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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Wanted: a better engineer for today's gear. p48
TELESTATUS: Blending TV homes and sales regions. p70



How do you know what motion pictures real people really want to watch?

Simple.

You go down to Atlanta and ask them.

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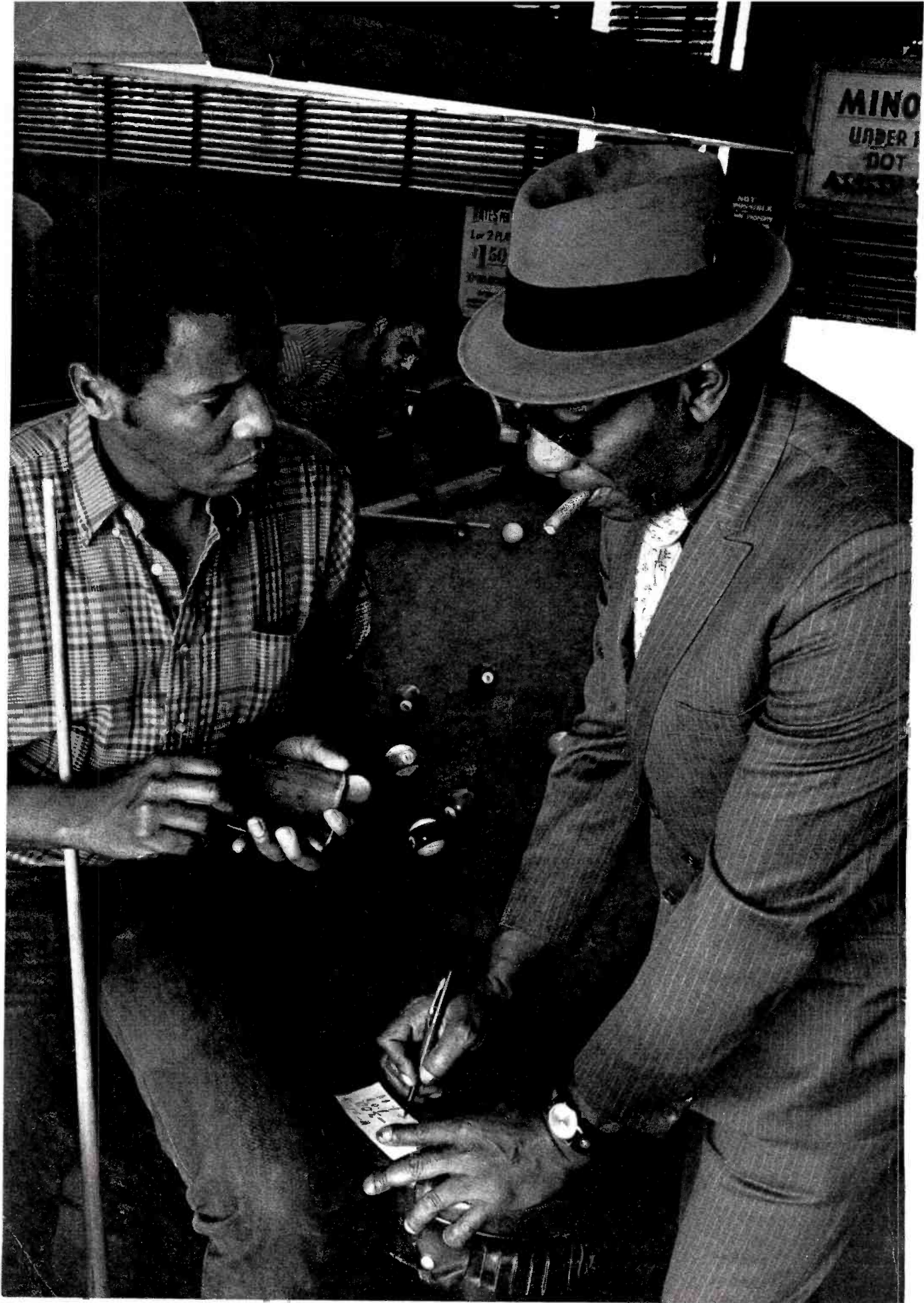
“Marlon Brando is just a superb actor!” That’s what Mrs. Harold Moton told our researchers we sent around the country in our real People Test. The Motons had seen *The Chase* before but were really eager to see it again.

Mr. and Mrs. Moton live in a comfortable Atlanta apartment. Mr. Moton reaches high school. Mrs. Moton has her hands full with Kevin, 5 months, and Harold, 5 years. They told our interviewer that their TV set was on at least 21 hours a week. Since seeing great feature films like ours beats a hassle with a sitter, they’ve gotten to be real TV movie buffs.

Here’s the list of films we showed the Motons that we’ve just released for local TV:

Cat Ballou, Murderer’s Row, Suddenly Last Summer, Luv, The Chase, Alvarez Kelly, The Big Mouth, The Trouble With Angels, Bunny Lake is Missing, Dead Heat on a Merry-go-round, Dr. Strangelove, The Happening, Rage, The Wrong Box, La Traviata, Theodora Goes Wild, East of Sudan, Winchester For Hire, Arizona Raiders, Corruption, Siege of the Saxons, The Love-ins, A Study in Terror, Anastasia, Bullet in the Flesh, Made in Italy, Crimson Blade, Brigand of Kandar, Destination Rome, The Fortress, The Phantom of Soho, \$5000 on One Ace, Death Party.

If you want people like the Motons to watch, you’d better know what they want to see.



In the ghetto, business opportunities are numbered.

We began our program for ghetto high school students to expose them to the opportunities available to them in the field of broadcasting.

Before long, we realized our program had done something more. It had exposed them to the world outside the ghetto.

Some of them had never been in Manhattan, even though they lived only minutes away. Most of them had never been in a skyscraper. None of them had a clear idea of the opportunities available in business.

In our eight week course we taught them the fundamentals of broadcasting.

The students learned about transmitters, electronic consoles, tape recorders, microphones, and turntables. They learned the history of broadcasting and modern production methods.

We had sessions at which the 35 students read and presented their own shows and commercial announcements.

Our venture proved so successful, we've made it a year-round project. Our second session is already under way.

After completion of the course, we encourage the students to set up their own radio workshops in their high schools or community centers. At our expense.

We furnish equipment, help with installation, and provide technical advice.

We have already installed systems in Barringer and Central High Schools in Newark, and Boys High in Bedford Stuyvesant.

Our greatest satisfaction, however, was seeing these kids react to leaving the stagnant atmosphere of the ghetto, and breathing the air of a fresh, dynamic world.

A world which many of them never knew existed.

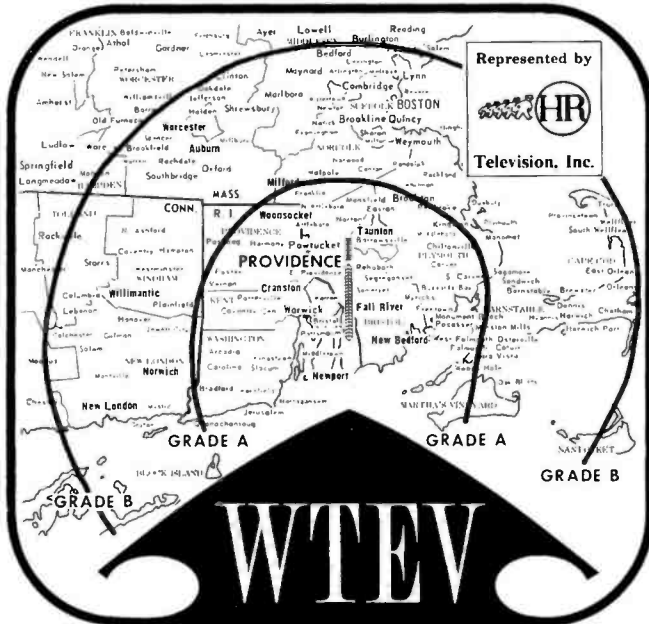
WNEW/METROMEDIA RADIO

REPRESENTED BY METRO RADIO SALES

BROWN UNIVERSITY, chartered in 1764, moved to Providence in 1770. During the Revolutionary War, its University Hall was used as a barracks and hospital.



When you think of Providence, think of WTEV



The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 29%—7:30 pm to 11:00 pm Sun. thru Sat.
UP 34%—9:00 am to midnight Sun. thru Sat.
UP 77%—noon to 5:00 pm Mon. thru Fri.

*Based on Feb.-Mar. 1969 ARB estimates as compared with Feb.-Mar. 1968 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WTEV

**Providence—New Bedford—Fall River
 Rhode Island—Massachusetts**

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6
 abc

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

Too commercial?

FCC may resume battle against what some consider overcommercialization. Being considered is policy to require renewal hearings for radio licensees who carry more than 18 minutes of commercial time in more than 10% of hours they broadcast. Presumably same policy would be applied to TV licensees carrying more than 16 minutes of commercial time over same maximum number of hours; but officials say television presents "no problem" in terms of overcommercialization.

Policy would work this way: Commission now requires radio and TV stations proposing more than, respectively, 18 and 16 minutes of commercial time per hour to file reports on commercial practices. 18 months after getting renewals. Commission would check next renewal applications of those stations to determine whether they are overcommercial in terms of new standards. Policy may be disclosed in letters commission is preparing for 44 licensees who have filed 18-month letters (Closed Circuit, Oct. 20).

Affiliate shift

NBC-TV has signed Newhouse station, WAPI-TV Birmingham, Ala. (ch. 13), as full-time, primary affiliate, effective May 31, 1970. Market has three commercial outlets—WBRC-TV (ch. 6), Taft Broadcasting station, is ABC-TV primary affiliate, and WBMG (UHF, ch. 42) has carried both NBC and CBS-TV programming. WAPI-TV now programs both NBC and CBS—"about 50-50 in daytime and nighttime." CBS authorities report that CBS's future plan for affiliation in market "has not been finalized."

Color EVR soon

CBS has date of first public demonstration of color version of its Electronic Video Recording (EVR) system nearly buttoned down. Insiders say showing in New York will be held in late January or early February, depending on final determination on "some other newsy items" related to EVR. According to CBS's most recently announced timetable, broadcast EVR (in color) is set for introduction next spring at National Association of Broadcasters Convention. Marketing of EVR home player by Motorola is set for July 1970, and availability of color EVR home player by summer of 1971 (BROADCASTING, Nov. 3).

Fantastic FM

Would you believe \$3 million offer for FM station in top ten only to have it rejected? Major company expanding its broadcast holding made pitch. Station reportedly is doing in excess of \$1.25 million with net of around \$250,000. Going rate for major market FM stations in past few months has been in \$1 million to \$1.5 area. This is contrast to situation few years ago when few prospective buyers could take pick of practically any independently-owned FM station for figure approaching bare bones value of plant—or less.

Mutual co-op plan

Mutual Radio Network, headed now by veteran station broadcaster Vic Diehm (WAZL Hazleton, Pa.), is out to extend its reach—commercially, that is. There have been reports that Mutual officials were talking affiliation to some or most RKO General stations—which once were backbone of Mutual ownership as well as affiliates—but network sources say they are not seeking affiliations from any group. Nor acquisitions, either. What they have been talking about—reportedly with RKO Radio Representatives and some others—is cooperative arrangement under which advertiser using one might, if he needed extra weight in some markets, add stations from other's lineup to his campaign.

Veiled package

Watch out for new proposal by land-mobile users for VHF spectrum "channel-sharing" as part of combination UHF-VHF package. Television broadcasters had nursed notion that after three years of inconclusive testing (mainly on ch. 6) land-mobile aspirants would abandon that quest. But documents just filed with FCC seek time-sharing experiments in VHF, presumably to get foot-in-door position. Pitch is made on premise that industrial users require additional frequencies in all parts of spectrum, and that VHF equipment is readily available.

Proposal to FCC land-mobile Steering Committee, headed by FCC Chief Engineer William H. Watkins, comes from American Petroleum Institute representative on Committee for testing of sharing of VHF-TV channels. W. A. Shipman, director of communications for Columbia Gas, who filed document, admits in statement no answer yet is

available on amount of interference that would be caused in VHF reception; hence that "experimental" proposition. Filing is certain to arouse opposition of National Association of Broadcasters, Association of Maximum Service Telecasters and National Association of Educational Broadcasters, among others.

Cox's Army

Is FCC Commissioner Kenneth Cox planning to return to teaching when his term on FCC expires June 30 or earlier? Even those who disagree with his regulatory philosophy, say he's scholar and is aggressive debater. It's gossiped around FCC that he and some of his close friends at FCC (generally known as car-pool gang) are writing up storm of manuscripts on their specialized phases of regulatory activity, with Mr. Cox as editor-in-chief. Documents could be basis for lecture series or even book on last decade or so of FCC regulation. Mr. Cox was assistant professor at U. of Michigan Law School, 1946-48 before entering law practice in Seattle.

Another Mitch pitch

Author of volume on 50 years of broadcasting being commissioned by National Association of Broadcasters will be Curtis Mitchell, well-known journalist and biographer of Evangelist Billy Graham. Mr. Mitchell, 67, and resident of Westport, Conn., was editor of *Radio Guide*, predecessor of *TV Guide*, from 1935 until it expired in 1940. During World War II he was chief of photographic branch of Army information, and afterward in public relations with motion picture companies. Volume, to be published by Rutledge Press, New York, is in supervisory charge of Roy Benjamin Co., New York. It will run about 250 pages, nearly half pictures, and has manuscript deadline of next March.

Going up?

Two broadcasters show up as regional directors on new slate of Sigma Delta Chi, professional journalism society, and thus are eligible for escalator leading to presidency in few years. They are William (Bill) Small, bureau manager, CBS Washington, former president of Radio-Television News Directors Association, and Roy Gibson, news director, KCPX-TV, Salt Lake City, owned by Screen Gems.

“WHERE AM I ON THE DRAFT LIST?”

(or, did your switchboard light up?)

That's the question your listeners were hoping you'd answer. No theories, thanks. Just...“Where am I on the list?”

That's why UPI transmitted all the dates of the first draft lottery direct as they were being announced on the broadcast wire. One national editor with all the wires at hand called to say UPI ran 15 minutes ahead throughout.

UPI's Audio Network was the only network to carry the entire lottery proceedings. We didn't come up late or cut away early.

And then we repeated the lottery list by *dates* on the broadcast wire. If a listener called to ask “What number was July 23rd?” UPI stations could go direct to July 23rd rather than search through 366 numbers.

It wasn't an accident. It's the kind of planning you can expect from a news service that *is* a broadcaster.

An audience of more than one million was awaiting the answer. Our job was to get it to you faster, more completely and in a way that you could more easily use it.

UPI

The Broadcast News Service

220 East 42nd Street, New York, N.Y. 10017, 212-MU 2-0400

Witnesses opposing Pastore license-renewal bill in hearings are many and militant as blacks, liberal groups, churches argue bill would perpetuate racism and concentration of media control, stifle protests. See . . .

Pastore, and his bill, get their lumps . . . 23

FCC Chairman Dean Burch, in maiden news conference, holds out encouragement to broadcasters as he expresses hands-off attitude toward multimedia owners, programing prescriptions. But he will ride herd on obscenity. See . . .

FCC's Burch meets the press . . . 36

House Commerce Committee votes to request its chairman call former FCC chief Rosel H. Hyde before its Investigations Subcommittee to testify on alleged irregularities in WIFE-AM-FM Indianapolis renewal case. See . . .

House unit to air new WIFE issues . . . 37

Dun & Bradstreet, publisher and data-service company, and group-owner Corinthian Broadcasting Corp. plan merger in stock exchange worth \$134 million. Corinthian would become subsidiary of D&B. See . . .

New media merger in the works . . . 40

Broadcasters voice dismay over FCC's First Report and Order CATV rulemaking ordering program originations. They warn it is 'premature' and could imperil continued viability of fee, over-the-air broadcasting. See . . .

Broadcasters fault organization . . . 46

WLBT(TV) Jackson, Miss., is available. Facility, now operated by Lamar Life Broadcasting Co., is open to new applicants as FCC vacates license renewal granted to Lamar last June in wake of appeals court decision. See . . .

WLBT(TV) now up for grabs . . . 47

Lack of well-qualified technical personnel is serious problem facing broadcasters. Possible answers: up-graded FCC exams, manufacturer seminars, more training, more reliable equipment and better wage. See . . .

Wanted: better engineer for today's gear . . . 48

Corp. for Public Broadcasting will run 16-week experiment beginning Dec. 16 testing transmission of National Educational Television programs from New York to Los Angeles via satellite and two earth stations. See . . .

Educational TV's place in space . . . 56

Alleged obscenity in radio-television programing appears headed for concerted attack as Senator John O. Pastore (D-R.I.), FCC Chairman Dean Burch and Justice Department all take up lances. See . . .

War looms on radio-TV obscenity . . . 58

WMCA(AM) New York introduces new concept known as 'truth radio' allowing station newsmen and program personalities to call shots as they see them—but hopefully within constructive framework. See . . .

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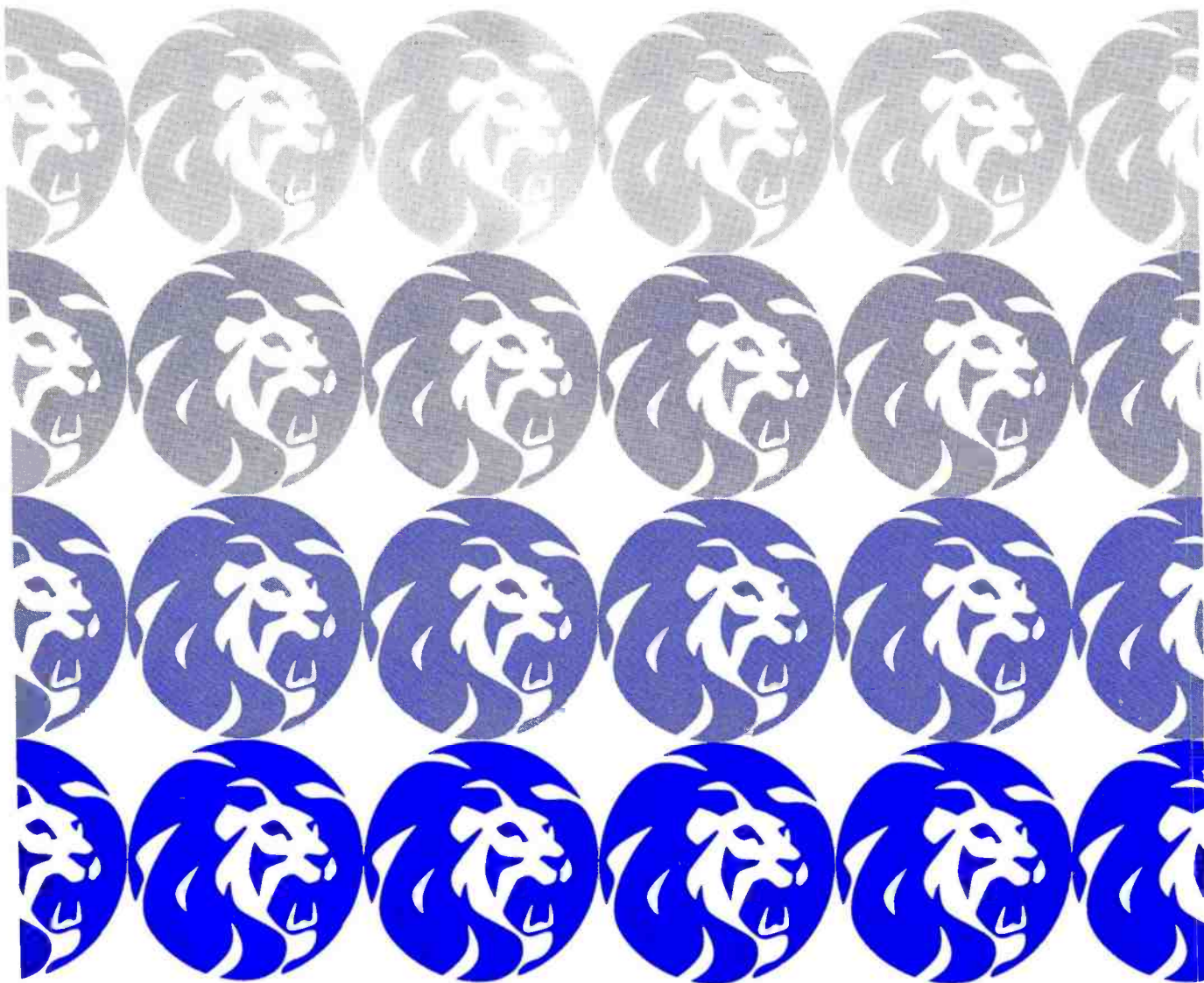


Broadcasting

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Some things get stronger every time out.

Stations from coast* to coast** know that great films never fade away. They know that "I'll Cry Tomorrow," "The Tender Trap" and "Mogambo" are only a few of the fabulous films that make up LION/70 . . . 70 of Metro-Goldwyn-Mayer's greatest post-'48 features. Never on a Network. Always a local hit. Call the man from MGM-TV in New York, Chicago, Culver City, Atlanta, Dallas, Toronto.

LION/70

Senate group sets stage for new cigarette battle

Moss threatens filibuster over 'weak' legislation

Senate Commerce Committee set stage Friday (Dec. 5) for tough floor debate on cigarettes. Committee reported out its cigarette bill, along with dissenting views of nine senators, and Senator Frank E. Moss (D-Utah), committee's most adamant antismoking crusader, promptly vowed to filibuster against bill in its present form.

Indications are that floor debate on bill will begin early next year.

Proposed legislation, approved by committee in close vote last month (BROADCASTING, Nov. 10), would ban cigarette advertising from radio and television effective Jan. 1, 1971. It also would prohibit Federal Trade Commission from requiring health warnings in cigarette advertising until July 1, 1972, and would require packages to carry statement: "Warning: Excessive cigarette smoking is dangerous to your health."

In separate dissenting statement, Senator Moss noted that FCC proposes to bar broadcasting of cigarette advertising and FTC proposes to incorporate health warnings in all cigarette advertising if no inhibiting legislation is passed. Consequently, with this bill, Senator Moss noted: "The public stands to gain more from the defeat than from the passage of the committee's bill."

Senator Moss voiced strongest objection to provision restricting FTC's regulatory powers. "Since Jan. 31," he noted. "I have been on record as promising to filibuster rather than allow a bill with such a provision to pass the Senate. I firmly intend to redeem that pledge . . . because no less is at stake than the health of the nation's 70 million smokers and millions of potential smokers."

Proposed statutory ban on broadcast advertising, he said, only barely softens force of committee's restrictions on FTC. Although ban would at least get advertisements off the air, he said, accompanying FTC restrictions would simply permit diversion of advertisements into print media without, for time being, any health warnings.

Additionally, Senator Moss said, banning broadcast advertising of cigarettes as of Jan. 1, 1971 is less desirable than alternative proposed by tobacco industry—voluntary phase-out by Sept. 1, 1970. That offer came last summer under pressure from Senator Moss and other legislators, and followed

broadcast industry's previous proposal to phase out advertising over four years.

"On its face," Senator Moss said, statutory ban "reflects this view of the committee, and I would assume of a majority of the Senate: that it is not in the public interest any longer that cigarettes be advertised on the airwaves. . . ." In reality, he said, it "is also an abdication to the economic desires, indeed the avarice, of the broadcasting industry" and a rejection of "a commendable and statesmanlike effort of the cigarette industry to achieve self-regulation."

Noting that cigarette industry re-

Double jeopardy for RKO

FCC on Friday (Dec. 5) ordered RKO General Inc.'s license-renewal application for WNAC-TV Boston into comparative hearing in which it will be weighed against applications of two Boston groups seeking to supplant RKO as occupant of channel 7.

Competing applications were filed by Community Broadcasting of Boston, composed of group of wealthy businessmen, and Dudley Station Corp., which says it is representative of Boston's black community.

One hearing issue involving RKO grows out of civil action Justice Department filed against General Tire and Rubber Co. and three of its subsidiaries, including RKO. Complaint alleges that defendants conspired to force their suppliers to buy products and services from General Tire and three subsidiaries.

Issues in hearing involving new applicants pertain generally to their financial qualifications.

Neither has other broadcast interests, but RKO is one of giants among broadcasters. Besides WNAC-TV, it is licensee of WRKO(AM) and WROR(FM) in Boston and 14 other properties—KHJ-AM-FM-TV Los Angeles; WOR-AM-FM-TV New York; WHBQ-AM-FM-TV Memphis; KFRC-AM-FM San Francisco; WGMS(AM) Bethesda, Md.; WGMS-FM Washington; and WHCT(TV) Hartford.

License renewal of KHJ-TV is also under challenge in comparative hearing. And commission said that if it grants renewal for WNAC-TV, grant will be made subject to whatever action is appropriate as result of findings emerging from KHJ-TV hearing, or of pending civil action.

quired antitrust immunity for its phase-out proposal and that some senators have questioned this use of antitrust law for social purposes, Senator Moss responded that many necessary antitrust exemptions are already on books, and that in any event, self-regulation is preferable to legislative action.

On subject of health warning, Senator Moss said: "Who can define 'excessive'? Excessive use of canned pears or anything else could be dangerous to health. But the medical research shows that any smoking on a regular basis is dangerous to health."

As he has promised in past, Senator Moss will introduce other amendments for Senate consideration. These would permit cigarette manufacturers to withdraw voluntarily, would unleash FTC, and would require label statement that would read: "Warning: Cigarette smoking is dangerous to your health."

Dissenting views filed jointly by nine committee dissenters focused on FTC and health-warning provisions, and generally took Senator Moss's view, though in somewhat less outraged language. "There is little wisdom and less logic in the committee's [FTC] decision," senators said. "By this decision, the committee has placed itself in the contradictory position of moving firmly to terminate all broadcast advertising of cigarettes while simultaneously voting to free all nonbroadcast advertising from effective restraint."

Code board faces hot issues

Two issues are expected to stir much discussion at meeting of NAB's TV code review board today and tomorrow (Dec. 8-9) in L.A.'s Sheraton-Universal hotel—although one item, cigarette advertising, is not on formal agenda.

Other subject in limelight is use of live models in lingerie advertisements. John T. Murphy, president of Avco Broadcasting, spearheads move to gain acceptance of tasteful use of live models. He will appear before board, which is considered receptive to proposal. Avco has already begun use of such commercials and Exquisite Form Industries Inc. plans to challenge code restrictions (BROADCASTING, Nov. 3, 17).

Now that Senate Commerce Committee has reported out statutory ban on cigarette ads (see above), that topic is certain to generate more heat at meeting.

Sharp cutback in amount of violence shown on TV is to be thrust of report by Stockton Helffrich, NAB Code Authority. Since authority stepped up

Canada closed to U.S. TV?

In major policy statement announced late last week, Canadian Radio-Television Commission said it will not license CATV systems "based on the use of microwave, or other technical systems, for the wholesale importation of programs from distant U.S. stations" and thereby enlarge Canadian audience and market areas of U.S. networks and stations.

Board of Broadcast Governors, agency which regulated Canadian broadcasting until it was replaced by CRTC in 1968, had ruled out use of microwave by cable-TV companies. But CRTC was forced to review issue two weeks ago when several of them applied for licenses for Sudbury, Ont., area. Some cable applicants wanted to import U.S. TV signals to Sudbury, which is far from U.S. border.

Last week CRTC took view that easing of microwave restrictions and allowing influx of U.S. TV signals would "represent the most serious threat to Canadian broadcasting since 1932 before parliament decided to vote the

first broadcasting act." In the opinion of the commission it could disrupt the Canadian broadcasting system within a few years.

"The fact that through force of circumstances many U.S. stations cover other parts of Canada and that some of them seem to have been established mainly to reach Canadian audiences doesn't justify a decision of the commission which would further accelerate this process," CRTC said.

CRTC announced its decision on importing U.S. stations at news conference in Ottawa attended by CRTC's chairman, Pierre Juneau, and its vice chairman, Harry J. Boyle. News conference was carried live by CTV television network.

Metropolitan centers such as Montreal, Toronto, Windsor, Ont., and Vancouver, B.C., have long been in signal range of U.S. stations. But in cities some distance from U.S. border—such as Calgary and Edmonton, both Alberta, and Kelowna, B.C. — issue of bringing in American signals has been hot one.

monitoring of networks in past two years, Mr. Helffrich will say results show significant drop in violent TV scenes.

NAB President Vincent T. Wasilewski will probably seek person to replace Willard A. (Bill) Michaels, Storer Broadcasting Co. president, who resigned from board. Mr. Wasilewski has two positions to fill on radio code board, which meets Jan. 5 in Sarasota, Fla. Vacancies were created by resignations of E. J. Patrick, former vice president and general manager of KAVI-AM-FM Rocky Ford, Colo., and former broadcaster Robert Wells, now FCC commissioner.

No problem in Dallas

Times Mirror Co. denies report circulating that company will not retain KRLD-TV Dallas when its merger with *Dallas Times Herald* is consummated. Rumor is result of statement made by Otis Chandler, publisher of Times Mirror's *Los Angeles Times*, on interview program on KNBC(TV) Los Angeles. Asked if newspaper should be allowed to own TV stations, Mr. Chandler replied that it is grave question whether newspaper should own TV stations in their own market. He added, however, "I do feel a newspaper should and could own TV station in another market." Since *Dallas Times Herald* and KRLD-TV are in same market, some industry viewers of program believed Mr. Chandler was indicating that Times

Mirror in good conscience could not retain single newspaper and TV ownership in Dallas. Mr. Chandler's subsequent elaboration of his somewhat ambiguous answer is that in given market that has single newspaper owner who also owns TV station, he would strongly question such concentration. But Dallas market, with diversity of stations and newspapers, does not pose same problem.

CBS-Haiti may go public

House Investigations Subcommittee's probe of CBS's involvement in attempted invasion of Haiti is getting close to surface. Parent Commerce Committee voted unanimously last week to request its chairman, Harley O. Staggers (D-W. Va.), to have subcommittee hold public hearings "to stop all these rumors and give those involved a chance to be heard," as one committee member put it. Committee also asked Chairman Staggers (who was not present) to call former FCC Chairman Rosel H. Hyde to testify on alleged irregularities in license renewals of WIFE-AM-FM Indianapolis (see page 37).

CBS-Haiti affair is three years old and involves allegations that CBS covered activities of Haitian exiles planning to invade their homeland and actually encouraged those plans, from inception by exiles living in New York until invasion fell through in Florida (BROADCASTING, Jan. 9, 1967 et seq.).

Court test on Pastore bill?

Activist lawyer John F. Banzhaf III gave implicit notice Friday (Dec. 5) that Pastore license-renewal bill may face court challenge if it passes congressional muster.

Mr. Banzhaf, one of two witnesses on concluding day of week-long Senate Communications Subcommittee hearings on bill (see page 23), said bill is "so bad and so violative of the public's rights" that Supreme Court would probably cut it down as unconstitutional. He said it proposes "federally created monopoly which would be subject to constitutional challenge."

He also told Subcommittee Chairman John O. Pastore (D-R. I.) architect of bill, that "your proposed monopoly would be all the more so because it restricts the freedom of effective speech of every person in this country who was not around or did not apply for a broadcast license 10, 20 or 30 years ago."

Mr. Banzhaf, executive director of Action on Smoking and Health, also said that shielding of broadcasters from financial risk is flimsy reason to pass such sweeping legislation. Instead of Pastore bill, he suggested: "You could simply substitute . . . a requirement that a successful applicant for a contested license be required to purchase the physical plant and equipment of the outgoing licensee at its fair market value to be determined by appropriate means."

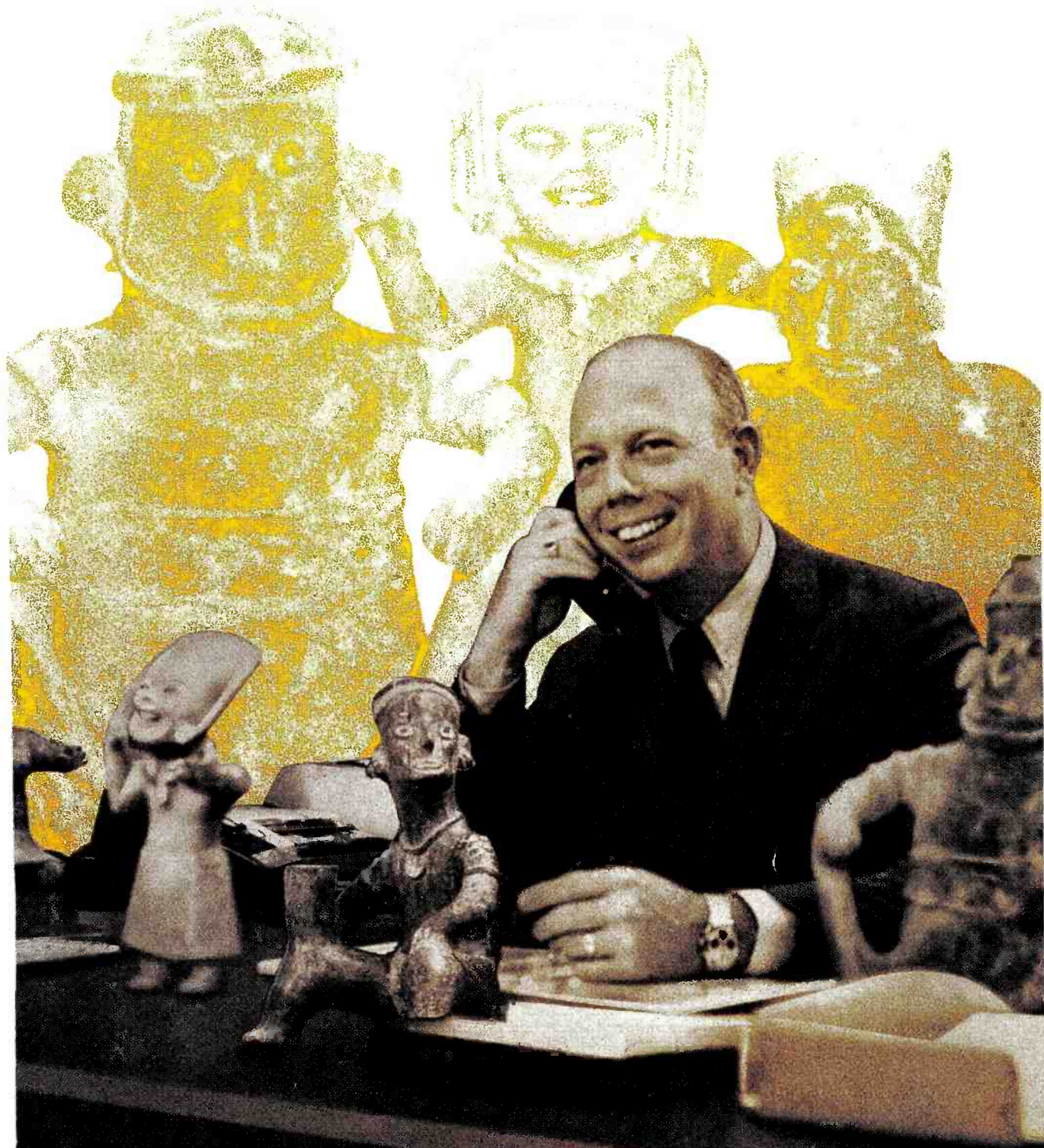
Other testimony came from Rev. Dr. John McLaughlin, S. J., associate editor of *America* magazine and holder of doctorate in communications, who opposed bill and suggested as alternative that FCC consider competing applicant's program proposals only if it is "prudently uncertain" whether incumbent has met community needs.

News specials for ABC

ABC News will present weekly prime-time series of half-hour news specials for 26 weeks starting Monday, March 23, at 10:30 p.m. Elmer W. Lower, president of ABC News, revealed these plans to annual meeting of ABC-TV affiliates, who concluded four-day meeting in Hawaii Saturday (Dec. 6). Monday specials will examine problems and issues confronting U.S. during 1970's.

New pop-in-glass campaign

Glass Container Manufacturers Institute, through Benton & Bowles, both New York, will spend \$7.5 million, primarily in broadcasting, starting Jan. 5 in campaign to promote use of soft drinks in no-return glass bottles.



about time...

The man in the middle of the picture is Hal Mayfield who has a great interest in time. He's a Pre-Columbian Art buff, and can talk for hours on the cultures and civilizations of people who lived 2000 years ago. He's also an authority on television time. If this is your interest as well, it's about time you talked to Hal Mayfield. He's WFAA-TV's National Sales Manager.

WFAA-TV DALLAS-FORT WORTH

BC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.

THE WALL OF PRIDE WAS THERE AND WBEN-TV WENT BEHIND IT

WBEN-TV made Buffalo aware of what was happening in the inner city. What youth was thinking. What they were doing for themselves and for their community. What they needed. WBEN-TV made facilities available to the militants. The Puerto Ricans. The African Cultural Center. The new organization, BUILD School. The television tours that WBEN-TV conducted into the ghetto this summer were entitled "Five Weeks in August." They were filmed on location. They were not pleasure tours. When something's happening, someone must go there and report it. In Buffalo, WBEN-TV does.



hrp

HARRINGTON, RIGHTER & PARSONS, INC.

TELEVISION INNOVATORS

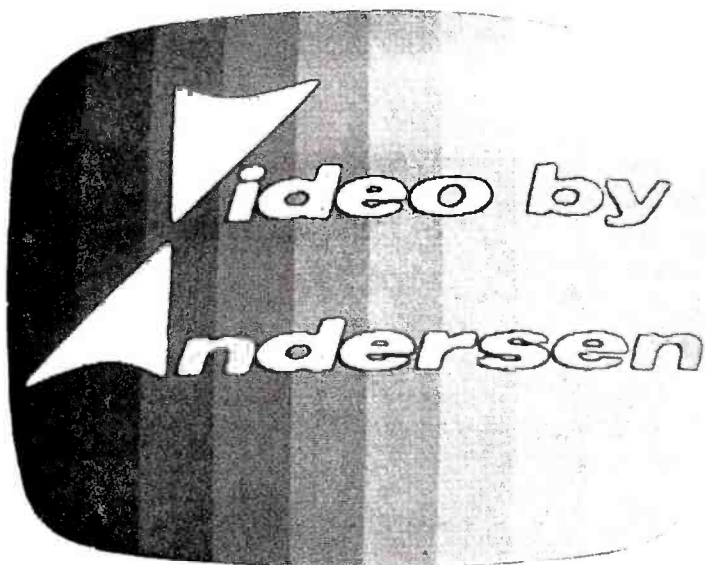


hrp blue

WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

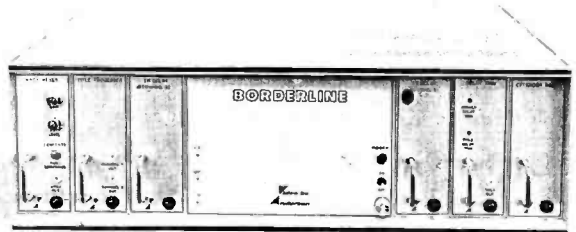
WRGB-TV	Albany/Schenectady/ Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC



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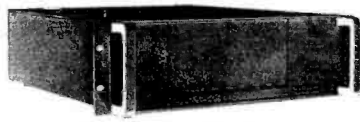
Puts a border around your keyed in lettering or any artwork to make them stand out against the lightest background. Just compare the top screen with the one below it. The increase in readability heightens viewer enjoyment and dramatizes. Sports · News · Commercials can become more interest holding. Get them read!



Andersen Products Put More Pro in Your Programming

VIDEO DELAY LINES

Wide band fixed delay lines replace bulky cables and passive equalizers. Any increment of delay from a few to hundred of feet is available. Continuously variable delay lines allow you to easily handle problem areas of changing source delay. A single unit replaces cable, equalizer and amplifier — up to 275 feet of cable delay.



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The International Standards Converter Company

ANDERSEN LABORATORIES

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Datebook®

A calendar of important meetings, events in communications.

■Indicates first or revised listing.

December

- Dec. 7-10—Annual meeting of *Association of National Advertisers*, Camelback and Mountain Shadows Inn, Scottsdale, Ariz.
- Dec. 8—Prehearing conference on renewal and competing application hearing, WPIX-TV New York. Washington.
- Dec. 8-9—Meeting of *NAB TV code review board*. Los Angeles.
- Dec. 8-12—Annual *National Association of Broadcasters* engineering/management seminar. Purdue University, West Lafayette, Ind.
- Dec. 9—Annual stockholders meeting, *Gulf & Western Industries Inc.*, South Bend, Ind.
- Dec. 9—Resumption of hearings before *House Communications Subcommittee* on bill (H. R. 420) to prohibit pay television. 2322 Rayburn building, Washington.
- Dec. 9—*Hollywood Radio and Television Society* luncheon meeting. Jack J. Valenti, president, Motion Picture Association of America, speaker. Beverly Wilshire hotel, Beverly Hills.
- Dec. 9—*Western States Advertising Agencies Association* luncheon meeting. Frank Mankiewicz, formerly news secretary to Robert Kennedy, speaking on "TV: The Bearer of Bad Tidings." Beverly Hilton hotel, Beverly Hills.
- Dec. 15—Presentation of first national awards in communications media by *American Civil Liberties Union*. New York.
- Dec. 17—Deadline for filing reply comments in *FCC's* proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.
- Dec. 17—Stockholders meeting, *Columbia Pictures Industries Inc.*, New York.
- Dec. 19—Pre-hearing conference on license renewal hearing of *KRON-FM-TV* San Francisco. Washington.

January 1970

- Jan. 5—WPIX-TV New York license renewal and competing application hearing. New York.
- Jan. 5—Meeting of *NAB* radio code board, Sheraton Sandcastle hotel, Sarasota, Fla.
- Jan. 8—Renewal hearing for *KRON-FM-TV* San Francisco. Washington.
- Jan. 8-10—Convention of *Rocky Mountain Cable Television Association*. Safari hotel, Scottsdale, Ariz.
- Jan. 9-12—Seminar on "Responsibilities of Communications Media," conducted by *Ditchley Foundation*, Oxford, England.
- Jan. 9-12—Mid-winter meeting of *Florida Association of Broadcasters*. River Ranch Acres.
- Jan. 12-17—Exhibition of American electronics equipment sponsored by the *Bureau of International Commerce of the U.S. Department of Commerce*, U.S. Trade Center, Paris.
- Jan. 15—Deadline for comments on *FCC* sponsored Stanford Research Institute study of land-mobile spectrum uses.
- Jan. 16—Board of directors meeting of *Institute of Broadcasting Financial Management*. Royal Orleans hotel, New Orleans.
- Jan. 16-17—Meeting of *Georgia Cable Tele-*

ABB TV seminars and research clinics

Dec. 9—Continental Plaza, Chicago.
Dec. 11—Thunderbolt hotel, San Francisco.
Dec. 18—New York Hilton, New York.
Jan. 6, 1970—Hilton Airport Inn, Atlanta.
Jan. 8, 1970—Marriott, Dallas.
Jan. 13, 1970—Denver Hilton, Denver.
Jan. 15, 1970—Wilshire Hyatt House, Los Angeles.
Jan. 20, 1970—Sheraton Plaza, Boston.

vision Association. Gordon hotel, Albany.

Jan. 16-17—Winter meeting of *Colorado Broadcasters Association*. Denver.

Jan. 19-23—Winter meeting of *National Association of Broadcasters* board of directors. Sheraton Maui hotel, Maui, Hawaii.

Jan. 25-27—Winter meeting of *Alabama Broadcasters Association*. Parliament House, Birmingham.

Jan. 26-30—Supervisory development workshop, sponsored by *National Cable TV Center*. Pennsylvania State University, University Park, Pa.

Jan. 26—Annual winter meeting of *Virginia Association of Broadcasters*. Sheraton Motor Inn, Richmond.

Jan. 26-29—Annual convention of *National Religious Broadcasters*. Washington.

Jan. 27-29—Winter meeting of *Georgia Association of Broadcasters*. U. of Georgia, Athens.

Jan. 28—Meeting of *Idaho State Broadcast-*

ers Association. Downtowner motel, Boise.

Jan. 30-31—Annual television conference, *Society of Motion Picture and Television Engineers*. Hugo A. Bondy, chief engineer. WAGA-TV Atlanta, chairman. Marriott motor hotel, Atlanta.

February 1970

Feb. 1-4—Management seminar, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Feb. 2-4—Government affairs conference, sponsored by *American Advertising Federation*. Washington Hilton hotel.

Feb. 4—Congressional reception. *National Cable Television Association*, to introduce Donald V. Taverner, new NCTA president. Mayflower hotel, Washington.

Feb. 3-5—Winter meeting of *South Carolina Broadcasters Association*. Pointsett, Greenville.

Feb. 3-6—Annual *National Association of Television Program Executives* convention. Hotel Deauville, Miami.

Feb. 6-7—Annual convention of *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

Feb. 6-8—Winter meeting of *Oklahoma Broadcasters Association*. Camelot Inn, Tulsa.

Feb. 7-8—Retail advertising conference, TV-radio retailing is included. Ambassador hotel, Chicago.

■Indicates new or revised listing.

