



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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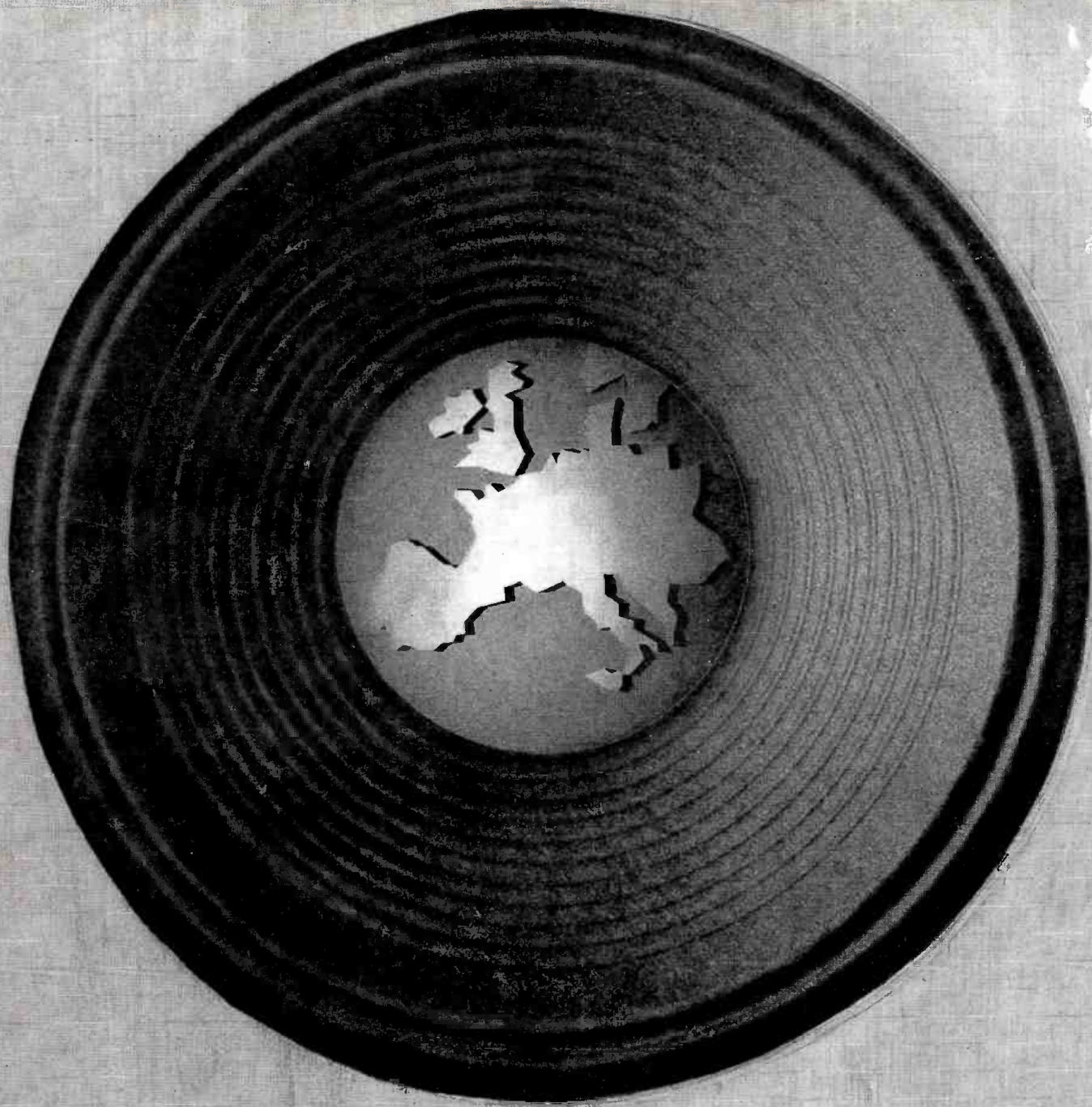
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1970  
begins with  
the colorful  
**VOLUME**



feature films from  
**Warner Bros. Television**

NEW YORK • CHICAGO • DALLAS • LOS ANGELES



**Our music speaks everybody's language**

A lot of European hit songs rise  
to the top of the charts in the U.S.A.  
72% of the ones that have since 1960  
are licensed by BMI.  
Call us the Transatlantic Hitmaker.

All the Worlds of Music for All of Today's Audiences

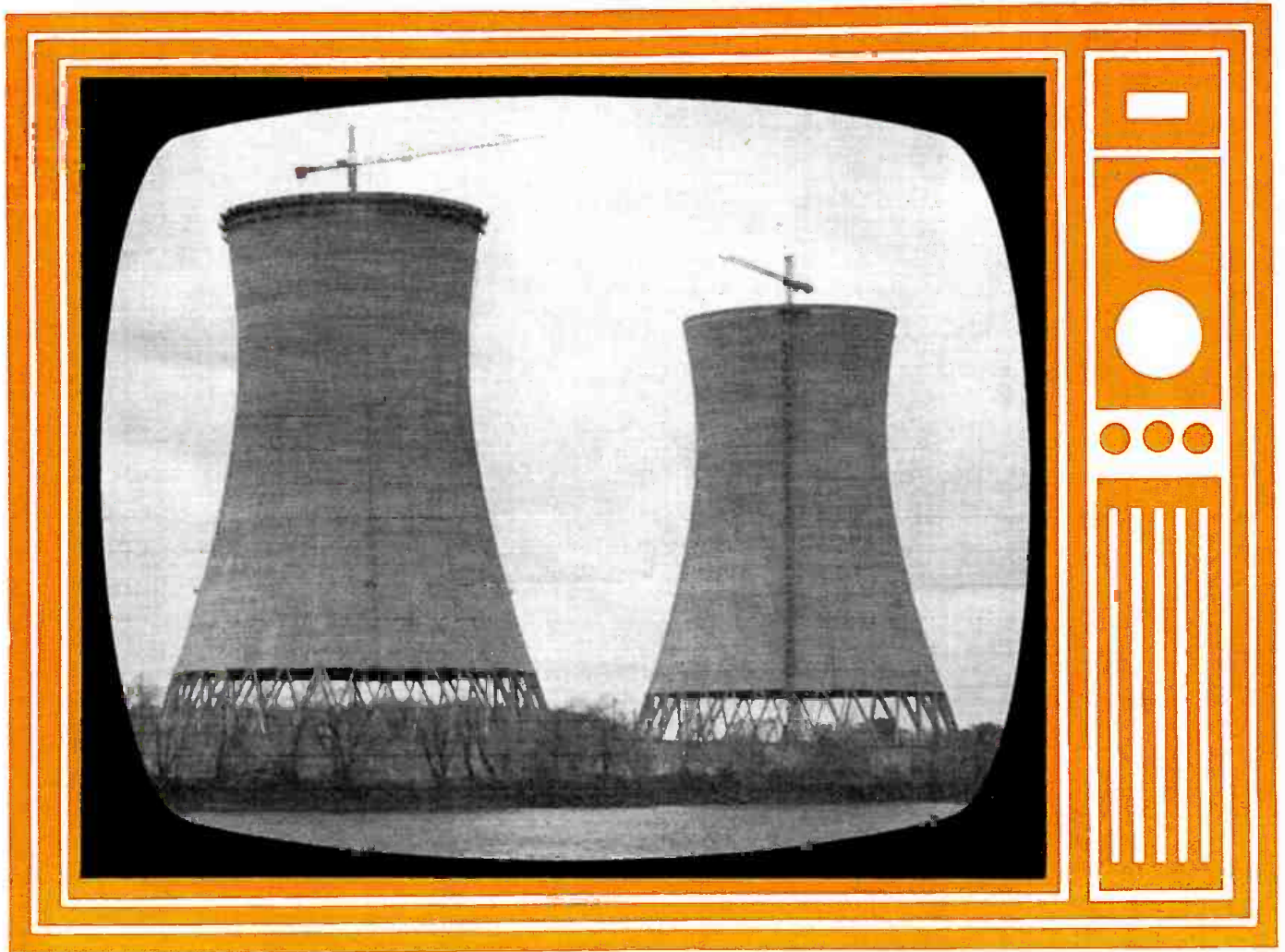


# Dan's A Ladies' Man

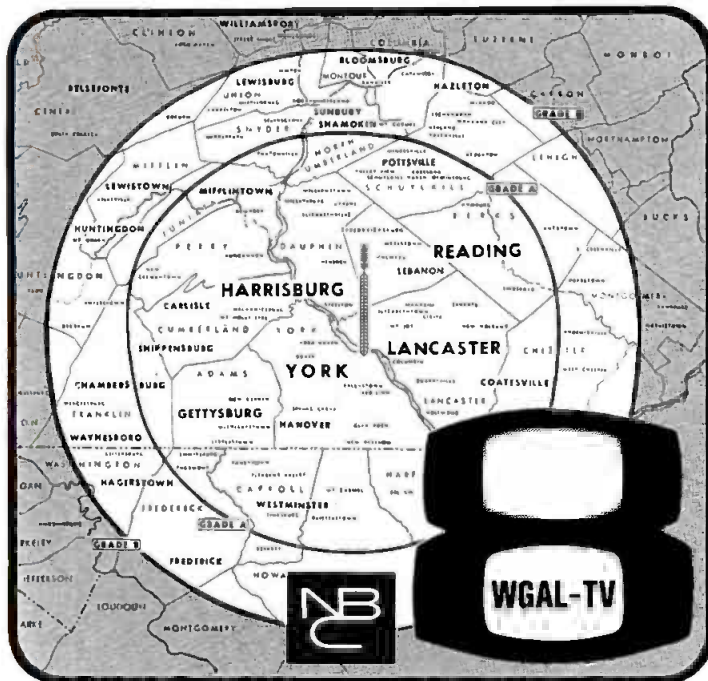
He's Sports Director Dan Lovett and while most sports-minded men in Houston agree that he's the best, Dan also has an amazing female following. Particularly among those sporting, younger women in the 18 to 49 age bracket. Seventy-one percent of the ladies who watch Dan and Eyewitness Sports at 10 p.m. are the younger female types. On the 6 p.m. Eyewitness Sports it's the same story — 56 percent of the ladies who spend a few sporting minutes with Dan are in that 18 to 49 category. Based on October, 1969 ARB, subject to qualifications described in said report.



**KTRK-TV**  
Houston, Texas  
Capital Cities Broadcasting Corporation  
Represented by Blair-TV.



## WGAL-TV the progressive station in an expanding market



Channel 8 with unequalled reach and penetration delivers most viewers in its multicity market which is one of the most progressive areas in the country. For example the River Giants shown above are huge cooling towers on the Susquehanna River. They are the eye-catching features of a new \$130 million-dollar Metropolitan Edison Company nuclear plant. These giants are 372 feet high, equivalent of a 37-story building.

# WGAL-TV

## Channel 8 • Lancaster, Pa.

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

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

## New Tack

FCC commissioners and staff had two-hour skull session Friday morning (Jan. 16) on one-to-customer rulemaking. And though no action was taken, meeting led to speculation commission may be considering one-two punch: first, adopt rule as proposed—barring owner of full-time station from acquiring another in same market (though possibly limiting rule's application to top-50 markets); second, issue further notice of rulemaking that would bring newspapers and possibly CATV under rule and provide for divestiture to break up multiple ownerships — though not AM-FM combinations — within communities.

However, situation is still fluid, and at least one commissioner, former broadcaster Robert Wells, is known to oppose any across-the-board rule. Date for resolution of issue was left to decision of Chairman Dean Burch, who reportedly has not tipped his hand on his feelings.

## Futures

NBC officials are passing word that TV network expects to button up program schedule for next season—1970-71—by March 1. And, though not directly related but indicative of advance plans, Walt Disney Productions, which has signed new long-term producing contract with NBC (see page 55), is now filming shows for 1971-72 season.

## Year of decision

Although only one-third of 100 U. S. senators are up for re-election in 1970, percentage is strikingly higher on subcommittee of greatest interest to broadcasters. Seven of 10 Senate Communications Subcommittee members will be on trial before electorate this November; on parent Commerce Committee, figure is nine of 19. Of particular importance: five of subcommittee's six Democrats are up for re-election, with some apparent shoo-ins and others considered highly vulnerable. Only unaffected Democrat is Senator Russell Long (D-La.), least active of subcommittee Democrats on broadcast matters.

These are subcommittee members whose terms expire at end of this year: Chairman John O. Pastore (D-R.I.), Senators Vance Hartke (D-Ind.), Frank E. Moss (D-Utah), Howard W. Cannon (D-Nev.), Philip A. Hart (D-Mich.), Hugh Scott (R-Pa.) and Charles E. Goodell (R-N. Y.). Other Commerce Committee members whose

time runs out this year are Joseph Tydings (D-Md.) and Winston Prouty (R-Vt.).

## Home town boy

FCC Commissioner Robert Wells has hired native of his own Garden City, Kan., who once worked for him at KUTL there, to round out his office staff as legal assistant. New man is Dean Salter, 28, graduate of Kansas University and University of Virginia law school, who has been with Denver law firm. Mr. Salter, who joins Commissioner Wells's staff today (Monday), has had no communications law experience, but his firm, Holme, Roberts and Owen, has represented some CATV interests.

## Now it's March

Systems are go for CBS's first public demonstration of color version of its electronic video recording (EVR) system. Date is March 24 and place is Hotel Pierre in New York. Invitations to newsmen and others will probably be issued this week. Initially, CBS had selected last December or early January as timing for demonstration. Later pushed this up one month ("Closed Circuit," Dec. 8, 1969). But March date is said to be firm.

## Looking for help

FCC Chairman Dean Burch may have his work cut out for him in pushing through plan to elevate CATV task force into full-fledged bureau. At this point, Commissioners Robert E. Lee and Kenneth A. Cox, and possibly Robert T. Bartley, are lined up in opposition. And it's hard to find commissioners who favor proposal, though some head counters put Commissioners H. Rex Lee and Nicholas Johnson on chairman's side, with Commissioner Robert Wells undecided.

Commissioner Bartley's presence on anti-bureau side is surprise in view of his pro-CATV voting record. However, sources say administrative aspects of new bureau, with possible duplication of effort of existing bureaus in some areas, troubles him. Commission is expected to consider matter this week.

## Cash on the line

ABC-TV is getting exceptionally strong clearance in prime time for new *Johnny Cash Show* (starts Jan 21), Wednesday, 9-10 p.m. EST. Line-up is 197 stations—169 live. These totals rank near clearances registered by ABC's *Law-*

*rence Welk Show* (Saturday, 8:30-9:30) and *Marcus Welby, M.D.* (Tuesday, 10-11). Hope for improved clearances played important role in ABC's agreement late last fall to absorb at least first year full AT&T rate increases.

## Barrier to access

Pending congressional reorganization bill, which would open House chambers and committee hearings to radio-TV coverage (BROADCASTING, Nov. 10 et seq.), has provoked new difference of opinion among staff and members of House Rules Subcommittee. Snag involves provision banning use of radio-TV films and tapes of House proceedings in connection with political campaigns.

Some of those with reservations about broadcast access to House now construe this section to prohibit use of such films and tapes as part of standard broadcast coverage of campaign—for example, if candidate made significant statement during House committee hearing. Others are surprised by this interpretation; they thought provision was intended only to outlaw use of tapes by candidates and their backers. Resulting flap could further retard bill's progress, since backers of bill are understood to see First Amendment dangers in new, more restrictive reading of provision.

## Taking the lead

Top officers of Sigma Delta Chi, national journalistic society, are determined to spark aggressive recruiting and training of minorities throughout news field, including radio-TV stations and networks as well as print media. Direction program will go is still unresolved, but plan of action is expected to be given SDX board in February for implementation as promptly as possible. Present SDX leadership feels problem has been too long neglected.

## The real pinch

Westinghouse Broadcasting Co. has finished pencil-work on plan NBC advanced in response to its protest of "overcommercialization" of *Tonight Show* (BROADCASTING, Jan. 5, 12) and has concluded plan would cost its two NBC-TV affiliates—WBZ-TV Boston and KYW-TV Philadelphia—total of about \$250,000 per year. WBC has advised NBC this is inequitable. Gist of NBC suggestion reportedly was that instead of covering one new local and two new commercial minutes in *Tonight*, as WBC had proposed to do, stations cover three local minutes.

# COMMUNITY COMMUNICATORS



GEORGE W. COLLINS  
*Associate Editor, "Newswatch," WMAR-TV*



GEORGE F. ROGERS, JR.  
*News Director, WMAR-TV*



DAVID V. STICKLE  
*Director of Public Affairs, WMAR-TV*

*Interviewing people who should be heard...on*

## **"MAN TO MAN"** 8 to 8:30 P.M. TUESDAYS

"Man to Man" airs the pros and cons of vital and controversial issues. Community leaders from all socio-economic segments of Maryland are sought out to consult on the air with Channel Two news specialists in an examination of a wide range of social, economic and governmental problems.

George W. Collins, Associate Editor of Channel Two's "Newswatch" and former editor of the Baltimore Afro-American newspaper, is producer and moderator for the series. It is Mr. Collins' mission to bring before the television cameras the leaders who should be heard. In the give-and-take, free-form consultation, he will be assisted by George F. Rogers, Jr., WMAR-TV News Director and David V. Stickle, Channel Two Director of Public Affairs.

*Another Reason Why... In Maryland  
Most People Watch **COLOR-FULL***

**WMAR-TV** 

CHANNEL 2, SUNPAPERS TELEVISION  
TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION

FCC acts to help soothe anxiety it gave broadcast licensees last year with WHDH-TV Boston decision as it adopts policy statement favoring incumbents with strong record of service over competing applicants. See . . .

**FCC dumps WHDH as renewal precedent . . . 21**

Radio Advertising Bureau reports use of radio by major retailers increased 27% in 1969 and predicts even greater increase for 1970's. Television Bureau of Advertising also issues optimistic report. See . . .

**Retailers boost use of radio, TV . . . 24**

National Association of Broadcasters joint board of directors, meeting in Hawaii, finds itself confronted by host of dilemmas. Among them: radio operators' disenchantment with NAB treatment. See . . .

**Internal issues follow NAB to Hawaii . . . 28**

Cypress Communications and Harriscope Broadcasting Corp. agree to \$12-million merger of their cable operations. Cypress, which would be surviving company, would triple its 55,000 subscribers. See . . .

**Another giant CATV complex formed . . . 37**

Group of perennial TV shows continues to dominate top-10 Nielsens with new-season casualties heavy. However, networks appear to be beginning to favor demographics rather than ratings as yardstick for success. See . . .

**Again seasoned series stay on top . . . 42**

Six-hundred-page report of 13-man task force on mass media and violence—precursor of more modest study issued by parent National Commission on the Causes and Prevention of Violence—surfaces last week. See . . .

**Final spasm from violence commission . . . 45**

Court hearing on past music-license differences between CBS and ASCAP fails to lay protracted squabble to rest. Argument is over terms of earlier court order 'terminating' dispute. See . . .

**Battle over lyrics in music pact . . . 47**

NBC-TV establishes programing unit for production of educational shows for pre-schoolers. President Julian Goodman indicates improvements in network Saturday-morning schedule will be seen next season. See . . .

**NBC-TV seeks more tot appeal . . . 53**

MGM president James T. Aubrey Jr. names TV program production as key to projected success in 1970 and terms syndication area 'healthy.' Company may move headquarters from New York to Culver City, Calif. See . . .

**Aubrey sees upturn in MGM fortunes . . . 58**

FCC-sponsored Stanford Research Institute study of land-mobile frequency utilization is generally welcomed by broadcasters, denigrated by land-mobile interests, who press fight for channel sharing with UHF. See . . .

**Land-mobile study stirs more fires . . . 60**

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# CBS FOUNDATION INC. NEWS FELLOWSHIPS FOR 1970-1971

CBS Foundation established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and, in addition, receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1970-1971.

## Purpose of the Fellowships

CBS Foundation has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to select, from the wide curriculum of Columbia University's graduate faculties, courses which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. Courses may range across such varied fields as economics, labor relations, public administration, political science, modern languages, diplomatic history, American history, Far Eastern affairs. With the approval of the University, the Fellow may, in some cases, become a candidate for a graduate degree.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News offices and studios in New York.

## The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people

can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The fourteenth series of fellowships, for the academic year 1970-1971, will start in September 1970.

## Requirements for Applicants

### 1. Qualification in one of the following categories:

a. News and public affairs staff employees of (1) CBS News, (2) CBS Owned radio stations, (3) CBS Owned television stations, (4) U.S. stations affiliated with CBS Radio, but not owned by it, and (5) U.S. stations affiliated with the CBS Television Network, but not owned by it.

b. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.

c. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

An applicant must be fully employed in one of categories a, b and c, and must have *sufficient fulltime experience* in the field to indicate ability and promise of greater development.

### 2. Completion of an official application form including:

a. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.

b. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and their relation to work performed or contemplated.

Address request for an application form and other correspondence to:

JULIUS F. BRAUNER  
Executive Director, CBS Foundation Inc.  
51 West 52 Street, New York, N. Y. 10019

Applications must be postmarked not later than February 27, 1970. The Selecting Committee will announce its selections early in May.

## The Selecting Committee (for 1970-1971)

### Public Members

MARK ETHRIDGE, Former Lecturer in Journalism, University of North Carolina; Former Trustee, Ford Foundation; Director and Retired Publisher, Courier Journal and Louisville Times; Director and Former Consultant to the Publisher, Newsday; Former President, National Association of Broadcasters; Former Director, Associated Press; Former Chairman, U.S. Advisory Commission on Information.

JOHN F. WHITE, President, The Cooper Union; Former President, National Educational Television; Member of Communications Task Force of The Urban Coalition; Former Chairman of International Television Federation (Intertel); Member of National Advisory Council to National Academy of Television Arts and Sciences; Member of Board of Directors, United Negro College Fund; Former General Manager, WQED, Pittsburgh; Former Vice President, Western Reserve University.

### Columbia University Members

GEORGE FRAENKEL, Dean of Graduate Faculties.  
HARVEY C. MANSFIELD, Professor of Political Science.

### CBS News Members

RICHARD S. SALANT, President, CBS News.  
GORDON MANNING, Vice President,  
Director of News, CBS News.

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable, or to award fewer than eight fellowships. The decisions of the Committee are final.

Tuition and fees at Columbia University will be paid for each Fellow. In addition, each Fellow will receive a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia on behalf of each Fellow, to average approximately \$8000 for each Fellow for the academic year.



## Breaks Late Show confinement to nighttime

Griffin goes afternoon in three markets, others due

In first break in head-to-head competition in three networks' late-night desk-and-sofa war, CBS-TV is lowering barriers against delayed broadcasting of *Merv Griffin Show*.

Three CBS affiliates will carry Griffin show in afternoons on one-day delay basis, starting next Monday (Jan. 26). They are WJW-TV Cleveland, WAGA-TV Atlanta and WPRI-TV Providence, R. I.

CBS sources said other requests for delayed scheduling of 11:30 p.m.-to-1 a.m. (EST) show would be considered on case-by-case basis. Though they said they would maintain live-clearance network at highest levels they can, they also indicated—as did Mr. Griffin—that perhaps half-dozen or so other stations may get approval for delayed broadcasts.

Most stations seeking delays reportedly want to schedule Griffin at about 4:30 p.m. and run movies at 11:30. CBS sources said they had set no specific times at which delays must be run.

Move was regarded as potential boon for ABC-TV's *Dick Cavett Show*, currently running third in late-night battle that veteran Johnny Carson has been winning handily for NBC-TV. ABC said no affiliates delay *Cavett* but that some pre-empt for movies on, say, Fridays and run Friday *Cavette* on Sundays.

CBS-TV officials till now have been firm on insisting on late-night clearance of *Griffin*. Officials said show is cur-

rently carried by 155 stations representing 93% coverage of U.S.

Delay breakthrough was confirmed Friday (Jan. 16) by network and by Mr. Griffin, who said he had given his consent. Mr. Griffin said that he had learned from his experience with syndication (Westinghouse Broadcasting Co. had distributed his show for sale to stations before he signed with CBS) that audiences were available in afternoon "which are comparable to prime time in the numbers," and in effect could provide his show with larger audiences in afternoons than could be obtained at late night.

Mr. Griffin said that in his opinion delayed telecasts in some markets will avoid three network shows vying for audience that just isn't there.

Both CBS and Mr. Griffin conceded that Cleveland, Atlanta and Providence affiliates had asked for *Griffin* on delayed basis because of local conditions. It was learned that stations had indicated audience was off and that they would drop *Griffin* if they could not delay telecasts.

CBS sales sources acknowledged that they probably would get complaints from some current advertisers but were prepared to show in markets where delays are permitted they will get more viewers in new time periods than in old.

There have been some reports that CBS is concerned over inability of *Griffin* to climb rapidly in ratings and popularity. In attempt to inject added interest, also beginning on Jan. 26, Mr. Griffin will originate show for two-week period in Los Angeles, followed by two weeks in Las Vegas and "more frequent trips and remotes."

## Not 'Baggies' bag

Federal Trade Commission announced Friday (Jan. 16) that it has accepted consent order in which Colgate-Palmolive Co. agreed to drop TV commercials claiming to show that its "Baggies" do not leak and that other plastic bags do.

Advertisement in question, FTC said, involves "dunking the sealed bags in a sink of water and swishing them vigorously for three to five seconds, during which time the closure of the competitive bag is forced open sufficiently to

allow water to enter."

FTC termed this demonstration deceptive, and said it does not prove Baggies' ability to keep food fresh or its superiority over competitive products.

## Pastore is satisfied

Legislation to protect broadcast licensees from competing applications at renewal time is apparently no longer necessary in wake of last week's FCC policy statement (see page 21), according to man whose opinion matters most—Senator John O. Pastore (D-R. I.).

Senator Pastore, in telephone conversation Friday (Jan. 16), said: "I think it's a giant step in the right direction . . . and it should be given a fair trial." He emphasized that although statement leaves door open for some competing applications, "it eliminates the element of harassment" that had led him to push for new legislation.

Senator has been chief congressional backer of broadcasters' position that FCC's WHDH-TV decision last year invited chaos in license renewals by giving no weight to past performance of incumbent licensee and by placing "sword of Damocles" over broadcaster's head every three years.

He introduced and fought for bill (S. 2004) that would prohibit competing applications for broadcast facilities until after commission found incumbent unfit to operate station.

However, senator said, he is satisfied that commission accomplished much of what he wanted by explicitly jettisoning WHDH as renewal precedent and establishing as policy that licensee who has "substantially" met needs of community will be given renewal. "I don't see any need for legislation," he said.

Senator Pastore added that he will discuss policy statement with members of Senate Communications Subcommittee, of which he is chairman, after Congress reconvenes this week. He left door open for possible hearing at which FCC commissioners would be called up to talk about statement, but indicated that such action did not strike him as really necessary.

Also on Friday, representative of Office of Communication, United Church of Christ, said it had no explicit comment on FCC's announced policy, pending discussions with office's director, Dr. Everett C. Parker, who was out of town. But, spokesman added, "to the extent it makes unnecessary the Pastore bill we think it's a good move."

## McGannon voices concern

Donald H. McGannon, president of Westinghouse Broadcasting, voiced deep concern Friday (Jan. 16) over CBS-TV decision to permit delay of late-night *Merv Griffin Show* into late-afternoon periods. He said 4:30-6 p.m. periods traditionally have been programmed locally, saw new move as further dominance of networks in programming and expressed concern "over the possible elimination of other competitive programming now available for local first-run use."

It was learned from other sources that some 10 CBS affiliates currently carry WBC's syndicated *David Frost Show* at 4:30-6 and 35-40 carry its *Mike Douglas Show* in that period or in part or all of comparable time period in midwest.

## Week's Headliners



Mr. Heinemann



Mr. Jaffe



Mr. Chapin

**George A. Heinemann**, director of public affairs for NBC-TV New York, appointed to newly created position of VP, children's programs, NBC-TV Network (see page 53). Mr. Heinemann, who will continue to be based in New York, has been with NBC since 1948, working in various programing jobs for several NBC-owned radio and TV stations in Chicago and New York. He was appointed NBC manager of public affairs in 1959 and director of public affairs in 1968. He also has been executive producer of *NBC Children's Theatre*.

**Stanley R. Jaffe**, executive VP and chief operating officer of Paramount Pictures Corp., appointed to additional post of president of Paramount Television. Mr. Jaffe's new position has been vacant for year since resignation of John T. Reynolds. Mr. Jaffe joined Paramount as executive VP last October and earlier was independent motion picture producer and TV producer.

**Richard W. Chapin**, executive VP,

Stuart Enterprises, diversified communications company, Lincoln, Neb., named president. He succeeds **James Stuart** who becomes chairman of board. Stuart Enterprises is parent company of Stuart Broadcasting Co., group owner which includes KFOR(AM) Lincoln and KRGI(AM) Grand Island, both Nebraska; KMNS(AM) Sioux City and KOEL(AM) Oelwein, both Iowa; KSAL(AM) Salina, Kan., and WMAX(AM) Springfield, Ill. Mr. Chapin is chairman of National Association of Broadcasters Radio Board.

**Ted McDowell**, general manager of news and public affairs, WMAL-AM-FM-TV Washington, and secretary of parent Evening Star Broadcasting Co. there, named director of information for Department of Transportation. Mr. McDowell is immediate past president of AP Radio and Television Association and formerly a director of Radio-Television News Directors Association. He is succeeded as general manager of news and public affairs by **Len Deibert**, manager of news for WMAL radio.

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

### Wayman back in saddle

Revolt of Consumer Products Division of Electronic Industries Association apparently subsided Friday (Jan. 16) when EIA President George D. Butler accepted verdict requiring reinstatement of Jack Wayman as staff vice president of division.

Mr. Butler had placed Mr. Wayman on leave last December, charging consumer products chief with promoting separate set manufacturers association (BROADCASTING, Dec. 15 et seq.).

Reinstatement of Mr. Wayman, and presumably acceptance of principle of autonomy for division, followed meeting in New York Jan. 14 attended by representatives of Consumer Products Division and Mr. Butler.

Statement from EIA Friday said all issues not requiring board action "have been satisfactorily resolved." Where

board action is required, statement said, Consumer Products Division committee will work with EIA president and board.

Autonomy for division includes, it's understood, authority to direct own legislative program, hire own outside counsel, continue to operate consumer electronics show and direct own engineering department.

### Relief for mini-CATV's

FCC Friday (Jan. 16) proposed rule-making that would exempt CATV systems with less than 500 subscribers from requirement that they provide local TVs with program exclusivity and carriage protection.

Formal amendment proposal follows experiment of trial modification of processing priorities announced March

7, 1968, in which processing of waiver requests was deferred in cases involving CATV systems with fewer than 500 subscribers. Commission found trial successful.

Commission added that requests for special relief may still be filed against small systems if special hardship can be shown.

### Okays competing bids

Second competing application for channel 8 in Greensboro-Winston-Salem-High Point, N.C., area was accepted for filing by FCC Friday (Jan. 16).

WEAL Inc., licensee of ch. 48 WUBC-TV Greensboro (and also WEAL[AM] there), asked for permission to operate on channel 8, facility now occupied by WGHP-TV High Point. Southern Broadcasting Co., licensee of WGHP-TV, asked commission to dismiss WEAL Inc. application on ground it was incomplete. Commission, however, found application "complete or substantially complete" and accepted tender.

Channel 8 is also coveted by local group that contends WGHP-TV has failed to meet local needs (BROADCASTING, Nov. 10).

Meanwhile, commission staff in routine action Friday accepted for filing competing application that Greater Miami Telecasters Inc. submitted against renewal of Post-Newsweek's renewal of WLBW-TV Miami (BROADCASTING, Jan. 5).

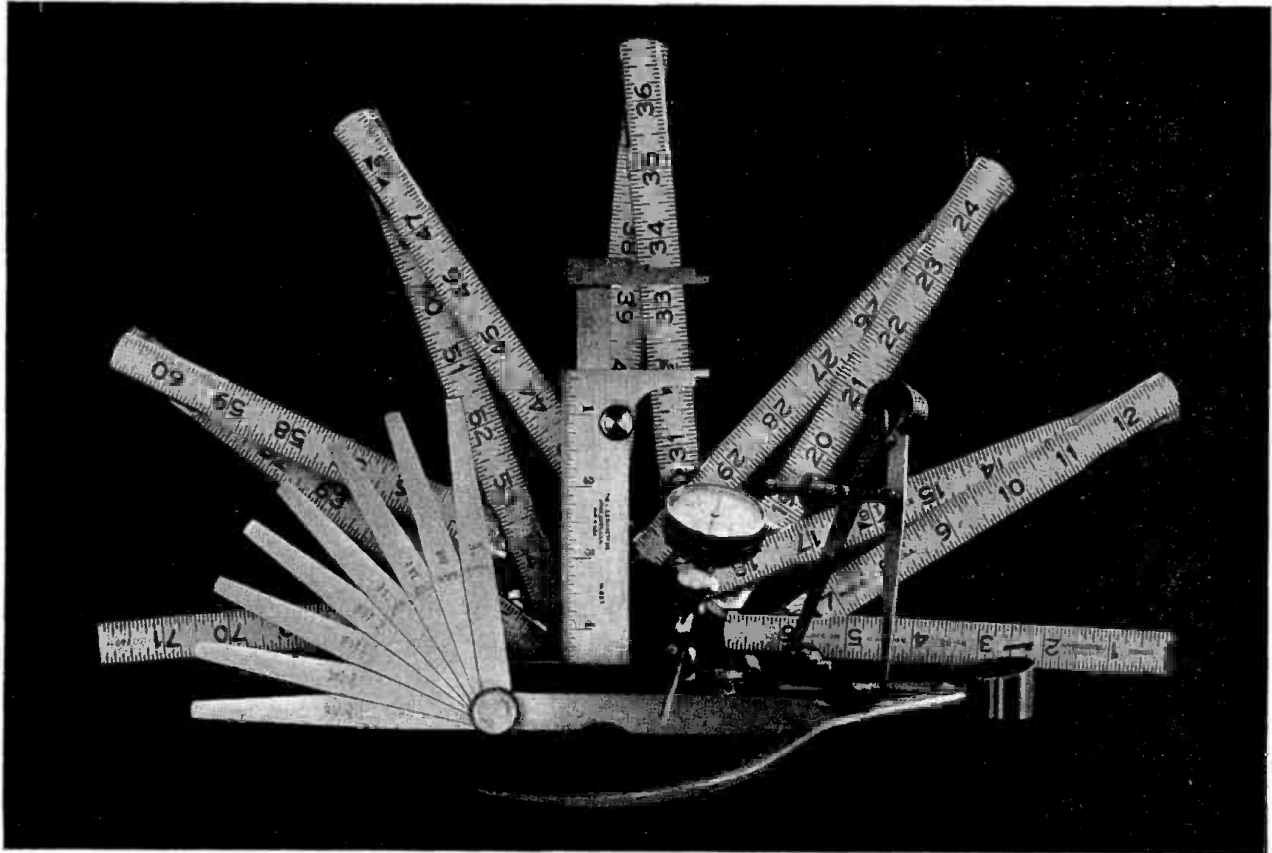
### Back on track

Major obstacle to negotiations on professional football TV contract was removed Friday (Jan. 16) when owners of teams in national conference agreed on alignment of three divisions. Professional football commissioner Pete Rozelle, who had been tied up in owners' debates (see page 50) now will be available for critical stage of rights discussions, network sources reported. TV negotiations were expected to continue this week.

### Concentration issue

Proposed sale of WYNX(AM) Smyrna, Ga., to Times Journal Inc. and M. W. Kinney Jr., has been designated for hearing by FCC on question of whether it would result in undue concentration of control of local mass media.

Sale would result in Times Journal owning only AM in Smyrna as well as controlling only newspaper there, weekly *Smyrna Neighbor*. Times Journal also owns number of neighborhood weeklies in area and only daily in Marietta, Ga., adjacent to Smyrna. Times Journal principals, in addition have interests in WBLJ Dalton, about 60 miles from Smyrna.



# BY ANY MEASUREMENT

## BROADCAST LEADERSHIP MEANS WKYC-TV, Cleveland

**AWARDS**-To date WKYC-TV has received 48 awards in 1969 from organizations such as the Film Festivals of San Francisco, Chicago, Atlanta and New York. Others include Ohio State, Freedoms Foundation, Ohio News Photographers, The Gabriel, Twyla Conway, National Safety Council, Vigilant Patriots, National Council on Family Relations, American Baptist Convention and the Cleveland Press Club. **DOCUMENTARIES**-WKYC-TV pioneered in continuing on-the-spot documentation with its two-crew unit whose only job is to produce a meaningful documentary each week. Cleveland, Northern Ohio, the United States, and the world provide the locales for the much-honored MONTAGE programs. **PUBLIC SERVICE PROGRAMMING**-WKYC-TV leads with almost ten hours of true public service programs produced locally each week. Each program is presented professionally to meet the ever-changing needs of the TV-3 community. **NEWS**-WKYC-TV was the first in the Cleveland Market to provide a full-hour of news in the early evening; first to establish a bureau in Akron for total coverage; first to have its own color film processor, and first to use a computer for fast, accurate election results. **RATINGS**-The audience likes what it sees on WKYC-TV . . . in 24 of the last 29 ARB Cleveland market reports WKYC-TV captured the adult audience from sign-on to sign-off!\*

**NBC** **WKYC-TV 3 Cleveland**

An NBC Television Station Represented by NBC Spot Sales

\* Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications are available upon request.

## YOUNG PEOPLE VIEW THE WORLD DIFFERENTLY AND WTMJ-TV BELIEVES TELEVISION SHOULD TOO

WTMJ-TV in Milwaukee initiated a new weekly series of programs entitled *World View*. A weekly review of current affairs styled to appeal to the young people, the program is also used by the Milwaukee public schools and the Milwaukee Catholic school system for telecasting in connection with in-school studies.

"The program represents a unique example of cooperation between educational institutions and a commercial broadcasting station. This new concept in programming is broadcasting in the public interest."

Hon. Henry S. Reuss of Wisconsin addressing the House of Representatives on September 29, 1969.  
THE CONGRESSIONAL RECORD



# hrp

HARRINGTON, RIGHTER & PARSONS, INC.

## TELEVISION INNOVATORS

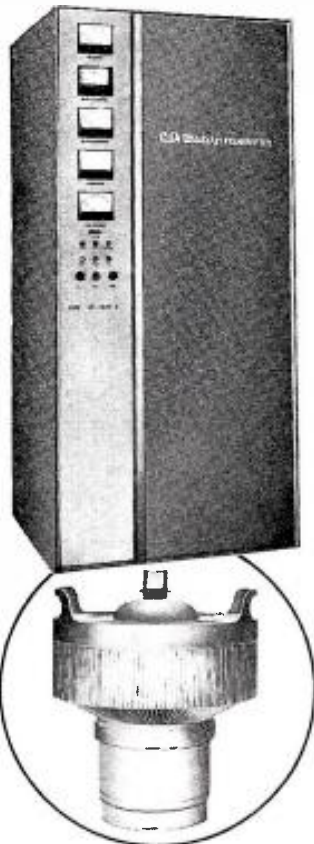
### hrp blue

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

### hrp gold

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

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## Datebook

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

■ Indicates first or revised listing.

### January

Jan. 19—Oral argument on exceptions to initial decision by FCC Hearing Examiner F. L. McClenning recommending that AT&T and Western Union eliminate preferential press telegraphic and telephotographic rates. FCC, Washington.

■ Jan. 20—*Hollywood Radio and Television Society* luncheon meeting. ABC news correspondents deliver special world report. Los Angeles Room, Century Plaza hotel, Los Angeles.

Jan. 21—Prehearing conference on mutually exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc., and Dudley Station Corp. for Boston channel 7, now occupied by WNAC-TV. Washington.

Jan. 22—Deadline for reply comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Reply comments also requested on possible extension for AM-FM services.

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

Jan. 23—Luncheon of *Pacific Pioneer Broadcasters*. Sportsmen's Lodge.

Jan. 22-23—Oral argument on FCC's proposal to open UHF portion of spectrum to land-mobile radio users. FCC headquarters, Washington.

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*. Statler Hilton hotel, Washington. Speakers include FCC Chairman Dean Burch, Commissioners Robert Wells and Robert E. Lee and Dr. Marshall McLuhan of University of Toronto among others.

Jan. 27-29—Radio-TV Institute sponsored by *Georgia Association of Broadcasters*. Speakers will include Bill Gavin, programming consultant, and Marlon Corwell, national president of American Women in Radio and Television Inc. U. of Georgia, Athens.

Jan. 27—Special stockholders meeting, *Chrysler Industries Inc.* Wilmington, Del.

Jan. 28—Meeting of *Idaho State Broadcasters Association*. Downtowner motel, Boise.

Jan. 30—Comments due on FCC's primer designed to clarify requirements of broadcast applicants in ascertaining community

### ARB TV seminars and research clinics

Jan. 20—Sheraton Plaza, Boston.

Jan. 22—Commodore hotel, N. Y.

Jan. 27—Brown Palace, Denver.

Jan. 29—Wilshire Hyatt House, Los Angeles.

needs.

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.

Jan. 31—Broadcast news seminar for South Carolina newsmen and station personnel sponsored by *South Carolina AP Broadcasters Association*. Sheraton-Columbia Motor Inn, Columbia.

### February

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. 3—Annual stockholders meeting, *Walt Disney Productions*. Pantages Theater, Hollywood.

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

Feb. 5—Meeting of *Minnesota AP Broadcasters Association*. Minneapolis.

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

Feb. 4-7 — Senior marketing management conference sponsored by *American Marketing Association*. Carefree Inn, Carefree, Ariz.

Feb. 6-7—Convention of *New Mexico Broadcasters Association*. Clark B. George, president of CBS Radio, Victor Diehm, MBS president and FCC Commissioner Robert Wells. Hilton hotel, Albuquerque.

Feb. 6-7 — Annual *Northwest Broadcast News Association* seminar. Speakers include Bill Roberts, president of the Radio-Television News Directors Association, and Kamil Winter, former Czechoslovakian TV news chief. Minneapolis.

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.

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

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

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

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

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

Feb. 20-22—Meeting of board of trustees, educational foundation of *American Women in Radio and Television Inc.* Royal Orleans

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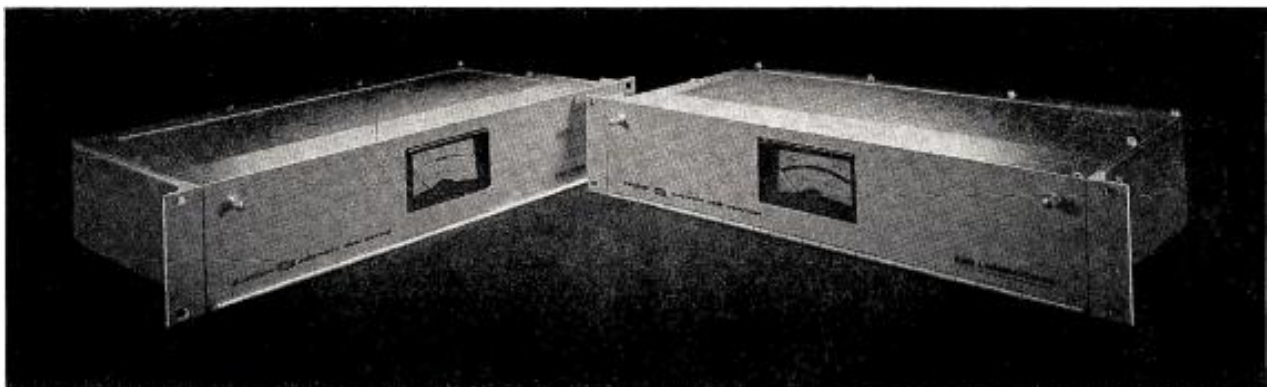
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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# TELEVISION

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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING—The News Magazine of the Fifth Estate. Broadcasting Advertising® was acquired in 1932. Broadcast Reporter in 1933. Telecast® in 1953 and Television® in 1961. Broadcasting-Telecasting® was introduced in 1946.

\*Reg. U.S. Patent Office.

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hotel, New Orleans (housing), WDSU conference room (meetings).

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

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

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

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

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

## March

March 2-3—National meeting of Mutual Advertising Agency Network. Hilton Inn, San Diego.

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

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

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

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

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

March 15-21—First world conference of

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

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

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

## April

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

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

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

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

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

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

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

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

## OpenMike®

### The price is not right

EDITOR: Since your printing of my letter (BROADCASTING, Nov. 10, 1969) concerning using some of the old radio dramas and comedies to perk-up nighttime on small market stations, I have had numerous letters offering such shows. However, I found them priced far beyond the reach of our pocket-book: Most were \$20 per program, some more. Only one, *Lum and Abner*, was priced at \$3 each for small markets.

