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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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PERSPECTIVE '70: a leveling of curves. p27
Some NAB problems diminish in Hawaii. p60
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Norfolk V latest to have renewal challenged. p67

$PEND SMART

These products are all produced in the Green Bay Television Market. Their manufacturers add strength and stability to our nearly 400,000 TV families

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The Resultstation
WBAY/GREEN BAY

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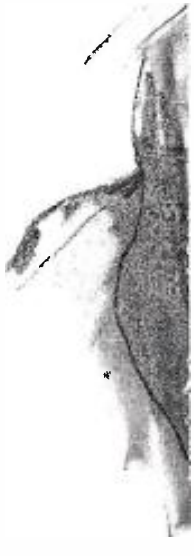

This is the series that broke the rules.
It introduced the "adult western." And in the process also broke a few records.
As "Wagon Train," on NBC-TV from 1957 to 1962, it achieved astronomical NTI ratings and shares. For the five seasons, the average share was 53%. In one season, its average share was 61%!
No western hour has ever surpassed "Major Adams'" popularity. Millions are waiting to see it.

MAJOR ADAMS

Starring Ward Bond and Robert Horton.
With renowned guest stars.

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Pittsburg, Kan.
Eugene, Ore.
Boise, Idaho
Madison, Wis.
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Sioux City, Iowa
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KRLD-TV

DELIVERS MORE!

16.8% MORE TV HOUSEHOLDS
*than the 2nd station**

14.3% MORE WOMEN
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18.0% MORE HOUSEWIVES
*than the 2nd station**

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*than the 2nd station**

11.0% MORE COMBINED TEENS and CHILDREN
*than the 2nd station**

*OCTOBER 1969 ARB TELEVISION
Audience Estimates — Sunday through Saturday — 9:00 AM to Midnight average quarter hour.

KRLD-TV 4 DALLAS — FT. WORTH

represented nationally by HR

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Stiffer penalties

FCC appears to be settling on quarter-million dollars as very round figure it will urge Congress to establish as new maximum fine for violation of its rules. Present limit is $10,000, which commissioners have long felt was too light in many cases, particularly those involving major television stations, when seriousness of offense was just short of warranting license revocations. Commissioner Robert E. Lee reportedly started discussion last week with proposal for $100,000 maximum, and his colleagues took it from there, with some suggestions going as high as $500,000 before consensus began to develop for maximum of half that amount ("Closed Circuit," Jan. 12).

FCC also appears ready to recommend that statute of limitations for initiating forfeiture actions, now one year, be extended to three years. Final action on recommendations reportedly has not yet been taken.

Investors eye CATV

Accelerating interest among many of its institutional clients impelled major Philadelphia-New York brokerage house of Drexel, Harriman & Ripley to organize day-long seminar on CATV in Washington on Feb. 3, which happens to be day before cable industry is holding congressional reception in same city. Firm expects up to 100 clients—such as Girard Trust Co., Metropolitan Life Insurance Co., U. S. Trust Co., Dreyfus Fund, International Diversified Services, Wellington Fund, Morgan Guaranty—to be represented.

Agenda calls for following to discuss CATV in coming decade: Donald V. Taverner, new president of National Cable TV Association; Sol Schildhause, chief of FCC's CATV Task Force; Robert Beisswenger, Jerrold Corp.; Irving B. Kahn, Teleprompter Corp.; Henry Harris, Cox Cablevision Corp.; Lyle O. Keys, Telemation Inc.; Monroe M. Rifkin, American Television & Communications Corp.

Together in ghetto

In unusual cooperative venture between separately owned TV and radio stations, NBC's KNBC(TV) and Westinghouse's KFWB(AM), both Los Angeles, are set to announce opening of special news bureau to serve south area of city of Los Angeles, heavily populated by minorities. Plan is to have full-time telephone answering service for bureau so that local residents can have constant access to news media. Two stations will share upkeep of bureau but maintain separate staffs and independent news operations. Newsmen assigned to bureau essentially will be from minority groups. Other broadcast news organizations will be invited to participate.

Warming up

Get-tough policy that FCC's new chairman, Dean Burch, has promised to take against broadcast of four-letter words has claimed its first victim—listener-supported KRAB-FM Seattle. Commission is expected to announce this week it is giving station one-year renewal for failure to observe its stated policies governing use of material it airs. However, although program in question reportedly involved use of four-letter words, commission is said to have ducked issue as to whether material was obscene. As result, this is not candidate for test case that Chairman Burch has said commission hopes to take to court to obtain judicial guidance on what constitutes obscenity in broadcasting. Another noncommercial FM, this one on East Coast, is said to be contender for that role.

Commission vote on KRAB-FM was 5-to-2, with Commissioners Kenneth A. Cox and Nicholas Johnson dissenting. They are said to have strongly opposed sanction and are writing dissenting statements.

As high as up

Timed by coincidence with advent of general economic slowdown, new incentive plan that puts no top on what salesman can earn—consistent with his sales, of course—is being put into effect by Katz Agency for its sales staff around country. Called "Incent Plan," it is described by Katz sources as "an advance on anything currently in vogue" in rep business. It will replace current year-end bonus incentive arrangement and, on equivalent sales, will pay higher commissions. Plan was developed over period of year by Katz with aid of management consulting firm of Towers, Perrin, Forster & Crosby, New York. Details to be revealed shortly, retroactive to Jan. 1.

Government muscle

Frontier Broadcasting Co. may be headed for hearing on renewal of its KFBC-TV Cheyenne, Wyo., on issue of concentration of control of mass media. FCC has been dickering with Frontier for months, hinting that licensee's problems would fade if it got rid of one of its communications interests in Cheyenne, where it owns only TV and CATV, where its principals own only newspapers and where it owns AM and FM stations ("Closed Circuit," Aug. 25). But Frontier has not yet taken hint, so commission last week instructed staff to draft hearing order. Vote was 5-to-2, with Commissioners Robert E. Lee and Robert Wells dissenting.

Frontier's problem was authored by Department of Justice, which urged commission to break up "mass-media communications monopoly" in Cheyenne (BROADCASTING, Jan. 6, 1969).

Swing to Nielsen

Benton & Bowles has signed unusually long contract for A. C. Nielsen's spot television service—five years—in switch from American Research Bureau service under three-year contract. Minimum length of Nielsen contract is one year, but even three-year contracts are rare, Nielsen spokesman said.

Another major agency is considering switching to Nielsen for primary service but retaining ARB as back-up. ABC's delivery of November reports has been running late, and industry sources noted that even some of those delivered had to be recalled. Some station representatives, as well as agencies, have begun complaining.