OpenMike®

An offset to over-regulation

EDITOR: I have just returned from Europe to find enough tearsheets on my Sept. 29 "Week's Profile" to paper a good section of my office. Old broadcast friends I haven't heard from for years felt I might like an extra copy, and hence the deluge. My congratulations to you for such a response—BROADCASTING obviously pulls!

This gives me a good opportunity to say a few words to you on your continuing coverage of radio-television news and developments related to it. As we become more powerful journalistic media, it's inevitable that reactionary forces will stack up against us to curb, control, belittle, blunt. Your coverage of these attempts and in addition your spotlighting of the special coverage of news events which are singled out for awards and special merit are invaluable. . . . —Gordon Davis, vice president, Westinghouse Broadcasting Co., Los Angeles.

Another choice of words

EDITOR: I was . . . amused to read that the only reference in BROADCASTING to my keynote speech at the National Association of Educational Broadcasters [convention] was the word "waspish."

The audience apparently thought otherwise, as did Bill Harley, the president of NAEB, who wrote: "The ova-

tion you received at the close of your remarks speaks louder than anything of how much you were appreciated."

Could it be that your reporter neither heard nor read the speech?

Is it that a man who talks straight is "hard-hitting," while a woman who talks straight is "waspish"?

Or, more likely, is the woman in question tainted by her association with the DuPont-Columbia University awards jury?—Marya Mannes, New York.

(The taint is there, but it had nothing to do with BROADCASTING's coverage of Miss Mannes in its issue of Nov. 17. In the judgment of a hard-hitting senior editor on the scene, Miss Mannes's speech was waspish.)

Other AM's underground?

EDITOR: KCAC Phoenix went to a "heavy" or "underground" format Sept. 22. Our response in a 29-radio-station market has been overwhelming. But we are wondering if we are the first AM to dare this venture. We would love to hear from our brothers both on AM and FM.—George W. Soderquist, president, KCAC Phoenix.

Agrees with Agnew

EDITOR: As a broadcaster, I must say that Vice President Agnew hit the nail on the head in his recent call for a more balanced presentation of news by the three national TV networks. And from the self-righteous statements issued by the networks it appears Agnew touched

Your Blair Man Knows . . .

MINOR ACHIEVEMENTS? While gigantic industrial-cultural investment plans for the Wheeling-Steubenville market soar into the 70's, some un-sung accomplishments were realized . . . Wheeling Tunnel . . . Urban Renewal . . . new center postoffice . . . public housing for elderly . . . mushrooming developments of Wheeling, West Liberty and Bethany Colleges . . . a new Linsay Military Institute . . . the beautiful branch of Ohio University in St. Clairsville . . . expansion of Ohio Valley General Hospital, Reynold's Memorial and Wheeling Hospital . . . the new Market Plaza and central business district renovation plus downtown parking centers . . . continuous expansions of Wheeling Park and Oglebay Park facilities . . . and, of course, our multi-billion dollar Interstate 70 highway system is completed. These are just minor projects completed in the Wheeling area alone and WTRF-TV reports them all from their new million dollar tele-production center in the heart of downtown Wheeling. Are the activated, enthusiastic TV audiences around here getting your advertising messages?

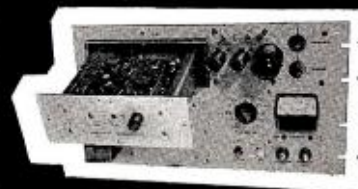
BLAIR TELEVISION Representing

WTRF-TV 7

FORWARD GROUP STATION

Color Channel 7—NBC
Wheeling, West Virginia

**WANT A DIRECT
FM EXCITER
THAT
REALLY
WORKS?**



That's right, with only 7 transistors and three small tubes, CCA has combined the best features of transistors and tubes to achieve the highest reliability, least complex and best performing FM Broadcast Exciter. Literature available upon request.



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17 PALL MINNEAPOLIS
WCCO TELEVISION **4**
 Our secret is people.

Who's the only
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 for local and
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 advertising?
 Ask Don Gillies.

Call Don at (612) 338-0552.



Represented nationally by PGW

a tender nerve.

It was to be expected that Hubert Humphrey, Gene McCarthy, Senator McGovern and others of like persuasion would raise the bugaboo of "free speech" after Agnew's address. But when the networks join the same chorus it only points up that network TV news departments are in fact biased to the liberal viewpoint, and any responsible newsmen will admit he cannot escape his personal bias in reporting the news.

What Agnew, and the millions of us who see network news presentation for what it is, would like to see is a bit of conservative tokenism in the network TV news departments. As a conservative, I have no desire to mute the liberal voice, but I would like to see a few articulate and able conservatives given equal responsibilities in the editing and presentation of national TV and radio news reports.

If the networks wish to remain smug in their characterization of Agnew's speech as an "attack on the free press," let them do so at their own peril. A great many Americans generally agree with Agnew's remarks, and they're not all "kooks."—*J. B. McNutt Jr., KBUD-AM Athens, Tex.*

On Agnew and news balance

EDITOR: Last night [Nov. 25] Walter Cronkite appeared on *60 Minutes*, with the case against Vice President Agnew. He summarized his position with the sentence: "News must report abnormalities."

He obviously chose his terminology carefully. "Abnormalities," not "sub-normalities."

Abnormalities are deviations from center: left-right, up-down, good-bad. If news presentations are well-balanced, they give equal consideration to elements in our society promoting liberal and conservative ideas, creating progressive or regressive movements, and resulting beneficial or criminal behavior.

No careful newspaper reader or television viewer observes this kind of objectivity today.

Some months ago our local junior high school orchestra (screech) performed so well that its concert was followed by a five-minute standing ovation, with hundreds of over-30 citizens stamping their feet, whistling and shouting their approval. In spite of my phone calls to our local newspaper and both wire services, the news media took no note of this "abnormality."

Face it: Newsmen (especially wire-service reporters) are oriented to the left-down-bad. Let's hope they will balance their reports from now on with a little more right-up-good. — *R. H. Palmquist, president, Tape Networks Inc., North Hollywood, Calif.*

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office.

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OVERWHELMING LEADERSHIP IN

NEWS

LATE NEWS-11 P.M.

COMPARE FOR THE NO. 1 NEWS STATION

WSYR-TV's LATE NEWS WITH NEWS SHOWS OF COMPETING STATIONS

March 1969 ARB

181% More Homes Than Station B; 35% More Homes Than Station C

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	11-11:30pm	52,000	38,800	23,900
Station "B"	Mon-Fri	11-11:30pm	18,500	14,500	8,000
Station "C"	Mon-Fri	11-11:30pm	38,500	27,500	17,500
WSYR-TV Advantage over Station "B"			181%	168%	199%
Station "C"			35%	41%	37%

March 1969 NSI

211% More Homes Than Station B; 55% More Homes Than Station C

			Homes	Women	Women 18-49
WSYR-TV*	Mon-Fri	11-11:30pm	59,000	50,000	27,000
Station "B"	Mon-Fri	11-11:30pm	19,000	17,000	10,000
Station "C"	Mon-Fri	11-11:30pm	38,000	31,000	18,000
WSYR-TV Advantage over Station "B"			211%	194%	170%
Station "C"			55%	61%	50%

*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.
Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

**EXPERIENCE! KNOW-HOW!
ON-THE-AIR-REPORTERS WHO ARE NEWSMEN!**

An 18-man news team, led by the dean of Central New York newsmen, Fred Hillegas, knows its business. And its only business is WSYR-TV NEWS. Check the figures—they tell the story.

Get the full story from HARRINGTON, RIGHTER & PARSONS



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

The producer is becoming an advertising man

"The production department is in charge of all matters pertaining to the filming of commercials. Agency personnel will be permitted on set at the discretion of the producer. All comments and suggestions will be directed to him." (Excerpt from a memo circulated by a major agency, 1961.)

"The responsibility for the quality of the commercial—from storyboard to finished production—rests with the creative group supervisor." (Excerpt from a major agency memo, 1969.)

In the eight years between these memos, the advertising business has sliced away large chunks of autonomy from its producers. How did it happen?

The people who create the storyboards have always resented having little or no control over the finished commercial. Now, in most agencies, they've been handed the reins. Production departments are disappearing as separate entities. Producers are being placed into art-copy-production groups, usually headed by a copy man.

Simultaneously, writers and art directors have discovered there really is no mystique to production. They've found they can get great-looking commercials by exercising the same creative judgment they bring to storyboards.

Sure, they don't have the technical expertise a good producer has. But they depend upon production-house people to fill in the gaps for them.

Where does that leave the agency producer? What actually is his job today?

Consider, first, the truly top producer. The recognized talent. His job in actual fact, if not on paper, has stayed the same. It's obvious—even to the most egomaniacal art director or writer—that a great producer will usually come back with a greater piece of film if they leave him alone. So they do.

But not the average producer. Copy and art people swarm all over him on the set, and breathe down his neck in the editing room. Frequently, they'll dispense with a producer entirely, preferring to do everything themselves.

A lot of agency producers have learned to grin and bear it in the last few years. They go along with the new setup, and become glorified assistant producers, managing details, keeping

track of production budgets, and doing all the dirty little jobs the writer or art director can't be bothered with.

Other producers find their shrinking world too confining. They look for greener pastures in production houses or in one of the new production service companies.

There are some who decide to leave the business entirely, believing the agency producer as we know him today is doomed to extinction.

There is another choice for the agency producer. A happier one. When a species is threatened because its environment is changing, the key to survival is mutation.

The agency producer will have to become an advertising man.

He has almost never been one, until now. Much as the producer held sway over the production of commercials, his voice was seldom heard during their creation. He considered himself a show-business professional, and he produced what was handed to him.

But look what's happening now in copy-art-production groups. The producer is much more closely associated with the job when it begins. And he's getting a chance to exercise his creativity in areas that are quite new to him.

It used to be, a writer sat behind closed doors, and turned his finished script over to an art director for rendering. Then, when the art director got his first-class creative citizenship, he sat with the writer, and the two of them turned the finished board over to the producer.

Little by little, the agency producer

is becoming the third member of that creative core.

Today's group producer isn't translating someone else's work. More often, he's producing a storyboard that he himself has worked on. And the creative supervisor knows it. He doesn't have to send people along who "understand the commercial better" to ride herd on the producer.

And the converse is true. Often, the group producer will be loose enough to ask a writer or art director on set, because he recognizes they can make a definite contribution.

When the system works, what results is no longer "their" board and "my" film. It's our commercial. And it's usually better than it would have been under the old departmental setup.

There will certainly come a time when a producer will become a group head himself. And in an age when film has become an extremely important persuasive tool, an agency producer may some day become a creative director.

In the meantime, the key to survival and growth for today's producer is to become as much of an advertising man as the writer or art director.

It means knowing the product and the marketing problems. It means keeping up with the research. It means thinking and working not just as a creative film man, but as a salesman, too. Try it. It's fun. And necessary.

The old-line, departmentalized film man will be extinct one day.

The group producer who knows his advertising has a bright future to look forward to in the business.



William L. Abrams is a vice president and a creative director of Ted Bates & Co., New York. After experience with Gimbel's in the store's advertising department and in copywriting at Leber & Katz Inc. and Kenyon & Eckhardt, Mr. Abrams served with Grey Advertising, leaving that agency as creative supervisor. He joined Bates in 1964, became creative supervisor and a vice president, left in 1968 for a brief stint as national creative director of Bozell & Jacobs and returned to Bates last May.



WMAL-TV calls a rat a rat.

Creeping blight isn't a pretty sight. Piles of garbage and bold, fat rats are disgusting. Frightening. Growing. And WMAL-TV isn't shy about telling Washington why.

WMAL-TV editorials deplore the short-sightedness of suburban councilmen who refuse to meet with D. C. officials to discuss metropolitan Washington housing needs. WMAL-

TV needles the people who fail to recognize that joint participation is the only way to attack area-wide housing problems. WMAL-TV points a finger at so-called planners who excel at platitudes instead of action.

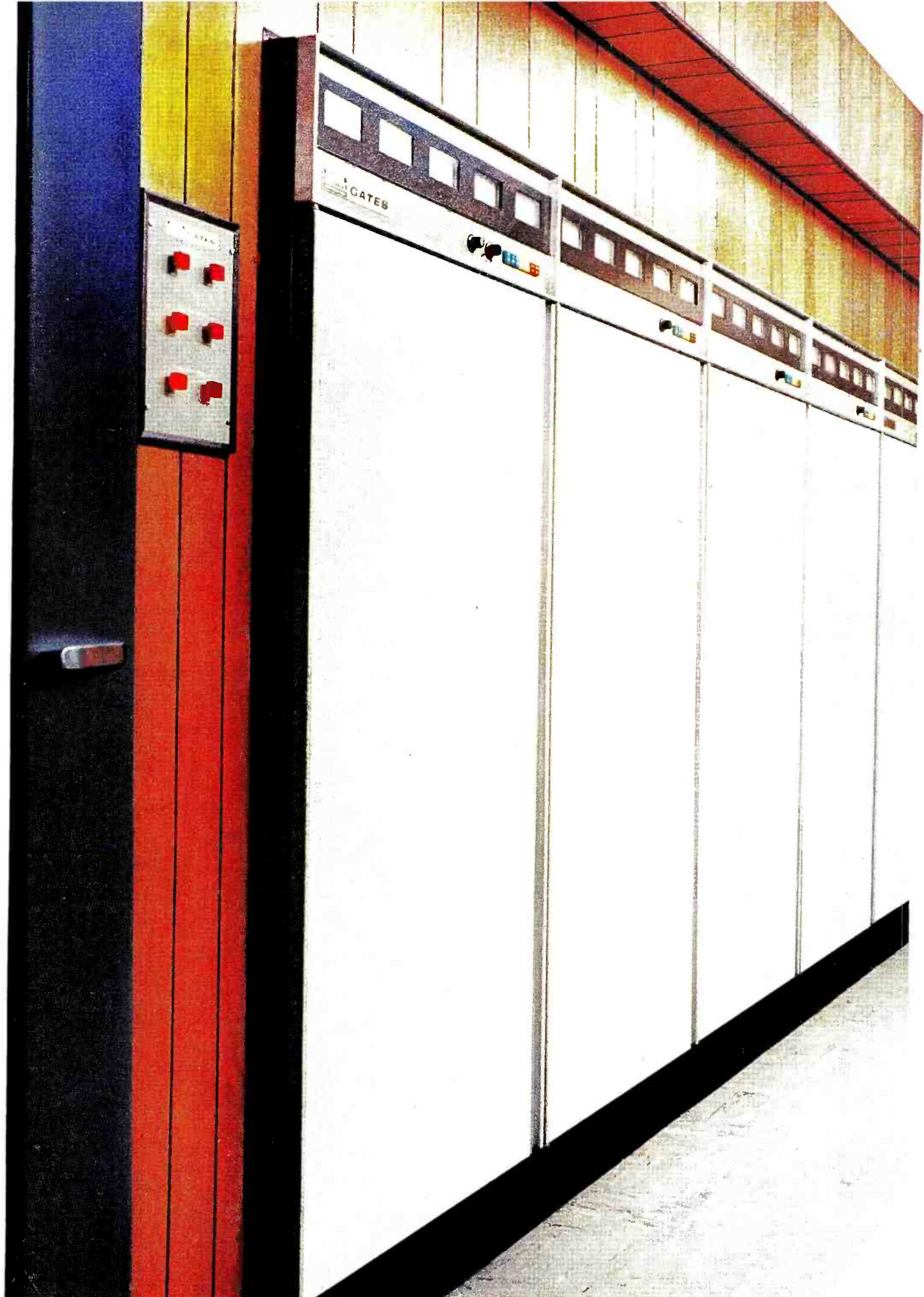
When WMAL-TV talks about blight, it's more than just a conversation piece. It's a serious effort to help prevent an epidemic that could kill suburbs

just as surely as it's consuming the heart of the nation's capital.

People everywhere in the Washington area share WMAL-TV's concern. So they listen to WMAL-TV. Because they get the story. Straight.

WMAL-TV abc

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



Look what WGEM-TV says about their new Gates 35 kW VHF TV transmitter



"To replace our 16-year-old equipment, we looked for a transmitter with superior color performance, solid state design, built-in reliability, and one which would be backed by a company with a solid reputation for service.

"Our new Gates transmitter not only met these four points, but as a bonus we obtained a 35 kW transmitter that was easy to install and took up less space than our old DuMont 5 kW driver. This enabled us to keep our former main transmitter right in place as an auxiliary."

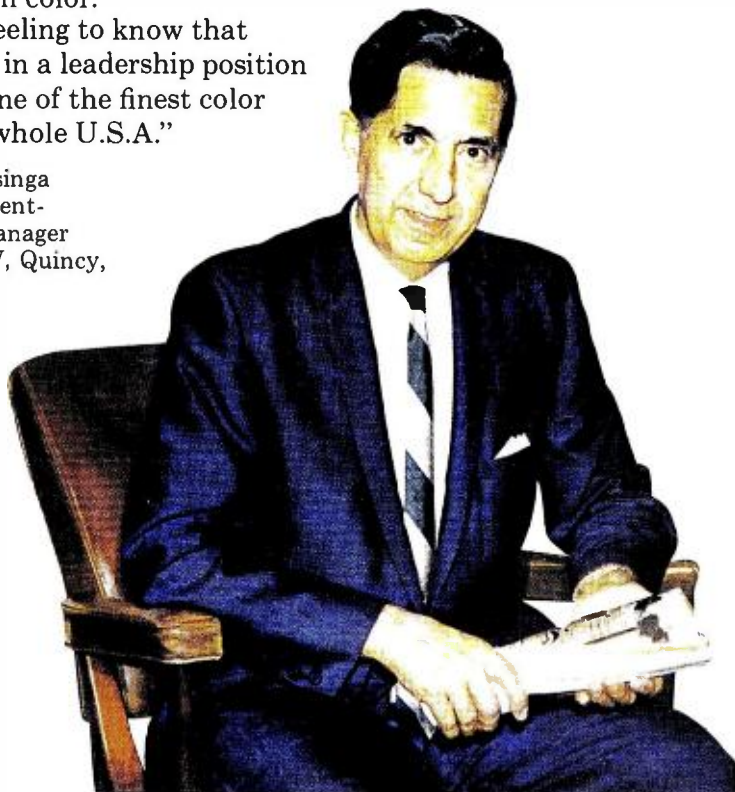
Jim Martens
Chief Engineer

"We feel like real pacesetters placing on the air America's very first IF MODULATION TV transmitter.

"We switched over to our new Gates transmitter on Sunday, October 5, and immediately there was a noticeable improvement in color.

"It is a great feeling to know that WGEM-TV is in a leadership position transmitting one of the finest color signals in the whole U.S.A."

Joe Bonansinga
Vice President-
General Manager
WGEM-TV, Quincy,
Illinois



GATES

A DIVISION OF HARRIS-INTERTYPE
123 Hampshire St., Quincy, Ill. 62301



Everybody won

A contest sponsored by the Fetzer television stations in Lincoln and Grand Island, Nebraska, to encourage public service projects was won by a group which provided a chapel for a boy's training center. But they weren't the only winners: picnic grounds were improved; scholarship programs were set up; a training center for retarded children was developed and a hospital waiting room was furnished. These were just a few of the projects. It was one contest where every one, truly, was a winner.



The Fetzer Stations

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

Pastore, and his bill, get their lumps

Witnesses make second set of hearings opportunity to bring charges that the senator staunchly denies

Every so often the dialogue would reach an impasse, and Senator John O. Pastore (D-R.I.) would lean forward, chin in hand, gazing at nothing in particular, and sigh: "I've never seen a bill so maligned as this one. . . . It's not a racist bill. . . . There's nothing in this bill that would grant licenses in perpetuity. . . . I want citizens to be heard. . . . I've said it a thousand times, I don't own a nickel of interest in any broadcast station. . . . I'm not the broadcasters' patsy!"

And the witnesses kept coming, from the black community, the liberal citizens' groups, the Protestant churches, to argue that the effect, if not the intent, of the Pastore license-renewal bill would be to perpetuate white racism in communications, to grant licenses in perpetuity, to eliminate the participation of citizens in broadcast regulation, and to cement the existing broadcast establishment in its position of power.

The occasion was the Senate Communications Subcommittee's second long round of hearings on a bill that would insulate broadcasters from irresponsible applications for their facilities at renewal time.

When last seen in public, the bill was waltzing through three days of friendly hearings at which broadcasters dominated the testimony and most of the subcommittee members indicated their support of Senator Pastore's campaign to stop "harassment" at renewal time. Last week S. 2004 frequently got folded, bent, spindled and mutilated, and Chairman Pastore was almost always the only senator present to hear it.

Numerically, the difference between advocates and opponents was not that overwhelming. Broadcasters got strong and detailed support from former FCC Commissioner Lee Loevinger, a presentation of the small-market viewpoint from group-owner Dale G. Moore, a vote of confidence from a Negro clergyman, and other backing.

Moreover, the absence of senatorial

bodies last week was apparently not indicative of any dramatic erosion of support for the bill, according to observers. As Senator Pastore commented more than once, the subcommittee wanted to give the many witnesses a chance to be heard and to get their views into the hearing record as quickly as fairness would permit.

It does appear, however, that the complex implications of this outwardly simple piece of legislation, combined with growing public opposition, are leading to a hard second look at the bill. No one wants to junk it, with the exception of Senator Philip A. Hart (D-Mich.), who has opposed it from the start, but some are re-examining it. An aide to Senator Vance Hartke (D-Ind.), one of the bill's co-sponsors, commented: "We've heard some very articulate opposition to the bill. The senator hasn't changed his mind, but he is re-

considering his position. We'll have to wait and see if modifications are desirable—I don't think any have actually been proposed yet."

Senator Pastore himself, during testimony late last week, said: "Maybe S. 2004 goes too far. Maybe it needs some modifications. I just don't want to see harassment. . . . The feeling here is not unanimous for this bill, I'm telling you frankly."

Many of last week's witnesses came to fuel those doubts. Most prominent among the opponents was the Rev. Dr. Everett C. Parker, director of the United Church of Christ Office of Communication and a pioneer in the art of citizen participation in broadcast regulation. Most impassioned were the representatives of Black Efforts for Soul in Television, led by militants William D. Wright and Absalom Jordan.

Dr. Parker prefaced his testimony



Senator John O. Pastore (D-R.I.) and staff counsel Nicholas Zapple held the Senate Communications Subcommittee fort by themselves for most of last

week's hearings on the senator's bill to protect broadcast licensees from irresponsible competing applications filed at renewal time.

by noting that he would speak only as a "private citizen"—although his organization opposes the Pastore bill—because the New York branch of the Internal Revenue Service had warned him that "contacting a legislative body might jeopardize the tax-exempt status of the United Church of Christ."

That exemption is granted on the condition that "no substantial part of [the organization's] activities shall be the carrying on of propaganda or otherwise attempting to influence legislation," according to law. After an exchange of correspondence with IRS, the church's lawyers concluded that Dr. Parker's testimony would not be fatal to the tax exemption (the organization has not appeared before Congress in 15 years, he said). Nevertheless, he was careful to emphasize his private status. Later, commenting on the IRS letter, Dr. Parker said: "If that isn't a threat, I don't know what a threat is."

Turning to S. 2004, Dr. Parker sounded a theme that recurred often last week: The FCC, he said, is unable and unwilling to take aggressive action in support of citizens' complaints. Senator Pastore's argument has been that S. 2004 provides protection for good broadcasters while leaving the door open for complaints against questionable service. The dissidents' response is that such complaints by themselves are useless without a stronger FCC, and that only the competing application virtually requires the commission to give citizens a hearing.

"It has been said that S. 2004 will remove a 'sword of Damocles' which hangs over the head of broadcasters," Dr. Parker said. "Our experience shows that if there is such a sword of Damocles it does not hang by a slender thread but rests securely in the hands of an FCC which is grimly determined to use it only to fight off members of the public who seek justice in the administration and enforcement of the Com-



Senator Tydings

munications Act."

The competing application, he said, is "an instrument to motivate groups in the private sector to expend the funds necessary to evaluate the performance of a licensee, and, if necessary, to challenge the renewal of his license." But if S. 2004 is passed, Dr. Parker said, it "will probably guarantee that licenses will be renewed as long as the service being rendered is minimally preferable to no service at all."

Senator Pastore countered: "The citizen is not supposed to police the industry, that's the duty of the FCC. The citizen is not supposed to police the streets, that's the duty of the police. What we ought to do is simplify the procedure by which a citizen can come in and be heard."

"I would not want to leave my rights as a citizen to the tender mercies of the FCC or any other governmental agency," Dr. Parker said. "Without citizens' groups, he said, there would be no way to call broadcasters to account.

"The FCC calls them to account," Senator Pastore said.

"The FCC does not call them to account."

"Well, it should."

"Then make them do it, before you provide further protection for monopoly broadcasters," Dr. Parker urged.

Dr. Parker also argued that the competing application checks concentration of control of the media by allowing newcomers to apply for licenses against industry giants, and that it opens the door to minority voices that are presently given an inadequate hearing. "No black can view S. 2004 as other than a deliberate attempt to deny his people access to the air by squeezing them out, absolutely and forever, from ownership of stations on the basis of ability and willingness to provide a superior broadcasting service," he said.

One black man had already contested that view. The Rev. Dr. David Licorish, associate minister and administrator of the Abyssinian Baptist Church in Harlem (the church of which Representative Adam Clayton Powell [D-N. Y.] is minister) said he had studied the bill "in depth" after hearing the complaint that the bill was implicitly racist. His conclusion was that "the blacks of this country need have no fear, and that S. 2004 would serve the total public interest."

Dr. Licorish said black participation in broadcasting is retarded, as "in virtually all categories of big business," but that the goal of equality "cannot be accomplished through destruction of existing enterprises that are sincerely trying to serve the public."

After the hearing, Dr. Licorish stalked over to Dr. Parker and angrily accused him of claiming to speak for people he does not represent. "You say things are racist when they are not racist," he charged. "You muddy the minds of blacks. We can't go around disestablishing everybody because we feel we should come to power." The confrontation went on for several minutes, during which Dr. Parker found it difficult to get a word in.

Dr. Licorish wasn't around the next



Mr. Gorsuch



Mr. Wright



Rev. Dr. Licorish



Dale Moore



Judge Loevinger



Rev. Dr. Parker

day, when he found himself the target of other accusations. Rev. Douglas Moore, of Black Efforts for Soul in Television, noted that Dr. Licorish had walked into the previous day's hearing with Frederick Weaver, a black public-relations consultant hired by the National Association of Broadcasters (BROADCASTING, Oct. 20) as part of its program to assist broadcasters in fighting off challenges to license renewals. Rev. Moore called on the subcommittee to subpoena Dr. Licorish "to find out whether he was paid by NAB."

Senator Pastore ignored the request. In other testimony, William D. Wright, another spokesman for BEST, referred to S. 2004 as "an insult to the intelligence of the American people, and a proscription of their right to a responsive television industry." He said petitions to deny are inadequate because "there is no guarantee that the commission will even grant a hearing. . . . S. 2004 takes away the right of competition for the use of the public airwaves. The so-called right to complain would remain but even in a dictatorship one can mutter complaints, but citizens can't affect policy."

Mr. Wright accused Senator Pastore of writing a "racist" bill that would bar black groups from broadcasting. Senator Pastore cut in quickly. "If there's one thing I don't want you people to do it's to go away and say this is a racist bill," he said, (A chorus of blacks in the audience shouted: "It is, it is!") Mr. Wright said: "We're not going to call you a racist, sir, but you've introduced a racist bill." Other blacks who appeared, including Absalom Jordan of BEST and Lorenzo Hardy of the Boston Community Media Committee, emphatically backed this contention.

In support of the bill, former FCC Commissioner Lee Loevinger, who previously introduced a statement into the record on behalf of several newspapers with broadcast interests, elaborated upon that testimony. Once again, he

argued that "the basic issue is free speech," which he said would be protected by S. 2004. In one of the few sustained references to Vice President Spiro T. Agnew's recent attacks on the media, Mr. Loevinger said the Pastore bill "would help protect broadcasters against FCC pressure to engage in the type of practices which the Vice President found objectionable; and would also give significant protection against government censorship, thus giving substance to the Vice President's opposition to censorship and protecting him against the inference that he is threatening the use of government power to compel conformity to his views. . . ."

Mr. Loevinger also took note of the WHDH Inc. decision, in which the FCC awarded Boston's channel 5 to a competing applicant and touched off the furor that led to the Pastore bill. The bill is necessary, Mr. Loevinger said, because the FCC "changed its position in the WHDH case and adopted a rule which gives no weight to a licensee's record of performance in a renewal proceeding with a competitor."

He also argued that comparative hearings themselves are "not determined by any definable principles and are not appropriate for license-renewal hearings." Mr. Loevinger noted that the one FCC procedure that has consistently drawn the most criticism from legal scholars is the comparative hearing.

The FCC was to get a chance to give its version of the WHDH controversy, but the commissioners—all of whom have separate statements on the bill—barely got started. They appeared on the first day and spent most of the afternoon discussing the question of obscenity (see page 58). Senator Pastore said he plans to ask them to return.

In the commission's brief opportunity to discuss the bill, Commissioner Robert T. Bartley presented the majority opinion in opposition to the bill. (The majority is now only one vote, 4-to-3, since new commissioner Robert Wells and

Chairman Dean Burch support the bill, the latter with reservations.)

Mr. Bartley said the commission recognized the need for broadcast stability, but that "the interest of the listening viewing public in the larger and more effective use" of communications is paramount. The commission does not want to "lose the incentive to good service that potential competitors can provide," he said. On the WHDH case, Mr. Bartley reiterated the commission's position that the decision is unique and not necessarily a universally applicable decision.

Chairman Burch did not deliver his statement, which expressed sympathy for broadcasters' reactions to WHDH. "It has been my observation that the industry was indeed staggered by this decision and after spending considerable time in studying it I think their concern is justified," he said.

The bill attempts to reconcile two points of view, he said: the need for stability and the desirability of challenges to those who are performing "minimal" service. "I feel that at this particular time in the history of the broadcasting industry, stability is of paramount importance," he said. "Accordingly, if asked to choose between the proposed legislation and the present uncertain conditions I would choose S. 2004."

The chairman added that he sees another possibility as a substitute for the present legislative language. His suggested bill would read in part: "In any comparative hearing within the same community . . . for renewal of a broadcast license, the applicant for renewal of license shall be awarded the grant if such applicant shows that its program service . . . has been substantially, rather than minimally attuned to meeting the needs and interests of its area. . . ."

Chairman Burch acknowledged that the language is not "crystal clear," but he said it "is probably as clear as the mind of man can devise in dealing with

such a difficult area."

In other testimony:

▪ Clifford Gorsuch, National Association of Broadcast Employees and Technicians, supported the bill on the grounds that a stable broadcast industry is fundamental to employe welfare.

▪ Senator Joseph Tydings (D-Md.), who is not on the Commerce Committee, walked in during the black militants' testimony and sought to read a statement opposing the bill. When Senator Pastore told him to wait, Senator Tydings looked vexed. "I'm only asking for the same senatorial courtesy I'd grant you," he said. "You'd allow me to bust in like this?" the chairman asked. "That's right," Senator Tydings replied. Senator Pastore acquiesced. "This is spectacular, Joe, but it's not fair," he said. Senator Tydings proceeded and pronounced himself "unalterably opposed to the bill because it replaces competition with "periodic review by a government agency without standards," he said.

▪ Dale G. Moore, owner of several radio and TV stations in Montana and Idaho, and chairman of NAB's secondary-market committee: "You have no idea of the depth of frustration that comes to every broadcaster who tries to live under the pounds of rules and regulations already on the books. . . . I need no seven commissioners in Washington, D. C. to define for me what my public interest should be when I define it every day."



Black Efforts for Soul in Television (BEST) picketed the office building of the National Association of Broadcasters in Washington last week to emphasize BEST's charge the Pastore bill legitimizes racism in TV (BROADCASTING, Dec. 1). The NAB in a statement called the racist charge "obviously untrue" and said "progress has been made in black hiring in the management and

The hearing record remains open for a week, after which the subcommittee

business side of broadcasting." Carrying the picket signs are (l to r): Tony Cox; Absalom Jordan BEST leader; Arthur Young and Valentine Burroughs. BEST units picketed New York code offices of NAB at the same time but apparently failed to appear as promised at network stations in Boston, Los Angeles, Newark, N. J., San Francisco and Philadelphia.

has before it the long and complicated task of simply digesting the testimony.

BroadcastAdvertising®

Push needed to get farm ad dollars

Rural broadcasters urged to provide more precise data, be more aggressive in drive for agricultural suppliers

More precise research data and more aggressive selling to agencies and sponsors will be needed if farm broadcasting wants to improve its minor 10% share of the \$100 million spent annually by national agricultural advertisers.

The lion's share still goes to specialized farm publications and this competition is getting even sharper for farm broadcasters because the magazines more and more pinpoint the big-money business farms. How radio-TV can economically segment this group for farm advertisers from their more profitable general audiences is becoming a problem in many areas.

So focused the comments from agency and advertising speakers before the National Association of Farm Broadcasters in Chicago Nov. 28-30. But the

picture wasn't all filled with problems. Other speakers alluded to the selling impact of the farm broadcaster in his market and cited the role he can serve in helping tell the farm story to the general audience too.

The NAFB meeting also gave the Tobacco Institute's Horace Kornegay a forum from which to chide the National Association of Broadcasters for failing to take a consistent position in defense of cigarette advertising (see page 30).

Richard Tousey, vice president, Cunningham & Walsh, New York, praised the farm broadcasters for helping make Geigy Agricultural Chemical Co. "number one in its field" today. He said Geigy regularly uses about 40 radio stations throughout the year and adds another 125 or so stations during spot-

campaign drive.

Bob Snyder, American Angus Association, St. Joseph, Mo., told how spots aired by farm broadcasters have helped make a success of the Angus breed, a promotion technique other breeder associations are considering too.

The failure of farm broadcasting to provide enough specialized audience and market data or to sell strongly enough was the highlight of a panel including Harry Fenton, advertising manager, Shell Chemical Co., New York; Robert C. Hood, associate media director, Campbell-Mithun, Minneapolis, and Charles Might, media and research director, Geyer Oswald Inc., Racine, Wis. They especially noted the depth of data available from the print media.

Bob Walton, Walton Broadcast Sales, Chicago, and Glenn Kummerow, Katz Radio, Chicago, explained how some station representatives have been able to effectively serve the farm market, particularly to tell the strengths of farm radio and the values of media mixing.

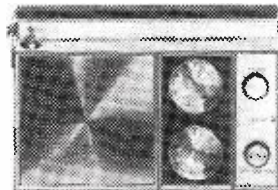
Harry Severance, manager of Cara-

The Bullets enter here



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RADIO 11**



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In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Nov. 23, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 23	Total dollars week ended Nov. 23	1969 total minutes	1969 total dollars
	Week ended Nov. 23	Cume Jan. 1-Nov. 23	Week ended Nov. 23	Cume Jan. 1-Nov. 23	Week ended Nov. 23	Cume Jan. 1-Nov. 23				
Monday-Friday Sign-on-10 a.m.	\$ 20.5	\$ 122.4	\$ 313.5	\$ 6,326.0	\$ 414.0	\$ 16,092.1	149	\$ 748.0	4,359	\$ 22,540.5
Monday-Friday 10 a.m.-6 p.m.	1,842.7	70,116.5	3,348.2	128,434.5	2,078.8	103,291.9	911	7,269.7	41,699	301,842.9
Saturday-Sunday Sign-on-6 p.m.	1,796.8	47,005.2	2,656.9	57,793.1	1,148.7	39,919.5	330	5,602.5	13,705	144,717.8
Monday-Saturday 5 p.m.-7:30 p.m.	630.1	15,383.9	895.3	32,376.0	769.7	30,237.3	98	2,295.1	4,386	77,997.2
Sunday 6 p.m.-7:30 p.m.	117.0	6,123.4	454.3	11,381.6	332.8	9,615.5	26	904.1	1,006	27,120.5
Monday-Sunday 7:30-11 p.m.	6,493.9	232,064.5	8,082.8	310,531.2	8,377.7	308,914.5	451	22,954.4	20,584	151,510.2
Monday-Sunday 11 p.m.-Sign-off	306.0	19,884.1	688.6	11,307.7	633.5	23,372.7	192	1,628.1	4,591	54,564.5
Total	\$ 1,207.0	\$390,700.0	\$16,439.6	\$558,150.1	\$13,755.3	\$531,443.5	2,157	\$41,401.9	90,330	\$ 1,480,293.6

net, Wilson, N.C., cited his newly formed National Farm Directors Radio Network, covering 40 states, as an example of the specialized formats evolving to serve today's farm sponsors. Ray Wilkinson, Tobacco Network, Raleigh, N.C., described how his long-established group is now comprised of several networks, each serving particular commodity markets.

Jim Mills, formerly with WLW Cincinnati and now with the National Agricultural Chemicals Association, explained how valuable the farm broadcaster will be for telling the positive side of food production problems to the general public. Noting food is produced by farmers, not government, he agreed chemical use regulation will probably come to some degree, but the volume of food necessary to feed exploding populations at low cost cannot be achieved without modern chemistry, a story farm broadcasters must relate for their own self-interest.

NAFB voted to amend its bylaws so that only commercial station farm directors now qualify for voting member status. Educators and government representatives now become associate members. NAFB also voted that any new farm director at a station not previously having such a man will have to serve a one-year probationary period before being admitted to voting status.

WGN Chicago distributed copies of its new farm radio survey at NAFB showing radio's reach to top-money farms in a five-state area. The study noted farmers in this region listen to farm programs five or more days a week. Where they listen: home, 98.5%; car, 94.1%; truck, 52.7%; barn, 42.4%; and tractor, 32%. Early morning and noon were most favored times.

Action on RADAR bids key to survey's timing

The next RADAR measurement of radio audiences will be taken late this winter or early next spring, but who will take it remains to be determined.

Four research firms are bidding for the job, a four-network venture that cost, this year, an unofficially reported \$480,000. The bidders are Brand Rating Research, which has been conducting the twice-a-year studies, and A. C. Nielsen Co., The American Research Bureau and Statistical Research Inc.

Authorities said last week they hoped to award the contract for 1970 within "the next month or so" and that the timing of that decision would probably affect the timing of the next study. They had hoped it could be made during the winter but said if the contract is not awarded for another six weeks or two months, the winner may have trouble gearing up for field work before early spring.

RADAR, for Radio's All-Dimension Audience Research, is supported jointly by the ABC, CBS, Mutual and NBC radio networks. It is conducted under 12-month contracts calling for two studies a year.

K&E goal in '70: \$65 million in radio-TV

Officials of Kenyon & Eckhardt Advertising Inc., New York, expected a rise next year of 7-8% in the share of the agency's billing represented by television and radio.

The anticipated broadcast-billing boom at K&E was disclosed last week at a news conference by Stanley Tan-

nenbaum, chairman of the board and creative director of K&E Advertising (domestic subsidiary of Kenyon & Eckhardt Inc.) and its president, Leo-Arthur Kelmenson, and by E. L. Timberman Jr., board chairman of the parent company.

Based on their estimates, K&E in 1970 is expected to bill domestically a minimum of \$56 million in television (an increase of \$20 million over the 1969 estimate) and approximately \$8.8 million in radio (some \$800,000 more than in 1969). In over-all billing, the domestic portion in 1970 is put at a minimum of \$110 million, or about \$15 million above this year's figure.

If realized, the \$64.8 million in broadcast billing next year would come about three-quarters of the way up to the \$85 million K&E billed in toto, domestically, in 1967. (Domestic billing at K&E moved up to \$90.6 million in 1968 and to \$95 million in 1969.)

Chicago cable hookup used to test TV spots

If some undefined problems concerning the hooking up by cable of 1,000 TV test homes in central Chicago can be worked out, a new advertising laboratory for the food-products market proposes to offer a variety of measurements on the effectiveness of television advertising which it claims are not now available.

The Chicago experiment is being undertaken by Comlab Inc., a subsidiary of Inmarco Inc., in turn an interest of Columbia Pictures Industries, New York. It involves the development of a typical supermarket on Chicago's near North Side which only a test

panel of 1,500 families in a five-mile radius will be allowed to shop. Their food purchases will be carefully recorded on new National Cash Register checkout equipment so that personal interviewing is eliminated. Each family will get a 20% monthly cash rebate for participating.

Of the panel, 1,000 families are to be offered free cable hookups for their present TV sets. The cable will not only feed all Chicago TV stations but also an additional channel on which major movies, with test commercials inserted, will be programed during prime time.

Comlab Inc. would not disclose details of the cable system at this time, referring all questions to its New York attorney. A spokesman indicated it is hoped certain problems can be worked out and the TV system operating within a couple of months. The chief reason for not disclosing details was suggested to be preserving lead time over any competitive test facility that might want to compete.

The Chicago experiment is under the supervision of Robert J. Dubin, formerly with Post-Keys-Gardner, Chicago. The test laboratory involves an investment of about \$750,000, he said, including the 3,000 square-foot super-market stocking 2,500 items. A pilot test period for six months is about to begin and TV is not necessary for this phase, Mr. Dubin said.

Video-tape association studies creative uses

The creative aspect of video tape, particularly in its use in TV commercials, was the theme both in discussion and in demonstration at the first formal meeting of the newly formed Videotape Production Association held last week in New York.

According to VPA officials, the association plans to maintain a series of similar meetings as a forum for the exchange of ideas on video taping.

The meeting last week was highlighted by a screening of taped commercials representing contemporary techniques in camera work, lighting and opticals including solarization, montages, split screen and other effects. Discussion ranged from tape's versatility and the move of the motion-picture industry into the electronic age as described by George Gould, president of Teletronics International, to the use of tape for what Peter Holledge, president of Advertel, called "creative innovation." Also taking part in the program were Lou Lessard, vice president of Tele-Tape Productions, and Morton Dubin, vice president of MPO Videotronics Inc., and president of VPA.

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nails their dial
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Station	Station Circulation*	Sunday thru Saturday†	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	446,000	563,000
Station B	33 counties	397,000	456,000
WHIO-TV Advantage	+9 counties	+49,000	+107,000

†Source: NSI = TV Weekly Cumulative Audiences—February-March, 1969
*Source: ARB = Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



Cable Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WHOD AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC TV, Pittsburgh

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Skeptic berates NAB self-regulation

Warren Braren tells workshop NAB uses self-regulation as 'political expedient'

A call for the broadcasting industry to reappraise its self-regulation stance concerning advertising and programming was sounded last week by Warren Braren, former director of the New York office of the National Association of Broadcasters Code Authority. He charged the NAB uses self-regulation as a "political expedient."

Mr. Braren repeated charges he made extensively last June at a House Commerce Committee hearing that the NAB has misled Congress and the public into believing the industry has an effective self-regulation program (BROADCASTING, June 16). He used the continuing controversy over cigarette advertising as an example and contended the NAB persistently refused to follow his recommendations and those of predecessors in promoting curtailment of cigarette advertising earlier. The controversy within the NAB led to Mr. Braren's dismissal May 1.

Mr. Braren's remarks last week were made at a dinner meeting during the *Advertising Age* media workshop held in Washington.

The cigarette-advertising issue reached the point this year of almost certain legislation. The Senate Commerce Committee was expected last week to report out a bill barring all cigarette advertising in broadcasting by Jan. 1, 1971. Some similar legislation appeared almost certain of passage next year by Congress. Tobacco interests' moves to have an antitrust law exemption approved to permit cigarette firms to withdraw advertising from broadcasting failed in committee. Meanwhile the NAB code authority has put in effect a voluntary phase-out plan cut from an original four years to about two years, ending the commercials by Sept. 1, 1971. NAB is continuing to fight the proposed statute on the grounds it discriminates against broadcasting.

Mr. Braren said: "I seriously doubt whether the NAB recognizes that it has no one to blame but itself for the discriminatory legislation on cigarette ads now pending before Congress. This is the very thing the broadcast industry wanted at all costs to avoid. They are faced with it today precisely because they have steadfastly refused to adopt a course of positive action to protect the public interest until their backs were up against the wall . . . until it was absolutely required by political necessity."

Mr. Braren said that former NAB President LeRoy Collins warned broadcasters seven years ago to take mean-

ingful self-regulatory steps to curtail cigarette ads. He was severely criticized.

Mr. Braren charged that the NAB's new phase-out plan is a stalling tactic while "the Code Authority continues derelict in policing cigarette commercials under its own code standards." He charged spots employing themes and settings indicating to youth that the use of cigarettes contributes to individual achievement are examples but he said the Code Authority has no one available to devote time to policing these commercials. He charged guideline revisions of tar and nicotine and filter rules are long-overdue attempts to curtail misleading representations but have "little bearing on the youth appeal problem."

"The NAB doesn't easily learn from its past blunders," Mr. Braren said.

Mr. Braren declared:

"The Code Authority . . . has no life of its own . . . when it comes to matters which might affect station or network revenue. Self-regulation is relegated to the position of fifth wheel on the wagon . . . called upon in the case of unexpected or unavoidable blow-ups.

"Honest recognition of this fact by broadcasters and advertisers might go a long way in helping to reappraise the role self-regulation is to play in the future. . . ."