One interesting thing came of it all, though. While the old dramas would probably be as interesting as ever, the comedy is not. The style of humor apparently has improved vastly in recent years, for while some of these programs were extremely funny back then, they left us cold today. Also the references to buying more "war bonds" in the shows dates them greatly.

If the cost to those owning the rights to these shows is so high so as to necessitate rates to make it at all profit-

able to reproduce them, perhaps it would be wise to sell the shows in part to a national sponsor for enough to offset production costs. Leave a couple of blanks in the programs for the local station to sell to recover their costs. Others are doing this on new programs. Why not give it a try on the old ones?—Dale Brooks, *vice president, manager, WVRC(AM) Spencer, W. Va.*

### A little soul-searching

EDITOR: How long do you think it will take some of the network people to lower their partisan hackles and stop whining about the Spiro Agnew incident? Particularly in view of the fact that public polls show a substantial segment of the people feel the criticism was justified.

Shouldn't we, as an industry, start counting our blessings at year's end? If we do, we will discover some very pertinent and positive facts. The Nixon administration has given us new hope



for a better balanced FCC. . . . The President is obviously our friend and will remain so, as long as we live up to our own responsibilities.

The public has indicated clearly that we have not been as conscientious as we should have been in observing the spirit of the fairness doctrine. Perhaps some of us have emphasized the "liberal" philosophy because we believe in it. Others have hesitated to support viewpoints contrary to previous administrations in power. Whatever the rationale, there are two schools of political thought in the nation and the people are entitled to hear each.—*Rex G. Howell, communications consultant, Grand Junction, Colo.*

### The Oboler-Cooper tie-in

EDITOR: In answer to Robert Brown who appears to be generally unhappy regarding *Lights Out* credits (BROADCASTING, Dec. 22, 1969):

Since we are syndicating Arch Oboler's radio plays, permit us to set the record straight. At no time in our news release did we state that Mr. Oboler was the original creator of *Lights Out*. To our knowledge neither has Mr. Oboler ever made such a statement. Arch Oboler's position in international radio history, as the originator of numerous dramatic techniques plus his having been the first radio playwright to have his own network show (*Arch Oboler's Plays-NBC*) plus the numerous awards he has won in the broadcasting field, are record enough.

Mr. Brown makes other errors. A very living Wyllis Cooper turned over *Lights Out* to Mr. Oboler in Chicago in 1936 and from then on Mr. Oboler did the show exclusively from Chicago, to New York, and finally commercially in Hollywood on CBS. If Mr. Brown would refer to Erik Barnouw's recent definitive book on radio broadcasting, he will find accolades for Mr. Cooper, long deceased, as furnished to Mr. Barnouw by Mr. Oboler.—*Robert L. Niemann, president, Manzell & Associates Inc., Hollywood.*

### An out-dated reference

EDITOR: In BROADCASTING, Jan. 5, you stated that the estate of the late Alfred H. Griffith owns WJJJ(AM) Christiansburg, Va., and WVV(FM) Blacksburg, Va. Since Jan. 1, WJJJ and WVV have been operated by a Suburban Radio Group, subsidiary of Blacksburg-Christiansburg Broadcasting Co.

WJJJ and WVV have no connection with WLL(AM) Lynchburg, Va.—*William R. Rollins, vice president, Suburban Radio Group, Blacksburg-Christiansburg, Va.*

(Mr. Griffith was a former owner of the stations mentioned.)

# IT'S NEW IT'S FREE IT'S YOURS

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If you want to know what your RCA Industrial Distributor stocks and can deliver, just call him and ask for your free copy of the 1970 RCA Industrial Tube Product Guide. He's geared to serve you with product, technical information, and prompt service.

In this new publication you'll find a total of 667 commercial tube types—industrial receiving, power, camera, photo, image, microwave, and display tubes—with a replacement section which shows that these 667 types can replace nearly 2300 industry types.

And to help you obtain more detailed information and data, there is a handy list of RCA Technical Publications.

The 1970 RCA Industrial Tube Product Guide is the bible of the industry, and it's your for the asking.

"The Action Team"—your RCA Industrial Tube Distributor's organization—offers this new guide TPG-200E to you free. Call him today for your copy, or write RCA Electronic Components, Commercial Engineering, Department 1-19/13, 415 South Fifth Street, Harrison, New Jersey 07029.



# RCA

## Competition will be keener in 1970

The first year of the new decade may very well be the one that will separate the men from the boys in the advertising business. In what is expected to be an ever-tightening economy, advertisers are going to look hard at every dollar expended.

This means there will be a premium on advertising agencies that can come up with strong selling ideas. Attention-getting execution of the sales idea is important, but the selling idea has to be first.

Advertisers—indeed all businesses—are faced with increased salary demands, fringe benefits, production and raw material costs and less favorable treatment on taxes among other cost factors. The profit squeeze is not going away. Consequently, all company operations get the long hard look from management.

Advertising budgets, naturally, are no exception. The boards of directors of advertiser-companies are getting more involved in advertising than ever before. While this may give some agency men a slight case of the shudders, it is welcomed by those who are confident their operations can stand up under close scrutiny.

Another benefit could come from this attention to advertising by top-level management. In the past, many company directors were not too familiar with advertising, almost considering it as an extra-curricular activity as compared with other company operations. As a result, with no voice to speak for them, advertising budgets got the indiscriminate ax when things got tough. If directors now are becoming more aware of advertising and what it does—in fact even having advertising representatives on the board—the chances for the budget's survival can be immeasurably improved.

But what about factors—other than the actual budget—that will put advertisers and agencies on their mettle? What about consumer protection, media, merchandise, the hippie generation as consumers?

There are many signs pointing to the fact that this will be an exciting decade in the market place—a decade that will keep the alert (and successful) client and agency on its toes, anticipating rather than following.

Consumers are going to be looking

for more value in what they buy. They'll have the dollars, but they will be impatient with the same old products—the same old claims. If we thought things changed fast in recent years, hold on to your love beads.

This is not to say that advertisers will have a free-wheeling thing of it. Consumers will be looking for value as well as change and the advertisers who don't give it to them will be very unhappy.

The consumer protection movement on local and national levels will be a strong restraining factor on those given to making wild claims for the products. Executives with final say at the advertiser and agency will have to look even more carefully at the claims being made for the products they advertise.

And, while we're in the consumer area, what will happen when the new student generation enters the marketplace? There is no doubt that they have already had a profound effect in clothing, for one thing. But their influence will undoubtedly be felt in many other areas. For example, pollution is replacing the Vietnam war as a campus cause and as a major issue in Washington.

What does this mean where products are concerned?

In air pollution, they will insist that cars, trucks and other internal combustion vehicles be equipped with anti-pollution devices; in water and air pollution, they will look askance at companies that do not take adequate safeguards against polluting rivers and streams and the air we breathe; in noise pollution, they will ask why many

of the existing noise suppressors are not being used on such in-home items as vacuum cleaners; as for safety, the obvious ones are such things as cars, tires, radiation from color TV sets, toys and drugs.

This isn't to say that most advertisers have not been making giant strides in the direction of safety, but with the coming of the new buying generation, this factor will be intensified.

Add to this the spread of education and the growing importance of minorities as consumers and you can have a lot to think about in the 1970's and we'd better be prepared for it.

I predict, perhaps optimistically, that a lot of irrelevant, off-the-target advertising will disappear. Many of the new agencies that try to copy the successful work of innovative agencies which have pioneered the field will come on hard times. Much of their work loses sight of the essence of advertising—to sell persuasively—in a frenetic attempt to be "different".

In so much advertising today it is difficult to see any consumer benefit. What is the advertiser selling that makes his product more desirable than his competitor's? You really have to look hard to get the point, and many times it's just not there.

This year advertisers will be looking harder than ever for the return on their advertising investment. They will be tremendously concerned about the attitudes of the current and coming crop of consumers.

That's why I say 1970 may very well separate the men from the boys in the advertising business.



*Carl W. Nichols Jr.'s whole experience in advertising agency activities has been with Cunningham & Walsh, New York. He joined the agency after World War II in field market research, moved into copy in 1949 and became vice president and a creative director in 1957. Mr. Nichols entered account work at that time and in 1959 was elected senior vice president and account supervisor. In July 1961, at the age of 37, he became president. He was elected chairman in February 1968.*

# When does good comedy



## become tragedy?



### When your competition has it and you don't.

If you're short on comedy, it's no joke because those strrippable, high rated, all family half hours are plenty scarce and getting scarcer. But if *Gilligan* (the all time rating winner), or *Mothers-In-Law* (a hot show that came off the network hot), or *The Patty Duke Show* (racking up record ratings locally) are still available in your market — you can laugh all the way to the bank.



729 Seventh Avenue, New York, N.Y. 10019/212 CI 5-6000

### United Artists Television

Entertainment from Transamerica Corporation

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KOLD-TV CHANNEL 13 CBS SERVING THIS YOUNG, MOVING, GROWING MARKET...

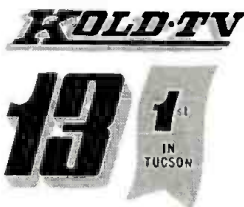
...A MARKET WITH A MEDIAN AGE OF 26.4 YEARS.\*

...A MARKET WITH A GROWTH PATTERN THAT SURPASSES THE STATE AND THE TOTAL U.S.A.

...A BIG FAMILY MARKET THAT HAS AN AVERAGE OF 3.4 CHILDREN PER FAMILY.

...A MARKET WITH NEW EMERGING INDUSTRIES REPRESENTED BY CONTROL DATA, MOTOROLA, LEAR JET, MONSANTO, PHILCO-FORD, GULF AMERICAN CORPORATION.

OWNED BY UNIVERSAL COMMUNICATIONS CORPORATION



\*SOURCE: BATES STUDY

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## FCC dumps WHDH as renewal precedent

**It will favor broadcasters with strong records if new rivals apply; but what about Pastore bill?**

The FCC moved last week to ease the fears and end the confusion it helped create among broadcasters a year ago by its WHDH-TV decision. But in the process, it appeared to weaken the chances for legislation that would do even more for licensees.

The commission, acting on a 6-to-1 vote, adopted a policy statement asserting it would favor an incumbent broadcaster over rival applicants if he can show in a comparative hearing that his programing "has been substantially attuned to the needs and interests" of his area ("Closed Circuit," Dec. 29, 1969).

The statement also made clear that the commission will not deny renewal to a licensee simply because he has other media interests. It noted that the commission has held that, "as a general matter, the renewal process is not an ap-

propriate way to restructure the broadcast industry."

The commission said the policy, which applies to pending proceedings, was not new—that it was a clarification and codification of policy dating back to its renewal of WBAL(AM) Baltimore in 1951. It said then that a renewal applicant should be favored over a competing applicant if his service has been meritorious, and that a good record may outweigh preferences to a newcomer on such factors as local residence and integration of ownership and management.

The statement thus was aimed at disengaging the FCC from the WHDH case as a precedent to be followed when new applicants challenge licensees for their facilities at renewal time.

Last January the commission, in a

3-to-1 decision, denied renewal to WHDH-TV Boston and awarded the contested channel 5 to a group of Boston-area businessmen, Boston Broadcasters Inc., largely on the grounds that the station was part of a communications complex dominated by the *Boston Herald-Traveler* and that the favored group proposed to integrate its ownership into the management of the outlet. The commission excluded WHDH-TV's record from consideration, contending that it was not above average.

The commission has insisted, in various orders and in congressional testimony, that the case, which is now in the courts on appeal, was unique. It noted that the station, whose original grant, in 1957, was tainted by charges of ex parte contacts on the part of WHDH principals, has operated for the



Chairman Burch



Chairman Walbridge



Chairman Pastore

At the prodding of its chairman, Dean Burch, the FCC last week produced a policy giving preference to licensees who, when challenged by rival applicants, can prove they have performed substantial service to their communities. At first reaction the National Association of Broadcasters thought the Burch approach fell short of the security it wants. Willard E. Walbridge (KTRK-TV Houston), chairman

of the NAB joint board, said the association still would press for passage of a bill introduced by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, to require the FCC to find a licensee disqualified before accepting other applications for his facility. The question was whether the FCC's action had taken some of the steam out of the push for the Pastore bill.

most part under temporary authorizations and that its right to a regular license has been under challenge almost constantly.

Nevertheless, the WHDH decision encouraged, if it did not inspire, the filing of competing applications against the renewals of nine licensees in the past 12 months. And broadcasters sought relief from Congress, where Senator John O. Pastore (D-R.I.), supported by a score of senators, and about 100 congressmen introduced legislation that would afford licensees protection at renewal time. The Pastore bill would require the FCC to find a licensee disqualified to continue operation before it accepted other applications for the facility.

The fate of this legislation is now in doubt. Senator Pastore, chairman of the Senate Communications Subcommittee, which has held hearings on his bill (S-2004), was not available for comment. But an aide said the commission policy statement "really clears the air" and goes far toward removing the cause of Senator Pastore's criticism of the existing situation; the senator had expressed concern about the instability he felt was present in the industry. Other Senate sources indicated they felt the bill had become unnecessary.

FCC Chairman Dean Burch, who is regarded as the principal architect of the policy statement and who had given qualified endorsement to the Pastore bill, expressed a similar view. "I don't feel that the Pastore bill is a vital piece of legislation," he said at a news conference following the release of the statement. The commission, he added, should be permitted to proceed in its own fashion.

He also said the statement was not "some sort of a political accommodation but simply a good-faith effort on the part of the commission to resolve a serious problem on the part of the industry."

However, the National Association of Broadcasters will continue to press for the Pastore bill. NAB President Vincent T. Wasilewski said the organization was pleased that the commission had adopted the policy statement but that it would continue to support the Pastore bill, which he said is necessary to protect licensees.

Willard E. Walbridge, NAB chairman and vice president and general manager of KTRK-TV Houston, had a similar comment. "We think the content of the bill should be a matter of law and not up to the changing views of a regulatory agency," Mr. Walbridge said. "We should not lose our licenses to a strike applicant at a renewal hearing."

A majority of the commission opposed the Pastore bill on the grounds it would erect too high a barrier to com-

peting applicants. And it is the preservation of competition—which the commission feels is a spur to improved service—that the statement is intended to achieve.

But a second goal the statement says must be achieved is the "predictability and stability of broadcast operation." It said that "it would disserve the public interest to reward good public service by a broadcaster by terminating the authority to continue that service. If the license is given subject to withdrawal despite a record of such good service, it will simply not be possible to induce people to enter the field and render what has become a vital public service."

The statement went even further to ease broadcasters' concern. "With evenhanded administration of the policy," it said, "there is unlikely to be any plethora of frivolous challengers, in view of the significant costs involved."

But in the final analysis, it added, the licensee has his fate in his own hands. "If he really knows and cares about his area and does a good substantial job of serving it, he will discourage challenges to his renewal application."

The statement, furthermore, may result in expediting hearings in which renewal applicants are involved. It said an examiner may halt the proceeding once the record has established that the renewal applicant's service has been substantial, and without serious deficiencies, and issue an initial decision based on that determination.

The policy statement may not be a settled matter. Two citizens groups that went to court in a vain effort two weeks ago to block adoption of the policy statement now intend to pursue their court fight on several fronts.

The groups—Black Efforts for Soul in Television and the Citizens Communications Center—will seek a court order blocking implementation of the statement until the courts can rule on their contention that the commission has acted illegally in adopting it without going through a rulemaking proceeding.

Albert H. Kramer, executive director of the Washington-based CCC, also said the groups would appeal the statement itself as well as the commission's decision to dismiss their petition for a rulemaking that would "clarify the standards to be applied in all comparative broadcast proceedings."

A BEST spokesman had appeared at the Senate hearing on the Pastore bill in December to denounce it as a "racist" measure designed to bar blacks from acquiring broadcast licenses by preserving the present white ownership structure. And BEST and CCC contend that the commission policy statement would have the same effect.

Their petition for rulemaking, which was filed on Jan. 9 (BROADCASTING, Jan.

12) and which the commission dismissed on the same day it adopted its statement, is aimed, in effect, at establishing the criteria of the WHDH case as the standards in all contested proceedings.

The standards are those the commission incorporated in a 1965 policy statement on comparative criteria. However, the commission noted, in dismissing the petition, that the 1965 statement applied to hearings involving only new applicants and expressly stated that a hearing involving a renewal applicant presented a different situation.

The commission, in dismissing the petition, said it had employed a proper vehicle for its views in its policy statement. It said the statement reflects lengthy administrative practice and takes into account nuances caused chiefly by court decisions, as well as the views expressed in legislative proceedings.

"The rule proposed by the petitioners," the commission said, "is like no rule adopted or proposed in our very extensive regulations. Such a general discussion of policies is not, in our judgment, effective rulemaking."

The BEST-CCC effort was not the only one made to halt commission consideration of the policy statement. Senator Charles E. Goodell (R-N. Y.), a member of the Senate Communications Subcommittee, wrote Senator Pastore on Tuesday asking him to request the commission to defer action until the subcommittee could consider the matter. However, Senator Pastore's office responded that the senator was out of town and would deal with the letter when he returned—this week.

Chairman Burch came close to swinging all six of his colleagues behind the policy statement. The lone dissenter was Commissioner Nicholas Johnson, and even he found a number of points in the statement to praise.

Mr. Johnson said in a dissenting statement that "the more responsible broadcasters now know they will be protected from harassment from audience or FCC" and that, "on the other hand, the public now clearly knows that a new day has dawned; licenses will not be automatically renewed; those licensees not offering 'substantial' service are open to challenge."

But his complaint, he said, is that the statement denies the public the benefits of competition. He said the statement is comparable to saying "that there could be no new, competing magazines, automobiles or breakfast cereals unless a new entrant could demonstrate that the presently available products are not 'substantially' serving the public interest."

The commission stressed that by "substantially" it meant "strong" or "solid" as opposed to "minimal." More precision will be developed in actual

## Relief for licensees now under attack

The FCC will have a substantial number of comparative hearings in which to apply the policy announced last week of favoring renewal applicants over competing applicants if they can demonstrate they have "substantially" met the needs and interests of their communities.

Eight cases in which new applicants are challenging incumbents have been set for hearing, or soon will be. Two more will be, provided the commission accepts the competing applications.

In one case, in which the renewal of RKO General Inc.'s KHJ-TV Los Angeles is at stake, an initial decision has

already been rendered—in favor of the competing applicant, Fidelity Television Inc. The examiner cited as one of the bases for that decision the commission's WHDH decision—which the commission last week ruled out as a precedent setting.

The other hearings that have already been designated involve the renewal applications for KNBC(TV) Los Angeles, WNAC-TV Boston, WPIX(TV) New York, WFAN-TV Washington. Hearing orders are expected soon in cases involving the renewals of WFMY-TV Greensboro, N.C., WGHP-TV High Point-Greensboro-Winston-Salem, N.C., and WTAR-TV Norfolk, Va.

The stations whose renewals are the targets of applications that have not yet been accepted for filing are WLBW-TV

Miami and WESH-TV Daytona Beach-Orlando, Fla.

Four of the marked stations are owned by two licensees. RKO General is licensee of WNAC-TV as well as KHJ-TV and Landmark Communications owns WFMY-TV and WTAR-TV.

One incumbent operator—if not licensee—that will not benefit from the commission's policy statement is Lamar Life Broadcasting Co.'s WLBT(TV) Jackson, Miss. The commission stripped Lamar of its license at the order of the U.S. court of appeals, which found the commission erred in renewing the license. However, Lamar has been allowed to file for its facility, channel 3, though with the understanding it will compete with other contenders as a new applicant, not a renewal.

cases. So will the impact of questions as to whether a renewal applicant's service has been characterized by serious deficiencies, such as rigged quizzes, violations of the fairness doctrine, and the like.

But the commission also said that renewal applicant's record will be considered even though it is not alleged to be unusually good or bad—which recalled the commission's refusal to consider WHDH-TV's record because it was "only average." If only exceptional performance were considered, the commission said, "only the exceptional or unusual applicant would win a grant of continued authority to operate." The bulk of the industry would be told that "strong, solid service of significant value" would not be sufficient to earn renewal.

The statement also made clear the commission would not consider a licensee's performance that had been upgraded after a competing application had been filed. To give weight to such performance, the statement said, "would undermine the policy of the competitive spur." This is a departure from the WBAL case, in which the licensee was given credit for performance that was improved after the challenge was filed.

Nor could a renewal applicant obtain the benefits of the policy if he provided only minimal service during the first two years of his license period and then upgraded in the third because of the imminence of a possible challenge. "The [Communications] Act seeks to promote conscientious and good-faith substantial service to the public—not a triennial flirtation with such service," the statement said.

Throughout its statement, the commission seeks to make clear that challenges to renewals are not precluded. If a group of citizens feel their local sta-

tion is not providing "substantial" service, it said at one point, they may file a competing application and will be given an opportunity to prove their case in a comparative hearing.

The passage in the statement dealing with the effect of multiple ownership on renewal was particularly welcome to licensees owning two or more stations or a newspaper. Since the WHDH decision they had felt vulnerable to challenges by new applicants without any media interests.

The commission statement said that while the commission does not denigrate the importance of its policy on diversification of mass media, it does not feel the renewal process is appropriate for restructuring the industry. It added that it would not be fair to permit a broadcaster to lose a license because of his outside media interests after he has been granted the license as consistent with the commission's multiple-ownership rules and then has operated the station in the public interest.

"Here again, the stability of a large percentage of the broadcast industry, particularly in television, would be undermined by such a policy," the statement said, adding that the industry has "made substantial commitments" based on the commission's rules that permit multiple ownership.

The statement added, however, that the rules "are not sacrosanct" and that they are now under review. One proposed rule would bar the operator of a full-time station from acquiring another in the same market. Another would prevent cross ownership of television stations and CATV systems in the same market.

One additional clarification of policy that will provide potential challengers something extra to ponder is contained in a footnote elaborating on the com-

mission's contention that "frivolous challenges" are not likely under the policy. "Barring extraordinary circumstances," the footnote said, a challenger to a renewal who seeks to drop out "cannot be reimbursed in any amount for his expenditures" in prosecuting his application, "nor will merger agreements be countenanced."

One question raised by the policy statement is the effect, if any, it will have on the WHDH case, which is now pending in the U.S. Court of Appeals for the District of Columbia. The commission's general counsel, Henry Geller, looking ahead to the task of defending the commission's 3-to-1 WHDH decision in court, had sought to have inserted in the statement a reference to WHDH's uniqueness. And an early draft contained such a reference.

However, it was deleted at the insistence of Commissioner Robert E. Lee, the commissioner who had cast the dissenting vote in the WHDH case. He argued then that the commission was setting a dangerous precedent and he did not want to sign a policy statement that would say he had been wrong.

But if there is no reference to WHDH's uniqueness in the policy statement, there is in the order dismissing the BEST-CCC petition for rulemaking. There the commission said, in explaining the standards used the WHDH decision, that it "was not the usual comparative renewal case, but rather was of a *sui generis* nature"—that is, unique. Commissioner Lee concurred in the dismissal order, but issued a statement reasserting his view that the majority in the WHDH case created "confusion" concerning the applicability of comparative criteria in cases in which new applicants challenge licensees at renewal time.

## Retailers boost use of radio, TV

**RAB head forecasts 1970 radio gains better than 27% for 1969; TVB reports sales up**

Quoting new survey figures, Miles David, president, Radio Advertising Bureau, New York, told major retailers last Monday (Jan. 12) that use of radio by large retailers increased 27% in 1969. And, he said, "the gains in the 1970's will be greater."

His forum: The annual convention of the National Retail Merchants Association in New York.

Television advertising also got an optimistic report—this one from Paul Benson, vice president in charge of local sales, Television Bureau of Advertising, New York.

Said Mr. Benson: "Various retailers of all sizes and across the country found the use of TV very profitable despite entirely different approaches. . . ."

The survey quoted by Mr. David was an RAB study of stations in the 39 largest U.S. markets. Results were announced for the first time at the NRMA session.

Mr. David also told retailers radio is vital to them in countering inflation. "Realization that radio delivers more consumers per dollar spent in advertising by a very big margin over other media will accelerate growth in use of radio," Mr. David predicted. "Radio is a counter-weapon to inflation."

With help from Carlton F. Loucks, RAB vice president-regional sales, and Joyce Reed, RAB director of retail services, Mr. David presented examples on tape of trends in retail radio and taped capsule case histories which, he said, documented successful use of radio by retailers.

One of the retailers quoted was Charles Lazarus, board chairman and chief executive officer of Lazarus department store in Columbus, Ohio, who said: "Radio has settled down to be a very important part of our lives and of our advertising program. It's one of the basic contemporary tools that provides an awareness that we have to create growth—growth of sales, growth of our store and growth of our community. . . ."

Sonja Larsen, an official of Dayton's, Minneapolis, said it was possible for a store's own staff to become proficient at creating radio commercials; that the same writers who did print could learn

to do radio. She encouraged other retailers to try this approach.

Ashton Mitchell, advertising director, Miller & Rhoads, Richmond, Va., who was chairman of the radio session, observed: ". . . the fact individual stations reach specialized customer groups was one advantage of the radio medium which I like to use. . . ."

Mr. David said an RAB computer analysis showed that for \$12,100 in the New York market, radio would deliver 14.2 million impressions among women 18-plus, compared with 2.9 million by newspapers for the same expenditures.

In delivering his promising report on TV advertising, TVB's Mr. Benson used as an example back-to-school advertising for the eight major store groups (Allied Stores Corp., Associated Merchandising Corp., Frederick Atkins Inc., Gimbels, R. H. Macy & Co., May Co., Arkwright and Mutual). He reported a 71% advance in 1969, over 1968 for these organizations. Their increases in weekly TV commercial usage, Mr. Benson said, "ranged from 23% to 172% per week for the August-September period."

## A retailer's plea to see it his way

**Sears's ad chief says broadcasters should heed department-store problems**

Sears Roebuck & Co.'s growing dominance in the broadcast media will become even stronger, faster, if broadcasters will cooperate with retail industry leaders to better understand the problems of department-store marketing, a top Sears official claims.

A committee for this purpose, representative of the National Retail Merchants Association, the Television Bureau of Advertising, the Radio Advertising Bureau and similar organizations, was proposed in Chicago last week by Gar K. Ingraham, Sears' national retail sales promotion and advertising manager, in a talk to the Broadcast Advertising Club there.

He said Sears is in TV and radio because "they sell merchandise" and he

suspected other retailers are becoming involved in broadcasting for the same reason.

But the love affair is not all poetry and roses. Mr. Ingraham cited four areas of concern.

One, he said, is the retailer's need for fast and accurate media spending information by product and by store or chain on a local market-by-market basis. Such competitive information on a lineage basis is provided weekly by newspapers to retailers, he explained, and broadcasters might well do the same if they want to talk the retailer's language.

A second area is rate structures or forms, he said, explaining he was "not talking about preferential rates, but rates as they relate to our business." Broadcast rate structures at present generally do not afford retailers the discounts their annual budgets would normally enjoy if they were in another type of business, he indicated. A store's many internal merchants buy in small bites and buy separately, he explained. Yet if they were collectively totaled on a yearly basis the budgets would be entitled to more mileage in broadcast.

Mr. Ingraham's third area of concern is the creation of at least some programing that would represent a more compatible editorial environment for retail commercials. He suggested stations might consider employing the equivalent of the newspaper fashion editor or home-furnishings editor to help in this direction.

His fourth and "disturbing" concern dealt with "the competition within your own industry, national versus local, for our money." He explained, "a network will sell us a good idea for national use, then the affiliate in St. Louis of that network will call the local Sears sales promotion manager and tell him the local station could get him more for his money than he could get through the network campaign."

Mr. Ingraham said Sears is meeting this month and next in individual sessions with the networks to explore this problem.

Sears's actual spending in the mass media is often an elusive figure. But the best estimates currently available indicate that in 1968 the huge retailer spent more than \$43 million nationally in measured media and two-thirds of this money was in broadcast (\$13.2 million in spot TV, \$5 million in network TV and \$11.1 million in spot radio). Spending in 1969 in all cate-



## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Jan. 4, 1970  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 4	Total dollars week ended Jan. 4	1970 total minutes	1970 total dollars
	Week ended Jan. 4	Cume Jan. 1-Jan. 4	Week ended Jan. 4	Cume Jan. 1-Jan. 4	Week ended Jan. 4	Cume Jan. 1-Jan. 4				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 91.1	\$ 40.0	\$ 236.9	\$ 92.9	55	\$ 328.0	24	\$ 132.9
Monday-Friday 10 a.m.-6 p.m.	1,772.5	1,180.8	4,120.6	2,336.0	2,529.2	1,814.0	601	8,422.3	259	5,330.8
Saturday-Sunday Sign-on-6 p.m.	436.4	436.4	5,237.2	5,237.2	1,168.0	1,168.0	247	6,841.6	247	6,841.6
Monday-Saturday 5 p.m.-7:30 p.m.	205.9	131.3	895.7	424.2	1,572.3	1,275.3	76	2,673.9	40	1,830.8
Sunday 6 p.m.-7:30 p.m.	36.0	36.0	139.5	139.5	544.0	544.0	14	719.5	14	719.5
Monday-Sunday 7:30-11 p.m.	4,856.6	2,882.3	8,136.0	4,912.0	7,092.9	4,272.2	420	20,112.5	246	12,066.5
Monday-Sunday 11 p.m.-Sign-off	170.3	72.6	514.2	232.5	443.8	177.5	104	1,128.3	43	482.6
<b>Total</b>	<b>\$7,477.7</b>	<b>\$14,739.4</b>	<b>\$19,161.3</b>	<b>\$13,321.4</b>	<b>\$13,587.1</b>	<b>\$ 9,343.9</b>	<b>1,517</b>	<b>\$40,226.1</b>	<b>873</b>	<b>\$27,404.7</b>

(Note: "Week ended," "total minutes week," and "total dollars week" are inclusive of Dec. 29, 1969 to Jan. 4, 1970.)

gories reportedly was up about 5%.

Sears' spending in advertising at the national level, however, including the non-measured media, such as catalogs and direct mail as well as the measured media, is estimated to run about \$115 million.

On top of all this is the spending by the local Sears' operations. The same sources close to Sears indicate that local spending runs about \$150 million now, the bulk of it in newspapers, but with about 25% going into broadcast.

### Braniff will do it differently via print

Braniff International Airways, whose TV campaign under the guidance of Wells, Rich, Greene won notice for both client and agency a few years back, is renouncing television in 1970 in favor of a heavy print campaign.

Braniff's present agency, Lois Holland Callaway, launches the new campaign this week.

According to George Lois, agency president, the carrier will promote destinations with a "frequency that knocks everybody out," made possible by the money that used to go into broadcast. Mr. Lois emphasized that the new campaign did not involve a cutback in billings, but was a "change of pace." With television the primary advertising medium for airlines, print, said Mr. Lois, is "the technique of doing what the other guys aren't doing."

The decision to drop broadcast advertising was less than sudden, with Braniff using more and more print over the last year to promote schedules and destinations as the airline acquired new air routes.

### Group seeks changes in new ARB reports

#### SRA's TV research unit complains recent reports are not useful enough

The television research committee of the Station Representatives Association has protested to the American Research Bureau that ARB's new reports on individual market viewing have created "consternation" among stations and station reps and to a considerable extent among agency timebuyers as well.

The committee suggested a number of changes that it hoped would be made in ARB's February-March reports. An ARB spokesman last week said that "we have received the letter and we are studying it."

SRA sources said objections to the new reports related to both contents and format. They said new material had been added and old material deleted, that the format was hard to follow and that, in general, only a relatively small part of the new reports is used regularly by buyers and sellers of time.

One suggestion by the SRA committee was that the reports be published in two books, one of which "would give timebuyers and sellers the data they need and use in a more convenient form" while the second would provide such data as "target audience values," other Area of Dominant Influence data and product-usage information.

"Whatever agency needs may be for

planning and analysis," the letter said, "virtually none of the data on the left-hand page [in the new reports] are currently used in timebuying and selling."

In addition to a number of format changes, the committee also asked that future reports show metro ratings for all time periods and programs; that metro-share figures be restored in all sections of the reports, and that when multi-weekly week-day programs straddle 3:30 p.m., the weekly average for the entire program be shown.

The SRA TV research committee is headed by Cris Rashbaum of Harrington, Righter & Parsons. Other members are Ralph Crutchfield of H-R Television; Dr. John Thayer of Peters, Griffin, Woodward; Mike Levinton of Edward Petry & Co.; Richard Gideon of John Blair & Co.; Dan Denenholz of The Katz Agency and Joseph Poulin of Avery-Knodel.

### Delay occurs again in tobacco growers' suit

There's been another delay in filing of the damage suit being prepared by attorneys for tobacco farmers in Kentucky against the networks and their anti-cigarette-smoking commercials (BROADCASTING, Dec. 29, 1969; Jan. 12). But, attorney Gladney Harville said last Thursday, the suit is still on.

Mr. Harville also reported that attorneys for ABC, CBS and NBC had been granted additional time—until Feb. 9—to respond to the initial suit, filed last Dec. 19 in Lexington, Ky., asking that the networks be forced to tone down their anti-cigarette-smoking messages.

## How to sell the young

### Seminar panelists agree music and understanding of their problems are important factors

Honesty, relevance and rock music are becoming the necessary basic ingredients in the marketing mix that sells the American youth. That was the consensus of broadcasters and agency officials at a two-day seminar last week in New York. The sessions, entitled "Selling the American Youth Market," were conducted Monday and Tuesday (Jan. 12, 13) by Advanced Management Research Inc., New York.

One panel member, Harold L. Neal Jr., president, ABC Owned Radio Stations, said the best way to understand youth is to understand its language and communicate in that language—music. "Call it what you will . . . rock, progressive rock, underground rock . . ." Mr. Neal noted, "it all has one common denominator — youth. It buys products, it spends money."

Mr. Neal cited what he termed ABC's "totally new concept in FM stereo radio programing," 'Love.' We use the music . . . we combine it with honest, meaningful talk. . . ."

Stressing the need for "honesty," Mr. Neal referred to an ABC-produced Peace Corps public service spot framed

in music and "plain-talk language," and told his audience that together with "simplicity and youthful relevance, [honesty] can be applied to radio commercials."

Advertisers, he said, have found success in selling the American youth market by doing the simplest thing imaginable . . . by being just plain honest.

As a prime example he mentioned Pepsi Cola, whose theme, he said, fits the youth environment.

Earlier in last week's seminar, the Pepsi advertising campaign was reviewed by a gentleman who helped devise it: Dr. Lawrence Light, vice president, BBDO, New York. In his talk he explained the evolution of the "Pepsi generation."

Recalling the earlier TV advertising story, "You're In the Pepsi Generation," he said the campaign was implemented by "taking beautiful young people doing beautiful young things and mixing them with Pepsi. . . ." But, he said, almost overnight this all changed. "America ran out of young, frolicsome, fun-loving beautiful people."

The youthful audience, he said, was beginning to realize that the TV set that told them about the "Pepsi generation" was the one through which they were seeing civil unrest, violence, political deceit and the rest.

Dr. Light said, BBDO's approach to Pepsi's latest campaign was "be honest, be real, be involving." First, he said, BBDO discovered from a survey that love and friendship were the two most

important things sought by today's youth.

"We went looking for real people doing real things across the United States." Result, he said, was Pepsi-Cola's "You've got a lot to live, and Pepsi's got a lot to give" packaged in today's sound.

Also at the seminar was Dr. William Capitman, president of the Center for Research in Marketing Inc., New York. He asserted that television has not had the profound effect on youth most observers believe.

Citing today's mode of youthful dress, thinking, behavior and attitudes, Dr. Capitman asked: "How powerful is this medium? It has tried to reflect the whole society, but the new generation is doing nothing TV told them to do."

Dr. Capitman said—as a panel of youths agreed during the seminar—they don't care what cola they drink, but they're interested in finding out if, why and how manufacturers really care about youth's problems. He called Pepsi's slogan absurd, claiming "it doesn't express the way kids are feeling today at all."

"If [ad agencies] know so much, why do they do so little?" asked Dr. Capitman. "Advertising alone is not marketing." He also blamed bad TV programing, observing, "An ad can't be looked at out of the environment in which it appears."

J. Ronald Castell, marketing director, City National Bank and Trust Co., Columbus, Ohio, agreed with Dr. Capit-

## JWT's Schachte on TV's 'relevancy'

### He says TV programs no longer play to a truly 'mass' audience

A leading agency executive worried publicly about the future health of television last week in a talk to magazine people. It was something of a switch since so many have been concerned about magazines for some time.

Henry M. Schachte, chairman of the executive committee, J. Walter Thompson Co., New York, explained to the Magazine Publishers Association in Chicago Thursday: "I worry because a strong, healthy TV industry is essential to the increasing efficiency of my business, just as a healthy magazine industry is."

Mr. Schachte claimed a "thunderhead" is building up just ahead of television because TV's programing is losing its relevancy to the mass audience

and the evolving segmentation in audience appeal will affect how advertisers use the medium.

MPA, meanwhile, announced that the magazine business is healthier than many may think it is. Revenues in 1969 were nearly \$1.25 billion, up 4.4% over 1968. December billings were up 6.5% over that same month in 1968. MPA claims magazine revenues by 1980 will be well over the \$2 billion mark.

"TV has always been used as a mass-market medium for the most part," Mr. Schachte said, "although the rise in local TV advertising and spot advertising is evidence of the same trend toward specialization seen in radio, magazines and marketing in general."

The JWT official said there now is "dramatic evidence" to indicate that TV programing "is increasingly unable to be 'all things to all people'—to be truly 'mass,' to avoid segmenting its audience even though some are still massive."

He explained that in A. C. Nielsen Co.'s "latest popularity rating by demographic breakdown the only programs listed among the first 10 that turned up in all four categories of men 18-plus,

women 18-plus, men 50-plus and women 50-plus were *Bonanza* and *Gunsmoke*. Any other breakout showed no programs watched by all categories, not even a regular movie hour."

In short, Mr. Schachte continued, "no other continuing TV program series could qualify today as a truly nationwide mass attraction in the way radio programs of the 1930's did."

Parenthetically, Mr. Schachte said he feels the new media buying services "are making those of us in agencies look to our media laurels and in that sense I welcome them. A good competitive fight is good for everyone, if it's fair. May I be competitive enough to hope that the statements—perhaps I might even say the claims—of such services be of a quality that will always pass the most critical test of thoughtfulness, if you know what I mean."

The whole world of media today, Mr. Schachte concluded, "is so complicated and growing more so, so exciting and so critical to the successful use of advertising, the opportunities for understanding and shrewd use of media becoming so competitively important, that I hope-

man. "From what the kids tell me, the news media generally capture 'what's happening' just about the time it is ready to stop," he said.

He claimed a lack of understanding of teen-agers leads often to misdirected advertising, reporting that an Ohio State University study of Columbus youths indicated that among their favorite personalities were Johnny Carson and Merv Griffin. But, he asked: "How much youth-oriented advertising do you see on these programs?"

## Law students want FCC to set up TV ad code

A group of law students at George Washington University's National Law Center, Washington, last week petitioned the FCC to establish a code of standards to regulate allegedly deceptive advertising on television.

The students, organized as TUBE (Termination of Unfair Broadcasting Excesses), said their petition resulted from "a growing concern over the large number of deceptive ads on television, and the resulting financial and health harm to the average viewing public."

Policing of deceptive advertising is the Federal Trade Commission's function. However, TUBE said that agency is "ineffective" in enforcing policies and sanctions, although it is "effective" in determining deceptive advertising on a case-by-case basis. TUBE also said

industry self-regulation has failed to halt undesirable advertising practices.

TUBE said that in view of "great impact of television, and the medium's unique ability to effectively increase the harm caused by fraudulent advertising," the FCC should adopt standards that would eventually eliminate the allegedly deceptive advertising. The group said lower income viewers and children are especially susceptible to "accepting blindly that which is represented as truth."

TUBE said its concern arose from a consumer-oriented class conducted by Professor John F. Banzhaf III, who is also executive director of Action on Smoking and Health (ASH). It was his complaint to the FCC that led the commission, in 1967 to rule that its fairness doctrine applies to the broadcast of cigarette commercials.

## New FTC chief vows action on protection

Caspar W. Weinberger, the new chairman of the Federal Trade Commission, last week promised a quick response from that agency to the growing demand for consumer protection.

Chairman Weinberger spoke briefly at the opening of a commission hearing, just before he was formally sworn in last Wednesday (Jan. 14). He said the hearing—on the need for mandatory washing and cleaning instructions on textile fabrics—was a study "similar to many we will be undertaking in the near future. I hope it can be rapidly translated into action."

He said consumer protection is "to everybody's interest and advantage," and is not anti-business, but "simply a necessary part of living in these days."

"There is a rising demand for greater consumer protection," he said. "I want to assure you that it is the intention of this agency to respond rapidly to its demand."

### Business briefly:

**R. J. Reynolds Foods Inc.**, through William Esty Co., both New York, has purchased a one-year schedule on ABC-TV's *Discovery '70* children's series. Reynolds' Hawaiian Punch will be advertised starting Jan. 25.

**Amico Flooring**, Trenton, N.J., a division of American Biltrite Rubber Co., will use network television for the first time with participations in NBC-TV's *Today* and *Tonight* shows during March, April, May, September and October. The Zlowe Co., New York, is Amico's agency.

**Madison Laboratories**, Summit, N.J., through MacManus, John & Adams Inc., New York, has purchased sponsorship for its Binaqua Spray and Drops on

NBC-TV's *The Bold Ones*, NBC Monday Night at the Movies, *Then Came Bronson*, *The Andy Williams Show*, and *Saturday Night at the Movies* for the first two quarters of 1970.

**American Dairy Association**, Chicago, through Compton Advertising, New York, and **Procter & Gamble**, Cincinnati, through Young & Rubicam, New York, will sponsor specials on NBC-TV in February: ADA has *Survival on the Prairie*, Friday, Feb. 13 (7:30-8:30 p.m. NYT) and P&G has *The Pogo Special Birthday Special*, Sunday, Feb. 22 (8:30-9 p.m. NYT).

**AMF Bowling Products Group**, Westbury, N.Y., a division of American Machine & Foundry Co., will begin a saturation campaign during February on NBC Radio's *Monitor* and three ABC Radio networks — Information, Entertainment and Contemporary. The spots, featuring comedian Jonathan Winters as "Maudie Frickert," the bowling grandmother, will be placed on NBC during weekends and ABC in mid-week. Sapan Baer Plyer Lehman Inc., New York, is the agency.

**General Foods**, Maxwell House Coffee Division, White Plains, N.Y., through Ogilvy & Mather Inc., New York, will sponsor a one-hour animated special, *Uncle Sam Magoo*, Sunday, Feb. 15 (6:30-7:30 p.m. NYT), pre-empting *G-E College Bowl* and *Mutual of Omaha's Wild Kingdom*.

### Rep appointments:

- KOWH-FM Omaha, KTOO(AM) Las Vegas, KDKO(AM) Denver: Greener, Hiken, Sears, New York.
- KUZZ-AM-FM Bakersfield, Calif.: Avco Radio Television Sales, New York.
- KHEY(AM) El Paso, Tex.: Robert E. Eastman & Co., New York.
- WLEM(AM) Emporium, Pa.; AAA Representatives, New York.

## B&B gets some Peter Paul sweets

Peter Paul Inc., Naugatuck, Conn., will move four of its candy lines to Benton & Bowles, New York, effective March 1. The company said: "The growing number of competing company brands favors a division of advertising assignments to separate agencies."

Dancer - Fitzgerald - Sample, Peter Paul's agency for 13 years, will keep Mounds, Power House, Van Houten and Fudge Brands, while Benton & Bowles will take over Almond Joy, Almond Cluster, Malted Milk Balls and Caravelle.

Media plans were not settled as of last week, but Peter Paul spent over \$700,000 in spot TV in 1969 according to Television Bureau of Advertising figures.



Mr. Schachte

fully foresee soon the day when media people once again can ride in the front of the bus with the account executives, creative people and even the clients."

Radio, Mr. Schachte said, has become "the greatest personal medium yet invented." This, he noted, was an evolution forced by TV, as TV has forced magazines to specialize.

## Internal issues follow NAB to Hawaii

Victor Diehm, MBS president, says he rejected appeals to set up a new radio-only group

The National Association of Broadcasters' joint board of directors, meeting this week in the paradisiacal aura of the Hawaiian Islands, is plagued with some of the most serious problems to face broadcasters since Marconi sent his first signals.

