the impact of unlimited CATV service on television service—particularly UHF service—in the San Diego market.

The commission, in a 4-to-3 decision that overruled an initial decision by hearing examiner Chester F. Naumowicz Jr., prohibited the CATV systems from expanding their carriage of Los Angeles signals beyond the areas they were serving on Aug. 23, 1966 (BROADCASTING, July 1, 1968).

The decision also indicated the commission's interest in promoting CATV as a supplementary source of original programming. It permitted unlimited program origination, though not commercials, by the CATV systems. And it allowed the Escondido CATV to expand its carriage of Los Angeles signals only on condition it operate as an outlet for community self-expression by originating programming.

KFMB-TV and KCTV had originally

contested the program-origination portion of the commission order. However, this aspect was dropped from the case after the commission in October adopted rules requiring CATV systems with more than 3,500 subscribers to originate programming and permitting them to carry advertising (BROADCASTING, Oct. 27, 1969).

Senior Circuit Judge Charles Fahy, who wrote the court's decision, held that, "from all the evidence before the commission. . . there was a sufficient factual basis for its decision and for the restrictions placed by the commission on the CATV petitioners in the San Diego market."

The court also rejected the CATV systems' contention that the commission had erred in not confining its judgment to the facts. The commission said the purpose of the hearing was to develop information to permit it "to make an informed policy judgment as to the best future course" in the market.

Even if the proceedings are considered adjudicatory in the conventional sense, Judge Fahy wrote, the FCC was not precluded from drawing reasonable conclusions from the facts and those of which official notice was taken.

"Moreover," he added, "the commission should not be denied flexibility, even in the context of an adjudication, necessary to the formulation of policy on the basis of such a record."

The commission determined that the CATV systems, with a potential penetration of 50% of the homes in the market, would be importing six to eight Los Angeles signals, including the programming of four independents, which would appeal to the kind of minority audience that the San Diego UHF's would seek to attract.

A critical point on which the commission differed with Examiner Naumowicz was on the future chances of success of UHF in the market. He felt they were poor, regardless of the presence of CATV service.

The commission, however, gave weight to an economic study showing that, without CATV expansion, at least one UHF station could succeed in San Diego. It also took official notice of the sale of KAAR, whose poor performance the examiner cited as the basis for his lack of confidence in UHF in San Diego. The commission noted the "significantly different proposals" contained in the transfer application filed by Western Telecasters Inc., the new owner, and the improved technical service authorized in the stations' construction permit.

Judge Fahy also said that the court "cannot say the commission was not justified in" relying on the factors it did in granting an exception for Escondido Community Cable Inc.

The commission noted that Escondido,

a community of 11,000 homes, was not likely to add significantly to CATV expansion. It also pointed out that the community was 33 miles from San Diego, in a valley where some sections did not receive San Diego signals satisfactorily.

Joining Judge Fahy in the decision were Judges Edward A. Tamm and Spottswood W. Robinson III.

ETV's slice of budget comes to \$26.5 million

President Nixon elated educational broadcasters by recommending a total of \$26.5 million to aid them, with the bulk for the Corp. for Public Broadcasting, in his annual budget message for fiscal 1971 (see page 37).

The White House asked Congress to authorize and appropriate up to \$22.5 million for CPB, and \$4 million for the matching-grants-to-states program administered by the Department of Health, Education and Welfare.

The \$22.5 million for CPB has a catch, however. The recommendation proposes that Congress appropriate \$15 million free and clear for CPB, and an additional sum up to \$7.5 million to match what CPB raises from non-federal sources. The White House also recommended that the CPB authorization be made for a three-year period.

CPB received an initial appropriation of \$5 million two years ago when it started off. For fiscal 1970, Congress authorized \$20 million, but the appropriation amounted to only \$15 million, notwithstanding President Nixon's recommendation that it be limited to \$10 million. This sum was part of the package for HEW and related agencies that was vetoed last month by the President. It is expected to be re-submitted to the President with cuts in various HEW items, but with the \$15 million for CPB untouched.

The \$4 million for HEW's grants to states for the construction of educational TV and radio stations, is one-fifth the amount that Congress authorized for

ETV network in money trouble

Due to a lack of money that failed to come from appropriations by the Pennsylvania State Senate, the Pennsylvania Public Television Network has suspended operations.

However, a one-month reprieve, in the form of a temporary grant from the Corporation for Public Broadcasting, will enable the network to broadcast limited programming.

this seven-year-old program. Congress had authorized \$15 million a year for the three fiscal years beginning in 1971. In the HEW appropriation vetoed by the President, the educational-broadcasting matching-funds program had been allocated \$5,083,000. The President told Congress after he vetoed the entire HEW appropriation that he would accept only a \$4 million funding for this program for the 1971 fiscal year. HEW officials also informed the White House and the educational community that they intend to spend only \$1,774,000 of a two-year total of \$8 million in fiscal 1970, with the remainder to be spent in fiscal 1971. HEW received \$4 million for the grants program in 1969.

The matching-grants program was initiated with a \$32-million appropriation for five years in fiscal 1963. Pending applications for assistance amount to more than \$30 million, according to HEW sources.

Group formed to study educational networks

The Joint Council on Educational Telecommunications, Washington, has named a study group of educators and broadcasters to determine education's need for all types of communications networks. The committee expects to call upon the communications industry for counsel and support in its efforts to analyze education's present and future communications requirements.

Those named last week to the committee included: Joseph Becker, acting president of the Interuniversity Communications Council's educational commission, EDUCOM; William G. Harley, president, National Association of Educational Broadcasters; John W. Macy Jr., president, Corp. for Public Broadcasting, and Dr. C. Ray Carpenter, president, JCET.

Plans for budget, staffing, and time schedules were not announced, but it was agreed that the study should not be limited to the usage of terrestrial microwave and satellites.

The FCC requested that JCET organize a study committee following a recent Common Carrier Bureau meeting on a proposal from Microwave Communications Inc. Microwave proposed a nationwide low-cost educational network, using the existing and proposed facilities of microwave systems and special-service common carriers.

Attending the committee's organizational meeting were Microwave's president, John D. Goeken, and Donald V. Taverner, president of the National Cable Television Association, who both agreed to serve in ex-officio capacities. Additional members will be added later.

Metromedia drops deal for WFLD-TV

Field Enterprises still plans to buy remaining 50% of the Chicago UHF

Metromedia last week announced it had pulled out of a deal, pending before the FCC for almost a year, to buy WFLD-TV Chicago from Field Enterprises Inc. for \$10 million (BROADCASTING, March 10, 1969). Field, however, 50% owner of the channel 32 outlet, announced its intention to go through with the first part of that deal by acquiring the remaining 50% from Harry and Elmer Balaban and others for \$2.5 million ("Closed Circuit," Jan. 5).

Of the Field-Metromedia agreement, a Metromedia spokesman said, "We'd been sitting on it for a long time and the contractual period had run out." He explained that Metromedia's agreement to acquire WFLD-TV expired Feb. 1, after which it would have had to pay \$200,000 per month, in addition to the \$10-million purchase price, just to keep the agreement in effect.

Bailey K. Howard, president of Field Enterprises, said it is the company's

present intention to continue to own and operate WFLD-TV and to seek FCC approval to acquire the 50% interest from the Balaban group. He indicated that, if at some time in the future an especially attractive offer were made for the station, it would be considered.

Field is bound to its option agreement whether or not it wants the Balaban group's 50%. The main question, however, is what happens if the commission (as might be indicated by past action) refuses to approve the transfer of the Balaban group's interest to Field without a hearing. Some commission attorneys reportedly question the legality of such a refusal in view of the FCC's action five years ago approving the contract containing the option agreement with its \$2.5-million figure.

The Field-Balaban transaction hit a snag last month when a four-man commission majority (Commissioners Kenneth A. Cox, Robert T. Bartley, Nicholas Johnson and H. Rex Lee) objected to the transfer on the ground it might involve trafficking ("Closed Circuit," Jan. 26). A commission request to reduce the sales price was rejected by the Balaban group and Field felt bound to its contract.

When the licensee corporation—Television Chicago—was formed in 1965, the Balaban group and Field Enterprises each invested \$250,000. Field,

the managing partner, has contributed over \$11 million to the construction and operation of WFLD-TV and stood to lose \$2.6 million even if the Metromedia deal had gone through.

WFLD-TV this year goes into its third year of a five-year, \$1 million-a-year contract with the Chicago White Sox to telecast their games. The team's performance has slipped considerably since the contract originally was signed. Meister Brau Beer has renewed one-quarter again this year and the remainder has been rotated among several dozen sponsors (baseball roundup, page 26).

Mr. Howard stated: "We believe WFLD-TV is the finest UHF station in the United States. Its transmitter, which was moved a few months ago to the Hancock Tower, is the most powerful in the Midwest. The station has a large and highly qualified staff and, as its consistently improved ratings confirm, has become one of the finest television stations in the Chicago area. We feel that the station has a great future."

E. H. (Ernie) Shomo, president of Field Communications Corp., the broadcasting subsidiary of Field Enterprises, and general manager of WFLD-TV, said: "During the past year our station has made truly significant strides and now has some of the most popular programs being shown to Chicago viewers. Our growth in 1969 has been beyond our expectations and the latest figures show that within the past year our UHF penetration has jumped from 76% to 85%."

Field Enterprises publishes the *Chicago Daily News* and *Sun-Times*, the *Arlington Heights* (Ill.) *Arlington Day* and the *Mount Prospect* (Ill.) *Prospect Day*. It is also involved in educational publishing. The Balaban group controls wics(tv) Springfield, wicd(tv) Champaign and wtvo(tv) Rockford, all Illinois; WHNB-TV New Britain-Hartford, Conn., and the construction permit for WHAX-TV Flint, Mich. All are UHF outlets.

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Changing Hands

Announced:

The following station sales were reported last week and will be subject to FCC approval.

■ KETO-FM Seattle: Sold by William E. Boeing Jr. to Leon A. Crosby for \$300,000. Mr. Crosby was formerly principal owner of KPCC-AM-FM Pasadena, Calif., and KMPX(FM) San Francisco. KETO-FM is on 101.5 mc with 100 kw and an antenna height 1,130 feet from average terrain. Broker: Edwin Tornberg & Co.

■ WGIG-AM-FM Brunswick, Ga.: Sold

by C. J. Thornquest and others to James L. Kirk II and others for \$295,000. Buyers own KVOL(AM) Lafayette, La. Mr. Kirk owns WGGG(AM) Gainesville, Ga., and is a principal in a Muzak franchise in Atlanta. WGIG is full time on 1440 kc with 5 kw day and 1 kw night. WGIG-FM is on 100.7 mc with 26.5 kw and an antenna height 170 feet above average terrain. Broker: Blackburn & Co.

▪ WKKO(AM) Cocoa, Fla.: Sold by Mr. and Mrs. Jesse Freed; Ronald N., Marilyn O. and Anna Rothschild to Ted A. Eiland for \$275,000. Mr. Eiland is general manager of WAKR-TV Akron, Ohio. WKKO is a daytimer on 860 kc with 1 kw. Broker: Blackburn & Co.

▪ WLOP-AM-FM Jesup, Ga.: Sold by Lem Jay Clark Jr. to John and Margaret M. Davidson for \$160,000. Mr. Davidson is employe of a TV film syndication company. WLOP is a daytimer on 1370 kc with 5 kw. WLOP-FM is on 105.5 mc with 3 kw and an antenna height 300 feet above average terrain. Broker: Chapman Associates.

▪ WSAB(FM) Mt. Carmel, Ill.: Sold by Leonard M. Koger Jr. to John F. Hurlbut for \$103,625.50. Mr. Hurlbut, a member of radio board of the National Association of Broadcasters, owns WVMC(AM) Mt. Carmel and WGLC-AM-FM Mendota, and owns 51% of WEIC-AM-FM Charleston, all Illinois. WSAB is on 94.9 mc with 37.4 kw and an antenna height of 410 feet above average terrain.

Approved:

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

▪ WITA-AM-FM San Juan, P. R.: Sold by Mrs. Iris Mieres de Ayuso to Pueblo Broadcasting Co. for \$650,000. Mrs. de Ayuso owns WITA-TV San Juan, and construction permits for WITP-TV Ponce and WITB-TV Mayaguez, all Puerto Rico, but is selling them subject to FCC approval. She sold WRJS(AM) San German, P. R., last month (BROADCASTING, Feb. 2). Pueblo Broadcasting is owned by Pueblo Supermarkets Inc., a publicly held supermarket chain in Puerto Rico and portions of the U. S. Largest stockholders of parent company are Harold, George and Milton Toppel. WITA is full time on 1150 kc with 500 w and has a CP for 10 kw. WITA-FM is on 93.7 mc with 3.4 kw and an antenna height of 125 feet above average terrain. Vote was 3-to-1 with Commissioners Robert T. Bartley and Kenneth A. Cox abstaining, Commissioner Nicholas Johnson dissenting and Commissioner Robert E. Lee not participating.

Competitor files for WIFE license

Burden's problems increased by challenge in Indianapolis as House probe continues

Don Burden, whose activities are under investigation by the House Investigations Subcommittee and the FCC, last week faced a new problem: A group of Indianapolis businessmen, one of them in broadcasting and several in CATV, have filed an application on top of his renewal application for WIFE Indianapolis.

It was the commission's action on Oct. 3 granting Mr. Burden a six-month renewal for WIFE-AM-FM that sparked one of the bitterest disputes in the history of the frequently hostile relationship between the House Investigations Subcommittee and the commission.

The short-term renewal was issued after the commission concluded that the stations had conducted fraudulent contests, had sent false affidavits to advertisers and had committed those offenses while already on short-term license renewal on charges they had hiked ratings (BROADCASTING, Oct. 6, 1969).

The commission's action angered the investigations subcommittee, which felt

the commission should have denied renewal. Three commissioners who dissented from the commission action—Kenneth A. Cox, Nicholas Johnson and Robert T. Bartley—also felt denial was in order.

The deadline for filing competing applications against WIFE's renewal passed Monday, Feb. 2, with no other challengers making an appearance.

Executive vice president, director and proposed 12.5% owner of the new applicant, Indianapolis Broadcasting Inc., is Jerry L. Kunkel, of Evansville, Ind., an account executive with WTVW(TV) Evansville. He also has interests in three CATV companies—Community Teleception Inc., New Castle Teleception Inc. and Huntington CATV Inc.

Stanley G. Cederquist of Indianapolis is president, director and a proposed 10% owner of the new applicant. He is in real estate, food brokerage and insurance.

Other principals are Jack C. Brinson, vice president, director and proposed 12.5% owner; John S. Ansted and Herbert Simon, each a director and

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proposed 15% owner; and Jack B. Simpson, director and proposed 10% owner.

All are Indianapolis businessmen. Mr. Brinson, who is a stockbroker, also has interests in Community Teleception and Huntington CATV. Another principal with interests in CATV—in Community Teleception—is Murray J. Feiwell, an attorney, who is secretary-treasurer, director and a proposed 5% owner of Indianapolis Broadcasting.

Indianapolis, which said it consulted 147 community leaders in attempting to ascertain community needs and interests, plans to follow a format comparable to that now employed by WIFE—51% “current popular music” (rock and roll) and 21% standard popular tunes. It also proposes 12% news and 6.25% public affairs.

Indianapolis is represented by Welch and Morgan, which is also counsel for a number of applicants that have filed against television licensees at renewal time.

The contest for 1310 kc in Indianapolis is beginning while repercussions from the commission's Oct. 3 renewal of WIFE are still being felt.

That renewal, opposed by three commissioners who voted to strip Mr. Burden of his licenses for the stations, launched the investigations subcommittee on a probe of the commission's procedures in the case and of Mr. Burden himself.

So far, it produced a parent Commerce Committee recommendation—not yet forwarded to the House—that the House cite former FCC Chairman Rosel H. Hyde for contempt and allegations that Mr. Burden, a multiple owner, gave free air time and money to members of the Senate and gifts to a

key Senate aide. The subcommittee has also asked the Justice Department to enter the case because of alleged intimidation of witnesses and possible law violations.

The committee voted to cite Mr. Hyde for contempt because of his refusal to turn over documents the commission felt it was barred by law from revealing while the WIFE case was still subject to review. The material, which has since been referred to the subcommittee, provided the basis for a new commission investigation of Mr. Burden's activities (BROADCASTING, Dec. 8, 1969).

Besides WIFE-AM-FM, Mr. Burden owns KISN(AM) Vancouver, Wash., and KOIL-AM-FM Omaha.

Five groups vie for WLBT(TV)

Former licensee Lamar among those seeking Jackson, Miss., VHF

When the FCC ponders who is the fairest applicant of all to operate channel 3 in Jackson, Miss., it will be choosing among five contenders: Lamar Life Broadcasting Co., temporary operator of WLBT(TV) on the frequency; Civic Communications Corp., which applied for the channel last March, and three Jackson citizens groups which filed for the facility last week.

The three groups—Jackson Television Inc., Dixie National Broadcasting Corp. and Channel 3 Inc.—are composed of whites and blacks, as in Civic.

Lamar, in a petition filed last week,

asserted that WLBT(TV) is likewise a racially mixed operation. But allegations that the station had failed to meet the needs of the large—more than 40%—Negro community in Jackson led to its renewal eventually being overturned by a U.S. Court of Appeals.

Jackson Negro leaders, abetted by the United Church of Christ, had opposed renewal of the station's license since 1964, charging it with racism in its programming and failure to meet fairness-doctrine obligations in dealing with civil-rights matters. After the FCC granted the station's most recent renewal, in June 1968, the action was appealed in the U.S. Court of Appeals for the District of Columbia. In a decision written by Judge Warren E. Burger, now Chief Justice of the United States, Lamar was stripped of its license and the commission was directed to invite new applicants to file for channel 3, not excluding Lamar (BROADCASTING, June 30, 1969).

Jackson Television Inc. has a Negro constituency of approximately 40%. Its president and chairman is Alvin P. Flannes, president of a Jackson wholesale supply company. Other officers include executive vice president Theodore M. Wrobel (also general manager-designate), assistant to the president of Lin Broadcasting since Jan. 14 and former manager of Lin's WAVY-TV Portsmouth, Va.; vice president Earl W. Banks, president of a Jackson funeral home; vice president John N. Geiger, vice president and secretary of Delta Steel Co. in Jackson; vice president Dr. A. H. McCoy, a Jackson dentist; secretary Dr. Robert Smith, a Jackson physician, and treasurer Robert P. Guyton, a Jackson banker. No shareholders of the new group have other

Newark case affects Rollin's renewals

Short license terms given all its stations for WNJR misconduct

The FCC, showing concern over an earlier commission finding that Rollins Inc., Atlanta, failed to exercise proper control over its WNJR(AM) Newark, N.J., last week granted short-term renewals for four other radio stations and three television stations owned by Rollins.

The commission renewed until Feb. 1, 1971, the licenses for WAMS(AM) Wilmington, Del., WCHS-AM-TV Charles-

ton, W. Va., WRAP(AM) Norfolk, Va., WEAR-TV Pensacola, Fla., and WPTZ-TV North Pole, N.Y. The license of WGEE(AM) Indianapolis was renewed until Aug. 1, 1970, the expiration date for Indiana station licenses.

The short-term renewals were levied 6-to-1—Commissioner Robert Wells absent—“because of the severity of the misconduct for which you [Rollins] were found responsible at . . . WNJR and especially because of the question of licensee control . . .”

The commission served the death penalty on WNJR Nov. 26, 1968, because of “gross misconduct and fraud” by the station's former manager and determined that responsibility must rest with the licensee (BROADCASTING, Dec. 2, 1968). The case involved allegations of failure to file time-brokerage con-

tracts, submission of falsified contracts to FCC staff, misrepresentations to the commission, and violations of logging and sponsorship-identification rules.

The commission said short-term renewals will permit an opportunity to more extensively review Rollins' operations and gauge the firm's “ability to exercise the requisite control and supervision over station management.”

In a 4-to-1 decision May 2, 1969, with former Chairman Rosel Hyde the lone dissenter, Rollins, was refused reconsideration of the WNJR license-renewal denial and ordered operations ceased by July 1, 1969. Rollins has since taken the matter to the U.S. Court of Appeals for the District of Columbia, hoping to win reversal. Rollins continues to operate WNJR pending court action.

broadcasting interests, excepting Mr. Wrobel.

Jackson said it would negotiate with Lamar to "acquire, at a fair market price and on reasonable terms, so much of Lamar Life's facilities as are adaptable to [our] proposed operation." In the event Lamar chooses not to negotiate, Jackson said it had acted to acquire its own site and equipment. Jackson projected first year operating costs of \$1,200,000.

Proposing a program format with 12.3% of air time devoted to news and 5.7% to public affairs, Jackson said it would devote a substantial amount of time to "discussion of public issues and will insure that all sides of controversial issues receive adequate coverage."

The group said that its survey of community leaders and the general public indicated that the primary areas of concern in the Jackson area were school integration, race relations, housing and urban renewal. "The vast majority of community leaders interviewed . . . viewed the principal problem as school integration," Jackson said, adding, "It will be to these problems that many of the station's public-affairs programs will be directed."

Dixie National Broadcasting Corp. has 12 black shareholders, some of whom are officers and directors. Board chairman is Rubel L. Phillips, a partner in three Jackson law firms. Other officers are president William D. Mounger, an independent oil producer in Jackson; vice president James S. Roland, officer of a bank, insurance company and holding company in Jackson, secretary-treasurer John N. Palener, head of a Jackson accounting firm. No stockholders have other broadcasting interests.

The group said it anticipated first-year operating expenses of \$3,478,320.

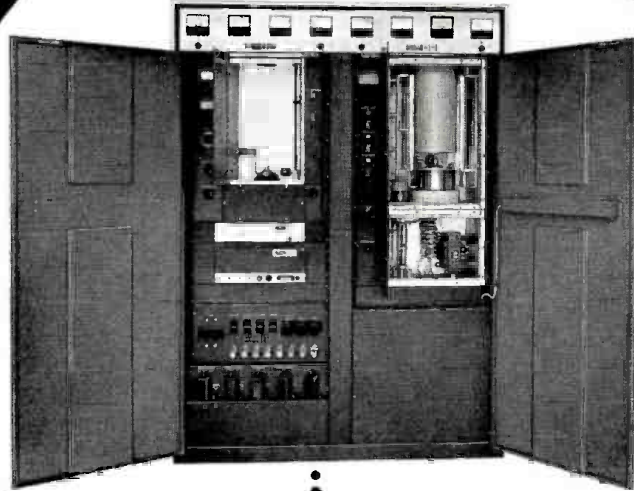
Dixie proposed a programming schedule with 5% of air time slotted for news and 2% for public affairs. The group said its survey of community leaders and Jackson residents showed communications between the races to be the "greatest community problem in our area today."

Dixie said its programming efforts would be aimed at "sustaining positive values which most interviewees, both white and black, were in agreement as being positive forces for the molding of constructive change." Among proposed programs was one dealing exclusively with black culture, with all-black personnel.

Channel 3 Inc. said it was in a "unique position" to provide Jackson with programming responsive to its particular needs, with a board of directors and shareholders representing "a good cross-section of community. At the present time there are nine whites and

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six blacks on its board."

Channel 3 Inc.'s president is James E. Fowler, president of a Jackson automobile dealership. Other officers include executive vice president James R. Searer, president and treasurer of a local moving and storage firm; vice president John A. Peoples Jr., president of Jackson State College; vice president Yandell Wideman, president of an area battery and oil distributorship; treasurer Cornelius Turner, a general contractor in Jackson, and secretary Robert C. Travis, a partner in a Jackson law firm.

The group said its first year operating costs would approximate \$2,451,500.

A programming schedule featuring 9.48% news and 4.60% public affairs was proposed by the applicant. A survey of community leaders and the general public, with a "special effort" made to contact leaders of the black community, showed school integration and race relations to be Jackson's most pressing problems, Channel 3 Inc. said.

Community forum, round-table discussions, debates and open-mike shows were proposed to thresh out community problems, with "qualified representatives of both races" participating.

In its petition last week, Lamar again argued that the commission had misinterpreted the mandate of the appeals court in "unlawfully" terminating its right to operate channel 3 as a "hold-over" licensee. (Lamar is presently operating the station until another "interim" operation is established.) Lamar said it was filing an appeal with the court from the FCC order vacating its renewal grant, inviting new applicants for channel 3, and directing it to file a new application rather than merely amending its renewal application.

However, it said it was filing "under protest" a new application with the commission. It said the filing was not intended to be an "admission or concession by Lamar that it may lawfully be required to make application for use on channel 3 as a 'new applicant'" nor a waiver of its right "to continue the operation of WLBT as a pending renewal applicant. . . ."

Lamar said its interim operation of WLBT was in the public interest and offered an exposition of its efforts to ascertain community needs and interests in Jackson. It also noted that the station now "employs six Negroes in responsible station positions" and pointed to the "myriad public service efforts put forth by Lamar for both the white and black community."

Last month the commission denied Lamar's petition for reconsideration of its order vacating the station's renewal and inviting new applicants (BROADCASTING, Feb. 2).

More favorable reaction to primer

Broadcasters see some benefit in FCC guidelines, but they want changes

The FCC's proposed primer designed to clarify requirements of licensees in ascertaining community needs (BROADCASTING, Dec. 22, 1969) received generally kind treatment in additional comments on the question-and-answer treatise. Those commenting found the primer to be helpful, but improvable.

Earlier comments were largely negative, characterizing the primer as "relatively useless," and discriminatory against new applicants (BROADCASTING, Feb. 2).

The National Association of Broadcasters, while lauding the over-all intent of the primer, saw a need for differentiating between requirements for renewal applications and for transfer applications.

Existing licensees are themselves community leaders, NAB asserted, and already involved in and familiar with community affairs. "To require them to ascertain community needs by strict adherence to a primer encompassing some 38 questions and answers is to virtually reduce them to some sort of automatons incapable of exercising any degree of latitude in terms of the particular characteristics of their individual service areas," the association said.

NAB suggested the commission adopt an approach favored by Commissioner Kenneth A. Cox, with renewal applicants asked only to list the 10 most vital issues facing their communities and to describe the programming they propose to treat those issues.

Other revisions recommended by NAB would require an applicant to survey community problems outside his license area only if the outside communities are not served by locally licensed stations; allow an applicant the use of outside research services in conducting his survey; allow applicants to consolidate their survey efforts in the same service area, and provide guidance as to the number of contacts to be made with the general public.

The Department of Justice's Community Relations Service told the commission the primer had "many elements that will work to the benefit of all members of the community, whether they are minority or majority group members." But the department warned that one section of the primer might inadvertently encourage discrimination against blacks by stations with predominantly white audiences.

It questioned the primer's statement that community problems are to be considered synonymous with commun-

ity needs, tastes, and interests. The statement "is likely to reduce the amount of programming which recognizes that minority groups are composed of individuals with their own culture, talents, feelings and aspirations," Justice said, recommending that the possibility "be carefully considered before the proposed primer is adopted by the FCC."

NBC said it supported the purpose of the primer, but said it did not take into account differences in ascertainment problems between new and renewal applicants, metropolitan and less populated areas, and radio versus television applicants.

A renewal applicant has a "broadcast record," NBC pointed out, and has established continuing ascertainment procedures. "It would serve no useful purpose for him to undertake a new and separate survey paralleling that of a new applicant," it said. NBC also argued that the three steps called for in the primer for proper ascertainment procedure are feasible for stations in smaller communities but "difficult if not impossible" for stations in more densely populated areas.

And since the typical radio station is a "more modest enterprise" than a typical television station, NBC suggested, "the commission should approach the ascertainment efforts of a radio applicant in the light of what is feasible for such an applicant."

The Office of Communication of the United Church of Christ and the National Citizens Committee for Broadcasting said noncommercial educational licensees should also undertake surveys of community needs. They are not presently required to do so.

The groups pointed out that in the beginning days of educational broadcasting, stations primarily served educational institutions, but now they propose to serve a "broad spectrum of community needs. . . . The ascertainment of needs should not be left solely to the personal predilections and judgments of the [board] directors or contributors but should be determined by an objective process of community consultations," the groups said.

Westinghouse Broadcasting Co. warned that the promulgation of guidelines might "unduly limit a licensee's programming judgment. . . . Experience indicates that regulatory guidelines tend to become a ceiling on the level of performance and dampen motivation to achieve higher standards," the licensee said.

New radio rules rapped

Stations say AM's would be prevented from improving their facilities

Final comments on FCC proposals aimed at diverting growth of radio service into FM were predominantly negative, with the major objection centering around a proposed prohibition on changes in daytime or nighttime facilities that do not provide first service to 2% of the proposed service area or by 25% of the population within the area.

The proposed rulemaking would lump AM and FM together as a single aural service and would allow FM services of 1 mv/m or greater intensity to be considered along with AM's in determining whether an area or population should receive a first primary AM service (BROADCASTING, Sept. 8, 1969). The deadline for comments was Jan. 28.