Faced with the loss of cigarette revenue, Mr. Braren said, broadcasters are toying with the idea of accepting liquor ads. He warned that the industry would avoid research that might help determine the effect such ads might have on alcoholism.

Mr. Braren criticized the Code Authority for lack of leadership and planning and lack of a program to recruit highly qualified people to the field.

"Advertisers and broadcasters are only deceiving themselves when they use self-regulation as a commodity to preserve the status quo or as an instrument to hold the government at bay.

du Pont back on TV

du Pont, Wilmington, Del., via BBDO, New York, is committed to its first corporate ad campaign on television in five years. The company, which has restricted its use of TV to product advertising since NBC's *du Pont Show of the Week* went off in September 1964, has purchased one-quarter sponsorship of NBC News' *First Tuesday* for the first nine months of 1970, beginning Jan. 6.

No wonder consumer critics cynically question the motivation of self-regulation when it most frequently requires the big stick of government standing over it."

Among the week-long series of media workshop sessions was the confrontation, becoming an annual affair, between representatives of advertising agencies and the new burgeoning media buying-planning services. Representatives of the advertisers said it was still too early for them to determine the value and need of the new middlemen.

The panel, moderated by Richard A. R. Pinkham, senior vice president and director of Ted Bates & Co., was composed of: A. O. Knowlton, director of media services, General Foods Corp.; Norman King, president U.S. Media International, New York; Robert R. Riemenschneider, media director, Quaker Oats; Richard Gershon, president of Independent Media Services, New York; Paul M. Roth, vice president, media and TV/radio programming, Kenyon & Eckhardt; Samuel Wyman, president, Timebuying Services, New York; Bernard Kanner, senior vice president and director of media management, Benton & Bowles.

NAB code is rapped by tobacco spokesman

The National Association of Broadcasters' Code Authority was attacked Friday (Nov. 28) by a spokesman for the Tobacco Institute for abandoning defense of what it had called "the inviolate right" of a legal product to be advertised on the air.

The Tobacco Institute announced 25 growers in Kentucky would file a multi-million dollar suit this week against the three major networks, NBC, ABC and CBS. The suit seeks an injunction to restrain the broadcasting of "false and scurrilous advertisements directed at the destruction of the tobacco industry." The target is the anti-smoking commercials being carried under the fairness doctrine to balance cigarette advertising.

Last week Warren Braren, former official of the code office in New York, scored NAB for its delay in working to end cigarette commercials (see above). Meanwhile the Senate Commerce Committee, as expected (BROADCASTING, Nov. 10), reported out a bill Friday (Dec. 5) that would end all broadcast cigarette advertising by Jan. 1, 1971.

Horace Kornegay, vice president and general counsel of the Tobacco Institute, speaking to the National Association of Farm Broadcasters in Chicago (see page 30), scored the NAB for applying the fairness doctrine, which he called a "magic formula," in use of the anti-smoking commercials but in failing to insist that the spots be pre-

IMPACT

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vented from conveying what he called false and misleading facts.

Mr. Kornegay said the Tobacco Institute had repeatedly protested the "false, misleading and deceptive character of several antismoking announcements." The complaints were referred to the American Cancer Society and the American Heart Association and the U.S. Public Health Service, which eventually rejected the complaint.

Mr. Kornegay declared the Senate version of the bill discriminates and said broadcasting has been "stigmatized by statute, because it refused to participate with the cigarette industry in responsible self-regulation. The NAB had refused to back, in fact opposed, the Tobacco industry efforts to get anti-trust law exemption in order to institute a voluntary ban on cigarette commercials.

Mr. Kornegay warned "it surely does appear that the remote voices in Washington who attempt to speak for a great communications medium have pulled in the welcome mat and slammed the door on one of their oldest and most reliable customers. If so, other advertisers of other controversial products . . . and there are many . . . can thank the NAB for a great educational experiment."

Bristol-Myers parts with middlemen use

Agency pressures, internal handling of media cited as reasons for the move

Though Bristol-Myers' three independent media buying services have not yet received their pink slips, the sixth largest spot advertiser reportedly plans to abandon its use of middlemen after the first of the year.

Indications last week were that Bristol-Myers was not disappointed with the performance of the independent buyers, but that the company prefers the traditional agency-client atmosphere. Bristol-Myers sources conceded that blame for an unworkable relationship with the middlemen rests as much with the company as with the services.

Bristol-Myers has been dealing with the buying services for over a year and apparently increasing its expenditures through these firms quarterly. The three media operations are Mediators Inc., Time Buying Services Inc. and U. S. Media—International, all in New York.

One media middleman explained his imminent dismissal also in terms of a faulty relationship with the company, suggesting that Bristol-Myers was "not ready yet" for the buying services, but adding that he looks forward to a time

'Un-underwear' debuts

A youthful line of lingerie to be called "Un-underwear" will be introduced by Maidenform Inc., New York, this spring with the help of saturation radio. A special youth-oriented 60-second spot will run in the top-50 markets on leading prime-time disk-jockey programs, with a total expected reach of 90 million people. A total of 72 spots will run during the three-week period in the second 25 markets. The \$500,000 earmarked for this radio drive represents one-third of Maidenform's spring 1970 campaign funds. Norman, Craig & Kummel, New York, is the agency.

when they will "work intelligently together."

Another independent media buyer admitted that the services "represented a radical change" to Bristol-Myers, but said "a reason like that can be overcome if there aren't any other extraneous problems." The "extraneous problem," he suggested, was discontent at the advertiser's ad agencies. The independent buyers, he claims, outperformed the agencies; the agencies feared they would be reduced to creative services, and "they must have applied unbelievable pressure."

Bristol-Myers' advertising agencies are Ogilvy & Mather; Young & Rubicam; Grey Advertising; Marschalk; Wells, Rich, Greene; Ted Bates & Co., and Needham, Harper & Steers.

The buyer also concurred with reports that Bristol-Myers would like to handle, internally, media functions previously assigned to agencies or outside services. "They started to hire away some of our employes," he reported, adding the prediction, "they are interested, within the next year, in doing a lot of these markets on their own."

ABC rapped for cartoon with tie to commercial

The FCC told ABC last week it was disturbed that the network may be subordinating "programming in the interest of the public to programming in the interest of its saleability."

At issue was a 30-minute cartoon program, *Hot Wheels*, which Mattel Inc., a toy maker, sponsors over the network Saturday mornings. Topper Corp., a competitive toy manufacturer, had complained to the commission that the program was in reality a 30-minute commercial for Mattel's miniature racing cars.

The commission told ABC that even though Mattel does not mention the racing cars in its commercials during the program, "there is, we believe,

sufficient basis for concluding that more of the program than the formal commercial spots should be logged as commercial matter." But it gave ABC seven days to offer a solution that could "resolve this matter in a more satisfactory fashion."

The Federal Trade Commission is also investigating the case, looking into whether Mattel and ABC may have engaged in unfair methods of competition. "We shall, of course, take cognizance of any conclusions reached by the FTC," the FCC said.

In its letter to ABC, the FCC said the "essential facts" in the matter were not in dispute. It observed that the cartoon show carries the same name as a line of miniature racing cars made by Mattel, and that the show's producer retained the staff of Carson/Roberts, Mattel's agency, as its agent for the sale of the show to ABC. Mattel, in turn, purchased at least three minutes of advertising time on the *Hot Wheels* show in addition to minutes on other Saturday morning programs.

The commission said "there can be no doubt that in this program Mattel receives commercial promotion for its products beyond the time logged for commercial advertising." It pointed out that the show's producer designed a format promoting the product of a major television toy advertiser, used the trade name of the product as the program's title, and sold the program to a network which broadcasts a substantial amount of advertising for the advertiser.

Mattel weds TV, print in Christmas campaign

What was described as "the biggest single toy promotion in the industry" last week was detailed to members of the San Francisco Advertising Club by the advertising director of the world's biggest toymaker. Jack Jones, vice president-advertising, Mattel Inc., Hawthorne, Calif., told a luncheon meeting of the ad group that his firm's fall promotion for the last two years has been motivated by the conviction that "the age of electronic shopping had arrived."

In 1968 Mattel, according to Mr. Jones, purchased 20 minutes of air time on 20 prime-time TV shows all in one week as a means of demonstrating the company's Christmas product line that was being catalogued at the same time in *Life* magazine and *TV Guide*. This fall, to allow potential toy buyers (adults and children) to make their selections via TV, Mattel purchased full sponsorship of the *Hey, Hey, Hey, It's Fat Albert*, half-hour special on NBC-TV.

The special was presented last month in conjunction with multi-page ads in two issues of *Life* and publication of a

16-page catalogue that was distributed through Sunday newspaper editions to some 30 million households. Advantages, indicated by Mr. Jones, of the electronic shopping technique is that through compatible use of print and TV mediums, the advertiser has the ability to show his full line of wares in detail in print and immediately follow up with demonstrations of the products on television.

Rep appointments:

- KZAP-FM Sacramento, Calif., WEEF-AM-FM Highland Park, Ill., and WVHI-(FM) Evansville, Ind.: Gert Bunchez & Associates, New York.
- WYDD(FM) Pittsburgh and WRNO-(FM) New Orleans: RKO Radio Repre-

sentatives.

- WNEB-TV Bay City-Saginaw-Flint, Mich.: Katz Television, New York (corrected item).
- WJAR(AM) Providence, R.I.: Harold H. Segal & Co., Boston (regional).
- WSKI(AM) Barre-Montpelier, Vt.: AAA Representatives, New York.

Business briefly:

William Wrigley Jr. Gum Co., through Arthur Meyerhoff Associates, both Chicago, has bought 52 weeks of news and sports programming on the Mutual Broadcasting System. This is Wrigley's third consecutive year with Mutual.

Quaker Oats Co., Chicago, through J. Walter Thompson, New York, will sponsor *The World Of The Beaver*, ad-

'Out of Schlitz' moves to high seas, far ports

Hong Kong harbor, Norway and the high seas are locations featured in completely new "men at sea" hero-image commercials for Schlitz beer that began to hit the air this past weekend on the TV networks. They mark the start of a record-breaking annual advertising budget for Jos. Schlitz Brewing Co., largely in television.

More than 100 TV markets also will be used for spot, plus heavy radio and print schedules.

Leo Burnett Co., Chicago, has retained the "When you're out of Schlitz, you're out of beer" key line for the ad-

vertising but the entire copy theme for all media will be based on the rugged men-at-sea TV commercial situations, a "living life with gusto" concept that is designed to give self-identification for the beer prospect.

Schlitz this past year spent some \$18 million in all media, more than \$12 million in TV and more than \$4 million in radio. The new budget is said to be significantly bigger and is described as a record. Schlitz has been particularly heavy in sports programs.

The new commercials were produced by Dove Productions, Los Angeles, whose partners include Cal Bernstein and Haskell Wexler. Mr. Wexler, known for hand-held camera work, last made the feature film. "Medium Cool."

venture special on NBC-TV Friday, Jan. 30 (7:30-8:30 p.m. NYT), pre-empting *The High Chaparral*.

Simon and Garfunkel not for us . . . AT&T

"We have neither the responsibility nor the right to sponsor their personal views, neither do we have the right to deny them the opportunity to express their views." That was AT&T's comment on withdrawing its sponsorship of Paul Simon and Art Garfunkel's one-hour musical special on CBS-TV Nov. 30.

"We asked for an entertainment special of artists in concert and conversation," AT&T stated. "The program as delivered to us was essentially an expression of the social and political views of the artists."

Alberto-Culver was willing to pick up sponsorship at reportedly a third of the cost to AT&T, but an AT&T executive said Thursday (Dec. 4) negotiations on costs of the Nov. 30 program were still in progress.

Drew Associates, producer of several previous specials for AT&T, acted as executive producer for the *Simon & Garfunkel* program.

Sears moves further into TV network buys

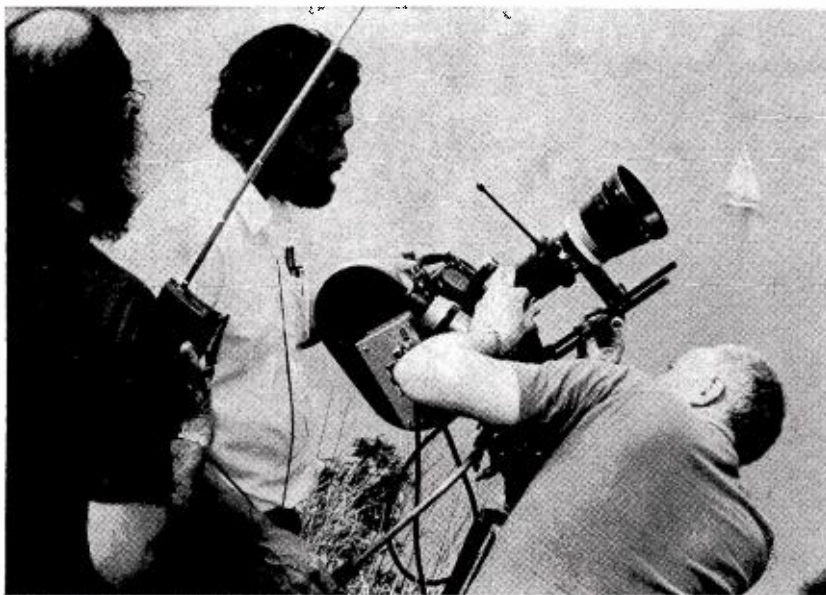
Sears, Roebuck and Co., Chicago, which moved cautiously into network television in 1968 and sponsored the CBS-TV special *The Royal Family* last September, will begin its 1970 network advertising with an NBC-TV special, *The Many Moods of Perry Como*, Sunday, Feb. 22, 10-11 p.m. EST.

It will be the first promotion for Sears consumer products placed through Foote, Cone & Belding, Chicago. Advertising on the *Royal Family* special, of an institutional nature, had been done through Ogilvy & Mather, New York, and other network buys have primarily advertised Allstate Insurance and tires.

Sears has two other specials, as yet unidentified, on its advertising schedule for the 1969-70 season (BROADCASTING, Sept. 7).

Ayer gets Gino's

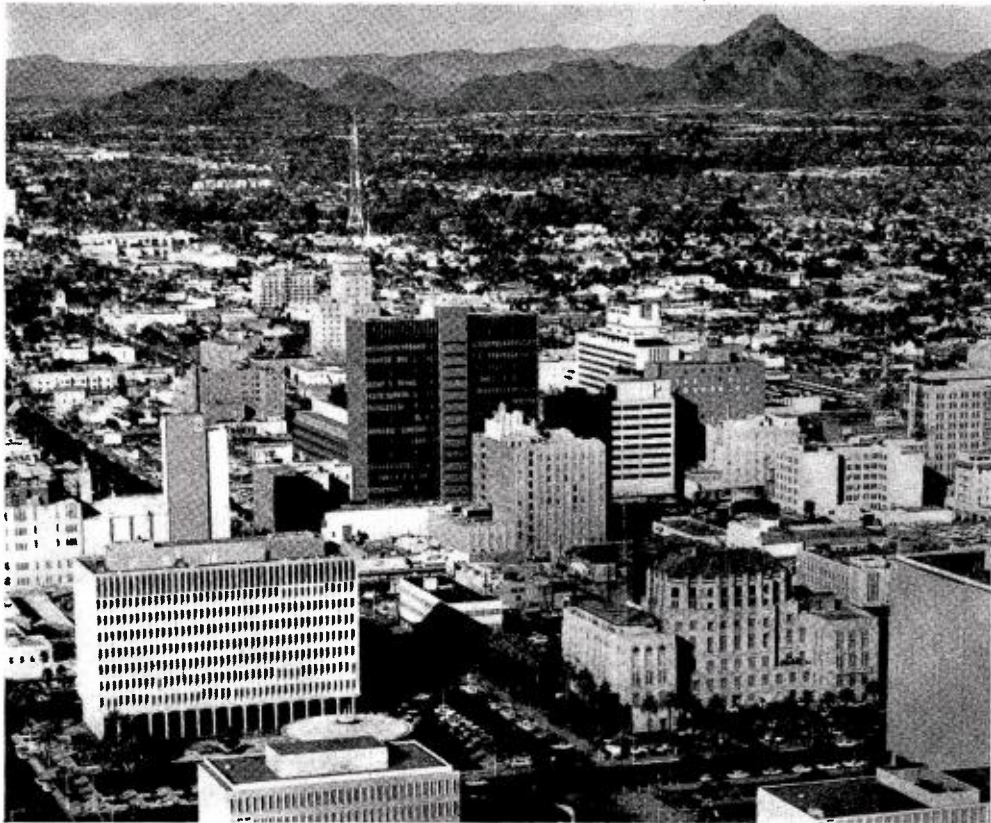
Gino's Inc., King of Prussia, Pa., has moved an estimated \$2.5 million-to-\$3 million in billings to N.W. Ayer & Son, Philadelphia. Lewis and Gilman, Philadelphia, previously handled the chain of 200 quick-order restaurants and take-home stores in the East. Gino's is expected to continue using spot TV and radio, although media plans are not definite.



Filming Schlitz TV commercials in Hong Kong harbor are Messrs. Cal Bernstein (l) and Haskell Wexler (r) of

Dove Productions with help of Bob Bucknam, assistant cameraman (center). Walkie-talkie links actors on sail boat.

Now watch! KPHO-TV, Phoenix has appointed Blair Television.



Phoenix—brightest, fastest-growing spot in Arizona's famous Valley of the Sun! And the brightest spot in Phoenix television is Meredith Broadcasting's KPHO-TV.

Now, this market leader in feature film and children's programming, which last week celebrated its twentieth anniversary on the air, has named the nation's leading broadcast sales organization, John Blair & Company, as its national representative.

So *now*, when you want the best place on television under the Phoenix sun, call your Blair man first.



FCC's Burch meets the press

His first news conference reveals hands-off attitude on programing, across-the-board rejection of multimedia owners

After five weeks as chairman of the FCC, Dean Burch last week gave broadcasters some idea of why it was many of them had welcomed President Nixon's announcement of his appointment as chairman. He publicly declared his opposition to the notion that programing quality can be upgraded by prescription from Washington. And he indicated he was less than fascinated with the idea of breaking up multimedia combinations.

Chairman Burch, who expressed his views on Tuesday in his first news conference as chairman (one that, ironically, in view of his position, was closed to any kind of electronic recording; officials said the conference was to be as "informal" as possible), thus appeared to set himself the task of checking the growing influence within the commission of its liberal members, Kenneth A. Cox and Nicholas Johnson.

His news conference remarks, in addition, followed an appearance before the Senate Communications Subcommittee, in which he came out for stability of ownership in the broadcasting industry. He did not embrace the Pastore bill (S-2004), which would protect licensees against challenges at renewal time, but he did offer an alternative proposal that would give broadcasters a leg up in comparative hearings forced by such challenges (see page 23).

For most of his first five weeks he had been regarded with some uneasiness. Word that one of his first acts as chairman was to telephone the presidents of the networks to request transcripts of the analyses with which the networks had concluded their coverage of the President's Nov. 3 speech on Vietnam suggested to some that he was part of a plot to intimidate the networks. (Chairman Burch pooh-poohed that idea last week. There had been "too much" inferring from a given set of facts, he said, adding that it would require "an agile mind" to conclude from them that "I'm part of a cabal to destroy the networks.")

And he also picked up the lance of the antiobscenity crusader (see page 58). This has pleased Senator John O. Pastore (D-R.I.), but it worries some

broadcasters who see in the success of such a crusade an erosion of their First Amendment rights.

But the chairman's news conference remarks on programing (at least, programing not involving a question of obscenity) and multimedia ownership were cheering news for broadcasters.

Commissioners Cox and Johnson have long argued that the commission should require broadcasters to devote certain minimum amounts of time to news, public affairs and some other types of programing. They never persuaded the commission to prescribe such minimums. But after the Supreme Court last June, in upholding the commission's fairness doctrine, indicated the FCC had the authority to set such standards, Commissioner Robert E. Lee said he would reconsider his opposition to them (BROADCASTING, Oct. 3).

Chairman Burch, however, indicated he would have none of that. "I am not impressed with the idea that the FCC is better able to handle programing than somebody whose job it is," he said. He expressed doubt that prescribing minimums would result in more of the desired programing.

He also said he does not believe the

commission "can say what everybody in the U.S. is going to watch at 6 o'clock every night." No one has made such a suggestion, but the chairman's comment indicated his attitude toward programing regulation.

In discussing the question of concentration of media ownership, he said he would oppose "restructuring the industry on a case-by-case basis." This appeared to reflect his concern with the WHDH decision, in January, in which the commission denied WHDH-TV Boston a renewal of its license and awarded the contested channel 5 to a competing applicant, largely on the ground that a diversification of ownership of media would result.

WHDH-TV is part of a newspaper-broadcasting complex in Boston, and critics of the decision saw it as a case-by-case approach to a restructuring of the industry. The decision was the major spur to the broadcasters' campaign to obtain enactment of measures like the Pastore bill, which requires the commission to find a licensee disqualified to operate a station before accepting new applications for the channel.

Concentration of control of media is the issue in the commission's proposed rule to bar the owner of a full-time outlet from acquiring another full-time station in the same market. The proposal is expected to be on the commission's agenda this week.

Chairman Burch indicated he had not made up his mind on the question of multimedia ownership. But he suggested the diversification issue was overgrown with theory that does not always match the facts. "If you were living in a perfect society, you might say that each medium of news should be separately owned," he said. "But we're not dealing with a perfect society and perfect people. . . . 'We've got to approach the problem on the basis of what the facts are.'"

And in defending his position on favoring licensees at renewal time, he offered broadcasters further cause for cheer. The FCC, he said, should not be permitted to tell a broadcaster who has done a good job and spent several million dollars on his station that, since a new applicant has arrived on the scene, he "had better find a new

Sports broadcast issue due on pay-TV agenda

The question of what happens to sports broadcasts will take much of the spotlight when hearings resume tomorrow (Dec. 9) before the House Communications Subcommittee on bills that would prohibit pay television. Scheduled to testify are baseball Commissioner Bowie Kuhn, professional football Commissioner Pete Rozelle, and National Hockey League chief Clarence Campbell. Representatives of the two professional basketball leagues may also appear, it is understood.

Other witnesses include representatives of the American Civil Liberties Union; the Americans for Democratic Action; the Greater Boston Labor Council, and the research firm Sindlinger & Co., which has conducted a study of pay TV for the National Association of Theater Owners.

line of work."

"I still subscribe to the notion that there's nothing wrong with making money," the chairman added. And if a station is doing a workmanlike job, and "meeting its payroll" and obligations, "it shouldn't have to worry about whether it's going to be in business next year."

In other matters, the chairman expressed the hope the commission would reach a decision soon, possibly this month, on proposals to grant land-mobile radio users access to spectrum space now allocated to UHF television. He did not say which way the commission would likely go on the controversial proposals, which involve sharing of the lowest seven UHF channels (14-20) with land-mobile radio users and the reallocation to them of 115 mc between 806 and 960 mc, which includes channels 70-83. But he said the com-

mission should "take its lumps and do what needs to be done."

He also complained, as he has before, of what he considers the small budget allocated the FCC, whose actions, he said, affect everyone in the U.S. and have a significant impact on "one of the most fantastic" industries in the world.

He said the commission, which is operating on a budget of \$21 million, is not so weak it cannot regulate the large companies under its jurisdiction. But in terms of getting the talent it needs, he said, "we labor under somewhat of a handicap."

During the hour-long news conference, which was attended by some 20 reporters and during which he handled himself with poise, Chairman Burch sought to establish himself as his own man in his role as head of the FCC.

Asked if in view of his long associa-

tion with Senator Barry Goldwater—he was the senator's administrative assistant in the 1950's and his choice for chairman of the Republican National Committee in 1964—he could be described as a Goldwater conservative, Chairman Burch said:

"I'm not planning to set myself up as anybody else's conservative or anybody else's liberal. I intend to do this on my own. I imagine I'll be praised by industry one day and pilloried the next. It's already happened."

Besides ridiculing the idea that he was part of a "cabal to destroy the networks," he said he had "no instinctive hatred of any part of this industry." He had had some heated fights with the networks over what he regarded as their unfair treatment of Senator Goldwater in his 1964 presidential campaign. But, he said: "I don't want to get even with anybody."

House unit to air new WIFE issues

Commerce Committee calls Hyde in probe of senators' campaign spots, missing papers

The simmering battle between the House Commerce Committee and former FCC Chairman Rosel H. Hyde over the commission's handling of the WIFE-AM-FM Indianapolis renewal case was close to a new eruption last week.

The committee voted unanimously on Thursday to request its chairman, Representative Harley O. Staggers (D-W. Va.) to call Mr. Hyde before its Investigations Subcommittee to testify about alleged irregularities in the case.

Representative Staggers was not present at the meeting, but he is expected to grant the committee's request.

And a hearing could have loud repercussions. The committee is said to be concerned about allegations that Don Burden, owner of WIFE as well as KISN-AM) Vancouver, Wash., and KOIL-AM-FM Omaha, provided free time or favored treatment to two members of the Senate in their campaigns, and gifts to a key Senate Commerce Committee aide.

The senators reportedly involved are Vance Hartke (D-Ind.) and Mark Hatfield (R-Ore.). The committee aide is Nicholas Zapple, staff counsel. Senator Hartke is a member of the Commerce Committee, which has jurisdiction over communications matters.

Adding to the House committee's concern is the fact that some documents bearing on the charges were said to be missing from the WIFE file the commission turned over to the Investigations Subcommittee on Nov. 3.

The documents are said to be statements given the commission by Mr.

Burden's former secretary, Louise Rudol. However, the commission, which has reopened its investigation of WIFE, is believed to have obtained new statements from her.

Senator Hatfield could not be reached Thursday. But all of the others mentioned denied any improprieties. Mr. Hyde said there had been no irregularities in the commission's handling of the case and that he would be happy to testify, "although it is distasteful to me to be on the defensive."

The subcommittee is expected to call Mr. Burden and Miss Rudol as well as Mr. Hyde to testify. However, there seems little likelihood it will call any of the Senate figures who have been named. There is a "squeamishness" on the part of House committees "in dealing with the other body," as one House Committee source put it.

The Investigations Subcommittee has been checking into the controversial renewals of WIFE-AM-FM almost since the day they were granted, on Oct. 3. The commission, by a 4-to-3 vote, renewed the licenses for six months after concluding that they had conducted fraudulent contests and sent false invoices to advertisers. The offenses were said to have occurred while the stations were on probation after a previous offense.

An initial conflict between the subcommittee and the commission developed when Mr. Hyde refused to turn over confidential documents in the case until the time for full commission re-

view of the case had expired, on Nov. 3. Mr. Hyde acted with the unanimous backing of the commission, which said it was barred by law from making the material available earlier.

Nevertheless, the House committee voted to request that the House cite Mr. Hyde for contempt of Congress. That action was taken on Oct. 31, the day Mr. Hyde retired from the commission after 45 years in government service. The committee has not yet referred the matter to the House.

Representative John E. Moss (D-Calif.), who is the driving force behind the committee's request that Mr. Hyde be called to testify, appears to feel the former chairman misled the committee in stating that there was no evidence of "wrongdoing" in the files.

Mr. Hyde had said he would turn over the material before the 30-day period only if there was such evidence—but he said he was referring to evidence relating to wrongdoing on the part of the commission. The commission would have been required to turn over such material, he said.

Representative Moss also wants to know why the documents concerning the senators and Mr. Zapple were not in the file when it was turned over to the subcommittee and whether the commission knew about them when it voted in the WIFE case.

Mr. Hyde said he knew nothing about the documents relating to Senators Hartke and Hatfield until after he retired. But he was familiar with the

statement asserting Mr. Burden had given Mr. Zapple gifts—reportedly a sterling silver set and clothing for his family—and said it was never a part of the WIFE file.

Mr. Hyde said the statement came to his attention in 1966 but that he did nothing about it because he did not believe it warranted an investigation. Mr. Zapple “certainly wasn’t interested in any business before the commission,” Mr. Hyde said. “It would have been inappropriate for me to pursue an investigation.”

Mr. Hyde said he kept the statement on his desk until the commission moved to new quarters, in 1967, when he disposed of “everything that wasn’t current.”

Mr. Zapple declined comment on the matter other than to say that he’s “never had anything to do with any decision involving WIFE” and that he has been “completely removed from it.”

Mr. Burden, who said Mr. Zapple is a personal friend, with whom he has exchanged Christmas gifts over the years, called it “a damn shame that you can’t even be civil without somebody trying to make something ugly out of it.” He said he had never asked Mr. Zapple for a favor “and he’s never done me a favor.”

Mr. Zapple turned the silver set over to a boy’s club in Jersey City, N. J., Whittier House, as a raffle prize two years ago. One published report quotes the director of the club, Victor Burlock, as saying the set was raffled off for \$1,000, but Mr. Burlock told BROADCASTING the amount received was about \$500, and Mr. Burden said the jeweler from whom he purchased it told him recently it cost no more than \$300.

One document that apparently is missing from the file was Miss Rudol’s statement concerning Senator Hartke. However, it seems that carelessness

rather than an attempted cover up is involved, since other documents among the materials turned over to the Investigations Subcommittee bear on the Hartke matter.

Mr. Burden said he had not given time to the Senator in his 1964 campaign as alleged, rather, he said, his records were so confused as a result of dealing with a variety of campaign committees that he has been unable to determine how much of the Hartke bill for WIFE air time was paid.

He put the total bill at “between \$20,000 and \$30,000” and the amount left unpaid in the neighborhood of \$5,000. He said he is attempting to determine the exact amount. He indicated he had simply let the matter slide over the years.

Senator Hartke’s office said the non-payment was an inadvertence and that Mr. Burden was being asked for a bill so that it might be paid promptly.

Congressional sources say Senator Hatfield was alleged to have received free time in his 1966 Senate race, which was covered by KISN. But commission officials say they are familiar only with a charge that Mr. Burden directed his reporters to favor Mr Hatfield in their coverage.

Commission sources indicate that the commissioners knew nothing about the Hartke and Hatfield matters because they came to the staff’s attention after the WIFE renewal applications were already the subject of a hearing on other issues. This is said to be true, also, of other matters “that might have been of interest to the commission.”

The staff could have brought them into the open without violating the ban on ex parte communication with the commission only by petitioning to enlarge the issues in the case. However, its assumption presumably was that the commission would deny renewal—

an assumption strengthened by an examiner’s decision urging no renewal.

So the staff held back. But the assumption was wrong. And the staff then was unable to brief the commission on the new material in the file until Nov. 3; it was barred from acting sooner by the same legal considerations cited by the commission in its refusal to turn over the confidential documents before that date.

The actual briefing—given by Broadcast Bureau Chief George Smith, his deputy, James O. Juntilla, and William B. Ray, chief of the complaints and compliance division—was given on Nov. 4. The commission then directed the staff to undertake a new investigation.

Examiner favors grant of modified CP to Coral

FCC Hearing Examiner Millard F. French has proposed the grant of an application by Coral Television Corp., permittee of WCIX-TV Miami, for modification of its construction permit. The initial decision would allow a different channel 6 transmitter site.

L. B. Wilson Inc., former licensee of WLBW-TV Miami, opposed the application, charging unauthorized transfer of control of WCIX-TV. Following a grant of Coral’s application in February 1967 for a change in transmitter site, Wilson petitioned for a court review and in May 1968, the U. S. Court of Appeals for the District of Columbia remanded the case to the commission, asking for a hearing or an explanation of why one was not required and disclosure of various financial transactions. The commission designated the case for hearing on Sept. 17, 1968, on issues of unauthorized transfer of control and trafficking.

The examiner said the hearing record failed to show any facts which could be considered “detrimental or derogatory to any of the stockholders . . .” Despite allegations by Wilson of actual control of Coral by C. Terence Clyne, a 35% stockholder, the examiner said the “uncontroverted” testimony of Coral principals confirmed that control of Coral remained with the directors and through them with stockholders.

Commenting that trafficking involves acquisition of a broadcast license for sale rather than for operation, Hearing Examiner French said the sale of a “bare construction permit is not involved here.” He said there was no record of any Coral principal buying or selling any interest in broadcast licenses and noting the length of time that had elapsed since Coral filed its application and received its CP, he concluded that there has been no unauthorized transfer of control or trafficking.

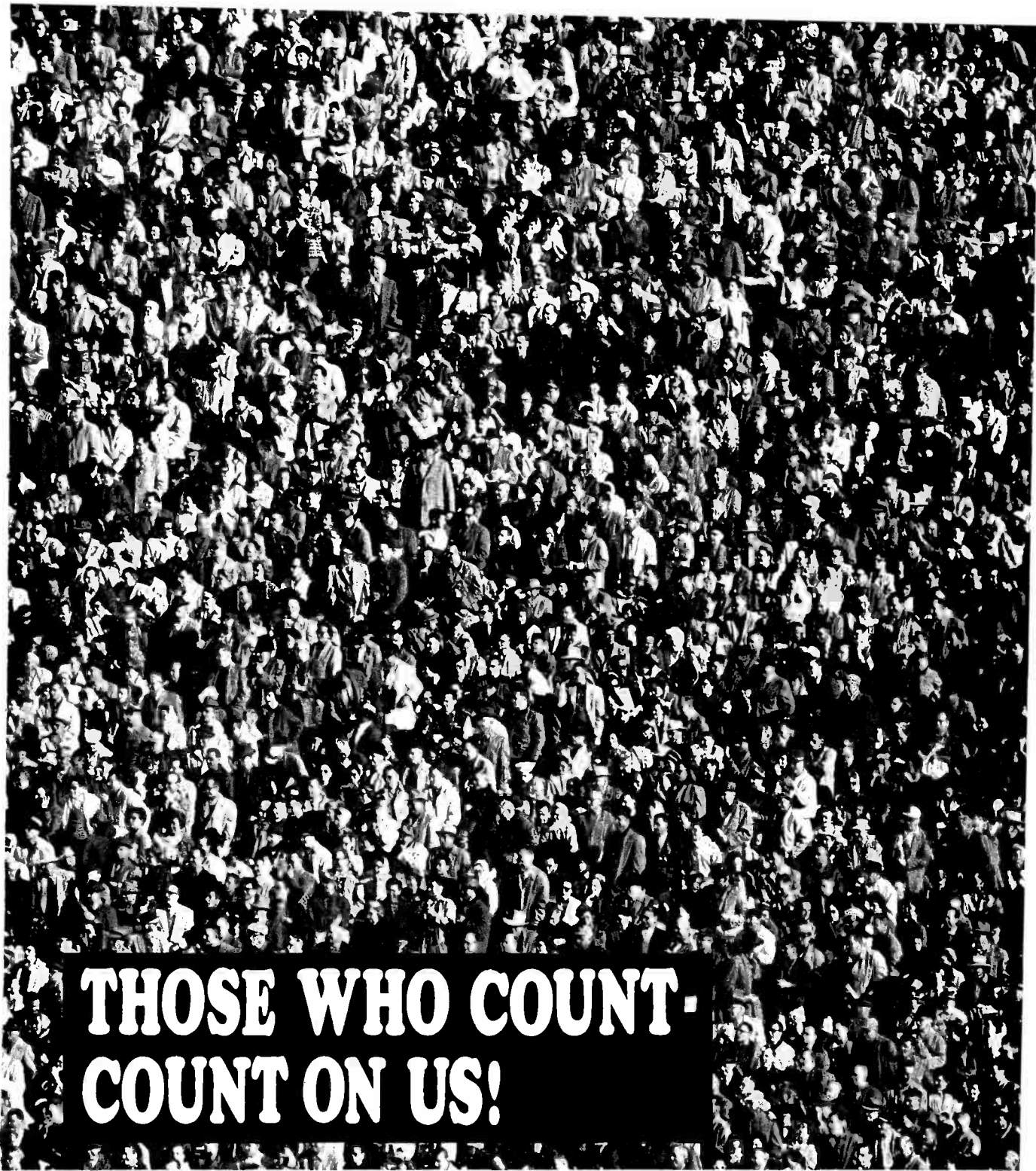
Media performances in N.Y. mayoralty scored

Joseph Stone, president of Berger Stone & Partners Inc., New York, last week claimed a host of inequities and questionable media practices occurred during the mayoralty race in New York last month. Mr. Smith, whose agency handled the unsuccessful campaign of Mario Procaccino, spoke to the Jacksonville, Fla., Ad Club and suggested that there be more fairness in media reporting of political candidates.

Mr. Stone recounted situations of radio stations rejecting copy, TV stations cutting essential lines, or newspapers refusing ads. He commented, “When it hurts most is the case of papers who convince the public they tell the truth.

But when you discover that the TV newscasts which you always thought were fair are doing the same thing, it really hurts.”

Mr. Stone asked for more fair reporting by TV commentators, even to the point of using two divergent viewpoints on every news show. He said that he did not advocate any type of censorship or “the taking away an iota of freedom from the press or broadcast.” Hoping to alleviate costly time drains during an election campaign just to judge on allegations of unfair practices, Mr. Stone suggested “there should be some sort of board of appeal, set up during election campaigns, to quickly pass on such disputes regarding air spots. Otherwise the equal time laws can be subverted.”



THOSE WHO COUNT- COUNT ON US!

By an emphatic tune-in vote, the people of our area have been showing their enthusiasm for KHJ-TV programming.

Today, Los Angeles 9 averages more homes, more adults, more men, more women and more teenagers than any other independent television station in Southern California.*


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represented by 

New media merger in the works

Dun & Bradstreet to acquire Corinthian broadcasting-publishing interests for \$134 million

Dun & Bradstreet Inc., a broadly based data and business information-service company, and group-owner Corinthian Broadcasting Corp. decided last week to join corporate hands in a proposed \$134-million merger.

The agreement in principle to merge was announced by Hamilton B. Mitchell, president of Dun & Bradstreet, and C. Wrede Petersmeyer, president of Corinthian. Under the merger agreement Corinthian would become a wholly owned subsidiary of D&B. The boards of both companies approved the plan last Wednesday (Dec. 3). Stockholders and FCC approval must also be given.

The merger would involve the exchange of a .675 share of Dun & Bradstreet stock for each share of Corinthian. Corinthian has 3.4 million shares outstanding, 48% of which is owned by prominent publisher-financier John Hay Whitney; under the merger, Mr. Whitney would own 9% of the merged company.

The exchange of stock has a market value of about \$134 million based on the New York Stock Exchange closing Dec. 1. The merger proposal was announced after the close of trading that day, at which time D&B had closed at \$58.75, up 75 cents and Corinthian at \$25.75, down 87.5 cents.

Dun & Bradstreet is active in publishing and data service fields. Among its interests are Thomas Y. Crowell Co.,

a book publishing concern; Reuben H. Donnelley Corp., a classified telephone directory marketing service; Moody's Investors Services, a publisher of investment manuals, and Fantus Co., an industrial plant-location consultant. D&B reported a net income of \$19.2 million, or \$1.85 a share on revenues of \$258.1 million in 1968.

Corinthian Broadcasting Corp. owns and operates television stations in Houston (KHOU-TV channel 11); Tulsa (KOTV channel 6); Sacramento, Calif. (KXTV channel 10); and Indianapolis (WISH-TV channel 8) and Fort Wayne, Ind. (WANE-TV channel 15).

All these stations are CBS affiliates, as are the families of Mr. Whitney and William S. Paley, chairman of the board of CBS, by marriage. Messrs. Whitney and Paley are neighbors and wed sisters—Mr. Whitney, Barbara Cushing Mortimer in 1947; and Mr. Paley, Betsy Cushing Roosevelt in 1942.

In addition Corinthian owns Standard Reference Library Inc., which publishes and distributes the Funk & Wagnalls encyclopedia and other reference works, and Corinthian Editions, publisher and marketer of books sponsored by major corporations and institutions. In its fiscal year ended last April 30, Corinthian had a net income of \$4.2 million, or \$1.25 a share on revenues of \$25.5 million.

Mr. Petersmeyer, who will continue

as chief executive officer of the broadcasting subsidiary, said the "enormous computer sophistication" developed by Dun & Bradstreet would be used by Corinthian "to pursue its goals in all phases of research." It is also felt by Mr. Petersmeyer that the merger will aid Corinthian in developing an encyclopedia for children.

Examiner would refuse WLVA transmitter move

The FCC has recommended denial of an application by WLVA-TV (ch. 13) Lynchburg, Va., for changes in facilities, citing the adverse effect the changes could have on WRFT-TV (ch. 27) Roanoke, Va.

WLVA-TV had proposed to move its transmitter from 17.5 miles southwest of Lynchburg to a point 28 miles west of Lynchburg and 17.5 miles east of Roanoke, change its visual power and increase its antenna height.

In his initial decision, Hearing Examiner Chester F. Naumowicz Jr. said WRFT-TV, which is having financial difficulties, has applied to expand its service area and that the proposed operations of both stations would reach west of Roanoke to an area not now "well served" by ABC-TV programming. If both full-time ABC affiliates were introduced, he said, the audience would fragment and neither station would realize its full potential. The examiner concluded that there was a possibility that grant of WLVA-TV's application would impair the ability of the UHF to compete effectively, and may jeopardize the continuation of its service.

McCarthy deposition OK'd in WPIX inquiry

The FCC has granted a petition by WPIX Inc., licensee of WPIX(TV) New York, requesting permission to amend its license renewal application to reflect additional information on survey of community needs and a change in ownership of its preferred stock.

At the same time the commission denied a request for a protective order by former WPIX employe Nancy M. McCarthy, which specified she was not a party to the hearing between WPIX and competing applicant Forum Communications Inc. and charged that the proposed area of inquiry of the deposition which WPIX requested from her

One-to-customer waived for KHAR stations

In the first waiver of its interim one-to-a-customer policy for an AM-FM-TV combination, the FCC last week approved the sale of 80% of KHAR-AM-FM-TV Anchorage from Mrs. Patricia E. Harpel to Alaska Hawaii Radio for \$312,000.

Grant of the application by Sourdough Broadcasters Inc., licensee of the stations, was made subject to the condition that if acquisition of the stations was inconsistent with the rule as finally adopted, Alaska Hawaii Radio would divest itself of one or more of the stations.

The vote on the sale was 7-0. In granting the transfer of the TV station, the commission waived its three-year holding rule because of the death in January 1968 of Mrs. Harpel's husband, Willis R. Harpel, who owned

the stations.

Mrs. Harpel will retain 20% of the stations and will be secretary of Alaska Hawaii Radio. Other principals and 12% stockholders are Joseph L. Hayes, president, Charles W. Tryck, treasurer, Frank E. Nyman, George Ding Yuen Woo and Asa L. Martin. James W. Y. Wong is vice president and owns 20%.

Messrs. Hayes, Tryck and Nyman are partners in an Anchorage consultant engineering firm, an aerial mapping company and a computer service firm. Mr. Wong is a 60% partner in a Honolulu certified public accountant firm; Mr. Woo owns a Chinese restaurant in Anchorage, and Dr. Martin is an Anchorage physician.

KHAR-TV is a channel 13 independent with 27.3 kw visual; the AM is full time on 590 kc with 5 kw, and the FM is on 103.9 mc with 2.8 kw and an antenna height of 54 feet above average terrain.

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would be an invasion of her privacy.

Miss McCarthy had written a letter, critical of WPIX's news practices to freelance television producer Arthur Alpert, who referred it to FCC Commissioner Nicholas Johnson.

In granting the application amendment request, Hearing Examiner James F. Tierney pointed out that its October 28 order setting the hearing specified that one of the issues would be ascertainment of community needs and that the WPIX amendment represented an effort to meet the "potentially disqualifying issue."

In denying Miss McCarthy's request, the hearing examiner said depositions may be taken from any person as long as the information sought, unless privileged, is relevant.

'Needs' meeting bars two citizens groups

FCBA comes to commission to discuss FCC primer on community needs

The gathering in FCC Commissioner Robert T. Bartley's office on Tuesday morning had been planned as an informal meeting between commission representatives and members of the Federal Communications Bar Association who want to help the commission define its policies and requirements regarding broadcasters' ascertainment of community needs. Whatever the meeting accomplished along that line, it provided a basis for two representatives of citizens groups to accuse the commission of a "'curious neutrality' in favor of the industry it is supposed to be regulating."

Albert Kramer, executive director of the Citizens Communications Center, and William Wright, director of Unity House, in Washington's inner city, made the charge after being turned away from the meeting. The center serves as a support facility for citizens groups in their dealings with the FCC (BROADCASTING, Oct. 13). Mr. Wright has been active in Black Efforts for Soul in Television and in the efforts of black Washington residents to deny renewal of WMAL-TV Washington's license (BROADCASTING, Sept. 8).

They had been told in a telephone call to Commissioner Bartley in advance of their appearance at the commissioner's office that they would not be allowed to participate. The commissioner, head of a small committee of commission staffers seeking to clarify commission policy in the ascertainment-of-needs area, said that "more could be accomplished in a 'small group than a big crowd.'" The commission committee was composed of five mem-

bers, and the bar committee; three members.

However, he offered to meet with them today (Monday) instead. And they accepted.