Hang-up in Chicago

Field Enterprises' proposed $10-million sale of WFLD-TV (ch. 32) Chicago to Metromedia has hit possibly fatal snag. Four-member majority of commission objects to necessary preliminary to transfer—Field's acquisition of 50% in station from Harry and Elmer Balaban and other principals for $2.5 million. Balaban group and Field each invested $250,000, when licensee corporation was formed in 1965. And although commission approved financial arrangements, under which Field was given option to acquire Balaban group's interest for $2.5 million, Commissioners Robert T. Bartley, Kenneth A. Cox, Nicholas Johnson and H. Rex Lee last week appeared to feel that transfer would smack of trafficking. (Commissioners Bartley and Cox were on commission and approved deal in 1965.)

Commission instructed staff to suggest to Field and Balaban interests that they adjust agreement to reduce price Field would pay. Balaban group, reportedly rejected idea, and Field feels bound by its contract. Consequently, hearing—or cancellation of Metromedia sale—is likely.

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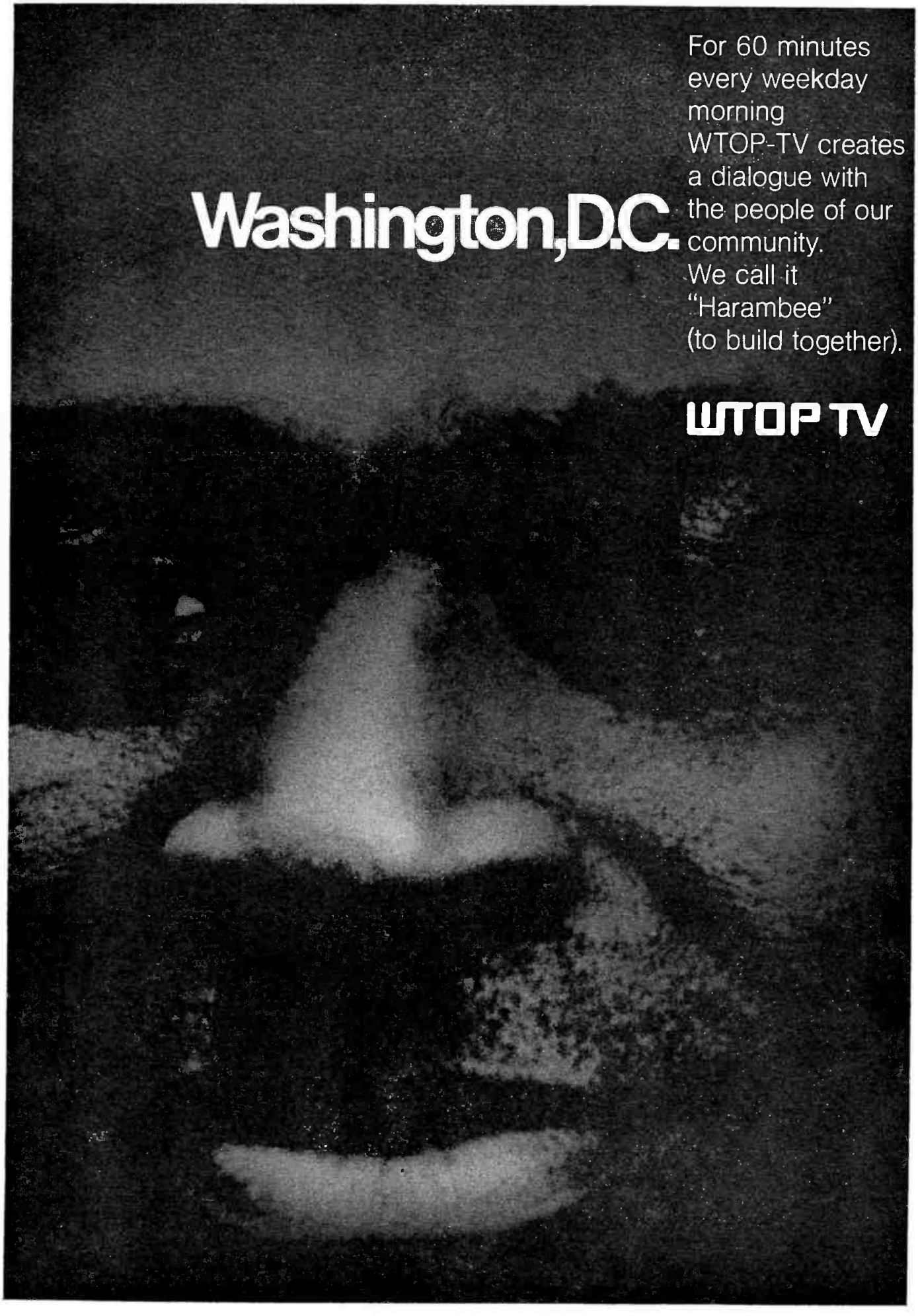
Washington, D.C.
For 60 minutes every weekday morning WTOP-TV creates a dialogue with the people of our community. We call it "Harambee" (to build together).
WTOP TV

WeekInBrief

Forecasts for 1970 range from progressively 'dismal experience' with small gains for broadcasters and media in general to soft first half with 'fairly decent revival' in second half. See . . .

Outlook for '70: a leveling of curves . . . 27

Advertising analysts depict new year like their Wall Street counterparts. They predict TV investment will grow in 1970, but uncertain economic situation clouds the issue and leaves room for pessimism. See . . .

A hedging of bets on TV this year . . . 28

Prospects for radio, like TV and most other businesses, hinge on what happens to inflation-ridden economy, although networks are predicting substantial sales gains. FM seen emerging as brightest prospect. See . . .

What about radio if economy falters? . . . 34

New year promises to be full one for creators of commercials with problem of selling whatever products replace departing cigarette billings, prospect of increased campaign budgets and media, and new consumerism. See . . .

More meaning in the message . . . 43

Perspective '70 finds new look at FCC in form of strong, conservative hand of Chairman Dean Burch. Priority items seem to be domestic satellite system, land-mobile spectrum usage and license fees. See . . .

Signs of new stability at the FCC . . . 46

Pointing to better year for CATV industry are such factors as favorable copyright bill, program origination authorization, new NCTA president and possible establishment of CATV bureau at FCC. See . . .

Cable promoters start thinking big . . . 54

At meeting of boards of directors of National Association of Broadcasters, radio board, after some animated discussion, rejects possibility of radio interests withdrawing from organization. See . . .

NAB problems: lost in the surf . . . 60

Fidelity Television, which is seeking RKO General's KHJ-TV Los Angeles, tells FCC that White House aide Kenneth E. BeLieu's charge of forgery in connection with case is 'without foundation.' See . . .

Fidelity denies forgery . . . 64

Agreement to merge Corinthian Broadcasting Corp. with Dun & Bradstreet Inc.—deal worth $134 million—is signed by boards of directors of both companies. D&B and Corinthian stockholders to vote on merger March 26. See . . .

Dun-Corinthian merger is approved . . . 78

In first round of two-day oral argument on FCC proposals to allocate UHF spectrum space to land mobile, broadcasters firmly contend that inefficient use of channels causes land-mobile congestion. See . . .