In a lengthy filing, the Washington law firm of McKenna & Wilkinson, whose broadcasting clients include ABC, said the effect of the proposals would be to freeze existing AM stations and efforts to establish new ones. The firm said the reasons the commission gave for the proposals did not justify their adoption and argued that existing AM's should be encouraged and new ones promoted.

"The character of radio today indicates the need for more outlets and less emphasis upon distant services—rather than total emphasis upon the latter and elimination of the former," the firm said, adding, "the notice is largely negative in approach. No specific proposals are made; no specific studies are contemplated; and no specific steps are outlined which could lead to further, or more efficient, utilization of the AM frequencies."

McKenna & Wilkinson said the 25% white-area requirement would virtually prevent stations "from improving their technical operations." The firm said the commission was ignoring the possibility of "substantial and significant overall improvements" in channel usage from such steps as the redesign and updating of a single directional antenna system.

Contending that there is "substantial" AM spectrum space available, the firm said AM should not be regarded as a scarce resource such as oil or gas which should be conserved: "The waste . . . is in holding back space and thus artificially preventing the establishment of additional facilities."

FM, it argued, is not and should

not be treated as a subsidiary service for AM; in fact, in areas where stations are most needed, there is a greater shortage of FM channels than AM frequencies. . . . Economically, the firm argued, "FM has not proved itself to be a competitive service with AM. . . . There are no significant numbers of FM facilities left available in, and near, large metropolitan areas," it added.

One reason for encouraging new AM's, McKenna & Wilkinson suggested, was to provide access to new communications facilities by minority groups. "AM is the most readily available and feasible source" of facilities to such groups, it claimed.

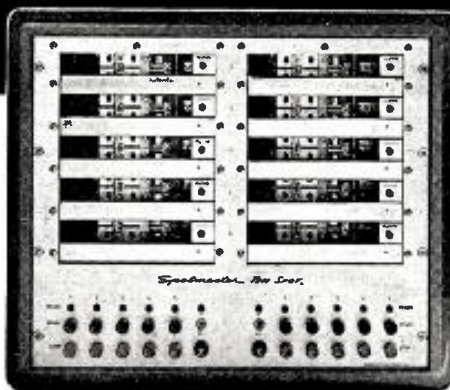
The firm urged the commission to

immediately set up joint industry-government committees "to recommend standards and procedures for processing changes in existing facilities and the allocation of additional AM facilities."

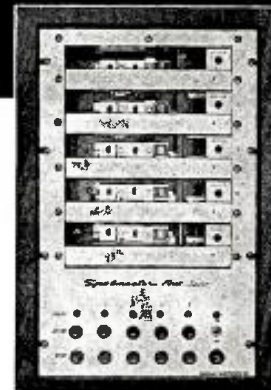
NBC said it was desirable to limit the assignment of new standard broadcast stations to situations where a "substantial contribution" to over-all service would be made, but added that "proposed limitations regarding major changes in facilities of existing standard broadcast stations are too restrictive and should not be adopted. . . .

"Generally, interference resulting only from a change in transmitter site or radiation pattern would be substantially less than that caused by a com-

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pletely new operation. . . . Accordingly, the same standards regarding assignments should not apply to the two different types of cases," the network said.

Storer Broadcasting Co. said the new allocations policies would in effect "call a halt to virtually all further AM development in this country." Referring to a provision to exempt "strike" applicants from the proposed allocations requirements, Storer said, "it appears that this aspect was conceived in the spirit of WHDH. . . . Any new allocations restrictions must be applied equally to all comers."

The National Association of FM Broadcasters welcomed the proposed rulemaking, calling it "another substantial regulatory step in the process of bringing FM to the point where it can effectively exercise its full potential and thereby assume its proper role in the over-all aural service picture."

It takes one to know one

FCC's Wells points up common woes—and excuses in broadcasting business

Broadcasters had long wished that one of their colleagues—who understood their problems—would be named to the FCC. Now that President Nixon has fulfilled their wish, they may find that, whatever its advantages, having one of their own on the commission has its disadvantages. After all, former broadcasters have had a chance to look into some of the dark corners of station operation.

Commissioner Robert Wells, a broadcaster all his life until he joined the commission three months ago, made clear what this means in an appearance before the New Mexico Broadcasters Association in Albuquerque on Saturday (Feb. 7).

Commissioner Wells was speaking on a subject of particular interest to small broadcasters—first-class engineers and the difficulty in finding them. He said he and his colleagues on the commission realize that the scarcity of engineers poses a problem. But, he added, that does not excuse broadcasters from complying with existing regulations.

"It is amazing to me," said the former general manager of the Harris Group, who also served as general manager of KIUL(AM) Garden City, Kan., "the percentage of engineering violations that favor the broadcasters."

"We have had very few instances where daytime-only stations signed off before sundown or any after sunup,"

he added. "Neither have we been deluged with stations being unable to raise their power—some seem to have difficulty lowering, but not the other way. By the same token, nearsighted meter readers tend to get confused in such a manner as to be beneficial to the station."

He suggested that broadcasters not be "so elementary" with excuses when found to be in violation; he would rather hear a broadcaster admit he was wrong. He confessed that "there is probably an instance or two" in his own broadcasting career where errors were made. But the errors were never made willfully or repeatedly, he said, and the station involved was trying to correct them.

He also suggested that broadcasters refrain from using "as sedatives the knowledge that your remote control gear is not synchronized, your frequency meter is not functioning, or the only first-class engineer is out of town."

And he indicated he had a sour view of what would happen in the event the commission relaxed its standards. Some broadcasters, he said, would take the relaxation as an invitation to quit trying to comply with those standards.

As for what the commission is more likely to do, he noted, that it hopes to get congressional authority to "assess more severe penalties for all types of violations" ("Closed Circuit," Jan. 26). "Need I say more?"

Commissioner Wells also expressed support for the proposal now being considered by the commission to make the agency self-supporting through license fees as well as increased filing fees. The commission, which now operates on a budget of \$24 million, collects some \$4 million annually in filing fees.

"As a broadcaster, as a commissioner, and as a taxpayer," he said, "I cannot find it in me to resist a rather substantial adjustment. I don't feel many of you would want me to."

CATV on the block

An agreement in principle has been reached for Columbia Cable Systems Inc., a publicly-owned, multiple CATV owner, to acquire the Dalton, Ga., CATV system from E. L. Glockner and associates. Included in the prospective transaction are franchises held by the same interests for Shively, St. Matthews and Shelbyville, in suburbs of Louisville, Ky.; Whitehall and Circleville, in suburban Columbia, Ohio, and the city of Paducah, Ky.

The purchase agreement, subject to approval by stockholders of Columbia Cable and the selling corporations, provides for payment of 80,000 shares of Columbia Cable and the assumption of certain debt. The Dalton system,

founded four years ago, serves 2,800 subscribers with a potential of 7,500. The suburban Louisville franchises have a potential of 16,000 homes; the suburban Columbus franchises 12,000 homes and Paducah, 12,000 homes. Columbia Cable currently serves 41,000 customers in 12 communities in seven states.

CPB asks for more federal funding

The Corp. for Public Broadcasting, still awaiting an appropriation from Congress for fiscal year 1970, appealed again last week to Washington officials to approve its funding. The plea was contained in an annual report containing a financial statement and descriptions of its projects.

In an opening statement addressed to "the President, the president of the Senate and the Speaker of the House of Representatives," CPB President John W. Macy Jr. called the 1969 activities "only a beginning".

"If public broadcasting is to realize its full potential, greater funds and a larger effort will be required," he continued. President Nixon has asked Congress to appropriate \$21.5 million for CPB in fiscal 1971 (see page 47).

For the fiscal year ended June 30, 1969, CPB's total expenditure was \$5,926,489. CPB had earlier estimated its total expenses would run over \$7 million (BROADCASTING, Oct. 27).

Grants and awards totaled \$3,986,381. Other programs and activities, such as interconnection support and promotion, accounted for \$1,197,290 and administrative expenses came to \$742,818.

Net assets at the end of the period were \$1,984,986, bringing CPB's total for capital for the fiscal year up to \$6,919,435. The federal appropriation accounted for \$5 million, the Carnegie Corp. donated \$1 million, the Ford Foundation \$720,970, Communication Workers of America \$5,000, and interest came to \$193,465.

In fiscal 1969 CPB spent \$1,686,162 for TV program grants, with \$1,007,702 going to National Educational Television and another \$1,344,940 for operational support. Radio stations received \$165,674 for programs and the National Educational Radio Network was granted \$22,610.

Development of program quality and new talent in both radio and TV cost CPB \$566,445. Other grants leading to the \$3,986,381 total expenditure included costs of training personnel and providing and maintaining a library of program material through the National Association of Educational Broadcasters.

ABC decentralizes marketing for radio

5-section services group for owned stations formed to offer newest techniques

Formation of a five-section Marketing Services Group for ABC owned radio stations was announced last Wednesday (Feb. 4) by Harold L. Neal Jr., president, ABC owned radio stations.

The announcement was made at the owned-station managers conference in Puerto Rico. Mr. Neal also reported "a period of exceptional record growth and performance" for the group in 1969

and the decade of the 1960s.

"MSG will be the structure through which we will increase our application of the most modern business and management techniques available to our business," Mr. Neal told the seven station managers. He said the MSG concept is designed to provide more sophisticated tools to each local station—stressing that the key to success of the ABC group is the philosophy of decentralization and autonomy under which the division operates.

The five groups in the group will be:

- Computer center section—It will have a time-sales function and "can play an important role in local research and programing analysis," according to Mr. Neal.

- Basic research section—It will en-

gage in attitude research which, Mr. Neal said, "could have far-reaching effects on all broadcasting."

- Marketing services—It will undertake new special marketing studies and sales development projects.

- Management sciences section—It will oversee expansion of ABC group management training and station management seminars program.

- Retail development—It will help ABC to reach its "potential of retail sales and local radio."

Mr. Neal also reported that total FM sales on LOVE, the ABC group FM programing concept, had jumped 156% for six of the seven stations in the ABC group. He also said LOVE has been sold to FM stations in 11 non-ABC markets.

Programing

Founding networks out to kill BMI?

That's what music-licensing firm says is goal of CBS-NBC plot to revive ASCAP monopoly

The tangled music-license controversy took an unprecedented twist last week as Broadcast Music Inc. filed an antitrust suit charging CBS, NBC and the American Society of Composers, Authors and Publishers with working together to destroy BMI.

Thus BMI accused two of its founders of joining its only major competitor in a "contract, combination or conspiracy" to re-establish the ASCAP music-license monopoly that led them—along with some 600 other broadcasters—to create BMI 30 years ago.

The suit seeks a minimum of \$59,456,238 as treble damages under the antitrust laws. It was filed in U.S. Southern District Court in New York last Tuesday (Feb. 3) by the New York law firm of Hughes, Hubbard & Reed.

NBC issued a statement saying the charge it had conspired to destroy BMI was "preposterous." CBS and ASCAP had no immediate comment.

The case could have far-reaching implications. The Communications Act gives the courts the power to revoke the broadcast licenses of companies found guilty of antitrust-law violations either in civil proceedings, such as this one, or criminal cases. The license revocation may be imposed "in addition to the penalties" provided by the antitrust laws themselves.

The BMI suit bases its charge in part

on NBC's and CBS's separate agreements to make additional payments to ASCAP for their TV networks' use of its music in past years through 1968 and to pay ASCAP \$5.68 million each for 1969 (BROADCASTING, May 12, 1969, et seq.).

BMI put the back-payment total at \$19,818,746, the amount it asked to have trebled under the antitrust laws. It said this sum was in addition to some \$35.5 million in ASCAP payments the two networks had already made although they had branded even that amount as excessive.

BMI sees the back-payment agreements as admissions by CBS and NBC that they had underpaid ASCAP in prior years. Since both BMI and ASCAP in the past have been paid on the same basis—specified percentages of each network's broadcast revenues—BMI argues that if ASCAP has been underpaid, BMI has been too. But it charges that CBS and NBC have "refused to negotiate in good faith" regarding additional back payments to BMI.

The suit claims that ASCAP has already started using "the lump-sum payments made and promised" by CBS and NBC "primarily to induce authors, composers and publishers currently under contract with [BMI] to terminate such contracts and enter contracts with ASCAP." ASCAP has also been using

the money to induce new writers and publishers to join ASCAP instead of BMI, the complaint continues.

The end result of the alleged "contract, combination or conspiracy" among the three co-defendants, the suit charges, will be to deprive BMI of access to a free and competitive market in the acquisition of rights to license music and in the licensing of it; tend to create a monopoly for ASCAP in the acquisition and licensing of such rights; deny composers, authors and publishers access to a free and competitive market in the sale and transfer of their rights; illegally fix license prices paid by CBS and NBC to ASCAP and fix the prices paid by ASCAP to authors, composers and publishers.

The complaint says the \$19,818,746 allegedly paid for prior years breaks down as follows:

"CBS agreed to pay ASCAP \$11,138,746, of which \$630,000 is for the period from prior to Dec. 31, 1961, to Dec. 31, 1962, and \$4,198,746 is for the period Jan. 1, 1963, to Dec. 31, 1968, despite the fact that CBS had already paid ASCAP \$23,746,254 for the period 1963-68 and had often stated that such previous payments were excessive.

"NBC agreed to pay ASCAP \$8,680,000, of which \$3 million is for the period Jan. 1, 1966, to Dec. 31, 1968, despite the fact that NBC had already

Ban against advertising in children's programs?

Action for Children's Television (ACT) believes that television programming aimed at children could be improved if it were separated from advertising. And the FCC has agreed to consider a petition for rulemaking ACT's guidelines for implementing that idea.

Five women from ACT met with Chairman Dean Burch and five of his colleagues (Commissioner Robert E. Lee was out of town) in Washington on Thursday, and received a sympathetic hearing.

"They're very compelling gals," Chairman Burch said after they left. "They're not a bunch of crybabies."

Furthermore, he said, "even television's strongest supporters would have to agree to some extent" with their view that television "has nothing to boast about" in its children's programming.

However, he was making no promises. He did not know whether or not there was anything the commission could or

should do about trying to improve that fare, or even whether ACT's proposal, which he described as "radical," is the one to adopt if it is found that action is proper.

And, he said, he explained to the women that the commission would have to vote even on whether to issue the proposal for comments in a rulemaking proceeding.

"But I'm not against a dialogue" on the subject, he said.

ACT's proposal, which was referred to the commission staff for study, would prohibit sponsorship of children's programming, although it would permit underwriting of such programming, and it would bar performers on children's programming from mentioning products, services or stores.

It would also require stations to set aside a minimum of 14 hours weekly for children's programming, and would set out a schedule for broadcasts aimed at different age groups.

Programming for preschoolers would be between 7 a.m. and 6 p.m.; for children 6 to 9, between 4 and 8 p.m. daily, and between 9 a.m. and 8 p.m.

on weekends; and for children 10 to 12, between 5 and 9 p.m. daily, and between 9 a.m. and 9 p.m. on weekends.

The women, whose spokesman was Mrs. Evelyn Sarson of Boston, told the commission they are in no position to recommend kinds of programming, as such. They made no mention of violence on TV, for instance. But they said they believe that quality would improve in the absence of commercials.

They are concerned about personalities on children's programming who establish rapport with children then "huckster" a product, according to Chairman Burch. "They feel this detracts from the possibility of the performer having a good influence."

Chairman Burch said the women told him they contacted him for the meeting after failing in an effort to deal with the networks. They reportedly were turned down by ABC and NBC when they asked for a conference. CBS officials, they said, met with them, but said that network could not make changes that would risk an audience loss while ABC and NBC continued their present children's programming.

paid ASCAP approximately \$11,819,000 for that period and had often stated that such previous payments were excessive."

Also, the complaint continues, for 1969 CBS agreed to pay ASCAP \$5.68 million even though "CBS has admitted" this is "considerably higher" than it would have paid on the old percentage-of-revenues basis, and NBC agreed to pay the same amount even though it probably would have owed less than \$4 million under the percentage-of-revenues formula.

CBS and NBC "have represented publicly" that the lump-sum payments were to be made to eliminate the need for elaborate accounting records, undergoing audits or making reports on revenues in computation of ASCAP fees, and also so that they would know in advance the precise costs of music licenses, the complaint asserts.

But, it continues, the networks' refusal to make lump-sum payments to BMI means that they will still have to do all these things and still won't know in advance the total costs of their music licenses, so long as they continue doing business with BMI.

Actually, the complaint charges, one of the reasons CBS and NBC entered the alleged "contract, combination or conspiracy" was to reduce the total amount of royalties they will pay for music in the future. They "received assurances from ASCAP," the suit claims, "that ASCAP would not demand in the

future royalties equal to or in excess of the total royalties" they might reasonably be expected to pay in total to ASCAP and BMI.

Another part of the alleged agreement, BMI contends, was that while they would make increased payments to ASCAP for years through 1969, they would not make proportionate payments to BMI, "in order," among other things, "to enable ASCAP to attract new authors, composers and publishers" and to induce BMI authors, composers and publishers to move over to ASCAP.

One inducement the suit says ASCAP is already offering to new authors and composers is royalty payments for performances during the nine months immediately preceding their signing with ASCAP, "regardless of whether or not such authors or composers had already received payments for such performances."

This "double compensation" could only be aimed at BMI members, the complaint contends, because new authors and publishers would have had no prior performances of their works.

The "double compensation" allegation was reminiscent of earlier days in the BMI-ASCAP rivalry, when ASCAP repeatedly accused BMI of offering special payments to get writers and publishers to sign up.

The suit asks the court to require accountings of the lump-sum payments and to require CBS and NBC to make

immediate lump-sum payments to BMI in the same amounts; and to enjoin ASCAP from distributing any of the payments to its members or to composers or publishers now under contract to BMI until CBS and NBC make similar lump-sum payments to BMI.

The complaint says the royalty rates paid BMI by the NBC and CBS television networks have been about 40% of those paid to ASCAP, so that—even before back payments to ASCAP were negotiated—BMI was competing with ASCAP for author, composer and publisher affiliations "with this substantial source of income [NBC, CBS] yielding to [BMI] only approximately 40% of the amount yielded by such source to ASCAP."

"Because of the increasing use of the music [of BMI] in television broadcasts and motion pictures, defendants have known that the royalties paid by the television networks to [BMI], as compared to such payments to ASCAP, would have to be increased, and defendants have known that plaintiff could not survive as a competitor of ASCAP unless such increases were forthcoming," the suit contends.

Before 1960, the complaint asserts, BMI's repertory was used more in radio, but since 1960 BMI has become "a major supplier of music for television broadcasts," with the frequency of the use of its music approaching or exceeding that of ASCAP's.

"At no time, however, have the tele-

vision networks ever agreed to pay [BMI] a royalty rate as much as one-half that paid by such networks to ASCAP," the suit claims.

CBS and NBC were among the owners of 624 radio stations who formed BMI in 1939 to counteract the music-license monopoly held by ASCAP. They sold their stock in 1959.

The BMI suit presumably did not name ABC as a co-defendant with the other networks because ABC has not yet signed a back-payment agreement with ASCAP, although court records indicate it has been negotiating on one.

At a court session last week, Herman Finkelstein, ASCAP general counsel, said he had been told by an ABC attorney that ABC would not sign such an agreement until CBS has paid the amount due under its agreement.

CBS counsel said CBS had not yet paid; it is challenging the form of the court order terminating its case but is not challenging the dollar figures contained in the agreement (BROADCASTING, Jan. 19).

In an earlier action, BMI last fall terminated the CBS-TV network's license to use its music, effective Jan. 1, and the network since then has been—by its own admission—using BMI music without a license.

Last week BMI made a similar move against the NBC-TV network, serving notice that its BMI license was being terminated as of April 4.

An NBC spokesman issued this statement in response to the BMI suit and termination notice:

"The BMI lawsuit charges that NBC has conspired with CBS and ASCAP to destroy BMI. This charge is preposterous.

"We have been negotiating with BMI on the subject of license fees. BMI has now terminated its license to the NBC television network for the use of BMI music, to take effect April 4. This termination of our license forces us to review our use of BMI music and the alternatives open to us."

CBS filed an antitrust suit late last year against both ASCAP and BMI, seeking to compel them to issue CBS-TV a music license under which CBS would pay only for the music it actually uses, not on a percentage-of-revenue basis as in the past (BROADCASTING, Jan. 5). The time for BMI and ASCAP to reply to that suit, also in U.S. Southern District Court in New York, has been extended to the latter part of this month.

CBS also offered to work out with BMI and ASCAP interim rates of payment pending final determination of its suit.

The question of interim ASCAP

rates also was the subject of last week's court proceeding, but argument on the question was postponed to March 19.

The three TV networks' ASCAP licenses expired Dec. 31, 1969, but the terms of a consent decree governing ASCAP's operations provide for a 60-day extension while the parties negotiate or seek a court determination of new rates. At last week's hearing, before Judge Sylvester Ryan, ASCAP agreed to a further extension to April 1 for all three networks.

Griffin delays return to NY

CBS-TV said last week it is extending for two weeks the visit of the late-

night *Merv Griffin Show* on the West Coast. The program has been originating in Hollywood since Jan. 26. It will wind up its stay there on Feb. 18 (Wednesday) and starting on Feb. 19 will be broadcast from Caesar's Palace in Las Vegas.

The Griffin show returns to New York City and its home Cort Theater on March 3 (Tuesday). The Griffin changes in locale were brought about to inject added interest in the show. CBS, meanwhile, has approved a scheduling of the show afternoons by three TV stations, in a lowering of the barriers against delayed broadcasting of Griffin (BROADCASTING, Jan. 19, et seq.).

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No end to dispute over out-takes

Despite attorney general's expression of regret, newsmen say they're under pressure to tell all

The Department of Justice last week backed sharply and filled smartly after its issuance of blanket subpoenas on CBS, *The New York Times*, Time Inc. and *Newsweek* for reporters' notes, unused photos and newsfilm out-takes regarding the Black Panthers and the Weathermen, the militant wing of the Students for a Democratic Society.

Some appeasement of irate and volatile news-media leaders came with Attorney General John Mitchell's expression of regret Thursday (Feb. 5) that the subpoenas were served without prior consultation with the media involved. Mr. Mitchell's statement denied there was "any implication that the Department of Justice is interfering in the traditional freedom and independence of the press."

Many news media leaders remained unconvinced, saying that the subpoena practices have been getting out of hand for some time.

Last Wednesday (Feb. 4) former Attorney General Ramsey Clark said he had no recollection of any previous action similar in scope to the current rash of subpoenas specifically requesting the unedited files of *Times* reporter Earl Caldwell and much unaired material gathered by CBS in its coverage of the Black Panthers.

Mr. Clark, attorney general during the last two years of the Johnson administration, said: "I think there has

been a change [in Justice Department policy] if general warrants are being issued and [I] have a great feeling of uneasiness about it."

Mr. Clark told the *New York Times* "to concede the power in the judiciary to force members of the press and other communications media to divulge general information they have developed in performing their function would be the destruction of the effectiveness of the press."

Mr. Mitchell's statement said it had been government policy in the past to issue subpoenas to obtain information from news organizations on a cooperative basis, but only after previous consultation with them. "Unfortunately this policy was not followed and the subpoenas were served without any prior negotiations," he said.

However the issue seemed only to be subsiding in some degree. In Chicago, where seven persons are on trial in connection with demonstrations at the time of the 1968 Democratic convention, newsmen—particularly broadcast news reporters—said the practice of subpoenaing news film was an almost daily burden of nearly unmanageable proportions. "We are treated as evidence gatherers for the law," one news director said.

The newsmen's greatest concern, however, was with the probable loss of access to groups that are in the

forefront of volatile news events. With the issuance of subpoenas and the possible disclosure in court of off-the-record conversations, some sources wishing to remain confidential are said to have clammed up and refused to talk to these newsmen. The subpoena issue presents knotty legal problems, counsel for news media generally admit. There is no basis in law for newsmen in all but 11 states to refuse to divulge their sources. No news department officials, however, have objected to the obvious right of the courts to consider film and story material that has been broadcast or printed.

CBS, after protesting but agreeing to comply with the subpoenas (BROADCASTING, Feb. 2), drew back and said it would challenge subpoena demands in "appropriate cases." It was indicated that the present case involving the Black Panther material was "appropriate." The American Society of Newspaper Editors late last week was polling its board, to determine whether to take legal action through its president, Norman Isaacs, executive editor of the *Louisville* (Ky.) *Courier-Journal*.

Prior to Mr. Mitchell's statement on Thursday the Justice Department had attempted to cool the issue by calling it a communications breakdown within the department. A spokesman said that the department did not intend to demand all the broad information requested in the language of the subpoenas. He referred to a long policy of negotiating with reporters when the government felt it necessary to subpoena some of their information in an investigation.

However, Robert Ferrante, news director for WBBM-TV Chicago, declared the statements of Mr. Mitchell and the Justice Department had changed little. He stuck by his earlier recommendation to Richard Salant, president of CBS News, that all film and recording tape out-takes be erased or destroyed 12 hours after the show film has been aired. "I realize we are destroying valuable material," he said, "but I see no other solution. The government has not cooperated with us. It began before the 1968 Democratic convention, but after the convention the government attorneys began to ask for the out-takes in addition to the on-the-air pieces."

Responding to the statement of Mr. Mitchell, Mr. Salant said he hadn't had a chance to study it, but that CBS could "breathe a little easier,



Three network anchormen on evening news broadcasts had strong views last week about Justice Department subpoenas issued against CBS, *The New York Times*, Time, Life and *Newsweek* magazines for film out-takes and reporters' notes regarding the Black Panthers. The anchormen—(l to r) Frank Reynolds of ABC, Walter Cronkite of CBS and Chet Huntley of NBC—urged strong resistance to such blanket sub-

poenas. Mr. Cronkite said: "It's appalling how little people know about the power of subpoena. It's a powerful deterrent. . . . There have been two cases already this week where officials have refused to talk off the record for fear that their remarks would show up in court." The CBS newsman also said that one was an industrial-firm official, and the other an official of a foreign government.

Professional licenses suggested for newsmen

A noted psychiatrist last week diagnosed Vice President Agnew's comments about the news media as an "emotional attack," but he noted that they "hit a chord that was quite resonant" in the American public.

Dr. W. Walter Menninger of the Menninger Clinic in Topeka, Kan., said the response to Mr. Agnew indicated that there was a large element of distrust of the news media by the people.

This, he said, is a warning signal that the frustrations of many people are being translated into impugning the news media.

He recommended that a system of standards and certification for news reporters be established. Laws for licensing and certification in such fields as medicine, law and education assure the public that the practitioner has fulfilled minimum standards, he said. "The public is entitled," he said, "to similar safeguards for the quality of the practitioners of this most important cornerstone of our democratic society, the news media."

He also called for news media to provide an effective means of recourse for the ordinary citizen "to gain redress

for inept performance" and urged news media to stress areas of "commonality" rather than divisiveness.

Dr. Menninger's remarks came during a speech to the National Press Club in Washington last week on the news media and violence. He was a member of the National Commission on the Causes and Prevention of Violence that was named by President Johnson after the assassination of Senator Robert F. Kennedy. The commission submitted its final report last December. Only last month that commission's task-force report on the news media was published (BROADCASTING, Jan. 19).

Speaking of the "special problem" with news on radio and TV, he noted that it is "just briefly noted, and then subject to the vagaries of the perceptual and memory distortions of the listener/viewer."

And he mentioned two examples, both of TV news shows, that allegedly presented news incompletely and in some instances out of context. One was a report on the rioting in Watts and the other, a report on disorders at San Francisco State College.

"In each of these instances," he said, "the news reports were true, but they are perhaps better described as 'half-truths,' for an important half of the story, which was also true, was not presented."



Dr. Menninger

[although] we're not home free." He said he had not received Mr. Ferrante's suggestion on destroying out-takes, but hopes "it doesn't come to that."

CBS received subpoenas Jan. 8 and Jan. 26 demanding a complete record of correspondence, memorandums, notes, telephone calls and news film in connection with its *60 Minutes* program Jan. 6 dealing with the Black Panther party.

Subpoenas also were issued for the unedited files and unused pictures of *Time*, *Life* and *Newsweek* magazines dealing with the militant Weathermen of SDS.

Arthur Ochs Sulzberger, president of the *New York Times*, said last Tuesday the newspaper "intends to use all its resources to make sure that no judicial action violates the constitutional guarantees of a free press and the rights of a newspaperman to carry on his work freely and without coercion." The *Times* was involved when a federal grand jury in San Francisco subpoenaed one of its reporters in connection with its investigation of Black Panthers there.

Attorney General Mitchell's statement said in part:

"The department has always recognized the particular sensitivity of the

press in this area, especially with regard to confidential informants, and the special place occupied by the press under the Constitution.

"Because of these considerations, the department has had in the past, and continues to have today, a policy of negotiating with the press prior to the issuance of any subpoenas. These negotiations have generally taken two forms: negotiations on the actual scope of the subpoena prior to its issuance; or a clear understanding prior to the issuance of the subpoena that the government would meet with the press and would be willing to modify the scope of the subpoena.

"The point of these negotiations is an attempt to balance the rights of the press with the rights of the grand jury making an investigation. Several subpoenas have been served and complied with this year under this policy of pre-subpoena negotiations."