The two nonestablishment types were not singled out for the exclusionary treatment. John Summers, chief counsel for the National Association of Broadcasters, had also asked permission to attend the meeting—and had been turned down. Commissioner Bartley met with him and NAB vice presidents for television and radio, William Carlisle and Charles Stone, on Friday (Dec. 5).

The meeting between the commission representatives and the communications lawyers—which had long been sought by the bar association—was not unlike other meetings over the years between representatives of the commission and the bar in efforts to resolve conflicts short of rulemaking proceedings.

And Mr. Kramer and Mr. Wright said the meeting "illustrates the commission's practice of resolving problems by means of closed sessions with the industry instead of in open forums where the issues can be subjected to critical public scrutiny."

They also said that a "'clarification' session—which was how the meeting was described—is by definition not neutral. By bypassing the commission's staff and legal department, the industry indicated it was seeking more than mere technical advice about how to comply with the commission's policies in this area." They added that no issues should be resolved "without active participation of groups with differing points of view." The bar association had requested the meeting in view of what they said was the confusion the commission had created among broadcasters and their lawyers by allegedly changing its policies on the ascertainment-of-needs question that appears in broadcast applications (BROADCASTING, Oct. 27).

Some confusion within the commission itself is reflected in the differing interpretations given the policy by the review board, the commission and members of the staff.

Commissioner Bartley and his task force are drafting a question-and-answer primer the commission hopes will eliminate the uncertainty regarding its policy. And it was a draft of the primer that provided the basis for discussion Tuesday.

Participants said that the meeting dealt largely with procedural matters and that no decisions were taken. However, the bar association committee will submit suggested language changes as well as new questions to be included in the proposed primer. Another meeting is expected to be held this week.

Frank Fletcher, chairman of the bar committee, said he expressed the hope

in the meeting that the commission would issue the primer for comment. This would give all interested parties—including citizens groups—an opportunity to give their views. However, commissioner Bartley reportedly said this might involve a rulemaking proceeding—a time-consuming process that the commission probably would not want to undertake.

FCC says KWK employes bring up old arguments

The FCC last week denied a disenfranchised group of former employes of KWK(AM) St. Louis a request for stay of commission action in another of their attempts to challenge the transfer of the station to Vic-Way Broadcasting Co. (BROADCASTING, Oct. 6).

The former employes, operating as Karin Broadcasting Co., were denied reconsideration of the transfer Oct. 6. At issue was the right of interim operator Radio Thirteen Eighty Inc. to assign its leases or sublet its leasehold interests to the new licensee.

The commission said Karin made no showing of irreparable injury to itself or to the public in its stay request. The commission concluded that Karin does not seek to maintain the status quo pending review, but seeks to "terminate an operation authorized specifically for the purpose of maintaining service pending the selection of a regular licensee." In large part, the commission said, Karin's request reargues questions previously considered and rejected.

Karin has appealed the commission's decision in the U.S. Court of Appeals for the District of Columbia (BROADCASTING, Nov. 17), but told the commission it wished to be certain it had exhausted all administrative remedies before requesting temporary relief from the Court.

The commission noted, however, that the Federal Rules of Appellate Procedure provide that "application for a stay of a decision or order of an agency pending direct review in the court of appeals shall ordinarily be made in the first instance to the agency."

KDNL employes will choose their union

The National Labor Relations Board will let cameramen-floormen and film editors at KDNL-TV (ch. 30) St. Louis decide what union they want to belong to.

The NLRB will resolve the issue by holding an election in which the cameramen-floormen and film editors will decide whether they prefer International Brotherhood of Electrical Workers (IBEW) or the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (IATSE).

FCC may give CP's more time

Commission is concerned over ability of UHF's to construct in eight months

The FCC last week proposed to extend from eight to 18 months the time in which UHF and VHF TV permittees must build their stations. The proposal came after several indications of concern by the commission over the apparent inability of some UHF permittees to construct their facilities within the time presently required by the rules.

The proposal would amend a section of the rules, which provides for a maximum of 60 days from the time of the grant within which to begin construction and a maximum of six months thereafter within which to complete construction.

The commission said that actual construction techniques have altered, equipment for the stations has become more complex and business decisions involved have multiplied. One of the most complex tasks for a UHF permittee, the commission said, is negotiating for, and finding, either network or independent programming of the quality necessary to make a new UHF station competitive and able to survive. The remaining VHF channels are pre-

dominantly in small cities and towns with problems similar to UHF channels, the commission added.

FCC Commissioner Kenneth A. Cox expressed concern over commission action last August denying extensions of construction time to three UHF permittees (BROADCASTING, Aug. 18). He said the action "ignores the very real problems faced by these permittees, and serves no real public interest." His comments were contained in a dissenting opinion to a majority decision which canceled six UHF CP's (BROADCASTING, Oct. 13).

"I think it is clear," Commissioner Cox said last October, "that the requirement that a permittee commence construction within two months and complete it within eight months is no longer realistic or reasonable."

At that time, the commissioner recommended allowing permittees 18 to 24 months within which to construct. He said the "real question" should be what policy will foster UHF growth.

Parties commenting on the rule-making proposal were asked to keep in mind

that the commission intends to provide additional time necessary to construct only when the permittee "pursues his task with diligence."

Comments, due by Jan. 12, 1970, should also concern the subject of time extensions for AM and FM facility construction, the commission added. Replies are due by Jan. 22, 1970.

Changing Hands

Announced:

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

■ WQAL (FM) Philadelphia: Sold by Abe and George Voron to United Artists Broadcasting Inc. for \$997,500 (see page 45).

■ WIOK (AM) Normal, Ill.: Sold by John R. Livingston to S. Carl Mark for \$250,000. Mr. Mark owns KAKC (AM) Tulsa, Okla. WIOK is full time on 1440 kc with 1 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

■ WMBA (AM) Ambridge, Pa.: Sold by Joseph L. and Kenneth F. McGuire to John W. Bride for \$200,000. Messrs. McGuire own WLSH (AM) Lansford and WPAM (AM) Pottsville, both Pennsylvania. Mr. Bride is a former FCC attorney and formerly was national sales director for the Chandler stations—WJAB (AM) Westbrook, Me.; WBRL (AM) Berlin and WCNL (AM) Newport, both New Hampshire. WMBA is a daytimer on 1460 kc with 500 w. Broker: Blackburn & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 74).

■ WKNR-AM-FM Dearborn, (Detroit), Mich.: Sold by Nellie M. Knorr and others to John Giannetti and others for \$5.5 million (see page 46).

■ WTMA-AM-FM Charleston, S. C., and WMBR (AM) Jacksonville, Fla.: Sold by Charles E. Smith to Turner Communications Corp. for cash and stock valued at about \$1.5 million (see page 45).

■ KHAR-AM-FM-TV Anchorage: 80% sold by Mrs. Patricia E. Harpel to Joseph L. Hayes, Charles W. Tryck, Frank E. Nyman, George Ding Yuen

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Woo, Asa L. Martin and James W. Y. Wong for \$312,000 (see page 40).

■ **WPEO(AM)** Peoria, Ill.: Sold by Charles Wister and others to Richard T., Elizabeth P. and Donald B. Crawford, Ruth Crawford Porter and Steven L. Snyder for \$300,000. Mr. Wister has interest in **WNAR(AM)** Norristown, Pa. Messrs. Crawford own **KELR(AM)** El Reno, Okla. Donald Crawford owns **WDCX(FM)** Buffalo, N. Y., and 50% of **WDJC(FM)** Birmingham, Ala. Mrs. Porter owns 50% of **WDJC(FM)** in addition to **WMUZ(FM)** Detroit; **WDAC(FM)** Lancaster, Pa., and **WYCA(FM)** Hammond, Ind. Mr. Snyder is employed by a container manufacturing company. **WPEO** is a daytimer on 1020 kc with 1 kw. Vote was 3-to-2 with Commissioners Robert T. Bartley and Kenneth A. Cox dissenting and Chairman Dean Burch not participating.

United Artists buys FM in Philadelphia

Broadcast unit acquires first radio outlet; Vorons slated to stay at station

United Artists Broadcasting, a subsidiary of United Artists Corp., made its first move toward radio-station ownership last week by acquiring **WQAL(FM)** Philadelphia from Abe and George Voron for \$997,500, subject to FCC approval.

UAB owns **WUAB(TV)** Lorain (Cleveland) Ohio (ch. 43), has a construction permit for **KUAB(TV)** Houston (ch. 20) and has acquired, subject to FCC approval, **WRK-TV** Ponce, P. R. (ch. 7) and **WJMY(TV)** Detroit (ch. 20).

Abe Voron, general manager of **WQAL**, is currently president of the National Association of FM Broadcasters. George Voron, his brother, is president of **WQAL**. Unofficial sources indicated they will remain with the station under the new ownership.

WQAL, on the air since 1959, is on 106.1, mc with 20 kw and an antenna height of 720 feet above average terrain. United Artists Corp., parent of **UAB**, is an entertainment service of Transamerica Corp.

The **WQAL** transaction was handled by Larue Media Brokers Inc., New York.

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Turner radio group forms in the South

Owner of Chattanooga AM adds two AM's and one FM in \$1.5 million deal

Turner Communications Corp., owner of **WGOW(AM)** Chattanooga, has entered the ranks of group broadcasters with the FCC's approval of its purchase of **WTMA-AM-FM** Charleston, S. C., and **WMBR(AM)** Jacksonville, Fla., in a deal aggregating nearly \$1.5 million.

The grant was made subject to the outcome of the commission's one-to-a-customer rulemaking proposal. The vote was 3-to-1 with Commissioners Robert E. Lee, Kenneth A. Cox and Robert Wells voting for the transfer and Commissioner Robert T. Bartley dissenting.

Turner acquired the stock of Atlantic Coast Broadcasting Corp. of Charleston, licensee of **WTMA-AM-FM** and parent of the licensee of **WMBR**, from Charles E. Smith for 32,208 Turner common shares valued at \$725,000 and representing 9.8% of Turner's stock. In addition, Turner has agreed to employ Mr. Smith as a consultant for five years at \$17,500 per year and to pay a \$445,-

000 note owed by Mr. Smith. Turner is also paying \$150,000 in partial redemption of stock warrants held in Atlantic and its subsidiary corporation and 3,126 shares of Turner common stock worth \$75,000 in redemption of stock warrants in Atlantic and its subsidiary.

Mr. Smith will remain with the Turner organization and serve as president and general manager of **WTMA-AM-FM**.

WTMA is full time on 1250 kc with 5 kw day and 1 kw night; **WTMA-FM** is on 95.1 mc with 10 kw and an antenna height of 385 feet above average terrain. **WMBR** is full time on 1460 kc with 5 kw.

In addition to its broadcast holdings, Turner owns outdoor advertising plants and manufactures electric signs and plastic products. The company is principally owned by board chairman R. E. Turner III, president James C. Roddey and Louis Peterson, who owns **WABR(AM)** Winter Park (Orlando), Fla. Turner's merger with Rice Broadcasting Co., owner of **WJRJ-TV** Atlanta is still pending FCC approval. Through the merger, Rice will acquire Turner in an exchange of stock and will change its name to Turner Communications, however Turner will own about 75% of the merged corporation (**BROADCASTING**, July 14).

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Purchase of Dearborn station gets approval

The first phase of Boston attorney and investor John Giannetti's move to acquire major-market radio stations was completed last week when the FCC approved his purchase of WKNR-AM-FM Dearborn (Detroit), Mich., for \$5.5 million.

In making the grant, the commission waived its interim one-to-a-customer policy, stipulating that should the outcome of its rulemaking proceeding be inconsistent with the grant, Mr. Giannetti's Johns Communications must spin off one of the stations. The vote was 5-to-2 with Commissioners Nicholas Johnson and H. Rex Lee dissenting.

The seller, Knorr Broadcasting Corp., is 60% owned by Mrs. Nellie Knorr, executrix of the estate of Frederick A. Knorr. Mrs. Knorr also controls WKHM-AM-FM-TV Jackson, Mich.

Mr. Giannetti is president and 67.5% owner of Johns Communications. Other stockholders include John E. Palmer,

who is with New York Securities Co., 6.7%, and Van George Patrick, director of sports for the Mutual Broadcasting System and 45% owner of WSRF-AM-FM Fort Lauderdale, Fla. Mr. Palmer, and partners in New York Securities who hold 20.3% of the stock of Johns Communications, have an interest in CATV systems in Del Rio, Kerrville and Uvalde, all Texas.

Mr. Giannetti's Eleven-Fifty Corp. is buying KRKD(AM) Los Angeles from the International Church of the Four-square Gospel for \$4,525,000, subject to FCC approval (BROADCASTING, April 28).

The church group, headed by Dr. Rolf K. McPherson, son of late evangelist Aimee Semple McPherson, will retain KRKD-FM. Mr. Giannetti has said he plans to expand his broadcast holdings by acquiring a full complement of major-market radio stations.

WKNR(AM) is full time on 1590 kc with 5 kw; WKNR-FM operates on 100.3 mc with 50 kw and has an antenna height of 370 feet above average terrain.

Richmond group owner seeking Newark News

Media General Inc., parent of publisher group broadcaster Richmond Newspapers Inc. last week announced it is negotiating to buy *The Evening News*, Newark, N. J., in a stock transaction.

The newspaper is owned by the publisher, Richard B. Scudder, and Edward W. Scudder, president. Messrs. Scudder said their two Newark radio properties—WVNJ-AM-FM—would not be involved in the proposed sale.

Media General also announced it is negotiating to purchase the Scudders' Garden State Paper Co., which produces newsprint at plants in Garfield, N.J., and Pomona, Calif.

Media General owns WRNL-AM-FM Richmond and about 55% of WFLA-AM-FM-TV Tampa, Fla. Its publishing interests include the *Richmond Times Dispatch* and *News Leader*; controlling interest in *Tampa Times* and *Tribune and Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel*. D. Tennant Bryant is chairman of Media General.

Broadcasters fault origination

NAB, AMST, ABC, ACTS, NAEB and 12 TV stations all see imperfections in FCC cable rulemaking

Broadcasters told the FCC last week that its October CATV rulemaking, designed to foster program origination and cable networks, was premature, self-defeating and dangerous to the continued livelihood of free, over-the-air broadcasting.

Under attack was the commission's First Report and Order, dealing with some of the matters under consideration in its ongoing CATV rulemaking proceedings (BROADCASTING, Oct. 27). The commission ordered cable systems with more than 3,500 subscribers to originate programming "to a significant extent" and permitted them to carry commercial messages. The rule takes effect Jan. 1, 1971. No restrictions on types of programs, hours of origination, or technical standards were imposed by the commission, which said it would allow a period of "free experimentation" before deciding whether more specific regulations were needed in the future.

The National Association of Broadcasters, calling for reconsideration of the order, said the commission "has chosen to plunge head-long into a whole new system of communications without either the facts or the benefit of congressional guidance in areas where such guidance is appropriate." NAB characterized the order as "piecemeal" and

"ill-advised," saying its likely effect would be the siphoning off of free TV's most popular programming and the total loss of existing TV service to low-income groups and those in rural areas.

NAB deplored the commission's lack of control over CATV ownership and programming. "If tomorrow the Mafia were to acquire control of a CATV system (or even to lease one of its channels) for the purpose of exhibiting movies rated as 'X,' or for the advertising of some illicit product or service, the commission would not even know that this was happening, and it would be helpless to stop it," NAB said.

Calling the FCC's goal of program diversity "vague and undefined," NAB said no period of free experimentation is needed as the performance of cable systems to date provides ample data. It argued that present originations by local systems consist totally of sports and entertainment: "This is not diversity . . . it is more of the same—but at a price."

The Association of Maximum Service Telecasters, maintaining the order signaled an "abrupt shift" in FCC policy, said it was inconsistent with previous commission stands on CATV program origination and with commis-

sion policy in other areas.

AMST said the order expressed the conviction that no one entity should control the program content of more than one TV channel serving the same community, yet the commission ignored its own proposal to limit program originations by a CATV system itself to one channel. Also, AMST said, while the order authorizes CATV program originations in the hope that they will promote program innovation and diversity, the order takes "no effective action" to encourage such a goal.

Additionally, assurances contained in the order that if over-the-air broadcasting becomes endangered the commission would curb CATV originations, are vitiated by contrary statements, AMST argued. It noted that in an earlier order, and in representations to courts of appeal, the commission held that, "as a practical matter, the commission cannot and will not roll back entrenched CATV operations."

Urging the commission to reverse its latest order and adhere to its position taken in the 1966 Second Report and Order, AMST said short of that the commission should adopt immediately certain "minimal" regulations. Those proposed included: limiting CATV program originations by a cable system itself to one channel; adopting provisions comparable to those relating to pay-TV programming to encourage innovative cable originations; prohibiting per-program and per-channel charges and commercial sponsorship for program originations; forbidding CATV's to finance the same programs by three

entirely different sources of income—monthly subscription fees, advertising charges, and per-program or per-channel fees, and limiting CATV signal importation to truly local signals.

ABC supported the position taken by NAB and in addition said the commission should consider and develop a system of licensing CATV systems; impose restrictions on CATV originations similar to those adopted for pay TV; prohibit CATV carriage of non-local signals, and examine the impact of CATV originations on small-market AM and FM stations. ABC said the commission should treat CATV as a supplementary service primarily useful in developing diverse local programing services.

The All-Channel Television Society also voiced concern that the commission was reversing itself in treating CATV as a primary rather than an auxiliary service. ACTS said the commission's present policy endangered many TV stations, particularly those in smaller markets.

The UHF association said the commission had "given its approval to a situation that developed without commission approval or authorization," and warned that it might find it difficult to impose future regulations on CATV facilities already in operation.

In a joint petition for reconsideration, 12 TV stations, including WPHL-TV Philadelphia, KSTP-TV St. Paul-Minneapolis, and WAVE-TV Louisville, Ky., asked the commission to limit the types of programs cable systems can carry. Specifically, they asked that CATV's be prohibited from carrying any programs "now available on free television." The stations argued that "CATV is pay TV by any sensible definition," and said subscriber fees would prevent low-income groups from receiving programing.

The stations said it would take less than 600,000 CATV subscribers at an average monthly charge of \$7.50 for Philadelphia market CATV systems as a group to earn more revenue than all of the market's TV stations combined. They urged the commission to impose specific program restrictions on feature films, sports programs and syndicated programs.

The National Association of Educational Broadcasters told the commission it should adopt a system of program priorities for cable originations emphasizing public-affairs and educational programing.

Maintaining that the commission should resolve the common-carrier aspects of cable programing concurrently with its origination aspects, NAEB added that the commission should prohibit program origination by cable operators themselves unless they run strictly non-profit operations.

WLBT(TV) now up for grabs

New applications are being accepted for regular operation; Lamar runs it in interim

The five-year-old WLBT(TV) (ch. 3) Jackson, Miss., case entered another of its critical periods last week. The FCC vacated its June 28, 1969, grant to Lamar Life Broadcasting Co., renewing the station's license, and invited other applicants to file within 60 days for a regular authorization to operate on channel 3.

The commission action was in accord with the directive of the U.S. Court of Appeals in Washington, which had sharply criticized the commission's handling of the case and overturned the 4-to-3 decision renewing WLBT's license (BROADCASTING, June 30). At issue were charges that the station, in its programing, had discriminated against the large Negro population in its service area and had violated the commission's fairness doctrine on civil-rights matters by presenting the segregationist viewpoint only.

The commission, given wide latitude by the court in providing for an interim operation, said Lamar Life may continue to operate pending the establishment of an interim operation. This will provide continued service to Jackson, the commission said, while at the same time affording the agency flexibility in choosing an appropriate interim operator.

Lamar Life will be permitted to file a new application for the channel. The court had expressly held that Lamar Life was not disqualified from filing. However, the commission made clear that Lamar Life would be afforded no advantage in a comparative hearing because of its occupancy of the channel.

The commission noted the court's directive that Lamar Life "is, at best, a licensee in name only, and [that] it is presumably in such light that the licensee here involved will take its place among competing applicants."

One competing application for the facility is now on file. It was submitted by Civic Communications Corp., composed of a racially mixed group of Mississippi residents, in March, three months before the court decision (BROADCASTING, March 17). Last week, in its order inviting new applications for the channel 3 facility, the commission accepted Civic's.

The WLBT case has been pressed by the United Church of Christ, two Jackson area residents and the United Church of Christ at Tougaloo, near Jackson, since 1964, when they asked

the commission to designate the station's license renewal for hearing.

When the commission approved a one-year license for the station instead, they appealed, and won a landmark victory. The appeals court in Washington said the commission should have granted them standing as parties, and directed the commission to hold a license-renewal hearing. And when the commission, following that hearing, granted Lamar Life a full three-year hearing, the church and its co-complainants went back to court, and won again in the last opinion written by Chief Justice Warren E. Burger as an appeals court judge.

WVOL(AM) cautioned on employe harassment

A National Labor Relations Board examiner, in a recommended order, has told WVOL(AM) Nashville to stop interrogating its employes about their union activities and to stop threatening them with loss of benefits or employment if they adhered to the union. The union is the American Federation of Television and Radio Artists, AFL-CIO, which represents the station's announcers.

Examiner Eugene F. Frey also recommended dismissal of a complaint against the station concerning the discharge of two of WVOL's employes, an alleged discriminatory change in the working shift of one of the station's announcers, and an alleged discriminatory reduction in the hours or pay of another announcer. The examiner's decision is not final, subject to NLRB review.

In another NLRB case, Paul E. Weil, another NLRB trial examiner, told WVOL it must bargain with AFTRA as the exclusive representative of the station's announcers and newsmen. The trial examiner said AFTRA had been certified as the bargaining agent of the announcers and newsmen since April 24, and that the station had refused to bargain collectively with the union. Mr. Weil's decision is a recommended order and may be approved, rejected or amended by the NLRB.

Greener, Hiken move

Greener, Hiken, Sears Inc., station representative in New York, is moving its Chicago offices to larger quarters at 230 North Michigan Ave. 60601. Phone remains (312) 372-1898.

Wanted: a better engineer for today's gear

How to find, train and keep him plagues broadcasters as equipment makers try to ease that burden with automation

One early morning a radio-station engineer flipped the transmitter switch and, whistling a tuneless tune, began spinning records for the pre-dawn show. About 15 minutes after his arrival his telephone rang; it was the irate manager asking why the station wasn't broadcasting.

"But it is," the engineer explained. "I put it on myself exactly at sign on." "But I'm not receiving anything," the manager retorted. "Must be some problem," the engineer responded. "I'll check."

Five minutes later, he called back. "There's something wrong," he said, "the carrier isn't reaching the antenna."

Later, the manager confronted his engineer. "Didn't you hear the alarm bell when the carrier didn't come on the air?" "Yes I did," the engineer answered sheepishly, "but I thought there was something wrong with the alarm circuit, so I just turned it off."

This story, which is not apocryphal, is an example of a serious problem confronting broadcasters: the apparent incompetence of many technical personnel.

But quality is only one facet of the specter that is haunting the engineers that run the nation's radio and TV stations. The other is the diminishing reservoir of young people coming into the field. Or if they are hired and put to work, they don't have the loyalty and single-mindedness that the old radio chief engineers had when they came into broadcasting 30 or 40 years ago—the uncomplaining ardor that led them to sweat for hours, night and day, to keep their stations operating at top efficiency.

When broadcast-station chief engineers get together these days, commonly after a session of technical papers or shopping equipment manufacturers' displays at conventions and meetings, the talk invariably gets around to stories, some wild, some sad, of their number-one problem—personnel.

That opening anecdote isn't atypical. It is matched time and again.

Like the operator who set up a reel of tape at a radio station, stepped over to the microphone, read the prepared long introduction and hit the tape-

recorder's "on" button. Silence. The tape was a blank.

Or, like the engineer who picked up a tape that had broken in the middle of a broadcast, carried it down the hall to the workshop to splice it, returned after five minutes, replaced the tape and continued the broadcast—oblivious to the fact that he had left the station on with no program or explanation, without even the thought of slipping a record on to fill the dead air.

True, these stories all relate to radio stations, but television technical management is perturbed too. For it's from the ranks of the 4,000-odd radio stations that they get their admittedly superior technical workers.

The engineering-personnel problem is not something that suddenly occurred. Some broadcast engineers have seen it coming for the last two years. In fact, it was exactly that many years ago that the engineering advisory committee of the National Association of Broadcasters established a subcommittee on operator licensing with the avowed purpose of attempting to upgrade the requirements and the examinations that are set by the FCC. The commission examines all radio operators and certifies them on three levels—third class, second class and first class. Under FCC rules, all TV and radio stations must have a first-class operator on the staff. If, however, the AM station is nondirectional and its transmitter is rated at 10 kw or less (for FM it is 25 kw or less), the station owner need only have a first-class ticket holder under contract or on call.

Benjamin Wolfe, engineering vice president of the Post-Newsweek Stations, whose background includes five years in the same post for Westinghouse Broadcasting Co., is chairman of that group. He earnestly believes that operators ought to be required to spend a year at the smaller stations before becoming eligible to take the examination for a first-class license. This, he points out, is exactly the provision in the Maritime Service that requires operators to spend a year at sea before they may take an examination for a first-class ticket.

Other members of the NAB group

are Albert H. Chismark, Meredith Broadcasting Co.; Eugene R. Hill, Kaiser Broadcasting Co.; William B. Honeycutt, KRLD-AM-FM-TV Dallas; James D. Parker, CBS-TV, and L. Keith Townsden, KAYS-AM-TV Hays, Kan.

This committee is stressing at present an upgrading of the FCC examinations, not only to insure that those who pass really know their subject, but also to overcome the widely held belief among broadcast engineers that many test takers learn formulas to pass specific examinations.

The FCC's Curtis B. Plummer, who is chief of the Field Engineering Bureau, which gives these examinations, frankly acknowledges the problems. Mr. Plummer says that his office is at work to make the examinations more meaningful as far as subject matter is concerned, and to expand the variety of tests in an effort to outwit applicants who have attended cram schools that teach how to pass the examinations. At present, the FCC has five variations of the examination for the first-class license; the hope is to have three dozen such tests so no one can learn how to pass by rote or by formula.

Aside from its campaign to tighten up the FCC examination, the NAB group also has in mind periodic seminars on technical matters to help improve the expertise of the technical men who man broadcast stations. The first was held in Cleveland last October on directional antennas. The seminar was conducted by Carl Smith & Associates, a consulting engineering firm. Another seminar is now in the planning stage.

This type of training is very similar to that given by the major equipment manufacturers for the engineering staffs of their customers.

Say a broadcaster buys a TV film chain from Manufacturer X. Manufacturer X will hold a course at its plant for the broadcaster's chief technicians, running anywhere from a day to a week. The broadcaster's team will spend all their waking hours talking, discussing, pulling down the equipment. When they go back to the station

they are experts—and the term is used advisedly—on this piece of equipment.

Although the instruction cost is borne by the manufacturer, the station has a burden too. The men are on the station payroll and their transportation to and expenses at the plant are met by the broadcaster.

Many stations have instituted rewards for technical personnel who take courses to increase their knowledge. Mr. Wolfe relates that about a year ago he told his people that if they didn't improve themselves, they'd be driving cabs in 10 or 20 years because automation and increasingly sophisticated equipment would do away with their jobs.

The Wolfe plan, which more or less is similar to others, offers the motivated technician virtual repayment for courses he takes to improve his skills. In the Post-Newsweek plan, the station pays 95% of the tuition if the employe gets an A-plus in the course, 90% if he gets an A and so on down the line of grades.

Initially, there was widespread enthusiasm, but Mr. Wolfe admits that without constant management encouragement, it tends to slow down.

Robert H. Flanders, chief engineer of WFBM-AM-FM-TV Indianapolis, about five years ago instituted a correspondence course, cosponsored by the International Brotherhood of Electrical Workers. The stations volunteered to pay half the tuition costs. Most technical employes signed up, but as time passed, this enthusiasm waned. Currently, Mr. Flanders says, the plan is dormant.

Mr. Flanders is also one of a large number of broadcast chief engineers who are concerned about the drying up of a reservoir of technicians. Local technical schools tell him, he says, that they offer courses on broadcast electronics, but have few takers. Worried about this, Mr. Flanders arranged to have two students from the Hampton Institute in Virginia serve as apprentices at his stations for the last two years. Both, he glowingly reports, showed growth and ability during their six-

month tenures. The two students (both are black) have returned to school, and Mr. Flanders does not know whether they will enter broadcasting. But he does know that he got them interested in considering broadcasting as a career.

At the moment, Mr. Flanders's personnel situation is good. He has a full complement of engineers, 43, and they're all good men, he says. About five years ago, however, the situation was tense (he was down to 30 people), but he hired 10 engineers and, he notes proudly, they all are still with him, except one. Several, he adds, have been promoted into other jobs.

Of course, the WFBM stations are in a major market, and the pay is good, \$200 to \$215 tops, per week. But what about the smaller stations in the smaller markets? That's where the pinch is being felt today, and where it will become even more severe tomorrow.

Arch Harrison Jr., president of WJMA Orange, Va., a class IV full-time station, says he is "lucky" at the moment. He now has on his staff a first-class engineer, who has what he calls a "natural aptitude" for the work, and a strong motivation.

Mr. Harrison recalls that when his present chief engineer, 21-year-old Robert W. Traister, first came to him, he was the holder of a third-class ticket. He offered to get a first-class ticket if his schedule could be shuffled to permit him to go to school in Fredericksburg, Va., about 40 miles away. This was done, Mr. Harrison says, and within six weeks, the young Mr. Bryan had a first-class license.

But for 18 months before that, Mr. Harrison recalls he was in an extremely tenuous position. His chief engineer had left for a better job with a station in Charlottesville, Va., and during that period Mr. Harrison could not find another. So he resorted to improvisations. He signed up his former chief as a contract engineer, thus meeting the FCC requirements. This was fine, but one time WJMA remained off the air for a whole 10 hours because the engineer had to put in his hours at his Charlottesville job, then drive the 30

miles to Orange and repair the transmitter.

On other occasions during the nerve-racking 18 months, Mr. Harrison turned to two local citizens who had first-class licenses but were not working at it. One was a Baptist minister, an amateur radio operator; the other ran a furniture store. Both helped out when called on. Mr. Harrison says he has even called on the chief engineers of neighboring stations, and they too aided him.

Although Mr. Harrison belies the stereotype of the tense, high-strung, ulcer-prone broadcaster, there is one thing that is troubling him. He has applied for an FM license and he knows he is going to receive it soon. Then he'll be faced with the decision of buying equipment. But all new FM gear is pretty generally solid state and that's his problem. For all of Mr. Harrison's technical aides, on the payroll or off, have been bred in the vacuum-tube era, and solid-state equipment is likely to be too sophisticated for them, at least initially. Mr. Harrison has no doubt they can learn, but it's the learning period that worries him.

Granville Klink, chief engineer of WTOP-AM-FM Washington, thinks there is a simple explanation for the problem: money.

"The number-one answer is that radio stations don't pay enough to attract high-grade, competent men," he says. He agrees, however, that well-trained men are scarce and that the new, younger breed of technician is not as likely as the older one to be enamored of working nights, weekends and overtime. And, he concedes that smaller stations are continuously losing their better men to stations in the bigger cities.

"It really is a matter of dollars," Mr. Klink comments. "In Washington, which is a desirable city to live in, radio stations pay up to \$275 weekly. And then there are fringe benefits, like hospitalization and pension retirement plans. But out in the hinterland, the same man who also will be an announcer may make only \$100 a week. And there aren't those fringes. So he is always going to be on the lookout for a better job in a bigger city paying more money."

That factor, pay, is readily apparent when one looks at the only figures that are available in this field: the FCC annual financial reports on the broadcasting industry. In 1968, for example, technical workers on all radio stations and networks received total pay of \$57.8 million. This was the low point on the four-category expenses totem poll (the programing payroll was \$156 million; sales, \$105 million, and general-administrative, \$107 million).

In TV, the technical payroll in 1968



Mr. Flanders



Mr. Bartlett



Mr. Wolfe

amounted to a total of \$101.9 million, the highest figure after programing, \$145.7 million, and well above sales, \$63.6 million, and general-administrative, \$66.15 million.

There are unfortunately no specific figures available on technical employment. Although the FCC asks for this information on its annual financial reports, it has never totaled them up for the industry. In radio, the figure estimated among knowledgeable sources is 14,000, but this undoubtedly includes many who are chiefly button pushers or turntable turners.

George W. Bartlett, NAB vice president for engineering, makes a good point when he notes that "radio systems are becoming more and more complex. Not only is solid state here, with integrated circuits and even micro-miniature circuits coming, but the system itself has become increasingly intricate." By this he means, he explains, that some radio stations, particularly FM, are using subcarriers on subcarriers, and vertical and horizontal polarized radiation.

What's needed, and what's coming, Mr. Bartlett surmises, is station operation that is virtually automatic, run by a single top-flight engineer. "Then we can get rid of that large number of incompetents," he says.

At a recent NAB regional meeting, Mr. Bartlett was even more outspoken: ". . . we are living in a day of shortages. . . . Broadcasting is not attracting the proper number of competent technical people and we now find that in many instances we are plagued with license holders [operators] who have been rushed through a quickie memory course, and do nothing more than satisfy the commission's legal operator requirements."

One of Mr. Bartlett's tentative solutions, which he says nobody has taken seriously yet, is to institute penalties for violations against the technical personnel responsible, not solely against the station licensee, as is now the custom. He notes that in other fields where personnel hold federal licenses, violations are charged against the license holder; in the case of aviation, for example, pilots, co-pilots and engineers and even chief maintenancemen are the ones who are fined for violations, not the airline.

One element of the industry that is of significant help, station technical management agree, is the manufacturer of equipment. Even as the equipment has become more sophisticated and complex, its makers have taken steps to help meet their customers' personnel problems.

Of course, the great hope is that manufacturers will someday build a

piece of gear that never fails. But that, as Mr. Wolfe laughingly comments, would mean paying \$50 million for a transmitter.

Manufacturers are conscious of their customers' problems. And they are eager to help. Mr. Harrison recalls spending hours on the telephone with experts at the plant of the manufacturer who made his equipment during his 18-month travail without a chief engineer. Mr. Harrison notes that many times the manufacturer is readily familiar with the faults of the apparatus and can recommend precisely what to do to get it running properly again.

Mr. Flanders emphasizes that equipment has become much more reliable and stable, all an aid in reducing the maintenance and repair problems at the station. Not long ago, he recalls, he replaced vacuum tubes in a video-tape machine at his station with solid-state devices. The machine ran two years without a failure. In that two-year period, he notes, he would have had to replace the tubes alone about four times, so that solid-state move really saved money and the time of his staff.

Manufacturers indeed have not been idle. They have seen the problems at the station level and, along with the constant improvement of their products, primarily modular construction that permits engineers to slide out a whole circuit and replace it with another "board," they have also taken many steps to help the beleaguered customer.

For example, RCA's new 30-kw VHF transmitter, the first of which went into operation at KDKA-TV Pittsburgh only this past summer, incorporates many features for ease of maintenance and servicing. For one, the TT-30-FL was designed to hold adjustments for 30 days or longer; older transmitters require daily or weekly adjustments. The TT-30-FL's circuitry is designed, it's said, for power levels well above those that actually will be used, again insuring fewer breakdowns. The new RCA transmitter also contains an automatic exciter changeover unit; in the event of trouble, this unit automatically cuts out the bad exciter and switches the power to the internal backup exciter. In a sense the new transmitter is completely redundant, since it consists of two 15-kw transmitters, one of which could be used to keep a station on the air, albeit with half-power, while the problem unit is being repaired.

The TT-30-FL also has combined all its tuning adjustments at one panel, thus reducing tune-up time considerably. Basically, the TT-30-FL was designed for operation by remote control or by automation, and when those procedures are permitted, the attendant savings in time and energy on the part

of the staff is expected to be considerable.

Perhaps, however, the most interesting aspect of the RCA transmitter is that for the first time it contains indicator lights that show a technician at a glance where the trouble is. There are 17 of them, and they stay on until the problem is corrected.

Gates Radio's new line of stereo consoles for FM radio stations now use special boards that can be clipped to existing equipment, overcoming the usual laborious and lengthy job of soldering connections. All Gates equipment now has fuse holders that carry neon trouble lights; they glow when a fuse goes, making it a simple task to find the bad one.

Visual Electronics took the plight of its television customers so seriously that it designed its new three-tube color camera, the VP-3, so that any of the tubes can be removed from the back of the camera without having to disengage the yoke assembly. Visual has put more plug-in boards on the swing outs, making maintenance and repair easier than ever.

Philips designed its whole line of TV cameras to operate from the same camera-control unit. This permits a broadcaster to use perhaps two of these units for three, four or even more cameras—provided, of course, he isn't using all of them at the same time. And, Philips boasts, modules from one control unit can be used in any other control unit.

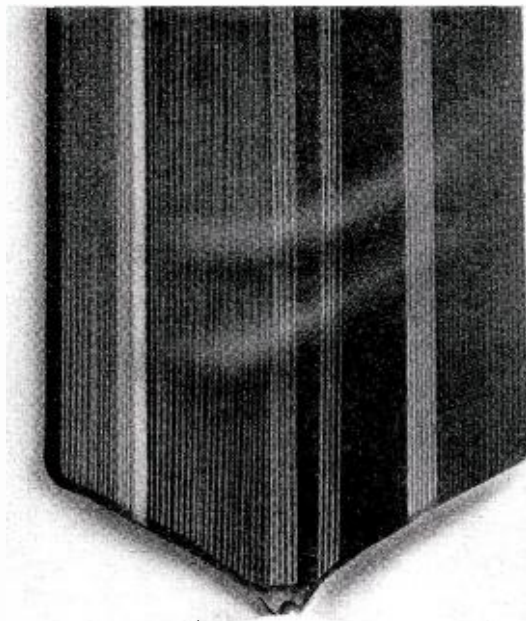
Granger Associates' new 20-kw FM transmitter, which uses a new high-powered final amplifier, with only two front-panel tuning controls, includes 11 tally light fault locators. These identify the circuit causing the trouble.

Ampex's audio division subscribes to the philosophy of making equipment for radio stations as simply as possible. This aids in maintenance and in repair. At the same time, however, it has buttressed this viewpoint by moving in some equipment toward what it calls "commonality" of components: for example in its new BR series of broadcast recorders, both in the 15-inch type reel and the 10-inch rel type. All the modules in both recorders, as well as the capstan drive mechanism are identical and are interchangeable.

Perhaps the philosophy of all manufacturers is best summed up in the practices that are basic at General Electric.

These were best explained by W. B. Gaither, marketing manager of GE's visual communication products department.

From the moment a customer buys a piece of equipment, Mr. Gaither stresses, GE covers it with a service contract that provides for periodic pre-



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ventive maintenance by factory-trained technical men. It also provides for emergency service. Then come training schools for a station's men.

But even more significant, Mr. Gaither believes, is the concept of interchangeability that begins with basic design of a piece of apparatus. In earlier days, he notes, each TV camera, for example, was married to all the sub-assemblies that made up the camera chain. Today that is no longer true. All circuits are interchangeable. This move toward universality is a necessary and vital one, Mr. Gaither says, because the ultimate—and not far off, either—is what he calls computerization (what others call automation). When that day arrives, the GE executive emphasizes, all circuits will have to be alike. It won't be like the old days, he adds, "when a technician had to know his equipment like he knew his own wife."

Even in the production of broadcast equipment, GE has advanced rapidly, Mr. Gaither notes. Not only does qual-

ity control play a larger role than ever, but all sorts of tests are run on the equipment and on components. Components that are used in color cameras are given 252 separate tests before they even go into the bin for use by the assemblers.

Even design concepts are changing, Mr. Gaither explains. Long-life components are one factor; making cameras that can be set up in minutes with holding power for stability is another. Transmitters, he notes, are much more stable today than five years ago, principally through the use of solid-state devices. And this is a vital requirement for transmitters that are going to be operated by remote control.

GE's direction, Mr. Gaither emphasizes, is toward "hands off" equipment. "We don't want men with soldering irons reaching into the guts of our equipment. That is a horrifying thought to us." If something doesn't work, Mr. Gaither explains, all the station has to do is yank it out, replace it with a new unit, and send the bad part to GE

headquarters in Syracuse, N.Y.

On the design boards at GE is a program that will, when it becomes available, check all transmitter circuits and diagnose all problems, even to the extent of identifying them.

This "diagnostic" plan, Mr. Gaither feels, may be the very thing that will enable broadcasters to overcome the technical personnel problem they are facing today and fear they will be facing with increasing seriousness tomorrow. It's the same principle now being used at U.S. electric power stations.

"In the next five years, we'll see this concept in operation at stations in the larger cities," Mr. Gaither predicts. "In 10 years, this concept will be used in all broadcast stations," he says.

At which point, Mr. Bartlett's dream of an automated station staffed with one, highly qualified engineer, may well become a reality.

(The foregoing special report was researched and written by Earl B. Abrams, senior editor, Washington.)

FocusOnFinance®

CATV stocks buck downward market

In November 93 selected stocks slip 3.2% as Standard & Poor average drops 12.4%

Following in the path of a general market downswing in November, dipping 12.4% according to the Standard & Poor Industrial Average, most broadcasting-related stocks showed declines in every category of the BROADCASTING stock index. As a whole, the 93 selected companies moved downward 3.2% with only the CATV group boasting a gain for the month.

Broadcasting - with - other - major-interests stocks led the group losers with a 5.9% decrease, followed by the manufacturing category which slipped 3.5%. The broadcasting-only companies fell 3.1%, while the service group and programming stocks dropped back 2.3% and 2.1%, respectively. The only shining light in the index this month belongs to the CATV group which saw a 14.9% increase for November.

Teleprompter posted an impressive 23% gain awaiting decisions on its proposed merger with H&B American which saw its shares get a 13.5% boost. Cablecom-General moved up 20.9% as did Vikoa with a 4.7% jump. Sterling Communications headed the list of losers in the CATV group, dropping

off 34.3%. General Instrument likewise lost, falling 6.1%.

In the broadcasting-with-other-major-interests category, Trans-National Communications slipped furthest, off 45%. On the other hand, Lamb Communications was strengthened by an impressive 46.6% increase. Although losers were in the majority, other gainers were Rust Craft, up 15.9%; Boston Herald-Traveler, up 7.1%, and Combined Com-

munications, up 5.9%. Some losers were LIN, falling 27.7%; Cowles Communications, down 21.9%, and Avco, dipping 12.1%. Christ-Craft showed a loss also, off 15.8%.

Manufacturing stocks fared no better for November. Visual Electronics was down 21.2%, followed by Motorola, falling 15.6%. Admiral joined the losers with a 12.8% drop as did Reeves Industries which was off 9.5%. The lonely

J. Walter Thompson to go on big board

The date, Jan. 6, 1970, will be historic for the J. Walter Thompson Co., leading world advertising agency with 1969 billings expected to top \$700 million.

On that day the company will be listed on the New York Stock Exchange, probably the first new listing for the new year. It will be listed as "JWT" or "Thompson, J.W."

To mark the big day on the board, officials at J. Walter Thompson

are contemplating "something unique" within the organization besides the customary informal listing service ceremony on the floor of the exchange. J. Walter Thompson's application for NYSE listing was approved Nov. 26 by the board of governors of NYSE. The firm will list 2,986,544 shares of common stock. They now are traded over the counter.

Net income for J. Walter Thompson for the nine months ended Sept. 30, 1969, was \$3,805,000, or \$1.52 per share, compared with \$3,022,000, or \$1.23 per share last year.

gainer in this category was 3M which scratched out a .2% increase.

Losers were found in the broadcasting-only group also but there were a few small gainers. Atlantic States Industries paced the minus stocks, off 20%. Cox and Gross Telecasting felt losses also, registering declines of 12.3% and 12.9%. Two of the lucky companies were Starr Broadcasting, up 5.7% and Pacific & Southern, up a comparable 5.6%. Scripps-Howard made it through a rough month too, showing a gain of 3.1%.

Bright spots in the service group were Wells, Rich, Greene seeing a hefty 28.5% jump, Creative Management moving up 19% and Nielsen advancing 6.5%. Participating in the November

slide, however, were MPO Videotronics, off 32.8% and Movielab, down 21.7%. PKL lost too, dropping 17.8%. The remainder of the service companies all showed losses.

Programming stocks suffered as well, as Filmways led the losers with a 32.8% drop. Close behind was Trans-Lux, off 26.7%, Gulf and Western losing 17.4% and MGM down 13.9%. Every issue lost some ground in this section except for Four Star International, which remained unchanged from last month, and Disney, which saw a respectable 10.4% increase.

Joining the BROADCASTING stock index this month are two new additions: Communications Properties Inc., an Austin, Tex. based company operating

CATV systems in Arkansas, Texas and New Jersey, will be listed in the CATV section; and CCA Electronics Inc., Gloucester City, N.J. manufacturer of transmitters and other broadcast equipment, is to be listed in the manufacturing category.

Both companies trade their shares over-the-counter.