One of the NAB's problems is internal, a dissatisfaction among many radio station operators with what they consider second-class citizenship treatment from NAB. The old problem surfaced again two weeks ago (BROADCASTING, Jan. 12) when board member Harry Trenner, president of KCKC(AM) San Bernardino, Calif., announced he was resigning. He advocated a separate radio association but equivocated on the issue of organizing one.

Last week Victor Diehm, president of Mutual Broadcasting System and NAB board member, revealed that in December he had been asked to organize a separate association for radio broadcasters and had turned the proposal down.

Mr. Diehm, in a letter to Willard Walbridge, chairman of the NAB joint board, said that at the NBC Radio affiliates meeting in Puerto Rico, Oct. 12-14, 1969 (BROADCASTING, Oct. 20, 1969): "I was approached by at least eight or nine radio-only affiliates, who were members of the NAB, who did not feel that radio was being given enough attention by the association. Since becoming president of this all-radio network (BROADCASTING, Oct. 20, 1969), I have had dozens of calls and letters expressing the same thought. The radio people do not believe that NAB is working hard enough in their interests on the AT&T case.

"It was also felt," he continued, "that radio is being penalized for many things because they [radio and TV] are really two different types of media. . . ." He cited what he termed excess commercialization and the impact of the visual commercial with implications not present in a routine radio commercial as in the case of cigarettes.

Mr. Diehm said "these people . . . asked that I try to form a brand new association for radio people only. I am definitely not in favor of any move like this. However, I do think the association is going to have to make some definite moves to put up some individ-

ual efforts for the rights of radio-only broadcasters as well as for the TV people."

Some form of separation for radio from the present NAB setup seems implied in a letter circulated by Edmund C. Bunker, president and general manager of KFI(AM) Los Angeles and candidate for the board seat vacated by Mr. Trenner.

Mr. Bunker said in part: "It is my feeling that radio, while perforce sharing basic governmental regulatory problems with the visual electronic medium, must be allowed to go its separate way in the many areas where being politically shackled to television works to radio's disadvantage. Frankly, during my three years as president of the Radio Advertising Bureau, I became firmly convinced of the advantages of such a separation throughout important areas both political and economic."

However, another West Coast broadcaster said he could "detect no great flurry of excitement" caused by Mr. Bunker's letter.

Vincent T. Wasilewski, president of NAB, in answer to Mr. Trenner, said: "I believe that there is a proper place for both radio and television representation under one umbrella, because I am convinced that most of the problems, wherein NAB becomes involved, have a mutual applicability to radio and television. . . ." Mr. Wasilewski declared that regardless of the policy determined by the NAB board, the staff would pursue it as directed.

Dan McKinnon, president of KSON(AM) San Diego, the other candidate

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### NAB gains 48 members in '69

The National Association of Broadcasters membership is up 48 from one year ago to a total of 4,240 at the beginning of the new year.

Alvin M. King, NAB director of station relations, said AM station members total 2,214—up two. FM station members total 1,209—up 30—and TV station members total 544—up six. The totals of licenses on air are: 4,255 AM, 2,025 FM and 619 TV.

in the current NAB elections (BROADCASTING, Jan. 12) for Mr. Trenner's seat, in a letter to Mr. Trenner said he agreed with some of his comments but that "we would have even less effective representation by splitting from the NAB." He believes the most important problems facing broadcasters are censorship of advertising, referring to the proposed cigarette bill, and the threat of strike applications, "more serious to radio since it takes less money to get into radio than TV."

Mr. Walbridge, on the eve of his departure for Hawaii, said: "We're all in the pot together. Our enemies would just love to see us split."

Mr. Walbridge stressed the need for continuing to fight for the Pastore bill or similar legislation to protect license holders from strike applications.

In a random sampling of other board members, considerable sympathy for some of the complaints of Mr. Trenner was expressed, but none favored a separate organization for radio.

The possibility of some restructuring of NAB itself, a redefining of its principles and reason for being, was indicated by several. Peter Storer, board member and executive vice president, Storer Broadcasting Co., expects serious discussion at the NAB session on the fundamental organization of NAB. Mr. Storer believes NAB needs a concentration of its purposes. He sees a need to stress public relations and government relations and forget the other services NAB provides. He says he recognizes that radio members have valid complaints because of problems peculiar to television.

Joseph Baudino, senior vice president, Westinghouse Broadcasting Co., believes the conglomerate issue and the related one-to-a-customer proposal to be of prime importance and certain to take up much of the time of board members. Regarding Mr. Trenner's attack, he said that some basic problems were cited, but overlooked was the fact that the industry as a whole has fought for many issues that are basically radio.

Arch Madsen, president KSL-TV Salt Lake City, agrees the NAB internal organization will come in for some thorough discussion in Hawaii. He thought the public-relations activities for broad-



# Burch wants to tune up the FCC

## New chairman appalled at machinery; asks FCBA to conduct 'blue ribbon' review

Apparently dismayed by what he has seen of agency procedures after two and a half months in office, FCC Chairman Dean Burch has called for a sweeping review of those procedures with a view toward streamlining the manner in which the commission does its business. And he has asked the communications bar for help in the project.

The chairman's conviction that there must be a better way of proceeding than that now available to the commission—a not uncommon view among new agency members—was indicated in an address last Thursday (Jan. 15) to the Federal Communications Bar Association.

Chairman Burch announced that, with the commission's approval, he will establish a panel of senior staff advisers to examine commission procedures, and to establish liaison with the Administrative Conference, a government-wide organization that reviews and recommends changes in procedures of government agencies.

He also urged the FCBA to constitute a similar "blue ribbon" panel and said that, as the two panels delineate worthwhile areas or projects, they be brought to the commission and, where appropriate, to Congress. The chairman suggested a 12-month deadline for completing the over-all review.

Mort Wilner, FCBA president, immediately assured Chairman Burch of the association's willingness to "talk" to the commission on the matter, and to offer its "expertise."

Chairman Burch, who assumed office on Oct. 31, 1969, said: "In this new decade, I sound a call for a new look at commission procedures—with none sacrosanct. Are they accomplishing, efficiently and fairly, their job?"

"Is there a better way—just as fair and more efficient? Is there an alternative which is not quite as precise in effecting the policy but is so much quicker and easier that it should be adopted?"

An example of the kind of review he had in mind is the comparative hearing process, which he said has the advantage of a "crucible"—of subjecting applicants to the rigors of a hearing—but "is also lengthy and cumbersome."

He wondered if there were a more expeditious alternative. Perhaps, he said, the commission could establish categories containing public-interest criteria, such as integration of ownership and management, local residence, di-

versification of ownership of mass media, and then "draw by lot among the applicants in the highest category."

He also suggested a review of the hearing procedure generally. He felt the commission might consider a procedure whereby, following a hearing examiner's initial decision, the commission would have several options. It might deny further review without stating any reasons, thus making the examiner's decision the agency decision, modify the examiner's opinion on the basis of the petition for review, review it fully, or send it to the review board for consideration.

Chairman Burch said he has been required to examine the nuts and bolts of agency operation even before considering policy issues. And the procedures, he finds, "are remarkable."

The chairman, a pilot, said he had misgivings about them. "It reminds me of the design of the absolutely safe jet fighter plane," he said, "so bundled in armor that it cannot get off the ground."

## New attack on cross ownership

### Senator would disband all newspaper-broadcast combine in same towns

Senator Thomas J. McIntyre (D-N.H.) will introduce a bill this week that would end all common ownership of newspapers and broadcast stations in the same metropolitan area. Future combinations would be prohibited; existing ones would be dissolved within three years after enactment of the bill.

Senator McIntyre's "independent media preservation" bill would also prohibit the direct or indirect owner of five or more newspapers from acquiring additional papers.

The senator also said in a statement released last week that he will introduce an amendment to the newspaper-preservation bill when it comes before the Senate. The bill, which would exempt newspaper joint-operating agreements from the antitrust laws, was characterized by Senator McIntyre as a "publishers' enrichment act" that would contribute to the growth of newspaper monopolies and stifle the flow of information from diverse sources.

His amendment to the bill would

provide that the antitrust exemption would not be applicable to any newspaper owned by a broadcast group or in any way affiliated with a broadcast station.

The bill that Senator McIntyre will introduce next week would make it "the policy of the United States to prevent the growth of private combinations which threaten to impede the free flow of information." The prohibition of newspaper-broadcast cross-ownership would apply if the paper and broadcast station were within the same "standard metropolitan area or standard consolidated area," as defined by the Bureau of the Budget.

The prohibition of additional newspaper acquisitions by chain owners would not require any divestiture of existing properties.

Senator McIntyre said that Vice President Spiro T. Agnew could prove the sincerity of his recent attacks on media concentration by joining in support of the independent media preservation bill. The Vice President's attacks on the media have been conducted "in seeming ignorance of the real dangers such concentration could present," the senator said. "He has seemed far less anxious to preserve a multiplicity of media voices than to shape the content of the one voice through which he fears the media now speaks."

Nevertheless, Senator McIntyre said, media concentration is a real, present threat. "Slowly, almost imperceptibly," he said, "our mass communications media are falling into fewer hands."

The senator pronounced himself open to modifications of the bill, but rejected the notion that it might be unconstitutional in its entirety. Citing the Supreme Court as a supporting authority, he said: "The intended beneficiaries of press freedom are the news consumers, not news purveyors."

On the subject of his proposed amendment to the newspaper-preservation bill, Senator McIntyre commented that he hoped the bill would be defeated, but that his amendment would insure that the subject of media concentration is given a full hearing on the Senate floor.

He noted that about 25% of the television stations in this country are newspaper-owned, and said that the figure rises to 35% in the 25 largest television markets.

Senator McIntyre's bill will presumably be referred to the Senate Antitrust and Monopoly Subcommittee, which passed the newspaper-preservation bill over the strong objections of its chairman, Senator Philip A. Hart (D-Mich.). Senator McIntyre is not a member of the subcommittee or the parent Judiciary Committee.

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Wednesday, February 25

9:30 a.m. — Affiliates and Independent Stations Workshop. Four concurrent meetings. ABC, CBS, NBC and Independents. Discussion of clearances, programs, schedules and plans.

2:30 p.m. — Fun and Profit Through Syndication. Discussion by station people who are in it — production of programs and commercials — how do you go about it — costs — pitfalls.

4:00 p.m. — Videotape. What do you mean both tape machines? How to get the most out of scheduling, editing, etc.

Thursday, February 26

9:30 a.m. — New concepts, innovations, program ideas, videotape examples. Workshop samples and ideas exchanged.

11:30 a.m. — Report of the exchange of videotape programs among stations.

Friday, February 27

9:30 a.m. — Your License and You. Discussion by program directors who learned the hard way.

2:30 p.m. — Open Forum: What's On Your Mind? Subjects that the conference hasn't handled — any questions on any area, contracts, talent, race relations, employment practices.

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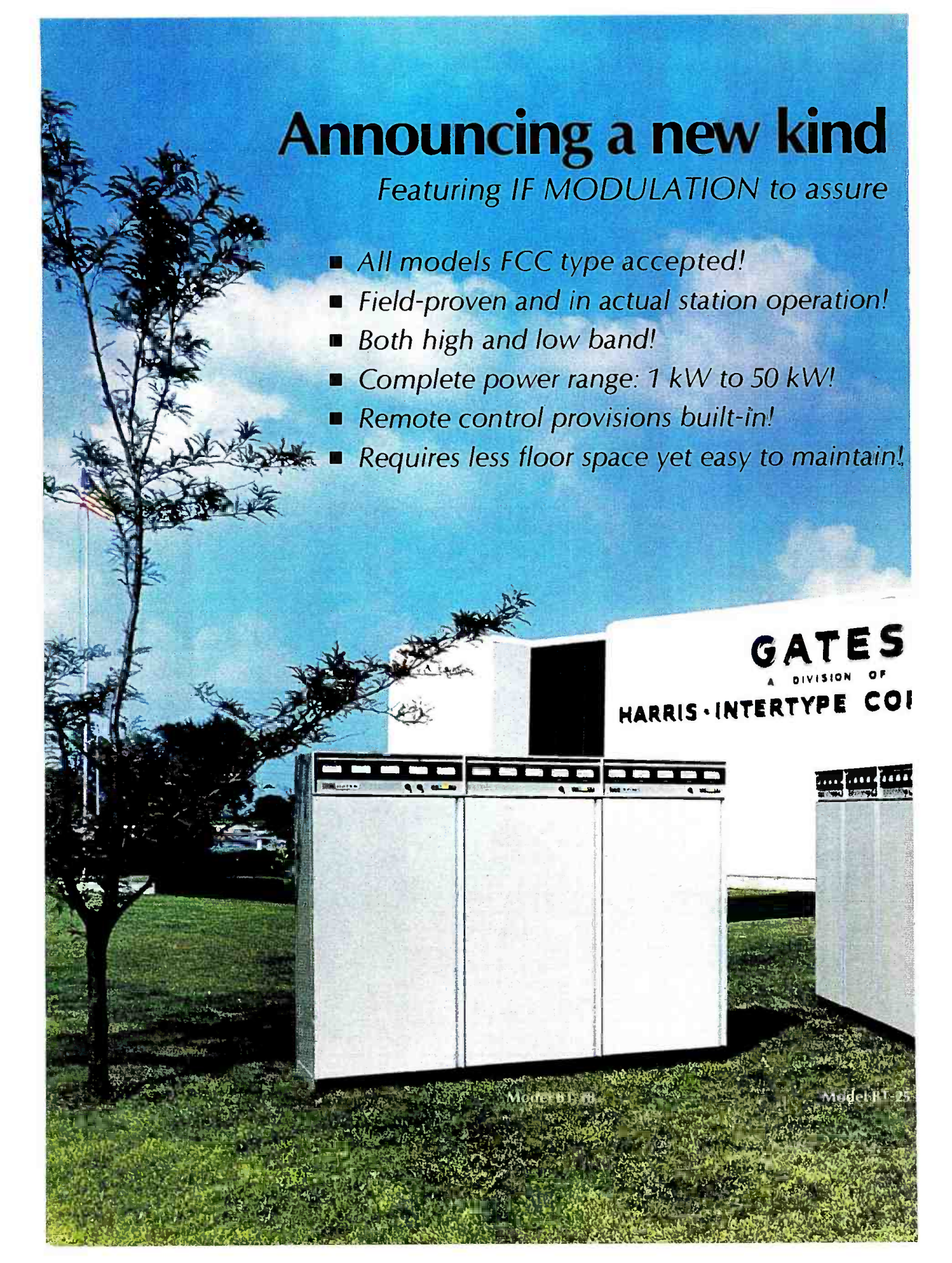
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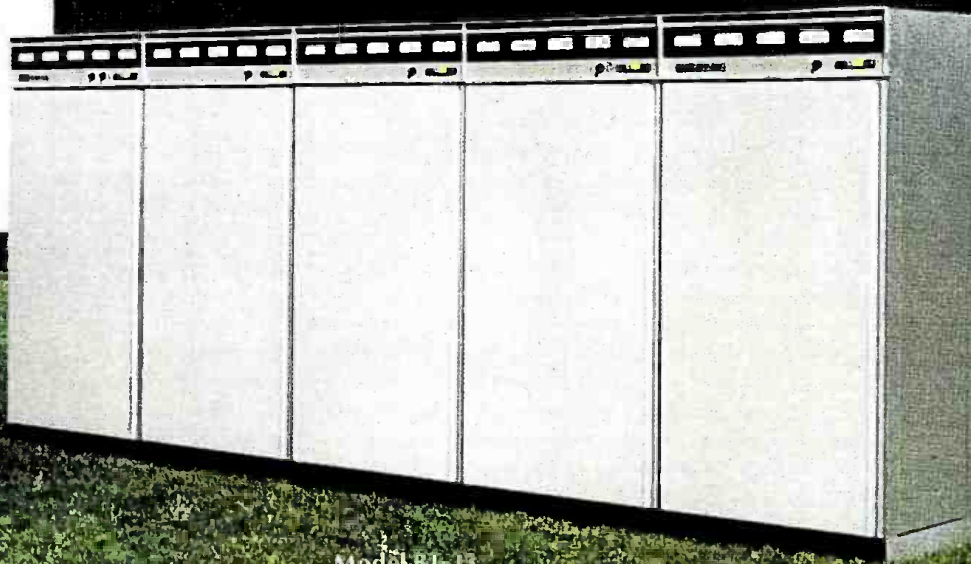
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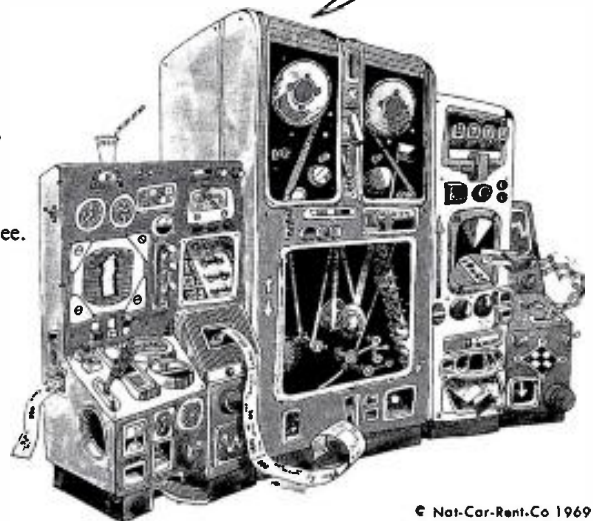
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# AT&T stands fast on line charges

## 'Someone must pay' is its reply to CPB request for free service

In reply to a Corp. for Public Broadcasting's Jan. 2 request for free interconnection service by common-carrier cable lines, American Telephone and Telegraph Co. told the FCC last week that it would go no farther than offering an approximate 40% reduction for regular network service.

AT&T, which is providing interconnection service to CPB under a trial tariff, now set to expire Jan. 31, contends that it is neither required to provide free service by the Public Broadcasting Act of 1967 nor could it offer free service without raising the costs of communications services provided to the general public.

"Nothing is free. Someone must pay," AT&T told the commission. The question raised by CPB's request, the reply continued, is whether the commission should require the users of interstate communications services "to sustain the entire burden of interconnection for public television."

AT&T further contended that "free service would create a great temptation and incentive for wasteful and inefficient use of valuable resources." CPB argued, AT&T added, that the dangers inherent in providing free service could be minimized by requiring that its orders on the carriers for new service or facilities be subject to commission review. "This would simply place new and unusual burdens on the commission," AT&T said, "and would be an open invitation to controversy."

CPB in its request to the commission said that free service was justified by the public role of noncommercial broadcasting and the present low level of funding. It said funds now allocated for interconnection charges should be used more productively for programming development and the strengthening of local stations. "Congress contemplated that free service would be appropriate in some foreseeable circumstances," CPB added. "Certainly if these circumstances ever exist, they exist now (BROADCASTING, Jan. 12)."

The United States Telephone Association, supporting AT&A, contended that CPB offered as its sole argument for free service its inability to pay. USTA also noted that Congress did not "order" free service in its Public Broadcasting Act—a point conceded by CPB.

The association further noted that CPB did not recognize in its petition the fact that the commission's power to classify and set rates may be ex-

ercised only after formal hearings. Since CPB should not want this, USTA said, it should rely on informal meetings, as suggested by the commission.

The National Association of Educational Broadcasters fully supported CPB's request. In its comments NAEB said service should be free as "funds for public broadcasting are, and will likely be, so limited that the expenditures of funds for interconnection would seriously reduce the ability of CPB and educators to achieve superior programming and the strengthening of local stations." As requirements change, NAEB added, it may well be possible for public broadcasting to absorb certain interconnection costs through reduced rather than free rates.

## Former FCC official offers fee plan

### Largest charge would be put on those holding widest bandwidth—TV licenses

The FCC, which is pondering ways of transforming its filing-fee system into a mechanism for returning to the Treasury the full costs of the agency's opera-

tions, has received a suggestion on how it might proceed on a mathematical basis—as a first step toward adoption of a policy of spectrum leasing.

The suggestion, offered by a former commission official who until recently was employed by the Department of Commerce's Institute for Telecommunications Sciences, provides for a method of allocating costs among spectrum users once the commission has determined the amount to be collected.

Essentially, it provides for basing fees on the potential values of the commission licenses, as determined by the information capacity of the channels that the commission licenses. Information is discussed in terms of "bits," since capacity for, rather than quality or meaning of, information is involved.

The suggestion's author is Kenneth A. Norton, who was with the commission in the late 1930's and early 1940's either as a member of its staff or on detached service from other government agencies, and who is regarded as an expert in radio propagation matters. He developed the standard propagation curves that are included in the commission's rules.

Mr. Norton submitted his fee plan, complete with a number of complex formulas, in a letter to FCC Chairman Dean Burch.

In its simplest form, Mr. Norton's plan would require a person operating on the widest bandwidth to pay the largest fee. A license for a television channel, which is six megacycles wide, for instance, would involve a fee 30 times the amount charged for an FM channel, which is one-fifth of a mega-

## Media notes:

**Activity and expansion** ■ Watermark Inc., formed last summer in Los Angeles by a group of media executives, has announced plans for the acquisition of broadcast properties in California and Hawaii. The company, engaged in a variety of entertainment activities, also says that it's developing a nationwide sales organization to handle syndicated radio shows. Recent Watermark developments include completion of a film production for National General Corp.; production of a seven album pop-music historical documentary series for GRT Corp.; formation of Increase Records, record label designed to produce and release non-music concept records; expansion of company's Los Angeles sound studio for radio, record and commercial production and establishment of Mitchell Fisher Associates Inc., a personal management firm.

**Pacifica grant vetoed** ■ Los Angeles City Council has voted down a rec-

ommendation by its finance Committee to extend a \$25,000 grant to Pacifica Foundation-owned, educational KPFK(FM) Los Angeles. The grant recommendation was voted down despite the city council having previously budgeted \$50,000 to educational KCET(TV) Los Angeles. Four city council members voted in favor of the radio grant as opposed to 11 dissenting votes. The controversial station has been under attack by some members of the Los Angeles community for broadcasting allegedly obscene material. The grant from the city would have been contingent upon matching funds contributed by Los Angeles county.

**T-L gift** ■ Time-Life Broadcast has donated \$1,000 to the Broadcasting Foundation of America in support of its educational and cultural radio programming activities. Barry Zorthian, president of the broadcasting division of Time Inc., presented the contribution last week to Eugene H. King, executive director of the foundation.

cyle.

However, the suggestion provides for consideration of a number of other factors besides bandwidth—area covered by the signal, the number of receiving locations involved, and the length of time the transmitter is operating. Interference to the transmitted signal, as a factor reducing the station's information-transmitting capacity, is also considered.

Mr. Norton discusses his plan in terms of license fees, for the commission is understood to be considering augmenting its schedule of application fees with one for licenses. Commission officials feel that the agency would be hard put to justify fees that would be required if the commission is to realize a 100% return of its appropriation.

The commission, which is expected to issue a notice of rulemaking on the subject within the next several weeks, adopted its filing-fee system in 1963 and revised it once since then, in November 1965. It is being pressed by Congress and the Bureau of the Budget to become, in effect, financially self sufficient. The commission, which normally recovers about \$4 million in fees annually, is operating this year on a \$21 million appropriation.

Mr. Norton lists these advantages for his plan for allocating fees: it offers

incentives for licensees to make better engineering use of their channels; permits an allocation of fees on the basis of an objective calculation of channel capacities, and provides a measure of the potential value of the channel regardless of the use made of it, i.e., for telegraphy, voice or music transmission, television, data transmission, etc., as well as a basis for maximizing total channel capacity.

Mr. Norton, who in the past has made clear his belief that "input rights" licensed by the commission should be leased to the highest bidders, conceded in his letter to Chairman Burch that licensing is "the only practical way to control interference between various spectrum users." But, he said, licensing complicates the problem "of providing a free market for various spectrum users."

Accordingly, he said the government "spectrum manager" would be required to package "spectrum input with sufficient imagination so as to make possible the use of various presently used portions of the spectrum resource in alternative potentially higher-valued uses whenever such potentialities are developed."

He said that such changes, which in the past have been made by the commission, should in the future be made "in the market place and that the en-

tire spectrum should be repackaged annually in many alternative ways and the potential spectrum users allowed to bid on each of these alternative packages." He indicates that his proposal for determining license fees could be used in establishing a mechanism for aiding buyers by determining the values of licenses being offered.

Mr. Norton believes that such a system would provide strong incentives for increasing the efficiency of spectrum use and insuring "by definition" that the spectrum is used in the most economically efficient way—"in its highest valued use."

Mr. Norton does not expect present users of the spectrum to accept "with equanimity" the prospect of having to bid for its use. But he says that not only would such a system be in the public interest but that broadcasters would get an added benefit. "Their payments . . . will further remove them from the threat of having their licenses cancelled because they fail to promote the interests of the administration in power."

## Changing Hands

### Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities see "For the Record," page 66).

■ KLUC-AM-FM Las Vegas: Sold by Mike Gold to Peer Pedersen, Richard C. and William R. Phalen for \$625,000. Mr. Pedersen is Chicago attorney. Richard Phalen is a sales representative for Mutual Broadcasting System and has interest in KIKI(AM) Honolulu. William Phalen is sales representative for a publishing firm. KLUC is a daytimer on 1050 kc with 500 w; KLUC-FM is on 98.5 mc with 5.78 kw and an antenna 193 feet above average terrain. Broker: Jack L. Stoll & Associates.

■ WEZY-AM-FM Cocoa, Fla.: Sold by Gannett Co. to O. L. (Ted) Taylor and William L. Matthew for \$350,000. Gannett is a Rochester, N. Y.-based group broadcaster and newspaper publisher. Mr. Taylor owns a Fort Worth brokerage firm specializing in radio and TV and owns several newspapers in Texas. Mr. Matthew owns a Clearwater, Fla., brokerage firm specializing in newspapers and owns Florida and Texas newspapers. WEZY is full time on 1350 kc with 1 kw. WEZY-FM is on 99.3 mc with 3 kw and an antenna 300 feet above average terrain.

■ Wvcf(AM) Windermere and wwqs-(FM) Orlando, both Florida: Sold by Louis G. Christensen and others to Olin M. Longcoy, Dr. Fred Williams, Huch M. Linton, Fred A. Lane, E. Daniel Feather and B. Forrest Thompson for

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\$306,746. Mr. Longcoy owns an airport, Dr. Williams is a pastor and Mr. Linton is a missionary. Mr. Lane is a church administrator, Mr. Feather owns a printing firm and Mr. Thompson is general manager of wvcf and wwqs. Wvcf is a daytimer on 1480 kc with 1 kw; wwqs is on 105.1 mc with 90 kw and an antenna 500 feet above average terrain.

▪ **KEDO(AM)** Longview, Wash.: Sold by Forrest H. Bishop and Russell O. Hudson to Fredric A. and Jessie M. Danz for \$230,000. Mr. Danz owns **KODL(AM)** The Dalles, Ore. KEDO is full time on 1400 kc with 1 kw day and 250 w night.

▪ **WAKN-AM-FM** Aiken, S. C.: Sold by Joseph A. Warren and others to Michael L. Laughlin for \$200,000. Mr. Laughlin is South Carolina state senator. WAKN is a daytimer on 990 kc with 1 kw; WAKN-FM is on 99.9 mc with 3 kw and an antenna 300 feet above average terrain.

▪ **WRKB-AM-FM** Kannapolis, N. C.: Sold by Foy Hinson to Ted Gray Jr. for \$170,000. Mr. Gray owns **WKDE-AM-FM** Altavista, Va.; **WAKS(AM)** Fuquay-Varina, N.C., and **WDAR-AM-FM** Darlington, S. C. WRKB is a daytimer on 1460 kc with 500 w. WRKB-FM is on 99.7 mc with 10 kw and an antenna height 327 feet above average terrain. Broker: Walliser-Tice Inc.

▪ **WGGO(AM)** Salamanca, N. Y.: Sold by Simon Goldman to George Vajda and others for \$55,000. Mr. Goldman, a member of the National Association of Broadcasters radio board, owns **WJTN-AM-FM** Jamestown, N.Y., and **WDOE(AM)** Dunkirk, both New York; **WWYN(AM)** and **WWFM(FM)** Erie, Pa.; **WOHP(AM)** Bellefontaine, Ohio, and **WVMT(AM)** Burlington, Vt. Buyers own Alpha Computer Service Corp., New York, of which Mr. Vajda is president. WGGO is a daytimer on 1590 kc with 1 kw. Broker: Chapman Associates.

### Cable television

▪ Sale of 90% of Cable Vision Inc., owner-operator of CATV systems in Lewiston and Auburn, both Maine, to GIR Associates for \$260,000 has been announced. Also included in transaction is Racom Inc., a microwave common carrier authorized to transmit TV signals into Rumford, Maine, via Mt. Washington, N.H.; this is subject to FCC approval. GIR Associates consists principally of George J. Reynolds, Westport, Conn., who holds five CATV franchises in that state and two in New York, and Paul M. Hancock, Bronxville, N.Y., who holds two Connecticut CATV franchises. Sellers Bertrand and Marcel Michaud remain under a three-year contract. Brokers: John H. Vondell Jr. and Lewis M. Marcy.

## Another giant CATV complex formed

### Cypress and Harriscope plan to merge their total 165,000 hookups

Cypress Communications Corp., Pacific Palisades, Calif., with some 55,000 cable TV subscribers, and Harriscope Cable Corp., Los Angeles, which earlier this week increased its cable-TV subscribers to an estimated total of 110,000, last week agreed in principle to combine their CATV operations. Cypress Communications would be the surviving company.

The proposed agreement followed by a week the sales of 39 cable-TV systems by the United Utilities Corp. to Harriscope for \$11 million (**BROADCASTING**, Jan. 12).

In exchange for all of the stock of privately owned Harriscope Cable Corp., Cypress would issue 800,000 shares of its common stock (estimated to be currently valued at \$12 million) in addition to financing the United Utilities acquisition. The entire transaction is valued at about \$23 million. Harriscope's broadcast holdings are not involved.

Cypress Communications had 879,299 shares of common stock outstanding at the end of its fiscal year, June 30, 1969. It is authorized to issue 3 million

such shares; all are \$1 par value.

At the company's year end, it had total assets of almost \$15.4 million, of which \$2.1 million were current assets. Total current liabilities amounted to almost \$2.2 million and long-term debt to almost \$7.1 million.

For the year ended last June 30, total revenues were almost \$3.1 million with net earnings of \$42,929 after extraordinary items. This resulted in a loss of 6 cents a share after payment of dividends on preferred stock.

When the acquisition is consummated, Cypress, as the surviving company, will have ownership, management and direct involvement in CATV systems serving more than an estimated 165,000 subscribers. Of this total 117,000 subscribers will be owned directly by Cypress. Some 48,000 other subscribers will be in systems managed by Cypress and its subsidiaries on behalf of other owners. (As part of the transaction with United Utilities, Harriscope assumed responsibility of managing some 27,000 customers in the southeastern part of the country owned

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by the Jefferson-Carolina Corp.). It's expected that the operating and management personnel of the two companies will be merged without substantial changes. W. Randolph Tucker is chairman and Leon N. Papernow is president of Cypress. Burt I. Harris is president of Harriscope. Both companies own broadcasting properties:

Cypress Communications owns 60% of KTXL(TV) (ch. 40) Sacramento-Stockton, Calif., and at one time agreed to buy the Dynamic group of five radio stations for \$2.5 million, but this was called off last October.

Harriscope stations are KBAK-TV (ch. 29) Bakersfield, Calif.; KULR-TV (ch. 8) Billings and KFBB-TV (ch. 5) Great Falls, both Montana, and KTWO-TV (ch. 2) Casper, Wyo. Harriscope also has substantial interests in KGGM-TV (ch. 13) Albuquerque and KVSF(AM) Santa Fe, both New Mexico. It owns 50% of WSNS-TV (ch. 44) Chicago, which is under construction.

Cypress common stock is traded over-the-counter. The company's board of directors and shareholders of Harriscope have approved the proposed acquisition. The transaction, however, is still subject to approval by the FCC since broadcast licenses are involved.

Consummation of the Cypress-Harriscope merger would make it one of the top CATV groups with a total of 165,000 subscribers. Pending stockholder approval is the merger of multiple-CATV-owners Teleprompter Corp. and H&B American into the number one CATV complex, serving over 350,000 customers.

### **Cox Cable will wire the Davenport area**

A cable TV system serving 40,000 homes in five years in the quint-cities market of Iowa-Illinois is the expectation of Cox Cable Communications Inc., multiple-CATV owner.

Quint Cities Cablevision Inc., an 80% subsidiary of Cox Cable, recently received franchises to operate in Davenport, Iowa, and in Moline and East Moline, both Illinois. It already held franchises for Bettendorf, Iowa, and for Silvis, Iowa, and has applied for a franchise for Rock Island, Ill. The market has an estimated combined population of 250,000, with households numbering about 80,000.

Cox Cable serves 171,000 subscribers in 51 communities in 14 states.

Meanwhile, Tower Communications Inc., the CATV subsidiary of Citizens Financial Corp., announced it was entering into a joint venture agreement with Licking CableVision Inc., to develop a CATV system in Newark, Ohio, at a total cost of over \$500,000 with completion due late this year. The

system has a potential of 15,000 subscribers, it was pointed out by Claude Stevanus, president of Tower. Tower is a multiple CATV owner that serves 40,000 subscribers in 23 systems in four states. The Newark franchise was granted three weeks ago.

### **Educational radio directors to meet**

The board of directors of National Public Radio, a production center being established with the help of the Corp. for Public Broadcasting, will meet in San Diego, Calif., this week (Jan. 19) to set priorities and program policy and to nominate three directors to represent the public at large.

The board is headed by John P. Witherspoon, KEBS-TV-FM San Diego.

### **Atlanta V's face suits of over \$27 million**

A Georgia man and his family are suing Atlanta's three VHF television stations for damages totaling over \$27 million on grounds the stations' newsmen invaded their privacy.

William Cross Sr., who lived near Gainesville at the time of the alleged incident and who now resides in Marietta, charges in six suits against WSB-TV, WAGA-TV and WQXI-TV that in January 1968 newsmen from the stations entered his home to take pictures following a raid on the home by the Georgia Bureau of Investigation. In that raid, Mr. Cross was arrested on charges of running a sports betting operation. He was convicted on that charge, but subsequently the Georgia Supreme Court reversed the lower court's conviction on grounds that the Georgia Bureau of Investigation used wiretapping to obtain its evidence.

Mr. Cross has filed the six suits (for each member of his family, including four minor children) in Fulton county superior court.

Each suit brought by Mr. Cross seeks a minimum of \$1 million in punitive damages and \$250,000 in actual damages from each station.

### **TVC gives Akron contract to Kaiser**

Television Communications Corp., New York, (multiple CATV owner) has awarded a contract worth "several million dollars" to Kaiser CATV, Phoenix, for equipment for TVC's Akron, Ohio, cable system.

Kaiser will supply all equipment for the projected 1,300-mile, 40-channel system except the cable itself. The total dual cable project is expected to cost \$12 million.

## Honesty said to be the best TV policy

**Bishops' workshop told by professional broadcasters  
sincerity is key to 'communicating the gospel'**

The necessity of a genuine image on TV and the importance of modern thinking in utilizing the medium were stressed last week by commercial and government broadcasters to bishops of the Roman Catholic Church.

It was all part of a week-long workshop in New Orleans designed to give religious leaders laboratory and lecture instruction on more effective use of modern media. A total of 26 bishops underwent extensive on-camera practice during the first national Bishops' Workshop in Communications sponsored by the communications departments of the U. S. Catholic Conference, Washington, and Loyola University, New Orleans.

The workshop included 16 hours of studio and on-camera laboratory sessions, 14 hours of lectures, 13 hours of group discussions and critiques and five hours of screenings.

Using the facilities of three network affiliated New Orleans stations—WVLT-TV (CBS), WDSU-TV (NBC) and WVUE-TV (ABC)—the bishops taped stand-up talks, interviews and panel discussions, then viewed the results with professional broadcasters who gave critiques of the bishops' performance.

The screenings presented outstanding examples of television programming in the public service and religious fields, and lectures dealt with both the theory and practice of modern communications. Guest lecturers included Frank Shakespeare, director of the U.S. Information Agency; Donald Durgin, president of NBC-TV; Donald McGannon, president of Westinghouse Broadcasting, and TV personality Mike Douglas.

Mr. Shakespeare told the group that

sincerity is the best approach to television since the TV camera "exposes posture and pretense more quickly than anything else." He added that both Lyndon Johnson and, in 1960, Richard Nixon, suffered from the attempt to convey a TV image of themselves which did not coincide with the reality, and suggested that former President Johnson was "forced to resign" mainly because he had lost the ability to communicate effectively with the public.

Mr. Durgin told the prelates that the problem a network has of communicating with diverse kinds of people is not unlike that of the church, and he advised churches to update their approach. Modern audiences, he said, demand style, but at the same time they value substance far more. "Audiences don't want a message, but they do want relevance, and something new, alive and different," he said.

The Rev. Agnellus Andrew, Franciscan director of the Catholic Centre for Radio and Television in Great Britain and president of the International Catholic Radio-TV Organization, noted that, while broadcasters face moral dilemmas ("a duty of leadership or only of reflecting contemporary society"), churchmen too face dilemmas in attempting to use mass media for purposes of persuasion. "Everything is now possible, from brain washing through subliminal advertising to the soft sell," he said. "What is appropriate to use when we are communicating the gospel?"

Spokesmen for the USCC Communications Department and Loyola University indicated that more such training sessions for bishops would be held in the future.



At New Orleans workshop (l to r): Warren W. Schwed, director, communications department, U.S. Catholic Conference, who relinquishes that post

Feb. 1 (see page 65); Frank Shakespeare, director of the U.S. Information Agency, and Robert J. Wood, president, Carl Byoir & Associates.

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# More-breaks tiff reaches the FCC

## NBC's Ervin says its compensation plan OK'd by affiliates' board

The decision of NBC-TV and CBS-TV to increase their affiliates' commercial time while cutting network compensation is beginning to ricochet around the halls of the FCC. It remains to be seen whether the commission will duck, stand still or shoot back.

The latest round in the dispute between the networks and Westinghouse Broadcasting Co. was a letter sent last week from NBC Executive Vice President Thomas E. Ervin to FCC Chairman Dean Burch, in which Mr. Ervin sought to rebut the statements of Donald H. McGannon, president of WBC, who has opposed the network decision (BROADCASTING, Jan. 5, 12).

Mr. Ervin was particularly concerned with a trade-press account of a meeting earlier this month between Mr. McGannon and four of the commissioners. The report referred to "arbitrary" network action—a description which Mr.

Ervin said did not reflect the fact that the NBC plan was "thoroughly discussed with the representatives of the affiliated stations before its adoption, modified to meet their suggestions, and endorsed by them. . . ."

He also took issue with two of Mr. McGannon's other points—that networks should bear the costs of increased interconnection costs such as those which led to the reduced compensation because such costs are not part of the compensation formula, and that the NBC plan will result in over-commercialization.

Although the FCC is getting an earful of this ongoing dispute, its possible role is still unclear. A commission staff official commented last week that the commission has nothing to do with compensation agreements and need not be concerned. He also noted that the increase in affiliates' local spot time would not put the stations over the commercial limitations set forth in the National Association of Broadcasters television code.

However, the staff may still approach the commissioners to discuss whether to make inquiries of the parties to the dispute, it was understood late last week.

The disagreement between WBC and

the networks surfaced quickly after NBC-TV and CBS-TV imposed a 6.5% cut in affiliate compensation to recoup about \$6 million each of AT&T rate increases totaling approximately \$7 million each (BROADCASTING, Dec. 24, 1969 et seq.). The affiliates were, in turn, granted more time for local sale, which most observers feel will permit many of them to recoup more than their losses under the compensation cut.

But Mr. McGannon, on behalf of WBC's two NBC and two CBS affiliates, protested that the result would be over-commercialization that would be bad for viewers, stations and advertisers. He also said unilateral changes in an affiliation agreement are unfair, regardless of whether an affiliates' board participates in the decision.

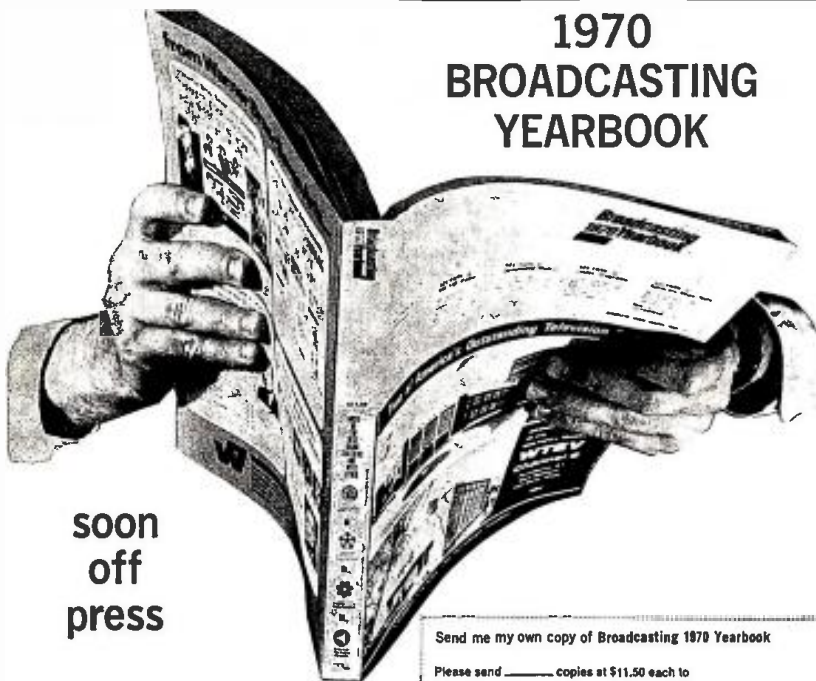
In his letter to the commission, Mr. Ervin noted that the NBC board of delegates of the television affiliates endorsed the network's action, and characterized the board's procedure in reaching its decision as one of "free and open discussion [which] provides an opportunity for all affiliates, including WBC stations, to present their views on major issues, and enables the network to adapt its proposed plans to suggestions from stations."

The dialogue between network and affiliate representatives can hardly be characterized as "arbitrary," Mr. Ervin said, in view of the board's extensive contact with affiliates and the fact that it actually rejected an initial NBC proposal in favor of other suggestions that were, he said, largely adopted by the network.

Mr. McGannon has argued in response that the board has no authority to negotiate for other affiliates in such cases. This position, Mr. Ervin said, is based upon the "false premise" that interconnection costs "are somehow not a part of the compensation formula and that, therefore, networks alone should bear any increases in such costs."

The fact is, Mr. Ervin said, that networks and stations have always shared interconnection costs, usually through "a waiver of compensation on a stated number of hours of network programing," with the dollar value of the waiver representing the affiliate's contribution to network costs.

Addressing himself to Mr. McGannon's over-commercialization argument, Mr. Ervin noted that the WBC president has been particularly critical of the proposed addition of three commercial minutes to *The Tonight Show*, as well as a slight increase in other portions of the evening schedule. While acknowledging that "an over-abundance of messages would certainly be a disservice to both the public and the advertiser," Mr. Ervin noted that the total increase remained within NAB code standards, and said the added commercial time "is so limited and so placed



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in the schedule that there will not be any adverse effect upon either the viewer or the advertiser."

He added that many NBC affiliates have urged the network to adopt 62-second rather than 42-second breaks, which it did in 10 instances, to give them greater flexibility by accommodating the increased number of 30-second commercials.

He also noted that the changes in *The Tonight Show*, in which the number of commercial minutes was increased but the number of interruptions was reduced, resulted from study by an NBC task force and discussions with the affiliate board. WBC's position that the added positions will hurt the audience and advertiser "is not shared by NBC nor by the great majority of the affiliated stations," Mr. Ervin said.

Mr. McGannon has been similarly critical of CBS's comparable plan—which, like NBC's, went into effect earlier this month—but the differences have been less sharp because CBS added no new minutes to its late-night *Merv Griffin Show*. He has no quarrel with ABC, which agreed to absorb all its rate increase for at least one year and has not increased commercial time.

WBC network affiliates are WBZ-TV Boston and KYW-TV Philadelphia (both NBC); KDKA-TV Pittsburgh and KPIX-TV (both CBS), and WJZ-TV Baltimore (ABC).