He continued: "For example, a broad subpoena was served on one news publication to obtain information about a grand jury investigation in Chicago because there was no time to have a detailed negotiation on the scope of the subpoena prior to its issuance. However, the news publication was informed prior to the issuance of the

subpoena that the department would modify its request. In subsequent negotiations, the request was substantially modified.

"Several Washington area news media were given broad subpoenas for information involving university disturbances. Prior to the issuance of the subpoenas, the media were informed that the department would be willing to modify its request. In subsequent negotiations, the request was substantially modified.

"Unfortunately, in other instances, this policy was not followed and the subpoenas were served without any prior negotiations . . ."

Mr. Mitchell said: "We are taking steps to insure that, in the future, no subpoenas will be issued to the press without a good-faith attempt by the department to reach a compromise acceptable to both parties prior to the issuance of a subpoena."

Mr. Ferrante, however, declared: "The department has not cooperated. Time and time again we have been asked on short notice to supply film. The situation is totally out of hand."

Mr. Ferrante even went so far as to advocate legal protection for people appearing on bona fide news programs until a judge has determined that mate-

rial aired had malicious intent.

In 1968 the Justice Department, following a ghetto uprising in Washington, subpoenaed newsfilm and news photographs of television stations and newspapers. After conferences between Justice and TV-station attorneys, some of the film was viewed at the station source. None was taken into court and no reporters were called as witnesses. The last criminal case resulting from the rioting was disposed of several weeks ago, Justice officials said.

Newsmen generally were disturbed by the subpoena procedure despite the attorney general's disavowal of coercive intent.

The problem apparently reached critical proportions in Chicago even before the latest subpoenas. News directors say the basic function of the journalist is being threatened as all sides in public controversies, especially those involving protest demonstrations, expect newsmen to be suppliers of evidence as well as news. Already, they say, the ability to cover news happenings, particularly in ghetto areas, is being hampered.

One station, which could not be identified, already is destroying unused tape recordings. But most stations, while reluctant to admit it, are supplying out-takes of film and tape and reporters' notes as well as on-the-air materials if

they are on hand.

The practice has gotten into the civil courts with attorneys seeking such material in damage cases. News directors observe that the physical work involved is overwhelming to overwrought television newsrooms.

In the trial last week of nine members of a pacifist group, called the D.C. Nine, on charges of raiding Dow Chemical Co. offices in Washington, film shot by cameramen for WBAL-TV Baltimore was introduced as evidence. In that case, reporter Patrick McGrath said he had been tipped in advance something would happen that night in March 1969 and was there to photograph it. The film was subpoenaed. The out-takes were not available. In an earlier trial of the Catonsville Nine, a similar group accused of burning Selective Service files in Baltimore in May 1968, air film and out-takes were subpoenaed and used in the trial.

CBS President Frank Stanton issued a statement before Mr. Mitchell's clarification, in which he said:

"The question of the extent to which news gathering organizations and reporters can be required in certain criminal proceedings to provide material gathered in the course of news functions but not published or broadcast is an immensely important one.

"Broad unrestricted access to reporters' notes, notebooks and other materials not published or broadcast can have a direct and seriously adverse effect on the free flow of information, and access to news sources.

"It is, therefore, the intention of CBS to contest demands of this nature as soon as appropriate cases are presented. We have instructed our attorneys to proceed accordingly."

Officials at ABC and NBC were non-committal, not being under immediate subpoena.

Prior to the Mitchell statement Time Inc. said it would resist the sweeping demands. *Newsweek* said it was determined to protect confidential sources and would "resist by all means at our disposal any unwarranted uses of the subpoena power."

How Agnew bulked up the FCC's mail

The FCC last week reported it received over 2,000 complaints during November and December about broadcast news and commentary. Most of these complaints were related to vice President Agnew's attack on network news "instant analysis" Nov. 13, 1969.

The public sent 5,802 broadcasting complaints to the commission during the last two months of 1969. November's total of 3,525 was an increase of 1,724 over October's, leaving 2,277 complaints in December. Other com-

ments and inquiries totaled 2,607 for November, a decrease of 418 from October; and 3,283 for December.

Other complaints included alleged obscenity or indecency in television programs, and the scheduling or cancellation of programs. During November, the commission said there were 31 complaints about obscenity on AM stations, 14 obscenity complaints against FM stations and 123 obscenity charges against TV stations. In December, 23 obscenity complaints were leveled against AM's, 19 against FM's and 117 against TV's.

A number of letters objected, the commission said, to excessive or offensive broadcast advertising and to recordings alleged to endorse or condone drug abuse.

A "considerable number" of fairness complaints also were received.

Sevareid sees himself as Agnew target

What does it feel like to be the target for a bucket of garbage while millions of people look on? Eric Sevareid, veteran CBS commentator, says he knows the feeling from recent and bitter personal experience.

Asked in a broadcast interview by Jere Witter of CBS-owned KNXT(TV) Los Angeles: "Do you feel that you were one of the prime targets of Mr. Agnew's wrath?" Mr. Sevareid made it clear that when the Vice President made his televised attack on broadcast news there was little question of who was in the bullseye (*BROADCASTING*, Nov. 24, 1969).

"I thought I had some reputation for honesty and fairness and some intelligence," Mr. Sevareid says in the interview that is scheduled for presentation on KNXT's *Viewpoint* series on Feb. 8. "Frankly, I felt as though somebody had thrown a bucket of garbage all over me."

Mr. Sevareid, also during the interview, stated his resentment at being attacked, his belief that other commentators share this resentment and the judgment that Mr. Agnew is "not the slightest" sorry about what he said and that he will "not in the slightest" suffer because of it.

Agency forms production firm

Take One Inc. has been formed as a wholly owned subsidiary of Bishopric/Green/Fielden, Miami-based advertising agency. Take One will produce principally film and video-tape commercials using outside production facilities. Two BGF executives have been named as officers of Take One. Martin Malone, agency vice president and director of creative services, will be president.



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CATV's back plan to help little guy

FCC proposal would ease carriage, exclusivity rules; NAEB voices a dissent

An FCC proposal to exempt CATV systems with fewer than 500 subscribers from basic carriage and program exclusivity requirements elicited favorable comments from cable operators last week.

The proposal would make permanent an interim policy the commission adopted in March 1968 when, in an effort to alleviate backlog problems, it moved to "defer" carriage and program exclusivity cases involving cable systems serving 500 or fewer subscribers.

The National Cable Television Association urged the commission to go a step further and waive the requirements for systems with one thousand or fewer subscribers, "unless broadcast station licensees can make a persuasive showing of hardship . . . the same-day non-duplication rules perform a disservice to members of the public preferring the CATV reception service," NCTA said, adding: "These rules impose undue economic hardship upon CATV operators trying to offer a good reception service."

One negative note was sounded by the National Association of Educational Broadcasters, which told the commission the proposal "provides more relief than is needed" and argued that CATV processing procedures have been significantly modified since March 1968 and backlog problems have become less acute.

NAEB said that under the proposed rules change, systems with fewer than 500 subscribers could theoretically carry TV signals with a material degradation in quality; could carry signals on channels other than those on which they were broadcast, and could shift educational programming signals from channel to channel "at will," or make frequent deletions or substitutions to the signal without warning stations or their audiences.

The proposed rules change "is not necessary . . . the commission should retain its existing temporary processing procedures," NAEB suggested.

In joint comments, Jerrold Corp., Trans-Video Inc. and Television Communications Corp. said "the amendment is strongly endorsed and the commission is urged to adopt the proposal as soon as possible." The groups said the smaller systems represent "hardship cases" if forced to litigate or comply with the "stringent" carriage and ex-

clusivity requirements.

"The commission's temporary policy which it has now proposed to codify is a step, albeit a very small one, towards a more realistic regulatory approach of CATV," the groups asserted.

In other comments, Blatt Brothers TV Cable Corp., Communications Properties Inc., Cotulla Cable TV Inc. and Midwest Cable Television Inc.—all serving fewer than 500 customers—said the rules change "will have the benefit of aiding the commission's processes, the financial stability of the small CATV operator, result in improved CATV service to the public and will have insignificant, if any, impact on any television station."

NBC-TV takes half of the Nielsen top 10

Movies attracted the most viewers during the week of Jan. 19-25, according to national Nielsen ratings.

Leading the list was NBC-TV's "World Premiere" on Tuesday "My Sweet Charlie," one of five NBC shows in the top 10 aiding that network's win in weekly averages with a 22 rating, 34 share.

ABC-TV's Sunday movie, "Hombre," ranked second. Although the network had no other programs in the top 10 its weekly average increased to a 17.9 rating, 27 share, thanks to the improved performance of the 11 programs involved in the "second season" changes.

CBS-TV had four shows in the top 10 — a Harlem Globetrotters special, *Here's Lucy*, *Gunsmoke* and *Red Skelton*, — and had a weekly average of 20.8, with a 32 share.

NBC's other top-ranked shows were *Laugh-In*, the Monday movie, "Texas Across the River," *Julia* and *Walt Disney*.

As in the 70-city Nielsen ratings (BROADCASTING, Feb. 2), all of ABC's new or re-scheduled shows had higher ratings than programs in previous weeks, with the exception of *The Fly-*

ing Nun. *Johnny Cash* won his Wednesday time period (9-10 p.m. with a 23.8 rating 33 share; the average rating for the previous two weeks of movies was 12.5 and the average share 19. *Nanny and the Professor* had a 20.6 rating, as compared with 15.6 for the previous two weeks of *Nun*.

Pat Paulsen, replacing *The Ghost and Mrs. Muir*, had a 17.6 rating, as compared with an earlier 15.6 for that time slot (7:30-8, Thursday); *Engelbert Humperdinck*, with a 15.9 exceeded the 12.5 average of the movies; and *Paris 7000*, the replacement for *The Survivors*, had a 14.6 as compared with 12.6.

The average for the 20 hours affected by the changes was 16.2 rating 25 share. In the previous two weeks, the average rating for those 20 hours was 13.0, and 21 share.

New firm will provide programming to CATV's

Dick Clark Enterprises, Hollywood, television programs producer, and International Video Corp., Sunnyvale, Calif., which manufactures and markets color-TV cameras and video-tape recorders, last week agreed to form National Telesystems Corp. The new company will create and market video-tape programming and studio-origination services enabling cable TV systems to locally originate their own programs. Among the services to community antenna TV systems owners to be offered by National Telesystems are workshops on how to produce television programs that would especially appeal to local communities, information on how to select and install studio equipment, and tips on generating advertising sales. Marketing of these services will be handled by the new company's own sales organization. A showing of National Telesystems services to the CATV industry will be held for major systems owners at the Century Plaza hotel in Los Angeles, Feb. 25-26.

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Democrats still plug for reply time

Representative Albert takes party's case before TV networks

Democratic party requests for television time to reply to President Nixon's special address of last month are still landing in network offices. House Majority Leader Carl Albert (D-Okla.) kept the debate alive last week with letters to the three network presidents, in which he promised that Democrats will continue to ask for air time when the President makes an "obvious political statement" on television. In his speech last month, the President gave his reasons for vetoing a health-and-education appropriations bill, and signed the veto on the air (BROADCASTING, Feb. 2).

Representative Albert, who called the network chiefs late last month to request reply time—but was turned down in each case on the ground that the President's speech was non-political and would be given ample, balanced coverage—reiterated his disagreement with that rationale. He said a reply becomes necessary when the President uses the airwaves for partisan purposes. "I do not believe the fairness doctrine was observed in this case," the majority leader said.

"In general," he said, "the networks do a commendable job of presenting the news, [but] in this instance, objections are not directed to 'the news' but to political statements of only one view."

The letter to ABC differed slightly from those sent to NBC and CBS, in acknowledgment of the fact that Representative Albert was unable to reach ABC President Leonard Goldenson. But in each case, he said, "the basic issue remains the same."

CBS responded with this comment: "We are at a loss to understand why Congressman Albert continues to berate us. Far from having 'refused to permit the conflicting views . . . of the Democratic party,' we immediately followed the President's veto message by presenting Congressman John Brademas, chairman of the House Select Subcommittee on Education, a Democratic spokesman. Congressman Brademas stated the views of the Democratic party at considerable length to the same audience which had just heard the President over the CBS television network."

NBC sent a reply wire to Representative Albert citing numerous news reports in which opposition to the President's position has been presented. "It is our feeling," NBC President Julian Goodman said, "that NBC has presented and

continues to present the significant arguments on both sides of this important issue in an even-handed manner and in keeping with our journalistic responsibility. I certainly understand the interest and concern that prompted your request . . . but in view of the attention we are giving to both sides of this issue, we do not believe such an appearance is indicated."

Among the broadcasts named by Mr. Goodman as examples of NBC's balanced coverage were interviews on *The Today Show* with Minority Leader Albert, and Senators Alan Cranston (D-Calif.) and William B. Saxby (R-Ohio), as well as standard news coverage on *The Huntley-Brinkley Report* and an interview with Senator Birch Bayh (D-Ind.) on *The Tonight Show*.

The Democrats did get an opportunity to respond to the President's State of the Union message, in a special program scheduled for broadcast yesterday (Feb. 8) on all three networks.

Muskie sees threat in Nixon's use of TV

President Nixon's increasing use of television for political purposes may be creating "an imbalance of forces in the political system," Senator Edmund S. Muskie (D-Me.) said last week.

Appearing on NBC's *Meet the Press*, Senator Muskie said the President has been "very effective in his use of television" to present his position in issues such as the Vietnam war and the appropriations bill for the Departments of Labor and Health, Education and Welfare. As a result, the senator said, "he can build momentum on an issue or on a confrontation with the Congress . . . that's very difficult to offset."

"And it may be that this will create an imbalance of forces in the political system which will be cause for real concern," he said.

Senator Muskie also speculated that Vice President Spiro T. Agnew's criticisms of the media may have influenced the networks to request Democratic requests for time to respond to the President.

"You wonder," he said, "to what extent the response of the television media to our requests for equal time . . . is not reflective of some intimidation as a result of the Agnew speech." Senator Muskie, a former vice-presidential candidate was referring to the rebuff that Representative Carl Albert (D-Okla.) received from the TV networks on his request for time to reply to President Nixon's Jan. 26 telecast (BROADCASTING, Feb. 2).

The collected works of Nicholas Johnson

They're offered in book at \$5.75, with royalties deduced to TV agitators

Setting of minimum standards for broadcast programming and professional standards for broadcasters and imposition of a system of legal liability for "damage" caused by programming are among proposals advanced by FCC Commissioner Nicholas Johnson in a book, "How to Talk Back to Your Television Set," to be published next month by Little, Brown & Co.

Minimum standards set by the FCC would enable broadcasting "to do its best more often" by eliminating competitive considerations, he writes, and could take a number of forms: requiring that a specified percentage of gross income be invested in programming, that each network or station devote a given percentage of prime time to public service programming, that some programs, "like news," be presented without commercial interruptions, or that standards be set as to size of news staffs and news budgets.

If a third-grade teacher must qualify under state and other standards "because she is going to spend time with a group of perhaps 25 children," he reasons, broadcasters with access to "millions of young minds for far more hours every year" ought to meet professional standards at least as high.

"I do not urge," he adds, "that the FCC is the most appropriate agency to set such standards or engage in licensing."

On legal liability, Mr. Johnson contends that broadcasters would be more careful in their programming if they knew they could be sued for damages if it produced psychic, emotional or other injuries in viewers.

"Many states recognize damages for 'psychic' or emotional injury," he writes. "Why shouldn't a television network be liable for the psychic harm it does millions of young children who watch the Saturday-morning 'children's programs?'"

Mr. Johnson says he recognizes "that this is a provocative suggestion, that it could sometimes raise First Amendment problems and that proof of causation would be difficult," but "nonetheless, I think it is an idea we should begin discussing."

These proposals—and some older, more widely known ones, such as greater public access to and participation in TV, and formation of an independent "citizens commission on broadcasting"

—are contained in a chapter titled "Re-forming Television: Institutional Re-alignments."

Much of the 228-page volume consists of articles by Mr. Johnson that have appeared in this or somewhat different form in various magazines.

These include "The Media Barons and the Public Interest," which was printed in the *Atlantic*; "What You Can Do to Improve TV," in *Harper's*; "The Silent Screen," on censorship, in *TV Guide*; "CATV: Promise and Peril," in *Saturday Review* and earlier versions of some of the appendices—such as sources of materials available to the public, information that stations are required to make public and station license renewal dates—in *AFL-CIO Federationist*.

Much of the "new" material is also familiar to observers who have followed Mr. Johnson's speeches and FCC opinions.

The book is being published March 10 by Little, Brown in association with the Atlantic Monthly Press as an Atlantic-Little, Brown book, priced at \$5.75.

A publisher's note says that "Commissioner Johnson will receive no royalties" on it. The royalties, according to the note, are being contributed by Atlantic-Little, Brown to unspecified "organizations devoted to improving the contribution of television to the quality of American life."

Supreme Court lets lottery ruling stand

The Supreme Court last week refused to review an appeals court decision which upheld the constitutionality of FCC rules barring the broadcast of advertising or "direct" promotion of lotteries.

Left standing was a ruling by the U.S. Court of Appeals for the Second Circuit in New York which held that while the commission went too far in prohibiting the broadcast of virtually all lottery information—including news reports—it was within legal boundaries in banning advertising and direct promotion (BROADCASTING, Aug. 18, 1969).

The New York State Broadcasters Association and Metromedia had petitioned for review of the lower-court order, contending that the advertising and promotion ban violated constitutional free-speech guarantees. The groups also asked the high court to rule on whether the ban applied to state-established lotteries, such as the one New York has operated since June 1967. (Proceeds from the lottery are used exclusively for educational purposes.)

The high court, in refusing review, made no comment on the issues brought

before it. It only noted that Justices Hugo Black and William O. Douglas felt that review should be granted.

With judicial recourse exhausted, a Metromedia official said the company will now go to the commission and ask for the guidance the appeals court said broadcasters were entitled to.

While the lower court offered some clarifications of its own, it noted that the commission's ruling was phrased in general rather than specific terms and expressed hope that it would now "rule specifically on all or most of petitioners' requests—including whether sample newspaper reports or stories submitted to it by petitioners would be permitted on radio and television—with whatever qualifications are appropriate in the light of this opinion."

Executive recognition given children's shows

Children's programming has suddenly attained a new status at the three television networks.

NBC-TV was the first to announce a new position of vice president, children's programs (BROADCASTING, Jan. 19), and appointed George A. Heine-mann to handle the job. Now ABC-TV and CBS-TV have separated children's programming from the all-encompassing daytime bracket and have named directors for the specific category.

ABC's Charles Martin Jones will carry the title of executive director of children's programming. Though CBS did not formalize the title, it has named Allen (Duke) Ducovny to "supervise the Saturday-morning schedule and such programs as *Captain Kangaroo* and *CBS Children's Hour*."

Network children's programming came under increasing criticism from many groups last year, and all three networks altered Saturday cartoon fare last fall to eliminate some of the violence. They also added children's specials to the schedule this season and are watching the impact of the children's television workshop's *Sesame Street* closely.

Fire blazes on Burbank sets

High real-life drama, bursting out at the Columbia Studios ranch in Burbank, Calif., on the afternoon of Jan. 30, almost wiped out the physical property of several comedy television series. A fire that started in an old sound stage raged for about an hour and caused an estimated \$2 million in damages. Sets used in such Screen Gems-produced programs as *Here Come the Brides*, *Bewitched* and *The Flying Nun* were damaged. Studio officials indicated, however, that the fire damage would not delay TV production.

ABC issues 10 features and 'N.Y.P.D.' series

ABC Films is releasing a package of 10 feature films for distribution to TV abroad and has placed the *N.Y.P.D.* half-hour drama series into domestic syndication.

This is the first feature film package ABC Films has distributed in more than five years. The features are 90-minute made-for-TV films and were carried on ABC-TV. The titles are "The Ballad of Andy Crocker," "Carter's Army," "Foreign Exchange," "The Monk," "The Over-The-Hill Gang," "The Spy Killer," "The Pigeon," "Wake Me When The War Is Over," "Come Spy With Me" and "The Sixth Column."

The package is called "Prime I" and initial sales have been made to Granada Television in Britain; Malaysian Television Service; Thailand TV; Lebanon TV; Television of Kuwait; Jamaica Broadcasting Corp.; Greek Television and stations in Canada.

The 49 episodes of *N.Y.P.D.* are being offered to stations in the U.S. The series ended its network run on ABC-TV last September. Sales on *N.Y.P.D.* already have been made to WPIX(TV) New York, KTLA(TV) Los Angeles and WSUN-TV Charleston, S.C.



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Program notes:

NET music grant ■ Music Performance Trust Funds has pledged \$50,000 for musicians' fees in performances taped for broadcast by National Educational Television. Grant is first substantial participation in financing live programs intended for broadcast, MPTF said. A free, Black composers' concert at Bishop College, Dallas, Jan. 29, was first program supported by grant. Broadcast date will be announced.

Overseas "Oscar" ■ ABC Films will distribute in overseas markets the 42d annual presentation of the National Academy of Motion Picture Arts and Sciences Awards telecast by ABC-TV April 7, 10 p.m. The program will be carried live via satellite in some markets abroad and on a delayed basis on film and tape in others.

Football disc ■ Mutual Sports Inc., New York, has produced a two-record album depicting the historic years to the present of Notre Dame's football

team, *The Fighting Irish of Notre Dame*, narrated by Bob Considine and Pat O'Brien. Mutual has also produced *One Giant Step*, on the moon landing and *The Heavyweights* on boxing.

Problem study ■ *Cry Help!*, an NBC "White Paper" on mentally disturbed youth, will be shown Saturday, April 25 (7:30-9 p.m.) NYT, on NBC-TV, pre-empting *The Andy Williams Show* and *Adam 12*. Special is produced by Lucy Jarvis, directed by Tom Priestley and written by Jim Mills.

New subsidiary ■ Richard Walsh Associates Inc. has been formed as subsidiary of Official Industries Inc., Richard Walsh, president. Company located at 1717 North Highland Ave., Los Angeles, has acquired a number of original screen and television properties conceived by Richard Walsh.

On location in London ■ *Dean Martin Presents The Goldiggers*, the 12-segment summer replacement for NBC-TV's *Dean Martin Show* (Thursday,

10-11 p.m.), will be taped in London this year. The Claude-Greg Garrison production will use ATV facilities, European variety stars, and Charles Nelson Reilly as a regular.

Just like being there ■ Cinerama Inc., New York, and Bing Crosby Productions Inc., Hollywood, a subsidiary of Cox Broadcasting Corp., have completed an agreement to produce and distribute theatrical motion pictures. Under the terms, Crosby Productions will produce theatrical features for worldwide distribution by Cinerama.

NBC on Capp ■ Cartoonist Al Capp, currently a controversial lecturer on college campuses, will be the subject of a profile and analysis in an "NBC Experiment in Television" stanza, entitled *This Is Al Capp*, on NBC-TV, Sunday, March 1 (5-6 p.m. NYT). NBC said the show will employ the same techniques as those applied during the series with the *This Is Marshall McLuhan* program in 1967.

Promotion

RAB lights some birthday candles

"Do It on the Radio," reportedly the largest promotion ever staged for radio ("Closed Circuit," Dec. 29, 1969), began last week using on-air facilities of 1,600 station members of the Radio Advertising Bureau.

Formal announcement of the promotion marking broadcasting's 50th anniversary was made last Wednesday (Feb. 4) by Miles David, RAB president. The promotion will consist of:

■ A new set of radio commercials produced for RAB by Chuck Blore of Hollywood, ranging from "actualities" to a montage of radio's history. The goal is 24 spots per week for a 13-week span, although many broadcasters are expected to carry the campaign all year—with the value of time to be donated estimated at several million dollars.

■ A contest to locate prime examples of both old and new radio receivers, with winners to be displayed initially at the June 2 Association of National Advertisers/RAB Radio Workshop in New York. Listeners are being asked to send photos of old radios directly to RAB in New York. After screening the entries, RAB officials will contact its member station in the area serving the entrant and ask the station to evaluate the entry. New radios are expected to be furnished by manufacturers. All will

be displayed in a special "museum" at RAB headquarters in New York.

■ "Radio and the Bottom Line"—RAB plans to sell advertisers on the immediacy and economy of using radio as compared to other media in which costs are rising higher. In this way, Mr. David explained, "we will show how radio helps counteract the effects of inflation on advertisers."

■ Promotional items—ashtrays, executive coffee mugs, matchbooks, bumper stickers, etc.—with the theme, "Do It on the Radio," will be distributed among marketing and advertising directors, product and brand managers, major retailers, business executives, and advertising agencies.

Promotion tips:

Spots for travel ■ Greater New York Radio has formed the GNYR Travel Bureau offering listeners in metropolitan New York free travel information in the form of one spot an hour on the GNYR stations — WCTC-AM-FM New Brunswick, N.J.; WGBB(AM) Freeport-Hempstead, N.Y., and WGSM-AM-FM Huntington-Smithtown, N.Y. Listeners are informed of the availability of round-the-world travel data at the GNYR Travel Bureau.

CATV honor ■ First Robert D. L'Heureux Memorial Scholarship has been awarded by Georgetown University Law Center to Donald Richard

Rogers '67, of New York. Funds for scholarship are contributed by members and others allied with CATV industry in honor of the late Mr. L'Heureux, who was the first general counsel of National Cable TV Association and afterward was in private law practice in Washington specializing in CATV matters.

The city you litter could be your own ■ The Advertising Council has announced a new volunteer advertising agency and volunteer coordinator to broaden the council's Keep America Beautiful campaign. Marsteller Inc. and Donald B. McCammond, vice president, public relations and advertising, American Can Co., were assigned to the expanded anti-litter program, which will include other areas of environmental pollution.

Production number ■ More than 1,000 Boy Scouts paraded last Saturday (Feb. 7) in New Albany, Ind., transistor radios in hand, tuned to a special broadcast of John Philip Sousa numbers and other appropriate march music from WREY(AM) New Albany. Not only did WREY supply the music but also arranged for a sound truck and a fire truck for the occasion.

PR division ■ Firestone & Associates Inc. has formed Steward Associates Inc., both New York, as the advertising agency's public-relations division. Steward Associates, headed by Barbara Steward Sullivan, was founded in 1967.

Tube-patent feud settled by high court

It took CBS four years of litigation, but it finally established the validity of three color-television tube patents it holds. The consequences of this success will now be converted into damages to be paid by Sylvania Electronic Products Inc., a subsidiary of General Telephone & Electronics Corp.

The Supreme Court last week refused to review a lower court decision upholding the validity of the patents and ruling that Sylvania had infringed on them.

The case now returns to the federal district court in Boston, which will set the amount of the damages to be paid.

CBS filed its suit in the Boston court in January 1966, seeking an unspecified amount of damages (BROADCASTING, Jan. 31, 1966). Although CBS has not manufactured color-television tubes for some time, it licenses manufacturers to use its patents on payment of a royalty.

The principal patent involved in the Sylvania case covers a perforated, spherical shadow mask through which electronic beams are focused on the proper phosphor dots on the face of the tube.

It is licensed to RCA and to several Japanese companies.

Sylvania had argued that the patents did not comply with the Patent Act requirement of "novelty."

Few waivers of CATV carrier-width rule seen

Ruling on requests for reconsideration of FCC action narrowing the available band for new common-carrier service for CATV systems, the commission last week said it would grant requests for waivers only in sparsely-populated areas where "substantial frequency congestion in the foreseeable future" is unlikely.

Rules adopted Feb. 5, 1968, require new facilities for CATV systems to be on the 10.7 to 11.7 gc band and permit existing CATV common-carrier operations in the 4 to 6 gc bands to continue without change until Feb. 1, 1971, when current license terms expire. The commission added that all facilities within 50 miles of the top-25 market areas will be required to use the 10.7 to 11.7 gc band when renewing their licenses and that those remaining in the 4 to 6 gc band are to have secondary status to general common carrier operations and satellite

earth stations.

Thirty-seven petitions for reconsideration of the new rules, primarily concerned with the requirement prohibiting new facilities in the 4 to 6 gc band, were received by the commission. The commission said some revisions might be warranted after the evaluation of "the possible development of a microwave network for CATV systems, the development of domestic satellite communications programs sharing the 4 and 6 gc bands, the possible development of additional nationwide common carrier networks for data and other specialized services, and new facilities for free or reduced rate educational television relay.

The commission said it would delay action on reconsideration requests and hoped it could act before the next general renewal period Feb. 1, 1971. The commission added, however: "Until we have reconsidered this matter we will not impose secondary status on facilities of any carrier, nor require frequency changes for any facilities within 50 miles of the top-25 metropolitan areas."

CBS makes color device for final TV adjustment

CBS Laboratories, Stamford, Conn., has developed a "color corrector," a device permitting engineers to adjust color variations in a TV program after it has been encoded—and at any point during its transmission to the home screen.

Joseph A. Flaherty, general manager of engineering and development for the CBS-TV network, noted that "for the first time it is possible to complete the final match of various signal sources at a central location. . . ."