Company reports:

Columbia Pictures Industries, of which Screen Gems and Columbia Pictures Inc. are divisions, reports a slight increase in earnings in the first quarter of its fiscal year ended Sept. 28:

	1969	1968
Income per share	\$0.27	\$0.25
Gross income	51,491,000	42,743,000
Net income	1,575,000	1,401,000

The Broadcasting stock index

A weekly summary of market activity in the shares of 93 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 4	Closing Nov. 26	% change Month of Nov.	1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Broadcasting									
ABC	ABC	N	57½	56½	- 9	76½	45½	4,859	274,536
Atlantic States Ind.		O	6¼	7	-20	15¼	6	1,781	12,523
Capital Cities	CCB	N	33½	33½	+ 0.3	37½	26	5,804	196,407
CBS	CBS	N	46½	48½	+ 0.2	59½	41½	25,617	1,235,764
Corinthian	CRB	N	28½	25½	- 1.6	37½	20	3,380	84,906
Cox	C X	N	46½	47½	-12.3	59	37	2,893	137,128
Gross Telecasting	GGG	A	14½	15½	-12.9	24½	14½	805	12,172
Metromedia	MET	N	19½	19½	-12.8	53½	17½	5,603	111,164
Pacific & Southern		O	21½	20½	+ 5.6	26½	13½	1,635	33,518
Reeves Telecom	RBT	A	16½	16½	-17.4	35½	12½	2,253	36,318
Scripps-Howard		O	25	25	+ 3.1	31½	21	2,589	64,725
Sonderling	SDB	A	37½	38½	+ 2.1	47½	29½	985	37,578
Starr Broadcasting		O	14	13½	+ 5.7	14½	6¼	338	4,644
Taft	TFB	N	29½	30	- 5.5	43½	27½	3,585	107,550
						Total		62,135	\$ 2,348,933
Broadcasting with other major interests									
Avco	AV	N	23½	24½	-12.1	49½	23½	12,872	316,651
Bartell Media	BMC	A	12½	12½	- 6.7	22½	8¼	2,292	28,879
Boston Herald-Traveler		O	30	30	+ 7.1	71	27	574	17,220
Chris-Craft	CCN	N	11½	12½	-15.8	24½	10½	3,201	40,012
Combined Comm.		O	13	13½	+ 5.9	14½	8¼	1,798	23,824
Cowles Communication	CWL	N	11	11½	-21.9	17½	9½	3,969	45,088
Fuqua	FQA	N	31½	31½	- 9.4	47	30½	5,117	160,469
Gannett	GCI	N	26½	27½	- 0.1	29½	24½	7,117	197,497
General Tire	GY	N	18½	19½	- 5.6	34½	17½	17,914	342,516
Gray Communications		O	8½	8½	-17.4	12½	8½	475	3,924
Lamb Communications		O	5½	5½	+46.6	10	3½	2,650	14,575
Lee Enterprises		O	21½	22½	+ 1.7	22½	15½	1,957	44,033
Liberty Corp.	LC	N	19	19½	- 6.4	24½	14	6,743	131,489
LIN		O	10	10½	-27.7	32½	7½	2,174	22,001
Meredith Corp.	MDP	N	42½	43	- 2.3	59½	32½	2,781	119,583
The Outlet Co.	OTU	N	17½	18½	- 5.6	30½	16½	1,336	24,716
Plough Inc.	PLO	N	75	74½	- 1.7	78½	57½	7,892	587,954
Post Corp.		O	20½	21	-	40	14½	594	12,474
Rollins	ROL	N	39	38½	- 1.2	42½	30½	7,983	309,341
Rust Craft	RUS	A	33½	33½	+15.9	38½	24½	1,168	39,245
Storer	SBK	N	30	31½	- 7.4	62	24½	4,220	132,930
Time Inc.	TL	N	47½	50	- 5.8	100½	36½	7,241	362,050
Trans-National Commun.		O	4½	2½	-45	11½	2½	1,000	2,750
Wometco	WOM	N	19½	19½	+ 4.8	23½	16½	5,683	110,818
						Total		108,751	\$ 3,061,160
CATV									
Ameco	ACO	A	12½	11½	- 5.3	14½	7½	1,200	13,632
American TV & Comm.		O	17½	17½	- 1.4	19½	9½	1,775	31,062
Cablecom-General	CCG	A	21½	17½	+20.9	19½	8½	1,605	28,633
Cable Information Systems		O	2½	2½	-10	5	2½	955	2,419
Columbia Cable		O	12½	13	+ 1.9	17½	9½	900	11,700
Communications Properties		O	7	6½	NA*	10	4¼	644	4,347
Cox Cable Communications		O	19	17	- 2.9	22	11½	3,550	60,350
Cypress Communications		O	11	12½	- 5.8	23	10½	854	10,462
Entron		O	3½	4½	- 7.6	10½	2½	607	2,580
General Instrument Corp.	GRL	N	33½	34½	- 6.1	43½	26	6,028	209,473
H & B American	HBA	A	26½	23½	+13.5	26½	11½	5,016	119,581
Sterling Communications		O	5½	5½	-34.3	10½	5½	500	2,875
Teleprompter	TP	A	103½	95	+23	104½	46	1,007	95,665
Television Communications		O	15½	15	- 3.3	20½	10	2,654	39,810
Vikoa	VIK	A	33	31½	+ 4.7	35½	20	1,795	56,094
						Total		29,090	\$ 688,413

Burnup & Sims Inc., West Palm Beach, Fla., diversified communications company which constructs CATV systems and has minority interest in five cable systems, reported a 50.2% increase in revenues and a 79.5% gain in net income for the first six months of fiscal 1970, ended Oct. 31:

	1970	1969
Earned per share	\$0.46	\$0.29
Revenues	11,555,300	7,693,000
Net income	238,200	132,700
Average shares outstanding	514,240	453,250

Financial notes:

■ **Filmways Inc.**, New York, group-TV station owner, producer and distributor of motion pictures and TV programs, has corrected the earnings per

share for its fiscal 1968 (ended Aug. 31) from \$1.51 to \$1.44. Revision, it said, was necessary because of a correction in computing average outstanding shares for the 1968 year to "properly reflect a transaction in that year of a subsidiary acquired by the company in 1969 on a pooling of interests basis." Other figures, of share earnings in 1969 and net income in both 1968 and 1969, remain as previously reported (BROADCASTING, Nov. 17).

■ **Ivy Film Productions**, Claremont, Calif., is seeking registration of 200,000 common shares with the Securities and Exchange Commission to be offered for public sale at \$5 per share. The company proposes to engage in the production of low-budget motion pic-

tures — designed to appeal principally to young adults — for exhibition in theaters and on television. Ivy Film Productions has 300,000 shares outstanding, of which Michael Iavicoli Jr., president, owns 30%, and management officials as a group, including Mr. Iavicoli, 90%.

■ **Lamb Communications**, Toledo, Ohio, owner of WICU-TV Erie, Pa., and group operator of CATV systems, will become a listed company tomorrow (Dec. 9) with the admission of its stock to trading on the Philadelphia-Baltimore-Washington Stock Exchange and on the associated Pittsburgh, Cincinnati and Boston exchanges. Currently, Lamb is traded over-the-counter and has about 3,000 stockholders.

	Stock symbol	Ex-change	Closing Dec. 4	Closing Nov. 26	% change Month of Nov.	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	26½	29½	-12.1	42	25	5,863	170,730
Disney	DIS	N	126	124½	+10.4	126	69½	4,381	544,339
Filmways	FWY	A	19½	20½	-32.8	38½	19½	1,492	30,944
Four Star International		O	3¼	4¼	—	10	3¼	666	2,831
Gulf and Western	GW	N	20	20½	-17.4	50½	19	16,426	332,627
Kinney National	KNS	N	30½	29¾	-3.5	39½	19	5,940	176,715
MCA	MCA	N	21½	22½	-6.9	44½	19½	8,297	183,529
MGM	MGM	N	28½	30½	-13.9	44½	25	5,811	175,480
Music Makers Group		O	11½	12½	-2	15½	9½	589	7,363
National General	NGC	N	20	20½	-9.9	46½	18½	4,539	93,050
Transamerica	TA	N	26½	26¾	-5.5	38¾	23	61,869	1,535,291
Trans-Lux	TLX	A	20½	22½	-26.7	58½	17½	1,020	22,695
20th Century-Fox	TF	N	17½	18½	-13	41½	16½	8,155	152,906
Walter Reade Organization		O	8¼	9½	-11	15½	8	2,342	21,359
Wrather Corp.		O	8¼	8¼	-10.2	23	7½	2,161	18,909
						Total		129,541	\$ 3,468,768
Service									
John Blair	BJ	N	22½	22½	-5.9	28½	17½	2,667	60,274
Comsat	CQ	O	57½	55½	-2.4	57½	41½	10,000	555,000
Creative Management		O	11½	12½	+19	20½	8½	1,020	12,750
Doyle Dane Bernbach		O	22½	22½	-12.5	33	19½	2,104	47,340
Foote, Cone & Belding	FCB	N	11½	11½	-11.4	15½	11	2,149	25,444
Grey Advertising		O	13½	13½	-13.6	18½	13	1,163	15,817
Movielab	MOV	A	7½	7½	-21.7	14½	6	1,407	10,018
MPO Videotronics	MPO	A	8¼	8¼	-32.8	22½	7½	548	4,844
Nielsen		O	36½	37	+6.5	38½	28½	5,240	193,880
Ogilvy & Mather		O	21½	22	-13.7	35	16½	1,090	23,980
PKL Co.	PKL	A	11½	11½	-17.8	30½	9½	725	8,410
J. Walter Thompson		O	32½	32½	-4.4	41	24½	2,778	89,591
Wells, Rich, Greene		O	12	13	+28.5	18½	8½	1,601	20,813
						Total		32,492	\$ 1,068,161
Manufacturing									
Admiral	ADL	N	15½	15½	-12.8	22½	14½	5,150	81,576
Ampex	APX	N	44½	45½	-4.6	49½	32½	10,825	493,620
CCA Electronics		O	5½	5½	NA*	6½	5	800	4,096
General Electric	GE	N	79½	81	-4	98½	76½	91,025	7,373,025
Magnavox	MAG	N	37½	39½	-5.7	56½	36½	16,561	658,300
3M	MMM	N	111	113	+3.2	118½	94	54,521	6,160,873
Motorola	MOT	N	133½	132½	-15.6	166	102½	6,148	814,610
RCA	RCA	N	37	38½	-8.1	48½	35½	62,773	2,392,907
Reeves Industries	RSC	A	4¾	4¾	-9.5	10½	4¾	3,443	16,354
Visual Electronics	VIS	A	10½	9¾	-21.2	37	9¾	1,357	13,231
Westinghouse	WX	N	58	59	-2.3	71½	53½	39,304	2,318,936
Zenith Radio	ZE	N	35½	37½	-9.3	58	35½	18,965	715,929
						Total		310,872	\$21,043,457
Grand total								672,881	\$31,678,892
Standard & Poor Industrial Average			91.95	93.27	-12.4				

N-New York Exchange
A-American Stock Exchange
O-Over-the-Counter (bid price shown)

Shares outstanding and capitalization as of Nov. 25.
* New addition to the Broadcasting stock index.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

Educational TV's place in space

CPB will test transcontinental transmission of network shows by using NASA satellite

The Corp. for Public Broadcasting intends to initiate an east-west interconnection link using one of the federal space agency's applied technology satellites on Dec. 16.

The project, which is to run 16 weeks and is purely experimental, was announced last week in Washington by John W. Macy Jr., president of CPB. It will test the transmission of National Education Television network programs from New York to Los Angeles by way of the National Aeronautics and Space Administration's ATS-3 and NASA's Rosman, N. C., and Mojave, Calif., earth stations.

The ATS-3 was launched late in 1967 and has continued to take and transmit cloud pictures for the Weather Bureau. Other experiments have been completed, opening up the satellite for us by TV and radio networks and other spectrum users. Discussions have been held between NASA and various elements of the broadcasting and telecommunications industries since last June. Only last month, the television networks used the ATS-3 to send a test signal from Rosman to Mojave.

R. J. Burke, NASA communications specialist, reported that his agency was considering a number of other proposals for experimentation with ATS-3, which at present is above the equator roughly at the mouth of the Amazon River, and the ATS-1, which was orbited in December 1966 and which

is currently above the equator at Hawaii. Mr. Burke said that among the proposals under consideration is one from ABC and another from CBS. Alaska has also submitted a proposal, he said.

Authorization for the project was received from NASA on Nov. 28, Mr. Macy said. The experiment will test technical and operational costs of transmission by satellite. Linked will be only New York and Los Angeles, although it is contemplated that some few west-to-east transmissions will also take place.

CPB expects to spend \$100,000 to \$150,000 for the project, which will go to reimburse NASA for out-of-pocket expenses. No ETV station outside the Los Angeles area will be able to receive the satellite broadcasts unless they want to spend up to \$250,000 for a receive-transmit dish antenna, according to Edward Roth, special consultant to CPB for the NASA experiment.

Mr. Macy stressed that the ATS experiment will not detract from other efforts to establish a permanent domestic-satellite system for the TV and radio networks, CATV and educational broadcasting with the Communications Satellite Corp. Conversations on this course have been held over the last few months (BROADCASTING, Oct. 20 et seq.).

The use of the ATS satellite for transcontinental interconnection is only one of four experiments proposed to

NASA by the Satellite Task Force for Public Broadcasting. This is composed of CPB, the Ford Foundation, National Educational Television (NET), the National Association of Educational Broadcasters, and the Joint Council of Educational Telecommunications. The other experiments: a national educational radio network, to replace the present, largely duplicate tape mail service; a satellite cities experiment, designating a group of six cities to receive TV programs directly from a satellite, and a remote production capability, using mobile transmitter stations to explore and evaluate program origination in remote and relatively inaccessible places.

CPB presently operates a temporary 130-ETV station interconnected network of three hours a night and five days a week using AT&T land lines. This is costing about \$135,000 a month, Mr. Macy noted. CPB is negotiating with AT&T for an expanded live network to cover all 180 ETV stations, and with more hours for seven days a week, and with guaranteed service. Under the present arrangements, Mr. Macy commented, AT&T has pre-empted sections of the ETV network when commercial customers needed the circuits.

Earth-station policy comments asked by FCC

The FCC has undertaken a long-promised review of its three-year-old "interim" earth-station ownership policy. The commission last week asked for comments on how existing arrangements advance the national interest and how those arrangements might be modified to better advance statutory and public interest objectives.

Under the present policy, the Communications Satellite Corp. owns 50% in each earth station with the remainder divided among common carriers on the basis of their anticipated use of the stations. Comsat acts as manager of the stations, subject to the over-all control by all joint licensees.

U.S. mainland earth stations are located at Andover, Maine, Etam, W. Va.; Brewster Flat, Wash.; and Jamesburg, Calif. A Hawaiian station is located at Paumaulu and a Puerto Rican

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Color-set sales up for nine months in '69

Color-TV sales for the nine months ended Sept. 30 were 7.2% over the same period in 1968, according to Electronic Industries Association figures.

In the report from its marketing services department on total U. S. sales of consumer electronic products, EIA

also reported that sales of black-and-white TV's were running ahead of the previous year's period by 4.9%. EIA said all radio sales were up 13.7%, with increases in both home and auto radio. Sales of AM-FM and the FM-only sets continued to show gains, EIA reported, with FM home radios exceeding AM home radio sets for first time.

The full report, dealing with TV and radio, follows:

Nine months of 1968 (in units)

	Factory sales U.S. produced	Imports domestic label	Imports foreign label	Total U.S. sales
Radio				
Home AM	2,668,185	2,962,363	7,723,830	12,954,378
Home FM/AM or F	1,484,303	1,588,398	7,852,181	10,924,882
Auto AM	6,709,487	—	1,173,257	7,882,744
Auto FM/AM or FM	776,324	—	107,036	883,360
Total AM	9,377,672	2,562,363	8,897,087	20,837,122
Total FM/AM or FM	2,260,627	1,588,398	7,959,217	11,808,242

Television (EIA did not breakdown TV imports by monochrome or color in '68)	Total TV	7,577,545	793,453	928,616	9,299,614
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Nine months of 1969 (in units)

	Factory sales U.S. produced	Imports domestic label	Imports foreign label	Total U.S. sales
Radio				
Home AM	2,274,757	2,588,067	8,910,983	13,773,807
Home FM/AM or FM	1,311,925	1,783,024	11,391,122	14,485,071
Auto AM	6,552,801	—	1,113,936	7,666,737
Auto FM/AM or FM	1,082,470	—	119,795	1,202,265
Total AM	8,827,558	2,588,067	10,024,919	21,440,544
Total FM/AM or FM	2,394,395	1,783,024	11,509,917	15,687,336
Television				
Monochrome TV	3,055,387	890,438	1,293,898	5,239,723
Color TV	3,987,960	341,967	284,069	4,613,996
Total TV	7,043,347	1,232,405	1,577,967	9,853,719

station at Cayey. New stations are being built at Talkeetna, Alaska, by Comsat, and on Guam, by Comsat; RCA-Global Communications, Inc.; ITT World Communications Inc., and Western Union International.

Comments in the inquiry are due Jan. 31, 1970, and reply comments, Feb. 28, 1970.

'Unifor' is new system for newspaper via CATV

Cable television looms as the key to a newly patented method of transmitting newspapers directly into the home by facsimile.

A patent was issued Nov. 18 to Jerome Regunberg, president of the Queen City News Co., Poughkeepsie, N.Y., and W. Hugo Liepmann, a Wellesley Hills, Mass., attorney, for their "Unifor" system.

The next step, Mr. Regunberg said,

will be to bring together the different interests involved (television, publishers) so plans can be made.

Mr. Regunberg said he worked on the project three-and-a-half years and now needs "several million dollars" to get it going. When he gets it, a subscriber should be able to get a receiving mechanism in his home that would bring him a bound daily 64-page tabloid in several minutes.

The receiver that would be installed in the home resembles a TV set with a binding unit at the bottom. Cost is estimated at \$350-\$400.

Each four-page sheet would be printed on both sides at the same time by xerographic, electrostatic, jet-inking, or some other technique. The scanned pages would be transmitted from the publisher's city by CATV radio or TV channels, or perhaps microwave.

Mr. Regunberg has an additional patent for Unifor pending in the United Kingdom. He said a similar system is now operating in Japan.

Morton Fink, president of Television Presentations Inc., New York, which with UPI in 1967 originated Alphabetic News, a full-time electronic news display service for CATV (BROADCASTING, Nov. 20, 1967), said last week (Dec. 1), "I'm keenly interested in learning more about it [Unifor]."

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War looms on radio-TV obscenity

FCC's Burch has possible test cases in mind;
Pastore, Justice in the wings to prod commission along

With complaints about obscenity in broadcasting on the rise and visions of TV showings of "I am Curious (Yellow)" dancing in the heads of nervous legislators, the government appears ready to challenge broadcasters to a new battle over the extent of their First Amendment rights.

The new FCC chairman, Dean Burch, is ready to attempt to draw the line against obscenity in broadcasting, even if it means a court fight. And he now has not only a majority of the commission on his side, but the Department of Justice as well. What's more, Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee and long a foe of what he considers indecent programing, can be counted on to prod the commission if its new interest should flag.

This was the scenario that was written last week. Chairman Burch, in an appearance before Senator Pastore's committee on Monday, confirmed reports that Justice Department officials had told him they were willing to prosecute an obscenity case brought by the commission ("Closed Circuit," Dec. 1). A federal statute prohibits the broadcast of obscene, indecent or profane material.

In his Capitol Hill appearance and again in a news conference on Tuesday (see page 36), Chairman Burch stressed the need for the commission to establish guidelines to aid broadcasters in avoiding obscenity. The decision has to be made "by the courts and the FCC, or both, or Congress," he said on Tuesday, "and I think we ought to get at it. . . . If a test case is what we need," he added, "that's what we'll have."

The chairman said he had "a couple of things" in mind as possible test cases, both involving radio. He did not elaborate, but one obscenity case that has been pending for months involves listener-supported KRAB(FM) Seattle. The station, which has been awaiting renewal of its license since Feb. 1, is said to have broadcast a poem containing four-letter words ("Closed Circuit," June 16). An FCC engineer in Seattle reportedly taped the material and delivered it to the commission.

But it is the appearance of new movies

—those produced here and abroad under standards of permissiveness hardly imagined only a few years ago—that appears to be the chief element of concern. Senator Pastore in the hearing Monday returned frequently to the possibility of "I am Curious (Yellow)," with its scenes of explicit sex, appearing on the living-room television.

And Chairman Burch, on Tuesday, said: "I personally feel the FCC has to take some sort of step so far as movies are concerned." He did not know what that step would be—whether a regulation or an inquiry in which the commission would seek industry's help. He said he would welcome voluntary action by the industry.

But if a station carried "Curious," he said, "we would do something." But again, he did not know what. "I'm only one of seven [commissioners]," he said.

Commissioner Robert E. Lee, who has long urged the commission to take a tougher stand against allegedly obscene programing, caused the current upswell of interest in the issue. In a statement dissenting to the grant of a Pacifica application for an FM frequency in Houston, he quoted a poem, "Jehovah's Child," which, as Senator Pastore described it, "involves the Lord in a perverted act" and which was broadcast by Pacifica's KPFK(FM) Los Angeles.

Senators Pastore and Edward J. Gurney (R-Fla.), who is not a member of the Senate Commerce Committee but who participated in the subcommittee hearing, expressed their outrage at the manner in which the commission had

reacted to the broadcast of the poem.

Senator Gurney said he was "shocked" at the "filth" he said the station had broadcast and even more shocked that the commission had renewed the license of Pacifica's WBAI-FM New York after learning of the incident. (But he may also have created another problem for the commission in connection with the comparative hearing in which Pacifica is contesting with another noncommercial applicant for an FM frequency in Washington. When informed that the Houston decision could be reconsidered in light of the outcome of the Washington case, Senator Gurney said to the commission: "If you have a second shot at barring this barn door as far as this filth is concerned, I hope you take a second look at it"—a remark some observers felt came uncomfortably close to being a prohibited ex-parte contact so far as the Washington hearing is concerned.)

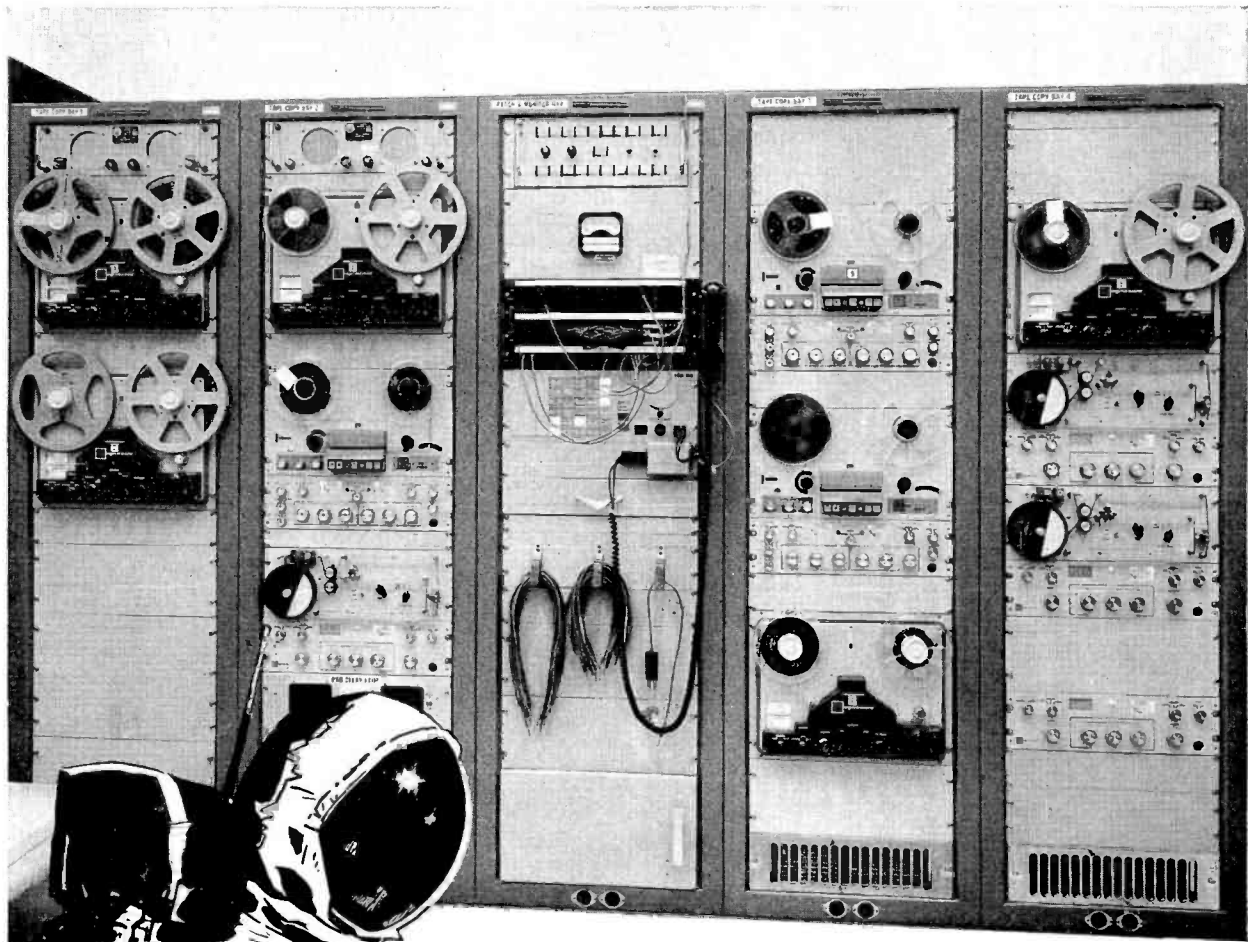
And Senator Pastore expressed impatience with the commission's stated reason for failure to act against Pacifica—the Justice Department's position that the case could not be prosecuted because it did not involve an appeal to "prurient interest," a major criterion for determining obscenity. "You're expressing a general attitude of helplessness," he said. "We as grown-up people know what art is and what obscenity is. . . . This is permissiveness even on the part of the commission. That frightens me."

Commissioner Kenneth A. Cox, with support from Commissioner Nicholas Johnson, sought to defend the commission's cautious approach to the obscenity problem in the past. "The essence of non-censorship is that it makes no difference whether a government official likes it or not," he said. "The material has to be legally obscene. . . . Because I think the First Amendment protects broadcasters just as fully as it protects the print media."

The remark amused some broadcast industry representatives in the crowded hearing room who were aware of the commissioner's frequently expressed support for the position that the constitutional guarantee of free speech does not prevent government from regulating

A bland-track mind?

The criticisms of television programing—whether or not adult-type movies are banned—apparently is beginning to get to the new FCC Chairman Dean Burch. Discussing his anti-obscenity stand with reporters last week, the chairman said he had been asked the other day by his 11-year-old daughter who was doing a homework assignment how he would use "bland" in a sentence. His prompt reply, he said: "Bland programing."



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programming, particularly in the matter of requiring fairness and according equal time to political candidates.

The constitutionality of the commission's fairness doctrine, in fact, was upheld by the Supreme Court last June. And, in one of the ironies of the Monday hearing, Senator Pastore noted that that decision, which had been hailed by Commissioner Cox, indicated that a distinction could be drawn between print and broadcast media in terms of First Amendment rights.

The readiness of a majority of the commissioners to concede this point in the matter of alleged obscenity was indicated after Chairman Burch disclosed that the Justice Department is prepared to take a tougher stand on enforcing the anti-obscenity statute—a report that Chairman Pastore welcomed as a “breath of fresh air.”

Commissioner Lee said he would welcome a court test. Commissioner Robert Wells made it clear he was opposed to the broadcast of the kind of language contained in the poem aired by the Pacifica station. And Commissioners Robert T. Bartley and H. Rex Lee indicated they welcomed Justice's apparent change in attitude.

The commission has four avenues it can take against a station alleged to have broadcast obscenity: revoke its license, refuse to renew its license, levy a forfeiture of \$1,000 a day for a maximum of 10 days, or refer the case to Justice for prosecution under the obscenity statute. Under the forfeiture statute, Justice is responsible for prosecuting stations that refuse to pay fines levied by the commission.

And Chairman Burch's discussion with Justice Department officials—Deputy Attorney General Richard Kleindienst and William D. Ruckelshaus, assistant attorney general in charge of the civil division—dealt mainly with wheth-

er Justice would be willing to represent the commission in such cases. The officials said they would, given a case the commission felt “strongly about” and which the department thought was a “good” one.

Mr. Ruckelshaus sees one distinction between print and broadcast and other media in the element of “invasion of privacy” involved in broadcasting. “Language that is offensive might be broadcast into a room where children are present before the parent could do anything about it,” Mr. Ruckelshaus said. “There is a difference in the case of movies where people make a voluntary choice. These things would be considered in determining whether the First Amendment would prevent the government from acting.”

However, he indicated that even if the department is more combative now under the Republicans than it was under the Democrats, it must have had trouble prosecuting Pacifica for “Jehovah's Child.” He said “adequate warning that potentially offensive material was to be broadcast might be considered a mitigating factor in considering whether a station violated the obscenity statute.” KPFFK gave such a warning.

Indeed, for all the talk of willingness to set guidelines and prosecute violators of the obscenity status, there was a thread of caution running through the remarks of Messrs. Ruckelshaus and Burch. “This is a very difficult area,” Mr. Ruckelshaus said. “We don't pretend that this is susceptible to easy answers. And we're not out to burn a lot of books. But we have a statute banning obscenity on the air, and when this is violated, it's the Justice Department's responsibility to prosecute.”

Chairman Burch, after saying he was looking “at a couple of things” as possible test cases said: “I don't know what will be the ultimate outcome. It's a

difficult problem. It's easy to wave the flag on an issue like this. But it should be approached in a serious and detached manner.”

The chairman appeared to be thinking along the same lines as Mr. Ruckelshaus in his news conference when he sought to distinguish between broadcasting and other media in terms of First Amendment rights. The standard set by the Supreme Court in defining obscenity has dealt with movies and books—not television, which enters the home, he said.

He noted, for example, that while a five-year-old would have neither the inclination nor ability to read *Lady Chatterly's Lover*, or the money to buy it, he could watch it on television. (However, he did not elaborate on whether he thought the child would or could find it interesting.) “You have to conclude,” he said, “that these are different problems.”

Furthermore, he said, “we've always understood the First Amendment to be a modified right. You can't shout fire in a crowded theatre. Just because a person can't use four-letter words in a curse doesn't mean his First Amendment rights are violated.”

“I'm not a blue nose,” he said. “I'm used to strong language . . . I've used a good deal of it myself. But I don't use it in front of children. Neither do I feel that some restriction is violative of the First Amendment.”

But, he was asked later, what about the possible wedge that a distinction between broadcast and other media on the obscenity issue might open into broadcasters' First Amendment rights in general: Mightn't it lead to a reduction of First Amendment protection in such areas as news and public affairs? He said the assumption must be made that the government is operated by es-



Senator Gurney



Chairman Burch and Commissioner Robert Lee

entially decent men. Besides, he said: "I have trouble equating dirty language with news."

The chairman said no crisis had yet arrived in the matter of obscenity; rather, that he was hoping to act before one developed. The commission has been receiving an increasing number of complaints about alleged on-air obscenity—1,634 in the year ending July 1, 1969, compared with 1,184 in the preceding 12-month period.

Most are prompted by television (1,265 last year, 842 the previous year), and deal with everything from a reference to one who doesn't know "his elbow from a hole in the ground" to "Jehovah's Child." There have been an increasing number of complaints about the adult-theme movies now finding their way onto television, such as "Never On Sunday," whose central character is a prostitute.

The chairman mentioned only "Curious" as an example of the kind of film that concerned him. And he insisted that keeping such material off television would not deprive anyone of his fun. "Anyone who wants to practice a little voyeurism can do it by spending \$2 and going to a movie," he said. "It doesn't mean you have to have the right to see it in your home."

Ruling backs newsmen on protecting sources

In a ruling that has important application to all news media, a federal judge last week said that it is not essential in every court case for newsmen to disclose their sources of information and if they refuse to reveal these sources it doesn't necessarily mean they will be jailed for being in contempt



Commissioner Cox

of court.

Attorney for *Look* magazine, the defendant in a \$12.5 million libel suit filed by San Francisco Mayor Joseph L. Alioto, contended that the first amendment to the Constitution gives immunity to newsmen from disclosing information in court.

Mayor Alioto's attorney argued that there is no court ruling protecting a newsman's privilege to withhold information.

U.S. Judge Bruce Thompson, presiding in San Francisco in the taking of depositions in advance of the libel suit trial, said that depending on the circumstances in the case there are other alternatives to confinement for contempt if freelance writers Lance Brisson and Richard Carlson, both former TV newsmen, refuse to identify some sources of their information. The two are authors of a *Look* article that claimed Mr. Alioto has had close ties with the Mafia.

Not all CATV's favor program origination

CATV operators are not all of one mind about the FCC's action last October requiring cable TV systems with 3,500 or more subscribers to begin originating programs by Jan. 1, 1971 (BROADCASTING, Oct. 27).

This move was hailed by most spokesmen for the cable TV industry. But scattered criticisms came to a head when the board of directors of the Pennsylvania Community Antenna Television Association voted objections to the mandatory character of the FCC's decision.

Among the reasons given for opposing the action was the fear that since cablecasting programs may not be self-supporting (although the FCC said that CATV systems can sell advertising), the result of program originations by some CATV systems may be a reduction in service or higher charges to customers.

The board of the Pennsylvania group forwarded its resolution to the National Cable Television Association and also to the state's congressional delegation.

In another CATV sector, General Telephone and Electronics Corp. informed the FCC last week that it was relaxing some of the prohibitions it previously imposed on pole rights, two-way communications, program originations, and other cable services.

GT&E had limited pole attachment rights to a single CATV system, had banned the carriage of programs originated by the CATV, as well as imposing other restrictions.

GT&E's move followed by a month similar action by AT&T.

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Does uncle want to become big brother?

Senator Baker calls attention to Vanderbilt monitoring of TV news; suggests all tapes be filed at Library of Congress

Vice President Spiro Agnew's November attacks on the news media may have resuscitated a 16-month-old Vanderbilt University monitoring project of network TV news. The project was brought to public light by Senator Howard H. Baker (R-Tenn.), who last week called on Congress to direct the Library of Congress to "maintain an up-to-date file of tapes of every morning and evening network news show" because "we have already allowed too much of this important material to be lost through years of simple neglect."

Senator Baker suggested that the tapes could be obtained from the networks and then returned after being copied "so that the burden of expense would be borne by the government and not by the networks." With these master tapes the Library of Congress could then index them by producing "subject matter tapes" on, say, the Vietnam war or "what effects television had on a third-party presidential candidate." The tapes would be made available at cost to libraries and other interested parties around the country.

The Vanderbilt University project, which Senator Baker took note of, has been video-tape recording the three network TV evening newscasts since Aug. 5, 1968, principally at the instigation of Paul Simpson, a district manager for Metropolitan Life Insurance Co., Nashville, Tenn., and an alumnus of the university (BROADCASTING, Oct. 7, 1968). But it's been an expensive proposition (\$100,000 a year was one estimate given for the project's cost), too expensive for the university to continue it on a sustaining basis. What monies have been allocated for the project have been raised largely by Mr. Simpson, who said last week that contributions from local businesses have

permitted the project to continue on a "hand-to-mouth existence."

Vanderbilt's participation in the monitoring project was of a "pilot" nature to show that a national agency "could and should take over the task" of monitoring the news, according to Senator Baker. But since its inception the purpose has been concluded by a dual question: Whether this preservation and eventual retrieval of network news will benefit future historians or prove a noisome index of alleged bias in the way networks report the news. Both aspects surfaced during an investigation of the recording project by BROADCASTING last year. At that time an associate of Mr. Simpson said that "he is concerned about the process of decision in network news reposing in the hands of two or three men." Another sponsor of the project said: "When three TV outfits [networks] can say things that are not fair or unbiased, then people ought to know about it. You can't prove that they [the networks] said anything—we tried that two or three times before and failed. Now we can."

Much was the concern of Vice President Agnew who said his purpose last month was to focus attention "on the little group of men" whom he claimed "enjoy the right of instant rebuttal to every presidential address" and "wield a free hand in selecting, presenting and interpreting the great issues of our nation" (BROADCASTING, Nov. 17).

According to Senator Baker, "it is long past time that procedures were established for filing the tapes of network news—which is having an ever increasing impact on American public opinion. It is on the network news that the great debates of our time are being carried out."

The question of the Library of Con-

gress undertaking the monitoring project reportedly was broached by four Tennessee congressmen as early as last March. At the urging of Mr. Simpson, Senators Baker and Albert Gore (D) and Representatives William E. Brock (R) and Richard H. Fulton (D) wrote the library asking whether it could undertake the project. The library reportedly said it would take the matter under advisement.

FCC orders CATV not to import Detroit signals

The FCC has ordered Buckeye Cablevision Inc., Toledo, Ohio CATV owner, not to carry or deliver signals of Detroit-Windsor, Ont. TV stations on any feeder or distribution cable not constructed and operating on or before Feb. 2, 1968. The commission said delivery of Detroit-Windsor signals from feeder and distribution cable built after Feb. 2, 1968, but completed and operating on or before Dec. 24, 1968, may be continued to subscribers whose service began on or before Dec. 24, 1968.

Last week's action will contain expansion of Detroit-Windsor TV signals into Toledo until further order of the commission.

The action followed a request for a show cause order filed Nov. 6, 1968, by D. H. Overmyer Telecasting Inc., licensee of UHF wdho-TV Toledo, and denied a petition for reconsideration filed Jan. 23, 1969, by Buckeye.

In 1967 the commission granted a petition by Overmyer to impose special requirements on Buckeye's Toledo CATV operation, directing that an evidentiary hearing be held to determine whether carriage of Detroit-Windsor signals is consistent with the public interest.

Noting the disruptive effect of withdrawing service once it is established, the commission, until further notice, directed Buckeye to confine delivery of the Detroit-Windsor stations to areas where feeder cable is located as of Dec. 17, 1967. Expansion of the system beyond the specified limits was authorized "so long as the expansion is confined to carriage of the Toledo signals."

Overmyer contended in its show cause request that Buckeye's subscribers had increased in number from 5,000 on Nov. 22, 1967, to 9,200 by the end of April 1968, and that after Feb. 5, 1968, "a substantial amount of feeder cable had been added to Buckeye's system."

Delivery of Detroit-Windsor signals to certain subscribers had begun in violation of its designation order, the commission said, but it was determined that the show cause order was not warranted.

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'The Survivors' doesn't survive

Replacement show to star holdover Hamilton; ABC-TV's clearance problem discussed

The Survivors, billed in advance as "the most ambitious program" in ABC-TV's 1969-70 schedule—a billing generally translated to mean the most expensive as well—has had it.

ABC announced last week that the program (Mondays, 9-10 p.m. EST) would not go beyond its Jan. 12 appearance. It will be succeeded by a new program starring George Hamilton—the last surviving key performer in *Survivors*—in the Thursday 10-11 p.m. time period for which *Survivors* had been destined in mid-season shake-up plans disclosed a few weeks ago.

The new program, described as an action-dramatic series played against the background of the American embassy in Paris, is called *Paris 7000* and will start Jan. 22. It will be produced by Universal Television, producer of *Survivors*, and the executive producer will be Richard Caffey, currently working on the departing show in the same capacity. *Survivors*, based on a story idea by author Harold Robbins and reportedly budgeted at \$250,000 an episode, has been plagued at every turn. It has had trouble in production, trouble in reviews, big trouble in the ratings.

Trouble on the set, widely reported as stemming from personality clashes with star Lana Turner, led to three changes in producers. Critics for the most part gave the program low marks. In the latest National Nielsens (Nov. 17-23) it was 85th in a field of 87 programs and the lowest-rated entertainment program of the lot.

A few weeks ago, in a salvage effort, ABC planned to shift the program to Thursday nights at midseason and drop both Miss Turner and co-star Kevin McCarthy, retaining only co-star Hamilton. Now it's to be a whole new program.

The change was announced last Wednesday (Dec. 3) as top ABC-TV officials met with the ABC-TV network affiliates advisory board to open four days of conferences in Hawaii (BROADCASTING, Dec. 1).

One of the key items under discussion was said to be ABC-TV's need for greater support by affiliates, particularly in terms of program clearances. This was signaled several weeks ago when ABC, disclosing that it would not ask affiliates to share in its \$5.8-million increase in AT&T rates for one year, indicated it might carry the full load even longer if affiliates would increase

their program clearances and step up other activities to strengthen the network ("Closed Circuit," Nov. 3, et seq.).

There were also indications that some daytime program changes might emerge by the end of the conferences, scheduled Saturday (Dec. 6).

FCC upholds KPIX(TV) on fairness complaint

The FCC last week declined to review a staff decision in a fairness-doctrine case involving KPIX(TV) San Francisco and a group of law students at the University of California law school at Berkeley.

The students argued that the station hedged in disclosing the source of a program aired Dec. 8, 1968, including remarks on student unrest by California Governor Ronald Reagan.

The students alleged that the station failed to promptly supply to them the names of members of Californians for a Creative Society, the organization which furnished the program to KPIX(TV). They also charged that the station failed to offer them equal time to present their views on points made by Governor Reagan (BROADCASTING, March 24). The FCC's Broadcast Bu-

reau found that there was no basis for either complaint.

In rejecting the students' request for review, the commission noted that determination of time and format of a program are within the reasonable judgment of a licensee acting in good faith, and emphasized that it would not substitute its judgment for a licensee's. The commission said it should be made clear that its rules require a station to make readily available to any interested party a list of a sponsoring entity's executive membership.

Another stereo test

San Francisco high fidelity buffs had a special treat last Thursday night (Dec. 4), when two FM stereo stations broadcast four-channel stereo.

It was estimated that 100,000 people heard the program, transmitted from 8 p.m. to 10 p.m. on Dec. 4 by KPEN-(FM) and KRON-FM.

Four-channel stereo uses two stations to broadcast the music. Listeners are required to have two receivers and four speakers. Two of the four speakers, placed at the rear of a living room, perform as reverberation sources. A similar broadcast took place recently in Boston.

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Honesty is the best policy at WMCA

At least that is the way "truth radio" will work, Labunski will tell conference

A concept called "truth radio," designed to expose baloney wherever it is found—in news, advertising, programming or whatever—is being introduced today (Dec. 8) by WMCA(AM) New York, which once gained fame as home of the "Good Guys."

Station officials say they must—in truth—admit their salesmen are edgy about the prospect and that their lawyers are a bit tense. But they appear confident they can make it work within the framework of obscenity and libel laws, FCC rules and the station's own code of standards and fair play, and that in the long run listeners—and advertisers—will like it.

Stephen B. Labunski, managing director of WMCA, described the plan last week as follows:

"We propose to discard the cliches, drop the stereotyped phrases and loosen the reins on all those who have access to our microphones. We propose to tell the truth—about ourselves, our music, our advertisers, our competition and the world around us.

"When a politician issues a statement we know is baloney, we're going to call it that. When a television sportscaster protects an official who makes an obviously bad call ('after all, folks, they're right there on the spot and doing a wonderful, wonderful job'), we're going to give him a bad review. If a personality doesn't like a record he's asked to play, he will be permitted to say so, hopefully with a constructive remark.

"We want to remain entertaining, as well as informative, and don't propose to degenerate into a petulant, pet-peeve kind of all-day gripe session. Its success will turn on the work we put into it and the skill of our staff. We have confidence in both. And we propose to call this project—I hope not immodestly—"truth radio."

The idea is to let WMCA newsmen and program personalities call the shots as they see them, but hopefully with a constructive approach.

Mr. Labunski cited a recent incident on the outspoken Barry Gray's late-night interview show as an example of both what may happen and how its handling would be changed.

Mr. Gray was reading a commercial for a magazine promoting one specific article as "unique and exciting." He read the adjectives and then interrupted to tell listeners: "I've read the article and it is neither unique nor exciting."

Under the new format, Mr. Labunski hoped that Mr. Gray would not stop there but would add something like

"that's my own opinion—why don't you read the article and decide for yourself?"

As another example, he said that if a newscast quoted a prospective political candidate as saying he would not run for office even though it was well known he did plan to run, the newscaster might follow the item with this pungent observation:

"It's a rule of politics that candidates deny they will run until they are ready to announce, and"—if this were the case—"we happen to know he's hired two publicity men in the past month," Mr. Labunski cited.

Mr. Labunski said the concept "will take some practice and some getting used to," and that listeners need not expect "miracles" in the first few days

Show asks influentials about their philosophy

Invitations have been sent to 100 of the world's most influential people asking them to share their thoughts as part of a 90-minute documentary, *A Matter of Faith*, being produced by Metro-media Producers Corp., Hollywood.

They are both being asked for a "statement of faith (religious or otherwise) as revealed in your life's work." John Peer Nugent, former *Newsweek* correspondent, and a documentary producer-director, will be in charge of the production. He is traveling around the world to interview the 100.