## Klein lauds radio-TV for disaster services

Herbert G. Klein, President Nixon's director of communications and one-time editor of the *San Diego* (Calif.) *Union*, has said some kind words about broadcasters—particularly about their effectiveness in disaster situations.

After describing what broadcasters had done to alert and inform the public last summer when Hurricane Camille cut a swath through the Gulf Coast states and during the 1965 power blackout in the Northeast, Mr. Klein added:

"We realize that broadcasters do these things voluntarily, and at considerable dollar cost to themselves. I wish the public realized this more. But it's reassuring to know that the radio and television stations and the networks themselves will respond automatically in these situations. It's a tradition, and we've come to expect it.

"Your industry, like others, and like government itself, has many critics. And that's for the good. But it's a two-way street, and you deserve commendation in areas such as this. . . . The job done by the stations and the networks may be taken for granted by some, but in the Nixon administration, as in many in the past, we don't feel

that way. We know you promised to perform in the public interest as a key factor in earning your FCC license renewal. The fact is that in emergencies we find great and real proof of that performance."

Mr. Klein's remarks were transmitted to radio stations participating in the year's first Emergency Broadcast System test on Jan. 7. It originated in the White House and was fed to WTOP-AM) Washington which in turn fed it to six radio networks (ABC, CBS, MBS, NBC, Intermountain Network and UPI Audio network). The networks in turn fed it to their affiliates.

## AFTRA-network talks to resume next week

American Federation of Television and Radio Artists will resume negotiations on Jan. 26 with the TV-radio networks on codes covering network staff newsmen, radio transcriptions, network television and radio programs.

Sanford I. Wolff, national executive secretary of the union, advised members in a memorandum that he was "disappointed" that new agreements have not been reached to replace those that expired last Nov. 15. He noted that in addition to network agreements, AFTRA still must conclude codes cov-

ering staff announcers and staff newsmen at the network-owned stations.

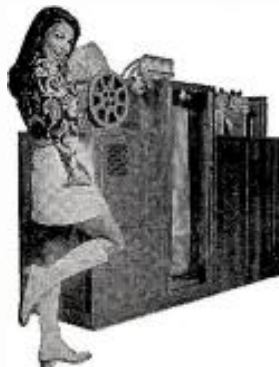
He added the union also is drafting the basic agreement on tape commercials, which AFTRA negotiated jointly with the Screen Actors Guild, but stressed that the union's policy is not to conclude a settlement on any individual code unless agreement is reached on all codes.

## CATV could aid minority groups

CATV expansion will benefit minority-group access to television, the American Association of Minority Consultants was told at a convention in Memphis last week.

Moses Shapiro, chairman of the board of General Instrument Corp., whose subsidiary is group-owner, CATV-manufacturer Jerrold Corp., told the public relations, advertising and marketing executives that CATV could end the "communications inequity" existing because of high TV-ownership costs.

He urged the group to "press both Congress and the FCC for legislation and measures that would permit the orderly and competitive growth of CATV."



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## Again seasoned series stay on top

A measure of the risks of program development: of top-40 shows this year, only nine are new

Television series come and go, but a select group of programs with an average age of nine years continues to dominate the top-10 Nielsen rankings. The hardy reliables are hardier than ever this year.

The only new series to get into the latest top 10 (tallied from season premiere through November) are *Bill Cosby* (NBC) and *Jim Nabors* (CBS). Although new in format, both series feature stars who established their popularity in previous long-running television series. Five years ago four new series made the top-10 consistently.

The number of new-season failures this year can give cardiac arrests to their producers, depress their advertisers and make networks long for the days of *Amos 'n' Andy* and *the Breakfast Club*. But there are indications that the networks are beginning to discard the traditional yardstick of ratings success—gross ratings points or total households—for a more qualitative measurement—demographics. If that eventually becomes the yardstick, then many a new series may get a new lease on life.

Adding on the next 10 programs in the Nielsen rankings this year, the average program age drops only to seven years, with *Marcus Welby M.D.* (ABC), starring Robert Young of *Father Knows Best* fame, and *Glen Campbell* (CBS), as the only newly launched series in the list.

The mid-season attrition rate of new shows is also higher this year than in the past. Five of the 23 programs launched in September 1969 have gone off the air, while five years ago only four of 36 disappeared at mid-season.

One reason for the dominance of the long-running favorites is the timing change brought about by seven nights of movies.

"For a program to be in the top 10, it generally has to fall in the 8:30-10 p.m. period, when there are the most households-using-television," explains Mort Werner, NBC-TV vice president for programming. "It's very hard to get a hit against a movie, and since the movies start at 9 p.m., the time period is much more limited."

Another network executive notes that the capriciousness of young viewers

aids the older shows. "New series always attract the younger viewers," comments Mike Dann, CBS-TV senior vice president for programming, "but they may not stay with the program—that's why so many new shows fail." Presumably the older audience is staying loyal to their old favorites, which is why they succeed.

Several other network officials express the opinion that only a "good" show (in terms of production, talent and writing) will survive years on end—the "dregs" have been weeded out—and so the new series face stiff competition and must have as much quality or more to succeed.

CBS-TV has the plurality of long-running programs in the top-10 in the season-to-date rankings through November, although NBC-TV has the leading one—*Rowan and Martin's Laugh-In*, a comparative youngster of three seasons. Last year in late November the program was also near the top of the list.

*Gunsmoke* (CBS), in its 15th season, ranked second in this report, and 27th five years ago. *Bonanza* (NBC), a close third, was at the top of the list five years ago. The show has been running for 11 seasons.

Fourth in line, and in its fourth season, is CBS's *Family Affair*, followed by NBC's *Wonderful World of Disney*, a 16-year-old series (nine years on NBC and seven years before that on ABC). Five years ago, *Disney* ranked around the 12th position.

The *Red Skelton Hour*, on CBS for 19 years, and *Mayberry RFD*, on CBS for two years under that name and as *Andy Griffith* for eight years, are sixth and seventh in line this year, holding similar rankings five years ago.

The new *Bill Cosby Show* appears eighth, followed by the perennial comedy star of television, Lucille Ball, in CBS's *Here's Lucy*. This two-year-old program uses the same format found in Miss Ball's other hits: *The Lucy Show* aired for the previous six years, and preceded in the 1950's by *I Love Lucy*. Five years ago the show also ranked around ninth.

*The Jim Nabors Show* completes the top 10. Mr. Nabors, formerly the star

of *Gomer Pyle*, left one top-10 series to try to create another which would broaden the display of his talents. *Gomer Pyle* had been a very successful series in terms of ratings for the past five years.

The next 10 programs, all with ratings of 21 or above, include *My Three Sons* (CBS), 10 years old; the new *Glen Campbell Hour* (CBS) and *Marcus Welby M.D.* (ABC); *Doris Day Show* (CBS), which started in the 1968-69 season; *The FBI* (ABC), on for five years; *Beverly Hillsbillies* (CBS), a seven-year-old series; *Jackie Gleason*, on CBS for eight years; *Dean Martin*, on NBC for five years; two-year-old *Ironside* (NBC) and five-year-old *Bewitched* (ABC).

*Jackie Gleason* and *Beverly Hillsbillies* have been facing increasing competition, however, from newcomers *Andy Williams* (NBC) and *Room 222* (ABC) respectively. The long-running series were in the top-10 five years ago.

*Room 222* is one of only three new programs appearing in the second 20 rankings. The others are *Movie of the Week* (ABC) and *Medical Center* (CBS).

In addition to the new shows being dropped (BROADCASTING, Nov. 10, 1969), those doing poorly include *Love American Style* and *Jimmy Durante Presents the Lennon Sisters* on ABC and *Bracken's World* on NBC.

One old-timer which, contrary to the trend this year, has had a sharp decline in audience is *Ed Sullivan*, now in its 22d year on CBS. Industry executives are crediting the loss to the strength of the competing *Disney* and a weak lead-in, *When in Rome*.

The success of a long-running series is due to a number of factors, according to network executives. *Gunsmoke's* executive producer, John Mantley, attributed his program's popularity to the viewers' conception of the cast members as "old friends", and the new earlier time period of the past few seasons, which "picked up a whole new audience" (BROADCASTING, Dec. 1, 1969).

*Bonanza* has been consistently successful because of the "chemistry" of its actors, according to executive producer David Dortort (BROADCASTING,

Sept. 22, 1969). The "accepted" stars of the other popular series of course are a factor, according to Mr. Dann, but the creative people around the stars have to be the best, too, to make the series work, he says.

"The top shows are normally the best done," says Mr. Dann.

Ed Vane, vice president in charge of nighttime program production for ABC, also feels that a high level of performance, in both talent and production, has built up a loyal audience for ABC's *Bewitched* and *FBI*. As for some of the network's strong newer shows, such as *Welby* and *Mod Squad* (which began last season), Mr. Vane credits their popularity to "a perfect union between the show and the time period."

NBC's Werner claims the key to longevity is the "people" who are created through effective writing, production, direction and casting. "There is no Lorne Greene," he says, speaking of the star of *Bonanza*. "The audience knows him as Ben Cartwright."

The viewers feel they know him as a friend, Mr. Werner comments, because he is predictable

The programing executives generally agree that the networks, though often accused of trying to imitate the formats of the successful, long-running programs, are always looking for new styles.

"There's more impetus than ever to come up with new forms," says Mr. Dann. "The old ones are already occupied, so we must come up with something different."

"It's getting more and more difficult as we go along," concedes Mr. Werner, "because we've already used so many."

The success of the programs should not be measured strictly by over-all Nielsen ratings, however, Mr. Werner emphasizes. "You also have to consider whether the program is doing well in its time period, whether it is improving, and whether it is drawing the target audience."

Target audiences have been broken down by A. C. Nielsen Co. for about five years, and a "fast" report has been put out for the past two, due to increasing demand for demographics in addition to household ratings. Categories include, among others, total persons (12 years old and up), total adults (18 years old and up), adults 18-49, men 18 years and up, women 18 years and up, and income and population density groups.

A Nielsen report for the two weeks ended Nov. 23, 1969, shows noticeable differences between the rankings by households and the rankings according to the adult male group. National Football League coverage on CBS and Na-

tional Collegiate Athletic Association football and the Sunday movie on ABC are in a top-15 adult male list, while such top-10 household programs as *Family Affair*, *Mayberry RFD*, *Here's Lucy* and *Jim Nabors* do not appear at all. NBC's Monday movie and *The Virginian* are also included in the adult male ranking.

The adult women category shows fewer changes, although rankings vary somewhat. *Doris Day*, for instance, places fourth as compared with a season-to-date household-based ranking of 14. *Dean Martin* also moves up, while *Carol Burnett* (CBS), *Lawrence Welk* (ABC) and *Mannix* (CBS) appear instead of *The FBI*, *Family Affair* and *Marcus Welby*.

The key group attractive to advertisers is women 18-49 in the densely populated areas, according to Nielsen Television Index Vice President Andy Faller.

"There are always some exceptions to the rule," he adds, "such as companies interested in promoting their corporate

image as well as their product, and they'll want to appeal to the influential people in the community, but generally the women 18-49 is the group where the buying power is concentrated."

Mr. Faller believes that, across the board, advertisers are looking at the demographics more in selecting programs, and agencies are using them more and more in selecting the target audiences because they then can give their clients reasons for selecting one program over another. "I think the networks are selling more and more on that basis, too," he asserts.

There is little agreement among industry officials on this point. And depending upon how it's resolved—demographics versus gross ratings points—one approach may breathe life into many a near-moribund new series.

Some industry executives believe that new shows would definitely have more of a chance of staying alive, even with over-all low households ratings, if they appealed to a certain group that an advertiser was trying to attract. Some



*Rowan and Martin's Laugh-In*



*World of Disney*



*Bonanza*



*Gunsmoke*



*Mayberry RFD*



*Jim Nabors Show*



*Here's Lucy*



*Bill Cosby Show*



*Family Affair*



*Red Skelton Show*

It's difficult to tell one season's top-10 program list from another as old and familiar faces continue to command the loyalty of today's viewers. It's tougher still for new shows to break into the

elite rankings. Only two newcomers made the top-10 this year, both stars of which had prior and successful TV exposure: *The Bill Cosby Show* and *The Jim Nabors Show*.

major agencies, in fact, are now actively promoting the use of demographics to their advertisers. But other knowledgeable observers see no change in the fate of programs because of a change in buying habits. Ultimately, how an advertiser views who is in the *Gunsmoke* audience may change the complexion of the ratings wars—and the *Gunsmoke* top-10 perch.

Probably the most outspoken advocate of demographic usage is Paul Klein, NBC's vice president for audience measurement. He is also somewhat pessimistic that others will follow.

"People are a much better measure than households," he declares. "Households came in with radio, and it was the only measure available for television when it started. But when a better measure comes along, people will start using it.

"Most agencies subscribe to the people theory," he says, "but the networks are still too scared of not getting a large number of homes to program

solely by people."

Mr. Klein does not foresee any effect on new or old programs in the next few years, because of this reluctance of the networks to subscribe to the people theory.

Paul Sonkin, ABC-TV's director of research, agrees that demographics are being used to some extent, "but homes won't be excluded for another few years," he predicts. "They'll gradually fade away—they'll probably still be reported because of tradition, but not used," he adds.

"The new emphasis on demographics will definitely give a better chance to new shows," Mr. Sonkin says. "They may be low in over-all homes but geared to a specific audience the advertiser needs, so they will continue."

A quite different attitude is prevalent at CBS-TV. Jay Eliasberg, director of research, feels the "people" measure is extraneous. "There's almost a perfect correlation between the number of homes and the number of people

reached," he notes. "New shows, if they do well, will do well with a cross section of people."

"You can tell if a show is going off the air by the homes rating," he continues. "There may come a day when a show should go off on the basis of its homes measure but will stay on because of demographics, but it hasn't happened yet."

"New shows have a consistent general record," he says. "They do less well than the shows already on—those have been tried and tested and the bad ones thrown out—but they also do better than the ones they replace."

A canvass of some of the major agencies finds them actively promoting the use of demographics.

N. W. Ayer & Son's director of broadcast activity in New York, Tom McDermott, reports that the agency "has tried to focus attention on demographics. We annually try to predict the performance of programs according to demographic breakdown."

BBDO's director of media planning, George Nuccio, also reports an increase in the use of demographics in selecting programs for clients, but he feels the trend could work against new programs. "Many of the new shows get high household ratings, but not as much of the target audience as expected," he says.

J. Walter Thompson's manager of media planning, Robert Welty, thinks there is more use of demographic data, particularly in the planning stages, on the part of advertisers. "This may have some effect on new programs' chances in cases where the advertiser has a very selective product."

Foote, Cone & Belding is not basing program selection on household ratings at all, according to media director Jerry Sprague. Demographics are definitely the more important consideration, and Mr. Sprague believes such an emphasis might help both new and old programs to stay on the air despite lower household ratings. "The only problem with demographic breakdowns is that they come in much later than the household ratings," he comments.

"We consider our buying very sophisticated," reports David Bradshaw, general manager of TV-radio for Young & Rubicam, "and I'm sure other agencies do too. Our recommendations are based on specific target groups, according to age, income and sometimes county size. The household ratings are noted as they go by, but very little attention is paid to them.

"This emphasis does help newer shows," he says. "ABC, for instance, hasn't had much success with total audience, but a lot of the network's new shows geared to the 18-34 group



*My Three Sons*



*Beverly Hillbillies*



*Marcus Welby M.D.*



*Ironside*



*FBI*



*Doris Day Show*



*Glen Campbell*



*Dean Martin Show*



*Jackie Gleason Show*



*Bewitched*

The next 10 programs in the top-20 ranks, all with ratings of 21 or above, find only two newcomers, both starring familiar TV faces. Marcus Welby M.D. returns Robert Young to television where he reigned for many years in

Father Knows Best. Glen Campbell was a summer replacement for the now defunct Smothers Brothers Show; that ratings success led to a weekly variety hour scheduled opposite top-ranked Bonanza.

have done well."

"People are not walking away from looking at homes ratings yet," says Art Heller, vice president and associate director of the media department at Ted Bates & Co., "but they're adding to their analysis with demographics pertinent to their products."

This could help new shows, he feels, because advertisers would be looking at varying top-10 lists for different target audiences, including more programs than appear on just the household top-10 list.

Whether the trend toward dependence on demographics that appears to have overwhelmed the agencies reaches full acceptance at the networks remains to be seen. Meanwhile, the ABC and CBS programming executives have rearranged their schedules for the second half of

the season, and some of the long-running shows are facing new competition which may alter the standings.

The only change rated so far is the *Glen Campbell* move into the *Leslie Uggams* time slot Sunday night on CBS, and the return of a summer replacement, *Hee Haw*, in place of *Glen Campbell* Wednesday night. For the week of Dec. 15-21, the first week of the switch, *Glen Campbell* ranked fourth with a 28.4 rating, as compared to his season-to-date rating through November of 22. *Leslie Uggams* had been far below that in the Sunday time period. For the first week, at any rate, NBC's *Bonanza* appeared to have suffered from the *Glen Campbell* competition. *Hee Haw* obtained a rating of 23.5 in its first week, slightly better than *Glen Campbell* had been doing

at that time.

Other changes to come this week (Jan. 19-25) include: a new foe for *Gunsmoke* in ABC's *It Takes a Thief*, newcomer *Pat Paulsen* (ABC) in competition with *Family Affair* (CBS), *Let's Make a Deal* (ABC) opposite *Jackie Gleason* (CBS) and *Andy Williams* (NBC), and a switch of the Wednesday movie on ABC to Monday. That movie will start a half-hour earlier to compete with *Here's Lucy* (CBS) and the last half of *Laugh-In* (NBC). This will place two movies opposite CBS's popular *Mayberry RFD*, *Doris Day* and *Carol Burnett*.

The challenge to the old-timers is on once again.

(The foregoing special report was researched and written by Hazel Hardy, staff writer, New York.)

## Programming

# Final spasm from violence commission

## Its media task force found many faults with radio-TV, print, most of which parent body refused to adopt

The National Commission on the Causes and Prevention of Violence went out of existence last year. But, like a piece of flotsam, a product of that commission surfaced last week—a report of the 13-man task-force staff on mass media and violence.

This report, more than 600 printed pages generally critical of television as well as of newspapers and magazines, contained a large number of recommendations. All of them are designed to upgrade what the task force believes are the deficiencies of news reporting both in TV and radio as well as on the printed page, and the overemphasis on violence in TV entertainment programs. The commission itself issued only one report on TV and violence, that was last September, and it contained only a few of the myriad suggestions made by its special study group.

The task force's analysis of what is wrong with news coverage drew almost instantaneous rebuttal from the broadcast media.

Howard K. Smith, ABC News, termed the document "a long fuzzy report." It suggests we don't give enough time to minorities—flying in the face of the fact that TV reporting on the rights issue more than anything else got our landmark rights bills passed into law. . . ."

Responding to the charge that the

news media don't explain the sources of the problems, Mr. Smith noted: "Well, the chief source is governmental dithering. We want to, but are not allowed to cover the place where it happens, the floor of Congress. We beg candidates to explain themselves in a condition of friction—debate. They refuse. . . ."

"Altogether," he continued, "yesterday's report is an amorphous mound of ignorance. Even Mr. Agnew was better. He proposed self-examination, which is being done."

David Brinkley, NBC News, termed "dead wrong" the charge that news medias' coverage of violence in America has contributed to it by failing to report adequately the conditions underlying social protest. "It is so absurdly wrong," Mr. Brinkley commented, "one might wonder if the commission's members have ever read a newspaper or looked at a news program."

"The fact is that the news media have covered in excruciating detail, year after year, the social ailments of this country. . . . At times they have over-reported them, to the point where some of their readers and viewers have been irritated by the repetition. . . ."

J. W. (Bill) Roberts, Time-Life Broadcast Washington correspondent and president of the Radio-Television News Directors Association, called the report "disturbing"—particularly in the

recommendation that, in Mr. Roberts' view, "revives the idea of some sort of super-governmental agency to review journalistic performance."

Mr. Roberts noted that for years responsible broadcast journalists have been putting into practice some of the recommendations proposed by the task force — voluntary guidelines on riot coverage, hour-long local news in depth, more interpretative stories, and more responsibility in reporting potentially violent events.

He found, however, that the task force correctly pointed up "a particular concern of broadcast journalists," that the fairness-doctrine requirements tend to dampen the coverage of controversial subjects.

The task force's most significant recommendation—and the one that received prominence in news reports—was that a Center for Media Study be established to monitor all media to keep them upright, honest and clean.

This idea—going back to the Hutchins Commission in 1947 and also the Kerner Commission in 1968 and relying also on the views of FCC Commissioner Nicholas Johnson, former Commissioner Lee Loewinger and *New York Times* radio-TV critic Jack Gould—calls for the establishment of a non-profit corporation, financed independently of government, with "clearly de-

fined powers" to monitor, evaluate and publish—but without the right to impose sanctions.

The center, according to the task force's plan, would consist of three main divisions—a nine-man governing board, a seven-man research board, and an 11-man advisory board, representing the media. No media people would be members of the other two groups; those members would be made up of prominent nonpolitical and non-media public figures, or, for research, from distinguished academic specialists in such fields as communications research, social psychology, sociology, law, psychiatry, economics and management.

For funding, the task force suggested individual contributions from the public, to be solicited through a campaign run by the Advertising Council. Or, it said, as an alternative, the center could be financed through a dedicated tax on advertising, on the sale of TV and radio receivers, or on the gross receipts of the media.

In other recommendations, the task force:

- Urged that the Department of Justice and the FCC "scrutinize carefully" all mergers, license applications and transfer of ownership applications to nullify greater concentration of media ownership. It suggested that, except where superior performance is shown, the FCC renew licenses of TV stations affiliated in ownership with newspapers in the same community only on condition that either the station or the newspaper be sold within the next three years.

- Called on newsmen to "re-examine" news judgments that, it says, may be based on "obsolete standards," including "a tendency to report violence because it is sensational, rather than because it is significant. . . ." It also suggested more interpretative news stories, with more resources allocated to such items and with such stories given greater prominence—like running them on page one of a newspaper, or, for network TV, expanding existing evening-news time slots to one hour and changing to a "mixed hard news/news magazine format." If necessary, the task force said, this should be done at the expense of documentaries.

- Proposed that publications and broadcast stations hire more newsmen from minority groups, give more coverage to the activities of minorities, teach minorities how to secure access to media "short of demonstration, confrontation or violence," use of ghetto stringers, include news of minorities in day-to-day coverage, like births, deaths, weddings, business promotions, social functions, and devote more background and in-depth stories to social issues.

The violence commission itself picked

only a few of the recommendations submitted to it by its study group. In its report on TV and violence issued last year (BROADCASTING, Sept. 29, 1969), the commission called on broadcasters to reduce violence in children's programs, particularly in cartoons shown in the morning hours, and asked broadcasters to reduce violence in adult programs and to program dramatic shows containing such scenes of aggression late in prime time when children, presumably, are not watching.

The commission also recommended that broadcasters pursue more intensive research into the relationship between TV violence and the social behavior of viewers and to affirmatively promote "more acceptable" methods of resolving conflicts.

It suggested also that the Congress finance the Corp. for Public Broadcasting with a "dedicated" tax so that public broadcasting might present alternatives to commercial programs.

And the commission called on parents to supervise more closely their children's viewing habits, and on all viewers to let networks and stations know when they approve or disapprove of particular programs.

Although the commission reported that there had been little change in

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## Cast of characters behind media report

Who are the people who put together the critical analysis of news reporting on the air and in print, and who also took TV to task for what they said was excessive violence in TV entertainment programming?

The news media section of the report was directed by Robert K. Baker, former Department of Justice lawyer. He was assisted by David L. Lange, a Chicago attorney, as general counsel, and Phillip Tone, also a Chicago lawyer, as special counsel.

The TV section was directed by Dr. Sandra J. Ball, a Michigan State University sociologist, who had as her research associate Army Lieutenant Colonel F. Clifton Berry Jr., who was on special temporary duty with the violence commission. Staff consultants—all principally academic sociologists, communication researchers or lawyers—were: Leonard Berkowitz, Monica Blumenthal, Leo Bogart, William R. Catton Jr., Peter Clarke, I. William Cole, Seymour Feshbach, George Gerbner, Bradley Greenberg, Richard Goranson, Jack Haskins, Jay Jensen, Harry Kalven, Otto N. Larsen, Jack Lyle, Eleanor Maccoby, Marsha O'Bannon, William L. Rivers, Arline H. Sakuma, and Alberta E. Siegal.

violence between the 1967-68 TV season and the 1968-69 season, Dr. Milton S. Eisenhower, president emeritus of Johns Hopkins University who was chairman of the commission, said that from what he had seen of the 1969-70 season, there definitely was less violence.

## John Scopes haunts FCC fairness case

Is evolution a controversial issue of public importance? That was the question raised in an FCC fairness-doctrine case reviewed by the commission last week.

The commission upheld the Broadcast Bureau's rejection of the complaint of a Brockport, N.Y., resident last August concerning the broadcast of "anti-evolution material" by WHAM(AM) Rochester and WRG-TV Buffalo, both New York. The first station is licensed to Rust Broadcasting Inc., the second to Taft Broadcasting Co.

The resident, Dr. David S. Tillson, complained that the stations had broadcast a substantial amount of material opposing a belief in evolution, that most of the material was argumentative and controversial in nature, that the stations were treating the issue as one of current public controversy, and that neither station had presented a contrasting pro-evolution viewpoint.

The Broadcast Bureau told Dr. Tillson it appeared that neither licensee "acted unreasonably or in bad faith in determining that no controversial issue of public importance is involved." In response to the complaint, WHAM(AM) said no dispute existed in the Rochester area as to the applicability of the theory of evolution.

WGR-TV said that even if the programs broadcast were controversial, it had also aired a substantial amount of programming presenting a pro-evolution point of view.

In upholding the Broadcast Bureau's determination in the matter, the commission rejected Dr. Tillson's argument that the licensees of the two stations had acted as judges in their own cases in concluding that the material in question was noncontroversial.

The commission noted that whether or not a matter is a controversial issue of public importance is determined by the individual licensee, and that the licensee's decision will be reviewed "only to determine whether it has acted reasonably under all of the circumstances."

Noting that Dr. Tillson failed to submit any information substantiating his claims that evolution was a controversial issue in the Rochester or Buffalo areas, the commission said no "action is warranted at this time" in the matter.

# Battle over lyrics in music pact

## CBS draws line at 'reasonable' tag indicating what it owes to ASCAP

A court hearing to settle past music-license differences between CBS and ASCAP last week ended the same way the case started some eight years ago—in dispute.

The dispute this time was not over the terms of the settlement between CBS and the American Society of Composers, Authors and Publishers. Neither side challenged that agreement, which called for CBS to pay ASCAP \$5.68 million for CBS-TV's use of ASCAP music in 1969 and \$4.8 million in addition to \$23.7 million already paid for prior years through 1968 (BROADCASTING, May 12, 1969, et seq.)

The argument this time was over the terms of the court order terminating the dispute. ASCAP wanted the order to hold that the payments called for in the agreement were "reasonable." CBS objected, not only because it did not want a court holding of "reasonable" to be held against it in future ASCAP negotiations but also because, according to CBS counsel, the network does not concede that the agreed-upon payments are reasonable.

"As a matter of fact," attorney Richard G. Green told the court on behalf of CBS, "we believe that by virtue of several unfortunate circumstances, we are compelled [under the agreement] to pay substantially more than we should. . . . We, CBS, agreed reluctantly to these amounts, and we intend to honor our agreement . . . [but] there is no reason why, for the dubious privilege of paying ASCAP more than we think it has earned, we should be forced to suffer an order which declares these amounts to be reasonable."

Mr. Green noted that the agreement was originally reached before the issuance of a U.S. Supreme Court decision last spring on which CBS is relying in its current suit to get "per-use" licenses from both ASCAP and Broadcast Music Inc. (BROADCASTING, Dec. 22, 1969, et seq.)

In the end, Judge Sylvester J. Ryan of U.S. Southern District Court in New York, in whose chambers the hearing was held last Monday (Jan. 12), entered an order that did not precisely follow the proposals of either CBS or ASCAP. Judge Ryan noted that "anybody that is aggrieved may take an appeal from it."

His order did specify, however, that the basis of the settlement for the period from Jan. 1, 1966, through Dec.

31, 1969, "shall apply for those years only and shall not be binding upon or prejudicial to any position taken by either of the parties for years subsequent to the termination of the agreement. . . ."

Whether there will be an appeal remained unclear last Thursday (Jan. 15). But if there is one, it apparently will come from CBS. ASCAP authorities said they had no intention of appealing. During the argument in Judge Ryan's chambers, Mr. Green indicated that CBS might take one "if the court were to decide that these agreements are not effective until the court finds them reasonable."

In that case, he said, "there would be a serious problem for us because if, in effect, we were paying under a court order which we felt was wrong, I think that we might very well have to appeal that order, and if we appeal that order, then there would be a question of making payments under it pending the

determination of that appeal."

He contended that the agreement did not require "approval" by the court.

Judge Ryan indicated his order would use the word "accepted" rather than "approved," and would not call the settlement "reasonable." Even so, CBS authorities late last week were noncommittal about an appeal.

On Thursday (Jan. 15)—the date when CBS was to have made a \$6.2-million lump-sum payment to ASCAP under the agreement—CBS authorities said they "can't say" when it would be paid. Others speculated that for tactical reasons payment might be withheld while the question of appeal remained undecided.

CBS's bid for per-use licenses for CBS-TV was mentioned only briefly at Monday's hearing because, as Judge Ryan noted, the question "is not before me officially." What CBS-TV is seeking is a license under which it would pay both ASCAP and BMI only



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for the amount of music it actually uses, probably measured in minutes and seconds.

Until now, the TV networks and most stations have taken blanket licenses, under which they pay ASCAP and BMI a percentage of their broadcast revenues and are free to use as much or as little of the respective repertoires as they wish. An alternative form of license, called per-program, calls for payment on only those programs containing BMI or ASCAP music. There is currently no counterpart of the per-use license that CBS is seeking.

Judge Ryan did have a few views on how per-use rates ought to be established, however. "I think that the only basis on which a reasonable royalty could be fixed would be on what is the value of the . . . availability of the catalogue—of the entire repertoire—of ASCAP. That has been my approach in that past and I think that is the approach contemplated by the [consent decree governing ASCAP operations]. The fact that you have this catalogue available to you to use any time you want to, to the extent that you want to use it, what is that worth in dollars and cents to you?"

He also emphasized, however, that "my mind is open." His reference to the ASCAP but not the BMI catalogue presumably stemmed from the fact that BMI was not involved in the hearing.

Mr. Green replied that CBS's position is that under the Supreme Court decision in a Zenith Radio Corp. suit against Hazeltine Research Inc., "the putting of such a premium on the availability of the package does not eliminate our right to a per-use license in which we would pay depending on our actual usage of music."

Judge Ryan replied that "your contention is that this is sort of a tie-in proposition, I imagine." Mr. Green said that was "essentially" right, and Judge Ryan responded that his mind was open on that question, too. "I have no judgment one way or the other because I have never considered it, because nobody has ever raised the point before."

## Meet Chairman Burch

NBC said late last week that Dean Burch, FCC chairman, will be interviewed on *Meet The Press*, Sunday, Jan. 25 (telecast live, 1-1:30 p.m. EST on NBC-TV with audio tape at 6:30 p.m. on NBC Radio). Chairman Burch will be interviewed by a panel of four: Lawrence E. Spivak, producer of the show and permanent panelist; Christopher Lydon of the *New York Times*; Elizabeth Drew of *Atlantic Monthly*; and Carl Stern of NBC News. NBC correspondent Edwin Newman will serve as moderator.

## Delayed fallout from Agnew's attacks

### Moyers of 'Newsday' says 'domino theory' applies to attacks on First Amendment

Vice President Spiro T. Agnew's speeches, which appeared to have been cooling off as a subject for discussion, came under attack in speeches in Washington last week by former White House news secretary Bill Moyers and FCC Commissioner Kenneth A. Cox.

But Mr. Moyers, who is now publisher of *Newsday* on Long Island, was also critical of the press for not being sensitive to attacks on television, and of all of the media for being too friendly with government.

Commissioner Cox called the Vice President's speeches in November criticizing the networks' practices in general, and their commentary on President Nixon's Nov. 3 Vietnam speech in particular, "the most serious attack" ever made on broadcasting on its handling of news and commentary.

Mr. Moyers saw Mr. Agnew's speeches attacking the networks and the *New York Times* and the *Washington Post* as a shrewd political attack rather than commentary. He said one of the Vice President's primary missions was to counter the political movement of former Alabama Governor George C. Wallace. And "what better foil than that old nemesis, the eastern press," he said.

But he expressed the view that the press has been unduly lax in responding to criticism of television news, and warned that the "domino theory" is valid when applied to attacks on the First Amendment.

He said the press did not defend television when it was subjected to a

barrage of criticism after the Democratic convention in Chicago in 1968. Even after the Vice President's first anti-media speech, attacking television on Nov. 13, he said, the indifference of the print journalists continued.

"It wasn't until after he jumped us in the Montgomery [Ala.] speech that we began to think about the proposition that a reporter is a reporter," he said, adding: "let one man's jot fall from the first amendment and your own title may not be far behind."

But Mr. Moyers appeared more concerned with the warmth of the relationship between government and media, rather than the coolness. He called Washington "a one-company town in which the Washington press corps has to feed off the government," and where there is a "cameraderie of those who make the news and those who report it."

He said the line between the press and the government must be clearly maintained, "and as hard as it was for me to accept when I was on the other side, I know now that respect for our political institutions does not demand reverence for the men who run them."

Commissioner Cox, who spoke to an American Legion post, said the "aura" surrounding the Vice President's speeches in November "carries overtones of intimidation which I think are regrettable."

The commissioner agreed with the Vice President's contention that the relatively few men who present the news and comment on it for the three networks shoulder a great responsibility. But he said he knew of no way they could be selected other than by network executives, as they are now.

"I don't think we should elect newsmen by popular vote, or turn over control of their activities to men elected to public office," he said. "The only thing worse than the three present tightly knit news operations would be to have policies laid down by the government."

But while expressing criticism of the Vice President's remarks, Commissioner Cox made one suggestion that appeared to be in response to Mr. Agnew's charge that the networks are guilty of an eastern parochialism. He said the networks might add regional commentators—and for the local stations to add local commentary, if they can.

"But improvement in the news service so vital to the public," he said, "must come from private initiative rather than detailed government regulation."

FCC Chairman Dean Burch, who



Mr. Moyers



has defended Mr. Agnew against the kind of criticism leveled by Mr. Moyers and Commissioner Cox, last week was brought back into the fray by a reporter's question at the news conference he held on the commission's policy statement regarding renewal applications (see page 21).

Asked if he regarded the Vice President's speeches as an attempt at intimidating the media, the chairman replied: "I don't regard it as intimidation because it was not intimidation."

He also said there was "a great deal of detective story" speculation that there was an effort, which included him, to influence the networks. But that is pure "fiction," he said.

He noted that the commission in a letter to a viewer expressing complaints similar to those of the Vice President's, had said it cannot pass on the truth of a particular news report or the fairness of a particular commentary. He signed the letter.

## BEST disputes WMAL commentary

Black Efforts for Soul in Television (BEST), which seeks to encourage community participation in the control of television programming, last week asked the FCC to order WMAL-TV Washington to give it time to reply to a news commentary aired Dec. 1.

BEST, one of the groups which last September asked the commission to deny license renewal to WMAL-TV (BROADCASTING, Sept. 8, 1969), said the station was violating the fairness doctrine in denying it time to present its views on the commentary. The station suggested that most of Washington's blacks were law-abiding citizens who had the same aspirations as white people. BEST contended that the program depicted inaccurately the needs and interests of the black community.

Last December, Absalom Jordan, national chairman of BEST, wrote the station asking for time to reply to the commentary and charging that the station gave inadequate coverage to "relevant spokesmen" of the community.

Theodore N. McDowell, WMAL-TV general manager of news and public affairs, replied that the station had subsequently aired several programs dealing with the matters raised by Mr. Jordan.

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## Networks charged with hogging time

### Their own research cited as proof of decline in nonnetwork programming

Corrected data prepared by the consulting firm that CBS and NBC have retained in their opposition to proposals for limiting network domination of prime-time programming was characterized last week as undercutting the networks' opposition to one of the ideas that the FCC is considering.

John D. Lane, counsel for Westinghouse Broadcasting Co., noted that corrections to the Arthur D. Little Inc. study that have been filed with the commission demonstrate that the amount of nonnetwork programming on the average affiliated station during prime time is decreasing—not increasing, as CBS and NBC have argued.

Counsel for CBS and NBC made that assertion during oral argument in July on the alternative proposals that the commission is considering—its own so-called 50-50 plan, which would bar networks from owning or controlling more than 50% of their prime-time entertainment programs, and WBC's plan to prohibit stations in the top-50 markets having at least three TV outlets from carrying more than three hours of network programming, other than news, between 7 and 11 p.m.

The CBS and NBC attorneys, citing the ADL report in support of their argument, said there was no need for the WBC plan, which is aimed at opening up prime time to nonnetwork programming. ABC, while joining the other networks in opposition to the 50-50 plan, is supporting the WBC proposal as a less undesirable proposal.

However, after WBC attorneys challenged ADL figures for the amount of nonnetwork programming that affiliates carried in prime time, the networks consulted ADL and found that information and other data taken from an American Research Bureau sweep survey was in error. They promised to provide corrected information (BROADCASTING, Sept. 22, 1969). ADL, in supplying the corrected data, said the trouble resulted from an incorrect coding instruction that accompanied the ARB computer tapes on which the tables were based. In all, 26 tables were affected.

Mr. Lane, in a letter to FCC Chairman Dean Burch, noted that the original ADL data indicated that the average amount of nonnetwork programming carried on affiliated stations in the top-50 markets during the 7-11 p.m.

period had increased from 6.3 to 7 hours per week from 1958 to 1968. But the new data show a decrease, from 6.3 hours to 4.8 hours. He also noted corresponding decreases for both the 6-11 p.m. and 7:30-10:30 p.m. periods.

Mr. Lane also cited these examples of what he called a "dramatic change between the original and the revised Little data":

While the ADL report showed, for every time period and market group measured, an increase in the number of prime-time hours per week that affiliated stations were not carrying network programming, the new data show a decrease for every time period and market grouping measured.

While the original report indicated that in 1968 11 affiliates in the top-50 markets were carrying at least 10 hours of nonnetwork programming weekly in the 7-11 p.m. period, the new data show that none is carrying as much as 10 hours. The original data indicated that 58 stations are carrying between eight and nine hours, but the new data show that the correct number of stations is four.

Mr. Lane said the revised figures he cited "indicate the lack of a sound factual or statistical basis to NBC's and CBS's opposition" to WBC's proposal. He also said that, "in demonstrating

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the increasing encroachment of network programming into all available prime-time hours, the Little data definitely establishes the need for immediate corrective action by the commission. He referred to a revised table which shows that in the 10:30-11 p.m. period, historically considered station time, network programming has risen from 46% to 85% of the total time on all affiliated stations in the top-50 markets.

## Frank fears news used as a social instrument

The idea of the television newsman being a "conscious instrumentality of social control" is "frightening and abhorrent" to Reuven Frank, president, NBC News.

Mr. Frank shared his views with 150 civic, social and professional leaders

last Monday (Jan. 12) at the 12th annual KMTV(TV) public-service award dinner in Omaha. The occasion honored Dale Ball, president, First National Bank of Council Bluffs, Iowa, for his contribution to the Omaha area in 1969 through use of TV—two half-hour shows plus commercial spots tracing the history and progress of Council Bluffs.

The award was presented by Nebraska Governor Norbert T. Tiemann. Council Bluffs is just across the Missouri River from Omaha.

"The newsman's prime responsibility is the news business itself, with its standards and traditions," Mr. Frank said. "Critics would like us to present such material as would in their opinion make society better . . . closer to what they would like," he observed. But, he emphasized: "News doesn't do it. News doesn't know how. News which

knows how isn't news.

"Television news is not perfect," Mr. Frank told his audience, "nor is it immune from criticism, nor should it be. But the premises are good premises; the achievements are real achievements; and the stakes are your stakes.

"It is important to remember that in an aggressively free society, only disapproval is vocal. There is a silent majority on every subject. This does not mean that criticism is improper . . . we live in a surly time," Mr. Frank said, noting that often divisions of opinion "spill out into criticism of the system and doubts about the fundamentals.

"And, behold, unannounced and unremarked is this new symbol of national unity: television news. All of the political and social groups find something they agree on—dislike of television news presentation. . . ."

# TV enlivens football's centennial

## Nielsens for ABC-TV college games earn praise; 11-game season approved at NCAA convention

Sports records are always falling on the field of play and justifiably make headlines. But it may well be that one of the most impressive new marks recorded in 1969, college football's 100th year, was made outside the stadium in television audiences for college games.

The television committee of the National Collegiate Athletic Association reported last week its ABC-TV telecasts reached an all-time high average of 15.6-million total homes per game. This was an increase of 8.3% over the record of 14.4-million homes per game set in 1968. The NCAA committee observed that this implied an average of 25-million people watched at least six minutes a game during 1969.

The NCAA report was given by Forest Evashevski of the University of Iowa, and Barry Frank, ABC vice president-sports planning, discussed the network's experience with the games and sports in general. The reports were made on the eve of the NCAA's 64th annual convention last week in Washington's Statler Hilton hotel.

Mr. Frank said sports coverage generally was profitable for the network, which has a new two-year football contract with NCAA. He said ABC broke even on its NCAA football games, lost some money on professional games, but profited from other sports. The scheduling for the 1970 season will be much the same as 1969, he said. The NCAA, after much debate, approved an 11-game season. The extra

game will cause no problem, ABC said, as it easily can be handled in the 14-game TV schedule.

Mr. Frank, using slightly different criteria than NCAA's committee, reported audience-per-minute figures showed an 11% increase over the previous season. His figures indicated 8,070,000 homes per minute watching the games providing a 13.8 rating and

38 share. These figures compare with 5,270,000 homes per minute that watched American Football League games and 9,480,000 that watched National Football League games it is reported.

The ratings showed that the Texas-Arkansas and UCLA-Southern California games tied for top audiences with the Army-Navy game next on the

## TV millions on line during football talks

Negotiations critical to the future of professional football on TV adjourned late Thursday (Jan. 15) with no decision in sight.

The owners of the professional football teams held another round in the debate on how to split up the newly created National Conference into three divisions, while CBS-TV and NBC-TV appeared to be awaiting the outcome before signing contracts for 1970 television coverage. Another day of discussions among the owners was scheduled for Friday (Jan. 16) at the Americana hotel in New York.

The networks are said to be in final rights talks, with an estimated \$31 million at stake. ABC-TV has already signed a package for three years of Monday-night games worth an esti-

mated \$8 million a year (BROADCASTING, June 2, 1969). ABC will also carry college football for the next two years at an estimated \$12 million a year (BROADCASTING, June 23, 1969).

Rights for the professional football season just concluded were almost \$35 million, with CBS paying the bulk (\$25.7 million) for the more prestigious National Football League and the Super Bowl. What effect, if any, the American Football League win by the Kansas City Chiefs in the Super Bowl will have on division of next year's costs could not be determined. Some network sources had voiced the opinion before the game was played Jan. 11 that an AFL win would make no difference.

The talks entered the money stage just before Christmas when the professional football league submitted its schedule offerings to CBS and NBC and awaited the networks' replies and requests.



## WSMS-TV took a mini-method to local color news and got a maxi-market.

"We went on the air in December of 1968—brand new—full color," says James C. Harper, Program Manager for the newest South Florida station. "It would have been very shortsighted of us to enter a growing color industry in black and white.

"One of our main reasons for being is to serve the Fort Lauderdale-Miami market with local news and sports coverage. That means shooting a lot of color film. We bought a mini-ME-4 processor for the Kodak ME-4 Process. Because we were a new station, cost was an important factor—so this unit was a perfect choice for us. Now we're shooting news, sports and commercials for our local area, and processing about 25,000 feet of color film a month.

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the chemicals are easy to mix and use. We're quite pleased with the ME-4, and its performance."

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## Black title game on TV proposed

### NCAA to weigh playoff plan of Los Angeles promotor and Grambling College

Proposals for a black college championship football game on television were carefully shunted aside by the National Collegiate Athletic Association last week at its convention in Washington. The issue is slated for consideration in early spring.

Nevertheless, promoters plan to continue the campaign, and other more substantive plans for appealing to black television audiences are moving ahead.