Mr. Flaherty reminded an audience at a special demonstration last Thursday (Feb. 5) at the CBS Broadcast Center, New York, that, up to now, color balance adjustments were made at the camera source, with no practical method of modifying this balance at subsequent program transmission stages. The "color corrector" takes care of this, he said, terming it a "significant breakthrough in color television broadcasting."

The device, 15 x 19 inches, 1 3/4 inches thick, weighing 3 to 4 pounds and using 12 watts of power, does not process the encoded signal, CBS officials stressed, but generates a correction signal that is added to the incoming signal to produce balanced color

tones in the TV program.

The "color corrector," a prototype of which is already in use on CBS-TV, will be available for April delivery at a price expected to be below \$3,000. CBS Laboratories is planning an international marketing program. It also was learned that Ampex Corp., an innovator in videotape equipment and product development which claims to have developed a system to duplicate color-TV-tape recordings 10 times faster (BROADCASTING, Feb. 2), has asked CBS for exclusive distribution rights.

Mr. Flaherty said the device will be a valuable tool to video-tape and commercial producers. It will make possible, he predicted, correction of color in video tape easier than could be done in the film laboratory.

CBS has applied for a patent on "color corrector," which was invented by Renville H. McMann Jr., CBS Laboratories vice president for engineering, and Adrian B. Ettlinger of CBS-TV.

Triangle is in Comfax setup

Triangle Publications has signed for licenses of the Comfax system of facsimile transmission for the five cities in which it has TV stations (Philadelphia, Altoona-Johnstown, Lancaster-Lebanon, all Pennsylvania; Binghamton, N.Y.; Hartford-New Haven, Conn.; and Fresno, Calif.). The Comfax system, demonstrated two weeks ago (BROADCASTING, Feb. 2) envisages a chain of centers to form a facsimile network for the transmission of hard copy, microfilm and microfiches across the country.

Pylon plummets during Chicago rush hour

The Chicago building-inspector's office began a check of several old roof-top aluminum pylon broadcast antennas in the downtown area last week following the fall of WKFM(FM)'s pylon Monday morning during high winds. The pylon was being used as mast for a newer FM antenna atop a 45-story building. WKFM was knocked off the air until early Wednesday.

Several cars were damaged but no one was injured, described as a "miracle" by city hall officials as the incident occurred during morning rush hour with heavy pedestrian traffic. WKFM is opposite the Bismarck hotel. Aluminum flaking under the paint was cited unofficially as a possible cause. Identity of the other stations whose pylons are to be checked was not disclosed.

Broadcast stocks begin '70s in slump

Index of 96 selected issues drops more than S & P average; related firms lose

Reflecting the depressed mood around Wall Street these days, broadcasting and broadcasting-related stocks began 1970 even worse than they ended 1969. Over-all the 96 selected companies in

the BROADCASTING stock index tumbled 8.1%, almost quadrupling the decline of the Standard & Poor Industrial Average which was down 2.1% for the month. Every category registered

a loss in January.

The biggest group decline was registered by the service issues which fell 17.2%; broadcasting-only stocks followed the leader with a 11% drop. The programming companies were down 8%, the CATV stocks off 7% and manufacturing issues down 6.5%. The smallest loss was in the broadcasting-with-other-major-interests category which slipped 3.4%. However bad the groups may have performed for the

The Broadcasting stock index

A weekly summary of market activity in the shares of 96 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Feb. 5	Closing Jan. 29	% change Month of Jan.	1970		Approx. Shares Out ('000)	Total Market Capitalization ('000)
						High	Low		
Broadcasting									
ABC	ABC	N	34	34	-38	39½	33½	4,888	166,192
Atlantic States Ind.		O	5½	5½	+ 4.5	15½	5½	1,789	10,287
Capital Cities	CCB	N	28½	32½	- 4.1	37½	26	5,804	189,210
CBS	CBS	N	44	43½	- 8.5	59½	41½	26,129	1,142,360
Corinthian	CRB	N	28½	31½	- 1.2	37½	20	3,384	107,442
Cox	COX	N	21	45½	- 5.7	59	21	2,893	130,908
Gross Telecasting	GGG	A	16	16	+ 4.9	24½	14½	805	12,880
Metromedia	MET	N	17	16½	- 2.2	53½	16½	5,603	91,049
Pacific & Southern		O	20	21½	- 2.3	26½	13½	1,635	35,153
Reeves Telecom	RBT	A	8½	8½	-38	35½	8½	2,253	19,714
Scripps-Howard		O	20½	21½	- 2.3	31½	21	2,589	55,634
Sonderling	SDB	A	25½	27	-19	47½	25½	985	26,595
Starr Broadcasting		O	18	18½	+14	18½	6½	338	6,169
Taft	TFB	N	25½	25½	- 4.3	43½	25½	3,585	90,916
							Total	62,680	\$ 2,084,509
Broadcasting with other major interests									
Avco	AV	N	23	22½	- 4.3	49½	21½	13,462	297,779
Bartell Media	BMC	A	12½	11½	+18.3	22½	8½	2,292	27,137
Boston Herald-Traveler		O	43	40	+37.9	71	27	574	22,960
Chris-Craft	CCN	N	9	9	-14.3	24½	80½	3,450	31,050
Combined Comm.		O	13½	14½	- 3.3	16	8½	1,798	26,071
Cowles Communications	CWL	N	8½	8½	+28.8	17½	8½	3,969	34,729
Fuqua	FQA	N	22½	22½	-22.9	47	22½	5,219	116,123
Gannett	GCI	N	27½	27½	- 6	29½	24½	7,117	195,718
General Tire	GY	N	18	18½	+ 4.2	34½	17½	17,914	335,888
Gray Communications		O	6½	7½	- 4.6	12½	6½	475	3,444
Lamb Communications		O	4½	5½	-19.2	10	3½	2,650	13,913
Lee Enterprises		O	20	21½	- 1.2	25	15½	1,956	41,586
Liberty Corp.	LC	N	17½	17½	+ 4.4	24½	14	6,734	119,688
LIN		O	9½	10½	+ 6.7	32½	7½	2,174	22,827
Meredith Corp.	MDP	N	33	33½	-23.2	59½	32½	2,781	93,442
The Outlet Co.	OTU	N	16½	15½	+ 5.6	30½	15	1,366	21,162
Plough Inc.	PLO	N	76½	81½	+ 5.8	85	57½	7,892	645,171
Post Corp.		O	15½	16	-11.1	40	14½	713	11,408
Rollins	ROL	N	33½	37½	- 1.1	42½	30½	8,016	301,402
Rust Craft	RUS	A	26½	27	-10.8	38½	24½	1,168	31,536
Storer	SBK	N	21	27½	- 4.4	62	19	4,221	117,513
Time Inc.	TL	N	31½	33	-17	100½	31	7,241	238,953
Trans-National Commun.		O	2	2½	-18.2	11½	2½	1,000	2,750
Wometco	WOM	N	18	18	- 3.7	23½	16½	5,583	100,494
							Total	108,845	\$ 2,852,277
CATV									
Ameco	ACO	A	14½	14½	- 8.5	16½	7½	1,200	17,400
American TV & Comm.		O	19½	20½	+ 6.4	22½	9½	1,775	36,831
Cablecom-General	CCG	A	14½	16½	-23.3	27½	8½	1,605	26,483
Cable Information Systems		O	2½	2½	-	5	2	955	2,149
Citizens Finance Corp.	CPN	A	15½	17½	+37	27½	11½	969	16,589
Columbia Cable		O	15½	14½	+13.5	17½	9½	900	13,275
Communication Properties		O	9½	8½	+39.3	17½	4½	644	5,384
Cox Cable Communications		O	21½	21	-10.6	24½	11½	3,550	74,550
Cypress Communications		O	14½	15½	+ 6.9	23	10½	854	13,237
Entron		A	6	6	+300.0	10½	2	607	3,642
General Instrument Corp.	GRI	N	22½	22½	-21.7	43½	21½	6,028	133,339
H & B American	HBA	A	24½	26½	+ 3.9	38½	11½	5,016	134,629
Sterling Communications		O	6½	6	-18.5	10½	5½	500	3,000
Teleprompter	TP	A	99	114½	+ 5.7	133½	46	1,007	114,919
Television Communications		O	14	16½	-10.8	20½	10	2,654	43,791
Vikoa	VIK	A	16½	19½	-27.9	35½	16½	1,815	35,393
							Total	29,435	\$ 674,611

month, there were still several star individual gainers.

Among the strong issues in January were Walter Reade Organization, up 68.8%, Creative Management, up 58.3%, Boston Herald-Traveler, boasting a 37.9% increase, and Communications Properties, up 39.3%. Citizens Finance Corp. also bucked a losing market with a rise of 37%. A whopping increase of 300% was posted by Entron after its entrance into the American market. Among the variety of losers were Comsat, falling 33.4%, Reeves Telecom, with a 38% loss, Wells, Rich, Greene, down a hard 43.4%, and Meredith Corp., joining the declining activity 23.2%. Some

ABC's 38% drop is attributed to its price change following last month's 1-for-2 stock split.

Big moves were evident in the CATV group as Cablecom General fell back 23.3%. Vikoa tumbled likewise, down 27.9%. and Sterling tarnished its January performance by dropping 18.5%. Teleprompter and H & B American, still talking about wedding plans, were up 5.7% and 3.9%, respectively. The net effect of the recent Supreme Court decision affecting state control of CATV companies has yet to be registered in CATV trading.

Broadcasting-only stocks were mixed in January as CBS dropped 8.5%, Cox was down 5.7% and Sonderling slumped

19%. Gross Telecasting, up 4.9%, and Starr Broadcasting, up 14%, were two of the three gainers in this group. Atlantic States Industries completed the trio of modest winners by gaining 4.5% during the month. Broadcasting-with-other-major-interests had a pot-pourri of gainers and losers as Time Inc. went down 17%, Cowles rose 28.8% and Fuqua dipped 22.9%. Bartell Media boasted a 18.3% jump and Chris-Craft sailed downstream 14.3%. Storer saw a 4.4% drop and announced it was splitting its dividends in half due to losses from its Northeast Airlines.

Programming companies contributed to the glum atmosphere with Trans-

	Stock symbol	Ex-change	Closing Feb. 5	Closing Jan. 29	% change Month of Jan.	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	23 $\frac{1}{2}$	25 $\frac{1}{2}$	- 3.8	42	24 $\frac{1}{2}$	5,882	150,579
Disney	DIS	N	143 $\frac{3}{4}$	143	+ 9	154 $\frac{3}{4}$	69 $\frac{1}{2}$	4,469	639,067
Filmways	FWY	A	13	14 $\frac{1}{2}$	-11.6	38 $\frac{1}{2}$	13	1,492	21,425
Four Star International		O	2 $\frac{1}{2}$	3	—	10	3	666	1,998
Gulf and Western	GW	N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	-12.7	50 $\frac{1}{2}$	16 $\frac{1}{2}$	16,426	281,213
Kinney National	KNS	N	27 $\frac{1}{2}$	28 $\frac{1}{2}$	- 0.5	39 $\frac{1}{2}$	19	5,940	168,458
MCA	MCA	N	22	22 $\frac{1}{2}$	+15.4	44 $\frac{1}{2}$	18 $\frac{1}{2}$	8,297	186,683
MGM	MGM	N	23 $\frac{1}{2}$	21 $\frac{1}{2}$	-15.8	44 $\frac{1}{2}$	21 $\frac{1}{2}$	5,801	126,172
Music Makers Group		O	8	8	- 8.6	15 $\frac{1}{2}$	8	589	4,712
National General	NGC	N	15 $\frac{1}{2}$	15 $\frac{1}{2}$	-16.6	46 $\frac{1}{2}$	15 $\frac{1}{2}$	4,539	68,630
Transamerica	TA	N	21 $\frac{1}{2}$	21 $\frac{1}{2}$	-17.5	38 $\frac{1}{2}$	20 $\frac{1}{2}$	61,869	1,314,716
Trans-Lux	TLX	A	17 $\frac{1}{2}$	17 $\frac{1}{2}$	+11.2	58 $\frac{1}{2}$	17 $\frac{1}{2}$	1,020	18,197
20th Century-Fox	TF	N	15 $\frac{1}{2}$	16 $\frac{1}{2}$	- 2.9	41 $\frac{1}{2}$	14 $\frac{1}{2}$	8,169	136,831
Walter Reade Organization		O	6 $\frac{1}{2}$	13 $\frac{1}{2}$	+68.8	15 $\frac{1}{2}$	7 $\frac{1}{2}$	2,342	31,617
Wrather Corp.	WCO	A	8 $\frac{1}{2}$	9	+ 5.9	10 $\frac{1}{2}$	7 $\frac{1}{2}$	2,161	19,549
							Total	120,473	\$ 3,168,747
Service									
John Blair	BJ	N	21	21 $\frac{1}{2}$	- 3.9	28 $\frac{1}{2}$	17 $\frac{1}{2}$	2,667	56,674
Comsat	CQ	N	42	38 $\frac{1}{2}$	-33.4	60 $\frac{1}{2}$	38	10,000	382,500
Creative Management		O	13 $\frac{1}{2}$	14 $\frac{1}{2}$	+58.3	20 $\frac{1}{2}$	8 $\frac{1}{2}$	1,020	14,535
Doyle Dane Bernbach		O	19 $\frac{1}{2}$	22	+10	33	17 $\frac{1}{2}$	2,104	46,288
Foote, Cone & Belding	FCB	N	10 $\frac{1}{2}$	11 $\frac{1}{2}$	+ 2.3	15 $\frac{1}{2}$	10 $\frac{1}{2}$	2,149	24,176
Grey Advertising		O	11 $\frac{1}{2}$	12 $\frac{1}{2}$	+ 5.6	18 $\frac{1}{2}$	11 $\frac{1}{2}$	1,163	14,247
Movielab	MOV	A	6	6 $\frac{1}{2}$	- 5	14 $\frac{1}{2}$	6	1,407	9,146
MPO Videotronics	MPO	A	9 $\frac{1}{2}$	8 $\frac{1}{2}$	- 1.3	22 $\frac{1}{2}$	7 $\frac{1}{2}$	548	4,521
Nielsen		O	38	38 $\frac{1}{2}$	+ 6.6	38 $\frac{1}{2}$	28 $\frac{1}{2}$	5,240	198,376
Ogilvy & Mather		O	18 $\frac{1}{2}$	21	+ 5	35	15 $\frac{1}{2}$	1,090	22,890
PKL Co.	PKL	A	10	10 $\frac{1}{2}$	- 1.5	30 $\frac{1}{2}$	9	739	7,540
J. Walter Thompson	JWT	N	30	31 $\frac{1}{2}$	- 3.5	36	30	2,778	86,451
Wells, Rich, Greene		O	13 $\frac{1}{2}$	7 $\frac{1}{2}$	-43.4	18 $\frac{1}{2}$	7 $\frac{1}{2}$	1,601	11,783
							Total	32,506	\$ 879,127
Manufacturing									
Admiral	ADL	N	12 $\frac{1}{2}$	12 $\frac{1}{2}$	- 4.9	21 $\frac{1}{2}$	12	5,150	63,654
Ampex	APX	N	39 $\frac{1}{2}$	37 $\frac{1}{2}$	-18.2	49 $\frac{1}{2}$	32 $\frac{1}{2}$	10,826	409,655
CCA Electronics		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	-10	6 $\frac{1}{2}$	4 $\frac{1}{2}$	800	3,600
Conrac	CAX	N	25	23 $\frac{1}{2}$	*NA	59 $\frac{1}{2}$	27	1,249	29,352
General Electric	GE	N	69 $\frac{1}{2}$	73 $\frac{1}{2}$	- 4.9	98 $\frac{1}{2}$	72 $\frac{1}{2}$	91,025	6,667,594
Harris-intertype	HI	N	61 $\frac{1}{2}$	63	-14.3	80 $\frac{1}{2}$	61 $\frac{1}{2}$	6,350	399,609
Magnavox	MAG	N	30 $\frac{1}{2}$	34 $\frac{1}{2}$	- 2.1	56 $\frac{1}{2}$	30 $\frac{1}{2}$	16,561	567,214
3M	MMM	N	100 $\frac{1}{2}$	103	- 6.5	118 $\frac{1}{2}$	94	54,521	5,615,663
Motorola	MOT	N	122	135 $\frac{1}{2}$	+ 0.2	166	102 $\frac{1}{2}$	6,649	902,602
RCA	RCA	N	30 $\frac{1}{2}$	30 $\frac{1}{2}$	-12.6	48 $\frac{1}{2}$	30 $\frac{1}{2}$	62,773	1,920,854
Reeves Industries	RSC	A	4 $\frac{1}{2}$	3 $\frac{1}{2}$	+ 6.7	10 $\frac{1}{2}$	3 $\frac{1}{2}$	3,443	13,221
Visual Electronics	VIS	A	7 $\frac{1}{2}$	7	-10.7	37	7	1,357	9,499
Westinghouse	WX	N	57 $\frac{1}{2}$	53 $\frac{1}{2}$	- 7	71 $\frac{1}{2}$	53 $\frac{1}{2}$	39,304	2,112,590
Zenith Radio	ZE	N	30 $\frac{1}{2}$	32 $\frac{1}{2}$	- 1.9	58	30 $\frac{1}{2}$	19,020	618,150
							Total	317,771	\$19,303,905
							Grand total	671,710	\$28,662,066
Standard & Poor Industrial Average			85.90	89.69	-2.1				

N-New York Exchange
A-American Stock Exchange
O-Over-the-Counter (bid price shown)

Shares outstanding and capitalization as of Jan. 29
* New addition to the Broadcasting stock index.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

america watching a 17.5% fall, Filmways dropping 11.6% and MGM losing 15.8%. Disney, continuing a string of several months advances, up 9%, as was Wrather, 5.9%. Trans-Lux also climbed, up 11.2% and National General fell 16.6%.

In the service issues Doyle Dane Bernbach showed a healthy 10% gain and Nielsen inched upwards 6.6%. Marginal losers were PKL, off 1.5%, J. Walter Thompson down 3.5% and Movielab down 5%. The issues of the companies in the manufacturing section fared no better with Ampex off 18.2%, Visual Electronics down 10.7%, and RCA off 12.6%. Strike-besieged General Electric finished off 4.9% as did Westinghouse, down 7%. Reeves Industries and Motorola had gains of 10.7% and 0.2% between them. Harris-Intertype had to face a 14.3% loss and CCA Electronics edged backwards 10% for January.

The lone new addition to the BROADCASTING stock index this month is Conrac Corp., New York, a leading producer of professional color and monochrome TV monitors and manufacturer of microphones. Conrac's initials are CAX and it is listed on the New York stock exchange. It will be listed in BROADCASTING's manufacturing section.

Company reports:

Republic Corp., Los Angeles, which includes a visual and graphic communications group (film processing) among its diverse interests, reported a 35% increase in achieving record net income for fiscal 1969 ended Oct. 31:

	1969	1968
Earned per share	\$2.00	\$1.52
Revenues	216,876,000	206,876,000
Net income	15,827,000	11,709,000
Shares outstanding	7,909,000	7,687,000

Note: 1968 figures restated to include operations acquired on a poolings-of-interest basis.

Walt Disney Productions, Burbank, Calif., film production and distribution house, reported a solid gain in earn-

ings for the first quarter of the current fiscal year. The company also declared a regular quarterly dividend of 7½ cents per share, payable April 1 to stockholders of record March 16.

For the first quarter ended Jan. 3:

	1970	1969
Earned per share	\$0.79	\$0.50
Revenues	35,438,000	26,028,000
Net income	4,095,000	2,332,000

Notes: Current first quarter consists of 14 weeks compared with previous year's 13-week period with additional week contributing earnings of approximately 12 cents per common share.

Cablecom General Inc., Colorado Springs, group operator of CATV systems and subsidiary of group broadcaster RKO General Inc., reported an increase in revenues but a decline in net income for the three months ended Dec. 31:

	1969	1968
Earned per share	\$0.04	\$0.10
Revenues	1,416,834	1,201,965
Net income	65,667	139,092
Shares outstanding	1,605,000	1,329,525

Capital Film Laboratories, Washington and Miami, film printing and processing company, reported a 14% increase in sales and a 41% increase in net income for the nine months ended Dec. 31:

	1969	1968
Earned per share	\$0.25	\$0.18
Sales	3,320,343	2,919,756
Net income	128,969	91,342

Harris-Intertype Corp., Cleveland, reported operating results ahead of last year's record levels for first half of its fiscal year.

Company, which owns Gates Radio Co., Quincy, Ill., manufacturer of broadcasting equipment, had an increase in net sales amounting to nearly \$19 million for the period, while net income rose by \$565,000.

For the six months ended Dec. 31:

	1969	1968
Earned per share	\$1.54	\$1.47
Net sales	172,963,000	154,196,000
Pretax income	19,633,000	18,926,000
Net income	9,762,000	9,197,000
Shares outstanding	6,345,696	6,266,378

Note: 1968 figures are restated to include RF Communications Inc., merged on a pooling-of-interests basis in February 1969.

Kaiser Industries Corp., Oakland, Calif., parent company of Kaiser Broadcasting Corp., reported a substantial drop in

revenues and net earnings for 1969. Broadcasting subsidiary, however, cut its \$6.8 million net loss in 1968 to a net loss of \$5.6 million in 1969. Firm, which operates six UHF, two FM and one AM stations, had revenues of \$12.8 million in 1969 as compared to revenues of \$9.7 million in 1968.

For the year, which ended Dec. 31, 1969:

	1969	1968
Earned per share	\$0.58	\$1.39
Revenues	296,992,000	339,741,000
Net earnings	16,002,000	34,954,000

Note: 1969 net income is minus special item charge of \$8.5 million.

Financial reports:

▪ The board of directors of ABC Inc. has declared a quarterly dividend of 30 cents per share on shares outstanding after a 3-for-2 stock split declared last Nov. 3 (BROADCASTING, Nov. 10, 1969). This represents an increase in annual rate to \$1.80 a share from \$1.60 a share.

▪ Storer Broadcasting Co., Miami Beach-based group station owner, has declared a dividend of 12½ cents per share, payable March 10 to stockholders of record Feb. 20. The payment is half Storer's usual quarterly dividend of 25 cents. Storer chairman George Storer said the losses of Northeast Airlines, an 86.1% subsidiary, made "a conservative dividend policy" necessary. Northeast lost \$8.7 million in the first nine months of 1969.

▪ Video Control Corp., Scottsdale, Ariz., has filed with the Securities and Exchange Commission seeking registration of 300,000 common shares to be offered for public sale at \$2.50 per share. The company proposes to manufacture and sell video-tape recorders. Of the net proceeds, \$85,000 will be used to purchase tooling and equipment, \$150,000 will be used to purchase inventory and component parts and \$100,000 for marketing and sales development. Video Control has 644,341 shares outstanding, of which Arnold R. Dahlberg, board chairman, owns 41.9%.

Fates & Fortunes

Broadcast advertising

John K. Cole, VP and director of broadcast services, Buchen Advertising, Chicago, named senior VP.

John R. Kirk III, group head, **William Tenebruso**, associate media director, and **John Watson Thorne III**, account executive, BBDO, New York, named VP's.

Al Ferrarese, manager of client accounting responsible for preparation of media cost estimates and client billing,

Benton & Bowles, New York, elected VP. Mr. Ferrarese also acts as financial advisor to B&B's account-management group.

Edward H. Mahoney, senior VP in charge of broadcast operations, Fuller & Smith & Ross, New York, joins General Strategies Inc., management consultants, as executive VP and member of board. His successor at agency has not yet been named.

S. Walter Epstein, formerly with The Blaine-Thompson Co., New York, joins

MacManus, John & Adams there as VP. He will be responsible for creating ad campaigns for motion pictures and directing their promotion and merchandising in entertainment division.

John R. McNamara, group creative director, and **Vincent C. Schurman**, account supervisor, Ketchum, MacLeod & Grove, New York, named VP's. **W. C. Rossell**, production group supervisor, with KM&G, New York, named VP and appointed executive producer in TV/radio department. **David Sa-**

slaw, senior copywriter, Doyle Dane Bernbach, New York, joins KM&G, Pittsburgh, as VP and associate creative director.

Thomas E. Ervin, general sales manager, WLAC-TV Nashville, named VP and director of sales.



Mr. Grant
programing board.

Austin Hamel, associate creative director, Benton & Bowles, New York, named VP.

Howard P. Abrahams, who retires from Television Bureau of Advertising as VP of local sales in mid-February (BROADCASTING, Jan. 26), appointed retail specialist for Rust Craft stations. Appointment is in line with his intention to set up retailing-consultancy service. In addition to Rust Craft, client of Mr. Abrahams is Belk Stores Services, Charlotte, N.C.

Elaine Whalen, director, broadcast media, New York office of Griswold-Eshleman, joins Webb Associates there as media director.

Dennis W. Jackson, statistical analyst, Ford Motor Co., Detroit, joins WXYZ-AM-FM there in newly created position of research/sales development director.

John Webster, formerly with Young & Rubicam, Detroit, joins Campbell-Ewald there as associate director of broadcast-business administration.



Mr. McIntyre

will coordinate Plough Inc. advertising activities with various agencies assigned products. Prior to joining Plough Inc. in 1967 Mr. McIntyre was executive VP, Henderson Advertising Agency, Greenville, S.C.

Marvin A. Huss, assistant to director of advertising and PR, Hallmark Cards Inc., Kansas City, Mo., appointed national advertising manager. His responsibilities include development of TV commercials for *Hallmark Hall of Fame*

and liaison with company's agency, Foote, Cone & Belding.

Pat Servodidio and **Frank Di Graci**, with RKO Television Representatives, New York, appointed eastern sales managers.

Chick Allison, formerly eastern sales manager and general manager, CBS Radio Spot Sales, New York, appointed to newly created position of director of station services.

Jack McWeeney, TV manager, San Francisco office of Edward Petry & Co., joins WREX-TV Rockford Ill., as general sales manager.

James F. Huening, marketing program manager, Midas Inc., Chicago, nationwide operations of muffler and automotive-services shops, appointed advertising manager.

John McDonnell, assistant advertising and merchandising manager, Sony Corp. of America, Long Island City, N.Y., appointed advertising and sales promotion manager, video products.

Robert Steiner, assistant production manager, Young & Rubicam, New York, joins Cunningham & Walsh there as production-department manager.



Mr. Abrams

Donald J. Moylan, advertising manager for hosiery division, Hanes Corp., New York, appointed product manager for Hanes Brand with responsibility for sales, advertising and publicity activities for brand. He succeeds **Frank G. Quinlan**, who retires.

Howard Dubin, associate merchandising manager, Benton & Bowles, New York, joins Lever Brothers Co. there as promotion-development manager.

Peter Lombardo, formerly with KTVU-TV Oakland-San Francisco, joins Tele-Rep Inc. as San Francisco sales manager.

John A. Kekalos, formerly with Shaw and Schreiber Agency, Philadelphia, joins WCAU-FM there as general sales manager.

James F. Lewis, with WAJA-TV Miami, appointed sales manager.

Jay M. Epstein, with WAKY(AM) Louisville, Ky., appointed commercial manager.

Monte Newman, with NBC Television Spot Sales, New York, appointed manager, local sales, WNBC-TV there.

William L. Hildebrandt, with WKRC-TV Cincinnati, appointed local sales manager.

Martin Shaw, with Altman-Stolter Advertising, New York, appointed copy chief.

Bill Bartholomew, news producer and newsman, KATU(TV) Portland, Ore., joins Ad Factors Advertising there as executive administrator to agency's president. **Brett Marriott**, former program director, KTIK(AM) Pendleton, Ore., joins Ad Factors as account chief of agency's Seattle office.

John King and **Bill Burchett**, with WSPD-AM-FM Toledo, Ohio, appointed local sales managers.

John B. Reid, advertising supervisor for automotive-products division, DuPont, Wilmington, Del., joins The Black & Decker Manufacturing Co., advertising division, as director of advertising for professional-product service and export divisions. **Robert K. Skacel**, director of advertising for professional division, appointed to newly created position of director of sales-promotion services.

Frederick L. Titus, formerly VP and associate account director, MacManus, John & Adams, Bloomfield Hills, Mich., joins account handling staff of Buchen Advertising, Chicago.

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Anita Baron, formerly with LaRoche, McCaffrey & McCall, New York, joins J. M. Mathes there as creative group supervisor.

Jack Hastings, producer for Leo Burnett Co., New York, joins The Haboush Co., Hollywood, commercial producer, as executive producer/director, with responsibilities in New York and Chicago.

Mel Henke, associated with NBC-TV's *Rowan and Martin's Laugh-In* series, joins Carson/Roberts/Inc., Los Angeles, as music and sound coordinator for its broadcast-production department.