Among those he will see, from all walks of life and representing all religious and political beliefs are: President Nixon, Arnold Toynbee, S. I. Hayakawa, Willy Brandt, General Moshe Dayan, Mrs. Martin Luther King, Arthur J. Goldberg, U Thant, Henry Ford II, Dr. Christiaan N. Barnard, Charles Lindbergh, James Baldwin, Walter Lippman, Marc Chagall, Pablo Picasso, Tennessee Williams, Sir Alec Guinness, and Willie Mays.

Any profits from the documentary will be transferred to the Rev. Patrick Peyton's *Family Theater*. The 100 were chosen by a board of advisors, consisting of astronaut Frank Borman; Mr. and Mrs. Bing Crosby; Lloyd N. Hand, former U.S. chief of protocol, the Rev. Theodore N. Hesburgh, president of Notre Dame; Hubert H. Humphrey; George Putnam, Los Angeles television commentator; Mrs. George Romney; R. Sargent Shriver, U. S. ambassador to France, and Ed Sullivan.

or weeks of the new format.

"But you will notice a difference," he said, "in our news, our personality shows and on the station as a whole. We hope you like it, we hope our audience likes it, we hope our advertisers like it. I suppose we would just as soon have the FCC understand it—if not like it—so they'll know what to expect when the shooting starts."

Mr. Labunski disclosed plans for the new approach in a speech, devoted primarily to the need for better communication by broadcasters, for delivery at last Friday's (Dec. 5) session of the fourth annual radio program conference, held in Atlanta under the sponsorship of programing consultant Bill Gavin.

Mr. Labunski said the decision to institute "truth radio" predated, but was reinforced by, Vice President Spiro T. Agnew's speeches last month charging that network TV and other news media were biased and unfair (BROADCASTING, Nov. 17, et seq).

"It is not enough to describe the events of the day when we have the means to articulate a new idealism for our time," he told the Atlanta audience. "Vice President Agnew's recent attacks . . . won't help much, but instead of allowing public discussion of public questions to be shriveled, we should be looking to ways of increasing it.

"The only way of derailing the administration's intimidation campaign is to fight back—with greater audience involvement, more intensive news coverage, more candid comment and bolder editorials."

Mr. Labunski told his audience it might reasonably ask whether the introduction of "truth radio" implies that WMCA hasn't told the truth in the past and suggests that only WMCA will be telling the truth in the future.

"The answer to the latter," he said, "is that we propose to judge ourselves by our own standards, and we make no comparisons. We never said we were the only 'Good Guys' when that was the rage. As for the past, the only fair comment would be that we are no different from anyone else.

"We are the victims of the same kind of world—with its often distorted, confusing, misleading communications habits—that we all live and work in. But we're taking a step forward, I believe, by self-examination and self-criticism in an attempt to do something about it."

When that "something" gets going, WMCA owner R. Peter Straus may find that not even he is immune. Staff members said last week he had been told by several WMCA newsmen that if they disagreed with one of his on-air editorials the audience might hear them say! "Come on, Peter, you can do better than that."

Radio wins kudos on draft lottery

Only CBS gave TV viewers live coverage, sound media stayed with story

Someone hastily pulled UPI Audio's plug at Selective Service headquarters in Washington last Monday (Dec. 1)—but it didn't matter. The first draft lottery in 27 years was over, and radio had outdistanced TV in covering it.

It was radio's turn to be the big fish in the big bowl—and it delivered.

Among the TV networks, only CBS, with a special report, broadcast the proceedings live, interspersed with interviews and analyses. Even this coverage began in mid stream, at 9 p.m. EST while the drawings were in progress. Live coverage ended at 9:30 p.m.

CBS and many stations, beginning at 8 p.m. when the drawings began—used streamers on regular programming to tick off the dates selected from the bowl.

NBC-TV interrupted its *Monday Night at the Movies* at 10:20 p.m. for six minutes to up-date the proceedings. ABC-TV also spurned live coverage.

On radio the story was different. Both ABC Radio and CBS Radio presented live coverage. CBS started at 8 p.m. and ABC six minutes later for the first drawings. After the first half-hour both networks reverted to regular, periodic updating and recapping.

ABC, on its nightly *World Wrapup* from 10:05 to 10:15 p.m., reviewed the entire drawing. CBS did the same from 10:15 to 10:30 (all times are EST).

NBC-Radio broadcast two special programs. At 8:09 p.m. for five minutes the network gave the first of the numbers drawn. And, from 10:05-10:15, a wrapup was provided.

Metromedia Radio News went all out, with live coverage from 8:05 p.m. to 11 p.m., and substantial coverage before and after the event. MBS covered the draft story live at 8:05-9 p.m. and 9:35-10 p.m. It also inserted two five-minute segments on its nightly *World Today*.

Fairchild Broadcast News audio service, covered the proceedings live and then fed it to its clients.

The Associated Press radio wire ran the entire list of numbers and moved out the birthdates as they were picked.

The service then transmitted them in takes of five or 10 for the remainder of the evening.

And then there was the story of the pulled plug.

UPI Audio covered the entire lottery live from 8 p.m. to about 9:25 p.m.—when the power plug was pulled, ending coverage in mid-sentence. But by then the drawing was over.

UPI also turned its radio wire over to the drawing, filing directly from the drawing site. Afterward, the UPI radio wire carried a recompilation, listing the dates chronologically and showing the draft position of each.

One station that did not carry live coverage—KSFO(AM) San Francisco—kept track of the drawings on its own calendar and invited listeners to call in for information. About 2,000 listeners reportedly responded.

All radio coverage was supplemented and complemented with full updated stories — many live — on regular network and station newscasts.

Black groups protest "black" programing

Several black citizen groups are asking the FCC to deny license renewal to WOIC(AM) Columbia, S. C., which purportedly programs for black listeners

and which sells commercial time primarily to black advertisers.

The groups charge that the station is "insensitive to the needs and aspirations of blacks, does nothing to meet these needs, does nothing to inform, educate or serve as a means of self-expression for the black community and is simply an instrument of economic exploitation. . . ."

The groups, spearheaded by Columbia Citizens Concerned with Improved Broadcasting, include the Columbia branch of the NAACP; the South Carolina Council on Human Relations, and The American Civil Liberties Union of South Carolina.

They allege that the station has a minority of black employes, none of whom are permitted to participate in significant policy and programing decisions, while all who exercise actual control over the station's operations are white.

WOIC(AM) is owned by Speidell Broadcasters Inc., which also controls WTMP(AM) Tampa, Fla.; WPAL(AM) Charleston and WYNN(AM) Florence, both South Carolina; WSOK(AM) Savannah, Ga., and WHH(AM) Portsmouth-Norfolk, Va. Most of the company's stock is owned by Joe Speidell III, who, according to the groups' petition, "controls absolutely the operations



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Did stations first solve murder case?

Radio and TV outlets may have had Tate death clues before police

It appears likely that details of the first major break in the bizarre murders in the Los Angeles area of actress Sharon Tate and at least six other persons were forced into the open last week by the private investigations of various news media, among which a television station and a radio station led the way. The television station, KNXT Los Angeles, apparently knew many details of the alleged participation in the murders by a nomadic band of hippies as early as the Thanksgiving weekend and even filmed the most recent encampment of the suspects several days before the Los Angeles police department on Dec. 1 released details of the case at a general news conference.

There's evidence too, that KFWB(AM) Los Angeles had enough of the story to go on the air with a report by the evening of Nov. 26, more than four full days before the police department made its public announcement. The radio station, at the request of police officials and "in the interest of serving justice," voluntarily withheld its information from being broadcast until the LAPD made its announcement that warrants had been issued for the arrest of individuals in connection with the murders.

Reportedly, the *Los Angeles Times*, among possibly other news media, also

was aware of various previously undisclosed details in the case prior to the police department's news conference. According to at least one published source—a story in the *Hollywood Citizen-News*—"the release of the first news was seen as a 'necessary move' for LAPD to make, though it may have been forced out hours before police had finished finding and arresting."

Says one electronic newsman who was personally involved: "The police made the announcement when they did because they were fearful that we would have broken the story anyway."

KFWB, an all-news station owned by Westinghouse Broadcasting, had an inside lead to the solution of the case for the last six weeks—a lead that came via an anonymous phone call. A key piece of information was subsequently discovered when station managing news editor Herb Humphries directed a check of public records pertaining to the recent expenditure of money by the city of Los Angeles for trips. After days of checking it was found that three city police officers had gone to Independence, Calif., a small community near Death Valley National Monument, where the hippie band was living.

According to Mr. Humphries, after an on-the-scene investigation conducted by KFWB reporter Andy Park, the station, by Thanksgiving eve, could have gone on the air with news that the grand jury was ready to hear important evidence in the Tate case. Mr. Humphries, however, said he checked his information with the police department's public affairs section and was told that if the story broke prematurely

some suspects at large in different parts of the country might be alerted to escape.

KNXT, a CBS-owned station, had been conducting its own investigation since the Tate murder case broke as a news happening last August. On Nov. 28, after piecing together many details of the apparent solution to the crime, managing editor Pete Noyes dispatched a three-man crew to Independence. Aware of the violent nature of the hippie band, the KNXT crew—reporter Carl George, cameraman Jack Taylor and soundman Phil Ronnie—rented a station wagon and traveled disguised as pheasant hunters. Once at the location of the encampment, the crew also rented a helicopter which was kept in the air for 10 hours scouting sites and for shooting film.

Over the weekend, according to his version, Mr. Noyes contacted a high LAPD official and revealed his conviction that there would be a major break in the case and it would involve Independence, Calif. The official supposedly did not refute this information but asked that the story be withheld at the risk of jeopardizing the case. KNXT was prepared to go on the air with a full report of the story with film on the evening of the day the police held a widely attended news conference. The television station did air the story in greater detail than the story revealed by the police. Similarly, KFWB, after covering the police news conference live, broadcast a special live program of more than an hour during which the station's fund of additional information was revealed.

of all six stations."

The groups are represented by Earl K. Moore and backed by the Office of Communication of the United Church of Christ, who have assisted several other black groups opposing station renewals, notably that of WLBT(TV) Jackson, Miss. (see page 47).

The groups' charge WOIC(AM) made misleading statements in its renewal application to the FCC in that it made no serious effort to ascertain the needs of the black community and gave its black employees impressive-sounding but empty titles. Of 58 persons responding to the station's written questionnaire, the groups said, only seven were blacks, of whom several were actually advertisers, not community leaders.

"The policy of the station is to run a low-cost operation, presenting primarily recorded music, a rip-and-read news operation and a few discussion programs produced by others without

cost to it," the groups charged.

Although there are a number of stations broadcasting in the Columbia area, the blacks noted, "the station which is most objectionable to the black community is WOIC(AM)."

Nixon news conference to be covered as usual

Network news spokesmen said last week that President Nixon's news conference scheduled for live telecast (and radio coverage) tonight (Dec. 8) will be treated "normally" and in the way they have carried presidential news conferences in the past.

CBS News said it will have "national correspondent Eric Sevareid and congressional correspondent Roger Mudd . . . on hand for summation and analysis," and that Mr. Mudd will also be anchorman.

ABC and NBC said that President

Nixon's news conference, set for 9 p.m. EST, would be covered in the usual way but with summation only (neither network normally schedules analyses after news conferences as opposed to a major speech of a President, these spokesmen said).

It was a Presidential address on Nov. 3, and not a news conference, but followed by network commentary and analyses that later touched off Vice President Agnew's charges of news media "bias" (BROADCASTING, Nov. 17 et seq.).

Encore for Bobbie Gentry

20th Century-Fox Television reports it is producing for syndication two one-hour music variety specials titled *The Special Gentry*. The programs will spotlight entertainer Bobbie Gentry and are a sequel to an earlier special starring the performer called *The Sound and the Fury*, which has been sold in more than 70 markets.

Apollo 11 coverage is lauded

How medium united world in 'common interest' is linked to its right to communicate freely

The communications industry basked in warm praise last Tuesday (Dec. 2) for helping to unite the world by its coverage of the historic Apollo 11 moon-landing mission.

The praise came from Rosel H. Hyde, retired FCC chairman, and from Arnold Gingrich, publisher of *Esquire* Magazine and president of the New York Board of Trade. And praise also came from a man who was on the other side of the TV cameras: Apollo 6 astronaut William Anders, now executive secretary of President Nixon's National Aeronautics and Space Council.

The occasion was the annual Business Speaks dinner of the New York Board of Trade, honoring the communications industry "for bringing the world together to witness the first lunar landing."

The dinner was held at the Waldorf-Astoria in New York.

As keynote speaker Mr. Hyde said: "We have recently witnessed a magnificent demonstration of the ability of modern communications to unite people everywhere in common interest, instantaneous communications, or live coverage available to the entire world, permitted everyone to share in the hopes that went with the astronauts."

In another vein alluding to more recent events Mr. Hyde continued: "This right to communicate, free of surveillance, is of the essence of freedom."

It is at the same time an essential bulwark of a free society. The procedure under which it operates as a bulwark of protection can be stated very simply.

"All organizations, institutions, officers, and society itself are subject to examination and comment. We protect the integrity of government . . . and commerce, education, religion, and the press by exposing them to examination and criticism for the judgment of the people.

"We put our confidence in the unimpeded and unsubservient exchange of information and ideas. Under these conditions the public can know and make its determinations. This is an affirmation procedure; it is not an unplanned approach. It works, but not without its moments of crisis.

"There are times when the public's ability to think is questioned; there are times when our reactions are not unlike those of an ancient leader who was prepared to kill the messenger who

brought bad news."

In the ballroom one could sense the audience anticipating a reference to Vice President Agnew's criticism of broadcasting. It never came. But before his talk, in reply to questions from BROADCASTING, Mr. Hyde spoke directly to the problem.

Mr. Hyde said he was certain that "nothing untoward will result [from Mr. Agnew's remarks]. Our regard for freedom of communications is too strong for us to allow it to be impaired. Certainly not in terms of repression." He seemed almost unconcerned with Mr. Agnew's views and the uproar that has surrounded them. "The public seems to welcome the speech," he observed. "They were beginning to look at the situation themselves."

As for the Vice President's contention that "people are not inclined to do their own thinking (as he later mentioned in his talk), Mr. Hyde termed this "unsubstantiated."

Mr. Gingrich hailed the industry "for bringing to the world a new concept, one of awe of achievement with a free

Humperdinck is boon to ratings for ABC-TV

The early-ratings number flow was as pleasant to the eyes and ears of ABC-TV and its executives last week as was apparently singer Engelbert Humperdinck to viewers. The British-born singer was star of a special (with Tom Jones, also on ABC and Independent Television Corp. talent) on Tuesday (Dec. 2) 10-11 p.m. EST.

The ABC show drew a fat rating and share of audience both in New York overnight (Arbitron and Nielsens) and nationally (overnight Trendex). In New York, both ratings services scored his show with a 49% share of the audience (and a rating that was near 30), while Trendex came up with a 54% share of audience and a 28.6 share. The closest competition that hour did not go beyond the 12.5 rating or 22 share in any one of the ratings reports.

ABC's ecstatic reception to the figures stems from Mr. Humperdinck slated to appear weekly on Wednesdays, 10-11, starting in January, in a midseason replacement series. ATV Network Ltd. of England produces the series as well as the special, and ITC is the distribution organization for ATV.

society not afraid to expose itself and make every man, woman and child a witness to history."

Former spaceman Anders, who just a year ago was in the Apollo 6 spaceship cavorting around the moon in preparation for the eventual Apollo 11 landing, was just as laudatory. "From up there in space," he recalled, "the world was indivisible. It was hard to imagine barriers between men who were all in a common spacecraft." On earth, "communicating with our fellow man can begin to break down barriers."

Among those accepting plaques from the New York Board of Trade were Mr. Hyde—who received one honoring his 41 years of FCC service; and one on behalf of the industry; Vincent T. Wasilewski, president, National Association of Broadcasters; and Mr. Anders, for the National Aeronautics and Space Administration.

APRTA sets up task-force panel

Theodore N. McDowell, vice president, WMAL-AM-FM-TV Washington, has been appointed head of a task force to "evaluate and redefine the objectives" of the Associated Press Radio and Television Association.

The first session of the eight-member panel is scheduled at AP headquarters, New York, Dec. 15.

As stated now in the by-laws, the APRTA objectives are ". . . to advance the science of journalism through the media of radio and TV . . . and to act as a liaison between radio and TV members of the Associated Press in radio and TV and management. . . ."

Joining Mr. McDowell on the task force will be Jack Brown, WLON(AM) Lincolnton, N.C.; Gary DeLaune, KNUZ(AM) Houston; Dave Kelly, WWJ-TV Detroit; Dan Mozley, KCBS-AM-FM San Francisco; Jack Shelley, Iowa State University, Ames, Iowa; Dick Wright, WTAG(AM) Worcester, Mass., and Ron Autry, chief of the Atlanta AP bureau.

FCC allows relay of WGN-TV signal to CATV

The FCC review board last week upheld a previous commission decision allowing the signals of WGN-TV Chicago to be transmitted to a Danville, Ill., CATV system by microwave radio stations. Applications by Video Service Co. for microwave transmission to Danville Community Antenna System Inc. were granted May 16, 1966, but following a request by Mid-West Television Inc., licensee of WCIA(TV) Champaign, Ill., the commission set a hearing.

At issue was whether Danville had supplied the WGN-TV signal before Feb.

15, 1966, when the CATV rules went into effect, and was therefore exempt from the hearing provision of the rules. Also to be determined was whether the signal was "generally viewable" during substantial portions of the broadcast day.

The review board agreed with Hearing Examiner Gifford Irion's Aug. 8, 1968, conclusion that Danville was delivering "viewable" WGN-TV signals before Feb. 15, 1966.

Rebuttal to Agnew on Senate floor

Charles Goodell tells reporters not to compromise on their news analyses

Senator Charles E. Goodell (R-N. Y.) last week called upon network newsmen to continue their news analyses despite the attacks by Vice President Spiro T. Agnew.

In a speech on the Senate floor, the liberal Republican said Mr. Agnew "has advocated a 'majoritarian' concept of news analysis with which I cannot agree. . . . The major point of the Vice President's address seems to be that the presentation of the news—other than editorials clearly labeled as such—should somehow be more 'representative' of a collective point of view generally shared by all or most Americans. This view overlooks the real purpose of news analysis. It is not to convey an 'official' line, nor to capture the popular mood of the moment. It is to provide information, stimulate thought, and enable individuals to make their own judgments intelligently."

Senator Goodell, a member of the Senate Communications Subcommittee, said the Vice President had every right to speak out and "raised some important questions that have been troubling thoughtful observers of the television industry for years." However, he added, Mr. Agnew let "bad rhetoric drive out good sense" and raised questions "in a manner that was not particularly conducive to rational debate."

Although the Vice President denied any attempt to propose censorship or put pressure on the networks, the senator said: "If this is not what he was attempting, why did he speak in such menacing tones? . . . Why did he use phrases like 'It is time the networks were made'—not 'make themselves'—more responsive to popular views? Why did he so pointedly remind the media that the federal government controls the licensing of television stations?"

To disagree with Mr. Agnew "is not to suggest that television programing is wholly admirable," Senator Goodell

Agnew to talk over news with RTNDA directors

Vice President Spiro T. Agnew agreed last week to meet, in closed session, with the board of directors of the Radio-Television News Directors Association to discuss television news in particular and news handling in general. The meeting is set for 2 p.m. Thursday Dec. 18 at the Executive Office Building in Washington.

The meeting was requested by Bill Roberts, RTNDA president, following the Vice President's speech Nov. 13, attacking network news presentations, particularly analyses carried after a speech on the Vietnam war by President Nixon. Mr. Roberts asked for the meeting at the direction of the RTNDA board (BROADCASTING, Dec. 1).

The RTNDA board invited the Vice President to discuss the matter because of concern that his remarks might

said. "It is far from that." But, he said, the "dull, bland, mindless cast" of much programing would simply carry over into news if the Vice President's "majoritarian" approach became the rule.

Noting that network newsmen have strongly denied that they will be intimidated by the Nixon administration, Senator Goodell added: "But the crucial test will be whether they will, in the long run, curtail news analysis programing which focuses on the controversial issues in our society. It is essential that they do not react to the Vice President's attack by compromising in any way their responsibility to offer informative and provocative news analysis and content."

Program notes:

From Carnegie Hall ■ Beckwith Presentations Inc., New York, said it is developing a network special for 1970 titled *Carnegie Hall: 1970*. The production company said producer-director Bill Colleran has been assigned to the project that will blend film, tape and live presentations to sample diverse talents (such as the Beatles, Tchaikovsky, Gershwin and Bob Dylan) in depicting the New York concert-hall landmark. Beckwith said it renewed a working relationship with Carnegie Hall Corp. based on "new network and sponsor interest" in the show.

Drug problem ■ W1QT(AM) Horseheads, N.Y., has begun a one-year campaign with 50 announcements per week concerning drug abuse. The 60-90 second spots attempt to reach both parent and child and are available to

represent a government threat to exercise control over the news media.

Although the meeting will be closed, Mr. Roberts said that statements would be issued following it. He said that although several RTNDA board members had objected to a closed session, he had agreed to go along with it at the Vice President's request, believing that if it could be more productive he was willing to accept the "off the record" restriction.

Mr. Roberts said: "I am gratified by the Vice President's prompt acceptance of the invitation and hope that the meeting will help clarify what RTNDA's board of directors felt was a situation confusing and disturbing to all."

It was learned that Herbert Klein, director of communications for President Nixon, and Herb Thompson, Mr. Agnew's news secretary, welcomed the RTNDA request. Reportedly they were instrumental in persuading the Vice President to agree to the meeting.

other stations at cost of dubbing and mailing. Address: P.O. Box 288.

Benny in TV ■ Benny the Fan (Benny Levine), radio personality who has conducted sports interview shows on MBS and individual radio outlets over the years, is in a pilot of a projected audience-participation interview program that would be syndicated nationally by Tulchin Productions Ltd., New York. The pilot show, which includes Phil Pepe, sports columnist of the *New York Daily News*, is called *Bricks & Bats* and is essentially concerned with the sports world.

New news approach ■ KLAC(AM) Los Angeles, a Metromedia-owned station, is doing what it claims is "one step beyond" news coverage. At least nine times a day, a satirical group of three performers calling themselves The Fifth Estate does sketches and original, topical songs based on news happenings. The sketches and songs, each about 90-seconds in length, are an integral part of the station's news programing. Guest contributors also are featured, with the first such contributor being Tommy Smothers. All material is produced by Vaughns/Irwin Productions Inc., formed by two former radio newsmen.

Radio shorts ■ Harco Communications, Baltimore, primarily engaged in public relations and advertising, has entered into the syndication and marketing of short radio program features. Two initial program series are produced in association with a local writing team, Richard Harrison and Albert Adler, and their publisher, Simon and Schuster. Address: 1123 North Eutaw St. 21201.

Auto dealer Williams pitches for KLAC

Southern California TV viewers will be seeing a very familiar scene and hearing an equally familiar message—but with a somewhat different sell, beginning Dec. 12. In the background of the TV spot are acres and acres of new and used cars; in the foreground, a sledge-hammered-toned, pneumatic-drill-talking supersalesman, nationally known due to the jocular network exposure given him by Johnny Carson.

"Hi, friends!" the salesman says in one of a series of two 60-second and one 30-second spots. "This is Ralph Williams, the world's biggest radio fan. I'm here to tell you about two good reasons to have your car radio set at 57 for KLAC music radio."

Mr. Williams, the West Coast's top automobile salesman (purportedly "the world's largest Ford dealer" as well as a Chrysler-Plymouth dealer), is putting his fast-talking sales pitch, normally seen and heard on virtually every local late-night and weekend movie program, to use on behalf of KLAC(AM) Los Angeles, a Metromedia-owned station. Dick Janssen, KLAC vice president and general manager, came up with the idea to get Mr. Williams to tape a series of announcements promoting KLAC's air personalities and new musical format.

The spots were taped on one of Mr. Williams's auto lots. Many of his usual television props were adapted for use including signs shaped like license plates and held by the station's personalities with their names and times



Mr. Williams (l) and KLAC personality Les Crane.

on the air listed. The promos will be aired on Metromedia's KTTV (TV) Los Angeles and other local TV stations.

Youth project gets radio-TV support

The World Youth Forum program, which sends high school students to Europe to meet with journalists, leaders and students and report back their impressions, will enlarge its program in 1970 to include students from all over the U.S. and Canada instead of limiting the selection to the New York area.

A radio or TV station or newspaper can sponsor a locally-selected student for \$1,300. CBS owned stations WCBS-TV New York, WBBM-TV Chicago and KMOX-TV St. Louis have already reserved several sponsorships. WCBS-TV has presented forum students in public service broadcasts for the past 12 years.

CMA top promotion award given Murfreesboro AM

The Country Music Association last week announced that its annual competition involving the promotion of International Country Music Month (October) was won this year by WMTS-(AM) Murfreesboro, Tenn., a full-time country-and-western station. Second honors were awarded to WDVA(AM) Danville, Va., and third place went to WHOO(AM) Orlando, Fla.

James Eddy resigns as partner in MSEI firm

James Eddy, executive vice president and partner of the public relations firm McFadden, Strauss, Eddy & Irwin Inc., Los Angeles and New York, last week announced his resignation to become effective Jan. 1, 1970. He will sell his 25% interest in the firm to the other partners.

Vice President Alan Ebert will become executive vice president in charge of the New York offices. Mr. Eddy has no definite plans for the future, except for "a long vacation."

The name of the corporation will be changed to McFadden, Strauss & Irwin Inc., with John Strauss, Frank McFadden and Ben Irwin maintaining their offices in Los Angeles.

The MSEI firm came into existence in March 1964, with the merger of McFadden & Eddy Associates and Cleary-Strauss & Irwin.

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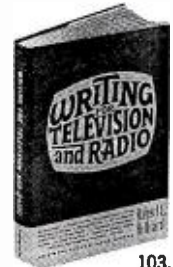
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Melding TV markets into sales districts

Special mix of Nielsen tabulations allows timebuyer to better use TV within retail territories

Long before the TV market was a twinkle in the sales manager's eye, advertisers operated with sales maps based on geographic districts and territories, or with data pegged to county size.

An earlier "Telestatus" (BROADCASTING, Oct. 13) offered media buyers a guide for reconciling county-size reporting and television market data.

The following is a matching of TV markets and sales territories.

This computation involves a special A. C. Nielsen Co. station index tabulation of television markets (Designated

Market Area) ranked with the Nielsen retail index territories. This provides a yardstick for determining the combination of television markets that is needed to cover a specific sales territory.

For example, if the national media is not delivering sufficient advertising weight in New England, the planner can find that three TV markets (Boston, Hartford and Providence) can provide more than 80% of the New England territory households. Or, he can use the matching to get a better idea of how and what TV markets are needed to cover all New England.

DMA	TV Households	% of Territory	% of Total U.S.	DMA	TV Households	% of Territory	% of Total U.S.
New England Territory	3,120,420	100.0%	5.3%	Metro Chicago territory	2,499,460	100.0%	4.3%
Boston-Manchester, N.H.	1,497,200	48.0	2.6	Metro Chicago	2,499,460	100.0	4.3
Hartford-New Haven	562,770	18.0	1.0	West Central territory	8,064,970	100.0%	13.8%
Providence	474,450	15.2	0.8	St. Louis	856,500	10.6	1.5
Portland-Poland Spring, Me.	194,310	6.2	0.3	Minneapolis-St. Paul	693,500	8.6	1.2
Springfield-Holyoke, Mass.	180,430	5.8	0.3	Kansas City-St. Joseph, Mo.	590,280	7.3	1.0
Burlington-Plattsburgh, N.Y.	111,460	3.6	0.2	Milwaukee	541,880	6.7	0.9
Bangor, Me.	75,960	2.4	0.1	Denver	426,340	5.3	0.7
Presque Isle, Me.	23,840	0.8	—	Wichita-Hutchinson, Kan.	335,270	4.1	0.6
Metro New York territory	5,753,370	100.0%	9.8%	Davenport, Iowa-Rock Island-Moline, Ill.	260,790	3.2	0.4
Metro New York	5,753,370	100.0	9.8	Omaha	255,190	3.2	0.4
Middle Atlantic territory	6,495,220	100.0%	11.1%	Champaign-Springfield-Decatur, Ill.	254,380	3.2	0.4
Philadelphia	2,103,020	32.4	3.6	Des Moines-Ames, Iowa	251,930	3.1	0.4
Washington	1,022,160	15.7	1.7	Green Bay, Wis.	238,600	3.0	0.4
Baltimore	638,330	9.8	1.1	Cedar Rapids, Iowa	229,050	2.8	0.4
Buffalo	551,700	8.5	0.9	Paducah, Ky.-Cape Girardeau, Mo.	214,350	2.7	0.4
Albany-Schenectady-Troy, N.Y.	388,960	6.0	0.7	Lincoln-Hastings-Kearney, Neb.	208,880	2.6	0.4
Lancaster-Harrisburg-Lebanon-York, Pa.	341,320	5.3	0.6	Peoria, Ill.	171,650	2.1	0.3
Syracuse, N.Y.	317,810	4.9	0.5	Sioux Falls-Aberdeen, S.D.	170,090	2.1	0.3
Wilkes-Barre-Scranton, Pa.	286,220	4.4	0.5	Fargo-Valley City, N.D.	150,650	1.9	0.3
Rochester, N.Y.	264,200	4.1	0.5	Rockford, Ill.	147,640	1.8	0.3
Johnstown-Altoona, Pa.	226,820	3.5	0.4	Springfield, Mo.	141,560	1.8	0.2
Binghamton	143,870	2.2	0.2	Duluth, Minn.-Superior, Wis.	139,610	1.7	0.2
Utica-Rome, N.Y.	119,160	1.8	0.2	Sioux City, Iowa	136,970	1.7	0.2
Watertown, N.Y.	63,830	1.0	0.1	Colorado Springs, Colo.	128,960	1.6	0.2
Salisbury, Md.	27,820	0.4	0.1	Madison, Wis.	127,390	1.6	0.2
East Central territory	9,322,020	100.0%	16.0%	Joplin, Mo.-Pittsburg, Kan.	126,880	1.6	0.2
Detroit	1,383,000	14.8	2.4	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	124,460	1.5	0.2
Cleveland-Akron, Ohio	1,264,860	13.6	2.2	Columbia-Jefferson City, Mo.	111,240	1.4	0.2
Pittsburgh	969,210	10.4	1.6	West North Dakota	106,160	.3	0.2
Indianapolis-Lafayette-Muncie, Ind.	649,890	7.0	1.1	Topeka, Kan.	105,780	1.3	0.2
Cincinnati	563,540	6.0	0.9	Wausau-Rhineland, Wis.	98,710	1.2	0.2
Columbus, Ohio	444,520	4.8	0.8	Mason City, Iowa-Austin, Minn.	97,280	1.2	0.1
Charleston-Huntington, W. Va.	403,590	4.3	0.7	La Crosse, Wis.	73,410	0.9	0.1
Grand Rapids-Kalamazoo, Mich.	395,760	4.3	0.7	Alexandria, Minneapolis, Minn.	71,870	0.9	0.1
Dayton, Ohio	385,240	4.1	0.7	Billings, Mont.	61,140	0.8	0.1
Louisville, Ky.	374,760	4.0	0.6	Mankato, Minn.	56,100	0.7	0.1
Flint-Saginaw-Bay City, Mich.	317,450	3.4	0.5	Great Falls, Mont.	55,730	0.7	0.1
Richmond-Petersburg, Va.	286,130	3.1	0.5	Cheyenne, Wyo.	54,340	0.7	0.1
Toledo, Ohio	283,260	3.0	0.5	Rapid City, S.D.	45,050	0.6	0.1
Ft. Wayne, Ind.	157,780	1.7	0.3	Butte, Mont.	35,400	0.4	0.1
South Bend-Elkhart, Ind.	157,530	1.7	0.3	Ottumwa, Iowa	34,740	0.4	0.1
Lansing, Mich.	153,520	1.6	0.3	Eau Claire, Wis.	33,990	0.4	0.1
Evansville, Ind.	153,430	1.7	0.3	Grand Junction-Montrose, Colo.	32,050	0.4	0.1
Wheeling, W. Va.-Steubenville, Ohio	140,870	1.5	0.2	Casper, Wyo.	31,320	0.4	0.1
Terre Haute, Ind.	126,440	1.4	0.2	Missoula, Mont.	23,950	0.3	—
Youngstown, Ohio	125,740	1.3	0.2	Riverton, Wyo.	9,780	.1	—
Lexington, Ky.	120,900	1.3	0.2	Glendive, Mont.	4,130	0.1	—
Traverse City-Cadillac, Mich.	101,060	1.1	0.2	Southeast territory	8,560,600	100.0%	14.6%
Erie, Pa.	99,870	1.1	0.2	Atlanta	623,560	6.7	1.0
Beckley-Bluefield, W. Va.	73,810	0.8	0.1	Miami-Ft. Lauderdale, Fla.	577,650	6.0	0.9
Clarksburg-Weston, W. Va.	63,400	0.7	0.1	Memphis, Tenn.-Jackson, Miss.-Jonesboro, Ark.	513,050	6.0	0.9
Marquette, Mich.	51,040	0.5	0.1	Tampa-St. Petersburg, Fla.	512,390	6.0	0.9
Lima, Ohio	50,870	.5	0.1	Nashville-Bowling Green, Ky.	444,910	5.2	0.8
Zanesville, Ohio	24,550	0.3	—	Birmingham, Ala.	422,060	4.9	0.7
				Charlotte, N.C.	381,340	4.5	0.6

Source: A. C. Nielsen Company, NSI September 1969

	TV Households	% of Territory	% of Total U.S.		TV Households	% of Territory	% of Total U.S.
Greenville-Spartanburg, S.C.-Asheville, N.C.	356,610	4.2	0.6	Baton Rouge, La.	140,530	2.5	0.2
Norfolk-Portsmouth-Newport News, Va.	330,610	3.9	0.6	Wichita Falls, Tex.	137,320	2.4	0.2
Orlando-Daytona Beach, Fla.	318,430	3.7	0.5	Waco-Temple, Tex.	133,480	2.3	0.2
Greensboro-High Point-Winston-Salem, N.C.	303,520	3.5	0.5	Monroe, La.	133,050	2.3	0.2
Jacksonville, Fla.	273,390	3.2	0.5	El Paso, Tex.	132,220	2.3	0.2
Knoxville, Tenn.	252,230	2.9	0.4	Beaumont-Port Arthur, Tex.	128,080	2.3	0.2
Roanoke-Lynchburg, Va.	245,730	2.9	0.4	Lafayette, La.	115,430	2.0	0.2
Mobile, Ala.-Pensacola, Fla.	245,660	2.9	0.4	Lubbock, Tex.	111,570	2.0	0.2
Raleigh-Durham, N.C.	244,840	2.9	0.4	Corpus Christi, Tex.	109,580	1.9	0.2
Jackson-Greenwood, Miss.	228,400	2.7	0.4	Austin, Tex.	103,330	1.8	0.2
Greenville-New Bern-Washington, N.C.	220,290	2.3	0.4	Odessa, Tex.	89,350	1.6	0.2
Chattanooga, Tenn.	199,870	2.3	0.4	Harlingen-Weslaco, Tex.	82,830	1.5	0.1
Tri-Cities	163,570	1.9	0.3	Abilene-Sweetwater, Tex.	73,310	1.3	0.1
West Palm Beach, Fla.	143,720	1.7	0.2	Tyler, Tex.	67,130	1.2	0.1
Augusta, Ga.	142,570	1.7	0.3	Alexandria, La.	62,270	1.1	0.1
Columbus, Ga.	136,900	1.6	0.2	Fort Smith, Ark.	58,750	1.0	0.1
Columbia, S.C.	133,380	1.6	0.2	Roswell, N.M.	43,950	0.8	0.1
Montgomery, Ala.	107,870	1.3	0.2	Ada-Admore, Okla.	43,340	0.8	0.1
Macon, Ga.	96,670	1.1	0.2	Lake Charles, La.	41,430	0.7	0.1
Savannah, Ga.	89,740	1.0	0.1	San Angelo, Tex.	27,240	0.5	0.1
Huntsville-Decatur, Ala.	86,390	1.0	0.1	Laredo, Tex.	17,100	0.3	—
Wilmington, N.C.	84,490	1.0	0.1	Metro Los Angeles territory	3,261,400	100.0%	5.6%
Tallahassee, Fla.	82,440	1.0	0.1	Metro Los Angeles	3,261,400	100.0	5.6
Albany, Ga.	70,920	0.8	0.1	Remaining Pacific territory	5,723,720	100.0%	9.8%
Florence, S.C.	70,310	0.8	0.1	San Francisco	1,398,010	24.4	2.4
Meridian, Miss.	64,880	0.8	0.1	Seattle-Tacoma-Bellingham, Wash.	680,960	11.9	1.2
Dothan, Ala.	58,800	0.7	0.1	Sacramento, Calif.	519,620	9.1	0.9
Columbus, Miss.	45,990	0.5	0.1	Portland, Ore.	495,120	8.7	0.8
Hattiesburg, Miss.	40,770	0.5	0.1	San Diego	378,080	6.6	0.6
Florence, Ala.	38,320	0.4	0.1	Phoenix, Ariz.	319,880	5.6	0.5
Harrisonburg, Va.	31,440	0.4	0.1	Salt Lake City	300,530	5.2	0.5
Panama City, Fla.	29,860	0.3	0.1	Fresno, Calif.	243,050	4.2	0.4
Ft. Myers, Fla.	26,510	0.3	—	Spokane, Wash.	226,680	4.0	0.4
Tupelo, Miss.	21,160	0.2	—	Monterey-Salinias, Calif.	142,960	2.5	0.2
Southwest territory	5,692,800	100.0%	9.7%	Tucson, Ariz.	122,250	2.1	0.2
Dallas-Ft. Worth	846,600	14.9	1.4	Eugene, Ore.	98,120	1.7	0.2
Houston	656,630	11.5	1.1	Yakima, Wash.	94,910	1.7	0.2
New Orleans	456,820	8.0	0.8	Chico-Redding, Calif.	88,690	1.5	0.2
Oklahoma City	357,990	6.3	0.6	Bakersfield, Calif.	87,170	1.5	0.2
San Antonio, Tex.	337,170	5.9	0.6	Las Vegas, Nev.	86,500	1.5	0.1
Tulsa, Okla.	295,950	5.2	0.5	Boise, Idaho	83,990	1.5	0.1
Shreveport, La.	285,610	5.0	0.5	Santa Barbara, Calif.	79,280	1.4	0.1
Little Rock-Pine Bluff, Ark.	274,930	4.8	0.5	Reno, Nev.	67,610	1.2	0.1
Albuquerque, N.M.	183,570	3.2	0.3	Idaho Falls	50,320	0.9	0.1
Amarillo, Tex.	146,240	2.6	0.3	Medford, Ore.	41,330	0.7	0.1
				Eureka, Calif.	38,380	0.7	0.1
				Yuma, Ariz.-El Centro, Calif.	33,820	0.6	0.1
				Twin Falls, Idaho	29,980	0.5	0.1
				Klamath, Ore.	16,480	0.3	—

Fates & Fortunes

Broadcast advertising



Mr. Klapperich

Ralph W. Klapperich, executive VP, Knox Reeves Advertising, Minneapolis, resigns to form own marketing and media consulting service. Address: P.O. Box 339, Albany, Minn.; Phone (612) 845-6845.

Albert J. Bouchard Jr., VP and account supervisor, Ted Bates & Co., New York, named senior VP.

Jack Shafer, with KELO-TV Sioux Falls, S.D., appointed radio sales manager for KELO-AM-FM.

James D. Mooney, assistant to president, Al Paul Lefton Co., New York, named corporate VP. **Norman Lewis**, of Lefton agency, New York, named VP-treasurer. **Jack Kendrick**, group creative director, Ted Bates & Co., New York, and **Maria Greco**, manager,

broadcast business affairs, and assistant manager, Geyer, Oswald there, join Lefton agency, New York, as creative director and broadcast administrator, respectively.

Rudy Ward, broadcast manager with Cargill, Wilson & Acree, Richmond, joins Luckie & Forney Inc., Birmingham, Ala., advertising and PR concern, as radio-TV director.

Bernard Ober, research director, William Esty Co., New York, named senior VP.

William C. Reitz, manager of Los Angeles office of John C. Butler & Co., joins Avco Radio Television Sales office there as radio sales manager. **Phil McDonald**, with Avco Radio Television Sales, New York, appointed eastern sales manager of radio sales office in New York.

Tom Navin, with CKLW-TV Windsor, Ont.-Detroit, joins Tele-Rep as Detroit sales manager.

Sherman Agins, associate research director, Needham, Harper & Steers,

New York, named VP.

Arnold M. Zulanch, sales manager and advertising manager, Glamorene Co., Clifton, N.J., joins Leon Shaffer Golnick Advertising, Baltimore, as merchandising director and coordinator.

Alan Fedder, advertising and sales promotion director, Londontown Manufacturing Co., Baltimore, joins Leon Shaffer Golnick there as sales promotion director.

Stanley Abramson, and **Barton Ladd**, account supervisors, N. W. Ayer & Son, Chicago, elected VP's.

Mary Grace Hannon, VP and co-research director, LaRoche, McCaffrey & McCall, New York, named director of research.

Charles D. Einach, account supervisor, Grey Advertising, New York, named VP.

Ted L. Morris, with WLNA-AM-FM Peekskill, N.Y., appointed sales manager.

Hap Trout, local sales manager, KCBQ-

(AM) San Diego, appointed general sales manager. He is succeeded by **Michael Stafford**, account executive.

Media

Marie McWilliams, director of personnel for broadcasting division and New York administrative offices, ABC Inc., named corporate VP-personnel.

Morris Berkowitz, VP-finance, Random House, New York, joins LIN Broadcasting Corp. there as VP-administration. LIN owns and operates WAND(TV) Decatur, Ill., WAVY-TV Portsmouth-Norfolk-Newport News, Va., WIL-AM-FM St. Louis, KILT-AM-FM Houston, WBBF(AM) and WBFB(FM) Rochester, N.Y., WAKY(AM) Louisville, Ky., KEEL-AM-FM Shreveport, La., and KAAV(AM) Little Rock, Ark.

Berkley L. Fraser, assistant to president of Basic Communications Inc., New York, elected VP and put in charge of operations of group owner's radio stations, entertainment complex and music division. Basic Communications Stations include: WIGO(AM) Atlanta, WYDE(AM) Birmingham, Ala., and WWVA-AM-FM Wheeling, W. Va.

Samuel S. Carey, administrative assistant, WBQC-AM-FM-TV Salisbury, Md., appointed general manager and chief executive officer.

John M. Powers, manager of Bermuda Department of Tourism and Trade Development, New York, joins WLIS(AM) Old Saybrook, Conn., with plans to serve as owner-general manager. FCC approval of purchase is pending (BROADCASTING, Sept. 1).

Jack Adamson, former general sales manager, KMBZ(AM) Kansas City, Mo., appointed executive assistant to president of Los Angeles-Kansas City, Mo. division of Bonneville International Corp. Division includes KMBZ(AM) and KMBR(FM) Kansas City, Mo., and KBIG-AM-FM Avalon - Santa Catalina, Calif.

Ruth Ross, director of research, WNEWTN New York, joins WOR-TV there in same capacity.

William Pettit, managing editor of *Burlington* (N.J.) *County Times*, joins WJZZ(AM) Mount Holly, N.J., as manager.

John McAuliffe, assistant manager, financial accounting, Paramount Pictures, New York, joins Television Communications Corp., there as assistant controller.

Programing

Michael Levanios Jr., VP, Ralph Lopatin Productions Inc., Philadelphia, named president.

Joseph S. Salzburg, account supervisor,

Fred A. Niles Communications Centers Inc., New York program producers, named VP-sales.

Donald K. Dunkel, PR director for greater Cincinnati Chamber of Commerce, joins Avco Broadcasting Corp. (group broadcast owner) there as manager-special projects.

Gerardo Pallares, director of radio programs for U.S. Information Agency, named director for KMEX-TV Los Angeles.

Dr. Arnold Pike, producer-host of number of educational programs including *Campus Profile*, KABC-TV; *Campus Digest*, KTLA(TV) and *Educational Happening*, KTTV(TV), all Los Angeles, joins Superscope Inc., Sun Valley, Calif., as manager-educational products for recorded tape division. He will be responsible for developing and producing library of educational recorded tapes.

Don Hall, stage manager/associate director for KNXT(TV) Los Angeles, named to newly created position of producer, program department.

Romauld W. Bachmayer, with Technicolor Inc., Hollywood, named staff VP-purchasing, Hollywood. Other Technicolor Inc. appointments: **Albert P. Lofquist Jr.**, VP-general manager, motion picture division, Hollywood; **Al Blanco**, TV division VP-plant manager, Technicolor Film Services, New York; **Charles M. Gerlich**, TV division VP-plant manager, Technicolor Film Services, Chicago; **Burton Stone**, assistant VP-eastern

RAB names VP's



Mr. Brahm



Mr. Montesano



Mr. Hearn

respectively. **Edward L. Hearn**, manager of RAB's Detroit sales office, named VP-Detroit.

industrial and TV sales, New York: **Allen Dunne**, assistant VP-western industrial and TV sales, Hollywood; **Howard Noel**, regional general manager, consumer photographic division, Southwest area, Burbank, Calif.; **Vincent T. Traeger**, regional general manager, consumer photographic division, Northwest area and Hawaii, Seattle.