FCC hears land-mobile debate . . . 87

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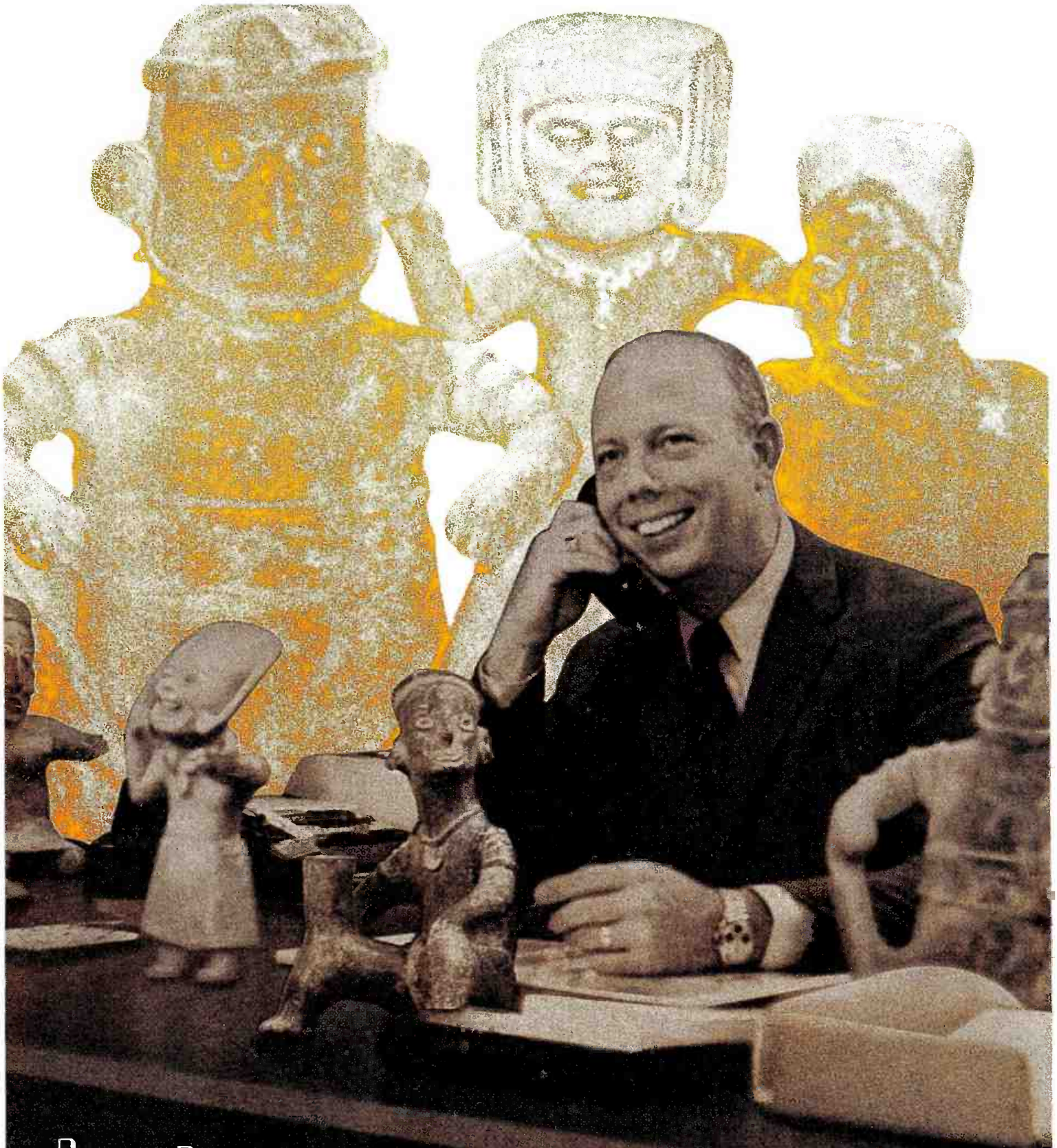

about time... The man in the middle of the picture is Hal Mayfield who has a great interest in time. He's a Pre-Columbian Art buff, and can talk for hours on the cultures and civilizations of people who lived 2000 years ago. He's also an authority on television time. If this is your interest as well,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

WFAA-TV DALLAS-FORT WORTH

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

Wide-open domestic satellite policy recommended

White House report says entry should be open to all

Nixon administration has recommended that FCC establish interim domestic communications satellite policy that would permit virtually any entity with necessary financial and technical resources to own and operate its own system.

Recommendation transmitted to commission on Friday (Jan. 23), would permit radio and television networks, either individually or collectively, to establish satellite facilities through which they could feed affiliates. Satellites could be used to transmit programing to CATV systems as well.

Administration statement technically is not binding on FCC, which has responsibility for establishing policy governing nongovernment use of communication. But statement is sure to carry great weight with commission.

FCC Chairman Dean Burch promised that commission would move swiftly now that administration has provided its views. Matter "warrants and will receive the highest priority before the commission," he said.

One preliminary question that will have to be resolved, however, is whether commission will permit parties in four-year-old satellite proceeding to comment on White House statement. If it does, commission would grant only 30 days for comment, Chairman said—about time it would take commission to focus on document.

Chairman said he had not had time to consider statement carefully enough to comment on it. And none of commissioners, busy in oral argument all day, had seen statement.

White House did not call for immediate start of such systems. It said government should not seek to promote uneconomic systems or to dicate ownership arrangements, nor should coordinated planning or operation of such facilities be required except as essential to avoid harmful radio interference."

It also said that, since satellite communications involves technology undergoing rapid change, policy being recommended should be reviewed after three to five years.

White House recommendation provides for what would be revolution in communications-regulation philosophy—and departure from what commission was believed to have been contemplating.

Thrust of White House statement is its call for flexible regulatory policy, with competition relied on rather than government restraints to limit rates for specialized services.

"Competition in the offering of satellite services appears to hold forth greater benefit to the economy and the public than would a single chosen instrument," statement said.

Carriers providing communications services normally are monopolies, whose rates are limited by regulation. And while commission's domestic satellite was understood to include something more than single system dominated by Communications Satellite Corp., it did not envision wide-open system White House suggested.

Administration position was announced at White House news conference presided over by Peter Flanigan, presidential assistant, who signed statement, and Dr. Clay T. Whitehead, who was chairman of special committee that prepared technical and economic studies on which statement is based.

Statement said that, subject to appropriate conditions to prevent harmful interference and anticompetitive practices, "any financially qualified public or private entitity, including government corporations, should be permitted to establish and operate domestic satellite facilities for its own needs." It would also permit qualified applicants to join with others in cooperative venture, establish facilities for lease, or for providing specialized carrier services on competitive basis.

Dr. Whitehead, in response to question as to number of systems that could be accommodated technically, said that, in current state of art, 15-20 satellites could be accommodated, each of which could serve contiguous 48 states. One system might use more than one satellite, he stated.

However, administration feels that, for foreseeable future, financial, technical and managerial problems involved in establishing satellite system, combined with presence of existing low-cost terrestrial service, will keep number of potential offers of domestic satellite service small.