Media



Mr. Drew

Leon Drew, VP, CBS Television Stations Division, and general manager, KMOX-TV St. Louis, named general manager, WBBM-TV Chicago, replacing Edward R. Kenefick. **Gordon French**, general sales manager, KNXT(TV) Los Angeles and CBS-TV Pacific network, succeeds Mr. Drew. Mr. Kenefick, who resigned his positions, was "being considered for other things" at CBS, officials said. They also said that controversy attending WBBM-TV's pot-party documentary (BROADCASTING, Jan. 15, 1968 et seq.) had "no bearing" on Mr. Kenefick's resignation.

Herbert A. Jolovitz, administrative assistant to Senator Stephen M. Young (D-Ohio), named chief of government relations staff of National Cable Television Association. He succeeds, **Charles Walsh**, present congressional liaison for NCTA, who is to be moved up to association's legal department.

Harold L. Hinson, general sales manager, WBT-AM-FM Charlotte, N.C., and **Grady C. Pridgen**, general sales manager, WWBT(TV) Richmond, Va., named assistant VP's at respective stations.



C. Robert Thompson (retiring VP and director of WBEN-AM-FM-TV Buffalo, N.Y.), receives farewell handshake from **Leslie G. Arries Jr.**, VP and general manager of stations. Mr. Thompson, who joined company in early 1940's, served as station manager of WBEN and later as general manager of WBEN-AM-FM-TV before being named corporate VP in 1967. He will remain with company as consultant.

Both are Jefferson Standard Broadcasting Co. stations.



Mr. Cox

Dudley J. Cox, controller, Mutual Broadcasting Corp., Los Angeles, elected treasurer of corporation. He is also VP of finance and administration, Mutual Broadcasting System, and VP and treasurer of Mutual Sports, both wholly owned subsidiaries of Mutual Broadcasting Corp.

Woodford H. Dulaney Jr., sales manager, WLKY-TV Louisville, Ky., appointed station manager. He succeeds

Ed Shadburne, who joined WHAS-AM-FM-TV there as executive VP and chief executive officer (BROADCASTING, Jan. 19).

J. Douglas Kimble, sales manager, WAKY(AM) Louisville, Ky., joins WGOW(AM) Chattanooga, as manager.

Dorothy Glass, accounting supervisor with WFBM-AM-FM-TV Indianapolis, joins KDNL-TV St. Louis as business manager.

Collis A. Young, formerly public-service director, promotion director and market-research director, WCOL(AM) Columbus, Ohio, appointed director of administrative operations.

Larry Graham, director of business services, Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.; WCIV(TV) Charleston, S. C.), Washington, joins National Association of Broadcasters there as assistant director of broadcast-management department.

W. E. Wade, with Rentavision of Brunswick (Ga.) Inc., elected president of Georgia CATV Association, Warner Robins, Ga. Others elected: **Glenn Heck**, Robins Telecable, Warner Robins, Ga., VP; and **Hugh A. Smith**, Rome Cable TV Inc., Rome, Ga., secretary-treasurer.

James I. Keller Jr., board chairman of noncommercial WTHS-TV Miami, elected chairman of Florida Educational Television and Radio Advisory Council.

Programming

Edward L. Scarff, president of Transamerica Corp., San Francisco, parent of United Artists Corp., resigns. **John R. Beckett**, chairman of board, appointed president, succeeding Mr. Scarff.

Alfred Markim, VP operations, Teletronics International, New York, videotape facilities and services company, named executive VP. **Charles Manno**, former VP and general manager, VPI, New York-based film production and post-production company, joins Teletronics International there as VP.

Robert C. Peters, director of financial administration, elected VP and controller of Paramount Television.

Edward S. Masket, VP, Screen Gems, New York, division of Columbia Pictures Industries, named VP in charge of administration for division.

Fred A. Rappoport, with ABC-TV, New York, appointed to newly created position of supervisor, program development, East Coast. **Allen S. Epstein**, with Contemporary-Korman Artists Ltd., Beverly Hills, Calif., joins ABC-TV in newly created position of manager of network feature-film production, West Coast.

Vince Wasilewski—Miles David—Howard Bell

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Kassens appointed chief



Mr. Kassens
from post in October 1969.

Harold L. Kassens, assistant chief of broadcast-facilities division, FCC, Washington, appointed chief of rules-and-standards division of Broadcast Bureau. He succeeds

Hart S. Cowperthwait, who retired

M. Martin Callendar, sales manager, Chicago office of Edward Petry & Co., joins domestic sales division of ABC Films there as Central division sales manager.

James B. Kelly, formerly with WHB-AM Kansas City, Mo., and KFEQ(AM) St. Joseph, Mo., joins True Holiday Corp., St. Joseph, Mo., as director of media services. Firm, engaged in radio sales promotion, programing consultation and audience measurement, is located at 411 Frederick Towers, St. Joseph, Mo. 64506.

Arthur Jacobson, formerly operations manager and director, KMTV(TV) Omaha, appointed program-operations director and **Arthur Jantz**, formerly KMTV production manager, appointed program-production director. **Jack L. Katz**, assistant sales manager, KFAB-AM-FM Omaha, joins KMTV as program coordinator. Both KFAB-AM-FM and KMTV are May Broadcasting Co. stations.

Duke Norton, KBIG(AM) Avalon-Santa Catalina, Calif., and KBIG-FM Los Angeles, appointed program director.

A. Boyd Ash, director, KCPX-TV Salt Lake City, appointed production manager.

Bernie Mack, producer for 25 years at Filmack Studios, Chicago TV and industrial-film firm, resigns. No future plans announced.

James A. Folsom, with McFadden, Strauss & Irwin, New York, PR firm, joins Arthur Godfrey Productions there as associate producer.

J. Clifford Curley, former senior producer/director, noncommercial WBGU-TV Bowling Green, Ohio, joins KDKA-TV Pittsburgh in same capacity.

News

Lou Davis, reporter for NBC News in both Chicago and New York, assigned to NBC News-Saigon bureau. **Wes Sarginson**, reporter, WITC-TV Pittsburgh, joins NBC News Cleveland bureau as general-assignment reporter.

Claude Dorsey, director of news and public affairs, KMBC-TV Kansas City, Mo., named VP.

Forest W. Amsden, news manager, KGW-AM-FM-TV Portland, Ore., appointed managing director of news for KING-AM-FM-TV Seattle. Both are King Broadcasting Co. stations. He is succeeded as news manager by **Norm Hefron**, news analyst.

Art Kevin, news director for KHJ-AM-FM Los Angeles, appointed to head station's newly created department of public affairs. **Lyle Kilgore**, on news staff of KHJ, appointed to succeed Mr. Kevin as news director. **J. Paul Huddleston**, newscaster with KHJ-AM-FM, appointed news-operations director.

Andrew R. Doctor, with CBS News, New York, appointed assistant to manager of operations, CBS News election unit there.

Jack Morris, formerly newsman with KTUL-TV Tulsa, Okla., joins KVOO-TV there as head of TV news department and newscaster.

Ed Meyer, on WMAL-AM-FM Washington news staff, appointed manager of radio news. He succeeds **Len Deibert**, appointed manager of news and public affairs WMAL-AM-FM-TV (BROADCASTING, Jan. 19).

Ruben Salazar, newsman for *Los Angeles Times*, appointed news director for KMEX-TV Los Angeles.

Byron Roberts, assistant city editor, *Baltimore News American*, joins WBAL-TV there as news desk editor.

Ray Foli, on pictures desk, UPI's Chicago news pictures bureau, appointed manager of bureau.

Terry Connelly formerly with WTMJ-TV Milwaukee, joins WITI-TV there as newsman.

Jerry Harvey, discharged from U.S. Army, joins WQUA(AM) Moline, Ill., as reporter.

Charles Larsen, reporter-newscaster, WLWI(TV) Indianapolis, appointed community-services director.

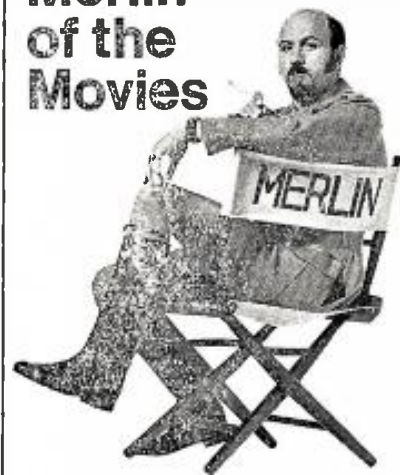
Promotion

Kenneth R. Lightcap, director of New York PR office of Bozell & Jacobs, also named VP.

Bill Kiley, who has been NBC trade news editor and publicist in NBC-TV's press department in Burbank, Calif., appointed manager, press and publicity, West Coast. **Larry Miller**, publicist for NBC West Coast, named trade-news editor, West Coast.

Roy A. May, with KDNL-TV St. Louis, joins KPLR-TV there in newly created position of director of information services with responsibility for station's PR, advertising and promotional activities.

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Answer:

Those young ladies of the evening would seem to be quite susceptible to the charms of the movies. A look at the November ARB numbers in New York have put the spotlight on this particular scene, which may become the show stopper in late night TV.

Both movies which start at 11:30 P.M. opposite the three network talk shows deliver an audience which is over 40% women 18-49. This is 15% higher than the average for the talk shows. In fact, one of the movies has as many total 18-49 women viewers as any other competing program except that original late night talk show.

The answer, then, is yes. You can count on late movies to give you a greater concentration of young women viewers than the "talks." That's high efficiency in target audience advertising. That's a sales point in anybody's little black book.

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Contributed by the Publisher

Marilyn Augburn, with Solters & Sabinson, New York, publicity service, joins WMCA(AM) there as director of publicity and advertising.

Rodney R. Warner, promotion manager, WLWC(TV) Columbus, Ohio, joins WJW-TV Cleveland in same capacity.

Bruce Pollock, with television division of Universal Studios, Universal City, Calif., joins KFI(AM) Los Angeles as director of advertising. He will be responsible for both advertising and sales promotion.

Gene Barnes, with McFadden, Strauss & Irwin, New York, appointed creative-projects director. She will also continue to direct all radio and TV for agency.

Denny Kirwan, former program director, KWG(AM) Stockton, Calif., appointed to newly created position of public-relations and operations director.

George Manno, production manager with Lewron Television in both Baltimore and New York, joins American Red Cross, Washington, as chief of PR office. He will produce films, recordings and other radio and TV materials for both national and local distribution.

John H. Garot, trade-publications supervisor, Miller Brewing Co., Milwaukee, appointed PR manager of Miller's plant in Fort Worth.

Equipment & engineering

John R. Allison, VP Pepsico, New York, joins Raytheon Co., Lexington, Mass., as senior VP and treasurer of company. He succeeds **Allen E. Reed** who will serve as VP and senior financial consultant until his retirement June 30.

Kenneth McGowan, engineering maintenance supervisor, WNAC-TV Boston, appointed chief of engineering.

Harry F. Beaton, manager of engineering for communications and avionics products, electronics division of General Dynamics, Rochester, N.Y., joins radio-engineering laboratories division, Dynamics Corp. of America, Long Island City, N.Y., as director of engineering.

Robert M. Lucas, with CBS electronic-video-recording cartridge processing plant, Rockleigh, N.J., named industrial engineer.

Glen N. Fitch, formerly Midwestern sales representative for Riker Information Systems, joins TeleMation Midwest Inc. as manager of company's newly opened Indianapolis branch. He will direct engineering, sales and installation of TV production/distribution systems in Indiana. Office is located at 1404 Sadlier Circle, East Drive, Indianapolis.

Allied fields

John T. Gray, with Booz, Allen & Hamilton, Chicago-based management consultants, joins Smart and Associates, New York, advertising and marketing consultants, as executive VP and head of newly organized creative-implications division.

Donald L. Clarke, assistant director, communications-skills bank for minorities, New York Urban Coalition, New York, appointed director. He is succeeded as assistant director by **Helene Johnson**, formerly administrative assistant of skills bank. Program attempts to place blacks and Puerto Ricans in editorial, advertising and PR positions throughout country.

Deaths



Mr. Dunlap

Mr. Dunlap was with *New York Times* 18 years as radio editor. He was author of 13 books, mainly on broadcasting. He is survived by his wife, Louise.

Herbert A. Bell, 79, pioneer in radio-equipment field, and founder, former president and chairman of board of Packard Bell, died Jan. 30 in St. John's hospital, Santa Monica, Calif., of complications following recent heart attack. In early 1920's Mr. Bell founded firm later known as Packard Bell Electronics, major West Coast producer of television and stereo sets (now known as Teledyne Packard Bell following 1968 merger). In 1926 he began operation by building coin-operated hotel radio sets. Mr. Bell resigned as member of board in 1962 but maintained office near company's Los Angeles office to keep in contact with industry. Member of Radio Pioneers, he was also a founder of Radio Manufacturers Association of America (now Electronic Industries Association) and a founder of Western Electronic Manufacturers Association. Survivors include nephew, Robert S. Bell, former president of Packard Bell and now assistant to president, Teledyne Inc.

Denton Butt, 68, former announcer for NBC, New York, died Jan. 28 in Old Lyme, Conn. He appeared during early 1950's on *The Bob and Ray*, *Bob Considine* and *Dr. Norman Vincent Peale* radio shows.

As compiled by BROADCASTING, Jan. 27 through Feb. 3 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. 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

Starts authorized

- *KPTS(TV) Hutchinson, Kan.—Authorized program operation on ch. 8, ERP 229 kw vis., DA-U, ant. height above average terrain 800 ft. Action Jan. 5.
- *WMAA(TV) Jackson, Miss.—Authorized program operation on ch. 29, ERP 307 kw vis., ant. height above average terrain 1,960 ft. Action Jan. 26.

Other actions

- Review board in Boston, TV proceeding, Docs. 18759-61, granted joint request filed Jan. 27 by Community Broadcasting of Boston Inc., RKO General Inc. and Dudley Station Corp., extended to March 3 time to file oppositions to petitions to enlarge issues and petition for clarification. Action Jan. 29.
- Review board in Lynchburg, Va., TV proceeding, Doc. 18405, granted motion for extension of time, filed Jan. 30 by Roanoke Telecasting Corp. Action Feb. 2.

Call letter actions

- Southeast Alabama Broadcasting Inc., Dothan, Ala. Granted WDHN(TV).
- KMSO-TV Inc., Butte, Mont. Granted KTVM(TV).

Existing TV stations

Final actions

- KCST(TV) San Diego—FCC granted application of Western Telecasters Inc., for CP to make changes in facilities. Petition to deny filed by Radio-Television, S.A., Mexican licensee of XETV(TV) Tijuana and Bay City Television Inc., licensee's San Diego sales affiliate, was denied by same order. Action grants authority to increase maximum hor. vis. ERP to 2,238 kw and change type trans. Action Jan. 28.
- WLBT(TV) Jackson, Miss.—FCC denied petition by Lamar Life Broadcasting Co. for reconsideration of action December 3, 1969, vacating WLBT's license renewal and inviting new applicants. Action Jan. 29.
- WOHV-TV Syracuse, N.Y.—FCC granted petition for extraordinary relief filed by Onondaga UHF-TV Inc., asking extension of time to construct facilities. Action Jan. 28.

Initial decision

- KHMA-TV Houma, La.—Hearing Examiner Millard F. French in initial decision proposed grant of application of St. Anthony Television Corp., permittee, for extension of time to construct (Doc. 17446). Time extended to date six months after grant of mod. application, tendered by St. Anthony July 9, 1969. St. Anthony requested operation on ch. 11 with 16 kw vis., and ant. height of 450 ft. at site approximately four miles southwest of Houma. Action Jan. 30.

Action on motion

- Chief Hearing Examiner Arthur A. Gladstone in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for March 10 and hearing for April 7 in Norfolk

(Docs. 18791-2). Action Jan. 23.

Rulemaking action

- FCC, for purpose of controlling interference to radio reception from TV receivers in band 470-1000 mc, by report and order (Doc. 18689), effective Jan. 31 amended rules to reduce field strength limit from 500 uV/m at 100 ft. to 350 uV/m at 100 ft. Action Jan. 28.
- FCC set new requirements, amending rules, that after May 1, 1971, all TV receivers delivering Pictures larger than 9 inches measured diagonally will be required to have comparable UHF and VHF tuning capabilities. Sets with Pictures smaller than 9 inches will be required to have comparable tuning capabilities after May 1, 1973. Action initiated in notice of proposed rulemaking adopted January 20, 1969. Action Jan. 28.

Network affiliations

CBS

- Formula: In arriving at clearance payments CBS multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. CBS deducts 205% of station's network rate weekly to cover expenses, including, payments to ASCAP and BMI and interconnection charges.
- WHNT-TV Huntsville, Ala. (North Alabama Broadcasters Inc.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 28, 1966, to change network rate from \$350 to \$327 as of Feb. 1, 1970.
- KXTV(TV) Sacramento, Calif. (Great Western Broadcasting Corp.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 8, 1966; effective Nov. 8, 1966, to March 19, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$982; compensation paid at 32% primetime.
- WTOP-TV Washington (Post-Newsweek Stations, Capital Area Inc.). Amendment dated Dec. 30, 1969, amends contract dated Oct. 2, 1966; effective Oct. 2, 1966, to April 5, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,683; compensation paid at 32% prime time.
- WJXT(TV) Jacksonville, Fla. (Post-Newsweek Stations, Florida Inc.). Amendment dated Dec. 30, 1969, amends contract dated Oct. 2, 1966; effective Oct. 2, 1966, to Sept. 29, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,005; compensation paid at 32% prime time. Deduction is 107% network rate.
- WTVT(TV) Tampa, Fla. (WKY Television System Inc.). Amendment dated Dec. 30, 1969, amends contract dated Sept. 11,

- 1966; effective Sept. 11, 1966, to Sept. 30, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,239; compensation paid at 32% prime time.
- WANE-TV Fort Wayne, Ind. (Indiana Broadcasting Corp.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 9, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$491; compensation paid at 32% prime time.
- WSBT-TV South Bend, Ind. (South Bend Tribune). Amendment dated March 31, 1969, amends contract dated Nov. 15, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$584. Compensation paid at 32% prime time.
- KRNT-TV Des Moines, Iowa (Cowles Communications Inc.). Amendment dated Dec. 30, 1969, amends current contract to reduce network rate to \$771 as of Feb. 1, 1970.
- WBOC-TV Salisbury, Md. (WBOC Inc.). Amendment dated Feb. 28, 1969, amends contract dated Jan. 31, 1967; effective Jan. 31, 1967, to May 16, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$250; compensation paid at 32% prime time.
- WTOK-TV Meridian, Miss. (Southern Television Corp.). Amendment dated March 1, 1967, amends contract dated Aug. 11, 1966; effective Sept. 11, 1966, to March 26, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$500; compensation paid at 32% prime-time.
- KQTV(TV) St. Joseph, Mo. (Intermedia Inc.). Contract dated Jan. 15, 1970; effective Aug. 21, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. No compensation.
- KOLO-TV Reno (Nevada Radio-Television Inc.). Amendment dated Dec. 30, 1969, amends current contract to reduce network rate to \$234.
- WHEN-TV Syracuse, N. Y. (Meredith Corp.). Amendment dated Dec. 30, 1969, amends contract dated Dec. 5, 1966; effective Sept. 11, 1966, to Nov. 30, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,029; compensation paid at 32% prime time. Deduction is 79% of network rate.
- WBNS-TV Columbus, Ohio (WBNS TV Inc.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 4, 1966; effective Sept. 11, 1966, to March 31, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,239. Compensation paid at 32% prime time.
- WKEF-TV Dayton, Ohio (Springfield Television Broadcasting Corp.). Contract dated Jan. 5, 1970; effective Jan. 1, 1970, to Aug. 31, 1970. First call right. Programs de-

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Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air		Total On Air	Not On Air	
	Licensed	STA*		CP's	CP's
Commercial AM	4,256	4	11	4,269	4,344
Commercial FM	2,029	0	51	2,080	2,210
Commercial TV-VHF	495	2	11	508	526
Commercial TV-UHF	128	0	54	182	311
Total commercial TV	623	2	65	90	637
Educational FM	377	0	19	391	441
Educational TV-VHF	73	0	4	77	84
Educational TV-UHF	94	0	11	105	117
Total educational TV	167	0	15	182	201

* Special Temporary Authorization, includes 25 educational AM's on nonreserved channels, includes two licensed UHF's that are not on the air.

delivered to station. Network rate, \$150 (\$175 as of July 1, 1970); compensation paid at 30% prime time.

■ KOTV (TV) Tulsa, Okla. (Corinthian Television Corp.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 11, 1966; effective Sept. 11, 1966, to April 15, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$865; compensation paid at 32% prime time.

■ KOIN-TV Portland, Ore. (Mount Hood Radio & Television Broadcasting Corp.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 28, 1966; effective Sept. 11, 1966, to Oct. 14, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,145; compensation paid at 32% prime time.

■ WDEF-TV Chattanooga (Roy H. Park Broadcasting of Tennessee Inc.). Amendment dated Dec. 30, 1969, amends current contract (not yet filed) to reduce network rate to \$468.

■ WREC-TV Memphis (Cowles Broadcasting Service Inc.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 10, 1966; effective Nov. 10, 1966, to Nov. 30, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,216. Compensation paid at 32% prime time.

■ KRLD-TV Dallas (Times Herald Printing Co.). Amendment dated Dec. 30, 1969, amends current contract (not yet filed) to reduce network rate to \$1,823, as of Feb. 1, 1970.

■ KHOU-TV Houston (Gulf Television Corp.). Amendment dated Dec. 30, 1969, amends current contract to reduce network rate to \$1,403 as of Feb. 1, 1970.

■ KOSA-TV Odessa, Tex. (Doubleday Broadcasting Co.). Contract dated Oct. 1, 1969; effective Oct. 1, 1969, to Sept. 30, 1971. First call right. Programs delivered to station. Network rate, \$375; compensation paid at 32% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the

Program Period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ KVIQ-TV Eureka, Calif. (California Northwest Broadcasting Co.). Amendment dated Jan. 19, 1970, amends contract dated May 13, 1968, to specify compensation as 32% of all equivalent hours, multiplied by prime-time rate.

■ WTVO (TV) Rockford, Ill. (Winnebago Television Corp.). Contract dated Dec. 1, 1967, replaces one dated Jan. 14, 1954; effective Dec. 1, 1969, to Sept. 30, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$450 for full-rate periods; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KYW-TV Philadelphia (Westinghouse Broadcasting Co.). Amendment dated Jan. 8, 1970, amends contract dated Feb. 15, 1968 (not yet filed) to change network rate for full-rate periods to \$4,074 as of July 1, 1970.

■ WJAR-TV Providence, R. I. (Outlet Co.). Amendment dated Nov. 26, 1968, amends contract dated Feb. 15, 1968; effective April 1, 1968, to Dec. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,550 for full-rate periods (\$1,450 as of March 1, 1970); compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WATE-TV Knoxville, Tenn. (Nationwide Communications Inc.). Amendment dated Dec. 1, 1967, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Oct. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,000 for full-rate periods. Compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WMC-TV Memphis (Scripps-Howard Broadcasting Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 4, 1967; effective June 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,325 for full-rate periods (\$1,239 as of March 1, 1970). Compensation paid at 33 1/3% of all equivalent

hours over 24 hours monthly, multiplied by prime-time rate.

■ KTSM-TV El Paso (Tri-State Broadcasting Co.). Amendment dated Nov. 26, 1969, amends current contract by reducing network rate for full-rate periods to \$398 as of March 1, 1970.

New AM stations

Actions on motions

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc., et al. AM proceeding, granted petition by Shenandoah Broadcasting Co. for leave to amend application to reflect modifications in petitioner's equipment proposal (Docs. 18746-9). Action Jan. 26.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, continued Jan. 23 conference to date to be set by subsequent order (Doc. 18413). Action Jan. 27.

■ Hearing Examiner Thomas H. Donahue in Sumlton and Cullman, both Alabama (Sumlton Broadcasting Inc. and Cullman Music Broadcasting Co.), AM proceeding, rescheduled hearing date for Feb. 25 (Docs. 18204-5). Action Jan. 27.

■ Chief Hearing Examiner Arthur A. Gladstone in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for March 2 and hearing for March 30 (Docs. 18782-3). Action Jan. 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Green Bay, Wis. (Frank M. Cowles), AM proceeding, designated Hearing Examiner Millard F. French as presiding officer; scheduled prehearing conference for March 9 and hearing for April 6 (Doc. 18790). Action Jan. 23.

Other actions

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted motion for extension of time, filed Jan. 30 by Home Service Broadcasting Corp. Action Feb. 3.

■ Waseca, Minn.—FCC denied application by Edwin B. and Richard H. Darby for review of review board's decision denying CP application. Review board's decision released Aug. 1, 1969, which denied Waseca-Owatonna Broadcasting's application for new daytime on 1170 kc with one kw (Doc. 18078), also dismissed with prejudice proposal by Southern Minnesota Supply Company to change facilities of KYSM Mankato, Minn. (Doc. 18075). Action Jan. 28.

■ Review board in Lexington, N.C., AM proceeding, Docs. 18385-86, granted Broadcast Bureau's petition for extension of time filed Jan. 30 extended to and including Feb. 13 time to file exceptions to initial decision. Action Feb. 3.

Existing AM stations

Final actions

■ WSDR Sterling, Ill.—Broadcast Bureau granted CP to change ant.-trans. location to 1 mile north of U.S. Hwy. Alt. 30 on Freeport Rd., near Sterling, Ill.; change type trans. and make changes in ground system. Action Jan. 28.

■ WBSM New Bedford, Mass.—Broadcast Bureau granted CP to install new trans. at Pope's Island, New Bedford on 1420 kw, 100 w for auxiliary purposes only. Action Jan. 29.

■ WIZE Springfield, Ohio—Broadcast Bureau granted CP to install alternate main trans. Action Jan. 27.

■ KSEA Nacogdoches, Tex.—FCC denied request of Texas Broadcasting Inc. for waiver of nighttime "white area" population requirement. KSFA's application to change operation on 860 kc with 1 kw-D to 500 w, 1 kw-L.S. DA-N. U. was returned as unacceptable for filing. Action Jan. 28.

■ KREN Renton, Wash.—FCC granted Washington Broadcasting Co. permission to continue broadcast operations through May 1 in order to provide local broadcast service to Renton in brief period in which other entities may be formed to apply for facilities. KREN had been ordered to cease operation January 31 in order of Jan. 8. Action Jan. 29.

Actions on motions

■ Hearing Examiner Herbert Sharfman in Milton, Fla. (Milton Broadcasting Co.), re-

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newal of license of WEBY extended to Feb. 20 time to file initial Proposed findings of fact and conclusions and to March 20 time to file replies (Doc. 17613). Action Jan. 26.

■ Hearing Examiner Charles J. Frederick in Clermont, Fla. (Fidelity Broadcasting Corp. (WVSLC), AM proceeding, rescheduled hearing for Feb. 17 (Doc. 18707). Action Jan. 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees]), transfer of control of Jonquil Broadcasting Co., WYNX, designated Hearing Examiner Forest L. McClenning as presiding officer; scheduled prehearing conference for March 2 and hearing for March 30 (Doc. 18784). Action Jan. 19.

Fine

■ WLIS Old Saybrook, Conn.—FCC notified of apparent liability forfeiture of \$5,000 for willful or repeated violations of rules for operating without program test authority, failure to provide data concerning equipment performance measurements, failure to install equipment so power can be raised or lowered from remote control position, failure to have receiver for emergency action notifications, failure to log quarterly tower lighting inspections and failure to make quarterly tower lighting inspections. Action Jan. 28.

Call letter applications

■ WETH, Gatorland Broadcasting Inc., St. Augustine, Fla. Requests WAOC.

■ WRKB, Radio Kannapolis Inc., Kannapolis, N.C. Requests WCUZ.

■ KBEK, Beckham Broadcasting Co., Elk City, Okla. Requests KADS.

■ WITA, Pueblo Broadcasting Inc., San Juan, P.R. Requests WREI.

New FM stations

Applications

■ Santa Rosa, Calif.—Redwood Empire Stereo-casters. Seeks 100.1 mc. 3 kw. Ant. height above average terrain 282 ft. P.O. address 218 Webster Street, Palo Alto, Calif. 94301. Estimated construction cost \$21,180; first-year operating cost \$24,000; revenue \$34,000. Principals: Gordon D. and Susan L. Zlot, jointly 100%. Mr. Zlot is broadcast products manufacturer employe. Ann. Feb. 2.

■ Salida, Colo.—William J. Murphy. Seeks 92.1 mc. 3 kw. Ant. height above average terrain minus 1,218 ft. P.O. address Box 538, Salida 81201. Estimated construction cost \$19,874; first-year operating cost and revenue to be assimilated into AM operation. Principals: William J. Murphy, sole owner. Mr. Murphy owns and manages KVRH(AM) Salida. Ann. Jan. 29.

■ Pensacola, Fla.—Pensacola Christian School. Seeks 89.3 mc. 100 kw. Ant. height above average terrain 505 ft. P.O. address 125 East St. John Street, Pensacola 32503. Estimated construction cost \$88,173; first-year operating cost \$25,000; revenue none. Principals: Earl Griffith, president of non-profit corporation. Ann. Feb. 2.