Mr. Crowner

Curtis, KDHL(AM) Faribault, Minn., first VP; **George Logan**, WIBW-AM-TV Topeka, Kan., second VP; and **Bob Buice**, KARK-AM-TV Little Rock, Ark., historian. (NAFD convention story, page 26)

Jack Crowner, WAVE - AM - TV Louisville, Ky., elected president of National Association of Farm Broadcasters succeeding **Wayne Liles**, KWTW(TV) Oklahoma City. Other new NAFB officers: **Dean Curtis**, KDHL(AM) Faribault, Minn., first VP; **George Logan**, WIBW-AM-TV Topeka, Kan., second VP; and **Bob Buice**, KARK-AM-TV Little Rock, Ark., historian. (NAFD convention story, page 26)

News

Martin Rubenstein, director of legal and business affairs for ABC News, New York, named general manager. He succeeds **Robert T. Goldman**, elected to new corporate post of VP for planning analysis, ABC Inc. (BROADCASTING, Nov. 10).

Deacon Anderson, news director, KTVU-TV Oakland-San Francisco, appointed to direct station's newly created documentary division. He is succeeded as news director by **Warren Cereghino**, assistant editor.

Bill Beebe, writer-producer and newscaster, KSTP-TV St. Paul-Minneapolis, joins WCBS-TV New York as news correspondent.

Mervin Block, writer for ABC News, New York, joins WNBC-TV there in new post of manager, editorial services.

Joe Petty, newscaster, wis-TV Columbia, S.C., appointed sports director. He succeeds **Russ Benedict**, who resigns.

Gordon H. Kitchen Sr., executive director of USO club in Columbus, Ga., joins WTVM(TV) there as assistant public-affairs director.

Anthony W. Morris, with WKYC-TV Cleveland, appointed associate director to *Montage*, station's documentary unit.

Gary Bender, director of University of Kansas sports network, Lawrence, joins WKOW-AM-TV Madison, Wis., as sportscaster and sports director. He succeeds **Bob Miller**, who joins athletic department of University of Wisconsin in Madison as director of radio and TV publicity.

Julian Mouton, newsman with WIBG(AM) Philadelphia, joins WFBR(AM)

Baltimore as midday news editor.



Mr. Turner

Ed Turner, director of news and public affairs, Metromedia Television, Washington, also named VP. He will continue to be in charge of all news operations and facilities as well as public affairs programming for Metromedia Television, which includes WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, KMBC-TV Kansas City, Mo. and KNEW-TV San Francisco. His headquarters will be in both Washington and New York.

Robert A. Gale, reporter-newscaster, WPHL-TV Philadelphia, appointed news director.

Joseph Lentini, WGR-AM-TV Buffalo, elected president, New York State AP Broadcasters Association.

Promotion

H. Glenn Canary, with Ketchum, MacLeod & Grove, New York, named VP and PR director in agency's New York office.

Ronald L. David, with WJBK-TV Detroit, appointed director of advertising and promotion.

Ronald Pulera, former advertising and promotion manager, WJW-TV Cleveland, joins WOR-TV New York as director of advertising and promotion.

Lon Lee, promotion manager, KBHK-TV San Francisco, joins WKBS-TV Burlington, N.J.-Philadelphia, in similar capacity. Both are Kaiser Broadcasting Corp. stations.

John B. O'Connor, formerly with Seaboard Airlines, Jamaica, N.Y., joins The Katz Agency Inc., New York, as member of agency's information staff dealing with PR and corporate communications.

Equipment & engineering

Herz Hirschberg, operations manager of components division, JFD Electronics Corp., New York, named VP and general manager of division.

J. B. McPherson, with WMAL-AM-FM Washington, appointed chief engineer.

Langdon Cook Jr., manager of educational products, CBS Laboratories, Stamford, Conn., named general manager of professional products manufacturing and marketing.

Albert W. Malang, general manager, Riker-Maxson Corp.'s Riker video division, New York, joins Abto Corp.'s newly opened office there as VP-engineering and manufacturing. H. Charles

Riker, president of Riker Industries (now Riker-Maxson), New York, and Edmund L. Bouché, project manager for color process research, Technical Operations Inc., Burlington, Mass., join Abto, New York, as VP-marketing and VP-research and development respectively. Abto, company formed by American Broadcasting Co. and Technical Operations Inc., is engaged in development of commercial TV and motion picture applications of process for taking color pictures on black and white film (BROADCASTING, Oct. 6). Abto's office is at 1926 Broadway, New York.

Anthony W. Severdia, sales manager of TV equipment, Conrac Corp., Covina, Calif., joins newly created video-systems division of Audiotronics Corp., Los Angeles, as general manager.

Harold R. Frank, founder and president of Applied Magnetics Corp., Santa Barbara, Calif., elected president of Western Electronic Manufacturers Association.

Alex H. Kuhn, with WPLY(AM) Plymouth, Wis., appointed chief engineer.

Allied fields

Frederick W. Ford, retiring president of National Cable TV Association Washington, and former FCC commissioner, joins law firm of Pittman, Lovett, Hennessey & White there on Jan. 1, 1970 as partner. Firm will then be known as Pittman, Lovett, Ford, Hennessey & White.

Penelope Martin Adams, 29, assistant program director of division of instructional TV services in Montgomery county public schools, Maryland, appointed radio-TV coordinator for newly formed Patricia Nixon press staff.

Michael Silverstein, VP-client services, W. R. Simmons & Associates Research Inc., New York, named executive VP.

Jerry Liddiard, sales manager, North American Television Associates, Los Angeles, joins La Rue Media Brokers Inc., New York.

International

Richard L. Renne, general manager of Control Data Far East, Tokyo, named general manager of Memorex Pacific Corp. there and VP of Memorex Japan Ltd., both affiliated with Memorex Corp., Santa Clara, Calif., maker of magnetic media for TV.

Tom Goodall, western regional sales manager, Cascade Electronics Ltd., Port Moody, B.C., appointed national sales manager. He is succeeded as western regional sales manager by Carroll Courtner, with Cascade's Los Angeles area office. Mr. Courtner will operate from Los Angeles office.

Jarvis B. Henry, senior account manager, Foster Advertising Ltd., Toronto, joins J. Walter Thompson Ltd. there as Ford account representative.

Deaths



Mr. Ely

Burl A. Ely, 65, with AP broadcasting department for 23 years before retiring in 1966 while in charge of AP's sales for the eastern U.S. and network relations, died Nov. 27 in New York. After his retirement, he worked on history of the AP Radio and Television Association. He is survived by his wife, Margaret, one son and one daughter.

Jack Williams, 62, former VP, advertising and sales promotion, RCA Sales Corp., Indianapolis, died Dec. 1 in Stroudsburg, Pa. He is survived by his wife, Ruth, and four children.

Sumner Pearl, 47, sales manager of WHYN-TV Springfield, Mass., died Nov. 27 at his home in Longmeadow, Mass., after long illness. He is survived by his wife, Carol, two sons and one daughter.

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As compiled by BROADCASTING, Nov. 25 through Dec. 2 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

Final action

■ Medford, Ore.—FCC denied application filed by Oregon Broadcasting Co., licensee of KOBI-TV Medford asking review of decision by the review board granting application of Liberty Television, Medford, for new TV on ch. 8 in Medford (Docs. 17681-2). Action Nov. 25.

Other actions

■ Office of Opinions and Review in Home-wood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.) TV proceeding, granted petition by Broadcast Bureau and extended through Dec. 1 time to respond to application for review filed by Birmingham Broadcasting Co. (Docs. 15461, 16760-1, 16758). Action Nov. 19.

■ Review board in New York, TV proceeding, Docs. 18711-12, granted motion for extension of time filed Nov. 25 by WPIX Inc. Action Nov. 28.

Action on motion

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co. et al.) TV proceeding, granted petition by Orange County Broadcasting Co. to report minor changes in business interests of some principals and to correct certain dates concerning prior broadcast interests of other parties; canceled hearing scheduled for Dec. 2; continued for further hearing until Dec. 9 (Docs. 18295-300). Action Nov. 21.

Rulemaking petition

■ Alpha Broadcasting Corp., Terre Haute, Ind.—Requests amendment of TV table of assignments by shifting educational reservation from ch. 26 to ch. 66 at Terre Haute, Ind. Ann. Nov. 28.

Call letter application

■ Grand Canyon TV Co., Flagstaff, Ariz. Requests KOAI(TV).

Existing TV stations

Final actions

■ KDUH-TV Hay Springs, Neb.—FCC granted waiver of provisions of minimum field intensity requirements to permit grant of application of Duhamel Broadcasting Enterprises, licensee of KDUH-TV, ch. 4 for change in trans. site. Action Nov. 25.

■ FCC denied petition by John F. Banzhaf III and Action on Smoking and Health to deny application of National Broadcasting Company for renewal of license of WNBC-TV New York. Action Nov. 25.

■ FCC denied petitions to revoke or deny renewal of licenses of eight TV stations filed by John F. Banzhaf III and Action on Smoking and Health. Petitions were directed against WSBA-TV York, Pa., WLWI (TV) Indianapolis, WCCO-TV and KMSP-TV both Minneapolis, KATU(TV) KGW-TV, KOIN-TV and KPVT(TV) all Portland, Ore. Action Nov. 25.

Initial Decisions

■ Hearing Examiner Millard F. French in initial decision proposed grant of application by Coral Television Corporation, permittee of WCIX-TV Miami, for mod. of CP to change its trans. site (Doc. 18325). Ann. Dec. 2.

■ WLVA-TV Lynchburg, Va.—Hearing Examiner Chester F. Naumowicz in initial decision proposed denial of application of WLVA Inc., for CP to move trans. site, increase ant. height, and make other changes and for waiver of rules. Section 73.610(b) provides that the transmitters of co-channel stations in Zone II be 170 miles apart. (Doc. 18405). Ann. Nov. 28.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP(TV)]) proceeding, granted request by applicant and rescheduled evidentiary hearing for Jan. 14 (Docs. 18338-9). Action Nov. 24.

■ Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broadcasting Corp. [WBRZ-TV]) TV proceeding, postponed hearing to Jan. 20, 1970 (Doc. 18555). Action Nov. 24.

■ Hearing Examiner Chester F. Naumowicz in San Francisco (Chronicle Broadcasting Co.) renewal of licenses of KRON-FM and KRON-TV, canceled conference scheduled for Dec. 19 and scheduled further prehearing conference for Dec. 5; scheduled hearing on issue 1 for March 17, 1970 to be governed by procedures set forth on record of further prehearing conference; hearing on issue 4 to be governed by procedures set forth on record of prehearing conference (Action 11/20); by separate action ordered order released Nov. 5 modified by deletion of all references to any appeal by Chronicle from examiner's order released Oct. 6 (Doc. 18500). Action Nov. 21.

New AM stations

Other actions

■ Oregon—FCC set oral argument Jan. 12, 1970, on AM-FM applications of Radio Broadcasters Inc. Corvallis, and James L. Hutchens, Central Point and Gold Beach. Action Nov. 25.

■ Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted petition to enlarge issues, filed Aug. 21 by Broadcast Bureau. Action Nov. 28.

■ Review board in Globe, Ariz., AM proceedings, Doc. 18225, denied appeal from adverse ruling, filed Sept. 26 by Mace Broadcasting Co. Action Nov. 28.

■ Office of Opinions and Review in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co. et al.) AM proceeding, granted petition by Broadcast Bureau and extended through Dec. 1 time to respond to application for review filed by Tinker Area Broadcasting Co. (Docs. 13341-2, 13344). Action Nov. 19.

■ Review board in Williamsburg, Va., AM proceeding, Docs. 17605-06, 18375, granted motion for extension of time, filed Nov. 21 by Suffolk Broadcasters. Action Nov. 25.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music Broadcasting Co.) AM proceeding, granted request by Broadcast Bureau and scheduled prehearing conference for Nov. 21 (Docs. 18204-5). Action Nov. 20.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music Broadcasting Co.), AM proceeding, ordered place of hearing on strike issue be changed to Birmingham, Ala. (date for hearing remains unchanged); date for hearing on financial qualification issue and survey issue be determined and announced following hearing on strike issue; date on which parties will exchange written presentations on financial and survey issues extended to Nov. 28 (Docs. 18204-5). Action Nov. 21.

■ Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.) AM proceeding, continued hearing conference to Jan. 23, 1970 (Doc. 18413). Action Nov. 29.

■ Hearing Examiner Millard F. French in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio Inc. and Radio Catonsville Inc.) AM proceeding, on motion of Radio Catonsville Inc. extended to Nov. 26 time to file proposed findings of fact and conclusions of law and to Dec. 10 time to file reply findings (Docs. 15835, 15839). Action Nov. 19.

■ Hearing Examiner Chester F. Naumowicz in Lexington and China Grove, both North Carolina (Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co.) AM proceeding, granted petition by China Grove Broadcasting Co. and extended to Dec. 8 time to file proposed findings (Docs. 18385-6). Action Nov. 21.

Rulemaking petition

■ Chief Broadcast Bureau on request of Coastal Broadcasting Inc. (WDEA-AM-FM, Ellsworth, Me.), extended through Jan. 14, 1970, time to file replies to oppositions to petition for rulemaking in matter of amendment of rules (full-time Class II-A assignment on 820 kc in Maine). Action Nov. 25.

Call letter applications

■ Avon Electronic Services, Avon Park, Fla. Requests WAPR.

■ Mid-Indiana Broadcasting Corp., Noblesville, Ind. Requests WHYT.

■ Rice Capital Broadcasting Co., Crowley, La. Requests KAJN.

■ Rappahannock Broadcasting Corp., Rappahannock, Va. Requests WRAR.

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Existing AM stations

Application

■ KEYS Corpus Christi, Tex.—Seeks CP to increase nighttime power to 1 kw; change ant.-trans. location. Ann. Nov. 28.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following stations: WRAG Carrollton, Ala., to Jan. 15, 1970; KGMF Jacksonville, Ark., to Jan. 15, 1970; WATI Indianapolis, Ind., to June 22, 1970; WFJL Calhoun City, Miss., to Feb. 7, 1970; KCRL Reno to May 12, 1970; KPNW Eugene, Ore., to March 23, 1970; WEEP Pittsburgh to April 15, 1970; WISM Madison, Wis., to April 28, 1970; WNEB Worcester, Mass. to April 14, 1970. Actions Nov. 20.

Initial decision

■ Medford, Ore., and Alturas, Calif.—Hearing Examiner David I. Kraushaar in initial decision proposed denial of applications of Medford Broadcasters Inc., for license renewal of KDOV Medford and R. W. Hansen for renewal of license of KCNO Alturas. (Docs. 18350 and 18351). Action Nov. 25.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, Welk Inc. [WELK] and WUVA), AM proceeding, granted request by WUVA and rescheduled evidentiary hearing to Dec. 2 (Docs. 18585-7). Action Nov. 25.

■ Hearing Examiner Chester F. Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, on request of Sierra Blanca Broadcasting Co. continued to Jan. 9, 1970 time to file proposed findings and to Jan. 20, 1970 time to file reply findings (Docs. 17624-5). Action Nov. 21.

Fines

■ WKCD Ishpeming, Mich.—FCC notified of apparent liability forfeiture of \$1,000 for noncompliance with terms of station license in that it operated one hour past sign-off time specified in license during months of November and December, 1968. Action Nov. 25.

■ KACO(FM) St. Louis—FCC notified of apparent liability forfeiture of \$1,000 by not informing commission of changes in program format and of plans to sell station. Action Nov. 19.

■ WDXB Chattanooga, Tenn.—FCC notified of apparent liability forfeiture of \$3,000 for fraudulent billing practices. Action Nov. 25.

Call letter applications

■ KBLU, Arizona Western College, Yuma, Ariz. Requests KAWC.

■ WJBK, Storer Broadcasting Co., Detroit. Requests WDEE.

■ WTAK, Grace Wolpin Broadcasting Co., Garden City, Mich. Requests WIID.

Call letter action

■ KCRB, Neosho County Broadcasting Inc., Chanute, Kan. Granted KKOY.

New FM stations

Applications

■ *Atlanta—Georgia State University seeks 88.5 mc, 19.4 kw. Ant. height above average terrain 366 ft. P.O. address 33 Gilmer Street, S.E., Atlanta 30303. Estimated construction cost \$40,941; first-year operating cost \$49,691; revenue none. Principals: Board of Regents of the University System of Georgia. Ann. Nov. 20.

■ Forest City, Iowa—Marvin L. Hull seeks 102.3 mc, 3 kw. Ant. height above average terrain 217 ft. P.O. address 206 Central Avenue, Clarion, Iowa 50525. Estimated construction cost \$11,530; first-year operating cost \$29,500; revenue \$36,000. Principals: Mr. Hull owns 54% of KRIT-FM Clarion. Ann. Nov. 21.

■ *Helena, Mont.—Helena Vocational Technical Center seeks 89.5 mc, 10 w. Ant. height above average terrain 74 ft. P.O. address 1115 Roberts, Helena 59601. Estimated construction cost \$7,230; first-year operating cost \$2,000; revenue none. Principals: Helena School District #1. Ann. Nov. 20.

■ *Columbia, S. C.—Columbia Bible College seeks 91.3 mc, 10 w. Ant. height above ground 56 ft. P.O. address Box 3122, Colum-

bia 29203. Estimated construction cost \$1,025; first-year operating cost \$1,500; revenue none. Principals: Board of trustees. Ann. Nov. 10.

■ Rhinelander, Wis.—Northwoods Enterprises Inc. seeks 97.5 mc, 100 kw. Ant. height above average terrain 616 ft. P.O. address Box 632, Rhinelander 54401. Estimated construction cost \$101,518.73; first-year operating cost \$50,000; revenue \$24,000. Principals: Charles K. and Victoria E. Heath (jointly 100%). Mr. Heath is former newscaster for NBC News, Chicago. Ann. Nov. 17.

Initial decision

■ Hearing Examiner Basil P. Cooper in initial decision proposed denial of application of El Camino Broadcasting Corp. for CP for new FM on ch. 1 300 (107.9 mc) at San Clemente, Calif. (Doc. 17648). Ann. Dec. 1.

Other action

■ Review board in St. Johns, Mich., FM proceeding, Docs. 18708-09, granted petition for extension of time, filed Nov. 19 by Carmine Broadcasting Co. Action Nov. 28.

Actions on motions

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted joint motion by applicants and continued hearing to March 2, 1970 (Docs. 18437-8). Action Nov. 20.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co. et al.), FM proceeding, scheduled certain procedural dates and set hearing on issues 1 through 9 for Feb. 24, hearing on issues 10 through 11 for April 14, 1970; postponed to Feb. 24, 1970 hearing now scheduled for Dec. 8; ordered lists identifying proposed witnesses who are to give oral testimony as well as general areas be furnished to other counsel on pertinent exchange dates above indicated (Docs. 18673-6). Action Nov. 20.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana; Louisville, Ky. (Harrison Radio Inc. et al.), FM proceeding, rescheduled hearing for Feb. 17, 1970 (Docs. 18636-9). Action Nov. 18.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc. et al.), FM proceeding, ordered parties prepare all exhibits to be offered at evidentiary hearing on premise that Louisville, Ky., and New Albany, Ind., are regarded as one broadcast area (Docs. 18636-9). Action Nov. 21.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, granted petition by Christian Voice of Central Ohio for leave to amend application to up-date and revise prior response relating to ascertainment of proposed service needs and interests and accepted tendered amendment; scheduled hearing conference for Jan. 6, 1970 (Docs. 18308-9). Action Nov. 25.

■ Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King and King Broadcasters and Wireless of Indiana), FM proceeding, ordered record

open pending completion of lay testimony, engineering information and date of supplementary nature in form of exhibits; ordered findings of fact and conclusions of law to be filed on or before Jan. 30, 1970 and reply findings filed on or before Feb. 13, 1970 (Docs. 18614-5). Action Nov. 19.

Rulemaking petitions

■ Chief, Broadcast Bureau on request by Lakes Region Broadcasting Corp. extended through Nov. 26 time to file replies to opposition filed by Kennebec Valley Broadcasting System Inc. to supplement by Lakes Region to petition for rulemaking in matter of amendment of FM table of assignments (Plymouth and Concord, both N.H.). Action Nov. 24.

■ Philip D. Doersam, Los Altos, Calif.—Requests amendment of rules to add ch. 261A to FM table of assignments for South Lake Tahoe, Eldorado County, Calif. Ann. Nov. 28.

■ Robert D. Zellmer—Requests amendment of FM table of assignments to add ch. 265A to Steamboat Springs, Colo. Ann. Nov. 28.

■ KCRB Chanute, Kan.—Requests amendment of FM table of assignments to substitute ch. 288A for ch. 252A at Chanute, Kan. Ann. Nov. 28.

■ WKXR Exeter, N.H.—Requests amendment of FM table of assignments to assign ch. 296A to Exeter, N.H. Ann. Nov. 28.

Call letter applications

■ Scope Recording & Broadcasting Co., Truckee, Calif. Requests KNLT(FM).

■ George W. Yazell, Peru, Ill. Requests WGSY(FM).

■ Red Carpet City Broadcasting Corp., Vicksburg, Miss. Requests WKYV-FM.

■ KINE Inc., Kingsville, Tex. Requests KPUP(FM).

Call letter action

■ Alcorn County School District, Corinth, Miss. Granted *WALP(FM).

Existing FM stations

Final actions

■ *KUCI(FM) Irvine, Calif.—Broadcast Bureau granted license covering new noncommercial educational FM specify type trans. Action Nov. 25.

■ KJLR(FM) Long Beach, Calif.—Broadcast Bureau granted license covering changes; coordinates redesigned; remote control permitted from auxiliary studio. Action Nov. 25.

■ KREP(FM) Santa Clara, Calif.—Broadcast Bureau granted license covering changes; trans. location redesigned as Box 11 A, Mt. Hamilton Rd., San Jose, Calif. Action Nov. 25.

■ KSTN-FM Stockton, Calif.—Broadcast Bureau granted license covering auxiliary trans. and ant. for auxiliary purposes only. Action Nov. 25.

■ WDON-FM Duquoin, Ill.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. heights 185 ft. Action Nov. 25.

■ WAFM(FM) Angola, Ind.—Broadcast Bureau granted license covering new FM;

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Summary of broadcasting

Compiled by FCC, Dec. 1, 1963

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,255	3	8	4,265	76	4,341
Commercial FM	2,015	0	50	2,065	134	2,199
Commercial I TV-VHF	49	2	11	508	15	523
Commercial TV-UHF	124	0	55	179	134*	313
Total commercial TV	619	2	66	687	149	836
Educational FM	377	0	10	387	51	338
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	13	118
Total educational TV	167	0	15	182	20	202

* Special Temporary Authorization

† Includes 25 educational AM's on nonreserved channels.

‡ Includes two licensed UHF's that are not on the air.

change studio and remote control point. Action Nov. 25.

■ WFMS(FM) Indianapolis—Broadcast Bureau granted license covering changes. Action Nov. 25.

■ KVAW(FM) Webster City, Iowa—Broadcast Bureau granted license covering new FM; studio and remote control location at 508 Second St., Webster City; ERP 3 kw; ant. height 220 feet. Action Nov. 25.

■ WFTM-FM Maysville, Ky.—Broadcast Bureau granted license covering changes. Action Nov. 25.

■ WBOC-FM Ocean City-Sallsbury, Md.—Broadcast Bureau granted license covering installation of new alternate main trans. Action Nov. 25.

■ KCCM-FM Moorhead, Minn.—Broadcast Bureau granted CP to replace expired permit. Action Nov. 26.

■ KLEX-FM Lexington, Mo.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 205 ft.; specify type ant. Action Nov. 25.

■ KSGM-FM Ste. Genevieve, Mo.—Broadcast Bureau granted license covering change in ant. system, antenna height 285 ft. Action Nov. 25.

■ KITT-FM Columbus, Neb.—Broadcast Bureau granted license covering new FM; ERP 3 kw; remote control permitted. Action Nov. 25.

■ WFPG-FM Atlantic City, N. J.—Broadcast Bureau granted license covering change in facilities. Action Nov. 25.

■ WHSL-FM Wilmington, N. C.—Broadcast Bureau granted mod. of CP to extend completion date to March 3, 1970. Action Nov. 6.

■ KMOT-FM Minot, N. D.—Broadcast Bureau granted license covering new FM; ERP 27.5 kw; ant. height 600 ft.; specify type trans. Action Nov. 25.

■ KWOF-FM Clinton, Okla.—Broadcast Bureau granted license covering new station; ERP 100 kw; ant. height 285 ft. Action Nov. 25.

■ WWMC(FM) Moncks Corner, S. C.—Broadcast Bureau granted mod. of CP to change type trans. and ant. Action Nov. 24.

■ KWIC(FM) Salt Lake City—Broadcast Bureau granted license covering change in facilities; specify type trans. Action Nov. 25.

■ KONA-FM Kennewick, Wash.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 1,180 ft. Action Nov. 25.

■ WDUZ-FM Green Bay, Wis.—Broadcast Bureau granted license covering change in facilities. Action Nov. 25.

■ WBON(FM) Milwaukee—Broadcast Bureau granted license covering changes. Action Nov. 25.

Call letter applications

■ KEQR(FM), Butte Broadcasting Co., Chico, Calif. Requests KCBM(FM).

■ WWOS(FM), Palm Beach Broadcasting Corp., Palm Beach, Fla. Requests WMUM(FM).

■ WJBK-FM, Storer Broadcasting Co., Detroit. Requests WDEE-FM.

Call letter actions

■ WFMD(FM), James L. Gibbons, Frederick, Md. Granted WFRE(FM).

■ KHOB-FM, Griffith Broadcasting Inc., Hobbs, N.M. Granted KLDG-FM.

■ KMSC(FM), Spaceland Broadcasting Corp., Clear Lake City, Tex. Granted KLYX(FM).

Renewal of licenses, all stations

■ WTOP-AM-FM-TV Washington — FCC granted renewal of licenses to Post-Newsweek Stations, Capital Area Inc. Commission informed two petitioners who had requested denial of renewal that they had not advanced "adequate reasons" to deny applications. Action Nov. 25.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: *WUNF-TV Asheville and *WUNG-TV Concord, both North Carolina; WNOK-TV and WOLO-TV, both Columbia, South Carolina; WSJS-TV Winston-Salem, N. C.; WSPA-TV Spartanburg, S. C.; WTVD(TV) Durham, N. C.; WUSN-TV Charleston, S. C.; WSTS(FM) Laurinburg and WDDM(FM) Sumter, both South Carolina; WWMO(FM) Reidsville, N. C.; WCKI Greer, S. C. Actions Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WABV Abbeville, S. C.; WAGY-AM-FM Forest City, N. C.; WBEU-AM-FM Beaufort, S. C.; WBRM Marion, WBYB St. Pauls, WCHL Chapel Hill, WCKB Dunn and WEAL Greensboro, all North Carolina; WESC-AM-FM Greenville, S. C.; WEWO Laurinburg, N. C.; WFIS Fountain Inn, S. C.; WGAS South Gastonia, WHIT New Bern, WHPE-AM-FM High Point and WIDU Fayetteville, all North Carolina; WIS Columbia and WJAY Mullins, both South Carolina; WJRI Lenoir, WKKE Asheville, WKLM Wilmington and WKYK Burnsville, all North Carolina; WLAT-AM-FM Conway, S. C.; WLLE Raleigh, WLSE Wallace, WMYN Mayodan, WNOS High Point and W FAG Farmville, all North Carolina. Actions Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WPAL Charleston, S. C.; WPTF Raleigh and WPYB Benson, both North Carolina; WQJZ St. George and WQSN Charleston, both South Carolina; WRCS-AM-FM Ahoskie, North Carolina; WREB Reidsville, WRMT Rocky Mount, WRNB New Bern, WRNC Raleigh and WRXO-AM-FM Roxboro, all North Carolina; WSIB Beaufort, S. C.; WSTH Taylorsville, N. C.; WTGR Myrtle Beach, S. C.; WTNC-AM-FM Thomasville and WTOB Winston-Salem, both N. C.; WVAP Burnetown, S. C.; WWKO Fair Bluff, WYRN Louisburg, and WSJS-AM-FM Winston-Salem, all North Carolina; WSJW Woodruff, S. C.; WSKY Asheville, N. C.; WSPA-AM-FM Spartanburg, and WSSC Sumter, both South Carolina; WIAM-AM-FM Williamstown, N. C.; WINH Georgetown, S. C.; WNJC Jacksonville, N. C.; WJOT Lake City, S. C.; WJRM Troy, N. C. Actions Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WAGS Bishopville, WASC Spartanburg, WBAW-AM-FM Barnwell and WBCU Union, all South Carolina; WBHN Bryson City, WBIG Greensboro and WCAB Rutherfordton, all North Carolina; WCAY Cayce and WEAB Greer, both South Carolina; WFGW Black Mountain, and WFSC Franklin, both North Carolina; WHPB Belton and WKSP Kingstree, both South Carolina; WPGF-AM-FM Burgaw, WPTL Canton and WSAT Salisbury, all North Carolina, WSNW Seneca, S. C.; WTOE Spruce Pine,

WTYN Tryon and WVOT-AM-FM Wilson, all North Carolina; WBFM(FM) Seneca, S. C.; WFMA(FM) Rocky Mount and WYFM(FM) Charlotte, both North Carolina; *WARP(FM) Due West and WKMG Newberry, both South Carolina. Actions Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WADE Wadesboro, WAGR Lumberton and WAIR Winston-Salem, all North Carolina; WAKN-AM-FM Aiken, S. C.; WAKS Fuquay Springs, N. C.; WALD-AM-FM Waterboro, S. C.; WAME Charlotte and WATA Boone, both North Carolina; WBBR Travelers Rest and WBUG Ridgeland, both South Carolina; WBZB Selma and WCBT Roanoke Rapids, both North Carolina; WCKM Winnsboro, S. C.; WCOG Greensboro and WCOK Sparta, both North Carolina; WCRE Cheraw and WCSC Charleston, both South Carolina; WDJM Mount Olive, N. C.; WDOG Allendale, S. C.; WEED-AM-FM Rocky Mount and WEEW Washington, both North Carolina; WELP-AM-FM Easley, S. C.; WELS Kinston and WENC-AM-FM Whiteville, both North Carolina; WFBC-AM-FM Greenville, WFGN Gaffney and WFIG Sumter, all South Carolina; WFLB Fayetteville, N. C. Action Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WPET Greensboro, WRPL Charlotte, WSSB Durham and WSYD Mt. Airy, all North Carolina; WTYC Rock Hill, S. C.; WVCC Shallotte and WVNC Asheville, both N. C.; WYMB Manning, S. C.; WYNA Raleigh and WBT-FM Charlotte, both North Carolina; WCSC-FM Charleston and WDKD-FM Kingstree, both South Carolina; WFAF(FM) Leaksville, WGPL(FM) Winston-Salem, WJSK(FM) Lumberton and WKIX-FM Raleigh, all North Carolina; WKTU(FM) North Charleston, S. C.; WLOS-FM Asheville, WMDE(FM) Greensboro and WMFR-FM High Point, all North Carolina; WMYB-FM Myrtle Beach, S. C.; WNCT-FM Greenville, WNOS-FM High Point, WPTF-FM Raleigh, WQMG(FM) Greensboro, WQSM(FM) Fayetteville, WRAL-FM Raleigh, WRCM(FM) Jacksonville, all North Carolina; WSTN(FM) Florence, S. C. Actions Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WBTW(TV) Charlotte, N. C.; WBTW(TV) Florence, S. C.; WCCB-TV Charlotte, N. C.; WCIV(TV) and WCSC-TV, both Charleston, South Carolina; WECT(TV) Wilmington, N. C.; WFBC-TV Greenville and WIS-TV Columbia, both South Carolina; WITN-TV Washington, WNBE-TV New Bern, WNCT-TV Greenville, WWAY Wilmington, *WFDD-FM Winston-Salem, *WKNC-FM Raleigh, *WWSA(FM) Raleigh, *WUAG(FM) Greensboro and *WUNC(FM) Chapel Hill, all North Carolina; *WUSC(FM) Columbia, *WEBA-TV Allendale, *WITV(TV) Charleston, *WJPM-TV Florence, *WNTV(TV) Greenville and *WRLK-TV Columbia, all South Carolina; *WTVI(TV) Charlotte, *WUNC-TV Chapel Hill, *WUND-TV Columbia and *WUNE-TV Linville, all North Carolina. Actions Nov. 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WGBG Greensboro, N. C.; WGED Chester, S. C.; WGIW Charlotte, N. C.; WGOG Walhalla, WGTN Georgetown, both South Carolina; WGWR-AM-FM Asheville, WHCC Wadesville, WHIP Mooresville, WHKP-AM-FM Hendersonville, WHKY-AM-FM Hickory, WHNC-AM-FM Hendersonville, WKJK Granite Falls, WKRR Murphy and WKVO Havelock, all North Carolina; WKYB Hemingway and WLBG-AM-FM Laurens, both South Carolina; WLOE Leaksville, N. C.; WLOW-AM-FM Aiken, S. C.; WMFR High Point and WMPM Smithfield, both North Carolina; WMYB Myrtle Beach, WNCG North Charleston, WNOK-AM-FM Columbia, WOKE Charleston and WOLS Florence, all South Carolina; WOOW Greenville, N. C. Actions Nov. 26.

Processing line, all stations

■ Following AM application will be considered as ready and available for processing on Jan. 5, 1970: NEW, Honolulu Hagadone Capital Corp. Req: 1540 kc, 5 kw-D. Ann. Nov. 26.

■ Following applications from top of processing line for increase in daytime power of class IV AM's will be considered as ready and available for processing on Jan. 5, 1970: WEDC Chicago, Foreign Language Broadcasters Inc., Has: 1240 kc, 250 w. S.H.—WCRW, WSBC, Req: 1240 kc, 250 w.

(Continued on page 83)

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Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top biller who went to a major market after long tenure. Send resume, billing history and picture along with letter outlining your goals to Box L-74, BROADCASTING.

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Account executive for AM-FM operation, western Massachusetts. Some announcing experience helpful but not necessary. Guaranteed draw against commission. Group ownership provides added advancement possibilities. Send resume Box M-122, BROADCASTING.

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Small market northeast station looking for experienced morning man, relaxed MOR plus knowledge of CGW. Also nighttime announcer, emphasis on MOR plus some Rock. Both men must be able to read. No kids or beginners, please. Box L-238, BROADCASTING.

Major market—in top five—background music FM operation—looking for big voice with heavy production ability—short daily air shift involved—prefer married man—station owned by nationally known company—excellent health plan, etc. Salary open . . . send tape and resume to Box M-12, BROADCASTING.

Experienced announcer needed immediately at established MOR, ABC Virginia station. \$125.00 weekly. Can hold until January 1st for right man. Telephone 703-886-3010 or write Box M-28, BROADCASTING.

Announcers continued

Pennsylvania 5kw regional has opening January first for announcer with proven record in housewife time, 10 AM till 3 PM. Excellent conditions, all benefits. If you're our man, name your price. Tape and particulars to Box M-31, BROADCASTING.

Monster station southeast needs crackerjack morning personality. Red hot organization. Rush tape, photo, and resume to Box M-45, BROADCASTING.

Expanding, need solid daytimer for suburban N.Y.C. AM-FM. Personality, contemporary format. Good opportunity. Send tape, resume and picture. Box M-82, BROADCASTING.

Top 30 rocker in top 30 market has rare opportunity with solid future. Extra pay for first phone. Box M-87, BROADCASTING.

Start the new year with an aggressive, promotion-minded group that offers retirement, hospitalization, booming medium markets, temperate climate, and excellent working conditions. If you're an experienced announcer-music director or announcer-qualified engineer, get set now to move with us. Box M-90, BROADCASTING.

One of this country's most respected, progressive, Christian-oriented AM stations in midwest metro. market needs experienced announcer. Excellent opportunity. Send air check, resume, photo and salary requirements immediately to Box M-126, BROADCASTING.

Announcer—Air shift and copy writing. Must have 3rd class ticket. Write KNIM, Maryville, Missouri.

KTHH, Houston adding to staff. Bright MOR. First phone helpful, but not necessary. Good mid-range voice with animated, natural style. Ad-lib ability. An equal opportunity employer. Send tape and resume to Nat Stevens, KTHH Radio, 2100 Travis, Houston, Texas 77002, if you have either top 40 or MOR background. Many company benefits include 3 week vacation and profit sharing.

Somewhere there is a talented young announcer with a bright delivery who also has creative ideas for good commercials. We can help him in the development of his career. Write King, KVOC, Casper, Wyoming.

Announcer, 1-3 years experience, applications wanted. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wisconsin.

Immediate opening, first phone announcer, MOR, chance to grow. WTHM, Lapeer, Michigan. 5 kw, one hour from Detroit. Call station manager 313-664-8555 or 664-8293 nights. No collect calls.

Growing radio-TV group has career opportunities available for experienced air personalities and newsmen dedicated to reaching the unchurched with the message of Christ. Call Christian Broadcasting Network. (607) 272-8141.

Announcer-production man wanted for full time C-W station. Small market. Good opportunity. Les Woodie, P.O. Box 512, Altavista, Va. 703-369-5588.

Technical

Chief engineer for 5,000 watt directional AM in Mid-Michigan metro market. New facility uses AM & FM studios and transmitters. Excellent opportunity for outstanding engineer interested in moving up. Send resume to Box L-232, BROADCASTING.

Exceptional opportunity in central New York for engineer qualified with broad background in AM-FM-CATV operation. Box L-244, BROADCASTING.

Chief engineer who will be responsible for construction of brand new daytime non-directional in northeast. Separate nearby studios also to be built. If you have 2 to 4 years experience, and want ideal area adjacent to major northeastern city and might also do minimum air shift and/or production when station goes on air early 1970. This may be your ideal job. Salary in \$7,000 to \$8,000 range. Rush references and background to Box M-2, BROADCASTING.

Technical continued

Chief engineer. Locate in greatest town in midwest and take over 5kw daytimer. Box M-26, BROADCASTING.

1st class man for upstate NY small station CE. Highest salary offered for maintenance and some announcing. Box M-76, BROADCASTING.

Transmitter operator for southwest VHF. Answer Box M-109, BROADCASTING.

Wanted—chief engineer for middle of the road full-time station in Central Florida. Must hold first phone and be experienced in maintenance and repair and be familiar with three-tower directional operation. Stand night tricks from transmitter. At least three years experience required in maintenance and repair. References will be checked. Box M-127, BROADCASTING.

Chief engineer opportunity with fast growing directional in California's beautiful Napa Valley. Part-time air shift. Send tape and resume to KVON, Napa, California.

Beginners eligible. Start in copy/production with on job air training. Typing skill plus adlib thinking essential. WBKV, West Bend, Wisconsin.

1st class engineer or 1st class engineer-announcer. 1000 watt daytimer, Emporium, Pennsylvania, good opportunity for starter. Call or write, WLEM, P.O. 310, Emporium, Pa.

Wanted—1st class licensed engineer to work at automated good music station. Experience necessary. Many fringe benefits. Write WQTE, P.O. Box 306, Monroe, Michigan 48161.

First phone engineer to aid chief in maintenance and engineering of AM and stereo FM station. Pleasant working conditions. Salary commensurate with experience. Send full resume to David Peacock, WROK, Inc., 1100 Tamarack Lane, Rockford, Illinois 61105.

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Salary \$6500-\$7500 depending on experience. Full fringe benefit program. Send resume to Richard L. Thompson, Interviewer, Professional-Technical Placement, 1020 L.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

Newsmen, New York state. News director who can get the news and do it on the air. Congenial staff. Brand new facilities. Top working conditions. Salary open. Send tape, photo and resume. Box L-10, BROADCASTING.

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

New Jersey station needs news director who can gather, write & air local news. Good starting salary & company fringe benefits. Send resume, tape and availability with first letter. Box M-18, BROADCASTING.

News Reporter wanted. Write, cover stories, beepers, documentaries. Experience preferred. Will consider bright beginner. Suburban N.Y.C. station. Box M-83, BROADCASTING.

Newsmen for top 10 market rock giant. Minimum 3 years experience necessary in gathering, writing and air presentation. Also need a part time newsmen from the Washington, D.C. area. Send current tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Va. Only news professionals need apply.

Immediate opening for newsmen-announcer for radio and TV. Gather, write and broadcast news. Send picture and audio tape. Call News Director, WIMA, 419-223-2060, Lima, Ohio.

Major East Coast group seeks big voice to gather, write and deliver news. Send tape and resume to Barry Gaston, Box 910, York, Pa. 17403.

Programing, Production, Others

Radio group wants to start new, central production studios for creation and production of its own commercials, promotions, formats, etc. Need creative person, experienced in broadcasting, to head this department and write, voice and produce material. Much creative freedom. Send complete resume, samples of work, audition tape to Box M-57, BROADCASTING.

Situations Wanted Management

Young man . . . 27 . . . married. Ten years experience, looking for manager's challenge . . . aggressive, dependable, hard-working, proven sales record AM-FM, excellent references. Write Box M-56, BROADCASTING.

Medium Market operations V-P looking for top management position with small or medium market station or operations slot with major group. Promotion, sales motivation and operations specialist. College degree . . . family man . . . top references . . . will relocate anywhere. Box M-79, BROADCASTING.

Presently general manager. Seasoned professional in management, sales, promotion and programing past 15 years. New York state preferred, 38, vet. married. Resume upon request. Box M-96, BROADCASTING.

Small market manager wants to move up. Sales oriented, promotion minded, 1st phone, available middle of January. Write Box M-99, BROADCASTING.

Available after January 15, 1970. Experienced general manager, 14 years experience in all phases of broadcasting. Seeking small to medium size market. Box M-110, BROADCASTING.

Manager available for small market. 10 years experience as general manager & sales manager. Strong community involvement, excellent references. Phone (618) 532-7239 evenings or weekends.

Sales

Broadcasting school graduate: ambitious, 3rd endorsed, college degree, military complete—have 2 yrs. non-media sales & wish to relocate midwest or west. 312/341-0881 after 3 pm or Box M-104, BROADCASTING.

Announcers

DJ announcer, newscaster, control board operator, a real go getter. Box L-51, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box L-163, BROADCASTING.

Quality announcer-producer seeks fine arts/educational position. Third endorsed . . . decade experience . . . references. Box M-11, BROADCASTING.

Comic personality with voices, wild tracks, one liners, seeks challenge in major market. 10 years experience. Box M-20, BROADCASTING.

For sale . . . one 1943 model Philadelphia broadcaster. Extras include: good voice . . . humor with presence . . . music and production versatility . . . major market experience. A real cream puff. Easy terms. Call 215-324-4125 now for immediate delivery or Box M-37, BROADCASTING.

Seasoned country personality seeks warm climate and lots of money. Box M-47, BROADCASTING.

Have yourself a merry little Christmas . . . then start 1970 by acquiring go getter PD. Only stations offering advancement, security, and professional attitude need respond. Box M-65, BROADCASTING.

First phone combined with six years experience has produced a pro. Former chief engineer, production manager, news director, music director, sales. What more could you want? Box M-70, BROADCASTING.

Florida top 40, first phone, two years experience. Mature, family. Good voice, personality. Professional attitude and performance. Box M-71, BROADCASTING.

Announcer-newscaster. 25, BS in radio-TV from large eastern university. First phone combo. Veteran. Warm, friendly voice; polished, bright delivery; convincing sales appeal. Presently employed by TV network—but desire air work. East Coast. Interview preferred. No rock. Box M-74, BROADCASTING.

Announcers continued

Can a newcomer walk in and take all the marbles? He can if he knows what he's doing. Pro, with eight years experience, presently employed in 200,000 market, seeking first assignment as contemporary or MOR P.D. Thorough knowledge of broadcasting. Will consider smaller market under the right conditions. Box M-34, BROADCASTING.

Announcer. First phone, competent. DJ or news, prefer Boston area. Box M-85, BROADCASTING.

Soul jock, single, tight board, service completed. NYSAS graduate i'm a beginner, but i'm good. Third endorsed. Will relocate anywhere. Box M-92, BROADCASTING.

Announcer first phone, experienced, immediate availability, draft exempt, own car. Box M-98, BROADCASTING.

Three years experience, college, third phone, military complete. Box M-100, BROADCASTING.

Third endorsed, low modulated voice, single, age 21, draft exempt, no experience but, has driving ambition to succeed. Box M-103, BROADCASTING.

Announcer with 1st phone and management experience. Mature, MOR or C/W, \$3 per hr. min. Will work some commission sales. Box M-105, BROADCASTING.

Draft exempt, married, third class announcer wants to move up in radio or a start in television. Box M-116, BROADCASTING.

Versatile female DJ, experienced, tight board, creative writer. Box M-117, BROADCASTING.

Contemporary personality . . . 5 years radio-television experience . . . Available immediately . . . Box M-123, BROADCASTING.