Possibility of satellite service opened up by administration statement was particularly welcome to networks, worried about AT&Ts' $20 million increase in its rates for interconnection service.

CBS's Frank Stanton called administration statement "eminently sound," and "should remove the roadblocks" which have delayed establishment of domestic satellite system. He noted proposed policy would permit networks to form consortium to build and operate system, as CBS recommended.

NBC's comment, simply, was "terrific." Leonard Goldenson, president of ABC, whose proposal in 1965 for satellite system to distribute programs to its affiliates led commission to initiate satellite proceeding, said ABC is "in complete accord" with White House statement.

One network source said ABC, CBS and NBC have been attempting to determine kind of satellite system that would be best for them. However, they have not progressed to point where they are firm on how system is to be underwritten or operated.

Irving Kahn, chairman and president of Teleprompter, said White House statement "advances the concept of a national broad-band communications system, and specifically a system in which the cable-TV industry will function as a vital link." He said his company has been studying feasibility of independent satellite system oriented to capabilities of CATV industry.

However, Communications Satellite Corp. was first to announce its intention to "file promptly with FCC for authority to proceed with domestic satellite services." Comsat said it is prepared to provide any and all services to those wishing to use them.

Comsat also raised question as to

Burden probe widens

House Investigations Subcommittee is asking criminal division of Justice Department to join its probe of broadcaster Don Burden, it was learned Friday (Jan. 23).

Mr. Burden, owner of WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN Vancouver, Wash.-Portland, Ore., has for past few months been subject of House investigation that has turned up alleged wrongdoing—some with political overtones.

Confidential document circulated late last week indicates that investigation has advanced to point where nation's top enforcement agency should be brought in. Meanwhile, Representative Robert O. Tiernan (D-R.I.) sent telegram to FCC calling for "immediate revocation" of license of WIFE stations.

More "At Deadline" on page 10

Week's Headliners

Mr. Breckner

Robert W. Breckner, formerly president and general manager of KTTV(TV) Los Angeles, when station was subsidiary of Times Mirror Co., elected president of The TM Communications Co., Los Angeles, new Times Mirror subsidiary formed to consolidate firm's cable television interests (see page 63). Mr. Breckner is president of Emerald Broadcasting Co., licensee of KTHO-AM-FM South Lake Tahoe, Calif.

Tom Tannenbaum, formerly senior agent with International Famous Agency, New York, and formerly VP in charge of TV at Seven Arts Associated, named VP in charge of network television sales for Paramount Pictures Corp., with headquarters in New York. Mr. Tannenbaum will be responsible for selling of TV series specials, and films for television.

Sanford N. Levine, president of Nation Wide Cablevision, subsidiary of Kaufman and Broad Inc., Los Angeles, named senior VP of parent company. **H. Lee Druckman,** partner in KAIR(AM) Tucson and KBUZ(AM) Mesa, both Arizona, and founder of Trans-Video Corp., San Diego, named president of Nation Wide Cablevision. Mr. Levine joined Kaufman and Broad to organize its cable TV activities in 1966. Nation Wide now has CATV franchises in 46 communities and 33 operating systems in such markets as Los Angeles, San Francisco, Seattle and Portland, Ore. Mr. Druckman founded Trans-Video Corp. in 1962 and through this firm developed Mission Cable TV in San Diego. He also developed and operated CATV systems in Bakersfield, Calif. and in various markets in Kansas. Trans-Video merged into Cox Broadcasting Corp. in 1967.

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

whether any other entity has governmental authority to use government facilities for launching communications satellites. Administration statement is based on assumption that national space agency is authorized to provide such service to anyone on reimbursable basis. However, Comsat maintains it alone has explicit authority in law to deal with National Aeronautics and Space Administration.

PR assessment for NAB

National Association of Broadcasters board of directors wound up week of sessions in Hawaii Friday (Jan. 23) in apparent harmony but sounding firm resolve to work for improved public image for broadcasting. Board approved proposal by President Vincent T. Wasilewski forming committee to come up quickly with plan to improve broadcasting's public-relations effort.

Committee is to report to June board meeting in Washington.

Joint board also approved resolution, passed Wednesday by radio board, affirming present structure of NAB and praising work of Mr. Wasilewski (see page 60).

Members of public-relations study committee: Clair McCollough, Steinman Stations; A. Louis Read, WDSU-TV New Orleans; Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.; John Dille Jr., Communicana Group; Grover Cobb, Gannett Stations; Richard Chapin, KFOR(AM) Lincoln, Neb.; Richard Dudley, WSAU(AM) Wausau, Wis.; Don Dailey, KGBX(AM) Springfield, Mo., and three other members to be appointed.

Board approved budget of $3,172,000 for 1970-71 with revenues estimated at $3,280,000. Budget anticipates sharp increase in TV code and deficit expenses of $13,000 to be made up in other areas.

Board voted study to determine whether bylaws need to be brought up to date. Included in this study will be proposal by Julian Haas, KAGH(FM) Crossett, Ark., that category of FM director-at-large on board be eliminated and new category of class B director for small-market radio be substituted.

Democrats state of union

Democrats in Congress plan to appear on television in dialogue with ordinary citizens as their response to President Nixon's State of Union address.

NBC and CBS agreed to run program, which will be produced for estimated $57,000. It is scheduled for Feb. 8. NBC has offered an hour of time; CBS has offered 45 minutes.

Tentative format calls for congressional experts in various fields to participate in discussion groups with citizens from across country. Most panels are to be taped.

Senator Edward Kennedy (D-Mass.), Senate majority whip, said program "is not a Democratic rebuttal" to President Nixon. "This is a view of the state of the union through the eyes of the people living the state of the union," he said.

No-sharing hope raised

Encouraging word for UHF was heard in Friday (Jan. 23) wind-up session of oral argument on FCC proposals to relieve land-mobile crowding, including sharing of UHF spectrum (see page 87).

FCC Chairman Dean Burch announced $1 million "hopefully will be forthcoming" from Congress in fiscal 1971 for establishment of prototype national and regional centers for better management of existing land-mobile spectrum space, as recommended by Stanford Research Institute study, indicating possibility that there might be no need for sharing.

Ray Vincent of SRI said "our report [on land-mobile spectrum utilization] stands as written." Study's monitoring data had been construed by broadcast interests as showing mismanagement as cause of two-way radio congestion and by land-mobile partisans as showing need for more spectrum space.

Mr. Vincent emphasized all of SRI's findings were "time-perishable" and agreed traffic monitoring should also be conducted. He conceded SRI's findings of "congestion crisis" in New York was "subjective judgment."

NAB said commission should conduct thorough field tests before even considering UHF spectrum sharing. NAB called proposal to reserve channels 70-83 for land mobile "drastic, short-sighted and completely unnecessary."

In rebuttal period, AMST lawyer, Henry Goldberg said survey conducted by AMST, NAB and All-Channel Television Society indicated $1 million would be required for moving each UHF station to higher channel to achieve same coverage obtained on lower 14-20 channels.