Foremost in the movement is Concepts International, a Los Angeles firm that is promoting a black college football network similar to, and with some support from, the Hughes Sports Network which handles Notre Dame football games.

Concepts International, and C. D. Henry of Grambling College, Louisiana, asked the NCAA to approve a black college football championship game. It

hopes to promote it for television coverage. It proposes to have the game played in the Astrodome in Houston and have a tentative plan ready to present to the Houston Sports Association which operates the Astrodome.

The plan was presented to the NCAA council, failed to win immediate approval, but was returned to the extra events committee of NCAA for further consideration, possibly this spring.

A prime mover in the effort to form a black college sports network is Jim Hunter, vice president of Concepts International.

Grambling and others through the years have been touted as mythical black college champions. Mr. Hunter wants to make the title official. Here the NCAA comes into the picture.

The plans for a black college network are moving ahead and Concepts International hopes to have it in operation next season.

There is a good market for such a program, Mr. Hunter says. A number of television stations have indicated interest. "They are aware of the importance of their black audience and the black people need some identification, black awareness," Mr. Hunter said.

Mr. Hunter observed that some 20%

of all professional football players come from black colleges. "The black college games themselves receive relatively minor coverage," he said. "I think we can sell this."

Mr. Hunter's project is being aided by Jim Brown (former Cleveland Browns fullback) and his Black Economic Union.

Most black schools are members of the NCAA, Mr. Hunter said. And, he noted, 80% of all Negro college graduates come from black schools. Mr. Hunter said he is not sure that the NCAA is yet ready for the black championship games but he is going ahead with the sports network planning. The championship game, of course, would be a post season game. The sports network would tape it for replay at a later time when the various stations could program it.

This would be the technique on the regular season games. It was noted that most of the black colleges have relatively small enrollments, yet the contribution to professional football is disproportionately high. Mr. Hunter feels the audience interest in his network, particularly in the South, would be very good.

most-watched list.

The NCAA committee reported that the UCLA-Southern California battle of cross-town rivals played to an all-time record viewing audience of 22.9 million homes from kickoff to end, and an estimated 36.5 million people tuned in for at least six minutes. The previous high was 20.7 million viewing in 1968 for a Notre Dame-Southern California game.

By Nielsen figures, USC-UCLA earned a 38.9, the highest of any regular season college football game since the same two rivals earned a 41.2 in 1955. That rating then, however, represented 9.5 million fewer homes than saw the 1969 game.

The 1969 Nielsen average of 26.6 was the highest for the series since a 30.5 was reported in 1957 when four regional Saturdays were not included in the season average and when the average of total homes reached was only 12.3 million.

ABC in 1969 completed the second year of a two-year pact with NCAA and last fall signed a new two-year contract for \$12 million a year (BROADCASTING, July 28, 1969). The previous casting was \$10.5 million paid the colleges in 1969.

*College Football '69*, highlight show in its second season, was carried by 151 stations and covered 56 teams.

## NBC-TV seeks more tot appeal

NBC-TV last week took a meaningful step towards improving the quality and quantity of its informational-entertainment programming for child audiences. The network established a programming unit charged exclusively with responsibility for producing programs "that will appeal to youngsters and will prepare them for life in the classroom—not with a handicap but with a vigorous start." A new office of vice president in charge of children's programming also was established within the NBC-TV network to head the new production unit, which will be based in New York.

NBC President Julian Goodman, speaking in Beverly Hills before an overflow industry audience attending a luncheon meeting of the Hollywood Radio and Television Society, including virtually every major West Coast production executive, revealed plans for the network's "continuing commitment" to improving children's programming on television. (It was subsequently announced that George A. Heinemann, veteran network programming executive and NBC's director of public affairs, would assume the newly-created position of vice president, children's programs.) Mr. Goodman pointed out that television has a "special obligation" to

children's audiences and said that NBC recognizes and would accept "the enormous creative challenge of making information for youngsters so engaging that they will seek out such programs and watch them." He indicated that "intensive effort" would be put into development of good children's programming and noted that such an effort requires "a long lead time." Still, Mr. Goodman looked for improvements in NBC's Saturday morning schedule as early as next season.

## Another major stride in sports by Hughes

Hughes Sports Network Inc., under an agreement with Atlantic Richfield Co. announced last week it will take over scheduling, production, operation and servicing of all Atlantic Richfield's sports properties.

The oil company owns radio and television rights in professional baseball of the Philadelphia Phillies, Pittsburgh Pirates and Oakland Athletics teams, and the 40-station radio and six-station television networks of the New York Yankees club. It also owns rights to the Seattle Supersonics and Los Angeles Lakers professional basketball teams, the Los Angeles Kings hockey team and the Oregon State University football and basketball teams, whose games are

broadcast on around 20 and 30 stations, respectively.

HSN had been involved with many of the broadcasts previously in a technical and production capacity, but the sports network will now assume all other functions formerly handled by Atlantic Richfield's agency, Needham, Harper & Steers.

HSN has appointed J. Gordon Bridge as executive producer of the newly-created department on the Atlantic Richfield properties.

## Ire at CBS show directed on WCAU

A Justice Department official has been asked to look into the vandalism wrought on WCAU-AM-FM-TV Philadelphia studios Jan. 10 when a dozen persons rampaged through the building, ripping telephones from walls, smashing windows and breaking equipment. Eleven arrests were made.

The attack, according to a pamphlet

handed to newsmen by the alleged vandals, resulted from a CBS-TV *60 Minutes* program aired Jan. 6. The suspect termed the program "a slanderous documentary about the Black Panther party."

The pamphlet noted: "Beside the facade of liberalism, CBS henchman Mike Wallace accused the party (Panther) of wanton violence, desiring to be martyrs and even corrupting little children's minds about the good things in America. . . ."

Mr. Wallace said on the Jan. 6 pro-

### Program notes:

**Hotline to Treasury** ■ A daily telephone news service intended primarily for radio stations has been launched by the Treasury Department. It is operative 24 hours a day, and provides a new message every Monday through Friday beginning at 11 a.m. Stations may listen and record directly from telephone recording. Most of the announcements will be delivered by a member of the department's public affairs staff, but some will be recorded by Treasury officials. Tel: (202) 393-5540.

**Jazz for Europe** ■ Euro-Film Corp. has been formed in Los Angeles specifically to produce a series of half-hour color films based on what's happening in American jazz. The settings for the shows essentially are various jazz clubs in the Los Angeles area, with the camera filming from a ringside seat during performances. The shows will be offered for syndication in European television markets. Entitled *Jazz on Stage*, the programs are designed without a host. Instead a prepared running script allows a local announcer to act as host in the native language of the market where the program is being presented. Jack Lewerke, a veteran jazz record distributor, heads Euro-Film Corp.

**Disk pact** ■ Bell Records, a division of Columbia Pictures Industries Inc., New York, has announced exclusive recording agreement with the Fifth Dimension and purchase of Johnny Rivers' Soul City Productions, for whom the singing group formerly recorded. Fifth Dimension group, which has sold about 10 million singles and 2.4 million albums since 1966, will supply records to Bell via group's new company, Landmark Records.

**In the works** ■ Beckwith Presentations, New York, has taken over various children's programming projects of Cauldron Productions, headed by writer-scenic designer Ben Schecter and composer William Roy. Now in development are two series based on children's

books — *Inspector Rose* and *Conrad's Castle*.

**Foreign policy series** ■ The Nebraska Educational Television Council for Higher Education, Lincoln, and the U.S. Department of State, are planning a series of six one-hour TV programs on *Problem Areas of American Foreign Policy*. Taping begins Jan. 26. The programs, though designed for classroom use in Nebraska colleges will also be broadcast to the general public in a schedule yet to be announced.

**New name** ■ Krantz Films Inc., New York, has changed its name to KFI Films Inc., and reports it will produce an additional 50 two-minute episodes of the educational cartoon series, *Max, The 2,000 Year Old Mouse*, for distribution to TV stations. KFI Films is a wholly owned subsidiary of Vikoa Inc., Hoboken, N.J.

**And that's the way it is** ■ Trustees of Boston's Museum of Science have announced Walter Cronkite as the recipient of the Bradford Washburn Award for his "presentation of the U.S. Space Program through the media of radio and television." Mr. Cronkite, will receive the gold medal and \$5,000 honorarium at a ceremony this spring. The award is presented annually for recognition of an individual's contribution toward public understanding and appreciation of science.

**Jerry Lewis: Educator** ■ TV entertainer and film star Jerry Lewis will be the subject of a special, commissioned by National Educational Television. Mr. Lewis will be filmed on a movie set, teaching a film class, preparing a night club act, organizing activity for Muscular Dystrophy Associations of America, and at home by Earl J. Miller of University of Texas Communications Center. NET broadcast a similar special on Peggy Lee last fall. No date has been set for the program on Mr. Lewis.

**New roundup** ■ Producer-director Bill Bertenshaw is completing his production assignments for the Executive Council of the Episcopal Church in

New York after a 10-year association and henceforth will devote himself completely to his own company, Radio & TV Roundup Productions, Maplewood, N.J. The firm specializes in producing public affairs radio series underwritten by sponsors and offered free to stations. Productions in 1970 include *Suggested Solutions, New Jersey 1970, Medicine 1970* and *Farm Digest*.

**Graphics firm acquired** ■ Computer Image Corp., Denver, producers of computer animation for TV, motion pictures, educational and industrial films and video tapes, has acquired Les Weisbrich and Associates Inc., graphics productions house based in Beverly Hills. The acquisition, in negotiation for the last three months, involved an exchange of an undisclosed amount of Computer Image stock for all the outstanding shares of Weisbrich stock. Weisbrich and Associates will perform as creative director for Computer Image. The graphics house, established 17 years ago, does work for album covers, logos, letterheads and various advertising packages. Computer Image, formed about two years ago, is publicly owned and traded over the counter.

**Musical sweep** ■ American Independent Radio Inc., Los Angeles, distributor of programming services for radio, is syndicating *The Top One Hundred of the Sixties*, a special 12-hour taped package of memorable music events and personalities of the last decade. The special program, produced by Bill Watson under the auspices of the Bill Drake-Gene Chenault Enterprises organization, is narrated by Robert W. Morgan, on-air personality for KHJ(AM) Los Angeles. The complete radio package contains sounds, songs, trends, fads and history.

**Features for sale** ■ United Artists Television Inc., New York, has placed into syndication a group of 21 "Falcon" and "Saint" pictures, starring Tom Conway and George Sanders. UA TV said sales have been completed in several markets.

gram, a portion of which was devoted to a study of the Black Panther party, that "whatever else the Panthers may teach, they do not teach racism. They do not teach black supremacy; they do not teach black separatism. They talk about the problems of the poor, all the poor, not just the blacks."

Representative R. Lawrence Coughlin (R-Pa.) last week asked and was assured by Louis C. Bechtel, U.S. attorney for the Eastern district of Pennsylvania, that an observer from Justice would attend a Jan. 16 hearing for the suspects. According to the congressman, some of the vandals were out-of-staters and thus, he observed, the Anti-Riot Act might be violated. Representative Coughlin asked Mr. Bechtel to "determine if his office believes there is sufficient reason for an investigation by the Justice Department."

WCAU officials and local police said the invading group consisted of men and women between the ages of 15 and 30.

The suspects reportedly told police they committed the vandalism as "their contribution to revolution." All the suspects are white.

Radio and TV operations at WCAU were unhampered during the Jan. 10 melee. Damage estimates were placed at \$1,500.

## Transmedia forms new program divisions

Transmedia International Corp., which was formed in November 1968 as a supplier of mobile-broadcast facilities and tape-recording equipment, is expanding into the areas of sports and network programming.

Stuart R. Ross, president of TMI, said last week the company has formed a TMI-Sports Division and a TMI-Network Program Sales Division. William Schwing, who has been a vice president of TMI, will direct the activities of the sports division, and Frank J. Fitzgerald, recently national sales manager of Hartwest Productions, New York, has been added as vice president of the program division.

The sports division will seek broadcast rights to major sports events and teams and will broadcast them on local, regional and independent networks. TMI-Network Program Sales will offer independent producers completed services from broadcast facilities and operation personnel to sales.

During the past year, TMI has produced, leased equipment and handled remote pick-ups of professional hockey games, preseason professional contests, college football and basketball games, tennis matches and bowling tournaments.

## 'Cavett' comes in third in late-night Niensens

ABC-TV's *Dick Cavett Show* trailed the other networks' late-night talk shows in national ratings for his premiere week (Dec. 29- Jan. 4). The program averaged a 4.3 Nielsen rating, slightly higher than *Joey Bishop*, the predecessor, averaged, but the average share remained at 14. CBS-TV's *Merv Griffin* had a 4.9 rating, 18 share, and NBC-TV's *Tonight Show Starring Johnny Carson* had a 9.8 rating, 33 share.

The prime-time ratings that week put NBC on top with a 21.7, CBS second with a 20.2 and ABC third with a 15.5 rating. One movie, "Namu, the Killer Whale" on NBC Saturday night, and one football game, NBC's Orange Bowl, interrupted a top-10 list of the usual six long-running shows and two new ones (ABC's *Marcus Welby* and NBC's *Bill Cosby*).

## Disney's world lives on

A new long-term arrangement has been made by NBC-TV and Walt Disney Productions calling for continuing production of *The Wonderful World of Disney* series (NBC-TV, Sunday, 7:30-8:30 p.m.) and for new program development, it was announced last week. The series has been on NBC-TV continuously since 1961. This is the 16th year that Disney programs have been on TV.

## RME plans daytime special

RME Programming Inc. has been formed in Columbus, Ohio, with Richard S. Mann as president and chief executive officer. Company plans to develop and produce product for network and syndicated television markets. First project is an hour daytime TV special in color, *A Woman's World*, which is projected for network presentation. The show is scheduled to be video taped in New York and Hollywood sometime this month. The production

will be financed by RME Programming. Other Richard Mann enterprises include RME Facilities Inc. and RME Productions Inc., both also based in Columbus. RME Productions, started in 1967, recently established a sales office at 100 West 57th Street, New York. This company provides color remote TV production units for a variety of television production needs.

## Customs confiscates, checks China film

The U.S. Customs Department insisted last week on an advance screening of a Canadian-produced documentary on China, scheduled for broadcast by National Educational Television tonight (Jan. 19) at 9 o'clock.

The video tape was confiscated at La Guardia airport in New York as an NET producer returned with it from Toronto.

"It's apparently automatic for the customs department to review all material coming in from Red China," an NET spokesman reported. "They're probably watching out for a flood of propaganda. But they found nothing wrong with this film."

## The ratings were super too

The Super Bowl professional football game on CBS-TV Jan. 11 attracted 57 million viewers, the network estimated. The National Arbitron rating for the Sunday afternoon game was 38.8, for a 70 share. Last year's Superbowl on NBC-91 was watched by around 60 million people, NBC estimated. The National Nielsen rating was 36.0, with a 70 share.

## 'Saint' syndicated

Independent Television Corp., New York, has placed 114 hours of *The Saint* episodes in general syndication to television stations. The program series had a three-season run on NBC-TV, with 43 on the episodes in color.

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### FCB cable systems get \$15-million financing

FCB Cablevision, a subsidiary of Foote, Cone & Belding Communications, disclosed some \$15 million in long-term financing arrangements last week for the four cable TV systems it now has in operation and the four additional systems which start this year (BROADCASTING, Jan. 12).

Louis E. Scott, FCB Cablevision

chairman, said the advertising agency subsidiary has obtained a loan of \$11 million from Teachers Insurance and Annuity Association of America while FCB Communications has increased its equity investment in FCB Cablevision from \$1.6 million to \$5 million.

The loan is in the form of a purchase by Teachers Insurance of \$11 million 9% senior notes due in 1985. Teachers also obtains a 15-year detachable warrant to purchase 20% of FCB Cablevision's common stock.

FCB Cablevision's operating CATV systems are Poughkeepsie, N.Y., and Newport Beach, Seal Beach-Leisure World and Mission Viejo, all California. Under construction are systems in Pueblo, Colo., and Oceanside, Sunnyvale and Menlo Park, all California.

### Company reports:

Doyle Dane Bernbach Inc., New York, reported record billings (up 8%) and a gain in net income for the year ended

### The Broadcasting stock index

A weekly summary of market activity in the shares of 95 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 15	Closing Jan. 8	Closing Dec. 30	1969-1970 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	38	38	54½	39½	36	4,888	267,618
Atlantic States Ind.		O	6½	7	5½	15½	5½	1,789	9,840
Capital Cities	CCB	N	33½	35½	34	37½	26	5,804	197,336
CBS	CBS	N	47	48½	47½	59½	41½	26,129	1,247,660
Corinthian	CRB	N	31½	33½	32½	37½	20	3,384	108,694
Cox	COX	N	48½	47	48	59	37	2,893	138,864
Gross Telecasting	GGG	A	17½	17½	15½	24½	14½	805	12,276
Metromedia	MET	N	17½	19	18½	53½	17½	5,603	105,056
Pacific & Southern		O	23	23	22	26½	13½	1,635	35,970
Reeves-Howcom	RBT	A	15½	14	14	35½	12½	2,253	31,542
Scripps-Howard		O	22½	24	22	31½	21	2,589	56,958
Sonderling	SDB	A	32½	34½	33½	47½	29½	985	32,998
Starr Broadcasting		O	16½	15	13	16½	6½	338	4,394
Taft	TFB	N	28½	28½	26½	43½	26½	3,585	95,003
						<b>Total</b>		<b>62,680</b>	<b>\$ 2,344,209</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	22½	23½	23½	49½	22½	13,462	311,241
Bartell Media	BMC	A	12½	11	10	22½	8½	2,292	22,920
Boston Herald-Traveler		O	32	29	29	71	27	574	16,646
Chris-Craft	CCN	N	9½	10½	10½	24½	9½	3,450	36,225
Combined Comm.		O	14½	16½	15	16½	8½	1,798	26,970
Cowles Communication	CWL	N	10½	10½	10½	17½	9½	3,969	40,166
Fuqua	FQA	N	27½	30½	28½	47	27½	5,219	150,516
Gannett	GCI	N	28½	27½	29½	29½	24½	7,117	208,172
General Tire	GY	N	18½	18½	18	34½	17½	17,914	322,452
Gray Communications		O	7½	6½	7½	12½	6½	475	3,610
Lamb Communications		O	5½	6	6½	10	3½	2,650	17,225
Lee Enterprises		O	25	23½	21½	25	15½	1,957	42,075
Liberty Corp.	LC	N	17½	17	17	24½	14	6,743	114,631
LIN		O	10½	10½	9½	32½	7½	2,174	21,392
Meredith Corp.	MDP	N	41½	42	43½	59½	32½	2,781	121,669
The Outlet Co.	OTU	N	16½	17½	15	30½	15	1,336	20,040
Plough Inc.	PLO	N	80½	78½	77½	80	57½	7,892	609,657
Post Corp.		O	17	17½	18	40	14½	713	12,834
Rollins	ROL	N	39½	39	38	42½	30½	8,016	304,608
Rust Craft	RUS	A	28½	32	30½	38½	24½	1,168	35,332
Storer	SBK	N	28	29½	29½	62	24½	4,221	122,916
Time Inc.	TL	N	39½	40½	39½	100½	36½	7,241	287,840
Trans-National Commun.		O	2½	3	3½	11½	2½	1,000	3,360
Wometco	WOM	N	19½	19½	18½	23½	16½	5,583	104,340
						<b>Total</b>		<b>108,845</b>	<b>\$ 2,953,467</b>
<b>CATV</b>									
Ameco	ACO	A	14½	14½	15½	16½	7½	1,200	19,008
American TV & Comm.		O	22½	22	19½	22	9½	1,775	34,613
Cablecom-General	CCG	A	23	20½	21½	27½	8½	1,605	34,508
Cable Information Systems		O	2½	2	2½	5	2	955	2,149
Citizens Finance Corp.	CPN	A	13½	13	12½	27½	12½	969	12,113
Columbia Cable		O	12½	12½	13	17½	9½	900	11,700
Communications Properties		O	17½	7	6	17½	4½	644	3,864
Cox Cable Communications		O	24½	24	23½	24	11½	3,550	83,425
Cypress Communications		O	16½	14½	14½	23	10½	854	12,383
Entron		O	2½	2½	2	10½	2	607	1,214
General Instrument Corp.	GRI	N	25½	29½	28½	43½	26	6,028	170,291
H & B American	HBA	A	27½	26	25½	28½	11½	5,016	129,613
Sterling Communications		O	7½	7	7½	10½	5½	500	3,680
Teleprompter	TP	A	126	115½	108	126	46	1,007	108,756
Television Communications		O	17½	18½	18½	20½	10	2,654	49,099
Vikoa	VIK	A	25½	27	27	35½	20	1,815	49,055
						<b>Total</b>		<b>29,435</b>	<b>\$ 725,471</b>



Oct. 31:

	1969	1968
Earned per share	\$1.89	\$1.53
Gross billings	255,656,524	236,686,825
Pretax income	9,404,004	7,878,694
Net income	3,890,743	3,226,437

**Filmways Inc.**, New York, motion picture and TV production and distribution company reported an increase in gross revenues but a decline in net income for the three months ended Nov. 30:

	1969	1968
Earned per share	\$0.33	\$0.53
Revenues	25,966,000	22,616,000
Net income	608,000	802,000
Average shares outstanding	1,700,000	1,400,000

**Chuck Barris Productions Inc.**, Hollywood, producer of TV game shows, reported solid increase in net income

for six-month period, which ended Nov. 30, 1969:

	1969	1968
Earned per share	\$0.34	\$0.29
Revenues	2,508,098	2,473,742
Net earnings	240,867	201,721

## Dimension V seeks expansion funds

Dimension V Ltd., Los Angeles, organized last May to develop and produce films, television specials and series, records and music tapes, and to publish music, has filed at the Securities and Exchange Commission to register 170,000 shares of common stock with warrants to purchase and additional 170,000 shares. The company plans to offer,

through Jaffe & Co., New York, units of one share and one warrant for public sale at \$15 per unit.

Of the net proceeds of the stock sale, \$700,000 will be used to expand the company's staff and meet its payroll for two years; \$250,000 to acquire literary properties, ideas or formats to serve as bases for packaging motion pictures and TV specials or series, and \$130,000 to finance production of a low-budget documentary film being produced by others.

Perry B. Leff, president and 81.9% stockholder of Dimension V, is one of the founders of Creative Management Associates (New York and Los Angeles), major talent agency.

	Stock symbol	Ex-change	Closing Jan. 15	Closing Jan. 8	Closing Dec. 30	1969-1970 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	29½	29½	26½	42	24½	5,882	156,461
Disney	DIS	N	148	133	131½	152½	69½	4,469	586,556
Filmways	FWY	A	15½	17½	16½	38½	15½	1,492	24,245
Four Star International	O		3½	4	3	10	3	666	1,998
Gulf and Western	GW	N	19½	19½	19½	50½	17½	16,426	321,950
Kinney National	KNS	N	28½	30	28½	39½	19	5,940	169,290
MCA	MCA	N	23½	20½	19½	44½	18½	8,297	161,792
MGM	MGM	N	25½	27½	25½	44½	24	5,801	149,898
Music Makers Group	O		8½	9	8½	15½	8½	589	5,154
National General	NGC	N	17½	19½	18½	46½	16½	4,539	82,247
Transamerica	TA	N	23½	24½	25½	38½	23	61,869	1,593,127
Trans-Lux	TLX	A	19½	23	19½	58½	17½	1,020	20,237
20th Century-Fox	TF	N	19	19½	17½	41½	14½	8,169	140,915
Walter Reade Organization	O		8½	8	8	15½	7½	2,342	18,736
Wrather Corp.	WCO	A	9½	10½	8½	10½	7½	2,161	18,369
								<b>Total</b>	<b>120,473</b>
									<b>\$ 3,450,975</b>
<b>Service</b>									
John Blair	BJ	N	22½	22	22½	28½	17½	2,667	58,994
Comsat	CQ	N	54½	57½	57½	60½	41½	10,000	573,600
Creative Management	O		10	9½	9	20½	8½	1,020	9,180
Doye Dane Bernbach	O		23	20	20	33	18½	2,104	42,080
Foote, Cone & Belding	FCB	N	11½	11½	11	15½	10½	2,149	23,639
Grey Advertising	O		12½	13½	11½	18½	11½	1,163	13,490
Moviefab	MOV	A	7	7½	6½	14½	6	1,407	9,624
MPO Videotronics	MPO	A	8½	8½	8½	22½	7½	548	4,581
Nielsen	O		36½	36½	35½	38½	28½	5,240	186,020
Ogilvy & Mather	O		22½	21½	20	35	16½	1,090	21,800
PKL Co.	PKL	A	10½	9½	10½	30½	9	739	7,656
J. Walter Thompson	JWT	N	35	33½	32½	41	24½	2,778	89,591
Wells, Rich, Greene	O		13½	13	13	18½	8½	1,601	20,813
								<b>Total</b>	<b>32,506</b>
									<b>\$ 1,061,068</b>
<b>Manufacturing</b>									
Admiral	ADL	N	13½	14½	13	22½	12½	5,150	66,950
Ampex	APX	N	45½	45½	46½	49½	32½	10,826	500,656
CCA Electronics	O		4½	4½	5	6½	4½	800	4,000
General Electric	GE	N	74½	75	77	98½	72½	91,025	7,008,925
Harris-Intertype	HI	N	72½	74½	73½	80½	64½	6,343	466,210
Magnavox	MAG	N	35	37	35	56½	32½	16,561	579,635
3M	MMM	N	112	113½	10½	118½	94	54,521	6,003,852
Motorola	MOT	N	127½	130	35½	166	102½	6,649	900,940
RCA	RCA	N	32	33½	34½	48½	31½	62,773	2,187,011
Reeves Industries	RSC	A	4½	4½	3½	10½	3½	3,443	12,395
Visual Electronics	VIS	A	8½	10	7½	37	7½	1,357	10,639
Westinghouse	WX	N	56½	59½	57½	71½	53½	39,304	2,273,343
Zenith Radio	ZE	N	34½	35½	33½	58	32½	19,020	629,942
								<b>Total</b>	<b>317,771</b>
									<b>\$20,644,498</b>
								<b>Grand total</b>	<b>671,710</b>
									<b>\$31,179,688</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>91.68</b>	<b>92.68</b>	<b>91.60</b>				

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

Shares outstanding and capitalization as of Dec. 30.  
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

## Aubrey sees upturn in MGM fortunes

Television was named last Thursday (Jan. 15) by James T. Aubrey Jr., MGM president and chief executive officer, as a key to the projected success of MGM in 1970.

Mr. Aubrey presided over MGM's annual stockholders meeting in New York—his first since being named president last October after Tracy Investment Co., a Nevada corporation, acquired 39% of MGM's common stock and company control.

Mr. Aubrey reported the first quarter of fiscal 1970 ended Nov. 20, 1969, showed MGM net earnings of \$328,000 or 6 cents a share, compared with a first quarter 1969 loss of \$2.5 million or 44 cents per share. He attributed 1969's total \$35-million loss to "managerial erosion" and "archaic methods," particularly in the areas of motion-picture and recording production and distribution.

These, he told 300 to 400 stockholders representing about 7-million shares at the session, were in need of greatest scrutiny and re-evaluation.

"We are most optimistic about the three TV network series," Mr. Aubrey said. *The Courtship of Eddie's Father* (ABC), *Medical Center* (CBS) and *Then Came Bronson* (NBC), all under supervision of Herbert F. Solow, vice president-production, have all been renewed for a second season, he reported. He also cited pilot films for two new TV series, *McBride* on ABC and *Quest*, a candidate for NBC, and three one-hour documentaries for NBC sponsored by General Electric.

Mr. Aubrey called "healthy" the areas of domestic and foreign syndication, naming such shows as *The Man from U.N.C.L.E.*, *Daktari*, and *Flipper* as contributors of important revenues domestically. Internationally, he said, "the picture is especially bright." Mr. Aubrey predicted that 1970 "will be the largest sales year of international licensing of MGM television series in the



Mr. Aubrey

history of the company."

In other developments at the meeting:

■ Mr. Aubrey said a decision would be made in the next several weeks on whether MGM would move its headquarters from New York to Culver City, Calif., to consolidate operations. But, he observed: "We're waiting for someone to show us it would be advisable." Mr. Aubrey also said MGM plans to sell 150 of its 180 acres in Culver City, retaining enough only for sound stages for TV and movie productions.

■ MGM, it was learned, has reduced its 31 film exchanges to 10 autonomous divisions. Sales policy will be set in the home office, but each division manager will have freedom to make decisions and judgments based on local situations.

## Kinney files SEC report

Kinney National Service Inc., New York, has filed a registration statement with the Securities and Exchange Commission covering various Kinney securities reserved for issuance in connection

with the acquisition of Warner Bros.-Seven Arts in July 1968.

Kinney said that the securities are not new shares and previously have been reflected in its financial statements. Included in the registration statement are 4,463,725 shares of common stock issuable at any time during a 10-year period, upon exercise of the cash conversion privilege attached to outstanding shares of 5 cents Series C convertible preferred stock of Kinney.

A shareholder of this stock, the company said, has the right to surrender one share together with \$37 in cash in exchange for one share of Kinney common stock. If all of such shares would be converted in this manner, Kinney said, the corporation would receive approximately \$105 million.

## Financial notes:

■ Network Associates Corp., New York, diversified entertainment company active in TV and film production, has acquired Three Crowns Productions Inc., an independent TV and motion picture production company. Three Crowns will operate as a wholly owned subsidiary of Network Associates and Barry Downes, president of Three Crowns, will join NAC as vice president and executive producer. Alan Lurie is president of NAC.

■ Visual Electronics Corp., New York, has completed its purchase of Raytheon Learning Systems Co., Michigan City, Ind., for \$3.5 million in promissory notes, 100,000 common shares and 15,000 convertible preferred shares (BROADCASTING, Dec. 15, 1969). The stock represents a potential 14% equity in Visual Electronics; broadcast equipment manufacturer. Raytheon product lines that were acquired are language and learning laboratories, broadcast and closed circuit TV systems, student response systems and driver education systems.

■ Mullins Broadcasting Co., Denver, has purchased Electrical Products Signs Inc., Albuquerque, N.M., for about \$1.5 million. Mullins owns KBTW(TV) and KBTR(AM), both Denver; KARK-AM-FM-TV and the Arkansas FM Radio Network, Little Rock, Ark.; Thomas J. Barbre Productions, a Denver film production company, and outdoor advertising companies.

■ Publishers Co., Washington-based printer, publisher and broadcaster, has announced completion of its acquisition of two printing companies — Buxton-Skinner Printing Co., St. Louis, and Redson-Rice Corp., Chicago. Publishers has also acquired Harry G. Lynn Inc., operator of the Washington Coliseum and Uline Ice Co. Price for the three companies was about \$4 million.

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## Aural-service plan is rejected

**Broadcasters say limiting AM improvements is no solution to AM congestion problems**

FCC proposals aimed at reducing congestion in the AM band and diverting most of radio service growth into FM failed to attract support among those commenting on the commission's tentative rulemaking last week.

The proposals would lump AM-FM together as a single aural service and reject applications for daytime or nighttime facilities that did not propose first service to 25% of the proposed service area or 25% of the area's population (BROADCASTING, Sept. 8, 1969). Last week's comments echoed equally hostile ones received last November (BROADCASTING, Nov. 24, 1969). The commission has extended the deadline for comments to Jan. 28; replies are now due Feb. 27.

The National Association of Broadcasters said the proposed rule, as it relates to major changes in AM facilities,

is "ill-founded and will not assist in conserving spectrum space, but rather will result in a diminishment of the AM licensee's ability to operate in the public interest by serving listeners in his area." Under the proposal, existing AM facilities would be prevented from improving their service to areas they are already licensed to serve, even if the changes did not violate FCC technical requirements.

"No station would be able to request even a minimal power increase nor would it be able to effect any improvements in service which involve 'major changes,'" NAB said.

That argument was taken up by several licensees, among them Golden West Broadcasters, Midcontinent Broadcasting Co., BFR Corp., and Midcontinent Broadcasting Co. of Wisconsin. In joint comments, the groups argued that the

commission's proposal was "unduly harsh," and ignored the problems of stations which started out with adequate facilities which became inadequate because of population growth and shifts, transmitter location moves forced by freeway and other construction, and other factors.

The broadcasters urged the commission to modify its proposals by (1) treating changes in site location and/or directional antenna pattern as other than major facility changes; (2) allowing a specific exception to white area requirements when a station can show that changes in power or antenna direction are needed to provide adequate coverage to the principal community served, and (3) taking a more flexible and liberal stance on the regulation of interference, allowing stations to receive some new or additional interference

## Much more time needed to build

**That's tenor of few who respond to FCC proposal to extend CP period**

The FCC's proposal to extend the length of time for VHF and UHF television permittees to construct their stations has failed to stir much enthusiasm. Only four broadcast industry representatives, including the National Association of Educational Broadcasters, filed comments in support of the proposal by the time the deadline passed Jan. 12.

NAEB; the All-Channel Television Society; Jackson Television Corp., permittee of WKHM-TV Jackson, Mich., and Percypeny Radio, permittee of WPRJ Parsippany-Troy Hills, N.J., said the present eight-month deadline is too tight and the proposed substitute of 18 months none too loose. Some also said the same extension should apply to AM and FM permittees, who also are required to build within eight months of their grant.

NAEB said that the construction problems making it difficult for commercial permittees to build their stations within eight months are compounded in the case of educational permittees "in view of the inherent financial limitations" placed upon most of the noncommercial operations.

ACTS, which said that "the proposed period represents a more realistic estimate of the time necessary to complete construction," also urged the commission to reappraise its attitude toward factors it considers when granting time extensions. It noted that such factors as tower location and high interest rates, which it said the commission regards as "paper transactions" of a purely business nature, require decisions affecting the ability of a station to serve the public.

Jackson expressed the view that one of the problems the longer construction time would alleviate involves obtaining financing. Jackson noted that once the deadline for construction has passed, banks are reluctant to lend money previously committed or enter into new loan agreements.

And Percypeny Radio said that construction has become considerably more

complex in the 36 years since the commission wrote the eight-month deadline into the rules. The permittee cited zoning as an example, and said it has been seeking since December 1968, when it obtained its construction permit, a zoning variance to permit it to build.

An echo of the current dispute between broadcasters and land-mobile radio users over spectrum use was heard in the proceeding. The Land Mobile Communications Council, composed of business associations whose members use land-mobile radio, urged the commission to adopt, along with any rule extending the construction deadline to 18 months, a strict policy prohibiting the extension of the initial construction permit without first requiring the permittee to demonstrate the delay in construction is beyond his control.

The council said its members are concerned with any proposal affecting spectrum utilization. And, in view of two pending commission rulemakings aimed at opening up UHF spectrum space to land-mobile users, the council added, "we are further concerned with any action which perpetuates the longevity of so-called 'paper' television construction permits."

## Land-mobile study stirs more fires

### Broadcast groups back main conclusions; 2-way groups have objections

The FCC-sponsored Stanford Research Institute study of land-mobile spectrum utilization last week elicited—predictably—opposing conclusions in comments of broadcasting and land-mobile interests.

The SRI report, released last August, pointed to inequitable user distribution rather than a shortage of spectrum space as the cause of congestion. It seemed to lend little support for adoption of two FCC proposals designed to alleviate spectrum crowding. One would permit land-mobile and UHF station sharing of the seven lowest (14-20) channels; the other would reserve for land-mobile use 115 mc between 806 and 960 mc (channels 70-83).

The Association of Maximum Service Telecasters and NAB both welcomed the thrust of the SRI study but took issue with its conclusion that a spectrum congestion "crisis" exists in New York City. The Land Mobile Communications Council construed the study as

showing that user redistribution will bring only limited relief and will not provide for any significant land-mobile growth.

AMST in its comments reiterated its position that land-mobile's problems stem from deficiencies in the coordinating, managing and using presently allocated frequencies.

Deploring the commission's lack of an adequate data base in formulating solutions to the spectrum crisis, AMST said the SRI spectrum utilization data represents the only "real substantial and comprehensive" effort to collect objective information concerning actual land-mobile spectrum needs.

However, the association contended that SRI's monitoring data are "incomplete" and its sampling methods for determining peak frequency occupancy "unrealistic." It noted that the FCC allowed SRI to perform only signal-presence monitoring, or detection of radiation on a channel. Calling for qualitative as well as quantitative monitoring, AMST pointed out that SRI's data failed to reveal the nature or composition of message occupancy on the channels monitored or even what proportion of signals represented actual message communication. "It is reasonable to expect that *message* occupancies are less than these signal occupancy figures," AMST suggested, adding that

there is also a need to determine what particular problems actually cause communications congestion on a given channel.

Contending that the SRI report showed a crisis in spectrum management rather than a crisis in spectrum congestion in New York City, AMST said that in discussions with its representatives SRI analysts had acknowledged that their assertion of a congestion crisis in the city "was subjective on their part, since they had not developed or proposed any objective criteria by which to define channel or spectrum saturation."

Depicting the congestion problem not as a widespread, general problem but rather as a series of specific problems varying in severity according to the location of the metropolitan area, the nature of the land-mobile service and the type of user, AMST argued that the problem will only be exacerbated by channel sharing with television.

The proper antidote, AMST suggested, is utilizing unused or lightly used land-mobile channels to relieve congestion on crowded channels through intraservice sharing and possibly some limited interservice sharing.

This solution can be achieved quickly and without the great disruption of present system of allocating, assigning, existing services and technical and ad-

when they wish to improve service to the principal community through modification of facilities.

The Association of Federal Communications Consulting Engineers urged the commission to abandon the criterion of first primary service as a condition for acceptance of applications for new standard broadcast facilities or for improvements in existing stations. AFCCE said the commission's existing interference and overlap standards have "served the country well" and should continue to be followed. "Artificial stimulation of the use of FM is not necessary," the group argued.

Mid America Audio-Video Inc., Capital Broadcasting Co., Westchester Corp., and Heart O'Wisconsin Broadcasters Inc. all attacked that part of the FCC proposal prohibiting major changes or night-time operation in the absence of a 25% white area showing.

"If an existing station can show that a proposal to add night-time operation, change power or frequency, move location or redesign its antenna pattern will result in improved service to the public—and still comply with overlap and interference rules—it is submitted that such an application should be processed," the broadcasters told the commission.

## Nader charges X-ray dosage law impotent

### He claims TV law inhibits new technology, doesn't apply to old sets

Consumer advocate Ralph Nader has urged the chairman of the Senate Commerce Committee to open hearings on the Radiation Control Act of 1968. He said the law is failing to protect the public from "unacceptable levels of radiation emission" in color television sets.

In a letter to Chairman Warren G. Magnuson (D-Wash.), Mr. Nader charged that "millions of people are being exposed to the risk of physical, genetic and eye damage because millions of [color] sets exceed the present weak standards of 0.5 milliroentgens during all or significant parts of their operation." He said all color sets give out some radiation, and all of it could be avoided by present technology.

Mr. Nader cited a report prepared at his request by Dr. Margot Onek, a Washington physician, in which the

government's attempts to curb radiation were criticized because they provide no inducement to develop new technology and no rules to govern older color sets which may emit radiation in amounts that substantially exceed even existing standards.

He also said that an advisory committee set up by the Department of Health, Education and Welfare to propose standards for acceptable radiation levels included none of the specialists who helped to pass the Radiation Control Act in 1968. As a result, he said, the committee softened initially proposed radiation standards and its recommendation was accepted by HEW.

Other government actions affecting radiation have been even less potent, Mr. Nader said. He was particularly critical of Federal Trade Commission recommendations which advised the viewer to sit to 10 feet away from his color set and to avoid exposure to its back and sides while it is in operation. This kind of advice, Mr. Nader said, "illustrates the government's practice of urging the consumer to adapt to the hazards," rather than ordering the manufacturer to correct them.

"It is clear," he said, "that government has chosen to assume the role of

ministrative burdens on the commission that would result from channel-sharing with television, AMST contended, adding that after such reforms are made, additional spectrum space could be provided by using frequencies above 900 mc in urban areas.

The National Association of Broadcasters said the SRI report represented the first "real look" at land-mobile frequency utilization.

NAB said the report showed that the commission, "since the very inception of the land-mobile services, has managed those frequencies in blind reliance on factors which are not necessarily relevant to actual frequency needs." The association added that the study showed the distribution of users in the land-mobile channels to be "seriously inequitable," adding that FCC records and local frequency coordinator records cannot alone be regarded as an adequate basis for user assignment. "Industry user groups and their frequency coordinators do not have the resources, the capability, or the basic mission to solve the radio spectrum problems . . . or to perform effectively the task of regional frequency engineering and management," NAB concluded.

LMCC told the commission that the SRI study provided no basis for "findings, conclusions or determinations that

the land-mobile services do not need additional frequencies." The group said that even if the redistribution proposed by SRI were adopted and spectrum management improvements recommended were fully implemented, it would still be necessary to free blocks of VHF and UHF spectrum space to enable land mobile to "develop fully."

The "bottom-line" conclusions that can be drawn from the SRI study, LMCC said, are that even though further sharing of frequencies may provide some relief to existing congestion in certain urban areas, it will not provide for "even minimum anticipated growth" of land-mobile usage, which will require the allocation of "substantial" additional spectrum space.

LMCC suggested that one reason SRI found uneven distribution of channel occupancy in New York City and Detroit because during its "very limited" periods of monitoring in both cities no emergencies existed. Also, monitoring at a different time of the year "might provide different results in terms of degrees of occupancy of channels of various licensees," LMCC asserted.

A determination as to whether there is proper channel utilization in an area must be made on a "case-by-case basis" giving consideration to a "number of factors involving how and why and for what purpose the channel is

used by a particular licensee or group of licensees," LMCC concluded.

The land-mobile section of the Industrial Electronics Division of the Electronic Industries Association similarly found that additional spectrum space is the only solution to land-mobile's problems. EIA contended that the SRI study "was inadequate to warrant the postulation of any conclusions."

EIA conceded that the report was a step in the right direction, but said that since it had not developed "concepts for frequency assignment," any attempts to "initiate new channel assignment procedures precipitously, based on data covering only spectrum occupancy would only lead to chaos."

The Special Industrial Radio Service Association Inc. told the commission it should not embark on any immediate program embracing the concepts advanced by SRI. The group suggested the commission undertake a computerized overview of channel assignments as a basis for monitoring "on a level somewhat more discrete than the scan technique."

The Utilities Telecommunications Council criticized SRI for an inadequate data base and asked the commission to "recognize that channel occupancy, taken alone, is not an adequate measure of proper frequency distribution or utilization of frequencies. . . ."

protecting the electronic industry's investments vis-a-vis the offending color sets now in American living rooms. . . . The forces of industry and bureaucracy have prevailed."

Mr. Nader also criticized the National Commission on Product Safety, which has investigated charges that some sets are fire hazards, for not releasing its conclusions as to which models are most dangerous. He said he is making a formal request under the Freedom of Information Act for release of the information.

The Nader letter came just as HEW Secretary Robert Finch was announcing a conference earlier this month on possible radiation problems in microwave ovens. The Commerce Committee will probably hold hearings on administration of the Radiation Control Act, but its schedule is nearly full for the first few weeks of this congressional session.

It the radiation hearings are held, they will probably get into the TV-fire question as well. The Product Safety Commission now says it will make public the hitherto unreleased study, although it denies that Mr. Nader's letter was responsible.

## Bottom drops out of TV-set market

Color, B&W sales to dealers plummet far behind 1968 totals; radio off too

Color-TV sales by distributors to dealers fell a resounding 20.3% in November 1969, bringing the year-to-date total down by 1.1%, the first minus in color-TV history, the Electronic Industries Association reported today (Jan. 19).

But color-TV sales weren't the only category falling behind 1968; monochrome-TV sales slipped by 17.7% for November last year, and were down 8.7% for the 11 months of the year. Total radio sales to dealers also declined by 16.9% for the month of November and are down by 7.7% for the year-to-date.

Some hope, however, was given the consumer-products industry for this year. Department of Commerce economists see continued but unspectacular growth in this field, which also includes phonograph and tape-recorder instruments. In the *U.S. Industrial Outlook, 1970*, published two weeks ago, consumer products sales were seen grow-

ing from an estimated \$3.830 million in 1969 to \$3.950 million this year, up by 3%. Factory shipments of color-TV sets were estimated at 6.3-million units in 1969, valued at \$2 billion, representing more than four-fifths of total TV-set shipments in terms of value. For 1970, shipments are expected to reach 6.5 million.