■ Clinton, Iowa—Valley Broadcasting Co. Seeks 97.7 mc. 3 kw. Ant. height above average terrain 300 ft. P. O. address 124 4th Avenue, South, Box 875, Clinton 52732. Estimated construction cost \$25,750; first-year operating cost \$12,000; revenue \$15,000. Principals: Robert Z. Morrison, president (51%), and Cecil H. Hamilton Jr., vice president-secretary (49%). Principals own respective interests in KCLN(AM) Clinton. Ann. Jan. 29.

■ Eagle Pass, Tex.—Maverick Radio. Seeks 92.7 mc. 3 kw. Ant. height above average terrain 214.8 ft. P.O. address Box 1084, Del Rio, Tex. 78840. Estimated construction cost \$20,100.91; first-year operating cost \$19,200; revenue \$36,000. Principals: Dr. Fermin Calderon (35%), Julio Castillo (20%), Miguel V. Gonzalez (25%), Jim Leverington and Robert R. Sanderson (each 10%). Dr. Calderon owns medical practice. Mr. Castillo owns restaurant and night club. Mr. Gonzalez has law practice. Mr. Leverington is announcer and salesman for KWDR(AM) Del Rio, Tex. Mr. Sanderson is chef. Ann. Jan. 29.

Starts authorized

■ WGO(AM) Buford, Ga.—Authorized program operation on 102.3 mc, ERP 3 kw, ant. height above average terrain 240 ft. Action Jan. 23.

■ WGNR-FM Oneonta, N.Y. — Authorized

program operation on 103.9 mc, ERP 500 w, ant. height above average terrain 650 ft. Action Jan. 23.

Final actions

■ *Senatobia, Miss.—Northwest Mississippi Junior College. Broadcast Bureau granted 90.1 mc., 2.58 kw. Ant. height above average terrain 147 ft. P.O. address c/o R. D. McLendon, College Station, Senatobia 38668. Estimated construction cost \$24,294.30; first-year operating cost \$10,949; revenue none. Principals: Board of Trustees, R. D. McLendon, president, et al. Action Jan. 28.

■ Hammondsport, N. Y.—Taylor Aviation Inc. Broadcast Bureau granted 98.3 mc, 2 kw. Ant. height above average terrain 355 ft. P.O. address c/o Walter S. Taylor, R. D. 2, Hammondsport 14840. Estimated construction cost \$54,760; first-year operating cost \$22,860; revenue \$24,000. Principals: Walter S. and Ellen K. Taylor, president and secretary-treasurer, respectively (each 50%). Mrs. Taylor owns one wine company and both Taylors are employed by another. Action Jan. 27.

■ *Lincoln University, Pa.—Lincoln University. Broadcast Bureau granted 88.7 mc, TPO 10 w. Ant. height above average terrain 40 ft. P.O. address: c/o Austin H. Scott, Lincoln University, Pa. 19352. Estimated construction cost \$2,225; first-year operating cost \$4,000; revenue none. Principals: Board of Trustees, George D. Cannon, chairman, et al. Action Jan. 28.

Action on motion

■ Hearing Examiner Jay A. Kyle in Sacramento, Calif. (Town and Country Broadcasters Inc.), FM proceeding, rescheduled prehearing conference for Feb. 5 (Doc. 18773). Action Jan. 26.

Other actions

■ Review board in Waukegan, Ill. FM proceeding, Docs. 13292, 13940, 17242. Parties granted leave to file supplemental briefs, within 10 days of release of order, addressed solely to significance to be attached to stipulated facts. Action Feb. 2.

■ Review board in Corydon, Ind. FM proceeding, Docs. 18636-39, granted joint request for dismissal of application and partial reimbursement of expenses, filed Dec. 10, 1969; agreement approved, application of Trinity Towers Corp. dismissed with prejudice; applications of Harrison Radio Inc., Lankford Broadcasting Co. and Radio 900 Inc. retained in hearing status. Action Feb. 2.

■ Review board in Grenada, Miss., FM proceeding, Docs. 18735-36, granted petition filed on Jan. 28 by Pemberton Broadcasting Inc., extended to Feb. 6 time to file responsive pleadings to motion to enlarge issues. Action Jan. 29.

■ Review board in Ocean City, N. J., FM proceeding, Docs. 18408-09, granted motion for extension of time, filed Jan. 30 by Lester H. Allen. Action Feb. 3.

■ Review board in San Antonio, Tex., FM proceeding, Docs. 18238-39, granted motion for extension of time to file exceptions, filed Jan. 28 by Turner Broadcasting Corp. Action Feb. 2.

Rulemaking petition

■ WRR-FM Dallas—Requests ch. 285-A be substituted for ch. 285-A at Mexia, Tex. Ann. Jan. 30.

Call letter application

■ Robert W. Sudbrink, Pasadena, Tex. Requests KPFM(FM).

Call letter actions

■ Jefferson County Broadcasting Co., Pine Bluff, Ark. Granted KADL-FM.

■ Ubiquitous Corp., Hyde Park, N.Y. Granted WHVW-FM.

■ Robert I. Kimel & Bessie W. Grad, St. Albans, Vt. Granted WWSR-FM.

Existing FM stations

Final actions

■ KARM-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to March 1. Action Jan. 26.

■ KFIG(FM) Fresno, Calif.—Broadcast Bureau granted CP to change type trans. and ant.; ant. height 205 ft.; ERP 50 kw; remote control permitted. Action Jan. 28.

■ WMAQ-FM Chicago — Broadcast Bureau granted mod. of CP to make changes in trans. line. Action Jan. 28.

■ WDUK-FM Havana, Ill.—FCC granted application of Illinois Valley Broadcasting Co. filed Nov. 6, 1969, to change ant.-trans. location. Action Jan. 29.

■ *WFCR(FM) Amherst, Mass.—Broadcast Bureau granted mod. of CP to change type ant. Action Jan. 28.

■ WCOD-FM Cape Cod, Mass.—FCC denied petition of Charter Broadcasting Corp. of Massachusetts for reconsideration of action assigning new FM ch. 280 to Barnstable and 270 and 240A to Falmouth, Mass. (Doc. 18476). Also denied was Charter's motion for oral argument. In same action, commission affirmed first report and order adopted July 29, 1969, and terminated proceeding. Action Jan. 28.

■ *WTSC-FM Potsdam, N. Y.—Broadcast Bureau granted CP to change type trans.; condition. Action Jan. 28.

■ WFSM(FM) Harrisburg, Pa.—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 70.75 kc, 55.25 kc, 39.75 kc and 24.25 kc. Action Jan. 28.

■ WFPB-FM Providence, R. I.—Broadcast Bureau granted mod. of CP to extend completion date to March 15. Action Jan. 26.

■ KPAC-FM Port Arthur, Tex.—Broadcast Bureau granted CP to change type trans.; ERP to 3.8 kw. Action Jan. 29.

Rulemaking action

■ FCC amended chart, "figure 3, maximum power versus antenna height" used to determine maximum power allowed on FM's with ant. height greater than 300, 500 or 2,000 ft. for Class A, B, and C stations to improve accuracy of diagram for Class A's. Action Jan. 28.

Call letter applications

■ KDEN-FM, Capitol City Broadcasting Co., Denver. Requests KVOD(FM).

■ WGNR-FM, Tryon Broadcasting Inc., Oneonta, N. Y. Requests WGNR(FM).

■ WRKB-FM, Radio Kannapolis Inc., Kannapolis, N. C. Requests WCUZ-FM.

■ WITA-FM, Pueblo Broadcasting Inc., San Juan, P. R. Requests WREI-FM.

Call letter actions

■ KPFM(FM), Romito Corp., Portland, Ore. Granted KPFM-FM.

■ WDCC(FM) Jerry J. Collins, Neenah-Menasha, Wis. Granted WNR(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WGNB(FM) St. Petersburg and WJAX-FM Jacksonville, both Florida; WLEO-FM Ponce, P. R.; WLOQ(FM) Winter Park, WCMC(FM) Stuart, WMJR(FM) Fort Lauderdale, WNDP-FM Daytona Beach and WOMA(FM) Tallahassee, all Florida; WORO(FM) Corozal and WPAB-FM Ponce, both Puerto Rico; WRUF-FM Gainesville, WTLN-FM Apopka and WWOG(FM) Boca Raton, all Florida; WBNE-TV Charlotte Amalie, V. I.; WCKT(TV) Miami, WDBO-TV Orlando, WEAT-TV West Palm Beach, WFLA-TV Tampa, WJXT(TV) Jacksonville and WPTV(TV) West Palm Beach, all Florida; WSVI(TV) Christiansted, St. Croix, V. I.; WTVT(TV) Tampa, WTVX(TV) Fort Pierce, WLCY-TV Largo and WSTU-TV Stuart, all Florida; WSTX Christiansted, V. I.; WTAL Tallahassee, WWPB(FM) Miami, WXEM-FM Milton, WXOS(FM) Plantation Key and WYOR(FM) Coral Gables, all Florida. Actions Jan. 29.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WPLA Plant City, WPXE Starke, WQAM and WQBA both Miami, all Florida; WQBS-AM-FM San Juan; WRAI Rio Piedras, P. R.; WRIZ Coral Gables, WRMF-AM-FM Titusville, WRD Daytona Beach, WSRB Boca Raton, WSLC Clermont, WSPB-AM-FM Sarasota, WTMC Ocala, WTOT Marianna, WTRR Sanford and WTTB Vero Beach, all Florida; WUNO Rio Piedras and WUPR Utuado, both Puerto Rico; WUWU Gainesville, WWKE Ocala, WWPV Palatka, WYOU Tampa, WZEP De Funiak Springs, WZST Leesburg, WAAZ-FM Crestview, WARN-FM Fort Pierce and WBUS(FM)

(Continued on page 83)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Radio management, major market progressive rock station has immediate openings for manager with heavy sales, intelligence, enthusiasm and managerial experience. Box B-109, BROADCASTING.

N. E. suburban group wants person who is now manager, sales manager, or excellent salesman. Person selected will become an owner-manager. Box B-123, BROADCASTING.

Two regional Sales Manager(s) Community Club Awards (CCA), one of the broadcast industry's oldest, most respected, radio/television promotional companies is replacing one man, adding another. Full time, (Monday/Friday) travel in restricted, protected territory. Salary/travel ninety-day training period. Permanence, salary, bonus, incentives, thereafter. Unlimited earning potential, ambitious, creative, organized, experienced broadcast sales executive with ability to sell stations on concept; address, motivate and sell large audiences of club-women. Personality, good grooming a prerequisite. Our staff aware of this ad. Apply by written resume, pix, references. All references checked. CCA station-sales considered but not necessary with strong radio/TV sales-background. Territories: Midwest; southwest. State preferences, employment immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Connecticut 06880.

Sales

Maryland Station. Man with sales, programing, and public relations experience. Send tape-photo-resume. Box A-245, BROADCASTING.

Part time sales—name your region—sell syndicated programs and production commercials. For full details, send resume, references. Box B-112, BROADCASTING.

New York station offers excellent opportunity for experienced, creative salesman. Box B-122, BROADCASTING.

Denver—We're looking for a gunner, capable of earning \$25,000 a year. Send us a resume and photo, and tell us why you're our man. Box B-147, BROADCASTING.

If you are mature and enjoy work in good small town radio—selling, servicing top accounts and some announcing. If you like working with friendly merchants. If you like great fishing, hunting, camping, clean air and sane living in God's country. If you enjoy more in life than the cold impersonal rat race. Then you'll enjoy working with me at KVOW, Riverton, Wyoming. Call Tony Kehl, 307-856-2251 now.

Salesman group, station needs young broadcaster to join promotion action sales force in upstate New York. Excellent chance for advancement, guarantee plus commission. Contact Bill MacIver, WCVB, Geneva, N.Y.

Announcers

Western Pennsylvania full-timer in rural area needs versatile man who can handle news & sports as well as record show. Easy listening format. Send tape and resume to Box A-205, BROADCASTING.

Talk Man—Mid-Atlantic major market all-talk station has opening for a controversial, dynamic talker! Top potential. Send resume and air check to Box A-236, BROADCASTING.

\$125.00 a week for a first phone announcer. 33 hour board shift. Wyo. 5,000 watt fulltimer. Box A-238, BROADCASTING.

Announcer. We're looking for a young pro on the way up. Good opportunity with eastern MOR station near metropolitan market. Air shift and production. Good salary; attractive benefits. Box A-254, BROADCASTING.

Heavy station in Seattle looking for a giant-of-morning man. If you have the pace, production and ability to entertain, send tape and resume to Box B-3, BROADCASTING.

Announcers continued

Announcer wanted for contemporary-pop station in medium-size Virginia market. Pay commensurate with ability and experience. Paid vacation, hospitalization insurance. Send tape and resume to Box B-52, BROADCASTING.

1st phone for N.Y. State Regional Station. PM drive time, send tape and resume. Box B-60, BROADCASTING.

3rd phone for 50,000 watt FM, New York State. Evening shift. Send tape and resume to Box B-61, BROADCASTING.

All night DJ. First phone required. Leading East Coast rock station. Tight format. Excellent opportunity for advancement. Send tape, resume, references, and current pic to Box B-79, BROADCASTING.

Top level pro for excellent time slot. East Coast. One of the nation's top rockers. Exciting market, pleasant living conditions. Experienced only! Send tape, resume, references and current pic to Box B-80, BROADCASTING.

Excellent Rocky Mountain station in the heart of vacationland needs young, salesminded, station manager who can provide overall leadership for the finest facility in the area. Profit-sharing. Box B-115, BROADCASTING.

Attention

Classified Advertisers

effective March 1-70

The cost of all display advertising, except Situations Wanted (Personal ads), will increase to \$40 per inch.

Frequency rates on request.

First phone morning man for medium market MOR station in Virginia. Position now open. Send tape and resume to: Box B-141, BROADCASTING, or phone 703-368-3108.

Top pay offered for bright, experienced announcer by established full-time kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from metropolitan pressures yet near big city. Best working conditions, sparkling up-beat MOR programing, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume and photo to Box B-146, BROADCASTING.

Immediate openings at two Rocky Mountain area stations. Good pay for stable, top-notch announcers. Send tape—resume to, Bob Conrad, Box 1006, KIMB Radio, Kimball, Nebraska.

10,000 watt fulltimer needs DJ with 1st phone, no maintenance. 5 day week with good starting salary. Write or call Bill Bengtson, KOAM Radio, Pittsburg, Kansas.

Wanted: Good MOR announcer with first class license wanting to learn sales and join top rated small market station in Oklahoma. Write KWOC, Box 770, Chickasha, Oklahoma, Jack Brewer. Send tape, resume, and picture.

Announcer, professional sound, tight board. Music-news-talk show and production. Top pay, new facilities. Religious oriented AM. Permanent with advancement. Age 25-35. Country-politain and gospel music programed in advance. Rush resume and tape to KXOW, P.O. Box 579, Hot Springs, Arkansas.

Announcers continued

Announcer with 1st class ticket. No experience required. WCOI, Coatesville, Pa. 215-384-2100.

CBS affiliate in important Florida market needs a creative, mature DJ for evening show. Send tape resume and all details in first letter to: Bill Taylor, Program Director, WDBO, Orlando, Florida 32802.

Number 1 rated WEBC in Duluth, Minnesota, needs 1st phone announcer to talk to teens and college students 6-12 midnight. Should have three years experience. Looking for top man to grow with group of 18 radio and TV stations. Call or send resume today to Roger Turner.

Southern station seeks announcer. Contemporary music. Pleasant, growing city. Station is part of a group. Opportunities for promotion and advancement to good, stable announcer. Good references required. Contact Jerdan Bullard, WKUL, Cullman, Alabama.

One of the nation's top broadcast chains is looking for an exceptional personality in top 5 markets. If you believe in FM radio and in the emergence of what used to be known as "progressive rock", and would like to program your own show with imagination and love; then send tape, resume and track record to Jerry Stevens, Program Director, WMMR, 19th and Walnut Sts., Philadelphia, Pa. 19103.

We're looking for a mature 1st phone announcer who likes better music and who wants to settle down. Experience and a strong voice will get you good pay and excellent benefits at a 5000 Watt AM operation in Mid-Wisconsin. Call Jack Speech at 414-722-6471. WNAM.

Ohio MOR needs announcer with third. Qualified beginners considered. Also looking for thinking individual who wants to run a news department and learn local news techniques. Contact Program Director, WTNS, Coshocton, Ohio.

Immediate opening: Announcer whose interests are spot production and news. Join a young aggressive corporation who is out to dominate a five station regional market. Opportunity for advancement, with liberal benefit program provided. Send resume, tape, photo and salary requirements to WVNO Radio, 2900 Park Avenue West, Mansfield, Ohio 44906. All inquiries will be confidential.

Quit dreaming about Marlborough country, move to it. Adult, middle of the road independent, needs an intelligent, happy jockey. 7th fastest growing town in the country. 90 minutes from the best skiing in the world. Lower rents, minimum social pressure. Work with seasoned pros who came out years ago. Audition tape and complete resume first reply: 13 S. Tejon St., #202 Colorado Springs, zip 80902.

Technical

Immediate opening for full and part-time board operators. 3rd license required. Chicago station. Box M-261, BROADCASTING.

First phone transmitter and studio engineer. No announcing, dominant South Central Illinois. AM & FM. Liberal salary. Send resume to Box B-33, BROADCASTING.

Chief engineer—AM-FM New York State. Send resume and salary requirements to Box B-59, BROADCASTING.

Opening for responsible young man to share chief engineer duties at complex AM-FM Stereo operation. ASEE or equivalent experience desired. Send resume to Box B-72, BROADCASTING.

Chief Engineer, AM-FM, metropolitan market—Texas. Strong educational background and exceptional experience with FM stereo and AM directionals. E.E. degree desirable, but not mandatory. Salary dependent on applicant. State present and past salaries and give full educational and experience background. Box B-111, BROADCASTING.

Technical continued

Progressive Midwest station needs 1st class engineer/announcer. Excellent working conditions/good pay. Resume/tape to Radio Station KVDB, Sioux Center, Iowa. 712-722-9931.

Opening for experienced chief engineer. No air work, but must be strong on maintenance. Contact Leo Jylha, WBCM, Bay City, Michigan.

Immediate opening for 1st phone engineer for AM and FM operation. No announcing. Maintenance and construction work only. Send resume to Clifford Hahn, WCLO, 1 South Parker Drive, Janesville, Wisconsin 53545.

Engineer wanted, permanent position. Must have first class radio/telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 694-4146, area code 313.

Engineer, first phone, Nebraska AM and FM, experienced in maintenance and repair of transmitter and studio equipment. No board work. Call collect 475-4567, Mark Howard.

Immediate opening for Chief Engineer. Limited air work, maintenance all phases a must. Group insurance, profit sharing. Good salary. Multi group station. Call Jack Miller, Chadron, Nebraska collect at 308-432-3610.

NEWS

Newsman/Adult, mature delivery a must. Work in midwest. Capital city with the number 1 radio news and music sound. You'll be our evening man. Of course we'll pay you! Send audio tape and resume to Box A-152, BROADCASTING.

News Director for established eastern suburban station. Professional journalist interested in doing a job. We'll give you the tools; you dig, write and air local news for top rated adult operation. Box A-253, BROADCASTING.

Newsman/reporter 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 1st letter. Fred Bradshaw, News Director, WDBO Radio News, Orlando, Florida.

Authentic News reporter, with experience, who can find and write news sought for combined operation. Some air work desirable. TV experience not mandatory, but news background is. Resume, picture, tape, or film (to be returned) airmailed to Fred Douglas, News Director, Fetzer Broadcasting, 590 West Maple, Kalamazoo, Michigan 49001.

Situations Wanted Management

Mature, effective manager, experienced all formats, presently employed. Prefer small or medium market; management, programing, sales. Box B-48, BROADCASTING.

Sales Manager. Top billing past 6 years. 20 years broadcast experience all phases. Wish to move up to management. Insufficient potential present position. Box B-117, BROADCASTING.

Experienced, young general manager seeks new challenges and responsibilities. Strong on local sales. Experienced in all phases of radio. Will relocate. Presently making 15M. Box B-136, BROADCASTING.

Top drawer operations manager ready for GM position. Top operation in your market within 18 months. Northern third United States preferred. Box B-155, BROADCASTING.

General mgr-Nat'l sales mgr—Young, intelligent, creative, aggressive, and knowledgeable and strong on sales. Both radio and television experience. Accustomed to responsibility and solid citizen. Desire salary plus incentive. Will relocate for right situation quickly. Box B-158, BROADCASTING.

General Manager. Can invest \$10,000 or more to back ability. West or midwest. Mature, with excellent record of success. Prefer metro market but will consider smaller with growth potential. Box B-163, BROADCASTING.

General Manager available. 30 years of successful shirt-sleeve style management, includes 5 years as publisher-editor of weekly newspaper. Strong on sales, programing, community-service and staff training. Can take full responsibility. Write Harold Meyer, 1715 Estelle Drive, Clearwater, Florida 33516; or phone (813) 446-6684 for detailed background and industry references.

Sales

Top radio salesman with national broadcast representative firm interested in station group, rep company, research organization, media buying, etc. 6 years experience. Under 35. Strong references. Box B-94, BROADCASTING.

Sales continued

Station's number one biller in a top 5 market, seeks the opportunity to prove himself as a key member of your management team. Experienced in all phases of radio and TV, including local and national sales. My credentials and sales results speak for themselves. Box B-114, BROADCASTING.

Sales manager with 12 years experience desires job in small or medium market. Married with two youngsters. 38 with excellent references. Prefer south but all areas considered. Box B-154, BROADCASTING.

Don't let another Valentine's Day go by without me on your sales staff. Box B-156, BROADCASTING.

Announcers

Articulate-knowledgeable, some experience, sounds like more. Progressive rock to MOR. Tape and resume await. Box A-1, BROADCASTING.

Got a graveyard? That needs filling? Been out of mine for a year. Looking for a new one to slide into. Influenced by Boston's Dick Summer, Toronto's Dave Pritchard, and Chicago's Sid McCoy. First phone and 27. Box A-139, BROADCASTING.

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

Look here! Bright, young, witty, dedicated personality. Third endorsed, tight board. For evenings and weekends. Hartford-Springfield area. Experienced beginner, still looking for first real break. Write Box B-5, BROADCASTING.

Beginner-trained, 3rd phone wants small station experience under manager willing to share their experience. Box B-7, BROADCASTING.

Negro-beginner but professionally trained. Can run tight board and news. 3rd phone. Box B-8, BROADCASTING.

Experienced announcer, MOR, rock, country. Good on news, spot production. 3rd phone. Prefer small to medium southeastern market. Box B-25, BROADCASTING.

Top 40 jock, 3 years experience. Currently working 5KW in Northeast. Want to move up if price is right. Prefer East coast. Send to Box B-28, BROADCASTING.

First phone announcer, 2 years experience, seeks position with reasonable security, adequate compensation and benefits. 26, college graduate. Any format but particularly interested in talk show and/or news. Presently employed in large New England market. Prefer Massachusetts or New England states but others considered, minimum \$125 per week, preferably \$130 or more. Box B-56, BROADCASTING.

\$250 weekly buys MOR professional. 10 years, personality shows, management, programing, production, copy, news, sales. Consider managing for absentee owner. Family man. Box B-70, BROADCASTING.

6 years experience in announcing and news with MOR/young adult formats. College graduate, married, draft exempt, now with leading station in top 30 market. Production oriented. Present employers requires 3 weeks notice. For tape, resume, address Box B-71, BROADCASTING.

Ambitious, creative personality—6 years experience, 3 as program director, 4 years with present employer. Sharp production abilities. Seek productive MOR or top 40 organization in top 30 market. Box B-76, BROADCASTING.

Professional, Major market top-40 night personality. Fast paced, bright, unaffected natural sound. Strong youth appeal but not a tune-out with adults. Now employed, in top 10 market. Only professional "Big guns" need apply. First, draft exempt, married. Box B-81, BROADCASTING.

Announcer, D.J., gospel or jazz—non floater. Box B-84, BROADCASTING.

Young (19 year old) DJ, needs a break, beginner, tight board, 3rd endorsed. Draft deferred. Top 40 or progressive rock. Creative. Box B-85, BROADCASTING.

DJ, first phone, some PD experience, seeking position with rocker. Box B-89, BROADCASTING.

Copy-production-announcing. One year experience, seeking move up, radio or TV. News experience, familiar with TV continuity. Third phone. Age 28, married. Prefer West or West Coast, but will consider Midwest. \$500-\$600. Phone 206-682-0384, or write Box B-90, BROADCASTING.

Announcers continued

California attention: Experienced all formats, draft free, married, available yesterday. Box B-91, BROADCASTING.

Professionally trained announcer, first phone, lottery number 306, one year college. Will relocate. Box B-97, BROADCASTING.

Two announcers presently employed in Illinois seeking positions in midwest or south. One is 20 with basketball PBYP experience and extensive knowledge of all sports. The other is 31, heavy on news with sales experience. Both are in second year of broadcasting. Available single or together. Box B-98, BROADCASTING.

First phone, tech graduate, looking for position in conservative minded Christian community, in the west. Experience AM-FM-TV, video tape, will move at own expense. Box B-99, BROADCASTING.

Professionally trained announcer, special interest production, tight board, third endorsed, draft exempt. Box B-100, BROADCASTING.

Young top-40 soul personality, real swinger, fast paced, experienced, the teens and mom will dig me. Box B-101, BROADCASTING.

Contemporary personality—experienced, B.A., military complete, immediately, third, Box B-103, BROADCASTING.

Anybody out west need a good air man . . . ? Box B-106, BROADCASTING.

Need a job now, three years experience, 3rd phone, but no takers. Interested in rock, contemporary or country. Please help, the life you save may be mine. Box B-108, BROADCASTING.

One soul brother might be qualified. 1st phone, happy sound. Experienced and have something to say. R & B is my bag. Box B-113, BROADCASTING.

Disc jockey—authoritative newscaster. Dependable, experienced, tight board, married, versatile, will relocate. Box B-119, BROADCASTING.

Want first phone who has fun at mike? P.D. who can produce? I know my business. Box B-125, BROADCASTING.

5 years experience, all phases of radio, NYC, New Jersey, Long Island, upstate area (212) 451-2786 after 7 p.m. Box B-127, BROADCASTING.

Young creative pro. Top 40, upbeat MOR, tight board, 5 years experience, call 212-896-5159. Box B-128, BROADCASTING.

Professionally trained announcer, tight board, special interest news, third endorsed. Box B-129, BROADCASTING.

NYC only; a unique blend of valuable abilities attributable variously to experience, initiative and genetics, and available to you. Announcer, radio and TV personality, and part time silver fox, seeking radio or TV station. NYC only. Would make a great sidekick for Cavett but he doesn't want one. Experience in network staff announcer, disc jockey, news, on and off camera in NYC, Philadelphia and San Francisco. Now employed with net O and O San Francisco and want to return NYC asap. Great metro voice, age 32, educated, responsible, industrious, personable and talented. Modesty prevents him from elaborating. Personal interview your station OK, resume, tape, picture, and references available. Box B-130, BROADCASTING.

Sportscaster—seven years experience. Seeking a new challenge at sports-minded station. Experienced in all phases of broadcasting. 28, married. Box B-142, BROADCASTING.

Three years D.J. AFRTS, top 40 & MOR. Production, news, remotes, TV announcing experience. 3rd phone, school grad, military completed, single. Box B-143, BROADCASTING.

First phone—announcer-salesman. Age forty, single, state salary. Box B-145, BROADCASTING.

Professionally trained announcer, 3rd, married, five years ad agency experience, will relocate. Box B-148, BROADCASTING.

Three years experience, some college, third, DJ, news. Box B-149, BROADCASTING.

For lease—top of the line DJ—aged 27 years—processed in college & trade school—tempered with six years experience as: Music director, production director, copy writer & salesman. Mellowed by MOR, CGW, RGR and progressive rock. Professional Brew for rock or progressive rock station. Call 602-296-0091 or write Box B-150, BROADCASTING.

Situations Wanted

Announcers continued

Communicator: single, 23, college, draft exempt, will relocate, prefer college town, 4 yrs. college radio, \$130 wk. Box B-152, BROADCASTING.

Black first phone, P.D. 7 years experience, sales, news, college, married, 26 years old, fast paced jock. Box B-160, BROADCASTING.

First phone—good music host. Adult sound—warm, friendly, 14 years diversity, no floater. 39, married. Ready to leave Indiana. Call 219-456-2449 or write Box B-161, BROADCASTING.

Enthusiastic, dedicated radio personality seeks permanent position with established contemporary country-western operation in southwest. 10 years experience. 26, married. Box B-164, BROADCASTING.

Announcer with 9 years. Excellent in production and news. Now in New England. Today. Ready for move. Write Box B-165, BROADCASTING.

Newsman/Announcer. MOR/country format. East coast only. Permanent. Reply, full requirements; Box 112, Nicholasville, Ky.

Mature, capable MOR DJ-news-commercial announcer available. Strong sales background. Jim Roan, 55 Polk Street, San Francisco, 94102, 415-864-1884.