Single girl with first ticket . . . experienced in: announcing, production, copywriting, bookkeeping, traffic, and limited maintenance . . . looking for good position with responsibility. Box M-125, BROADCASTING.

First phone 2 yrs Howard Thayer, Lamolle, Ill. (315) 638-2033.

New England, announcer-newsmen, 14 years experience, all formats, 3rd endorsed. 617-933-5371 after 4.

Announcer-newscaster seeking experience. College grad in Speech, broadcast school grad. Prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Illinois 60044.

Announcing school grad, third, endorsed; tight-board, draft-exempt. Wants start in radio as DJ, prefers MOR format and western Penna. region. Contact: Don Drew, 223 Jones FD, Bridgeville, Pa. 15017.

Personable man-wife talk team. Experienced. Call collect 213-347-3255.

Experienced top 40-CW jock, tight board, draft-exempt, will relocate. Contact Don Marks, 505 Whippo St., New Castle, Penna., 412-654-3737.

Beginner—First phone. Radio-TV school graduate. Preferable top 40. Send tape on request. Willing to relocate. Ted R. Brown, Jr., 105 N. Barnwell, Oceanside, Calif. 92054.

DJ, Top 40, MOR, announcer with newscasting ability, can handle all formats, looking for advancement. Third endorsed. Available now. 816-882-7362.

Technical

Mature 1st. phone, radio-TV maintenance/operator. Limited sales and announcing considered. Box M-73, BROADCASTING.

Chief engineer—ten years experience, two 50 kw stations plus twelve years design engineer with two transmitter manufacturers now considering return to station work. Only interested in professional, well financed, stable station or group. Diversified technical and management experience. Outline in resume available on request. Box M-86, BROADCASTING.

Experienced chief engineer—preventative maintenance your station (No xmtr operator/related loafing duties accepted.) 201-271-4234.

First phone-engineer, eighteen years in radio—all phases. Make an offer, and move us—just wife and I. Phone 817-246-9601.

NEWS

Major market newsmen—experienced—College graduate—best references—wants air shift with major station or group offering good pay, stability and all fringe benefits. West coast preferred—will consider others if the opportunity is right. Box M-77, BROADCASTING.

Experienced news and sports play-by-play man wants position in small to medium market. Also have done announcing. Salary isn't primary consideration. Amount of work and atmosphere of station is, prefer northeast but will relocate. Box M-107, BROADCASTING.

Newsman . . . experienced . . . go-getter . . . you supply the incentive, I'll do the rest. Box M-114, BROADCASTING.

Programing, Production, Others

Big Ten football-basketball sportscaster, television commentator with professional baseball-basketball experience. Box L-224, BROADCASTING.

Degreed major market cameraman . . . age 23 . . . 3 years experience . . . desires directorship . . . station pays move. Box M-67, BROADCASTING.

Program Director—Operations expert with successful background looking for position with top station. College degree, family, draft exempt, good references and track record. Can also handle sports. Box M-78, BROADCASTING.

Sports play-by-play: An experienced professional looking for pro sports or major college play-by-play position. Box M-80, BROADCASTING.

FM pro, three major market successes, will help you in return for ownership interest. Box M-112, BROADCASTING.

Let's start the New Year together. 15 year radio pro . . . production director . . . program director . . . writer . . . always top rated jock. Currently tops with 33.5% of nine to noon audience, in 8 station, half million market. Two years current job, five years on last one. Market size not important . . . stability is . . . anywhere. Call Dave Cummins . . . 403-453-2098 after 8-pm . . . 403-424-2111 days. Let's sock-it-to your competition.

Television Help Wanted

Technical

Engineers—Ohio medium market group-owned network affiliate is now hiring two operating engineers. Send resume of qualifications and salary required to Box M-91, BROADCASTING.

TV transmitter engineer contact: Alex Giese, KCBT TV, Box 711, Harlingen, Texas 78550. 512-423-3910.

Arizona Station needs transitee supervisor. Contact R. Melanson, KIVA, Box 1671, Yuma, Ariz. 85364.

Studio Technician. Familiar with TK-27, TR-4 and related equipment. Excellent living area for family. Send qualifications and salary requirements to Bill Green, Chief Engineer, KXII-TV, Sherman, Texas.

New York-Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York. 772-1122.

New full color UHF under construction needs 9 technicians. 2 VTR transmitter and general maintenance. 6 operators. Send resume, salary requirements to: R. Harrison, WGSP TV, Sheraton Park Hotel, 2660 Woodley Rd., N.W., Washington, D.C. 20008.

Wanted engineers with FCC first class license, Only experienced need reply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

NEWS

Anchorman—top professional, experienced in on-camera presentation. Familiar with total newsroom operation. Writing ability a must. Prefer man with film knowledge but not essential. Must be able to aid in preparing early and late newscasts. This is a job for a heavyweight. We will provide top news staff and first class facilities and equipment. You provide top notch talent. No beginners please. Box M-72, BROADCASTING.

News continued

Wanted experienced, progressive, strong newscaster to anchor weekend news and assist in future documentaries on #1 rated news station. Top northeast market offering good future with excellent fringe benefits. If you're the right man, please forward your resume and video tapes, along with salary requirements, to Box M-89, BROADCASTING.

Programing, Production, Others

Assistant artist—experienced in all facets of TV graphics; knowledge of type a must. Salary commensurate—VHF in the nation's capitol. Box M-69, BROADCASTING.

Situations Wanted Management

General manager—well known manager, complete knowledge of overall management, strong on sales, budget minded. Excellent background top agencies. Reps and network—both radio and television, currently employed, available January 1st. Box M-25, BROADCASTING.

General manager-national sales manager. Have practiced television 16 years; radio 12. Thoroughly experienced all phases: station-ownership, development, administration, sales management-sales (national and local), programing, film-buying, production, promotion; network announcing-news-casting. 45. College degree. Nationally recognized as successful administrator-troubleshooter. Leader in industry and local, community affairs. A professional, quality, aggressive competitor. Accustomed to much responsibility. Proved capable of producing substantially increased profits, prestige and value. Box M-95, BROADCASTING.

Television executive: Station, sales or program manager for station in top 75 markets available at once. Have served all three functions in past 15 years. Have been in highly competitive three VHF market below the top 100. Strong on sales development, public affairs and cost control. Age 41. Write Box M-115, BROADCASTING.

Mature college grad. Married with children, 6 years experience radio, no draft problem. Desire TV and opportunity to work into management. Discuss salary. Box M-121, BROADCASTING.

Announcers

Big Ten football-basketball sportscaster, television commentator with professional baseball-basketball experience. Box L-225, BROADCASTING.

Nationally known TV personality with twenty years experience as an on-camera; host, commercial announcer, and performer. Must have an opportunity to work into sales &/or management &/or production. Box M-88, BROADCASTING.

TV performer, anchorman, legman, writer, talk host, commercial announcer. Can be controversial or saccharine, up-tempo or cool. Am presently in major market less active than I'd like. Mature, pro, best refs. Box M-120, BROADCASTING.

Man-wife team. Perfect producers and hosts for local daily show. Created network shows. Call collect. 213-347-3255.

Sports Man—24, with three years of play-by-play, sportscasts and interviews on television and radio. Service completed. Desire medium market-\$150. Dave Cohen, Quarters 33, West Point, N.Y. Phone: 914-938-4398).

Technical

Manager, technical operation—10 years TV/AM/FM, construction proofs, color, operation, budget conscious, desires position in midwest or western states Box M-4, BROADCASTING.

Television broadcast engineer, BSEE, first phone, 14 years experience all phases of broadcast systems/projects engineering and management desire responsible and challenging position in east. Box M-106, BROADCASTING.

Chief engineer presently employed, 17 years television experience includes construction, operation, administration, transmitter color proof, studio color film, video tape, microwave, CATV. Desires permanent relocation with stable organization. Box M-111, BROADCASTING.

NEWS

Mini-documentaries as daily inserts for alert news program. Excellent lonewolf or teamman to film, produce or airwork . . . or same, retarding weekly magazine-style program. Six years' news experience . . . California and midwest. I'll pay relocation, if necessary—and repay telegram replies Box M-75, BROADCASTING

Situations Wanted

News continued

Newspaperman and broadcaster seeks feature reporter position in major TV market. As a reporter I've ridden the rails, driven a taxi, covered the war in Vietnam and much more. I'm 33, nice looking and not without humor. Will furnish VTR. Box M-94, BROADCASTING.

TV newscaster—three years tube time. Sharp, happy, popular, authoritative, married, 1st phone, 8 yrs. in radio & TV. Tom Schumacher, Little Falls, Minn, 56345.

Programing, Production, Others

Director from top 10 UHF seeks major market. Cool, creative, college-BA in RGTV, professional, 24. Pix and resume immediately on request. Box M-9, BROADCASTING.

Veteran, college graduate, four years TV production experience, all aspects; seeks position as production assistant or assistant director. Single, salary open, any location, start immediately, resume available. Box M-58, BROADCASTING.

Creative copywriter with experience in producing, directing plus sales promotion seeks better climate. Currently midwest, prefer Arizona, California, Hawaii, Florida. Box M-60, BROADCASTING.

Single, experienced girl Friday—knowledge all phases station operation—excellent copywriter, promotion, press information, public relations, ready for move up! Box M-61, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

FOR SALE—Equipment

Coaxial-cable—Melax, Styroflex, Spiroline, etc. and fittings. Unused mat!—large stock—surplus prices Write for price list. S-W Elect. Co., Box 4668, Oak-

Stereo-Automation equipment-late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr Carlson.

16 mm sound projectors Bell & Howell, Victor, Ampro, Eastman etc. Optical & magnetic prices start at \$145.00. Also selection of jam projectors. Free listing of other items. Cavalcade Equipment Co., 2994 N.W. 7th St., Miami, Florida 33134.

Western Electric 407B 50kw transmitter, good condition—\$3,000.00. Radio Department, Bible Place, Cleveland, Tennessee 37311.

For sale: 1050 ft. Truscon triangular guyed tower, complete with all parts including cable and detailed plans for assembly. \$25,000.00. Phone (318) 968-3644 or write to: Claude Scott, Chief Engineer, KTBS TV, P.O. Box 4218, Shreveport, La. 71104.

FM modulation monitor McMartin TBM-3500 with crystal tuned to your frequency, guaranteed, \$275. Box M-102, BROADCASTING.

ITA 5KW FM transmitter, \$5,500.00 Gates 31B S-mixer console, \$375.00. GE FM frequency and modulation monitor, \$450.00. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0305.

Two Morse Model A-8 automatic film processing machines. 110 v., 60 cy., 140 amp. Continuous daylight or dark for reversal, neg., pos. 16 and 35 mm bl. and wh. and Ansco color. \$2,750 each, f.o.b. Mobile, Ala. Like new. Hoge, 1150 5th Avenue, New York City. 212-LE 4-6795.

New Shafer automation system with 4 cartridge carousels. 100 cartridges. Save \$1,000. \$400 down. Take over lease. \$294.31 per month. Box M-93, BROADCASTING.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00 unconditionally guaranteed. Comedy catalog free Edmund Orrin, Mariposa Calif 95338

Games, gimmicks, intros, breaks, one liners, drain storming, all in one package! Monthly, \$2 sample News-features Associates, 1312 Beverly, St. Louis, Mo

DJ's/announcers—unemployed? Depressed? Audition tapes evaluated professionally Enclose \$5.00 M.O Box L-44 BROADCASTING

"Get that job". Comprehensive guide and report for job seekers. \$2.00. Box L-247, BROADCASTING.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone. Radio Features, Inc., 166 E Superior St., Chicago, Illinois 60611, 312-944-3790

Miscellaneous continued

Handy booklet of tips to newcomers entering broadcasting. \$1.00. Radio-Press Enterprises, Box 7223, Murray, Utah.

Get your "ticket!" Memorize, study—Command's "1969 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 \$5.00! Running in major markets. Command, Box 26348, San Francisco 94126.

DJ one liners! Write for "free" samples . . . Command, Box 26348, San Francisco 94126.

Fresh comedy material from this week's headlines! Subscribe now to comedy material monthly. Single issue \$3, yearly rate \$25. Remit to—Comedy Material, c/o Ferguson Agency, 41 East 42nd St., New York, N.Y.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country Theory and laboratory training. Approved for Veterans Training Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St Charles Avenue, New Orleans, Louisiana.

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.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veteran's Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

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

Announcing, programing, production, news-casting, 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.

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 January 7, 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

No: Tuition, rent. Memorize, study—Command's "1969 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.

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 Jan. 5, Feb. 9 & March 16. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers

INSTRUCTIONS continued

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.

REI's new program-learning course for Radar and Micro-wave is so easy and it is guaranteed. Pay as you go and get your Radar endorsement at home. Write REI, 1336 Main St., Sarasota, Fla. 33577.

First Class license in four weeks or less at T.I.B. . . . tuition \$295.00. . . . results guaranteed.

T.I.B./Music City, Veteran Approved. Next class starts January 12. Tennessee Institute of Broadcasting, 2106 A 8th Avenue South, Nashville, Tennessee 37204. 615-297-8084.

T.I.B./Miami . . . class starts January 12th. . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1964-69, one week sessions were held in Washington, Minneapolis, Los Angeles, Portland and Seattle. An outstanding success rate has brought expansion in 1970 to Chicago, Atlanta, Detroit and Boston. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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Announcers cont'd. next page



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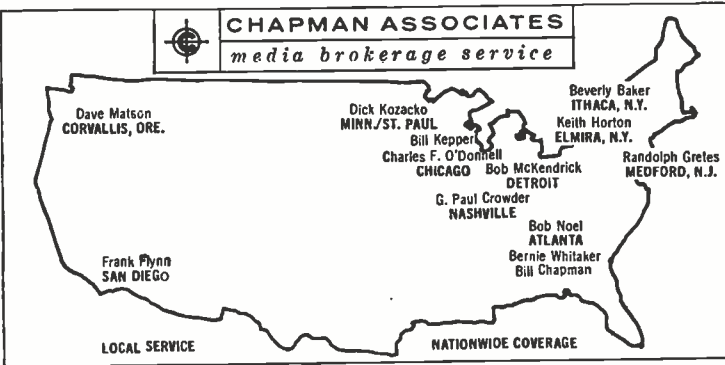
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(Continued from page 76)

1 kw-LS, S.H.—WCRW, WSBC; WMBC Columbus, Miss. J. W. Furr, Has: 1400 kc, 250 w, U. Req: 1400 kc, 250 w, 1 kw-LS, U; WNPS New Orleans, Greater New Orleans Educational Television Foundation, Has: 1450 kc, 250 w, U. Req: 1450 kc, 250 w, 1 kw-LS, U; KAGT Anacortes, Wash., Island Broadcasting Co., Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U; KBPS Portland, Ore., Benson Polytechnic School, Has: 1450 kc, 250 w, U. Req: 1450 kc, 250 w, 1 kw-LS, U. Ann. Nov. 26.

CATV

■ Hearing Examiner Basil P. Cooper in Mt. Carmel, Pa. (Kar-Mel CATV Systems Inc.), CATV proceeding, continued prehearing conference to Dec. 22 (Doc. 18630). Action Nov. 21.

■ Hearing Examiner David I. Kraushaar in case of Better T.V. Inc. of Dutchess County, New York (complainant) v. New York Telephone Co. (defendant) et al., CATV proceeding, granted motions by New York Telephone Company to extent that Docs. 18617, 18621, 18622 be severed from proceeding; applications P-C-7114, P-C-7247, and P-C-7248 be returned to Commission's Common Carrier Bureau for processing as unopposed applications (Docs. 17441, 18525, 18617, 18620-4). Action Nov. 20.

■ Hearing Examiner David I. Kraushaar in case of Better T.V. Inc. of Dutchess County (complainant) v. New York Telephone Co. (defendant) et al., CATV proceeding, denied motion to compel answers addressed to New York Telephone Co.; further ordered that motion for extension of time of Comtel Inc., is denied, but that Comtel Inc. is at same time directed to file supplement to interrogatories directed against it by Dec. 4 (Docs. 17441, 18525, 18620, 18623-4). Action Nov. 21.

■ Office of Opinions and Review in Williamsport, Pa. (Citizens Cable Inc. and Williamsport TV Cable Co., CATV proceeding, granted request by Taft Broadcasting Co., and extended to Dec. 5 time to file responsive pleadings to opposition of Newhouse Broadcasting Corp., comments of Broadcast Bureau, and statement of Citizens Cable Inc. and Williamsport TV Cable Company, all of which were filed in response to Taft's pleading Oct. 24 (Doc. 18581). Action Nov. 21.

■ Plattsburgh, N. Y.—FCC Hearing Examiner Herbert Sharfman in initial decision proposed order requiring AuSable Valley Telephone Inc. and AuSable Communications Inc. both Keeseville, N. Y., to show cause why they should not cease and desist from further construction and operation of CATV channel distribution facilities near Plattsburgh. (Doc. 18435). Action Nov. 28.

■ Toledo—FCC prohibited Buckeye Cablevision Inc., CATV owner and operator, until further order of commission, from carrying or delivering to CATV subscribers in Toledo, signals of Detroit-Windsor TV stations on any feeder or distribution cable not constructed and placed in operation on or before Feb. 2, 1968 (Doc. 1882). Commission said delivery of Detroit-Windsor signals from feeder and distribution cable built after Feb. 2, 1968, but completed and in operation on or before Dec. 24, 1968 to CATV subscribers whose service began on or before Dec. 24 may be continued. Action Nov. 25.

■ Hammett & Edison, consulting engineers, San Francisco—Request rulemaking proceedings to establish standards governing technical performance of community antenna television systems when carrying signals of broadcast stations. Ann. Nov. 28.

■ Buron, Inc.—Requests distant signals of WKY-TV, KOCO-TV, and KWTV(TV) all Oklahoma City to Henryetta, Okla. (Tulsa, Okla. ARB 58). Ann. Dec. 1.

■ Paper City TV Cable Corp.—Requests distant signals of WVNY-TV Burlington, Vt., to Berlin and Gorham, both N. H. (Portland-Poland Spring, Me. ARB 63). Ann. Dec. 1.

Ownership changes

Applications

■ WJRD (AM) Tuscaloosa, Ala.—Seeks transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none after) to Druid City Broadcasters Inc. (none before, 100% after). Consideration: Stock and employment agreement with Cooper Radio. Buyers: Earl Goodwin, president, William B. Surface, vice president, Kathlynn Tadelly,

vice president and Robert J. Martin, secretary-treasurer (each 25%). Mr. Martin formerly owned WAMA(AM) Selma, Ala. Kathlynn Tadelly owns Gadsden, Ala., drug store. Mr. Surface owns Boringreen Farms Inc., Montevallo, Ala., and Mr. Goodwin has interest in the Agricultural and Industrial Sales Corp., division of Allied Products Corp. Ann. Nov. 26.

■ **KNWA(FM)** Fayetteville, Ark.—Seeks transfer of control of Kessler Mountain Broadcasting Co. from Maupin Cummings and Harold R. Lindsey (as a group, 100% before, none after) to Television Communications Corp. (none before, 100% after). Consideration: Exchange of all (36,000) shares of stock of Kessler for 6,925 shares of Television Communications. Of the shares, 5,000 will go to Mr. Cummings and remainder to Mr. Lindsey. Principals: Alfred R. Stern, president, et al. Television Communications is publicly-held company and is group CATV owner. Ann. Nov. 21.

■ **KERN-FM** Bakersfield, Calif.—Seeks assignment of license from Edward E. Urner and James L. Norman to Reliable Broadcasting, for \$75,000, plus assumption of liabilities. Principals: Donald K. Allan, president, et al. Principals own KLYD(AM) Bakersfield. Ann. Nov. 26.

■ **WCCF-AM-FM** Hartford, Conn.—Seek assignment of license from Elektra Broadcasting Corp. to Greater Hartford Communications Corp. for \$325,000. Sellers: Irwin E. Schluskel, vice president-secretary, et al. Buyers: Saul and Alfred Dresner (each 50%). Messrs. Dresner have interest in WELV(AM) Ellenville, N. Y. Saul Dresner also owns 50% of Broadcast Products Corp., company dealing in sale of broadcast supplies. Ann. Nov. 26.

■ **WTGA(AM)** Thomaston, Ga.—Seeks assignment of license from Radio Georgia Inc. to Green Valley Broadcasting Co. for \$87,500. Sellers: Herbert E. Strickland, president. Buyers: William J. Gribben, president, and Mrs. Sydney R. Gribben, secretary-treasurer (jointly 87%), Mrs. Emmett D. Rolston (10%) and C. Thomas Gribben, vice president (3%). W. J. Gribben is general sales manager for WDEF-TV Chattanooga. Mrs. Gribben is secretary to manager of Chattanooga bank. Mrs. Rolston has no other business interests indicated. C. T. Gribben is office manager of Chattanooga container company. Ann. Nov. 26.

■ **WGEN(AM)** Geneseo, Ill.—Seeks transfer of control of Geneseo Broadcasting Co. from Ernest G. Swint (100% before, none after) to Joseph E. Lobalto, Ronald F. Gallina and William H. Walters Jr. (each none before, 33% after). Consideration: \$130,462. Mr. Lobalto is account executive for WHBF(AM) Rock Island, Ill. Mr. Gallina is sales manager for WROK(AM) Rockford, Ill., and Mr. Walters is production director for that station. Ann. Nov. 21.

■ **WWMT(FM)** New Orleans—Seeks assignment of license from Custom Electronics Inc. to Texas Star Broadcasting Co. for \$133,000. Sellers: Macy O. Teetor Jr., treasurer, et al. Buyers: K. R. Greenwood, president, et al. Principals own KQEO(AM) Albuquerque, N. M. Ann. Nov. 18.

■ **WBCN(FM)** Boston and **WHCN(FM)** Hartford, Conn.—Seek transfers of control of Concert Network Inc. from T. Mitchell Hastings Jr. (2.98% before, none after), Margot L. Hastings (3.39% before, none after), T. Mitchell Hastings Jr. and Talcott M. Banks (each 24.02% before, 4.02% after), Oliver H. Scharnberg (5.82% before, none after), Mr. Scharnberg for Alma Corp. (7.34% before, none after) and Ronald Ray Rippen (16.10% before, none after) to voting trust (none before, 55.63% after). Trustees will be Messrs. Scharnberg, Banks, Mastings, Rippen and F. William Andres, secretary of Concert Associates. No consideration involved. Ann. Nov. 14.

■ **WJMY(TV)** Allen Park, Mich.—Seeks assignment of CP from United Broadcasting Co. to United Artists Broadcasting Inc. for \$925,000. Seller: Richard Eaton, president and sole owner. Mr. Eaton owns WOOK(AM) and WFAN(FM) and controls WEAN-TV all Washington; WJMO(AM) and WCUY(FM) Cleveland Heights, Ohio; KIKU(TV) Honolulu; WMUR(TV) Manchester, N. H.; WFAB(AM) Miami-South Miami, Fla.; WSID(AM), WLFL(FM) and WMET-TV Baltimore; WBNX(AM) New York; WINX(AM) Rockville, Md.; KALI(AM) San Gabriel, CP for KECC-TV El Centro and KVEZ(FM) San Mateo, all California. Buyers: United Artists Broadcasting is licensee of WUAB(TV) Lorain, Ohio, and KUAB(TV) Houston. It is subsidiary of United Artists Corp., a film production company which is subsidiary of publicly-held and diversified Transamerica Corp. Ann. Nov. 26.

FCC approval. Ann. Nov. 26.

■ **KAOH(AM)** Duluth, Minn.—Seeks assignment of license from K-O Corp. to KAO Inc. for \$122,500. Sellers: Don LeMasurier, president. Buyers: R. Bunker Rogoski, president (32.3%), et al. Mr. Rogoski is lawyer and has interest in WMUS(AM) Muskegon, Mich., and WPLY(AM) Plymouth, Wis. Ann. Nov. 26.

■ **WUNO(AM)** Rio Piedras, P. R.—Seeks transfer of control of San Juan Broadcasting Corp. from W. M. and Hope Carpenter and William and Ramon De La Cruz (as a group, 100% before, none after) to Mooney Broadcasting Corp. (none before, 100% after). Consideration: \$1,642,000. Principals: George P. Mooney, president (28%), et al. Principals own WKGN(AM) Knoxville and WMAK(AM) Nashville, both Tennessee, and WBSR(AM) Pensacola, Fla. They are also buying WPDQ(AM) Jacksonville, Fla., subject to FCC approval. Ann. Nov. 26.

■ **KABR(AM)** Aberdeen, S. D.—Seeks 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. Croonquist, 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 KABR general manager. Mr. Sandvig has interest in Chicago farm supplies firm. Mr. Richardson is Aberdeen attorney. Ann. Nov. 21.

■ **WSET(FM)** Nashville—Seeks assignment of CP from John R. Cheadle, receiver, to William O. Barry for \$10,000. Principal: Mr. Barry owns WAMB(AM) Donelson, Tenn., and is applicant for CP for new FM there. Ann. Nov. 14.

■ **KTEO(AM)** San Angelo, Tex.—Seeks transfer of control of Western Radio Corp. from Jack R. Crosby and Telecom Corp. (100% before, none after) to Central Associates Inc. (none before, 100% after). Consideration: \$150,000. Principals: Delvin W. Morton, president (30%), et al. Mr. Morton has interest in KYAL(AM) McKinney, KAWA(AM) Waco-Marlin and KCAD(AM) Abilene, all Texas; KRGLO(AM) Salt Lake City; KWKW(AM) Lafayette, La., and KPNG(AM) Port Neches, Tex. Ann. Nov. 18.

■ **WACO-AM-FM-TV** Waco, Tex.—Seek assignment of licenses and TV CP from WACO Broadcasting Corp. to WACO Radio Inc. for \$825,000. Seller: R. E. Lee Glasgow, president, sole owner. Buyers: McHenry Tichenor, chairman of board (57%), James Cullen Looney, vice president (21%), et al. Mr. Tichenor has interest in KGBT-AM-TV and KELT-FM Harlingen, KUNO(AM) Corpus Christi, both Texas, and KIFN(AM) Phoenix. Mr. Looney has interest in those stations and is partner in Edinburg, Tex., law firm. Ann. Nov. 18.

■ **KUTA(AM)** Blanding, Utah—Seeks assignment of license from KUTA to San Juan Broadcasting Co. for \$40,000. Sellers: Jack W. Hawkins, president (73.5%), et al. Buyers: Robert Dale Holmes, president, Calvin Black, vice president, Carolyn Black and Willa-Don Holmes, secretary-treasurer (each 25%). Mr. Holmes is manager of KUTA and owns 25% of station. Mrs. Holmes is program director of KUTA. Mr. Black owns Blanding mining and investments firm and has other business interests. Mrs. Black has no other business interests. Ann. Nov. 21.

■ **WAGO(AM)** Oshkosh, Wis.—Seeks assignment of license from Sterling H. Saunders and Stanley H. Krinsky to WAGO Radio Inc. for assumption of liabilities. Two new stockholders will be added. Principals of WAGO Radio Inc.: John C. Miller (15%), Clifford S. Ashmun Jr., secretary (34%), Mr. Saunders, president (50%), and Mr. Krinsky, vice president (1%). Ann. Nov. 18.

Actions

■ **WMBR(AM)** Jacksonville, Fla., and **WMTA-AM-FM** Charleston, S.C.—FCC granted transfers of control of The Atlantic Coast Broadcasting Corp. of Charleston from Charles E. Smith (100% before, none after) to Turner Communications Corp. (none before, 100% after). Consideration: Turner stock (32,208 shares) worth \$725,000 representing 9.8% ownership interest. Sellers: Charles E. Smith, sole owner. Mr. Smith continues as president of Atlantic which will be a subsidiary of Turner subsequent to consummation of transaction and FCC approval. Mr. Smith owns Smithco Broadcasting Inc., licensee of WMBR. Buyers: Estate of R. E. Turner, deceased (61.9%), R. E. Turner

III, chairman of board (5.1%), et al. R. E. Turner III is engaged in outdoor advertising. Action Nov. 28.

■ **WEBB(FM)** Chicago—FCC granted assignment of license and SCA to Rich Communications Corp. for \$325,000. Sellers: Buddy Black, president, Paul Wasserman, secretary (each 31%), and Solomon Bolnick, vice president-treasurer (36%). Buyers: James H. Rich, sole owner. Mr. Rich owns majority of stock of general equipment leasing firm, 25% of WAMO-AM-FM Pittsburgh, 100% of WILD(AM) Boston, WLTO(AM) Miami, WUFO(AM) Amherst, N.Y., and of Dynamic Cablevision Inc., CATV systems, Pittsburgh. Action Nov. 25.

■ **WNMP(AM)** Evanston, Ill.—FCC granted assignment of license and CP from Semrow Broadcasting Co. to Cummings Communications Corp. for \$875,000 plus employment contract of \$10,000 per year and percentage of certain gross advertising revenues over five years. Sellers: Harry H. Semrow, president (50%), et al. Mr. Semrow has numerous real estate interests. Buyers: Alan H. Cummings, chairman (75%), and Buddy Black, president (25%). Mr. Cummings has car wash interests and owns investment firm. Mr. Black has sold his WEBB(FM) Chicago to Rich Communications. Action Nov. 25.

■ **WPEO(AM)** Peoria, Ill.—FCC granted assignment of license from Wlster Broadcasting Co. to Pinebrook Foundation Inc. for \$300,000. Sellers: Charles Wlster, president, et al. Mr. Wlster owns 40% of WNAR(AM) Norristown, Pa. Buyers: Richard T. Elizabeth P. and Donald E. Crawford, Steven L. Snyder and Ruth Crawford Porter (each one membership interest in nonprofit corp. organized for religious purposes). Messrs. Crawford own KELR(AM) El Reno, Okla. Donald Crawford owns WDCC(FM) Buffalo and 50% of WDJC(FM) Birmingham, Ala. Ruth Crawford Porter, executive of estate of Percy B. Crawford, owns WMUZ(FM) Detroit, WDAC(FM) Lancaster, Pa., WYCA(FM) Hammond Ind., and 50% of WDJC(FM) Birmingham. Mr. Snyder is employee of container corporation. Action Nov. 25.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Dec. 1. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ **San Mateo, Calif.**—Peninsula Cable Television Corp., San Mateo, a subsidiary of Nation Wide Cablevision Inc., Los Angeles (multiple CATV owner), in turn a subsidiary of Kaufman and Broad Inc., has been granted a franchise.

■ **Newnan, Ga.**—Mr. Belton Plowden, Griffin, Ga., has been granted a franchise.

■ **Marion, Ill.**—Cable Television Information Service, New York, has been granted a 25-year franchise. The firm will pay the city 4% of its gross annual revenues and charge customers a maximum of \$10 for installation and a maximum of \$5 monthly. The company will provide 12 channels.

■ **Benton, Ill.**—Sullivan Cable Television, Centralia, Ill., has applied for a franchise.

■ **Islip, N.Y.**—Suffolk Telerama has been granted a nonexclusive franchise. Teleprompter Corp., New York (multiple CATV owner), and Sterling Communications, New York (multiple CATV owner) previously were granted franchises which were renegotiated with the franchise grant to Suffolk. All firms will pay the city \$100,000 during the next three years. After that, each firm will pay 5% of its gross annual income up to \$1,200,000 and up to 10% for income in excess of \$3,000,000.

■ **Lewiston, N.Y.**—STV Rental Corp. has applied for a franchise. The firm will pay the city 5% of the gross annual income or \$1,000, whichever is higher, and will charge subscribers \$10 for installation and \$5 monthly.

■ **Marlboro, N.Y.**—Hightower Telesystems Inc., a subsidiary of Teleprompter Inc., New York (multiple CATV owner), has applied for a franchise. Maximum installation charge is estimated at \$13.

■ **Scranton, Pa.**—Verto Corp., West Pittston, Pa., has been granted a franchise.

The assumption that some centrifugal force pulls successful men to either coast is belied by this soft-spoken businessman from Indiana. Back in 1946, Biagio Presti sampled life in Los Angeles, only to return a year later to his native Bloomington, where he lives today and which he describes as "a good bit more rural, but not Indian country."

Bloomington is also the home town of the Broadcast Equipment Division of Sarkes Tarzian Inc., of which Mr. Presti is general manager.

Station automation is a favorite subject with Mr. Presti, who first became involved with broadcast technology in a day when broadcasters usually built all their own equipment. While for lots of people automation summons up images of barren efficiency, Mr. Presti is comfortable talking about his machines and our future. He is confident that the electronic revolution holds no threat: "If you have a human sitting there, it's one thing, but if you have only a computer—computers are idiots. They get their intelligence from humans."

Like most of the prophets of the computer age, Biagio Presti believes the machines will put more, not fewer, people to work. He predicts that the future station will have a systems complex that will handle the accounting, traffic and operational functions now subject to human error. Man's role, he says, "is one of supervision." He places special emphasis on the concept of systems, a concept which he claims eludes some of the most progressive broadcasters who are "equipment-oriented." It is necessary to intermarry all these labor-saving devices, he insists, so that the same system that schedules spots also turns on the projector and bills the client.

Not surprisingly, Mr. Presti studied physics in college ("I don't know that that prepared me for anything"), first at Butler University and later at the University of Indiana. School was interrupted by World War II, most of which he spent in the Philippines at a time when the Philippines was not the nicest place to be. "I didn't like the regimentation that is associated with the military, but as is true with everyone in the service, you got to learn a lot, if you wanted to learn a lot," he acknowledges. They played a lot of chess, Mr. Presti recalls, and it was not long before they gave up jumping into a ditch at the sound of bombing. Most important, he became involved with the development of radar, "which at that time was a highly secret and new thing."

Stateside, after the war, Mr. Presti's interest in things technical led him to Bel Canto Electronics in Los Angeles. Television was new and there was not a lot of engineering information, "es-

Presti sees a need for more qualified people in electronics

pecially when you spread that minor amount of talent across the U.S."

When he returned to school in 1947 to get his degree from the University of Indiana, his scientific interests became more rarefied, as he involved himself with the university's cyclotron project. This pure research offered no conflict with the applied research to which he had turned his attention at RCA and Bel Canto and to which he would later be attracted at Sarkes Tarzian. Of two disciplines, often at odds, he says: "I can appreciate both."

After graduation he joined the Tarzian organization and participated in

Week's Profile



Biagio Salvatore Presti—general manager, Broadcast Equipment Division, Sarkes Tarzian Inc., Bloomington, Ind.; b. Indianapolis, Dec. 14, 1922; attended Butler University, Indianapolis, 1939-1940; joined RCA as expeditor, 1940-1941; attended Indiana University, Bloomington, 1941-1942; U.S. Army Signal Corps, 1942-1946; Bel Canto Electronics, Los Angeles, 1946-1947; BS in physics, Indiana University, 1948; joined Sarkes Tarzian Inc., Bloomington, 1948; entered design and development, Sarkes Tarzian Inc., 1949; named head of special contracts, 1952; appointed sales manager, broadcast-equipment division, 1954; assumed present post 1958; m. Barbara Robinson of Bloomington, June 20, 1953; children—Scott Lee, 15, Marc Reed, 11, Dru Alison, 8.

the construction of its WTTV(TV) Bloomington facilities. Most of that equipment was built from scratch, he remembers, since it was otherwise too expensive or simply unavailable. "That kind of practical experience always does something for the individuals involved," he reflects. "It makes them realize they have some abilities and some limitations too."

While station operation has always been his central interest, Biagio Presti has occasionally been led far afield to participate in some unorthodox projects—like the time Sarkes Tarzian Inc. developed a microscope-camera for use in dental research. He describes it as "a rather complex device using television equipment, relatively standard television equipment." The doctor for whom the equipment had been developed loved it, wrote a paper about it and whipped up some enthusiasm in his profession for the camera. But, says Mr. Presti, "We're hoping they never come back for another one. We lost our shirt on that one."

There are also the mobile units the company has built for entertaining the troops in Vietnam. "One of these vans was captured by the North Vietnamese, and we don't know where it is," he adds.

Other special engineering projects that Mr. Presti has supervised include a closed circuit TV system for the Brooklyn, N.Y., archdiocese and the TV systems at the Air Force Academy and Atlanta depot.

Of the future, he says, grammatically, "We haven't seen anything yet." Devices are becoming sufficiently complex that there are not enough qualified people to manage them. He compares the present situation in the broadcast engineering industry to TV repairmen struggling with the new color sets "when they were never very good at fixing black-and-white sets." So, he offers, engineers must design equipment that eliminates the need for expert maintenance. The answer will come from solid-state components "which you replace like a light bulb," concentrating talent in the area of design and development. "I think it's going to amaze everyone, the kind of television camera that will be in existence 10 years from now," he predicts, and also: "We are a lot closer to the picture-on-the-wall receiver than people think."

His spare time is divided among golf, fishing and bridge. The Presti family includes three youngsters, and they all like to go fishing. "We have a boat on a lake that's near Bloomington — the biggest lake in Indiana." Mr. Presti likes to read both "a great many technical things just to keep up" and "selected types of science fiction." He admits: "I'd much rather read than watch TV."

Back to the facts

As was made abundantly clear in testimony presented last week before the author's Senate Communications Subcommittee, opponents of the Pastore bill are out to talk it to death. They are using wild exaggeration and downright misrepresentation. The bill deserves a more honest debate.

Contrary to the catch-phrase used by its opponents, the bill would give licensees no more guarantee of perpetuity than they had until the FCC, in a freakish 3-to-1 vote, gave the channel-5 facility of WHDH-TV Boston to a rival applicant. The choice in Boston was made on grounds that practically invited competing applications against all incumbent licensees that own other media interests or hire professional management.

In the WHDH-TV case the three-member FCC "majority" expressly eliminated the incumbent's record of service as a decisive factor in the final judgment. It also avoided a disposition of the original ex-parte charge that caused the channel-5 case to go to hearing in the first place. The "majority" made its choice primarily on the grounds that the winning applicant lacked multimedia ties of the kind connecting WHDH-TV to radio and a newspaper and that the winner promised a higher degree of integration of ownership and management. Immediately those two standards became precedents for any other group wishing to challenge an existing licensee, and, as was noted in some of the more straightforward testimony of last week, they have already been cited with approval by an FCC examiner in proposing to give the channel-9 facility of KHJ-TV Los Angeles to another applicant.

The bill (S 2004) introduced by Senator John O. Pastore (D-R.I.) and endorsed by a score of other senators as well as similar bills introduced by a hundred or so members of the House would require the FCC to find an incumbent disqualified to continue operation before accepting other applications for the facility. It would in no way inhibit the filing and prosecution of license-renewal protests of the kind the United Church of Christ has successfully invoked against WLBT(TV) Jackson, Miss., which must now go to hearing against rival applicants, and KTAL-TV Texarkana, Tex.-Shreveport, La., which came to terms, including a payment of the church's legal expenses. Those facts were not heavily emphasized in the United Church's testimony of last Wednesday.

The Pastore bill would accord no immunity against opposition to any station's renewal. It would merely restore to the licensee the right to show a decent record of performance as a claim against the poaching of untested applicants. That right is denied all licensees as long as the WHDH-TV decision stands without legislative correction.

NAB's changing scene

It was Vincent Wasilewski's innate sense of fairness that caused him to disclose his desire to leave the presidency of the National Association of Broadcasters in the next few months ("Closed Circuit," Dec. 1).

This isn't the first time the 47-year-old attorney has considered leaving, but he has been persuaded to remain—a year at a time—and will have completed a five-year tenure next January.

There has never been any sham or pretension about Vince Wasilewski. He moved from junior staff lawyer to the top by giving the NAB everything he had. Now he feels he owes

it to his family to give up the NAB marathon. His forthrightness prevents him from trying to be all things to all shades of membership opinion. He is respected for it.

There will be candidates aplenty for the NAB presidency. The prestige is there, the pay good and the exposure as visible as the occupant wants to make it.

There will be talk, as always, of a national figure—a politician with swinging power. In our view the best choice would be a broadcaster who is already a national figure. If such a person isn't procurable, then someone identified with the mass media, a communicator steeped in the tradition of free press, should be sought.

Mr. Wasilewski has set no deadline, but a timely one would seem to be the next NAB convention in Chicago April 5-8. Friends will pressure him to stay. It is evident now that he has made up his mind to enter the private practice of law.

The NAB board will not overlook Mr. Wasilewski's availability as special counsel whenever his expertise, seasoned by his 20 years with the association, is needed. Unencumbered by the thousand-and-one administrative diversions of the presidency, Mr. Wasilewski could devote his demonstrated talents as a lawyer and negotiator to the effectuation of sound law in the emerging second generation of global and space communications.

Pointless issue

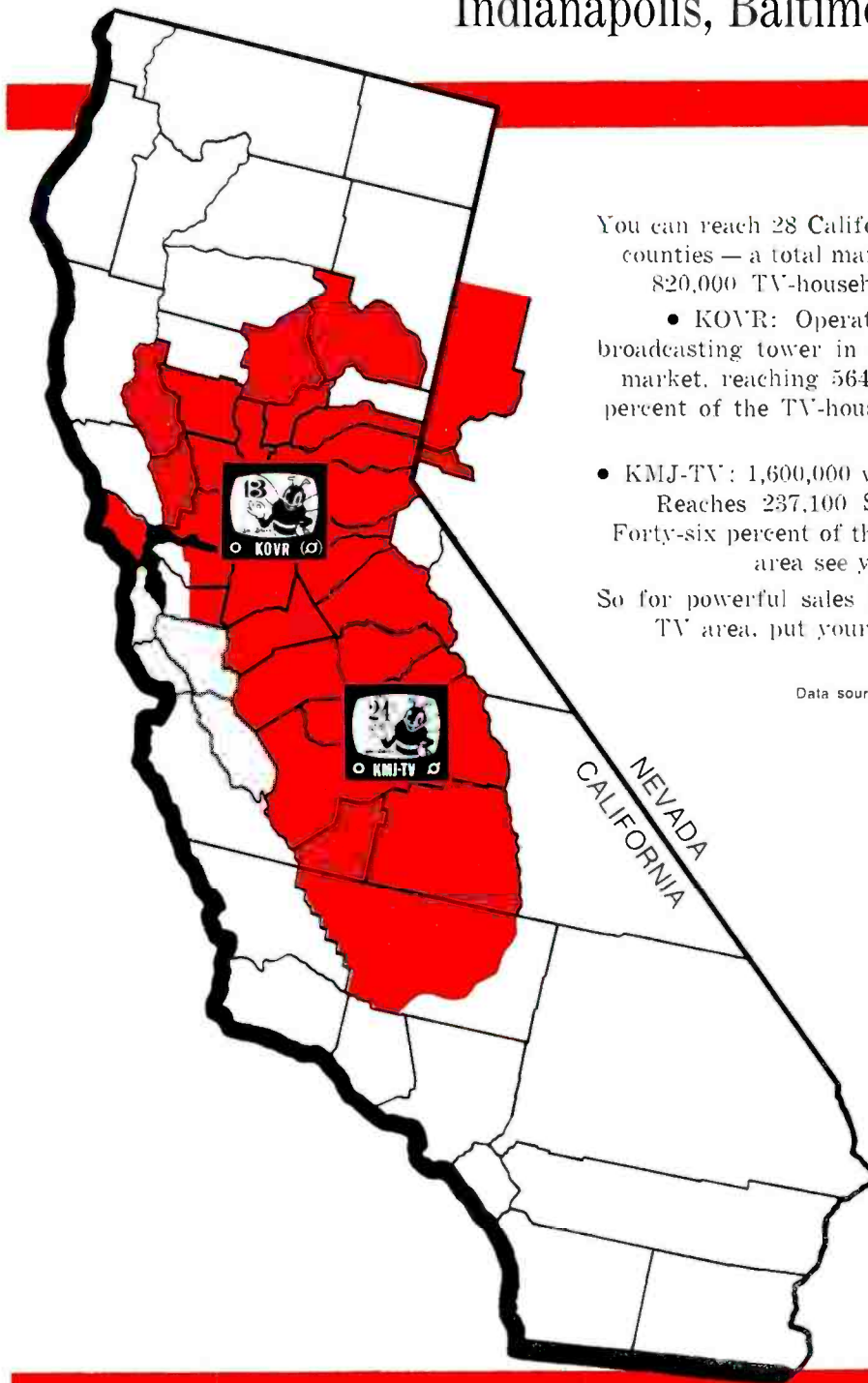
With all of last week's talk in Washington about obscenity on radio and television, it would be easy to conclude that the air is filled with filth. It isn't, and it isn't apt to be. But the talk is irresistible to government officials who can't so easily get at the unregulated books and movies and stage performances and periodicals in which permissiveness is most apparent these days.

The management of the Pacifica Foundation's Los Angeles station that broadcast the poem that was the subject of much criticism last week has stirred up far more trouble than the incident was worth. The last thing broadcasting needs right now is a constitutional test of its freedom to recite four-letter words.



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Data sources: Sales Management's Survey of Buying Power — June 1969 (Effective Buying Income), SRDS July 1969, Stockton/Sacramento ARB February 12 - March 11, 1969, Fresno ARB February 12 - March 11, 1969. (Net weekly Circulation). ARB TV coverage 1965. Estimates subject to errors, variations and interpretative restrictions inherent in sampling surveys.

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