The *Outlook* also indicated that the average factory unit price of color-TV receivers continued to fall, from \$353 in 1968 to \$345 in 1969. Black-and-white factory TV set unit prices also dropped, from \$95 in 1968 to \$89 in 1969. Radio receivers continued at a \$16 average factory unit price, as it has for the last three years.

The drop in average factory prices of color-TV sets was attributed to the increased sales of smaller sized units, but it was predicted that unit prices this year may increase slightly as the result of the introduction of higher performance color picture tubes and

other features.

The 11-month EIA figures for distributor sales:

	Television	
	1969	1968
Color	5,025,133	5,080,315
Monochrome	4,539,063	4,973,707
Total	9,564,196	10,054,022
	Radio	
AM home	5,405,564	6,498,351
AM-FM or FM home	3,484,250	3,822,638
Auto	9,315,619	9,409,886
Total	18,205,433	19,730,875

## Study finds 85% of ETV's can't originate color

More than eight out of 10 noncommercial, educational TV stations cannot originate live color programs, but only one out of four have no color facilities whatever.

This and other information on ETV stations' facilities have been reported by the National Association of Educational Broadcasters. The report is an update of a similar compilation made last April by NAEB. It covers 186 ETV stations.

On color facilities, 29 stations can originate live color programs, with 62 equipped for color film; 60, color slides; 74, color tape; 123, network color; 22, all color facilities, and 49, no color facilities.

In other categories, 76 ETV stations have antennas at heights that are higher or not significantly different from commercial stations in the same areas; 51 have antennas at heights that are significantly lower than their commercial neighbors and 59 have no commercial stations in their areas. A significant difference is 100 feet higher or lower than the antenna height above average terrain of the commercial station.

In the power area, 39 VHF noncommercial stations are operating at maximum authorized power for their frequencies, while 40 VHF and all 107 UHF ETV stations are operating below maximum powers.

In a summary of significant statistics, James H. Fellows, director of NAEB research and development, notes that 27% of ETV station antennas are significantly lower than their commercial TV counterparts; 79% of all ETV stations are operating below maximum authorized power for their frequencies; 25% of all ETV stations have no color facilities, and 85% of all ETV stations cannot originate live color programs.

## NAB looks for a thaw in the ice problem

Broadcast engineers have decided that something ought to be done about icing of transmitter towers—particularly the tall, 1,000-to-2,000-foot TV towers, many of them in built-up areas or atop tall buildings in cities. To begin this program, the Engineering Advisory

Committee of the National Association of Broadcasters last week voted to undertake preliminary moves looking toward a feasibility study of the problem.

Aim of a subcommittee will be to investigate the availability of ice-resistant towers, or mechanical or chemical means to prevent icing. If necessary, it was noted, the group could recommend a research project to develop such towers or de-icing devices.

Albert H. Chrismark, Meredith Broadcasting Co., who is chairman of the advisory committee, was named as chairman of the special committee. Others named to the committee: Robert W. Flanders, WFBM-AM-FM-TV Indianapolis; Royce L. Pointer, ABC, and Benjamin Wolfe, Post-Newsweek Stations.

The advisory committee also approved plans to develop standards for cassette tape recorders. Broadcasters are now using cassette recorders extensively, it was reported, particularly in gathering news for broadcast on radio stations.

## RCA begins work on \$4.8-million plant

Construction has started on a new \$4.8-million RCA plant in Barceloneta, P.R., to supplement U.S. manufacture of shadow masks used in color-television picture tubes.

The new facility will be known as RCA del Caribe Inc., a wholly owned subsidiary of RCA de Puerto Rico Inc. John B. Farese, chairman and president of RCA del Caribe and de Puerto Rico, said the 48,000-square-foot facility should be completed by the end of the year on 30 acres of land about 35 miles west of San Juan.

RCA also has announced entry into the antenna manufacturing field with a full line of outdoor color and monochrome television and FM radio antennas to be manufactured at its Memphis plant, according to Robert A. Schieber, division vice president, operations, RCA Consumer Electronics Division.

## Initial CPB tests are OK from coast to coast

The Corp. for Public Broadcasting began its satellite interconnection tests early this month and observers dubbed them 95% perfect.

The tests, using an Applied Technology Satellite (the ATS-3) that is in synchronous orbit over the equator and that has completed most of the scientific experiments for which it was launched, began on Jan. 4 and consist of sending the regularly scheduled ETV network schedule from New York to the West Coast for reception by non-commercial KCET(TV) in Los Angeles.

These satellite test programs are not being broadcast by that station; it receives its regular network feed by way of AT&T land circuits.

The experimental program, announced by CPB last month (BROADCASTING, Dec. 8, 1969), is scheduled to run 16 weeks in cooperation with the National Aeronautics and Space Administration, whose satellite is being used. The programs are fed by landlines to NASA's Rosman, N.C., earth station. From there they are transmitted to the satellite, which was launched late in 1967, which in turn beams them for reception by NASA's Mojave, Calif., earth station. From there they are landlined to KCET.

## Reeves/Actron to offer production facilities

Reeves/Actron, New York, has changed its production operation to a facility and continues to offer post-production and studio services, Grey Hodges, senior vice president, said last week.

The domestic TV equipment and sales operation of Actron Corp., subsidiary of Reeves Telecom Corp., New York, was acquired by Scoto Data Leasing Inc., Woodbridge, Conn., a business equipment firm (BROADCASTING, Jan. 12).

Reeves/Actron is continuing to offer complete facilities, particularly for the non-broadcast field, such as CATV's and educational organizations, Mr. Hodges noted. With the reorganization, Mr. Hodges, formerly senior vice president, marketing, for Reeves Production Services, New York, said Reeves/Actron's services parallel those of the Reeves Production Services Division. Reeves/Actron is a part of that division.

## Technical topics:

**New TV equipment** ■ Listec Television Equipment Corp., Plainview, N.Y., is offering two new TV camera pedestals and the Falcon camera crane Type 526, both manufactured by W. Vineten Ltd., England; and a new compact signal generator made by Dynetech Ltd., Canada. Pedestal 419 features a leak-proof hydraulic design and sells for \$3,700. Pedestal 556 sells for \$2,995 and features a pneumatic design reportedly with long life between recharging. The signal generates test signals for video-tape recorders. Price is \$1,500.

**Time-lapse recorder** ■ Sony Corp. of America, New York, has developed a video-tape recorder designed for time-lapse recording, including two-channel audio and slow motion and stop action playback. The recorder is suitable for any industrial, educational, medical or other closed-circuit operation. Suggested list price is \$4,500.

**Broadcast advertising**

**E. M. Brown**, former head of Florida operations, Vic Maitland & Associates, named executive VP of all offices with headquarters in Fort Lauderdale, Fla. In other changes in Vic Maitland & Associates Fort Lauderdale office: **Ray S. Dau**, former senior VP, Post-Keys-Gardner, Chicago, appointed national marketing director; **T. J. McKearnan**, former VP with Foote, Cone & Belding, New York, appointed national service director; **Henry J. Opperman**, former senior VP with North Advertising, Chicago, appointed national consumer director and **Roger Harvey**, former VP with Warwick & Legler, New York, appointed national program director.

**Richard D. Fitzhugh**, copy group head, and **Thomas F. Mullins**, account supervisor, LaRoche, McCaffrey and McCall, New York, named senior VP's.



*Mr. Van Winkle      Mr. Walsh*

**Edgar B. Van Winkle II** and **H. Robert Walsh**, VP's and account supervisors, Young & Rubicam, New York, named senior VP's.

**James E. Madden**, former president of Schroder Rockefeller & Co., New York, private banking house specializing in venture capital investments, joins Doyle Dane Bernbach there as senior VP in charge of acquisitions.

**George T. Gale**, senior VP, Winius-Brandon Co., St. Louis, also appointed creative director.

**Alan Mond**, creative director, **Ed Yeaker**, account supervisor and **Richard Borzumato**, media director, Tatham-Laird & Kudner, New York, elected VP's.

**Hal P. Riney**, VP and associate creative director, San Francisco office of BBDO, appointed creative director there.

**Walter Kaprielian**, VP and co-creative director, Ketchum, MacLeod & Grove, New York, appointed creative director.

**Harry A. Johnson**, with Chicago office of Fuller & Smith & Ross, named VP and director of client services there.

**Chester Kane**, account supervisor,

Gardner Advertising, New York, elected VP and director of business development. **Lee Reeder**, account supervisor, Gardner, St. Louis, named VP.



*Mr. Burgard*  
Advertising Council.

**Gary Greathouse**, VP-account director, North Advertising, Chicago, named VP-account supervisor.

**Jack Attwood**, VP-advertising, The Coca-Cola Bottling Co. of Los Angeles, appointed to newly created position of VP of marketing, soft drinks.

**Ray Cox**, former director of promotion and advertising, KTAR-AM-FM-TV Phoenix, named VP of marketing services for Combined Communications Corp., Phoenix-based group owner which includes KTAR-AM-FM-TV, KYUM(AM) Yuma and KYCA(AM) Prescott, all Arizona. He will direct total marketing activities of CCC divisions, including advertising and promotion. Company operates broadcast, print, outdoor and electric sign companies in major metropolitan areas.

**Richard P. Hogue**, retail sales manager, WNEW-TV New York, joins ABC owned Television Stations there in newly created position of director of sales development and new business.

**Thomas A. Nathan**, formerly assistant to president and marketing director, Gardner, Stein and Frank, Chicago agency, joins Dallas office of Albert Frank-Guenther Law as marketing director.

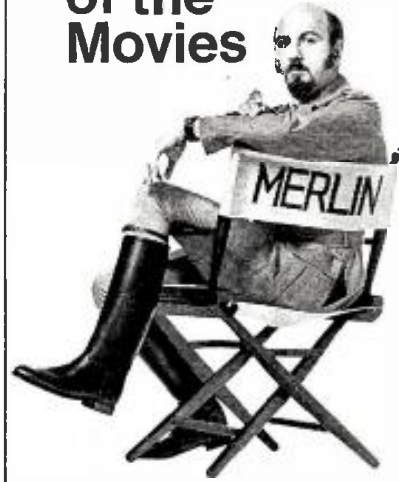
**Richard L. Hare**, director of research, Gannett Co., Rochester, N. Y., appointed to newly created position of director of marketing and research.

**Arthur H. Lund**, former VP with Campbell-Mithun, Minneapolis, joins Kaufman, Spicer & Co., advertising and PR agency there, as VP and account supervisor.

**Gordon Faulkner**, director of sales and planning for broadcasting, Reeves Telecom Corp., New York, named VP, sales, for broadcast division.

**Parie Davis**, creative director, Beman & Williams Associates Inc., Atlanta, PR

**Ask  
Merlin  
of the  
Movies**



**Grand Seer of  
TV Programming . . .**

*brought to you as a service of  
Metro-Goldwyn-Mayer Television.*

**A research director in  
Seattle asks:**

"I get the message about the popularity of old movies on TV, but does that mean all types?"

**Answer:**

Even within types there's the bad and the beautiful. But from a recent week in New York, on WNEW-TV's 11:30 p.m. movie strip, something positive can be said about Hollywood-type musicals.

Remember these titles? Blue Skies, 42nd Street, The Great Ziegfeld, Anchors Aweigh and Lady in the Dark.

During the week of Dec. 22, they averaged an ARB rating of 6.1 which, fellow movie fans, is 31% higher than averages for pictures played the previous four weeks. This is also better than two out of three competing talk shows do. Music, therefore, doth have charm. The charm doth also have ratings. If you have musicals in your film library, they may be a good note on which to start the new year with toe-tapping sweep month reports.

*Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.*

and advertising firm, named VP.

**Bob Snyder**, general sales manager, KTVH(TV) Hutchinson-Wichita, Kan., appointed director of sales.

**John Wolfe**, with KPOL-AM-FM Los Angeles, appointed general sales manager of KFAC-AM-FM there.

**J. Robert McGill**, local sales manager, KOIN-TV Portland, Ore., appointed general sales manager. He is succeeded by **Earle Stephens**, with KOIN-TV.

**Thomas R. Pate**, with KGIL(AM) San Fernando, Calif., appointed general sales manager at WIBG(AM) Philadelphia. Both are Buckley Broadcasting Co. stations.

**Francis W. Lee**, assistant treasurer of Raytheon Co., Lexington, Mass., joins J. Walter Thompson Co., New York, as treasurer. He succeeds **Robert F. White**, who retires after 49 years with company.

**Frank A. Browne**, VP, Television Bureau of Advertising, New York, joins WFTV(TV) Orlando, Fla., as national sales manager.

**Cabell Ispording**, account executive, WTAR-AM-FM Norfolk, Va., also appointed sales service director.

**Kathie DeHaven**, with Hoefer, Dieterich & Brown, San Francisco, appointed assistant media director.

**D. M. Rockwell**, audio visual manager for John Wiley & Sons, New York, named VP and director of educational services for Film Fair Communications, Los Angeles, commercial production firm.

**John Winnaman**, with KABC-AM-FM Los Angeles, appointed sales manager.

**Gouday Miller**, with WFBC-TV Greenville, S.C., appointed South Carolina sales manager.

**David L. Oetjen**, former assistant director of production and promotion, WTEN(TV) Albany, N.Y., joins Barlow/Johnson Inc., advertising and PR firm in Syracuse, N.Y., as manager of radio, TV and audio visual production.

**Harold B. Barre**, VP-sales, WRVA-AM-FM Richmond, Va., re-elected VP.

**Jeb Schary**, writer-producer with Ogilvy & Mather, New York, joins Campbell-Ewald Co., Detroit, as producer.

**Charles Sanford**, with Needham, Harper & Steers, Chicago, joins Post-Keyes-Gardner there as radio-TV producer.

**Shirley Jacobi**, with KMOX-AM-FM St. Louis, appointed sales administrator.

**Joseph Gerard**, controller, Storer Television Sales, New York, joins SFM Media Service Corp., all-media service organization there, in same capacity.

## Media

**William C. Marcil**, president and general manager of Forum Publishing Co., Fargo, N.D., owner of WDAY-AM-FM-TV there, also named president of WDAY stations.



Mr. Shadburne

**Ed F. Shadburne**, VP and general manager of WLKY-TV Louisville, Ky., joins WHAS-AM-FM-TV there as executive VP and chief executive officer. **Victor A. Sholis** remains as president.



Mr. Tansey

**John B. Tansey**, executive VP, WRVA-AM-FM Richmond, Va., elected president. Election follows purchase of stations by Southern Broadcasting Co., Winston-Salem, N.C., group owner, from former stockholders of Larus Investing Co. of Richmond. **Frank Terry**, with WRVA-AM-FM, elected secretary-treasurer.

**Morgan Murphy**, a long-time principal of WISC-TV Madison, Wis., elected

president of station.

**Louis W. Shapiro**, VP of Rust Craft Broadcasting Co., group owner, Steubenville, Ohio, and general manager of Rust Craft's WSTV-AM-FM there retires. He is succeeded as general manager of WSTV-AM-FM by **William B. Chesson**, assistant general manager.

**Bruce Johnson**, VP and West Coast manager of Metro Radio Sales, Los Angeles, named VP and general manager of KFAC-AM-FM, that city.

**Vernon Arnette**, general manager, WTMC(AM) Ocala, Fla., named VP.

**Jerrold Levine**, manager with S. D. Leidesdorf & Co., New York accounting firm, joins Sonderling Broadcasting Corp., diversified communications firm there, as treasurer and controller.

**Howard Stalnaker**, general manager, WOW-AM-FM-TV Omaha, also elected chairman of Nebraska Educational Television Commission, Lincoln, Neb.

**William Bauce**, director of marketing and planning, CATV division, Reeves Telecom Corp., New York, named VP of division.

**Elroy D. Strand**, general manager, WLUC-TV Marquette, Mich., appointed general manager of WEAU-FM-TV Eau Claire, and WAXX(AM) Chippewa Falls, both Wisconsin. He is succeeded at WLUC-TV by **Lou W. Chappell**, station manager. All are properties of Post Corp., group owner with headquarters in Appleton, Wis.

**Theodore M. Wrobel**, general manager, WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed assistant to president of station's parent company, LIN Broadcasting, New York.

**George Stone**, with WEFM(FM) Chicago, appointed general manager. He succeeds **Jules Herbeveaux**, who retires.

**John D. Davey**, news director, WMIX-AM-FM Mt. Vernon, Ill., appointed general manager. **James H. O'Shea**, formerly assignment editor of *The Columbia* (S.C.) *Record* and member of staff of WIS-TV Columbia, joins WMIX-AM-FM as news and public affairs director.

**Jack Mazzie**, former program manager and national sales manager, WREX-TV Rockford, Ill., appointed station manager.

**Herb Briggin**, sales manager for KVI(AM) Seattle, named assistant general manager.

**Joseph P. Junker**, manager of marketing management information center, Xerox Corp., Rochester, N.Y., joins Gannett Co. there in newly created position of systems manager on corporate staff. He will head electronic data processing operation serving Gannett's broadcasting stations and daily newspapers.

**Del P. Henry**, president of Telemart Systems Inc., national CATV marketing

### REPRINTS AVAILABLE

Copies of these recent BROADCASTING Special Reports are available:

#### What happened on 1,001 movie nights.

Shows track record of all movies played on networks from September 1, 1961, to September 13, 1969, with description of titles, play dates, ratings, shares for each film and where to buy them.

Up to five copies, 50 cents each; six-10 copies, 45 cents each; 11-99, 40 cents each; 100-500, 30 cents each; over 500, 20 cents each.

#### Bates's new look at market evaluations.

Describes the Ted Bates & Co. new approach to radio-TV market measurement. Program, involving exhaustive field study, includes 'unpublished' factors to gauge market's present and potential assets.

Order either, or both, from Circulation Director,  
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## Frank Folsom dies, former RCA president

Francis (Frank) M. Folsom, 75, president of RCA Corp. from 1949 to 1957 and chairman of the executive committee until 1966, died Jan. 12 in Scarsdale, N.Y.

Mr. Folsom was elected to RCA's board of directors in 1943. In 1944, he was named VP in charge of the former RCA Victor Division. Mr. Folsom was made executive VP in charge of division in 1945, and was elected president of RCA in January 1949. In 1957 he assumed the title of chairman of the executive committee and continued in that post until Jan. 1, 1966. At his death, he was on RCA's board.



Mr. Folsom

Before joining RCA in 1944, he had served in executive capacities with Goldblatt Brothers Inc., Chicago; Montgomery Ward & Co., Chicago, and Hale Brothers, San Francisco. During World War II, he was in civilian war service in Washington as chairman of the Procurement Policy Board of the War Production Board and special assistant to the under-secretary of Navy.

Mr. Folsom was a prominent Catholic layman who served as permanent representative of Holy See to International Atomic Energy Agency. Pontifical requiem mass was celebrated by Terence Cardinal Cooke at St. Patrick's cathedral in New York last Friday (Jan. 16).

Mr. Folsom is survived by three daughters, Mrs. Edward L. Leslie Jr.; Mrs. Robert M. Macrae and Mrs. William H. Cooke; a sister, Mrs. A. J. Stupfel, and a nephew, Fred F. Folsom, whom he raised.

and market research firm, Orinda, Calif., joins cable television division of Times Mirror Co., Costa Mesa, Calif., as marketing manager. He will assist marketing director in sales administration and market research.

## Programing

**Louis J. Nicastro**, who resigned last April as president of Commonwealth United Corp., Beverly Hills, Calif., re-elected president. **George N. Friedlander**, chairman and chief executive officer, and his son **Robert B. Friedlander**, president of Commonwealth, both in office only since last October, both resign.

**Alden P. Aaroe**, VP-programs, WRVA-AM-FM Richmond, Va., re-elected VP.

**Toby Martin**, director of daytime program development for ABC-TV, New York, appointed director of series development for Aaron Spelling Productions, Hollywood.

**William Sullivan**, manager of NBC Film Exchange, Englewood, N.J., joins Screen Gems, New York, as director of film operations.

**Alex Levy**, associate producer of cartoon series, specials and theatrical motion pictures for Hanna-Barbera Productions, Hollywood, named to newly created position of producer of new animated entertainment product.

**Gary Press**, broadcast supervisor for J. Walter Thompson Co., New York, named director of programing for RME Programming Inc., Columbus, Ohio, with his headquarters in New York.

**William L. Hendricks**, in charge of animation division for Warner Bros. Television, Burbank, Calif., appointed director of commercial, educational and industrial film production. **Jacqueline Smith**, director of special projects, takes on additional duties of executive producer of animation division. **William Perez** appointed animation director. **Earl Jones** appointed production manager of animation division.

**Warren W. Schwed**, director of communications department, U.S. Catholic Conference, New York, retires effective Feb. 1. He plans to continue to produce films for TV and non-theatrical distribution as well as consulting for companies and institutions. He will be succeeded by **Robert B. Beusse**, former director of administration and public affairs for RKO General Broadcasting Stations, New York.

**Julius Efflandt**, program manager, KTVH(TV) Hutchinson-Wichita, Kan., appointed director of programing.

**Bob O'Neil**, program director, KPUG-AM) Bellingham, Wash., joins KGMI-AM) there in same capacity.

**Joyce Monroe**, former management assistant, KGU(AM) Honolulu, joins KYA-AM) San Francisco in newly created position of creative services director.

**Robert R. Wells**, formerly with KKTU-TV) Colorado Springs-Pueblo, joins WHIO-TV Dayton, Ohio, as director/producer.

**Jack Moser**, former creative director, WLWB-TV Miami, appointed diector of public affairs programing.

**Carl Richards**, general manager, Altman, Stoller, New York, joins PGL Productions Inc. there as producer.

**David R. Lewine**, former producer with The Haboush Co., Los Angeles, appointed coordinator of local programing for cable television division of Times Mirror Co., Costa Mesa, Calif.

## News

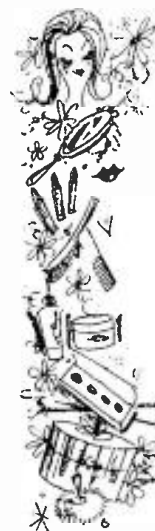
**Ike Beal**, manager of program administration with CBS News, New York, appointed director of sports for CBS-TV. He succeeds **Jack Dolph**, who became commissioner of American Basketball Association. **David Fuchs**, director of marketing services, CBS News, New York, appointed to newly created position of director, program administration and marketing services. **Martin Plissner**, news producer, CBS Radio, appointed editorial director, CBS News election unit.

**Jeff Schiffman**, public affairs director with WBZ-TV Boston, appointed news director. He succeeds **Tom Houghton**, appointed director of local news, NBC News, Washington.

**Ned Skaff**, reporter for KFI(AM) Los Angeles, appointed assistant news director.

**John Lawton**, with UPI in Tel Aviv and Istanbul, Turkey, appointed to newly created position of UPI manager for Belgium, Holland and Luxembourg. His headquarters will be in Brussels.

**Tom Boone**, reporter, KWTU(TV) Oklahoma City, appointed assignment editor. **LaLinda LaMotte**, reporter with



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feature is  
coming!

Eve is waiting for  
you in a 2½ or a 5

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"Take It From Eve" will be awarded  
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Write or call today for sample  
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several Oklahoma City newspapers, joins KWTW in same capacity.

**James A. Nickerson**, VP and news director, WLBC-AM-TV Muncie, Ind., joins news bureau of Ball State University there as coordinator of radio and TV news.

**George Mair**, editorial director of KNX-AM-FM Los Angeles, appointed to newly created position of radio community services director. **Don Schrack**, news writer with KNX, appointed writer/broadcaster. **Ron Headlee**, reporter/newscaster with KFRE(AM) Fresno, Calif., joins KNX(AM) as writer-broadcaster.

**Merle Pollis**, commentator, WJAS(AM) Pittsburgh, appointed news supervisor.

**Paul Carson**, former reporter, WYSL-AM-FM Buffalo, N.Y., joins WWDC-AM-FM Washington in same capacity.

**Earle Gill**, with WPBS(FM) Philadelphia, appointed director of community affairs.

**Owen Dunning**, musical director, KOIN-AM-FM-TV Portland, Ore., appointed full-time producer of nature films and other features for KOIN-TV news.

### Promotion

**Fulton Lytle**, appointed director of on-air advertising, ABC-TV, Los Angeles, with West Coast creative and administrative responsibilities for production of network's on-air advertising.

**Doug Duitsman**, manager of press and publicity, NBC-TV, West Coast, appointed director of studio promotion and publicity for Screen Gems, Hollywood.

### Equipment & engineering

**Carl Jenkins**, studio supervisor, and **Johnie S. Campbell**, chief engineer, with WSM(AM) Nashville, both retire effective Feb. 1. Mr. Campbell has been retained by WSM as consultant on clear-channel and allocation matters for ensuing year.

**Donald F. Smith**, former video sales engineer and video product manager, professional audio products division, Ampex Corp., Redwood City, Calif., appointed national sales manager for professional audio products. **Stan Foss**, in video technical support group for Ampex, appointed product manager—cameras for video products division.

### Deaths



Mr. Hovel

**Cleo W. Hovel**, 48, president of Campbell-Mithun, Minneapolis, died of heart attack Jan. 9 while attending business seminar in Chicago where in earlier years he had been active in creation of commercials for TV. He first joined C-M in 1949, left in 1960 to become creative director at Leo Burnett Co. and returned to C-M in 1966, becoming president last July. He is survived by his wife, Charlotte, and two children.

**Ted Rosenberg**, 65, eastern sales director of King Features Television, New

York, since 1960 and active in TV sales since 1949 when he was with Ziv Television, died Jan. 9 in New York after long illness. He is survived by his wife, Ethel, who is with ABC News in New York, and son, Fred, free-lance writer.

**Albert B. Allen**, 65, retired supervisor of radio engineering, WWJ-AM-FM Detroit, died Dec. 30, 1969. He had been living in Tarpon Springs, Fla. Mr. Allen is survived by his wife, Mamie, one son and one daughter.

**Michael W. Zeamer**, 45, director and chief writer for Arthur Godfrey Productions, died in his New York home following short illness. He has also been director for such shows as NBC's *Wide, Wide World*, and Steve Allen's *Tonight* show. He is survived by his wife, Jeanne, and one daughter.

**Jack L. Cooper**, 81, early Negro broadcaster, died in Chicago Jan. 10 from heart ailment. He gave up radio programs on various Chicago stations in 1961 because of blindness. Mr. Cooper began broadcasting in 1924 at former WCAP(AM) Washington. He is survived by wife, Gertrude, who for nearly 30 years was announcer on his shows.

**Lew Jeffrey**, 48, program director of KMTV(TV) Omaha, died Jan. 9 in hospital there of heart condition.

**Ray T. Murphy**, 60, formerly associated in New York sales office of now-defunct Joseph Hershey McGillvra, station representatives agency, died of cancer Jan. 10 in White Plains, N.Y. He is survived by his wife, Jonnie, director of sales-services for Radio Advertising Bureau, New York, and two sons.

## ForTheRecord®

As compiled by BROADCASTING, Jan. 6 through Jan. 13 and based on filings, authorizations, and other FCC actions.

Abbreviations: Ann.—announced. ant.—an-

tenna. 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.

	<p><b>EDWIN TORNBORG &amp; COMPANY, INC.</b></p> <p><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p>West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>
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### New TV stations

#### Application

■ Daytona Beach, Fla.—Central Enterprises Inc. Seeks VHF ch. 2; ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 940 ft.; ant. height above ground not indicated. P.O. address: c/o E. William Crotty, 444 North Beach Street, Daytona 32015. Estimated construction cost, first-year operating cost and revenues are not indicated. Applicant proposes to negotiate with existing licensee and to make an offer for use of facilities. Geographic coordinates 28° 56' 25" north lat.; 81° 18' 33" west long. Type trans. RSA TT-25CL. Type ant. RCA TF-6AL. Legal counsel Black, Cobb, Cole, Crotty & Stigerson, Daytona Beach; consulting engineer not indicated. Principals: E. William Crotty, president, James R. Stephen, treasurer (each 15.5%), Jeanne M. Goddard, executive vice president, G. P. Schanck Jr., vice president, Thomas W. Stead, secretary (each 3.5%), et al. Principals request facilities of WESH-TV Daytona Beach ch. 2. Ann. Jan. 6.

## Final actions

■ **Norwood, N.Y.**—St. Lawrence Valley Educational Television Council. FCC granted UHF ch. 19; ERP 556 kw vis., 83.4 kw aur. Ant. height above average terrain 759 ft.; ant. height above ground 754 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13601. Estimated construction cost \$764,000; first-year operating cost \$230,000 with Watertown ch. 50; revenue none. Geographic coordinates 44° 28' 56" north lat.; 74° 52' 13" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen; consulting engineer George C. Davis, both Washington. Principals: State of New York Board of Regents. Action Jan. 8.

■ **Watertown, N.Y.**—St. Lawrence Valley Television Council. FCC granted UHF ch. 50 ERP 492 kw vis., 73.3 kw aur. Ant. height above average terrain 1219 ft.; ant. height above ground 939 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13601. Estimated construction cost \$764,000; first-year operating cost \$230,000 with Norwood ch. 18; revenue none. Geographic coordinates 43° 51' 44" north lat.; 75° 43' 40" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Krieger & Jorgensen; consulting engineer George C. Davis both Washington. Principals: State of New York Board of Regents. Action Jan. 8.

## Action on motion

■ Chief, Office of Opinions and Review in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted request by Broadcast Bureau and extended through Jan. 9 time to respond to petition to enlarge issues and to reopen record for further hearing (Docs. 15461, 16760-1 and 16758). Action Dec. 29.

## Other actions

■ Review board in San Francisco. TV proceeding, Doc. 18500, granted motion for stay, filed Dec. 23, 1969, by Chronicle Broadcasting Co. Action Jan. 6.

■ Review board in Newark, N.J., TV proceeding, Docs. 18403 and 18448, granted Broadcast Bureau's request for extension of time, filed Jan. 9. Action Jan. 12.

## Call letter actions

■ Grand Canyon TV Inc., Flagstaff, Ariz. Granted KOAI-TV.

■ Texas A&M University, College Station, Tex. Granted \*KAMU-TV.

## Existing TV stations

### Final actions

■ **KTVE(TV)** El Dorado, Ark.—FCC advised that based on information submitted by licensee in response to letters of April 24 and Sept. 5, 1969, station is in compliance with main studio location requirements since approximately 53.1% of local live programs originate from El Dorado studio. Commission said KTVE should note that as percentage of local live programming approaches 50%, other factors, such as number and function of employees at each studio and facilities of each, become more important. KTVE was cautioned that any moves of equipment or personnel from El Dorado to Monroe, La., may result in further commission inquiry. Action Jan. 8.

■ **KCST(TV)** San Diego—Broadcast Bureau rescinded Dec. 31, 1969, commission action which granted application for change in facilities. Action Jan. 6.

■ **WHBF-TV** Rock Island, Ill.—Broadcast Bureau granted CP to install precise frequency control system. Action Jan. 7.

■ **WHYN-TV** Springfield, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to July 7, 1970. Action Jan. 7.

■ **WCCO-TV** Minneapolis-St. Paul, Minn.—FCC granted application of Midwest Radio-Television Inc. for authority to relocate trans. site, change equipment, and increase ant. height. Action Jan. 8.

■ **KGSL-TV** St. Louis — Broadcast Bureau granted mod. of CP to change ERP to 1050 kw vis., 212 kw aur. and make changes in trans. line; granted mod. of CP to extend

completion date to July 7. Action Jan. 7.

■ **KOKH-TV** Oklahoma City—Broadcast Bureau granted CP to install driver to be used with existing amplifier section of authorized trans.; specify new multiplexer, condition. Action Jan. 7.

■ **KDTV(TV)** Dallas — Broadcast Bureau granted license covering permit authorizing new station; redescribe trans. location as 1200 West Beltline Road, Cedar Hill, Tex. Action Jan. 7.

■ **WJHL-TV** Johnson City, Tenn.—Broadcast Bureau granted CP to change ERP to 186 kw vis., 22.4 kw aur.; trans. location to approximately 4.8 miles north by northeast from Hunter, atop Holston Mountain, Tenn.; change type tran. and ant.; ant. height 2320 ft. Action Jan. 7.

## Actions on motions

■ Office of Opinions and Review in Los Angeles and Norwalk, both California (RKO General Inc. [KHH-TV] and Fidelity Television Inc.), TV proceeding, granted request by Fidelity Television Inc. and extended to Jan. 19 time to file its opposition to Broadcast Bureau's petition to reopen record (Docs. 16679-80). Action Jan. 2.

■ **WOOK(AM)** and **WFAN-TV**, Washington —Hearing Examiner Forest L. McClenning on request of United Broadcasting Inc. and United Television Inc., hearing for renewal applications of United Television Inc. for UHF WFAN-TV and of United Broadcasting Inc. for WOOK and mutually exclusive applications of Washington Community Broadcasting Co. for ch. 14 and for 1340 kc has continued to May 4. Examiner continued date for exchange of exhibits to April 1. Action Dec. 29.

## Other action

■ **KNBC(TV)** Los Angeles — Review board granted petition by Voice of Los Angeles Inc. to enlarge hearing issues on application of NBC for renewal of license for ch. 4 facility. Action Jan. 5.

## Call letter application

■ **KXAB-TV**, **KSOO-TV** Inc., Aberdeen, S.D. Requests KCOO-TV.

## Network affiliations

### ABC

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **KTWO-TV** Casper, Wyo. (Harriscop Broadcasting Corp.). Contract dated July 2, 1969, replaces one dated May 25, 1965; effective July 1, 1969, to July 1, 1971. First call right. Programs delivered to main studio control board of KBTW(TV) Denver. Network rate, \$400; compensation paid at 30% prime time, multiplied by 141.667%.

### CBS

■ **Formula:** Same as ABC.

■ **WTIC-TV** Hartford, Conn. (Broadcast-Plaza Inc.). Amendment dated Dec. 11, 1969, amends contract dated Oct. 28, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$2,500. Compensation paid at 32% prime time. Deduction to be changed from 205% of network rate to 60% of network rate, effective Feb. 1, 1970.

■ **WTVR(TV)** Richmond, Va. (Roy H. Park Broadcasting of Virginia Inc.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 21, 1966, to change network rate from \$875 to \$818 as of Feb. 1, 1970.

## New AM stations

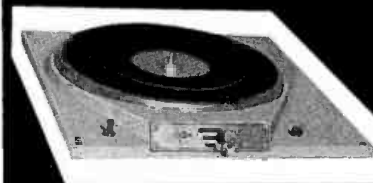
### Final actions

■ **Plattsouth, Neb.**—Platt Broadcasting Co. Broadcast Bureau granted 1,000 kc, 250 w

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**NOT WITH THE**

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## Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,256	2	11	4,269	75	4,344 <sup>1</sup>
Commercial FM	2,029	0	51	2,080	130	2,210
Commercial TV-VHF	495	2	11	508	18	526
Commercial TV-UHF	128	0	54	182	127 <sup>2</sup>	311
Total commercial TV	623	2	65	690	145	837
Educational FM	377	0	19	391	45	441
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	12	117
Total educational TV	167	0	15	182	19	201

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.  
<sup>2</sup> Includes two licensed UHF's that are not on the air.

DA-D P.O. address: 625 First Avenue, Plattsmouth 68048. Estimated construction cost \$56,741.70; first-year operating cost \$24,000. Revenue \$60,000. Principals: Michael F. Starr and Charles J. Farga (each 50%). Mr. Starr, attorney, is vice president of Starr Broadcasting Group Inc., licensee of KOZN(AM) and KOWH-FM Omaha, KISD(AM) Sioux Falls, S. D., KUDL(AM) and KCJC-FM both Kansas City, Mo. Mr. Farga is owner of appliance store and real estate brokerage firm. Action Jan. 7.

■ Warsaw, N.C.—Quinn Broadcasting. FCC granted 1560 kc, 10 kw DA-CH-D. P. O. address: Box 585 Warsaw 28398. Estimated construction cost \$74,815; first-year operating cost \$68,400; revenue \$78,480. Principals: Milford R. Quinn, partner (51%), I. J. Quinn and Gerald H. Quinn, general manager (each 24.5%). Milford R. Quinn owns 51% of wholesale grocery business. Messrs. Gerald H. and I. J. Quinn each own 24.5% of wholesale grocery business. Action Jan. 8.

### Actions on motions

■ Hearing Examiner Frederick W. Denniston in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.), AM proceeding, on request of Two Rivers Broadcasting Inc. ordered applicants to exchange survey exhibits on or before Jan. 20; on examiner's motion rescheduled for Jan. 27 hearing now scheduled for Jan. 13 (Docs. 18235-6). Action Jan. 2.

■ Hearing Examiner David I. Kraushaar in

Vancouver, Wash. (Cathryn C. Murphy), AM proceeding, on request of Broadcast Bureau rescheduled hearing to March 10; ordered proposed stipulation submitted by Bureau to applicant's counsel by Feb. 9; ordered exchange of exhibits by Feb. 24 (Doc. 18672). Action Jan. 5.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., et al.), AM proceeding, accepted amendments tendered by Mount Pleasant Radio Co., with petition for leave to amend and removed application of Mount Pleasant Radio Co. for permit to construct new FM broadcast facility at Mount Pleasant from hearing and returned to processing line (Docs. 18594-7). Action Jan. 5.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc., et al.), AM proceeding, scheduled hearing for March 9 governed by procedures set forth on record of Jan. 6 prehearing conference (Docs. 18746-9). Action Jan. 6.

### Other action

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, denied motion to enlarge issues filed Sept. 8 by Natick Broadcast Associates Inc. Action Jan. 8.

### Call letter actions

■ Avon Electronic Services, Avon Park, Fla. Granted WAPR.

■ Mid-Indiana Broadcasting Corp., Noblesville, Ind. Granted WHYT.

■ Anadarko Broadcasting Co., Anadarko, Okla. Granted KRPT.

■ Rappahannock Broadcasting Corp., Rappahannock, Va. Granted WRAR.

## Existing AM stations

### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KXEM McFarland, Calif., to May 31; WDLF Panama City, Fla., to May 21; KCGO Cheyenne, Wyo., to May 1. Action Jan. 6.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WDGY Minneapolis to May 15; WMLR Hohenwald, Tenn., to June 15; WHER Memphis to March 23. Action Jan. 6.

■ KRDD Rosewell, N.M., KRCK Ridgecrest, Calif., and KREN Renton, Washington—FCC rescinded, on petition for reconsideration by Reginaldo Espinoza II, licensee of KRDD, dismissal order and granted renewal of KRDD license for period ending Dec. 1, 1970. Commission denied petitions for reconsideration of Unlimited Service Organization, licensee of KRCK and of Washington Broadcasting Inc., licensee of KREN. Licensees were ordered to cease operation on Jan. 31. Action Jan. 8.

■ WZOB Fort Payne, Ala.—Broadcast Bureau granted CP to change ant.-trans.-main studio location to Highway 35, West, Fort Payne; make changes in ant. and ground system. Action Jan. 5.

■ WYSE Inverness, Fla.—FCC granted application by Citrus Broadcasting Co. requesting permission to discontinue nighttime operation and increase ant. height from 250 ft. to 300 ft. Commission granted application in view of serious financial difficulties being experienced and service being received from other stations. Action Jan. 8.

■ WAIT Chicago—Broadcast Bureau granted mod. of license covering change in name of licensee to Maurice Rosenfield, Lois F. Rosenfield, Howard A. Weiss, Robert G. Weiss, and Devoe, Shadur, Plotkin, Krupp and Miller, co-partnership as WAIT Radio. Action Jan. 6.

■ WNWI Valparaiso, Ind.—FCC granted application by Northwestern Indiana Radio Inc. for renewal license to Aug. 1 when license term for Indiana stations expires. Short-term renewal for one year was granted—to April 1, 1969—because of rule violations for which \$3000 forfeiture was assessed. Action Jan. 8.

■ WCAM Camden, N.J.—FCC granted application by City of Camden for renewal of license for remainder of regular license term for New Jersey stations—June 1, 1972. Commission reaffirmed forfeiture of \$700. Action Jan. 8.

■ KOBE Las Cruces, N.M.—Broadcast Bureau granted CP to change ant.-trans.-main studio locations to 1832 West Amador Road, Las Cruces; make changes in ant. and ground systems; change type trans.; delete remote control operation. Action Jan. 6.

■ WIQT Horseheads, N.Y.—FCC denied request asking for ruling to permit certain broadcast announcements, presented in cooperation with local Narcotics Guidance Council, and paid for at reduced rate by industrial firms, to be logged as public service announcements. Commission also denied request for waiver of rules to permit such logging. Action Jan. 8.

■ WHAM Rochester, N.Y.—FCC denied letter request from Dr. David S. Tillson of Brockport, N.Y., for review of Aug. 11, 1969, ruling by Broadcast Bureau on complaint against WHAM. Commission said no action is warranted with regard to Dr. Tillson's letter of complaint against WGR-TV Buffalo, N.Y. Action Jan. 8.

■ WNYR Rochester, N.Y.—FCC withheld action for 60 days on application by Malrite Inc. for CP to change facilities to 500 w, U, DA-D & N. Action Jan. 8.

■ WLOE Leaksville, N.C.—FCC granted application by WLOE Inc. for waiver of coverage requirements of rules and for mod. of license to change city designation to Eden. Action Jan. 8.

■ WMBA Ambridge, Pa.—FCC granted application of Miners Broadcasting Service Inc. for renewal of license. Commission denied petition by John Larrick opposing renewal. Action Jan. 8.

■ KIKK Pasadena, Tex.—FCC granted request by Industrial Broadcasting Co. for extension of stay through Jan. 12 of commission Dec. 30, 1969 action denying waiver of section 73.99(b)(1) has been granted. Industrial sought waiver to permit year-around sign-on 6 a.m. local time. Action Jan. 8.

■ KREN Renton, Wash.—FCC denied request of Washington Broadcasting Inc. for waiver of rules. KREN's application to change operation on 1420 kc with 500 w from D-DA to U-DA was returned as unacceptable for filing. Action Jan. 8.

### Action on motion

■ Office of Opinions and Review in Medford, Ore. and Alturas, California (Medford Broadcasters Inc. [KDOV] and R. W. Hansen [KCNO]), AM proceeding, granted petition by W. H. Hansen, R. W. Hansen and Medford Broadcasters Inc. and extended through Jan. 25 time to file exceptions to initial decision (Docs. 18349-51). Action Jan. 5.

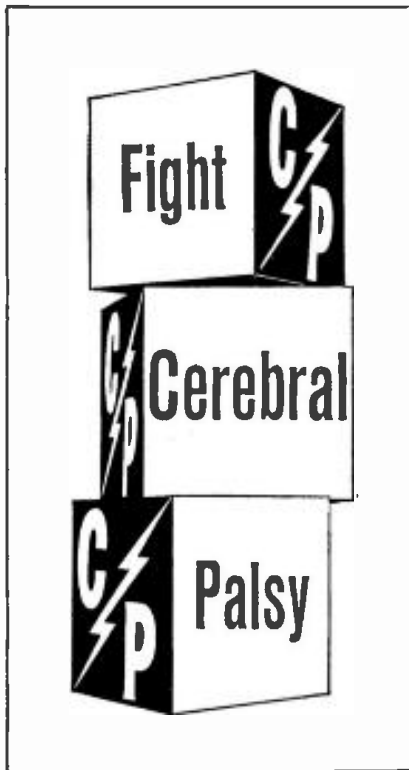
### Fines

■ WVOJ Jacksonville, Fla.—FCC notified of liability forfeiture of \$1,000 for violation of U.S. Code by broadcasting lottery information. Action Jan. 8.

■ WISK Americus, Ga.—FCC ordered Sumter Broadcasting Co. to forfeit \$500 for failing to keep required maintenance logs. Action Jan. 8.

■ WFRO Fremont, Ohio—FCC ordered Wolfe Broadcasting Co. to forfeit \$200 for failing to make equipment performance measurements for year 1968. Action Jan. 8.

■ WACA Camden, S. C.—FCC denied application by Camden Broadcasting Corp. for mitigation of \$10,000 forfeiture. Forfeiture was assessed for violations in that licensee continued to operate prior to sunrise after receiving official notice of violation and telegrams specifically stating that any operation prior to licensed hours was unau-



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thorized. Action Jan. 8.

■ WNHV White River Junction, Vt.—FCC rescinded notice of apparent liability forfeiture of \$1,000 issued to New Hampshire-Vermont Broadcasting Corp. Notice was issued after inspection revealed that station exceeded authorized power under presurise authority and operated in excess of 105% of authorized daytime power. Licensee denied violations and asserted station had not exceeded authorized power, but that it had failed to calibrate remote meter with base meter, resulting in meter readings that indicated station was operated above authorized power. Action Jan. 8.