1st phone experienced D.J., News, automation, heavy copy and production, able air personality. Ed Selby, 756 Bon Air St., La Jolla, Calif.

Heavy deep voiced top 40 professional. Relevant humor with a warm, friendly natural style. Unaffected enthusiasm. Currently employed in top 20 market. 1st phone, draft exempt, need five figure salary. Major markets only, please. 301-424-7261.

Starr, Denver's number one personality, is available immediately—radio/TV—music/talk—"majors" only. 303-892-0377.

I have enthusiasm, talent, college, some experience, and a third endorsed. I am sports oriented but will (and can) do D.J., News, etc. Age 25, married. Would like St. Louis area but will consider relocation. John Terry, 1123 Moorlands, St. Louis. Mo. 63117.

Young lady, broadcasting graduate, seeks position on television or radio commercials, spokeswoman or announcer. Excellent diction. Tape, resume, references and pictures. New York City or vicinity. Contact Naomi Pagen, 521 West 122 Street, New York City, N.Y. 10027. Tel. (212) 865-3844.

Soul DJ, 3rd phone, single, draft exempt, will relocate, tight board, Sam Walder, 5839 Shields, Chicago, Ill. 60621. (312) 667-5669.

Seeking small market in N.Y., N.J., or Conn. 2 years college, announcer school graduate. Experience in music. For ambitious D.J., Newscaster, call 212-241-7108.

First phone jock or sports, young, eager to work; write Glenn Fox, 421 Leavenworth #68, San Francisco, California.

1st phone DJ, 6 months experience wants top 40 or bright MOR. Good personality. Prefer Texas, Louisiana, Georgia. Randy Fielder, 404-448-2693.

1st phone, eager for opportunity. Broadcast school graduate, draft #246. Sharp on all aspects. Gamble? Not necessary, I'll guarantee talent. Contact Dale Ganske, 319-636-2257.

Technical

Chief Engineer—15 years experience, AM, FM and directional. Strong on studio and transmitter maintenance. Box A-260, BROADCASTING.

Audio recording engineer. 1st phone. Black 32 and proud! I'm also dependable, responsible, married and will relocate. A recording perfectionist and grandmaster at creative editing. Working with tape comes natural to me. Natural talent developed in broadcast schools. Desire work with recording studio, radio, TV. Worth my weight in gold \$180. Presently standing still by transmitter watch. Box B-121, BROADCASTING.

Experienced first class engineer—AM-FM-DA, maintenance and/or transmitter watch. No announcing. J. H. Miller, Box 253, South Laguna, Calif. 92677.

NEWS

News Director—12 years radio-TV in midwest seeks move to western states. Presently at award-winning #1 operation. Minimum \$15,000. Available for interview. Box B-27, BROADCASTING.

Currently employed newscaster-announcer (reporting, re-writing, tape editing) wants to move up. Four months with major organization, college grad, polished performer, excellent references. Box B-74, BROADCASTING.

Newsman, broadcast school graduate, third endorsed, draft fulfilled, authoritative, versatile, married, will relocate. Box B-157, BROADCASTING.

Programing, Production, Others

Production department manager wishing to relocate. Years experience and know-how. Box B-21, BROADCASTING.

Promotion supervisor at liberty after Feb. 28. Prefer Southwest. Box B-22, BROADCASTING.

Top-40 or MOR: Presently program manager of overwhelming #1 MOD/MOR fifty-KW giant in nine station market. Desire air work again, will program your station, if necessary. Track record excellent. Box B-39, BROADCASTING.

Streamline your station. Group programmer desires major market station. Box B-88, BROADCASTING.

First phone P.D. wants return to medium market, top 40, country. Handle news, production copy, wants progressive company with solid future, married, minimum \$175,000, now employed. Resume on request. Reply Box B-132, BROADCASTING.

Help! Is your production staff in need of an experienced, creative, enthusiastic and responsible TV-Radio oriented gal? If there's but a chance write Box B-135, BROADCASTING.

Talk Radio is my specialty and I've programed MOR-Contemporary. 15 years in broadcasting. Available immediately. Personal interviews—no tapes—for eastern U.S. call 203-688-9991.

Television

Help Wanted Management

Executive secretary. Administrative assistant to general manager of television station. East Coast location. Intelligence and top skills required. Box B-126, BROADCASTING.

Announcers

Personable investigative reporter with strong news background. Needed for top-rated South Florida action report. Tape and resume to P.O. Box 510, Palm Beach, Florida.

Technical

Full color station in Florida needs several experienced studio maintenance engineers with first phone. Also one experienced TV transmitter engineer. Send complete resume and salary requirements to Box A-171, BROADCASTING.

Chief Engineer. New midwest major market UHF station seeks thoroughly qualified man. Immediate opening. Unusual ground floor opportunity. Rush resume, photo, salary requirements. Box B-124, BROADCASTING.

TV transmitter engineer. Contact: Alex Giese, KGBT-TV, Box 711, Harlingen, Texas 78550, (512) 423-3910.

Immediate opening for first phone studio engineer. Should be familiar with color VTR, live and film color, all phases of maintenance and operations. Call chief engineer KKTU, Colorado Springs, Colorado. 303-634-2844.

First phone engineer with transmitter experience for southwestern VHF. Salary plus allowance, annual increases, paid holidays, vacation and other benefits. Send brief resume outlining experience and past earnings history along with present salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, N.M. 87106.

St. Louis station seeks a capable TV engineer with a solid technical background and a strong bent for production work. Earn top dollar without fighting the big city problems of the coast. Contact Chief Engineer, KPLR-TV, St. Louis 63108.

Fetzer TV, Inc. needs engineers with 1st class license for WWUP-TV in Michigan's Upper Peninsula. No experience necessary. We will train. Excellent hunting and fishing area. Write: P.O. Box 627, Cadillac, Michigan or call collect: 616-775-3478.

Television

Help Wanted

Technical continued

Vacationland U.S.A.—Winter-Water Wonderland! Coho salmon, Trout, sailing, skiing, hunting, snowmobiling, oh yes, full of color TV too. Licensed TV technicians needed with 5 years TV experience for new TV production center. Excellent pay and benefits. Phone collect or write: Robert C. Smith, WOOD-TV, 120 College Ave., SE, Grand Rapids, Mich. 49502. (616) 459-4125.

Television technician with first or 2nd class FCC license needed for the Instructional Television fixed service system of the Alpena County Public Schools. Shall be responsible for operation and maintenance of 2500 MHZ transmitter and all other associated equipment, including Intercom system and CB equipment, plus planning and construction of new facilities. Should also know FCC rules and regulations governing 2500MHZ systems. Submit professional references and qualifications to: Mr. William Beach, Director of Professional Personnel, 508 Taylor St., Alpena, Michigan 49707.

NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-288, BROADCASTING.

News Director—Top ten market, East Coast, group owned television station, needs strong news director with administrative and journalism background. Prefer three years experience as news director in smaller market. Box B-92, BROADCASTING.

News Producer—group owned television station, number eight market on the East Coast, needs creative news producer capable of producing top rated news programs. Good career opportunity including management. Box B-93, BROADCASTING.

WCKT-Miami has openings for (1) Documentary writer/researcher, (1) field reporter for news coverage and special reports and (1) newsfilm photographer. Experienced only needs reply. Journalism degrees or comparable experience required. Contact Gene Strul, Plaza 1-6692. An equal opportunity employer.

Authentic News reporter, with experience, who can find and write news sought for combined operation. Some air work desirable. TV experience not mandatory, but news background is. Resume, picture, tape, or film (to be returned) airmailed to Fred Douglas, News Director, Fetzer Broadcasting, 590 West Maple, Kalamazoo, Michigan 49001.

Programing, Production, Others

We are looking for a different kind of producer—a solid professional who has the imagination to produce experimental Woman's program in top 5 market. Box B-139, BROADCASTING.

Applications now being accepted for imaginative professionals to work on exciting new Children's Show originating from Northeastern UHF—Producer, Cameraman, Film Editor. Box B-140, BROADCASTING.

Studio crewman (Cameraman, floorman, break-director) for ETV station. \$7000 to \$7800 depending on experience. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Producer/director 28-39, work as assistant to executive producer. Major E. Coast market. Strong production, news background, creative. Send resume, salary requirements to: REA Productions Inc., 888 8th Ave., NYC, N.Y.

Situations Wanted Management

Production, engineering—experienced, ambitious. Interested in settling down in good job. \$300/wk minimum. Details first letter. Box B-153, BROADCASTING.

Sales

Television salesman, employed major market, major group. Mature, 20 years all departments. Experienced top agencies, local accounts, research. Proven billing, seeking sales executive position. Box B-107, BROADCASTING.

Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality. Box A-209, BROADCASTING.

Situations Wanted

Announcers continued

Combination morning man and T.V. Host—Proven professional broadcaster with ability to communicate, entertain, humanize, in both radio and TV. College grad., definite female appeal. Top 50 markets only. Audio tape and VTR available. Box B-14, BROADCASTING.

Children's show host, assistant or production. Experienced, creative young man. Box B-104, BROADCASTING.

Technical

Chief engineer or asst. chief engineer position desired. Available August, 1970. Fifteen years experience all phases TV. Returning to U.S. from overseas position. Resume on request. Box B-102, BROADCASTING.

Black. Just graduated broadcast school. 1st phone. Need 1st job. Relocate. \$160. Box B-120, BROADCASTING.

First class licensed broadcast technician (age 26) heavy TV experience (videotape, audio, camera, switching.) Prefer major market. Box B-131, BROADCASTING.

Young, married, experienced maintenance engineer seeks position, studio, transmitter radio or TV. Art, photography, announcing experience. Prefer coastal states, East-West. Worley, 4323 1/2 Winona, San Diego 92115. 714-286-7385.

News

News reporter, anchorman, more than seven years experience. Currently employed network editorial position; would like to return to anchor and/or reporting. Box B-62, BROADCASTING.

Thoroughly experienced senior producer-director with management background. Heavy sports and studio production. Seek production manager position in medium market. Box B-95, BROADCASTING.

Programming, Production, Others

TV promotion manager, with major metro VHF, seeks change to more progressive station or group operation within top 40 markets. Box B-47, BROADCASTING.

Television artist seeking position with larger station, for more responsibility, management, better income. Experienced all facets of color television graphics. Married, 34, college degree. Box B-105, BROADCASTING.

Director—young, experienced, ambitious, with family, seeks challenging position in management, operations, production. Prefer west coast. B.A. degree in RATV. Box B-118, BROADCASTING.

Program Director—professional, bright, straight MOR announcer, 11 years AM-TV experience (last 3 KOA M.D.) sports oriented, college graduate. Box B-134, BROADCASTING.

TV artist, 2 1/2 years experience, 1970 college grad., art major, married. Seeking opportunity. For resume and references write Bradley Boe, 904 Jackson, Sioux City, Iowa.

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 to buy: 3 or 5 kw FM transmitter, good condition. KIWA, Sheldon, Iowa.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spirolite, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Collins 212C-1 audio console for sale, 4 years old, in like new condition, \$1,000.00 or make offer. Contact Elliott K. Klein, Chief Engr., Radio Station KRIZ, Phoenix, Arizona, 602-258-6717.

Towers for sale, erection and maintenance. 18 years experience in tower erection. Robinson Tower Company, P.O. Box 143, Greenville, N.C. 27834. Phone 919-758-1453.

Bell & Howell Jan 614D sound projector. Less than 100 hours. Cost \$1,675.00. Sacrifice, \$759.99. Cavalcade Equipment Co., 2994 N.W. 7th Street, Miami, Florida 33134.

RCA 5DX transmitter 990 KC. Tip top condition. Exceeds FCC standards. Can be seen in everyday operation. WEEB, Southern Pines, N.C. 919-692-7440.

FOR SALE—Equipment

continued

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

For Sale: One complete remote van ready to go to work and equipped with the following: 1-1963 Metro Van-17 feet; 2-TK11C RCA cameras; 3-TM35 RCA monitors; 1-TG2 RCA sync generator; 1-PG2 GE sync generator; 2-23000 BTU Westinghouse window air-conditioners; 600 ft. camera cable; 1 Raytheon 1000K 1 watt microwave with tropods, pan heads, dipoles and dishes; 1-manual voltage regulator; 1-portable aluminum 60 ft. microwave tower; 1-portable 4 mixer audio console; 1-RCA type TS-5A video switcher; 1-RCA distribution amplifier and sync mixer. Also for sale: 750 ft.-6 1/8 copper coax line with bullets and hangers. Box B-50, BROADCASTING.

For Sale: Shafer Remote Control Transmitter Unit (TC-300) and Shafer Studio Unit, (SC-300). Less than three years old WDW Radio, P.O. Box 390, Dawson, Ca. 31742, telephone (912) 995-5846.

300 foot Stainless C36 tower on ground, \$1,000.00 or best offer. Call M. J. Lamb, WIMA-TV, 419-225-3010.

Telechrome Video test signal receiver, model 1004-B, and Video DA, Model 3206-A1. Both excellent, make offer. Electronics Systems, Box 20391, Denver, Colorado 80220.

MISCELLANEOUS

Decays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly, \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Commands "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

D.J. one liner! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Unemployed? Maybe it's because of your audition tape, and approach. Professional analysis of your tape, by a professional educator—plus the proven guide, "Get that job". \$5.00. Box A-276, BROADCASTING.

Current Comedy—60-65 original, topical one-liners, each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free samples: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

Wanted—Tape recordings of September 1955 telecast on NBC of "Our Town." Box B-110, BROADCASTING.

Top 350 stereo hits of 1960-67 on 200 albums. Newsvision Company, 1016 Broad Street, Bridgeport, Connecticut 06603.

Want to hear from air check collectors having station tapes from the 50's and 60's. Box B-159, BROADCASTING.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

INSTRUCTIONS continued

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Accredited by the National Association of Trade and Technical Schools, Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

First Class License in six weeks. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters. Elkins Radio License School of Atlanta offers nationally famous six week course for 1st class license. Fully approved for Veterans' Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans' Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Prepare to earn more at Elkins. Enroll in the nation's most respected First Class FCC Licensing Course. Elkins Institute in San Antonio, 503 S. Main, San Antonio, Texas 78204.

Now Elkins Institute in Seattle. FCC First Class License Course in six weeks. Theory and lab training included. Elkins Institute, 404 Dexter, Seattle, Washington 98109.

Elkins nationally known FCC First Class License Course now in Music City, U.S.A. Improve your future with Elkins First Class training including theory and laboratory work. Next class begins February 11. Elkins Institute in Nashville, formerly Tennessee Institute of Broadcasting, 2106-A 8th Avenue South, Nashville, Tennessee.

Attention Mountain States. Now in Denver—Elkins FCC First Class License Course. Elkins Institute in Denver, 420 S. Broadway, Denver, Colorado 80209.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

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.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools March 16, April 20. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

No: Tuition, rent! Memorize, study—Command's "1970 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

INSTRUCTIONS continued

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

American Institute of Radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

Now in Florida. Elkins famous six week training for FCC First Class License. Theory and lab training included. Elkins Institute in greater Miami area, formerly Technical Institute of Broadcasting, 283 S. Krome Avenue, Homestead, Florida.

Elkins Institute First Class FCC License Course now in Memphis, Tennessee. Build your future by enrolling for Elkins First Class training including theory and lab work. Elkins Institute in Memphis, Tennessee, formerly Allied Technical Institute, 66 Monroe, Memphis, Tennessee 38103.

Elkins famous six week FCC First Class License Course now in San Francisco. Next class begins March 4. Elkins Institute, 160 S. Van Ness Avenue, San Francisco, California 94103.

Managers and salesmen earn \$50-\$150 a week more than engineers and announcers and automation won't replace them. B.S.I.'s new five week Sales-Management training can boost your salary now! Free placement service. Total tuition \$250. Write Broadcast Sales Institute, 2765 Cleveland Avenue, Columbus, Ohio 43224. 614-262-9459.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins March 2, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

RADIO HELP WANTED

Personnel Problems?



Call Ron Curtis
312-337-5318
645 North Michigan Avenue
Chicago, Illinois 60611

Nationwide Broadcast Personnel, Inc.

Help Wanted Management

MANAGEMENT

Suburban weekly newspaper in Western Pennsylvania can offer top earnings to a young, aggressive manager. Applicants must have previous management experience in radio, television or newspapers and offer strong leadership. \$25,000 base plus incentives.

Send resume to
Box B-166, Broadcasting.
Confidential

Help Wanted—Technical

CHIEF ENGINEER

excellent career opportunity for young, aggressive, imaginative chief engineer with the theoretical background and practical experience it takes to run two major operations. Man we seek has degree, knows AM directional arrays and FM as well. Must be able to lead staff of eight first ticket men. Please send resume of experience and references plus salary requirements. Do not phone . . . we will contact if your background qualifies you for this position.

Send resume to: Norman Wain GM WIXY-WDOX-FM, 3940 Euclid Avenue, Cleveland, Ohio

Sales

RADIO SALES

Successful top 25 market station in mid-west needs experienced salesman. \$12,000.00 salary plus 5% commission. Account list billed over \$100,000.00 in 1969. Send background information to: **Box B-35, Broadcasting.**

Situations Wanted Management

SUCCESSFUL EXECUTIVE SEEKS NEW CHALLENGE

Tired, want to relax or play golf, or do you want to expand? Whatever the reason may be, I've had successful heavy experience in top level management. An energetic self-starter, reaching the top through sales. Earnings have been in excess of \$50,000 annually for past five years. I've always operated autonomously; am fully competent to operate both TV and radio and carry full responsibility. Widely traveled, will accept long or short-term project or association in U.S. or abroad. If your operation can benefit from experience, drive and talent for success, please write, in confidence, and we'll arrange a meeting in person or by phone.

Box B-86, Broadcasting.

ANNOUNCER-WRITER-NEWSCASTER

Seeks position as program manager or "on air" with opportunity for creative work. 8 years in present position with major broadcasting chain. Total 18 years in major markets.

Call (216) 238-3998 or write **Box B-133, Broadcasting.**

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NEED SALESMEN?

We know where to find aggressive, young radio or TV time salesmen eager to improve their earnings.

Call: Ron Curtis
Nationwide Broadcast Personnel, Inc.
312-337-5318

Situations Wanted Announcers



We May Have The Man or Woman You Need!

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- Newscasters • Sportscasters

We've provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We'll put you in touch with Career graduates (from your part of the country) who meet your needs. **No cost to you or the graduate.**

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Programing, Production, Others

PROGRAM DIRECTOR

at network O&O, with music and talk radio experience, ready for a change. Management ability.

Box B-96, Broadcasting.

SPECIAL ST. PATRICK'S DAY RADIO SHOW
Direct from Dublin on tape

"The sound of Erin": it's brogue: reels: jigs: humor: "on location" vignettes on St. Paddy himself: 60 minutes of rollicking Irish fun with Irish stars at a small cost: comm cutaways for local sales. Write/cable now for all details:
Bob O'Neill, 59 Pembroke Rd. Ballsbridge
Dublin, 4, Ireland

Television Help Wanted

Sales

Medium Market TV Station
needs good, working Sales Manager with strong selling & management background. Excellent opportunity to show what you can do. Call or write and send resume to:
Gary Lynn, Snelling & Snelling, Broadcast division, 235 Peachtree St., Atlanta 30303. 404-577-7555.

TV SALESMAN
Immediate opening for experienced television or radio time salesman with top 10 market network affiliated television station. We are part of a major group and can offer advancement potential for a good man. Candidates should have at least two years of broadcast sales experience, preferably in a smaller market. First year income approximately \$20,000.00. Send resume to:
Box B-36, Broadcasting.

Announcers

SPORTS BROADCASTER
We are expanding our Sports Department and need a strong sports voice who can rewrite and deliver a top calibre program. No play-by-play. No phone calls. Send full background, VTR, earnings to:
Alan Wilson, Administrative Assistant
Employee Relations Department
WHAS, Inc.
520 West Chestnut Street
Louisville, Kentucky 40202

Technical

**CATV
DIRECTOR OF ENGINEERING**
Large Multiple System Operator needs technically competent corporate manager. E.E. degree desirable. Require imaginative self-starter able to assume technical leadership role in company and industry.
Box B-151, Broadcasting.

NEWS

NEWS FILM EDITOR
Experienced news film editor. Must be able to edit film fast, artistically, and under pressure. Two hours of news programming a day produced by a rapidly expanding news organization. Excellent opportunity for the right man. Salary open. Send resume. No phone. Equal opportunity employer.
Mr. Alan Wilson, Administrative Assistant, Employee Relations Department, WHAS, Inc. 520 West Chestnut Street, Louisville, Kentucky 40202.

News continued

**TV NEWS
PRODUCERS/Writers**
If you are ready to produce news programs now, but not moving in the right direction you may be the man we are seeking. 4th Market needs pro's. Full resume and salary required.
Box B-167, Broadcasting.

Programing, Production, Others

Television Traffic Manager
Top ten market NBC affiliate seeking strong sales oriented Traffic Manager. Must currently be running a well organized, streamlined department equipped to handle fast and accurate confirmations and scheduling. Excellent opportunity and income for bright individual wishing to become affiliated with prestige broadcasting organization. Send resume to:
Box B-63, Broadcasting.
All inquiries confidential.

TV PROMOTION ASSISTANT
Major market eastern VHF, network affiliate. Prime responsibility: press representative—PR, also assist in other promotional functions. Writing ability and imagination are musts. Journalism or TV production background helpful, but will consider promising tyro. Send resume, plus samples if you have them.
Box B-87, Broadcasting.

INTERNATIONAL ASSIGNMENT
International broadcasting organization seeking qualified television PRODUCERS/DIRECTORS for challenging assignment in the Far East.
Five years' minimum television experience required in such categories as producing, directing, lighting, scenic design, show budgeting and studio utilization.
Assignment requires separation from dependents. However periodic home leave included as condition of contract. Salary and overseas allowance commensurate with position.
Box B-162, Broadcasting.

**Television
Situation Wanted—News**

PROFESSIONAL METEOROLOGIST
Experienced forecaster with background in non-commercial broadcasting desires radio and/or television weather position. Resume, picture, tape from:
Box A-242, Broadcasting.

Situations Wanted

News continued

PROFESSIONAL AVAILABLE
News & National Syndication Producer for TV group seeking new position.
Box B-138, Broadcasting.

INSTRUCTIONS

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F.C.C. 1ST PHONE IN
5 WEEKS
TOTAL TUITION \$360
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Prep course now offered by the nation's oldest professional broadcast school. Complete electronics lab on premises. Also, in-studio training in announcing, programming, production, newscasting. Approved for veterans.
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BUSINESS OPPORTUNITY

MERGER OPPORTUNITY
National TV Syndication, Productions and Distribution Co. (Sales staff, production unit, star-studded 1st run product) seeks "Capital" or "Merger" (with existing company).
Box B-137, Broadcasting.

RADIO LICENSE SCHOOLS
We are setting up SIX branch schools in selected locations immediately. How would your location serve for a FIVE WEEK RADIO LICENSE SCHOOL? Small investment pays large profits!! For more information, write:
AMERICAN INSTITUTE OF RADIO INC.,
2622 Old Lebanon Road, Nashville, Tennessee 37214.

WANTED TO BUY—Equipment

WANTED CH. 11—TV
1 to 5 KW—TRANSMITTER
must be in good condition—contact:
Bob Paasch, Box 1118
Miami, Florida 33138
or phone 305-751-6892

FOR SALE Stations

FLORIDA FULL POWER FM STEREO

Needs aggressive management, showing losses, has business base and personnel. Medium size market, wide coverage, adjacent to important growth market. \$150,000 cash plus long term lease on real estate, building, etc., with purchase option.

Box A-233, Broadcasting.

SOUTHEAST SMALL MARKET POWERHOUSE

5000 WATT AM—WITH FM STEREO \$300,000 NO TERMS—NO BROKERS IF YOU AREN'T QUALIFIED, DON'T BOTHER BOX B-144, BROADCASTING.

FOR SALE BY OWNERS

"Central Florida East Coast daytimer; billings in excess \$100,000; Selling price, \$225,000; serving area 230,000 population; great potential; Principals only."

Box B-116, Broadcasting.

ARIZONA FULL-TIMER FOR SALE

Small Market Ideal for Owner Operator \$50,000 Cash—No Debts

Contact: Sam E. Pendleton P.O. Box 1827 Scottsdale, Ariz. 85251 Ph.: (602) 947-7355

FOR SALE

High power class B FM stereo, major market, near Los Angeles, Calif.

Box B-58, Broadcasting.

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH NEW YORK, N. Y. 265-3430

SOUTHWEST AM DAYTIMER

A 1,000 watt non-directional absentee controlled station in a modern progressive city. Convenient to mountain resorts and old Mexico. Minimum competition. Now grossing over \$75,000 but has excellent potential for substantially increased sales under direction of an owner-operator. Priced at \$140,000 on flexible terms.

Box B-1, Broadcasting.

STATIONS FOR SALE

1. SOUTHERN CALIFORNIA. AM-FM. Full time. A fast growing market offering excellent long term capital gains opportunities. Price \$200,000. Good leverage.
2. CALIFORNIA. Medium market AM-FM. Full time. Price \$500,000. Terms.
3. SOUTHWEST. Full time. Good frequency. College town. Price \$295,000. Terms.

Jack L. Stoll and ASSOCIATES

6381 Hollywood Blvd. Los Angeles, California 90028 Area Code 213-464-7279

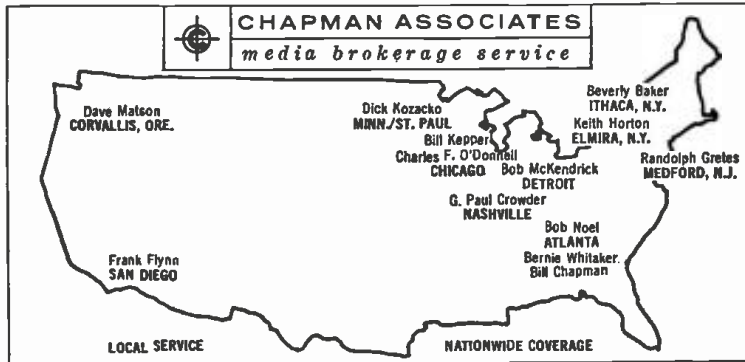
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media brokerage service



Calif.	small	daytime	\$135M	nego	Tenn.	small	AM & FM	\$60.5M	29%
Ky.	small	daytime	85M	nego	N.Y.	small	fulltime	600M	29%
Me.	small	fulltime	125M	29%	Idaho	medium	daytime	200M	29%
Ohio	medium	AM & FM	225M	29%	Fla.	metro	daytime	235M	85M
Wash.	metro	fulltime	275M	cash	MW	metro	FM	65M	50%

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media brokerage service

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 76)

Miami Beach, all Florida; WEYA-FM Bayamon, P. R.; WEZY-FM Cocoa, Fla.; WFID(FM) Rio Piedras, P. R. Actions Jan. 29.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WINQ Tampa, WINT Winter Haven, WIOD-AM-FM Miami, WIRA and WOVV(FM) both Fort Pierce, WIXX-AM-FM Oakland Park and WJOE Fort St. Joe, all Florida; WKJB-AM-FM Mayaguez, P. R.; WKMK and WRTM(FM) both Blountstown, WKXY Sarasota, WLAK Lakeland, WLCO Eustis, WLOD Pompano Beach and WLQH Chiefland, all Florida; WLTO Miami; WLUZ Bayamon, P. R.; WMAF Madison, WMBR Jacksonville and WMBN Tallahassee, all Florida; WMIA Arcibo, P. R.; WNER Live Oak, WNOG and WNFM(FM) both Naples, WOGO New Smyrna Beach Wonn Lakeland, WONS and WBGW(FM) both Tallahassee, WOOO-AM-FM DeLand, WORJ Orlando, WPFA Pensacola, WJSE Crestview and WKAT Miami Beach, all Florida. Actions Jan. 29.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WABZ-AM-FM Albemarle, N. C.; WCDC(TV) Adams, Mass.; WGNC-AM-FM Gastonia, N. C.; WJES Johnston, S. C.; WMAJ-FM State College, Pa.; WMSJ Sylva, N. C.; WMVB Millville, N. J.; WTAR-AM-FM Norfolk, WVCE-AM-FM-TV Hampton, all Virginia; WVOX-AM-FM, New Rochelle, N. Y. Actions Jan. 28.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: *WFSU-FM Tallahassee, *WPRK(FM) Winter Park, *WTHS(FM) Miami, *WUSF(FM) Tampa, *WVUM(FM) Coral Gables, *WEDU(TV) Tampa, *WFSU-TV Tallahassee, *WJCT(TV) Jacksonville, *WMFE-TV Orlando, *WSEC-TV Miami, *WCOA-FM Pensacola, *WCOF-AM-FM Immokalee, *WSRE(TV) Pensacola, *WTHS-TV Miami, *WUFT(TV) Gainesville, *WUSF-TV Tampa, WENG Englewood, WIII Homestead, WNDW Daytona Beach, WRBD Pompano Beach, WSWN-AM-FM Belle Glade, WTAN-AM-FM Clearwater, WPTA-FM Fort Lauderdale, WJHG-TV Panama City, all Florida. Actions Jan. 29.