And ACTS' Martin Firestone warned if commission passed sharing proposal land mobile would be back in few years to ask for channels 21-27. He warned that UHF spectrum could become "reservoir to be tapped periodically. . . ."

Are these trips necessary?

Dramatizing the perils of drug addiction, impressing on both parents and children the tragic ends of hallucinogenic "trips", arousing an apathetic or disbelieving citizenry — Storer stations are aggressive and imaginative allies to enforcement agencies in their fight against the rising tide of drug abuse. Milwaukee's WITI-TV consulted experts, passed along to parents the danger signs of drug addiction among their children — followed with a three-day symposium featuring personal appearances of former addicts. Reporting in depth on teen-age addiction, Atlanta's WAGA-TV overcame initial charges of "sensationalism" — subsequently saw its persistence rewarded when drug abuse developed into a major civic issue. Acting on information supplied by WJW-TV, Cleveland police set up a lab analysis system through which parents can determine if suspicious capsules or pills are actually narcotics without involving their children. Cooperating with the National Institute of Mental Health, WHN, New York, ran a 30-day blitz of drug control announcements — regularly scheduled five-minute commentaries featuring nationally known authorities on narcotics.

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TOLEDO *WSPD*	MIAMI *WGBS*	NEW YORK *WHN*	LOS ANGELES *KGBS*	CLEVELAND *WJW*	DETROIT *WDEE*

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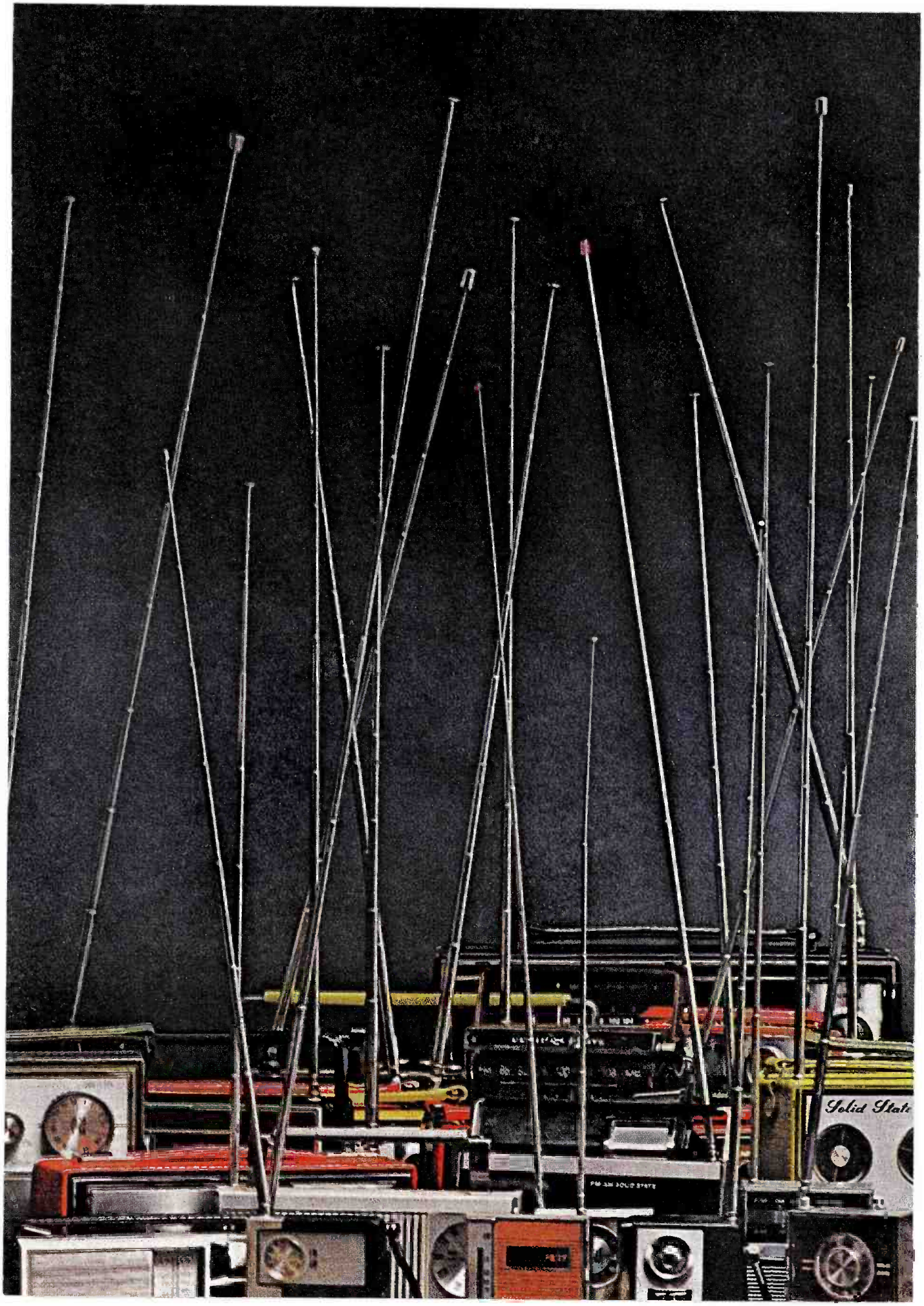
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Datebook®

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

▪Indicates first or revised listing.

January

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, programing consultant, and Marion Corwell, national president of American Women in Radio and Television Inc. U. of Georgia. Athens.

▪Jan. 27—ARB TV seminars and research clinics. Brown Palace. Denver.

Jan. 27—Special stockholders meeting, *Chris-Craft Industries Inc.* Wilmington, Del.

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

▪Jan. 29—ARB TV seminars and research clinics. Wilshire Hyatt House, Los Angeles.

▪Jan. 29—*New York Television Academy* luncheon. David Frost is guest. Mamma Leone's Ristorante, New York.

Jan. 30—Comments due on *FCC's* primer designed to clarify requirements of broadcast applicants in ascertaining community 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. 3-5—Winter meeting of *South Carolina Broadcasters Association*. Pointsett hotel, Greenville.

▪Feb. 4—TV network news anchormen panel sponsored by *International Radio and Television Society*. Panel includes Frank Reynolds, ABC-TV; Walter Cronkite, CBS-TV; and Chet Huntley, NBC-TV. Grand Ballroom, Waldorf-Astoria hotel, New York.

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

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 Ad-*

At WMOC Chattanooga, after 6:00PM the loudest off-the-air sound is the slop of the mop!

But On The Air . . . Wow!

At WMOC, they lock the doors and turn out the lights each evening at 6 PM. Yet the live modern Country-Western sound floods Chattanooga and the surrounding area all through the night. The secret? Creative programming and a remarkable Schafer Automation System.

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Popular? You bet! Profitable? Wow! WMOC has a total full time staff of only 5 people; including the manager (who doesn't announce or cut spots), a copy writer, a secretary and a full time saleslady.