### Designated for hearing

■ WTHU Thurmont, Md.—FCC designated for hearing application by Leisner Broadcasting Corp. to increase power of Class IV AM. Leisner Broadcasting, which operates WTHU unlimited time on 1450 kc, proposed to increase power from 100 to 250 w-N and 500 w to local sunset. Action Jan. 8.

## New FM stations

### Applications

■ \*Cupertino, Calif. — Assurance Sciences Foundation Inc. Seeks 91.5 mc, TPO 10 w. P.O. address Box 548, Mountain View, Calif. 94040. Estimated construction cost \$2,500; first-year operating cost \$600; revenue none. Principals: Herbert B. Rogers, president of non-profit corporation, et al. Ann. Jan. 6.

■ Rochelle, Ill.—John V. Nink Sr. Seeks 102.3 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 53, Rochelle 61068. Estimated construction cost \$30,277.47; first-year operating cost \$31,800; revenue \$20,000. Principals: John V. Nink Sr., sole owner. Mr. Nink owns real estate firm, Rochelle CATV system, 50% of shopping center, 33 1/4% of apartments. Ann. Jan. 6.

■ Rochester, Ind. — Fidelity Broadcasting Inc. Seeks 92.1 mc, 3 kw. Ant. height above average terrain 101 ft. P.O. address Highway 23 West, Monticello, Ind. Estimated construction cost \$12,500; first-year operating cost \$27,600; revenue \$31,000. Principals: Joseph P. and Patricia A. Sweeney, president and secretary-treasurer, respectively (jointly 99.4%), et al. Principals own WFOT(FM) Columbia City and WVTL(FM) Monticello, both Indiana. Mr. Sweeney is general manager of WVTL(FM). Ann. Dec. 30.

■ Winona, Minn.—KAGE Inc. Seeks 95.3 mc, 1 kw. Ant. height above average terrain 486 ft. P.O. address 118 1/2 West Fourth Street, Winona 55987. Estimated construction cost \$40,000; first-year operating cost \$30,000; revenue \$34,000. Principals: James B. Goetz, president, and Jerry Papenfuss, general manager, secretary-treasurer (each 50%). Principals own 50% each of KAGE-AM Winona, Minn. Ann. Jan. 6.

■ Eagle River, Wis.—Eagle River Broadcasting Inc. Seeks 94.3 mc, 3 kw. Ant. height above average terrain 202 ft. P.O. address Box 309, Eagle River 54521. Estimated construction cost \$15,728; first-year operating cost \$6,000; revenue \$6,000. Principals: George Palo, president, Thomas Beckwith, vice president, Martin Sals, secretary-treasurer (each 25%), Marth Callaghan, executive vice president (3%). Principals own WERL(AM) Eagle River and

have interests in WNBI-AM-FM Park Falls, Wis. Messrs. Palo, Beckwith and Callaghan have interests in Park Falls, Wis. CATV system. Ann. Jan. 6.

### Final action

■ Mobile, Ala. — Duke Broadcasting Corp. FCC granted 94.9 mc 30.7 kw. Ant. height above average terrain 134 ft. P.O. address: c/o Walter A. Duke, Box 10217, 815 North Craft Highway, Pritchard, Ala. 36610. Estimated construction cost \$26,100; first-year operating cost \$12,000; revenue \$24,000. Principals: Walter A. and Anna A. Duke (each 25%) et al. Principals own WZAM-AM Pritchard, Ala. Mr. Duke owns 50.2% of WDBM-AM-FM Statesville. N.C. Action Jan. 8.

### Initial decision

■ Vero Beach, Fla.—Seaborn Rudolph Hubbard. Hearing Examiner Charles J. Frederics in initial decision proposed grant of 93.5 mc 3 kw. Ant. height above average terrain 137 ft. P.O. address: 1520 20th Street, Vero Beach 32960. Estimated construction cost \$27,842; first-year operating cost \$30,000; revenue \$30,000. Principal: Seaborn Rudolph Hubbard, sole owner. Mr. Hubbard own advertising agency and is general insurance agent and registered real estate broker. Action Jan. 7.

### Actions on motions

■ Hearing Examiner Frederick W. Denniston in Culpeper, Va. (Culpeper Communications Inc. and Culpeper Broadcasting Corp.), FM proceeding, Culpeper Broadcasting Corp. advised that agreement has been negotiated looking to dismissal of application of Culpeper Communications Inc., which agreement will be submitted promptly to review board; postponed prehearing conference now scheduled for Jan. 6 and hearing scheduled Feb. 5 without date (Docs. 18744-5). Action Jan. 2.

■ Hearing Examiner Charles J. Frederics in Hendersonville, Tenn. (Hendersonville Broadcasting Corp.), FM proceeding, granted petition by Hendersonville Broadcasting Corp., received in evidence Hendersonville exhibits, ordered findings due Feb. 23 and replies March 9 and ordered hearing record closed; by separate action cancelled hearing now scheduled for Jan. 6 (Doc. 18518). Action Jan. 5.

■ Acting Chief Hearing Examiner Jay A. Kyle in Aurora, Ind. (Dearborn County Broadcasters and Grecco Inc.), FM proceeding, on request of Dearborn County continued hearing conference to date to be determined by presiding examiner (Docs. 18264-5). Action Jan. 2.

### Other actions

■ Review board in Washington proceeding, Doc. 18634-35, granted to extent indicated and denied in all other respects request for mod. of hearing order by Pacifica Foundation, and petition for enlargement, deletion and/or for clarification of issues, both filed Sept. 10, 1969, by National Education Foundation: denied petition to certify petition to commission filed Sept. 22, 1969, by National Education Foundation Inc. Action Jan. 8.

■ Review board in Waukegan, Ill. FM proceeding, Docs. 13292, 13940, 17242, granted petition for extension of time, filed Jan. 2 by News-Sun Broadcasting Co. Action Jan. 6.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (Jaco Inc. and KAKE-TV and Radio Inc.), FM proceeding, on motion by KAKE-TV and Radio Inc., postponed to Feb. 13 time to file proposed findings of fact and conclusions of law and to Feb. 23 time to file reply findings (Docs. 18515-6). Action Jan. 5.

■ Review Board in Grenada, Miss., FM proceeding, Docs. 18735-36, granted petition filed Jan. 5 by Pemberton Broadcasting Inc. and extended to Jan. 20 time to file responsive pleadings to motion to enlarge issues, filed by Grenada Broadcasting Inc. on Dec. 5, 1969. Action Jan. 7.

■ Review board in Culpeper, Va., FM proceeding, Docs. 18744-45, granted Broadcast Bureau's request for extension of time filed Jan. 8. Action Jan. 9.

### Rulemaking action

■ Bay Shore, N. Y.—FCC amended FM table of assignments (Doc. 18345) assigning ch. 276A to Bay Shore. Action Jan. 8.

### Call letter applications

■ Edward Henry Schultz, Sparks, Nev. Requests KFON(FM).

■ Griffith Broadcasting Corp., Lynchburg, Va. Requests WLLL-FM.

### Call letter actions

■ Scope Recording & Broadcasting Co., Truckee, Calif. Granted KNLT(FM).

■ George W. Yazell, Peru, Ill. Granted WGSY(FM).

■ Howe Military School, Howe, Ind. Granted \*WHWE(FM).

■ Red Carpet City Broadcasting Corp., Vicksburg, Miss. Granted WKYV-FM.

■ Port Jarvis Broadcasting Inc., Port Jarvis, N. Y. Granted WDLC-FM.

■ Pacifica Foundation, Houston. Granted \*KPFT(FM).

■ Radio Station KINE Inc., Kingsville, Tex. Granted KPUP(FM).

## Existing FM stations

### Application

■ WDOR-FM Sturgeon Bay, Wis.—Seeks CP to change frequency to 93.9 mc; install new trans. and ant.; changes in ant. system; TPO: 10 kw; ERP: 38.5 kw; ant. height above average terrain 660 ft. Ann. Jan. 7.

### Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: \*WUSF(FM) Tampa, Fla., to June 30; KKEA(FM) Hilo, Hawaii, to July 14; KKAI(FM) Kailua, Hawaii, to July 14; \*WKMS-FM Murray, Ky., to March 15; KKWB(FM) Breckenridge, Minn., to March 15 (Doc. 18541); \*KBOO(FM) Portland, Ore., to March 15; WCOS-FM Columbia, S. C., to April 29; WGAT-FM Gate City, Va., to March 14. Action Jan. 6.

■ KFVS(FM) Vacaville, Calif. — Broadcast Bureau granted mod. of CP to make changes ant. system, ant. height to 205 ft. Action Jan. 6.

■ WBUS(FM) Miami — Broadcast Bureau granted mod. of CP to make changes in transmission line; ERP 45 kw. Action Jan. 6.

■ WCMX(FM) Fort Wayne, Ind.—Broadcast Bureau granted mod. of CP to change type trans. and ant., ant. height 300 ft., ERP 3 kw; conditions. Action Jan. 6.

■ WMAR-FM Baltimore — Broadcast Bureau granted CP to install former main trans. at Television Hill, 3724 Parkdale Avenue, Baltimore, for auxiliary purposes only. Action Jan. 6.

■ WJFM(FM) Grand Rapids, Mich.—Broadcast Bureau granted CP to change type ant., make changes in ant. system, ERP 470 kw horiz.; 64 kw vert.; ant. height 800 ft.; condition. Action Jan. 6.

■ WCXL(FM) Cincinnati—Broadcast Bureau granted CP to install former main trans. at 2345 Symmes Street, for auxiliary purposes only. Action Jan. 6.

### Call letter applications

■ WWKS(FM), Western Illinois University, Macomb, Ill. Requests WIUM(FM).

(Continued on page 77)

Please send

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Display ads \$25.00 per inch, 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum.

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO

### Help Wanted Management

Good size midwest station in rich agricultural area needs aggressive radio station manager who can provide sales leadership, work equally hard at sales growth and expense control to build profits, his own income. Box A-7, BROADCASTING.

Sales manager needed immediately for successful adult oriented station in major southern market. All company benefits, excellent base salary, plus percentage for right man. Box A-94, BROADCASTING.

Wanted: Experienced General Manager who desires to purchase an equity position with profitable, aggressive, sales oriented organization which currently own station in top ten market, and is actively engaged in negotiations for one or two more. Applicants must be thoroughly familiar with all phases of inside operations, including management, programing, labor relations, finances, all FCC required paperwork, etc. This man, if properly qualified, will be given autonomous authority. We want a partner who is willing to participate in our growth into a medium sized chain. Excellent guarantee, plus share of profits, plus other fringe benefits. Send complete resume to Box A-151, BROADCASTING.

Canadian oddball seeks oversold U.S. broadcaster for unholy alliance. Successful candidate must have maverick inclinations, but be afraid. Great programmer, good performer and talk specialist to put dull-grey medium market operation in winner's circle. Visa takes time—worth waiting for. Write Box A-164, BROADCASTING.

Radio Management—Major market progressive rock station has immediate opening for manager with heavy sales, intelligence, enthusiasm and managerial experience. Box A-165, BROADCASTING.

Assistant to President, radio group operation. Successful young executive with college education. Midwest. Must have successful local sales experience. Salary open. Give complete resume and salary requirement first letter. All replies will be acknowledged. Box A-175, BROADCASTING.

Business manager for growth AM-FM-Cable company, must know broadcasting, accounting, able to assist in financial developments. Bright future for man who is executive and management oriented. Five figures, benefits. East. Box A-194, BROADCASTING.

Sales development executive, five figures, probably should have excellent sales record in medium to large markets, must know RAB, research, advertising and promotion, know how to create, plan and develop markets for greater growth, able to make top level presentations. Three growth stations, more to come. Key company staff job. Box A-195, BROADCASTING.

Instructor-Administrator for colorful Colorado Springs, Broadcast Academy. Minimum of three years full-time broadcasting experience. Motivational and educational skills. Must live close enough to come for conference. 323 South Nevada Avenue, 303-473-2333.

Three regional Sales Manager(s) Community Club Awards (CCA), one of the broadcast industry's oldest, most respected, radio/television promotional companies is replacing two men, adding another. Full time, (Monday/Friday) travel in restricted, protected territory. Salary/travel ninety-day training period. Permanence, salary, bonus, incentives, thereafter. Unlimited earning potential, ambitious, creative, organized, experienced broadcast sales executive with ability to sell stations on concept; address, motivate and sell large audiences of club-women. Personality, good grooming a prerequisite. Our staff aware of this ad. Apply by written resume, pix, references. All references checked. CCA station-sales considered but not necessary with strong radio/TV sales-background. Territories: Midwest; southwest; west coast. State preferences, employment immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Connecticut 06880.

## Sales

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.

Salesman wanted for top rated station in major southeastern market. Excellent opportunity for the right man. Company paid major medical-hospitalization and profit sharing. Good opportunity for advancement. Box A-93, BROADCASTING.

Sales Manager—\$10,000 base plus override on gross sales. Must be top personal salesman and able to motivate others on sales staff. No Schlockmeisters wanted, only solid community-conscious citizens. Two station market, East coast. Opening sometime within next three months. Box A-155, BROADCASTING.

Salesman (experienced) some announcing, . . . 3rd. KHIL, Willcox, Arizona.

Suburban Chicago: Unusual opportunity for substantial permanent position. WEAW, Evanston, Illinois.

Somewhere there's a person that can sell radio and do some announcing—have entire small town to yourself—A unique opportunity, must be experienced. Send resume, do not call. Buddy Starcher, WSEB, Sebring, Fla. 33870.

Ready to move up to a major market? Salary, plus commissions, plus bonuses, plus many fringe benefits. Call Spencer Churchill, WXTR, Providence, R.I. 401-725-9000.

Intelligent, willing to work salesman with good character. This is an opportunity to sell entire station properties on a straight commission basis. Training in brokerage furnished. Write Chapman Company, Inc., 2045 Peachtree Rd. NE, Atlanta, Ga. 30309.

## Announcers

Heavy station in Seattle looking for a giant-of-a morning man. If you have the pace, production and ability to entertain send tape and resume to Box A-6, BROADCASTING.

Top pay offered for bright, experienced announcer by established full-time Kilowatt in pleasant, prosperous Illinois city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat MOR programing, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume and photo to Box A-30, BROADCASTING.

Florida has opening for modern country personality. Must swing and be happy. Opportunity for advancement with chain. Send air check, photo, salary desired and resume. Box A-49, BROADCASTING.

Michigan religious-oriented AM directional looking for first class licensed announcer-engineer with at least two years experience. Send complete resume and photo to Box A-65, BROADCASTING.

Wanted for top 25 market—a tight format, contemporary station—Wild Child or Jack Armstrong type jock—Want "Bad Man"—Send tape and resume. Box A-91, BROADCASTING.

Are you a creative air personality, but your present job doesn't permit you to utilize your real abilities? Then, drop us a tape and resume. We hire people, not human machines. We're always on the lookout for a witty guy who can do more than "Time and Temp", and we're located in one of America's most attractive living areas, sunny Florida. Apply to Box A-126, BROADCASTING.

Excellent opportunity for advancement. All night DJ with leading east coast rock station, tight format. Resume, references and pix to Box A-127, BROADCASTING.

## Announcers continued

Our morning man has been promoted to manager of sister station, leaving behind opportunity for someone with experience to become part of growing operation. Must be community minded, at least 25, able to take orders. \$130 to start. Send tape, resume: Box A-137, BROADCASTING.

Disgruntled? Are you a New Jersey area MOR announcer who likes innovation, exposure, growth, and stereo? Contact us, Box A-174, BROADCASTING.

Western Pennsylvania full-timer in rural area needs versatile man who can handle news & sports as well as record show. Easy listening format. Send tape and resume to Box A-205, BROADCASTING.

KMUS Radio needs good C/W deejay, preferably with 1st and sales experience, also salesman. Call 918-682-2488. Write P.O. Box 128, Muskogee, Okla.

Fine Opportunity for bright mature hardworking announcer for adult operation in the beautiful Black Hills of South Dakota. Third-endorsed needed for combination production and announcing. Good salary and liberal benefits. Tape and resume to KOTA, Box 1752, Rapid City, South Dakota.

Experienced first phone DJ with big voice capable of good production. Adult, bright, format. This is one of the nations top medium market stations in sunny southern Calif. Call manager Lyle Richardson, KUDE, Oceanside, Calif. 714-757-1320.

Five thousand watt fulltimer needs experienced announcer with third endorsed. Top 100 format, news, sports. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico.

Experienced announcer with first phone to PD soul station. Contact Manager at Negro programed KZEY, Tyler, Texas.

Talk show announcer, immediate opening. Must be experienced and able to handle two-way controversial talk show, plus short announcing shift. WCVI, Connelville, Pa.

Announcer, immediate opening, must be experienced. WCVI, Connelville, Pa.

CBS affiliate in important Florida market needs a creative, mature DJ for evening show. Send tape, resume and all details in first letter to: Bill Taylor, Program Director, WDBO, Orlando, Florida 32802.

Wisconsin light contemporary in beautiful year round recreation area, needs first phone who runs tight board, likes production and music. Excellent salary and fringe benefits including profit sharing. Modern facility and equipment. ABC contemporary affiliate, 5000 watt, regional power house on 800KC. Reasonable cost of living, excellent schools. Send tape and resume to Tim Grant, WDUX, Waupaca, or call 715-258-5528.

Sports—Excellent play-by-play for Princeton University football and basketball on WHWH, Princeton and WTOA, Trenton. Must also be good A-1 announcer or salesman. Herbert W. Hobler, President, Nassau Broadcasting Company, Box 1350, Princeton, N.J.

Top rated country format has opening for pleasant paced morning man. Top salary and fringe benefits. Growth very probably in six station group. Send tape and resume to Manager, WITL, Lansing, Michigan.

Adult MOR—bright morning man for "Beautiful Music" station. Must be experienced in good music format, and be able to communicate. Tape and resume to Jack Kennedy, Program Director, WNCC-WKTM Stereo, Box 5758, North Charleston, S.C.

If you have a 1st ticket, want P.D. responsibility, pay to match. Position open now! Call or write WPOK, Pontiac, Illinois.

Leading Radio-TV operation has opening for top-flight announcer for radio, with some television if qualified. Send tape, WSAV Radio and Television, Savannah, Georgia.

## Help Wanted

### Announcers continued

Top 50 Ohio market needs solid top 40 or up tempo MOR jock with 1st phone . . . excellent salary for right man. Contact: Jim Wight, WTOD, 3225 Arlington, Toledo, Ohio.

Immediate opening; Announcer whose interests are spot production and news. Join a young aggressive corporation who is out to dominate a five station regional market. Opportunity for advancement, with liberal benefit program provided. Send resume, tape, photo and salary requirements to WVNO Radio, 2900 Park Avenue West, Mansfield, Ohio 44906. All inquiries will be confidential.

Immediate opening for experienced announcer. First phone desirable but not mandatory. News experience would help. WVSC, Box 231, Somerset, Pa. 15501.

Announcer-Salesman needed immediately. Opportunity for good announcer to increase his income with some sales. 1st ticket. St. Louis Area. Phone manager (314) 586-8577 or 586-8513.

Small market mid-NYS looking for experienced morning man. Relaxed MOR plus knowledge of C&W. No beginners. Salary commensurate with ability. Call 607-334-2218. Collect.

Experienced announcer, first phone required. Salary based on experience. Illinois station. Call area code 815-562-7001.

### Technical

Immediate opening for full and part-time board operators. 3rd license required. Chicago station. Box M-261, BROADCASTING.

Experienced recording studio engineer for tape duplication, editing, disc cutting, production. Upper midwest city. Good salary and benefits. Write Box A-9, BROADCASTING.

Chief engineer. Midwest AM/FM. Must be experienced in maintenance and repair of transmitters and studio equipment. Box A-98, BROADCASTING.

Wanted—First phone engineer to assist chief in AM and FM operation. New studios. No announcing. Better than average future. Send resume to Clifford Mahn, WCLO, 1 South Parker Drive, Janesville, Wisconsin 53545.

Technical help combination engineer wanted for top 40 operation in sunny Daytona Beach. New progressive broadcasting group offers excellent opportunity for growth for the qualified combo man. Work and enjoy living in sunny Daytona Beach. Send resume and tape. References will be checked. WDAT Radio, P.O. Box 5038, Daytona Beach, Florida 32020.

Chief engineer for fulltime local AM, Class B FM-stereo, with background music service. No announcing. Must be capable of maintenance and construction work. City of 25,000 near Atlanta. Excellent climate . . . fine schools. And, good pay! WLAC, P.O. Drawer 1429, LaGrange, Georgia 30240.

Wanted—Chief engineer, first class ticket, for maintenance and transmitter watch. Call WNLK, Norwalk, Conn. 838-5566.

Young chief engineer needed for 5kw AM, 3kw FM, top 40 operation. Board shift required. Starting salary reasonable, guaranteed increase. Medium market, low living costs. Type resume to: James C. Vernon, WYGO Radio AM-FM, Corbin, Kentucky 40701.

## NEWS

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

Newsman . . . Join Illinois' top-rated news operation. Spend weekends on DJ board shift. News writing and presentation ability a must. Excellent benefits. Send news/dj aircheck, news writing samples and photo to Box A-102, BROADCASTING.

Newsman/Adult, mature delivery a must. Work in midwest Capital city with the number 1 radio news and music sound. You'll be our evening man. Of course we'll pay you! Send audio tape and resume to Box A-152, BROADCASTING.

Newsman—to work as part of 3-man news operation in Nebraska's Capital city. Excellent opportunity for young, aggressive newsman, or potential newsman to work with excellent equipment and staff. Vacancy created when newsman promoted to News Director in one of our other 6-stations. Send tape and resume immediately to Operations Mgr., KFOR, Lincoln, Nebraska 68501.

## Program, Production, Others

Class A FM stereo in Calif. has opening for PD in Feb.—MOR format. Need energy, experience, ideas; be responsible and well organized. Room for advancement with this station and/or company. Box A-64, BROADCASTING.

West coast local opening for man who can effectively program and control tight-country-format—understands local news reporting—can handle short in-air shift either dj or news with programing responsibilities. First phone required. Send tape and full information in first response. Box A-77, BROADCASTING.

Production Man: I may lose one to the draft. I'd like to have a couple of names in the can in case. If you are strong on copy and production, if you can create and keep pace with the best radio production department in the industry; send samples of your work. Only the best need apply to: Jefferson Kaye, Program Director, WKBW Radio, Buffalo, New York 14209.

### Situations Wanted Management

Experienced small market general manager desires to relocate. Experience is based on proven successful record. Aggressive, dependable, strong on sales. Apply Box A-95, BROADCASTING.

Mature successful manager available February 1st. Offering excellent profit and image results to reliable ownership. Box A-147, BROADCASTING.

Spanish language stations—young station manager available. Spanish main language, fluent English. College degree. First class license. 15 years experience on almost every aspect of AM-FM radio, including automation. Prefer Puerto Rico-Virgin Islands, but will consider other locations. Box A-173, BROADCASTING.

My future is management, but for the present? Young, degree, veteran, third. Consider all; relocate. Box A-187, BROADCASTING.

### Sales

Sell more: Outstanding sales and management background, 11 years radio, TV, general sales manager with troubleshooter ability, integrity and judgment. Employed but anxious to relocate. Box A-52, BROADCASTING.

Creative Sales Executive seeking sales management opportunity. Presently employed top 40 station, college, 10 years sales experience, TV and radio production, 1st phone, present income \$14,000. Resume and references, Box A-150, BROADCASTING.

Salesman, Announcer, first phone, six years experience. Middle forties, give salary and commission when replying. Box A-170, BROADCASTING.

### Announcers

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

Articulate-knowledgeable, some experience, sounds like more. Progressive rock to MOR. Tape and resume await. Box A-1, BROADCASTING.

First phone. Recent announcer school grad, broadcast music background, 2 yrs. college. Wants to be announcer, DJ, newscaster. Available immediately. Resume, tape on request. Box A-5, BROADCASTING.

One enzyme active college educated first phone personality, speaks top 40 fluently with current top 10 market accent, seeks polysaturated fathead-free diet of deejay/PD duties, major-medium market. 23, married. Tempt me. Box A-116, BROADCASTING.

DJ, news, commercials, three years experience, third phone. Box A-132, BROADCASTING.

3rd endorsed; 5 years; MOR, progressive rock, production, other; good voice, degree. Want progressive management, creativity on/off air. Box A-135, BROADCASTING.

Got a graveyard? That needs filling? Been out of mine for a year. Looking for a new one to slide into. Influenced by Boston's Dick Summer, Toronto's Dave Pritchard, and Chicago's Sid McCoy. First phone and 27. Box A-139, BROADCASTING.

Announcer DJ/Newscaster. Married. Veteran. Minimum on experience, maximum on talent. Can adapt to any format. Box A-140, BROADCASTING.

DJ/Announcer—Newscaster. Experienced, tight board. No floater. Box A-141, BROADCASTING.

## Announcers continued

Broadcasting school graduate wants top 40, MOR, or news. Third phone, will relocate. Box A-142, BROADCASTING.

Young, hip Negro announcer. Real Swinger, experienced, will travel. 215-472-2741. Box A-145, BROADCASTING.

Announcer, Negro. Light experience. Modern approach. Tape available. Box A-153, BROADCASTING.

DJ-Newscaster, tight board, school graduate, looking for break. 3rd endorsed, draft deferred, will travel. Box A-158, BROADCASTING.

MOR personality—first phone, tight, bright, happy, mature, experienced. PM drive or evenings. \$175.00. Box A-166, BROADCASTING.

Contemporary personality, experienced, military complete, relocate anywhere, 914-947-3652. Box A-167, BROADCASTING.

Rocker, tight board, production, 5 years experience, available now. Call 212-896-5159. Box A-169, BROADCASTING.

Sure you sold out in December—but this is January; need a young tiger?? Box A-172, BROADCASTING.

College grad; broadcasting degree. Combo. 3 years experience. 3rd ticket. Self-starter. Will relocate. Draft # 317. Box A-177, BROADCASTING.

Black DJ needs a start. Reliable. Third endorsed. Good personality. Box A-180, BROADCASTING.

Disc Jockey & newscaster. Experienced—tight board—creative, versatile—aggressive, sales—third endorsed—Will relocate. Box A-182, BROADCASTING.

First phone, creative DJ, combo work, excellent news and good production, some maintenance, available immediately for Northeast area. Send today for a tape. Box A-183, BROADCASTING.

Professionally trained announcer, Third. Draft exempt. Will relocate. Box A-188, BROADCASTING.

Good mature announcer desire location So. Calif.—or ?—3 yrs. city L.A. Mobile trans. Third endorsed. Box A-189, BROADCASTING.

DJ, News, third, some college, three years experience. Box A-192, BROADCASTING.

Talk-Host, conservative, age 34, two years experience on L.A.'s top 2 talk stations, former News Director, good TV experience and appearance, desires change to Eastern or Southern major markets. Box A-196, BROADCASTING.

Menu—Appetizer; college radio major; entree, experienced all music formats; desert, draft free, married, available immediately. Box A-197, BROADCASTING.

Among three finalists of 150 applicants for drive time in 24th market. Other guy and I still looking. Anybody in 25th market interested in entertainer with midwest MOR morning ratings? Box A-198, BROADCASTING.

Experienced 1st phone air personality; Ready for top MOR or C&W. Mature family man, 28. Good record. Box A-200, BROADCASTING.

First phone experienced announcer, no maintenance, married, child, vet, prefer T-40 however have worked all formats except R & B and acid. Box A-206, BROADCASTING.

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

First phone, college grad, one year experience, pleasant voice, tight board multi-lingual. They love it when I tell it like it is; They believe it when I tell it like it isn't. Seek permanency in medium market, MOR, not south or midwest, preferably California, preferably near San Francisco. R. Canonica, 7200 Hollywood Blvd., Hollywood 90046, 213-874-0850.

East Coast—Experienced, 3rd endorsement. Available now for top 40 format. Creative personality, age 26, married, 1 child, draft exempt. Require pay \$125. Contact Dale, 413-499-0405 before 12:00 noon.

Announcer—first phone experienced, sober, dependable, references, 904-749-9786 after 6 p.m.

Announcer/DJ; wishes relocate, 4 years experience; top 40 format, lively upbeat style, good audience response, personable, dedicated worker, not floater, excellent references, interested Northeast only; call collect between 2 & 5 o'clock, Tuesday thru Friday, 607-334-7155.



## Announcers continued

First phone jock—experienced. Call 1-419-474-7784.

Announcer-Newsman returning to radio after stint in business. 3rd endorsed. Available immediately. Prefer S. Calif. or Arizona. Michael Johnson, 4111 Fairway Blvd., Los Angeles, Calif. 90043. Phone: (213) 292-7182.

Beginner, resident broadcasting school graduate, 3rd phone endorsed, single, draft exempt. Call, James Lavery, 2500 Bellford St., Phila., Pa. 19153. Phone SA 9-6716.

Uptight? Things not right? Don't fight! Call on a P.D.-air personality with a first ticket and 10 years experience; including crack production, copy-writing & traffic. Your ear & my references will convince you! 815-964-8113.

1st phone beginner, broadcast school graduate. MOR or up-tempo MOR in southern California. Small/medium market. Interview at your convenience. Ted Peters, 637 Palomar, El Cajon, Calif. 92020. 714-444-2573.

Call 703-522-5918 for top 40 jock, first phone, major markets experience. Available immediately. "Boss" radio or friendly personality. East or mid-west preferred.

DJ. FCC 1st/C. Broadcast school graduate. Married. Military completed. Will relocate. Wally Cahoon, 243 Maravista Avenue, Falmouth, Massachusetts. 617-540-1996 after 6 p.m.

Young Announcer, married, radio school graduate, third phone endorsed, news, copy, tight broadcast, 2½ years experience, go anywhere. Bill Wycoff, telephone 1-712-447-2851, Washta, Iowa 51061.

## Situations Wanted

### Technical

Chief engineer. Thoroughly experienced, maintenance, AM and FM, up to 5000 W. power. Box A-146, BROADCASTING.

First Class Engineer. 1 year radio engineering, 3 years T.V. engineering, 3 years CATV engineering. Pacific Northwest only. Box A-156, BROADCASTING.

Chief Engineer AM, FM: All phases, including proofs. Ohio only. Box A-163, BROADCASTING.

First phone with limited experience desires position in Northeast area. Have worked both AM and FM. Send for resume and requirements. Box A-184, BROADCASTING.

## NEWS

Extensively experienced radio/television newscaster, writer, reporter, editorialist, news director. Politically, governmentally knowledgeable. Desires staff assignment or directorship. Box A-87, BROADCASTING.

Negro broadcast school graduate with physical handicap, seeking position as transmitter operator, news man or combo. Adult radio preferred. Limited experience. Box A-186, BROADCASTING.

News editor with nationally known station seeking advancement and responsibility—23—family. Box A-190, BROADCASTING.

Experienced—30—Sports caster, news, air shift, third endorsed. Prefer Western Pa. Will consider all offers. Box A-204, BROADCASTING.

Newscaster-announcer seeking experience. College grad in speech, broadcast school grad, third endorsed, prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Illinois 60044.

## Programing, Production, Others

Sports man—radio-TV, 33, dependable, good voice, 8 years experience sportscasts, interviews, play-by-play pro, college, prep basketball, baseball, football, hockey. Box A-106, BROADCASTING.

Program Director. Major market. Winning record. Solid. Leader. Box A-130, BROADCASTING.

Program Director looking for a change after 7 years with same operation. Married. Draft-exempt. Prefer MOR operation. Experience with all phases of broadcasting—even stereo automation. Tape and resume available. Box A-149, BROADCASTING.

Operations-Program Manager. Solid experience all phases. Will relocate. Want market in east. Take charge man. No air shift. Available now. New or "sick" stations considered. High on administrative and organizational ability. Box A-199, BROADCASTING.

## Programing, Production, Others

### continued

For over four years I've been growing with my present company in a market of 200,000. I'm a polished, professional production man with seven years experience in radio. I've run out of growing room with this organization. The bosses and I agree it's my time for management. If you have need for a creative young pro and your company has room to grow, write me now and I will send all including top recommendations. Frank Newell, 1025 No. 63rd F-10, Lincoln, Nebr. 68505.

## Television

### Help Wanted

### Announcers

Announcer for small market Texas network affiliate. Excellent opportunity for young man starting out or breaking into television. Send resume and salary requirements to Box A-67, BROADCASTING.

### Technical

First class staff engineer wanted for operations & light maintenance . . . excellent colorized station, great midwestern city, union scale, two weeks paid vacation after one year . . . other benefits. Send complete resume to Box A-4, BROADCASTING.

Chief engineer for major group owner's New England area TV station. Must be aggressive with experience in all phases of TV engineering, operations and management. First class license required. Resume must include experience, education, past salary and expected salary. An equal opportunity employer M/F. Box A-55, BROADCASTING.

Opportunity for young engineer with microwave and/or studio experience at Texas network affiliate. Write Box A-160, BROADCASTING.

Full color station in Florida needs several experienced studio maintenance engineers with first phone. Also one experienced TV transmitter engineer. Send complete resume and salary requirements to Box A-171, BROADCASTING.

Wanted: Maintenance technician, first phone should have VHF transmitter or studio maintenance experience. Good opportunity for advancement. Contact chief engineer, KQVO-TV, Box 1503, Missoula, Montana. (406-543-8313).

Chief Engineer—Are you qualified to step up to the #1 spot? VHF Station, color—video tape—network. Send letter of application to M. N. Bostick, KWTX-TV, P.O. Box 7128, Waco, Texas 76710.

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.

Experienced TV studio and transmitter technicians wanted. Please send resume of experience to Director of Engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

## NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-125, BROADCASTING.

News writer—Major market—Prefer journalism school graduate. Box A-159, BROADCASTING.

Weather girl, experienced only, wanted by KMOX-TV, CBS owned, St. Louis. Send resume and VTR to Al Mann, news director. Applicants from all races desired. Equal opportunity employer.

Newsfilm photographer—experienced and I documentary writer-researcher with journalism degree or comparable experience for WCKT-TV News, Miami, Fla. Contact Mr. Strul, PL 1-6692. An equal opportunity employer.

Newsman with radio or TV experience, eight person combined department. Shenandoah Valley of Virginia. Good place to sharpen skills, all facets of news, with progressive group. Resume audio tape and pix or VTR and salary range first letter to News Director, WSWA TV, Harrisonburg, Va. 22801.

## Programing, Production, Others

Producer/director with news and sports background for group-owned eastern VHF. Salary range 9-11 thousand. Box A-82, BROADCASTING.

## Programing, Production, Others

### continued

Promotion manager—Midwestern network affiliate needs experienced promotion manager. Send resume and salary requirements to Box A-193, BROADCASTING.

Supervisory Producer-director with full knowledge of studio and film production. Particular emphasis is on production of commercials and news. Full color and videotape facilities. Send complete resume to Operations Manager, WBRE-TV, Wilkes Barre, Pa. 18703.

Ambitious, creative, well organized Senior Producer/director for challenging new ETV operation with two color studios and remote. No live broadcasting but closed-circuit and net production house. Excellent fringe benefits and unlimited opportunity for professional growth. Salary commensurate with experience. Send full resume to: Dr. Fred Haas, Western Kentucky University, Bowling Green, Kentucky 42101.

## Situations Wanted

### Management

General Manager—Offers to station all the qualifications for success. Past experience includes putting profitable UHF on the air. In present situation with independent station have reversed previous management's declining market position to highest gains of any station in very competitive market. If you need a highly respected professional keenly motivated for running up profits please contact Box A-35, 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. College degree 45. Nationally recognized as successful administrator; 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 A-138, BROADCASTING.

General Manager, medium market, young (34) aggressive broadcasting man on his way up. Solid network background. Excellent local station sales record. Ready to manage for forward-looking ownership. Desires salary plus incentive arrangement. Will relocate anywhere for suitable situation. If your station needs progressive leadership; if it needs a money-making leader; I am your man. Complete resume available for your review. Box A-161, BROADCASTING.

National, regional, local or general manager, small to medium market, for owner who wants top money plus community image, 15 years as top money maker. Box A-191, BROADCASTING.

Operations manager-program manager: 12 years television experience, all phases. Art Christ, 608-784-8807.

## Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality. Box A-209, BROADCASTING.

Could you use a real personality gal? As hostess on woman's or children's show? Weathergirl? Reporter? I'm looking for a change. Good voice. BA and some grad. experience. Tape and pictures available. Phone 313-694-4297.

Meteorology trained weatherman—12 years television. Art Christ, 608-784-8807.

## Technical

1st class—studio—transmitter construction—maintenance experience. Box A-136, BROADCASTING.

Young, first phone with radar endorsement. Military and civilian schooled. Experienced in UHF color control room, and studio operation and maintenance. Will work and learn hard. Box A-154, BROADCASTING.

Engineer; assistant chief: Xmtr. supervisor; 15 years experience; installation, operation, maintenance, microwave. First 5 figure offer takes me; Ohio, Michigan. Box A-162, BROADCASTING.

## News

Experienced anchorman, news director. West of Mississippi. \$13,000 minimum. Box A-131, BROADCASTING.

## Programming, Production, Others

Major market television documentary producer to head up station's film production unit. Box A-2, BROADCASTING.

**Sportsman**—radio-TV, 33, dependable, good voice, 8 years experience sportscasts, interviews, play-by-play pro, college, prep basketball, baseball, football, hockey. Box A-107, BROADCASTING.

**Production Manager.** Will organize, train and coordinate dynamic department. Offers administrative and creative talent. Color film production a specialty. Excellent references. West, Southwest. Box A-181, BROADCASTING.

**Mature pro (61)** seeks media comeback. Newspaperman/TV-radio news-sports. Cagster/talker/writer/producer/director. Box A-207, BROADCASTING.

**Broadcast grad.,** seeks position as photographer (still and 16mm), news, documentary, or Gen. TV production. Some experience. Married, 24, will relocate. Michael Honey, 5416 S. Elmwood St., Littleton, Colorado 80120, 303-798-7157.

## WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantees Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

**Mobile unit.** ETV station desires to buy remote truck with or without equipment. Box A-78, BROADCASTING.

## FOR SALE—Equipment

**Coaxial-cable**—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W-Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

**Tower Erectors** Wanted throughout the United States. Swager Tower Corp., Fremont, Indiana, 46737.

**Collins 212C-1** audio console for sale, 4 years old, in like new condition. \$1,000.00 or make offer. Contact Elliott K. Klein, Chief Engr., Radio Station KRIZ, Phoenix, Arizona, 602-258-6717.

**Towers for sale,** erection and maintenance. 18 years experience in tower erection. Robinson Tower Company, P.O. Box 143, Greenville, N.C. 27834. Phone 919-758-1453.

**For Sale**—CBS recording Audimax, M420, \$400.00; Fairchild M666 compressor (W/auto-ten), \$250.00. Vernon Castle, Lake Geneva, Wisc. 53147.

## 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, brain storming,** all in one package! Monthly, \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

**Get your "ticket!"** Memorize, study—Command's "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

**"Get that job!"** Comprehensive guide and report for job seekers. \$2.00. Box L-247, BROADCASTING.

**DJ's/announcers**—unemployed? Depressed? Audition tapes evaluated professionally. Enclose \$5.00 M.O. Box L-44, BROADCASTING.

**Voice Drop-ins.** Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

**D.J. one liners!** Write for "free" samples. Command, Box 26348, San Francisco 94126.

**Fast customized bingo card service,** etc. 515-423-1943. Bingo, Box 270, Mason City, Iowa 50401.

**Aircheck tapes . . .** California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

**Attention DJs** and record collectors. Large list of records that made it yet didn't make it. Weren't in the top 10 and weren't million sellers, yet were what we DJs term minor hits. Broadcasters following Pop Music the past 20 years. Send \$8.00 for list of songs and artist to Minor Hit List, Box 743, Sag Harbor, N.Y. 11963.

## Miscellaneous continued

**Prizes! Prizes! Prizes!** National Brands for promotions, contests, programming. No barter, or trade better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

**"Is your hobby identical to mine?"** I would like to hear from air check collectors, anywhere, who have tapes of music and news stations from 1952 to the present. Quality of recordings is not important. Drop me a note. Box A-185, BROADCASTING.

**Attention!** Small and medium market stations! We offer the selling sound for 1970—custom made spots. Guaranteed to please your hard to sell accounts! Introductory offer: 50 full length commercials just \$100.00 or 100 just \$175.00. Use for spec presentation or on the air. We furnish tapes, you send copy. Quick service! 1st 10 orders taped personally by John Goff, 1 of America's best air salesmen! Call for free sample! Phone 405-525-7221, day or night. Cal Hardwick—John Goff, Radio & TV Productions, 528 N.W. 26th St., Oklahoma City, Oklahoma 73103.

## 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, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting.** All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

**Since 1946.** Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

**Licensed** by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

**Radio Engineering Incorporated** Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Feb. 9, March 16, April 20. 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.

**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.

**Chicago**—one week first phone instruction, Feb. 27th to March 5th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

**Washington**—one week first phone instruction, Feb. 19th-25th, for our audio-visual students. Bob Johnson, 1060 Duncan, Manhattan Beach, Calif. 90266.

**San Francisco's** original course for FCC license in six weeks. Now starting our second year of successfully preparing our students to pass the FCC examination. Enrolling for Jan. 26, March 16, May 4, June 15. Success guaranteed. Free placement. School of Communication Electronics, 150 Powell St., S.F., Calif. 94102. (415) 392-0194.

**No. Tuition, rent! Memorize, study—Command's "1970 Tests-Answers" for FCC first class license.** Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

**Just made first phone** after five failures. I'll show you how! Box A-176, BROADCASTING.

**American Institute of Radio** offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

**See our Display ad** under instruction on page 76. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

## RADIO—HELP WANTED

### Management

### AFTRA CALLING

Major eastern market AFTRA Local needs an administrative assistant. Should have a good range of Radio-TV experience under AFTRA contracts. Prefer a performer who enjoys the business but has outgrown the "star" syndrome. If you're ready for broadcast unionism, send complete resume and photo to:

Box A-144, Broadcasting.

### Announcers

### EXPERIENCED NEWSMAN

Join the Quint-Cities largest radio news staff. This 350,000 market station is expanding its 5-man news team. \$7,500 minimum. Send tape, writing samples, resume and picture to:

Jerry Reid—News Director

**KSTT**

P.O. Box 3788

Davenport, Iowa 52808

**Announcers continued**

**\$40,000**

for  
Morning Personality!

**Major Market Challenge**

**Rush now!**

Resume, picture, tapes to:  
**Box A-134, BROADCASTING.**

All replies confidential

**NEWS**

**NEWSMAN**

Top radio station in major eastern market has opening for experienced on-air newsman. Interest in news, must be willing to work any shift among requirements. Please state salary requirements.

**Box A-179, Broadcasting.**

**NEWS PRODUCERS/Writers**

If you are ready to produce news programs now, but not moving in the right direction you may be the man we are seeking. 4th Market needs pro's. Full resume and salary required.

**Box A-178, BROADCASTING.**

**Program, Production, Others**

**— TALENT —**

We need air, production and programming talent for rock and adult contemporary stations in medium and major markets. If you want to be a part of great radio and have the talent, dedication and drive that's required, send tape and resume to

**Box A-148, BROADCASTING.**

**\$100.00 REWARD**

I'll pay \$100.00 to anyone who can find me the following person: A married man with a good personal reputation who can program manage a daytime radio station. He must have a first ticket. Absolutely no maintenance. He must possess a mature voice. Be able to direct personnel. Have a good knowledge of pop-contemporary music and games and contests. Must be willing to work hard. \$9000.00 to start. Reward will be paid to person giving me lead to this man as soon as he reports to work.

**Box A-22, Broadcasting.**

**Programing, Production, Others**

continued

**Savvy Production Pro**

to join 50kw Clear. Fun on the air, communicate in an adult manner on Contemporary MOR. Combo; Education; Community Oriented. Air check, Commercial/Promo samples, Resume. No phone now, please.

Alan Wilson Administrative Assistant  
Employee Relations Department

**WHAS, Inc.**

520 West Chestnut Street  
Louisville, Kentucky 40202

**Situations Wanted**

**Management**

**SALES RESULTS\$**

Talk best. A proven track record both in local & national sales. Experienced G.M., Nat. Sales Mgr. etc. Proven results in training men. Programming, ratings and profits go with an aggressive 2 degree. 18 yr. employed, \$30M. exec. Single station or group. You'll pay for it—but RESULTS guaranteed. East coast preferred.