■ Broadcast Bureau granted renewal of licenses for the following stations and their co-pending auxiliaries: WAPA San Juan, P. R.; WAUC Wauchula, WAXE Vero Beach, WAZE Clearwater, WBCG Chipley, WBIX Jacksonville Beach, all Florida; WBNB Charlotte Amalie, V. I.; WBRD-AM-FM Bradenton, WBSR Pensacola, WCAI Fort Myers, all Florida; WCGE Pastillo, P. R.; WDAE-AM-FM Tampa, WDBF Delray Beach, WDBO-AM-FM Orlando, WDCP Dade City, WEAT West Palm Beach, all Florida; WFBA San Sebastian, P. R.; WFBF Fernandina Beach, WFLA-AM-FM Tampa, WFOY-AM-FM St. Augustine, WFTW-AM-FM Fort Walton Beach, WGBS Miami, WGRO Lake City, WGTX De Funiak Springs, WGUL New Port Richey, WHAN Haines City, WILZ St. Petersburg Beach, all Florida. Actions Jan. 29.

Other actions, all services

■ FCC requested AT&T postpone effectiveness of Series 6000 tariff revisions, which increased rates for transmission of AM and FM programs, until July 1, 1970. Action Jan. 28.

Translator actions

■ Broadcast Bureau granted mod. of CP's to make changes in ant. systems of following UHF translators: W79AN, W81AF and W77AD Bellefonte, State College and Port Matilda, all Pennsylvania. Action Jan. 26.

■ Broadcast Bureau granted CP's to replace expired permits for new stations for following UHF translators: K72DF Waimea (Kamuela); K77CC Captain Cook; K79BS Pahala; K83BS Naalehu; K83BV Pohakuloa, all Hawaii. Actions Jan. 26.

■ Miami University, Dayton, Ohio—FCC granted application by President and Trustees of Miami University for temporary emergency authorization for construction of new UHF translator on ch. 72 effective until April 28. Action Jan. 28.

■ Williamsport, Pa.—FCC granted application by WGAL Television Inc., for new 100 w UHF translator on ch. 80. Translator will rebroadcast commonly-owned WGAL-TV Lancaster, Pa. Action Jan. 28.

CATV

Application

■ Salamanca TV Cable Corp.—Seeks distant signals of WOR-TV, WPIX(TV) and WNEW-TV all New York, to Great Valley twp. and Salamanca, N. Y. (Buffalo, N. Y. ARB 21). Ann. Jan. 29.

Final actions

■ KLC-54 Corning and Orland, both California—CATV task force granted mod. of CP to extend completion date for community antenna relay to March 15. Action Jan. 23.

■ KWU-53 Carthage, Ill.—CATV task force granted CP for new community antenna relay to bring distant signals of KETC(TV) and KPLR-TV both St. Louis to system at Carthage. Action Jan. 20.

■ KWU-52 Salina, Kan.—CATV task force granted CP for new community antenna relay to bring distant signals of KAKE-TV and KARD-TV both Wichita, Kan. to system at Salina. Action Jan. 20.

■ Mount Pleasant, Mich.—FCC authorized Thumb Video Co., Brandt Cablevision Inc. and Booth American Co. to carry distant signals of WKNX-TV Saginaw, WKBD-TV Detroit, WKZO(TV) Kalamazoo and WOOD-TV Grand Rapids, all Michigan, on respective systems. Hearing provisions of rules were waived to permit grant of applications. All systems requested carriage of WKNX-TV and WKBD-TV. Booth, in addition, requested carriage of WKZO, and Brandt requested carriage of WKZO and WOOD-TV. Action Jan. 29.

■ Buffalo, N. Y.—FCC authorized Courier Cable Company Inc., CATV operator, to carry signals of WGR-TV, WBEN-TV, WKBW-TV and WNET-TV all Buffalo and to originate programming. Commission granted petition by Courier requesting mod. of stay order issued April 27, 1966. Action Jan. 29.

■ KIV-38 Florence, Conway and Myrtle Beach, all South Carolina—CATV task force granted mod. of CP to extend completion date of community antenna relay to Feb. 20. Action Jan. 21.

Actions on motions

■ Chief, CATV task force, on request by KTVB Inc., KMSO-TV Inc., Brockway Co. and Bi-States Co., extended through Feb. 9 time to file comments and through Feb. 24 to file reply comments in amendment of rules as it relates to CATV systems with fewer than 500 subscribers (Doc. 18785). Action Jan. 29.

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, extended to Feb. 16 time to file proposed findings and to March 2 time to file replies (Doc. 18612). Action Jan. 27.

Other actions

■ FCC voted to change task force status to establish CATV force as Cable Television Bureau. New bureau will take over functions and responsibilities of task force. Staff and organization will be determined at later date. Action Jan. 29.

Rulemaking action

■ FCC in final report and order adopted rule prohibiting telephone company from furnishing CATV distribution facilities directly or through affiliated CATV system within operating territory of telephone company (Doc. 18509). Action Jan. 28.

Ownership changes

Applications

■ WABF-AM-FM Fairhope, Ala.—Seek transfers of control of Eastern Shore Broadcasters Inc. from J. Kege Bishop, Julia H. Bishop and Robert H. Cowen (as a group, 100% before none after) to J. Russell Kilgore Sr. and Bettie F. Kilgore (none before, jointly 100% after). Consideration: \$100,000. Principals: Mr. Kilgore is executive director of recreation and tourist service. Mrs. Kilgore is personnel director for hospital. Ann. Feb. 2.

■ WERE-AM-FM Cleveland and KFAC-AM-FM Los Angeles—Seek transfers of control of Cleveland Broadcasting Inc. from Atlantic States Industries Inc. (New York) to Atlantic States Industries Inc. (Delaware). No consideration involved. Both ASI's are

wholly owned by Cleveland. Ann. Jan. 27.

■ WINF(AM) Manchester, Conn.—Seeks assignment of license from Profit Research Inc. to National Media Corp. for \$500,000. Sellers: Sidney Walton, president, et al. Buyers: Robert D. Charnas, president (24%), Edyth Charnas (15%), Jan Levison, secretary (10%), et al. Miss. Charnas owns 29% of textiles firm. Ann. Feb. 2.

■ WHUC-AM-FM Hudson, N. Y.—Seek assignment of licenses from Colgreene Broadcasting Inc. to Colgreene Broadcasting Co. for purposes of corporate reorganization. No consideration involved. Principals: Orin Lehman and Albert Heit, sole stockholders. Ann. Jan. 29.

■ WKSJ-AM-FM Jamestown, N. Y.—Seek assignment of licenses from Trend Broadcasting Inc. to Chatouaquia Broadcasting Inc. for \$485,000. Sellers: Lowell W. Paxson, president and majority stockholder, et al. Sellers own WNYF(TV) Jamestown and WTBV(AM) Waterbury, Conn., and owns stock in WYND(AM) Sarasota, Fla. Buyers: Warren A. Koerbel, president-treasurer, and Ann B. Koerbel, vice president-secretary (100%). Mrs. Koerbel owns stock in bookstores. Mr. Koerbel is general manager of WNEF-FM Binghamton, N. Y. Ann. Jan. 26.

■ WTUN-AM-FM Utica, N. Y. and WSSB(AM) Durham, N. C.—Seek assignment of licenses from Woods Communication Corp. to 1150 Broadcasting Inc. and 1490 Inc., respectively, for purpose of corporate reorganization. No consideration involved. Principals: John Wood, president, et al. Ann. Feb. 2.

■ WRKB-AM-FM Kannapolis, N. C.—Seek assignment of licenses from Foy T. Hinson to Radio Kannapolis Inc. for \$170,000. Sellers: Application now pending FCC approval for assignment of license of WRKB-AM-FM from Foy T. Hinson, deceased (100% before, none after), to Gertrude M. Hinson, executrix (none before, 100% after). Buyers: Theodore J. Gray Jr., president-treasurer (19.2%), Theodore J. Gray Sr., vice president (9.6%), and Gray Broadcasting Corp. (71.2%). Altavista Broadcasting Corp. owns 85% of Gray Broadcasting. Gray Broadcasting owns WAKS(AM) Fuquay Springs, N. C. Mr. Gray Jr. owns 59.6% of Altavista, licensee of WKDE-AM-FM Altavista, Va., 50% of WDAZ-AM-FM Darlington, S. C., and is president of Wake County Broadcasting, licensee of WAKS. Mr. Gray Sr. owns 14.2% of WKDE-AM-FM and is vice president of WAKS. Ann. Jan. 27.

■ WTOO(AM) Bellefontaine, Ohio—Seeks transfer of control of Hi-Point Broadcasting Co. from WOHP Inc. (100% before, none after) to James Broadcasting Inc. (none before, 100% after). Principals of WOHP: Simon and Maurice Goldman (60% and 40%, respectively). Principals of James Broadcasting: Simon Goldman, president (75%), et al. Consideration: Price equals amount paid into corporation by present stockholders (\$82,743.75). Ann. Jan. 27.

■ KOCO-TV Oklahoma City—Seeks transfer of control of Cimarron Television Corp. from Loyd Benefield, Marie S. Bohanon, R. G. Breish, et al (as a group, 100% before, none after) to Combined Communications Corp. (none before, 100% after). Buyers: John J. Louis Jr., chairman of board (17.8%), Karl Eller, president (14.3%), Henrietta J. Louis (16.74%), Wait & Co. for Harris Trust and Savings Bank and John J. Louis Jr., executors of John J. Louis estate (15.5%), Michael W. Louis (9.82%), et al. Mr. J. J. Louis Jr. owns investment business. Mr. Eller has real estate investments. M. W. Louis owns 92% of advertising firm and owns investment business. Combined Communications Corp. owns Eller Outdoor Advertising of Arizona, Michigan and Kansas firms, Phoenix Publishing Co., publishers of *Phoenix Magazine* and *Arizona Wildlife Sportsman*, KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma and KYCA(AM) Prescott, all Arizona. Ann. Jan. 27.

■ WJIM-AM-FM-TV Lansing and WKBT(TV) La Crosse, both Wisconsin—Seek transfers of control of Gross Telecasting Inc. from Harold F. (16.2%) and Charlotte I. Gross, (10.5%) voting trustees, to James H. Gross, individually (6.1%) and as trustee (6.8%) and as custodian for Jonathan Gross (2.5%); and Gary F. Gross, individually (4.7%) and as trustee (6.8%). No consideration involved. Ann. Jan. 27.

Actions

■ WTMA-AM-FM Charleston, S. C., and WMBR(AM) Jacksonville, Fla.—Broadcast Bureau granted transfer of control of At-

lantic Coast Broadcasting Corp. of Charleston from Turner Communications Corp. to Rice Broadcasting Inc. through merger. Consideration: \$3 million. 1.2-million shares of Rice stock would be issued to Turner at exchange rate of 3/4 Rice shares for each Turner share. Rice changes name to Turner Communications and merger will result in present Turner stockholders owning about 77% of surviving corp. Principals of Rice: Jack M. Rice, chairman of board, W. Robert, McKinsey, president, Turner, R. E. Turner, III, et al. Mr. Turner will be chairman of board of merged corporation and own 48.2% of stock. Mr. Rice will own 6.8%. See WGOW(AM) Chattanooga below. Turner also owns WJRJ-TV Atlanta through merger.

■ KABR(AM) Aberdeen, S. D.—Broadcast Bureau granted transfer of control of Transmedia Inc. from H. B. Fuller Co. (100% before, none after) to Transmedia of South Dakota Inc. Consideration: \$63,000. Sellers: David G. Cronquist, vice president, et al. Buyers: Preston Arnold Solem, president (50%), Alfred C. Sandvig, vice president and Lloyd C. Richardson Jr., secretary-treasurer (each 25%). Mr. Solem is KBR general manager. Mr. Sandvig has interest in Chicago farm supplies firm. Mr. Richardson is Aberdeen attorney. Action Jan. 26.

■ WGOW(AM) Chattanooga—Broadcast Bureau granted assignment of license from Turner Communications Corp. to Rice Broadcasting Inc. See WTMA-AM-FM Charleston, S. C. and WMBR(AM) Jacksonville, Fla., above.

Cable television activities

The following are activities in community-antenna television reported BROADCASTING, through Feb. 3. Reports include applications for permits to install and operate CATV's, grants of CATV franchises and existing installations.

Franchise grants are shown in

■ Stanislaus county, Calif.—Triangle Co., Oakdale, Calif., has been granted franchise to operate in the northeast of the county. Subscribers will be charged \$10 for installation and \$4.95 monthly.

■ Lauderdale Lakes, Fla.—Broward Cablevision has been granted a franchise. Firm will pay the city \$5,000 or 10% of gross the first year, whichever is greater. Subscribers will be charged \$9.95 for installation plus \$14.95 for equipment to be installed in each television set after a 90-day trial period.

■ Hurlock, Md.—American Tele-Systems Inc. Bethesda, Md. (multiple CATV) applied for a franchise.

■ East Orange, N.J.—Essex Cable, East Orange, has applied for a franchise. The firm would pay the gross revenue and charge \$18 for installation and \$6 monthly.

■ South Orange, N. J.—Essex Cable, East Orange, N.J., has been granted year franchise. The firm will pay the franchise fee of \$5,000 plus 5% of gross service revenue from village subscribers and 3% from those outside village 5% from village advertisers and nonvillage advertisers. Subscribers charged a maximum of \$18 for and \$6 monthly.

■ Bedford Hills, N.Y.—Mt. Kisco Communications Inc., a subsidiary of Goodson-Thomas Productions, New York (multiple CATV owner) has been granted a franchise. Firm is headed by Martin Stone of WVI AM-FM Mount Kisco, N.Y.

■ Little Valley, N.Y.—American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner) has applied for a franchise.

■ Yorktown, N.Y.—American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner) has applied for a franchise.

■ Franklin county, Ohio—Canterbury Cablevision, Columbus, has been granted a franchise to operate in unincorporated areas of the county. The firm will pay the city 6% of the gross revenue and subscribers charged a maximum of \$15 for and \$5 monthly.

■ Farmville, Va.—American Tele-Systems Inc., Bethesda, Md. (multiple CATV owner) has applied for a franchise.

"I'm a great tourist," declares Richard Harris, the new president of the Westinghouse-owned Radio Advertising Representatives in New York. "I want to see everything."

High on his list for sightseeing with his wife and five children is New York itself. Although they have lived in the New York suburbs (Old Greenwich, Conn.) for over six months, they have had little chance, with a baby on the way, to traipse around the city.

Mr. Harris is an enthusiastic devotee of historical restorations, as well. "I don't wait to go to Mystic [Conn.]," he says eagerly. "And I haven't been to Williamsburg [Va.] yet."

Being great tourists is almost a requirement for Mr. Harris and his family, since he followed the usual route of a Westinghouse executive, "touring" various owned stations all over the country.

They made the moves without a moment's regret. "Moving has been exciting," Mr. Harris asserted. "The kids are young enough so school changing isn't a crisis, and they got a good education through travel. Think of anything they've seen firsthand!"

Perhaps the only disappointment in his latest move, to New York from San Francisco, was giving up camping, begun when they moved to the area in 1967.

Mr. Harris bought a trailer four months before he was transferred," Mr. Harris admitted. "But somehow I just couldn't get the idea of camping around New York. But with a quick return to his mystic outlook, Mr. Harris noted that he was looking around for other hobbies to take up. "We've been connoisseur boating, but I don't think that's for us."

Mr. Harris, the RAR president swims—"if the weather is firm"; reads—"anything in the newspaper" and "plays at" tennis.

Mr. Harris received his education from the University of Missouri with a journalism degree and worked at the University of Missouri journalism school. Mr. Harris' "tours" began at WHB(AM) in St. Louis, Mo., a Storz-owned station. For three years, he left the sales position to go out on his own, launching Harris Broadcasting with two stations in three different cities put-

ting in three different cities put-
ting in three different stations in opera-
tion in three years did not bother him.
It was exciting—it paid off in the ex-
perience I got," he insisted. From Al-
buquerque to San Diego to Wichita he
was hired and managed, and when Swanco
Co. bought out the partners in 1961,
Mr. Harris returned to Storz at WDGY-
(AM) Minneapolis.

Another "three years passed with Mr. Harris as general manager; then he was transferred to Westinghouse as general manager at WIND(AM) Boston, destined to

A career in which an itchy foot has been an asset

stay with the company longer than three years this time, although not at any one station for that length of time.

After a year, he was transferred to KYW(AM) Philadelphia to start an all-news operation. Once it was launched successfully, Westinghouse asked him to move on to WIND(AM) Chicago as general manager.

A year later he tried managing a television station for the first time, at KPX San Francisco. He found several major differences.

"The first difference is the size of the staff," he observed. "About 40 to 60 people were on the radio staff, and you get to know them all personally. Everyone gets more involved in programming. There are about 150 on a television-station staff, and the manager spends most of his time in the news area de-

Week's Profile



Richard Harvey Harris—president, Radio Advertising Representatives, New York; b. Sept. 8, 1929, St. Louis; salesman, WHB(AM) Kansas City, Mo., 1955-58; part-owner, Dandy Broadcasting, 1958-61; general manager, WDGY(AM) Minneapolis, 1961-64; joined Westinghouse Broadcasting, 1964, as general manager, WBZ(AM) Boston, then managed KYW(AM) Philadelphia, 1965, WIND(AM) Chicago, 1966, and KPX(TV) San Francisco, 1967-69; named president, RAR, 1969; m. Lynne Layman, Sept. 24, 1955; children—Randall, 13; Cynthia, 11; Brian, 7; Kenneth, 6; Leslie, 2 months.

veloping the station's news posture.

"In television, you had to know more things about the operation, because of the bigger budgets and larger audiences involved," Mr. Harris added.

"Television has a much more realistic and natural way of selling its product," he commented. "Radio is hide-bound with its rate card—of course, you should sell by your rate card, but that doesn't mean you can't change the rate card. We're inclined to say: 'Let's don't mess around with the status quo' in radio. Success can cause that kind of attitude."

When Mr. Harris was named president of RAR in July, 1969, he came to what he characterized as "a totally different kind of job. I used to get letters from listeners, worry about the government license—all problems come to you in station management. In the rep business, you have to go out and find the problems."

With better transportation bringing agencies and stations together more, the rep has to learn a better function than just being a middleman, he pointed out. "For instance, we should offer a cooperative research plan to stations to find out local problems. In the end we'll all know more about the business."

"Westinghouse is research-oriented," Mr. Harris continued, "and has come up with hopefully a new planning tool. We call it 'new math', it's worked for one station, and within the next 90 days we'll apply this reach-and-frequency concept to all the stations in the market. We're calling that 'new-math combinations.' We'll make presentations to agencies on it in March or so."

Another of Mr. Harris' suggestions for changing the rep's function was in the burgeoning retail field.

"There's more local buying in retail than national buying. Maybe the rep should call the manufacturer to get national recommendations for local sales rather than the other way around as it has been in the past."

Mr. Harris has no predictions as to what new program formats might turn up in radio. "If there is a need, someone will find a new format to fill it," he believes. "The all-news format was the latest need."

The RAR chief is obviously and vocally proud of the broadcasting industry and glad to be a part of it.

"The development in professionalism in broadcasting over the last 15 years is very pleasing, important and gratifying," he declared. "Even small, local stations have become a more integral part of the community—they're molding opinions now. And the ratio of development of professionalism to industry growth is a geometric one, I believe."

Action by inaction

Last week, after 10 months of waiting futilely for FCC action on its proposed acquisition of WFLD-TV Chicago, Metro-media called the deal off. For practical purposes the FCC queered the sale simply by doing nothing about it.

The incident is not without precedent. A sale of KTVH(TV) Hutchinson, Kan., to the Oklahoma Publishing Co. fell through a couple of months ago as a consequence of delayed processing of the transfer application.

Details of the two cases were dissimilar. In Chicago Metro-media's purchase contract would have obliged it to begin paying a penalty of \$200,000 a month if it had elected to pursue the acquisition. In Hutchinson it was the seller, the Minneapolis Star & Tribune Co., that chose not to go to a hearing that was set after nine months of no action on the transfer application. As a last resort before the sales contract expired, buyer and seller asked for a decision without a hearing and were denied.

But if differing in detail, the cases were alike in outcome. Clearly the FCC has hit upon a way to prevent transfers that worry some of its members without the formality of action that is subject to appeal. It need only drag its feet long enough to make the transfer turn sour for one or both parties.

Come to think of it, the device was first employed by the Justice Department when it intervened in opposition to the proposed ABC-ITT merger. In that case the FCC acted expeditiously to approve the transfers by a 4-to-3 vote, only to be challenged on reconsideration by a foot-dragging Justice Department and then in the court of appeals. The case went on so long that changes in the prices of the stock to be traded made it a bad deal for ITT, which cancelled.

Whichever agency of government is to take the blame for inventing it, the technique of decision by delay is unforgivable. Perhaps the public interest required that neither KTVH nor WFLD be sold to the buyers who wanted them. But that was a finding to be made by prompt and appropriate action and not by the mere passage of time.

Sermon from the summit

It seems to have been sheer coincidence that the FCC, en banc, met with President Nixon last Tuesday just eight days after the chief executive had set precedent by vetoing a major bill on television as 60-million Americans watched. When a Democrat-controlled House sustained that veto by an overwhelming vote just two days after the tube-veto it became clear that the President had found the key to optimum use of the visual medium.

The summons to the White House properly could be part of the "get acquainted" process applicable to all agencies. But the words of wisdom to the FCC in large measure must have been inspired by the results achieved in the President's virtuoso veto performance.

A result of the President's use of prime time was also to stimulate a political backfire that is certain to grow in intensity until the next national elections. Broadcasters again are to be confronted with inordinate and improper demands for equal time.

It is forbidden to quote the President without his permission. Enough has been gleaned from last Tuesday-afternoon's session to venture that the sweet smell of victory in his health-and-education encounter was still in his subconscious. He was acutely aware of television as a powerful

medium; he more than implied that it had to be watched, but he did not lose sight of the First Amendment censorship prohibition. (All this must have been music to the ears of the FCC's most militant, anti-administration Democrats, at least two; possibly three or perhaps all four.)

It has become a cliché that the President is the chief executive to all the people. It is inescapable that there are presidential prerogatives that transcend party lines and these go to his use of prime time for what he may regard as transcendentally important information for his constituency.

What will evolve will depend upon the wisdom and judgment exercised in the pre-emption of network prime time to the exclusion of regular programming. Broadcasters have responsibilities too. We feel that Mr. Nixon, based on his long experience in public service, will not abuse the prerogatives of his office.

Hint of the future

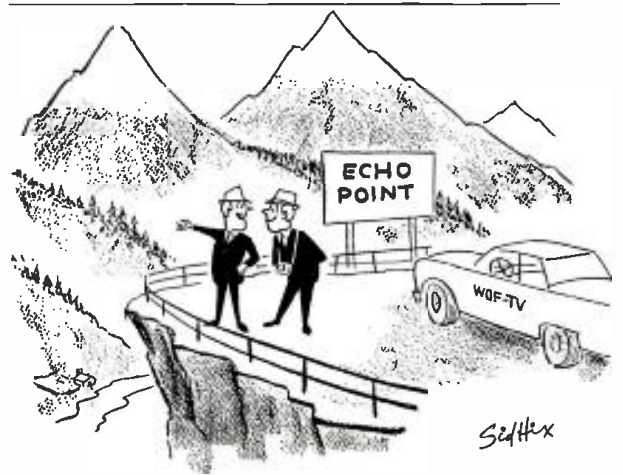
It wasn't so many years ago that cable-television operator were protesting the federal government's assertion of authority to regulate them. Their principal argument was that they were engaged in intrastate business and hence beyond Uncle's reach.

The U.S. Supreme Court confirmed the FCC's take CATV under control.

Later, when states began regulating rates, quality, condition of entry and other matters that the FCC shown no inclination to regulate, the cable interests protested that the federal government had pre-empted the entire regulatory field.

Last week the U.S. Supreme Court confirmed the power of the states to regulate whatever the FCC doesn't regulate.

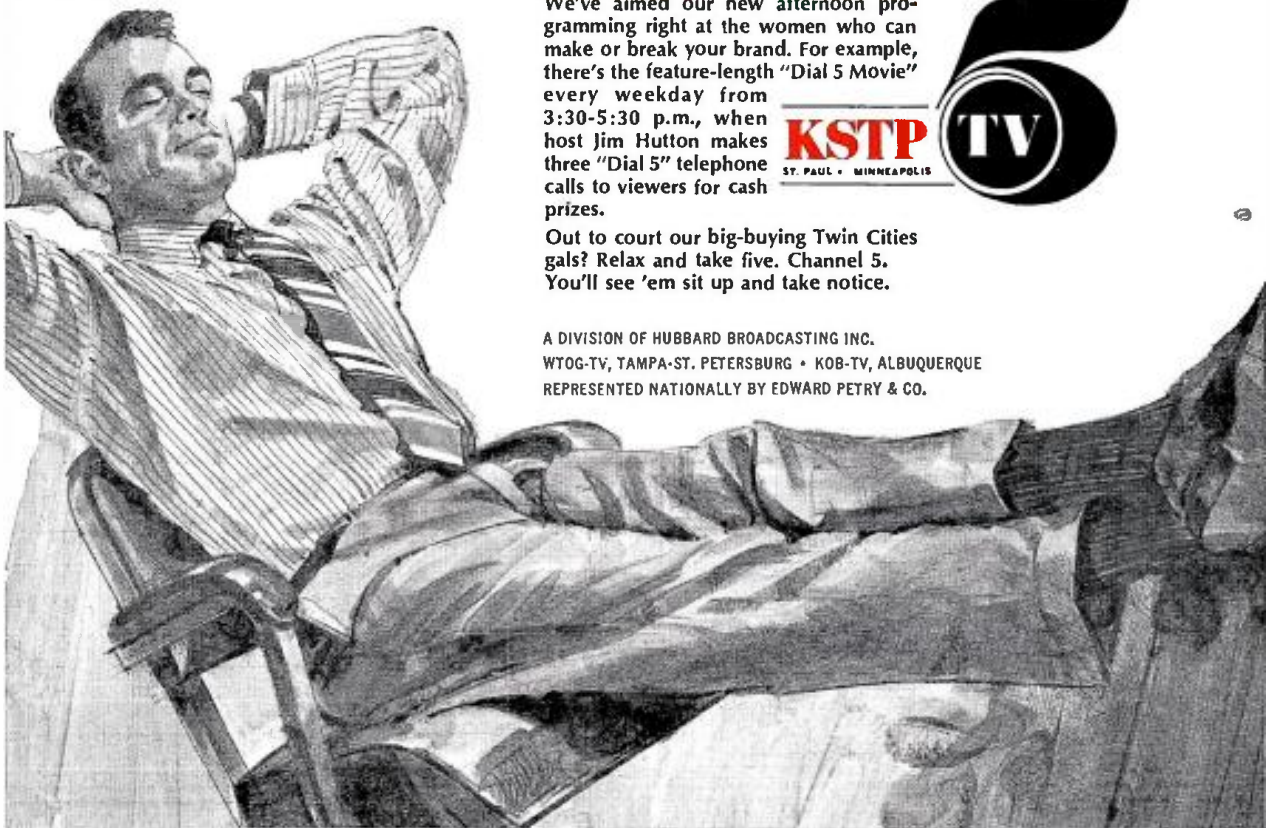
As our story elsewhere in this issue reports, state governments will lose no time in exercising this power. CATV will be brought under a type of intrastate regulation—and that, it seems to us, gives a clue to the future. More and more it becomes apparent that CATV systems operators will eventually be deemed common carriers and separated from the function of CATV program. If CATV is to develop into a multi-channel facility of national significance, the medium and its messages must be under independent control.



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market area between
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are you going to
catch their eye?**

relax and take five.



We've aimed our new afternoon programming right at the women who can make or break your brand. For example, there's the feature-length "Dial 5 Movie" every weekday from 3:30-5:30 p.m., when host Jim Hutton makes three "Dial 5" telephone calls to viewers for cash prizes.

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*ARB Market Report, October 1969, Minneapolis-St. Paul. Audience estimates are subject to the limitations and qualifications as outlined by the particular service.



*WSTV-TV CBS 9 airs the dirt to clean the air,
in Wheeling-Steubenville & nationally.*

We produced a documentary on air pollution in the Upper Ohio River Valley, exposing its sources and interviewing community leaders. It was so effective, it was shown to the W. Virginia Legislature and reprinted by the U.S. Dept. of Health, Education and Welfare for national viewing. We also produce prime-time documentaries praising our youth, such as Junior Achievers, and are involved in the cultural education of our citizens by promoting the arts. Just a few of the ways Rust Craft operates in Wheeling-Steubenville, Augusta, Buffalo, Chattanooga, Jacksonville, Pittsburgh, Rochester, and Tampa. Rust Craft Broadcasting... the company that takes time to serve.



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