Plus, of course, the remarkable Schafer Broadcast Automation System.

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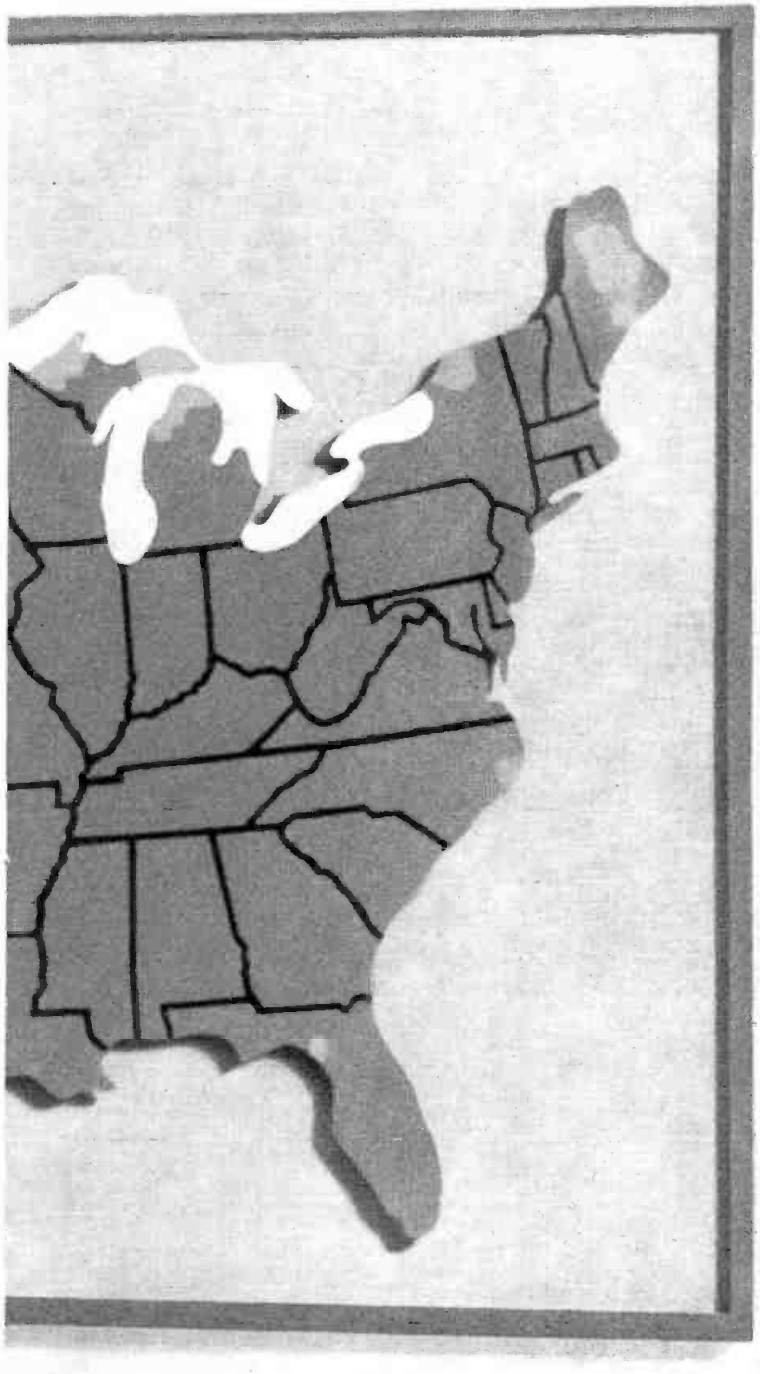
station job title

address

city state zip

In 1969 the Blair Represented cereal, cigarettes, detergents, medicine, travellers

Network worked for toothpaste, gasoline, appliances, food, cough checks, and foot powder.



In 1970 we'd like to work for you.

Last year Blair put an exciting new radio concept on the map. The Blair Represented Network.

Because BRN offers 1,258 different spot markets (including all of the top 200) it gives you "broad network reach" plus the flexibility of spot.

BRN lets you tailor your own campaign by weighting markets according to your brand's sales potential, distribution, or seasonal marketing pattern.

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You might find that the best media solution to your specific marketing problem is your own spot network.

BLAIR & RADIO

Advertisement

MEMO TO PRUDENT BROADCAST STATION BUYERS

Many Radio/TV broadcast station buyers have learned, after purchase, that purely financial evaluations and rule of thumb yardsticks are inadequate criteria for prudent investments.

We provide an *Early Warning Appraisal System:* P/L and Cash Flow Projections; broadcast market analysis and economic trends; equipment and facilities evaluation; true operating expense diagnosis and projection; physical asset appraisal for tax depreciation base.

Prudent Broadcast Investors want an in-depth objective measurement of values before proceeding with station purchase negotiations, or backing away from an economically unsound proposition.

Before you invest, have us investigate. Assisting decision-makers is our business and we've been at it for 15 years with service to most of the Group Broadcast Companies and many individual radio/TV station owners. Expertise in Station Valuation for Estate Taxes and Estate Planning and Loan Financing.

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After acquisition: we provide a fully integrated Management Consulting Service which can serve your station; improve operating efficiency; enhance your profits; protect your investment.

RICHARD (DICK) DOHERTY
TV-Radio Management Corp.
1735 De Sales Street, N.W.
Washington, D. C. (202) 347-1957

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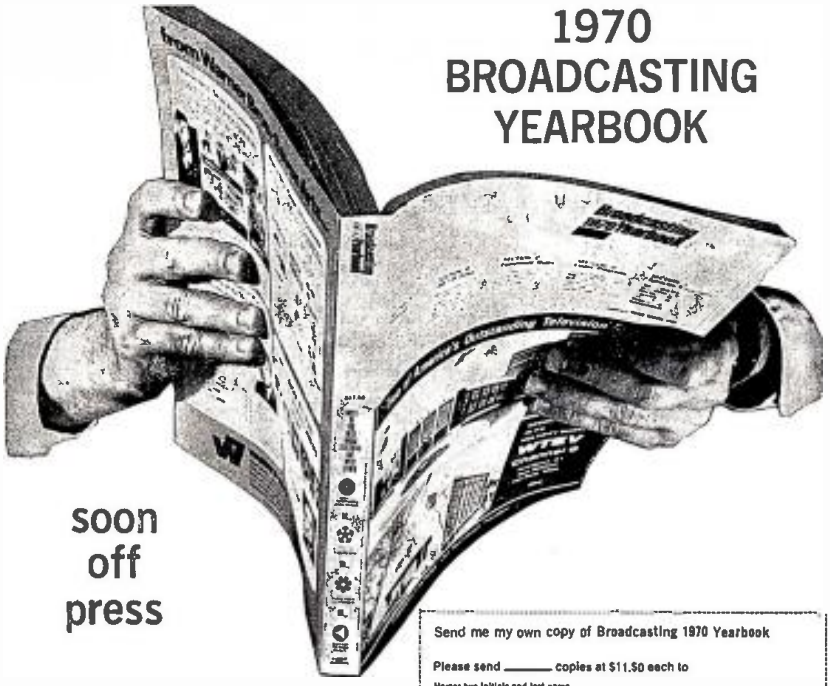

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City 54-66 State Zip Code 67-71

Title/Position

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

vertising Agency Network. Hilton Inn, San Diego.