**Box A-97, Broadcasting.**

**Professional Available**

Veteran radio station executive with demonstrated abilities in station development, management and salesmanship available due to sale of station. Let's discuss your problem. Write:

**Box A-70, Broadcasting.**

**EXECUTIVE ASSISTANT**

Confidential aide to senior level. Accountant. Attorney. Co-ordinator. Public Relations. Broadcasting and other backgrounds. Conservative. Adaptable. Presently employed.

**Box A-133, Broadcasting.**

**RADIO MANAGER AVAILABLE**

31 year old Sales Manager wants first management opportunity. Present station billing approximately \$500,000.00 per year. College graduate. 1969 income \$20,000.00 including bonus. Relocation no problem for wife and two children. For more information, write:

**Box A-201, Broadcasting.**

**Work is something  
the handicapped  
can do.  
Hire them.**

The President's Committee  
on Employment of the Handicapped  
Washington, D.C. 20210

**Announcers**

**LOOKING  
FOR AN  
ANNOUNCER?**

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

**Columbia School  
of Broadcasting**

4444 Geary Blvd., San Francisco 94118  
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

**Programing, Production, Others**

**PRODUCTION DIRECTOR**

At top east coast major market station seeks to permanently relocate to southern California. Highly creative-agency credits. For sample tape and resume write:

**Box A-84, Broadcasting.**

**TV Help Wanted—Management**

**TV Operations  
and  
Program Manager**

Experience should include Engineering, but not required. Must stand thorough investigation. Stock available to right man. Complete resume including credit references required.

**Box A-143, BROADCASTING.**

**Television**

**Help Wanted**

**Sales**

**WE'LL INVEST IN  
A TV  
SALES EXECUTIVE**

The man we want may not be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's sales executive, if he isn't one already. He has had TV or radio sales experience; is imaginative, industrious, personable; and is fully equipped to work effectively with agencies and local and regional accounts.

This isn't a ready made job. Given the right man, we'll invest in him—underwrite his activities—and groom him for an important position with one of the fastest growing CBS affiliates.

If you fit the picture, you'll live in a pleasant, medium sized midwestern community. You'll start at up to \$7,800 depending upon your background, and you'll move ahead rapidly with a major group UHF station and the market's finest facility. If you want to build a solid future for your family and yourself, write us a complete resume of your background and experience. An interview can be arranged.

**Box A-63, Broadcasting.**

**Announcers**

**TV ANNOUNCER**

Are you ready to make the right move? WLW-C, Avco Broadcasting Corporation in Columbus, Ohio is seeking an experienced well-rounded announcer, capable of performing news, weather, and sports assignments on a top-notch announcing staff. If you have at least two years experience in television and enjoy a demanding position, send a video tape and resume to:

**Tom Roper, 3165 Olentangy River Road, Columbus, Ohio 43202.**

**Southeastern TV Station**

Needs dependable announcer. Strong on-air requirements. Most beautiful market in the south. Send tape and resume and photo to:

Gary Lynn, Snelling & Snelling,  
235 Peachtree St., Atlanta, Georgia 30303

**Technical**

**Midwest**

TV Chief Engineer for well established VHF station. Prefer candidates with E.E. degree or equivalent. Starting salary up to \$20,000.00 depending on experience. Confidential. Write:

**Box A-203, BROADCASTING.**

**NEWS**

**A Rare Chance to Join a Winner**

New England's #1 television station is looking for studio news director. Only seasoned, dependable professionals who are turned on by news need apply. If you know you are our man send resume and cover letter.

**Box A-168, Broadcasting.**

**NEWS continued**

**TV NEWS ANCHORMAN**

California VHF in Top 10 Market

Experienced TV newscaster with strong on-air delivery. Must be capable of making impact on major market. Advise your interest and qualifications in confidence. We will request tapes later. Our employees know of this ad.

**Box A-157, BROADCASTING.**

*An Equal Opportunity Employer*

**Programing, Production, Others**

**WANTED!**

Experienced professional meteorologist, with air skills, for Top Ten market weather reporting. Radio, plus opportunity for future network and television. Send resume and voice tape to:

**Box A-208, BROADCASTING.**

**INSTRUCTIONS**

**R E I**

**F.C.C. 1ST PHONE IN  
5 WEEKS  
TOTAL TUITION \$360  
ROOMS and APTS. \$15-\$20  
PER WEEK**

**ATTEND SCHOOL IN  
Glendale, Calif.  
Fredericksburg, Va.  
Kansas City, Mo.**

**OR**

**1336 Main St.  
Sarasota, Fla. 33577  
Call 813-955-6922**

**INSTRUCTIONS**

**continued**

**F.C.C. 1st PHONE  
in six weeks**

- EDUCATION •
- COMPREHENSION •
- KNOWLEDGE •

**F**inest Instructors

- Years of practical experience

**I**ntensive Methods

- Animated Electronic Films

**R**easonable Costs

- Only one charge to completion

**S**elected Accommodations

- Student rates at Hollywood-Plaza Hotel

**T**op Results

- Our students obtain their lts.

**LEARN**

at the Nation's oldest  
and most respected

**School of Broadcast Training**

**DON MARTIN SCHOOL OF RADIO & TV  
(established 1937)**

Next Accelerated Class Starts

**March 2, 1970**

for additional information call or write:  
**DON MARTIN SCHOOL OF RADIO & TV  
1653 No. Cherokee, Hollywood, Cal.  
HO 2-3281**

**Employment**

**Service**

527 Madison Ave., New York, N.Y. 10022

**B**

**BROADCAST PERSONNEL AGENCY  
Sherlee Barish, Director**

**FOR SALE—Stations**

**FOR SALE**

by Owner

New York State AM

\$220,000—29% down

terms

**Box A-202, BROADCASTING.**

Ky.	small	daytime	\$ 70M	terms	N.Y.	small	fulltime	\$600M	29%
Mo.	small	daytime	115M	SOLD	Wash.	small	fulltime	75M	terms
Miss.	medium	AM & FM	300M	cash	Neb.	small	fulltime	166M	SOLD
Mass.	metro	daytime	600M	29%	Mich.	small	fulltime	75M	nego
East	major	AM & FM	1.3MM	nego	MW	medium	FM	70M	29%



2045 Peachtree Road

Atlanta, Ga. 30309

## FOR SALE Stations

continued

### La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

### LARSON/WALKER & COMPANY

Brokers-Consultants-Appraisers  
Los Angeles Washington

Announcing the opening of an East Coast Office  
Suite 714 1725 Eye Street, N.W.  
Washington, D.C. 20006 (202) 223-1553

## STATIONS FOR SALE

1. ROCKY MOUNTAIN. Metro, Full time. Price \$135,000. 25% down.
2. SOUTHERN CALIFORNIA. Full time AM-FM. \$200,000. Excellent terms.
3. TEXAS. Exclusive daytime. Priced at \$63,000. One-third down.
4. FLORIDA. Exclusive daytime. \$30,000 down.

**Jack L. Stoll  
and ASSOCIATES**

8381 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

## FOR SALE Equipment

### NEW AND USED RF EQUIPMENT

- One used Adler UST-10, 10-watt UHF translator.
- One RCA TTU-25 UHF transmitter tuned to Channel 30.
- Seven Maloney power transformers used with GE TT-25 UHF television transmitter. Unused. In excellent condition.
- Five filter chokes used with GE TT-25 UHF television transmitter. Unused. In excellent condition.
- Two used GE filterplexers used with GE TT-25 transmitter, one each on Channels 22 and 34.

Box A-112, Broadcasting.

# GIVE...

## so more will live HEART FUND



(Continued from page 70)

- WMUN(FM), Tri-City Radio Corp., Muncie, Ind. Requests WLBC-FM.
- KWPC-FM, Muscatine Broadcasting Co. Ltd., Muscatine, Iowa. Requests KFMH(FM).

### Call letter actions

- WFLT(FM), Harpeth Valley Broadcasting Co., Franklin, Tenn. Granted WIZO-FM.
- WXYW(FM), Suffolk Broadcasting Corp., Suffolk, Va. Granted WFOG(FM).
- WWCF(FM), Community Service Radio, Baraboo, Wis. Granted WLVE(FM).

### Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following: KCBQ San Diego; WCMB Harrisburg, Pa.; WDVA Danville, Va.; WSFM(FM) Harrisburg, Pa. Actions Jan. 9.
- Broadcast Bureau granted renewal for following stations and co-pending auxiliaries: WADO New York; WKTE King and WRKB-AM-FM Kannapolis, all North Carolina; KBUZ-AM-FM Mesa, Ariz.; KKNV(FM) Fresno, Calif.; KTBT(FM) Garden Grove, Calif.; WETZ New Martinsville, W. Va.; WGHQ-AM-FM Kingston, N. Y.; WWDR Murfreesboro, N. C. Actions Jan. 8.

### Other actions, all services

- Broadcast Bureau granted remote control for following: KVIP Redding, Calif.; WXFM Elmwood, Ill.; KPOI-FM Honolulu and WKZN Kenosha, Wis. Actions Jan. 12.
- Chief, Broadcast Bureau on request by Triangle Telecasters Inc., extended through Jan. 20 time to file replies to oppositions to petition for rulemaking in matter of amendment of rules and regulations regarding network affiliation agreements. Action Jan. 5.
- Chief, Office of Opinion and Review in case of ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, granted motion by Western Telecasters Inc. and extended to Jan. 6 time to file opposition to application for review of review board's memorandum opinion and order filed by Radio-Television, S. A. and Bay City Television Inc. (Doc. 18606). Action Dec. 26.
- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, ordered motion for stay filed by Chronicle Broadcasting Co. certified to review board; ordered compliance with examiner's order released Dec. 18, 1969, stayed until date 10 days following action of review board upon certification; in separate action, denied opposition to taking of deposition and request for protective order by Chronicle except to extent that deposition of Mr. Harold P. See, official of Chronicle be restricted as to investigative issues (Doc. 18500). Action Dec. 29.
- Oregon—FCC rescheduled oral argument for Jan. 20 on Oregon AM-FM applications of Radio Broadcasters Inc., Corvallis, and James L. Hutchens, Central Point and Gold Beach. Action Jan. 8.

■ FCC proposed revision of the "Seven Day Rule" implementing Section 315 of Communications Act to require political candidate to request time for equal opportunity within one week from day when first candidate appears. Late candidates must request equal opportunity one week from day they officially enter race. Under present "Seven Day Rule" candidate is required only to submit request with seven days of "prior use." Action Jan. 8.

### Translator actions

- K70FA Show Low, Ariz.—Broadcast Bureau granted CP to replace expired permit for new UHF translator. Action Jan. 9.
- K02DC Sycamore Flats, Upper Arroyo and Arroyo Seco community, all California—Broadcast Bureau granted CP to change type trans. and increase output power of VHF translator. Action Jan. 9.
- Asheville, N. C.—FCC conditionally granted application of Spartan Radiocasting Co., licensee of WSPA-TV Spartanburg, S. C., for CP for new 1-w VHF translator station to serve Asheville by rebroadcasting WSPA-TV on ch. 9. Grant is subject to condition that Spartan Radiocasting Co. continues to op-

erate its UHF translator W72AE in Asheville as presently authorized. Action Jan. 8.

- K70AI Prineville, Ore.—Broadcast Bureau granted CP to change type trans.; increase output power to 20 w and make changes in ant. system of UHF translator. Action Jan. 9.
- W77AD Bellefonte State College and Port Matilda, all Pennsylvania—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to July 9. Action Jan. 9.
- W82AK Williamsport, Pa.—Broadcast Bureau granted mod. of CP to change trans. location to Hillside St. adjacent to Wildwood Cemetery, .5 miles from city of Williamsport; make changes in ant. system of UHF translator. Action Jan. 9.
- K05DW Farm community south southwest of Chelan Butte, Wash.—Broadcast Bureau granted license covering new VHF translator. Action Jan. 9.
- K75CK Moses Lake, Royal City and Othello areas, all Washington—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to July 9, 1970. Action Jan. 9.
- Upper Bear River TV Service, Evanton, Wyo.—Broadcast Bureau granted CP's for new VHF translators to serve Upper Bear River Valley on ch. 9 by rebroadcasting KSL-TV, ch. 11 by rebroadcasting KUTV-TV (TV) and ch. 13 by rebroadcasting KCPX-TV, all Salt Lake City. Action Jan. 6.

## CATV

### Final actions

- Lake City, Fla.—FCC directed Lake City Cablevision Inc., CATV system, to provide nonduplication protection for WJXT-TV Jacksonville. Commission denied Lake City's request for waiver of program exclusivity provisions. Action Jan. 8.
- Port Charlotte and Punta Gorda, both Florida—FCC directed Gulf Coast Teleception Inc., CATV systems, to furnish program exclusivity protection for WBBH-TV and WINK-TV, both Fort Myers, on its systems. Gulf Coast's requests for waiver of program exclusivity provisions as regards two Fort Myers stations were denied. Action Jan. 8.
- Lafayette, La.—FCC directed All Channels Cable TV Inc., CATV system, to show cause why it should not cease and desist from violation of program exclusivity rule and hearing requirements by carriage of Beaumont, Texas stations without obtaining rule waiver. Issuance of order to show cause requested by licensees of KLFY-TV and KTAC-TV (TV) and permittee of KLNJ-TV, all Lafayette. Action Jan. 8.
- Pennsylvania — FCC denied Pottsville Trans-Video, CATV systems request for stay of commission order directing it to provide program protection to three Pennsylvania TV's. Action Jan. 8.
- Wheeling, W. Va.—FCC ordered V & G Cable Service, CATV system, to cease and desist within two days from operation of CATV system in violation of program exclusivity requirements of rules. Action Jan. 8.

### Actions on motions

- Chief, Office of Opinions and Review in Manatee county, Fla., petition by Manatee Cablevision Inc. to stay construction and operation of CATV distribution facilities by General Telephone System, General Telephone Co. of Florida and GT&E Communications Inc., granted joint motion by Manatee Cablevision Inc., General Telephone Co. of Florida, General Telephone & Electronics Corp. and GT&E Communications Inc. to extent that time for filing proposed findings be extended through Jan. 21 and time for filing reply findings be extended through Feb. 5 (Doc. 18610). Action Dec. 31.
- Hearing Examiner Frederick W. Denniston in Sussex Borough and Wantage Township, both New Jersey, petition by Garden State Inc. to stay construction and operation of CATV distribution facilities by Continental Telephone Corp., Farmers Union Telephone Co., and Continental Transmission Corp., on request of Common Carrier Bureau postponed to Feb. 2 hearing now scheduled for Jan. 7 (Doc. 18688). Action Jan. 5.
- Chief Hearing Examiner Arthur A. Gladstone in case of Better T.V. Inc. of Dutchess County, New York (complainant) v. New York Telephone Co. (defendant), CATV proceeding, continued further hearing to Jan. 26 (Docs. 17441, 18525, 18620, 18623-4 and 18750). Action Jan. 6.

■ Hearing Examiner David I. Kraushaar in Carmel Valley, Calif. (Vic's TV Cable Service), CATV proceeding, pursuant to commitments of Broadcast Bureau set out in transcript of Jan. 5 prehearing conference, subject to such further order in premises as may be necessary, ordered hearing Jan. 20 (Doc. 18743). Action Jan. 5.

## Ownership changes

### Applications

■ WULA-AM-FM Eufaula, Ala.—Seek transfers of control of Dixie Radio Inc. from C. A. McClure (91%), et al. (100% before, none after) to Vogel-Montgomery Corp. (none before, 100% after). Consideration: \$110,000. Principals of Vogel-Montgomery: William R. Vogel, president (55%), John D. Swartzbaugh, secretary (10%), et al. Mr. Vogel owns 66% of WGNM(AM) Murfreesboro, Tenn., 71% of WAMA(AM) Selma, 68% of WHOD-AM-FM Jackson and is applicant to purchase 68% of WBLO(AM) Evergreen, all Alabama. Mr. Swartzbaugh owns 28% of WAMA, 16% of WHOD-AM-FM and 16% pending for WBLO. Ann. Jan. 6.

■ WAJM-FM Montgomery, Ala.—Seeks assignment of license from WAJM Inc. to Radio Montgomery Inc. for \$50,000. Sellers: Boyd E. Quate, president, et al. Buyer: C. A. McClure. Mr. McClure has interest in WHYD(AM) Columbus and WCHK(AM) Canton, both Georgia, and WULA(AM) Eufaula and WMGY(AM) Montgomery, both Alabama. Ann. Jan. 6.

■ WJSB(AM) and WAAZ-FM Crestview, Fla.—Seek assignment of licenses from Everett M. McCrary to W. C. Jones and James T. Whitaker for \$100,000. Mr. Whitaker owns broadcast and communication engineering service and a radio common carrier system. Mr. Jones owns 50% of a carbonated beverage firm and of a retail food chain. He also owns a retail food store and has 33% interest in motel-apartment complex. Ann. Jan. 6.

■ WRBD-AM-FM Pompano Beach, Fla.—Seek transfers of control of Almond Inc. from Albert J. Owler (69.17% before, none after) to Donald J. Owler, executor designee of estate of Albert J. Owler, deceased (none before, 69.17% after). No consideration involved. Ann. Jan. 6.

■ WABR(AM) Winter Park, Fla.—Seeks transfer of control of Norfolk Broadcasting Corp. from Louis H. Peterson (100% before, 50% after) to Jon C. Peterson (none before, 50% after). Consideration: Exchange of voting for non-voting stock. Ann. Jan. 6.

■ WVCF(AM) Windermere and WWQS(FM) Orlando, both Florida—Seek assignment of licenses from American Homes Stations Inc. to Unicom Stations Inc. for \$306,746.46 including assumption of debts. Sellers: Louis G. Christensen, president, et al. Buyers: Olin M. Longcoy, president, Dr. Fred Williams, vice president, Huch M. Linton, vice president, Fred A. Lane, secretary, E. Daniel Feather, treasurer, and B. Forrest Thompson, executive director, (each 16%). Mr. Longcoy owns airport. Dr. Williams is pastor. Mr. Linton is missionary and Mr. Lane is church administrator. Mr. Feather owns printing firm and Mr. Thompson is general manager of WVCF(AM) and WWQS(FM). Ann. Jan. 6.

■ WISK(AM) Americus, Ga.—Seeks transfer of control of Sumter Broadcasting Co. from Peter Rhyne (13% before, none after) to L. E. Gradick and R. E. Lashley (each 43.5% before, 50% after). Consideration: \$10,000. Ann. Jan. 6.

■ WVON(AM) Cicero and WSDM(FM) Chicago, both Illinois, and WNOV(AM) Milwaukee—Seek transfers of control of L & P Broadcasting Corp. from Leonard Chess, deceased (50% before, none after), to Revetta Chess, administrator (none before, 50% after). No consideration involved. Ann. Jan. 6.

■ KRSL-AM-FM Russell, Kan., and KYFM(FM) Bartlesville, Okla.—Seek assignment of licenses from Thompson Broadcasting Co. to Fred L. Thompson and Ralph B. Evans Jr. for \$20,000. Seller: Anthony Floyd (33% before in KRSL-AM-FM and 24% before, KYFM(FM), none after). Buyers: Fred L. Thompson, 76%, and Ralph B. Evans, 24%. Ann. Jan. 6.

■ WLLH-AM-FM Lowell, Mass.—Seek assignment of licenses from Arnold S. and Daniel Lerner and Myer Feldman to WLLH Inc. for purpose of incorporation. No consideration involved. Ann. Jan. 6.

■ WUSJ(AM) Lockport, N. Y.—Seeks assignment of license from Lockport Union-Sun

and Journal Inc. to Hall Communications Inc. for \$305,000. Sellers: Peter J. Corson, president, et al. Sellers own Lockport (N.Y.) *Union-Sun Journal*. Buyer: Robert M. Hall, sole owner. Mr. Hall owns WBVP-AM-FM Beaver Falls, Pa.; WMMW(AM) Meriden and WICH-AM-FM Norwich, both Connecticut, and WNBH-AM-FM New Bedford, Mass. Ann. Jan. 6.

■ KLUC-AM-FM Las Vegas—Seek assignment of licenses from Meyer Gold to KLUC Broadcasting Co. for \$625,000. Seller: Meyer Gold, sole owner. Mr. Gold owns 50% of KLOM-AM-FM Lompoc, Calif. Buyers: Peer Pedersen, chairman of board (60%), Richard C. Phalen, president-treasurer (30%), and William R. Phalen, vice president-secretary (10%). Mr. Pedersen is partner in Pedersen & Hought. Mr. R. Phalen owns 2% of KIKI(AM) Honolulu and is sales representative for Mutual Broadcasting System. Mr. W. Phalen is sales representative for publishing firm. Ann. Jan. 6.

■ WEJL-AM-FM Scranton, Pa.—Seek assignment of licenses from Jean O'Hara Lynett, executrix of Edward J. Lynett estate, deceased, and administratrix of Elizabeth R. Lynett estate, deceased (100% before, none after), to Jean O'Hara Lynett, trustee for William R. Lynett under will of Edward J. Lynett (none before, 9.255% after), Edward J. Lynett Jr. (none before, 25% after), Cecelia Lynett Haggerty (none before, 25% after), George V. Lynett (none before, 25% after) and William R. Lynett (none before, 15.745% after). No consideration involved. Principals operate as The Scranton Times. Principals own respective interests in *The Scranton* (Pa.) *Times* and *The Sunday Times* and own Semit Cable TV Co., Scranton, applicant for CATV franchise, and engraving company. Ann. Jan. 6.

■ WAKN-AM-FM Aiken, S. C.—Seek assignment of licenses from Radio WAKN Inc. to Eagle Enterprises Inc. for \$200,000. Sellers: Joseph A. Warren, president, et al. Buyer: Michael L. Laughlin, sole owner. Mr. Laughlin is state senator of South Carolina, owns two aviation firms and has 30% interest in another and owns tree farm in Aiken, S. C. Ann. Jan. 6.

■ WGNM(AM) Murfreesboro, Tenn.—Seeks assignment of license from Regional Broadcasting Corp. to Vogel Hale Corp. for \$300,001. Sellers: William R. Vogel Sr. (65.7% before, 62.9% after), William H. Farnham (22.6% before, 2% after), and Jack R. Caldwell (11.6% before, 1% after). Interest of Darrell Chambers, who owns 0.1%, will not change. Buyers: Monte Hale (none before, 32% after) and William R. Vogel Jr. (none before, 2% after). Ann. Jan. 6.

■ KEDO(AM) Longview, Wash.—Seeks transfer of control of KEEDO Inc. from Forrest H. Bishop and Russell O. Hudson (jointly 100% before, none after), to Vision Corp. (none before, 100% after). Consideration: \$230,000. Principals of Vision: Fredric A. Danz, president, and Jessie M. Danz, vice president (each 50%). Mr. F. Danz owns KODL(AM) The Dalles, Ore. Ann. Jan. 6.

### Actions

■ WZOB(AM) Ft. Payne, Ala.—Broadcast Bureau granted assignment of license from Margie F. Gravitt, executrix of estate of Glen M. Gavitt (100% before, none after) to Margie F. Gravitt (none before, 100% after). No consideration involved. Action Jan. 8.

■ KCMS-AM-FM Manitou Springs, Colo.—FCC granted transfer of control of Garden of the Gods Broadcasting Co. from Charles M. and Madelyn B. Edmonds (jointly 100% before, none after) to Black Forest Development Co. (none before, 100% after). Principals of Black Forest: Frederick L. Ingham, president (9.57%), et al. Mr. Ingham is colonel in Army. Principals own Sports Enterprises Ltd., company engaged in land development in Colorado. Consideration: \$205,000. Action Jan. 8.

■ WRUN-AM-FM Utica, N. Y.—FCC granted assignment of licenses from Rome Sentinel Co. to Woods Communication Corp. for \$535,000. Sellers: George B. Waters, president, et al. Sellers own Rome (N. Y.) *Sentinel*. Buyers: John Woods, president (27.8%), et al. Buyers own WSSB(AM) Durham, N. C. Action Jan. 8.

■ WINW(AM) Canton, Ohio—Broadcast Bureau granted transfer of control of Radio Canton Inc. from Joseph P. Wardlaw Jr. (55% before, none after) to Margaret Laux Wardlaw (none before, 55% after) as settlement in divorce arrangement. No consideration involved. Principals: Mrs. Wardlaw is assistant secretary for WINW and secretary for KIST(AM) Santa Barbara, Calif. Action Jan. 8.

■ KZOL(AM) Farwell, Tex.—Broadcast Bureau granted transfer of control of The Best Broadcasting Co. from Norman L. Thomas, Wilson W. Copeland, Bobby Simpson and Michael W. Briggs (as a group 54.28% before, none after) to Gill W. Patschke (37.14% before, 96% after) and Michael W. Briggs (8.57% before, 4% after). Principals: Mr. Patschke is co-owner of Texico-Farwell Cable TV, Farwell, Mr. Briggs is employee of Union Bank, Tucson, Arizona. Action Jan. 8.

■ KKAS(AM) Silsbee, Tex.—Broadcast Bureau granted assignment of license from Jewel P. White (100% before, 95% after) to Ralph W. Cantlon (none before, 5% after). Consideration \$2,500. Action Jan. 8.

■ WKLP(AM) Keyser, W. Va.—Broadcast Bureau granted transfer of control of Potomac Broadcasting Inc. from Glacus Merrill, Marie B. Merrill and Louisa Bailey (as a group, 100% before, none after) to Thomas B. Butsher, Gary L. Daniels and Kenneth E. Robertson (each none before, 33% after). Consideration: \$135,000. Principals: Messrs. Butsher, Daniels and Robertson each own 22.44% of WCST-AM-FM Berkeley Springs, W. Va., and 16.88%, 18.93% and 18.93%, respectively, of WMSG-AM-FM Oakland, Md. Action Jan. 8.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Jan. 13. 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*.

■ *Green Valley Lake, Calif.*—Silver King Community TV, Englewood, Colo. (multiple CATV owner) has been granted a franchise.

■ *Jupiter, Fla.*—Teleprompter Cable TV of West Palm Beach (Fla.) has been granted a franchise. The firm will charge subscribers \$4.95 monthly.

■ *Palmetto, Fla.*—Manatee Cablevision (multiple CATV owner) has been granted a non-exclusive franchise.

■ *Davenport, Ill.*—Quint-Cities Cablevision Inc. has been granted a nonexclusive franchise. Subscribers will be charged \$5.95 monthly and be provided a minimum of six additional channels.

■ *Moline, Ill.*—A second firm, TeleCable Corp., Norfolk, Va. (multiple CATV owner) has applied for a franchise.

■ *Kokomo, Ind.*—C&H Video Cable Corp., Kokomo, has applied for a nonexclusive franchise. The firm would charge subscribers \$10 for installation and \$4.75 monthly. The present holder of the franchise for the city is Booth American Co. (multiple CATV owner).

■ *Biddeford, Me.*—GenCoe Cable TV Corp., Tulsa, Okla. (multiple CATV owner) has been granted a franchise. The firm will pay the city 7% of the gross revenue from monthly service charges of \$3,000, whichever is the greater, plus 5% of any advertising on the local channel.

■ *Charleston, Mo.*—See-More Cable Television Co., Sikeston, Mo. (multiple CATV owner) has applied for a franchise. The firm would charge subscribers \$10 for installation and \$5 monthly and the city would receive 5% of the revenue from the monthly charge.

■ *Lake George, N. Y.*—Champlain Cablevision Inc. (multiple CATV owner) has been granted a franchise. The firm will charge subscribers a maximum of \$15 for installation and \$6 monthly and pay the city 6% of the gross annual revenue.

■ *Mt. Kisco, N. Y.*—Mount Kisco Communications Inc. has been granted a franchise.

■ *Ossining, N. Y.*—Parent CATV Systems Inc. has been granted a 10-year franchise. The firm will provide 19 channels and charge subscribers approximately \$5 monthly. The city will receive \$1,000 initially and 5% of the gross annual revenues from monthly service charges, to be increased as the number of subscribers increases.

■ *High Point, N. C.*—Carolina Cable Inc., High Point, has been granted a franchise. The firm includes a number of local businessmen as owners.

"I've wondered if this trend over the last 15 years of increase in the economy couldn't be tied in with commercial television. I feel television may well be a major cause for the economy to be as good as it has been for a number of years now."

Such sweeping generalizations flow a bit haltingly between bites of Chinese egg roll in the relaxed old English atmosphere of the main dining room of the Urbana (Ill.) Lincoln hotel.

That is because by nature Guy Main, the Television Bureau of Advertising's new board chairman, is used to dealing in details with great precision. Yet for anyone to exactly pinpoint TV's broad social and economic contributions, he agrees, is as difficult as trying to follow the flicker of the table candles up to the grand old ballroom's graceful ceiling, three stories high.

Stepping from the hotel into the huge adjoining shopping center, Lincoln Square, you are impressed that modern merchandising can still preserve good taste and touches of the elegant while being efficient. "Many of these stores are good TV customers," Mr. Main relates as you move along the enclosed garden-like walkways, "for the simple reason they must reach out 60 miles to cover this market of more than a million people."

Mr. Main has had his hand in helping create the multiple-city market that now matches TV signal coverage. As executive vice president of Midwest Television Inc., headquartered at WCIA-TV Champaign, Ill., over the years he has been very much involved in the development of local retail and food-chain TV advertising and marketing on a broad regional basis. Key tools have included annual pantry studies and similar research.

It is a pattern that has been duplicated by Midwest's WMBD-AM-FM-TV Peoria, Ill., too. The million-plus market of KFMB-AM-FM-TV San Diego, however, is much more concentrated although the Midwest-owned KFMB outlets are strong in local business also, as well as national. All of the Midwest stations fall within Mr. Main's responsibility on a day-to-day basis as he works under the broad policy of the group's principal owner and president, August C. Meyer, who is active in the business.

Driving through the campus of the University of Illinois, a conglomerate sprawl of massive Georgian, contemporary and ultra-modern structures, where 33,000 students give Champaign its biggest industry, Mr. Main cites WCIA's role in local affairs and explains that because of the station's broad reach, focus must include several nearby cities too, including the state capital of Springfield, particularly in news.

## Guy Main is adept at TV selling on a regional basis

No one enters WCIA's studios without the challenge of the odor of baking bread. A neighbor, the regional Eisner (Jewel) food chain, makes it there and WCIA for some 16 years on a 52-week basis has helped sell it along with other Eisner goods. The regional IGA chain (J. M. Jones Co.) has been on WCIA just as long and has expanded to match TV's reach.

These and other food-store accounts, plus strongly growing local retail and department store business, have helped make WCIA a sort of "multi-media" operation, a commercial and program production house and in many ways an advertising agency, Mr. Main explains. WCIA has an extensive offset printing

### Week's Profile



*Guy Fred Main—executive vice president, Midwest Television Inc., licensee of WCIA(TV) Champaign and WMBD-AM-FM-TV Peoria, both Illinois, and KFMB-AM-FM-TV San Diego; b. Dec. 24, 1919, Albion, Mich.; BA in business administration, Michigan State, 1941; U.S. Navy, 1941-46, lieutenant commander; western salesman, Kenwood Mills, 1946-50; salesman, KTLA(TV) Los Angeles, 1950-53; joined Midwest Television 1953 as sales manager of WCIA, becoming group's vice president-director of sales 1960 and executive vice president 1964; board chairman, Television Bureau of Advertising; past president, Illinois Broadcasters Association; m. Barbara J. Eastman of Albion, Mich. Jan. 24, 1942; children—Steven, 23, and Patti, 15; hobby—golf.*

operation, an elaborate art production and creative department.

To help turn out multiple-TV commercials weekly for each of about 15 local advertisers takes a staff of more than a dozen people, five of whom are non-selling account executives whose chief function is that of creative producer. They also are becoming involved in program production and making of commercials for outside accounts such as smaller Chicago agencies.

The development and expansion of food-chain and retail-store business will be one direction local TVB members can go to recapture part of the billing losses that are soon to be felt from the withdrawal of cigarette advertising, Mr. Main believes. Diversifying TVB's efforts into every possible new business area is at the top of his agenda as chairman, he affirms.

Other challenges for TVB in the new year, he feels, include the final steps to conclude the Systems of Spot program, more precise definition of TVB's long-range research projects, especially those concerning commercial effectiveness, and expansion of TVB's training programs to include retailers and other key prospects.

Mr. Main is quiet, serious and a stickler for perfection in detail and follow-through. The occasional punctuations of good humor, though, display his qualities of fairness and prudence, his TVB and station associates point out, qualities that provided just the right touch to aid in arbitrating TVB's new 10% dues increase for station members to keep up with rising costs.

Mr. Main was elected to the TVB board several years ago and was secretary when elected chairman last fall. He also has served as co-chairman of the TVB's sales advisory committee and helped institute the organization's local commercials competition, now an annual event.

Mr. Main's office is decorated with mementos from his Navy service in the Pacific as gunnery and ordnance officer. After World War II he became West Coast salesman for an old-line woolen mill but in 1950 when TV began to loom as a bright new growth field he jumped at an opportunity to get into TV and joined KTLA(TV) Los Angeles as salesman. The switch to selling an intangible was easy, Mr. Main recalls, because "television is the salesman's medium; it does what he does—sells!"

In the 1950's when he more resembled the President, Mr. Main occasionally was stand-in during TV rehearsal and camera setup for Richard Nixon, candidate. He even had to endure the entire makeup routine even though he was merely a stand-in. "We never forgot makeup," he laughs.

## Antidote to anarchy

As an articulation of general policy, the statement adopted last week by the FCC establishes commendable ground rules for the consideration of competing applications filed against incumbent licensees. It remains to be seen, of course, how the policy will be applied in individual cases.

As the FCC itself recognizes, the policy sets out only broad guidelines: A licensee will be given preference if he can prove that he has rendered "substantial" service to his community. The definition of "substantial" will gradually emerge as cases are decided.

This is not as much protection as broadcasters would get if the Pastore bill, now under consideration by the Senate Communications Subcommittee, became law. That bill would require the FCC to find an incumbent disqualified to continue operation before it accepted other applications for his facility.

Still, the protection offered by the commission's policy statement is infinitely more than broadcasters have now, and, assuming the future FCC is reasonable in its definition of substantial service, it is probably as much as they can hope for. It is an acceptable substitute for the Pastore bill, provided it gets the endorsement of Senator John O. Pastore and his Communications Subcommittee. With official recognition by the subcommittee, the policy statement will be more binding on the FCC than it is now.

The political reality is that the FCC's adoption of this policy will dampen congressional enthusiasm for legislative correction. Whatever chances the Pastore bill had are now diminished.

In lending his prestige to the cause of restoring order to license renewals, Senator Pastore has performed a service broadcasters cannot forget. Without him, there would be no FCC policy statement.

## Trade winds

The boards of directors of the National Association of Broadcasters can't be blamed for choosing Hawaii as the site of their meetings this week. Hawaii is a good place in which to get away from it all, and broadcasters have more to get away from than most people. A week beyond the reach of citizens' councils, public-uplift societies, strike applicants, John Banzhaf and the good Dr. Everett C. Parker is not to be begrudged.

Hawaii may be a sound choice on other grounds as well. In the languor of the tropics dissensions will probably subside. If this meeting were to be held in a harsher environment, it could be among the more abrasive of recent times. As a story elsewhere in this issue points out, there is considerable disagreement among broadcasters, including those on the NAB boards, as to whether the association is worth the more than \$3 million a year it is now costing its members. That question deserves serious consideration.

Nobody that we know thinks that the apparatus broadcasters have constructed to serve their numerous, and often conflicting, interests has been working very well. Broadcasters have less influence in Washington than they deserve. Though the silent majority continues to attend its radio and television sets in larger and more devoted numbers, proliferating bands of dissidents beset the broadcaster from many sides. Broadcasting is both abused and misunderstood and is losing ground instead of gaining it.

In such circumstances it is no wonder that broadcasters

should question the serviceability of their major trade association and that the executives of the association should be unsettled by the restiveness of members. It was this condition that led Vincent T. Wasilewski, the NAB president, to decide late in November to leave his post as soon as an orderly succession could be arranged. As matters now stand, it is fortunate that Mr. Wasilewski agreed to stay on under a two-year contract. He can now be more objective in his leadership, and objectivity is needed in the planning of the NAB's future.

In both purpose and organization the NAB should be simplified so that it may function efficiently on those projects that are in the common interest of most if not all broadcasters. At the moment it is trying to cover too broad a front. Some of its undertakings could be better done by specialized organizations.

This publication has for some years believed that there should be a National Federation of Broadcasting, representing all of the major elements in the broadcasting field and operating primarily in government and public relations on the larger issues of importance to the whole business. The federation should have a small but elite staff. It could contract for specialists as needed.

The National Federation of Broadcasting could be a coordinating point for joint efforts of the specialized organizations that would represent specific interests. But it would make no effort to represent those interests itself. Such organizations as the Association of Maximum Service Telecasters, the Radio Advertising Bureau, the Television Advertising Bureau, the groupings of various classes of radio stations and the Station Representatives Association would retain and indeed enhance their identities—with their individual causes clearly defined.

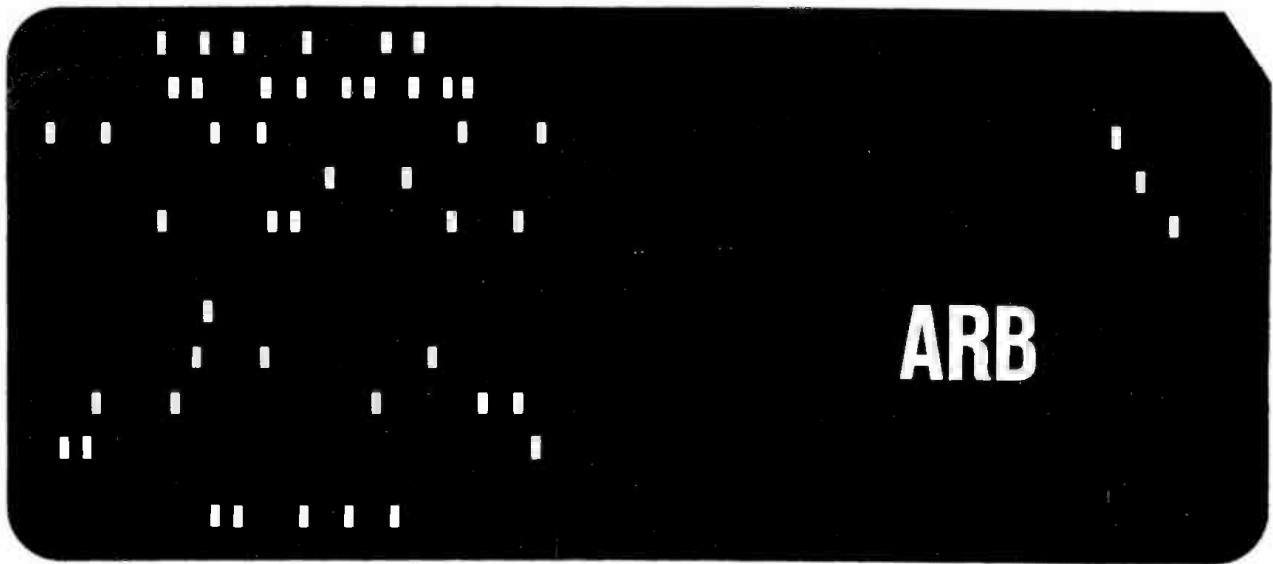
The total costs of such a federation would not be more and might be less than those of the present arrangement, if only because some duplication of functions that now exists would be eliminated.

The promise of a federation is more efficiency at lower cost, considerations worth discussing this week between distractions in Maui.



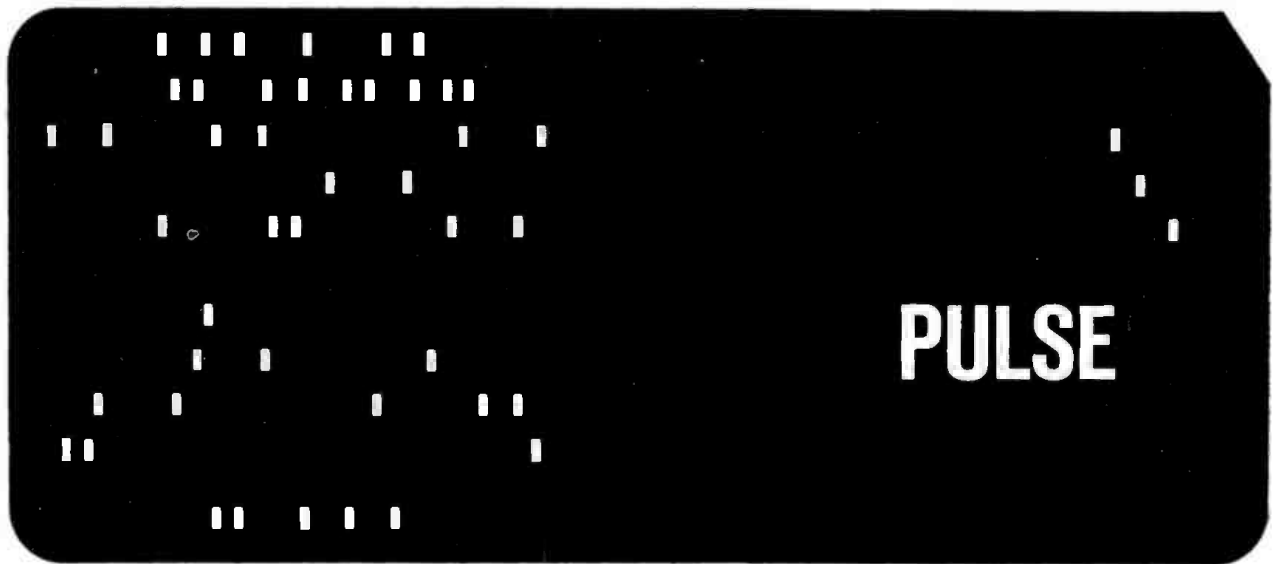
Drawn for BROADCASTING by Sidney Harris  
"I saw them on The Dating Game and The Newlywed Game . . . and now Divorce Court."





**ARB**

**ARB & PULSE AGREE THAT  
WGN RADIO REACHES MORE ADULTS  
THAN ANY OTHER CHICAGO STATION.** (YOU  
CAN'T  
BEAT  
THAT)



**PULSE**

**Source:** Adults, 18-plus; average quarter hour, Monday through Sunday,  
6 a.m. to Midnight; September/October, 1969 Radio Pulse;  
October/November, 1969, Chicago Radio Market Report, ARB.

**The  
most  
turned on  
station  
in Chicago**





# The Year-'Round Lavalier

**E-V** Around most TV stations, E-V lavaliers are taken pretty much for granted. Just hang one around your neck, or clip it onto lapel or pocket—and start talking.

Nothing could make us happier. Because we take great pains to insure the absolute reliability of these tiny microphones. And frankly, no other type of microphone poses a bigger design problem. The lavalier gets dropped, stepped on, swung by its cord, smashed and banged—not once, but often during its life. Most of the abuse is accidental—but inevitable.

So we developed a “nesting” principle of construction that is based on tolerances so tight that the internal element acts as a solid mass, reducing damage due to shock. And we use nothing but Acoustalloy® diaphragms . . . almost indestructible despite heat, humidity, dirt, or high intensity noise or shock.

We've also spent years developing cable specifications—and methods for attaching it. We've taken into account all the tugs and twists that are the fate of any lavalier cable. That's why our strain relief is so effective. And knowing that no cable can last forever, we've made replacement easy and fast.

Of course reliability by itself is not enough. So our field testing of E-V lavaliers is also devoted to sound quality. We must satisfy major network and independent stations on every score. As a result, E-V lavaliers can be mixed in the same program with stand microphones with no change in voice quality.

In the process of developing the lavalier, we've also made it smaller. Our original model was 7" long and 1" in diameter. Today's Model 649B is just 2-1/4" long, 3/4" in diameter, and weighs a mere 31 grams!



Normal trade discounts apply to list prices shown.

Of course TV studios aren't the only places you'll find E-V lavaliers. They're used in classrooms, lecture halls, conferences, stages and business meetings. And they offer the same year-round reliability with no compromise of sound quality.

Every E-V professional lavalier is protected by our unique 2-year unconditional warranty against failure of any kind, plus the lifetime guarantee of workmanship and materials that is an integral part of every E-V microphone. Full details are waiting at your nearby Electro-Voice microphone headquarters. Or write us about your special needs. We're ready to solve the toughest sound problems—off the shelf—all year 'round!

high fidelity systems and speakers • tuners, amplifiers, receivers  
 • public address loudspeakers • microphones • phono needles  
 and cartridges • organs • space and defense electronics



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