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

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

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

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

March 9-12—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.

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

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

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

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 Domodessola 1. 20145 Milan, Italy.

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

April 23-25—Annual meeting of *American Association of Advertising Agencies,* The

Greenbrier, White Sulphur Springs, W. Va

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

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

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

May

■May 4—Hearing on renewal and competing applications for WFAN-TV and WOOK(AM), both Washington. FCC, Washington.

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

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

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

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

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

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

■Indicates first or revised listing.

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Suggests annual service

EDITOR: BROADCASTING's "Telestatus" report, "Where the Sales Dollars Are in TV Markets," in your Jan. 5, 1970, issue is one of the most valuable innovations toward more effective marketing through spot television that has been presented in a long time.

This new BROADCASTING service—I trust it will become an annual feature—will provide a practical planning guide for advertisers and agencies to match their television budgets on a market-by-market basis according to actual audience and retail sales potential.—*Robert G. Patt, director of marketing, Avery-Knodel, N.Y.*

A call for help

EDITOR: We're a new noncommercial educational FM station owned by the Chicago Boys Clubs and operated by young people with a minimum of adult supervision.

We're desperately short of many things. We need some programing material. We have been in contact with many record companies and promoters but, as yet, we have no regular record service. If any of your readers have public service programs available at no charge to a noncommercial station, I would appreciate hearing from them.

Secondly, if anyone has any used

...and now a word from our

SPONSOR

(you're in trouble)

Sponsors like to be on the same level as program material. When they're not, they tend to take their advertising elsewhere. There goes your profit! Belar control equipment lets you keep your entire broadcast where it should be — our peak limiter and mod minder give you a level start . . . our AM, FM, and TV XMTR Monitors tell you exactly what's happening at the transmitter. With Belar, your engineers can spot and correct trouble before it's audible — before you lose your audience and profit. And all Belar instruments are complete — no additional calibrators are ever needed. For your profit controls call Arno Meyer at (215) 789-0550, or write:

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BELAR ELECTRONICS LABORATORY, INC., Dept. B-2
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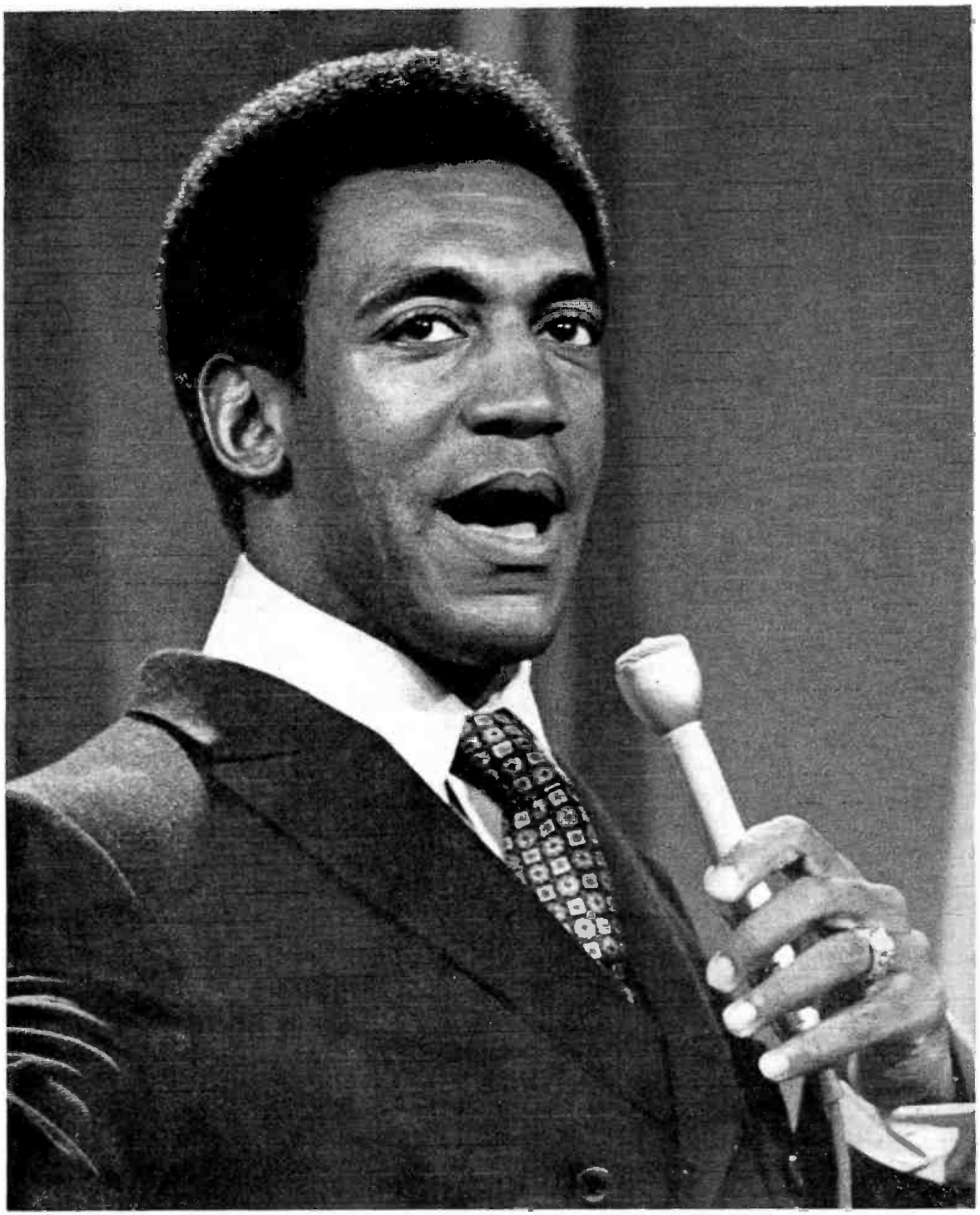
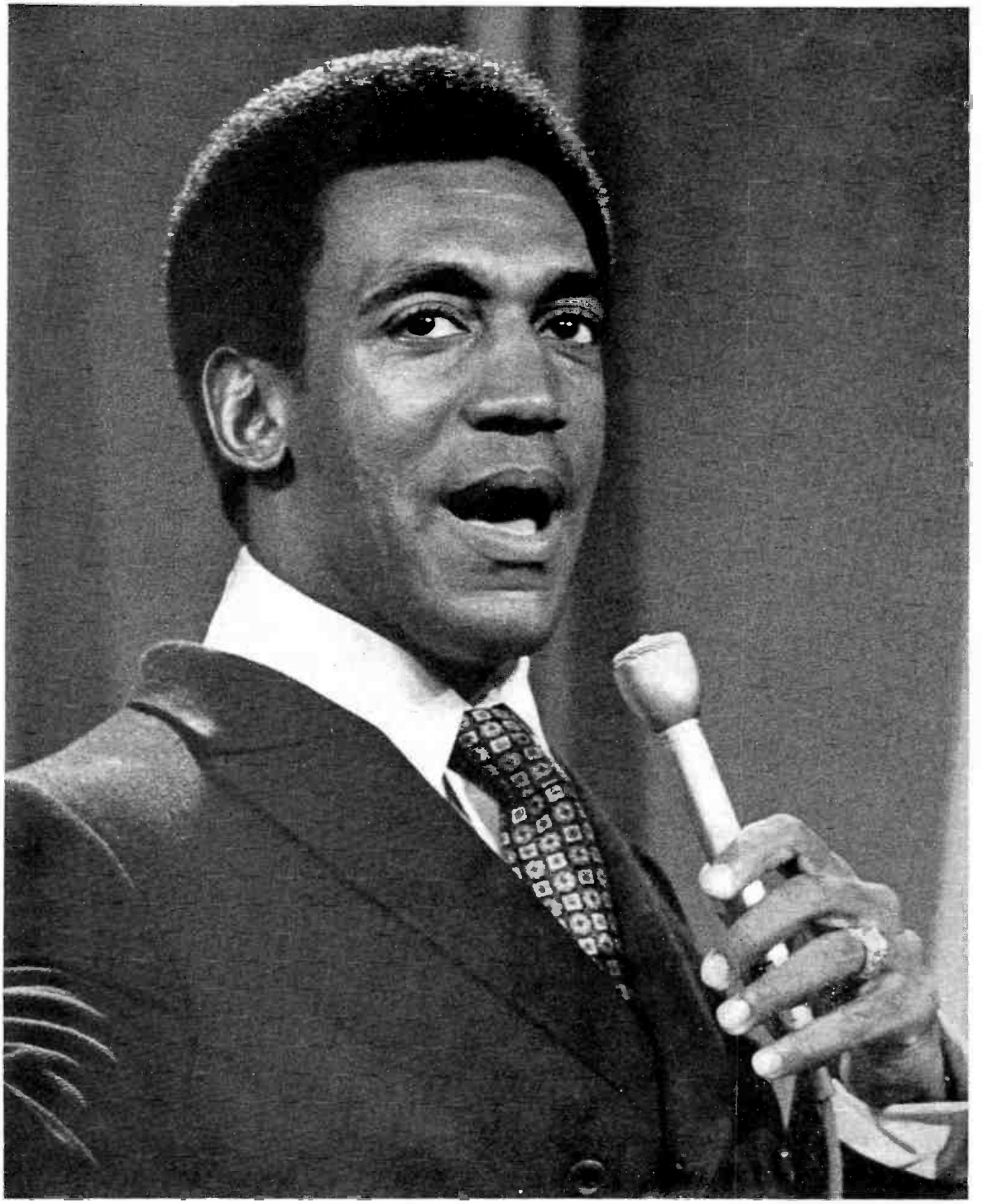


NBC WILL NEVER BE THE SAME. When you're the leader, you can't play follow the leader. That's why television programs that are just more-of-the-same have never been NBC's game. Instead NBC constantly takes chances on the new. NBC was, for example, the network that ■ *first commissioned feature-length films for TV ("World Premieres")* ■ *that pioneered in series with black stars ("The Bill Cosby Show," "Julia")* ■ *that introduced, this season, a series that's really three series ("The Bold Ones")—and another one that captures James Thurber's offbeat wit and animates his drawings ("My World and Welcome to It")* ■ *that teams imaginative performances and production to create an entertainment that's uniquely TV ("Rowan & Martin's Laugh-In").* Old pros will tell you that innovation isn't the easy way to be popular. The easy way, the story goes, is to imitate this year what was popular last year. Well, you can't prove it by us. Because a gratifying thing has been happening this season. NBC is not only the most different network; it's also the most popular network in prime-time (7:30—11pm ET).

Source: Nielsen Television Index. Homes: Sept II (Wk. 2). 1969–Jan I, 1970. Demographics: Oct I–Dec II, 1969. Audience estimates subject to qualifications available on request.



OR: HOW TO LEAD IN WHAT'S NEW—AND AUDIENCE, TOO. Here's what NBC's initiative in bringing new forms and ideas to programming has accomplished in terms of audience leadership: For the 1969-1970 season to date, NBC's prime-time schedule is ■ The most popular among all viewers ■ The most popular among adult viewers ■ The most popular among young viewers, ages 18-49 ■ The most popular among "homes" ■ The schedule that presents the most popular weekly television program ("Rowan and Martin's Laugh-In") and three of the top four ■ The schedule that also includes the most popular of the seven feature-length movie packages (NBC Saturday Night at the Movies) ■ The network that has aired 9 of the 10 most popular Specials ■ After prime-time? Here's Johnny and his run-away late-night leadership—the perfect happy ending to NBC's very happy story.

NBC

M&H

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

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

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

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

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

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

M&H

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Area Code 313
644-9200

equipment available, I would appreciate that information.—*Richard A. Rivkin,* WCYC(FM), *2801 South Ridgeway Ave., Chicago 60623.*

Classiest in classroom

EDITOR: I am a student at Michigan State University, majoring in television and radio. I have sat through many boring, uninformative and downright trite books and lectures on TV production. I must say that "What It Takes to Score in Local News" [BROADCASTING, Jan. 5] was the best five pages I have read since entering college. News is not my main interest, but I couldn't help being glued to it.

I welcome more "Special Reports" in other areas: for instance, "What It Takes to Score after College and Get Promoted." Keep up the good work.—*Robert Planck, East Lansing, Mich.*

BookNotes

Democracy, Dissent, and Disorder/The Issues and the Law: Robert E. Drinan. The Seabury Press, New York. 152 pp. $4.95.

The author—Robert E. Drinan, S. J.—is dean of Boston College Law School and his book attempts to demonstrate that without a growing consensus on moral values, law enforcement cannot resolve the crises of disorders in the nation. In examining various areas of the dissenting society, including students, blacks, the poor and others, Rev. Drinan devotes a full chapter to "The Mass Media and Public Morality". He discusses what he calls the television revolution as relative to the potential of educational or public TV as well as to suggested "guidelines" for broadcasting. Rev. Drinan's thesis is that TV has a profound effect on moral values and places himself alongside those who would strengthen and expand public TV, supported directly and actively by the government.

"Radio Handbook", by William I. Orr. Editors and Engineers Ltd., New Augusta, Ind. 896 pp. $13.50.

This book, although primarily designed for radio amateurs, is of interest to anyone dealing with short-wave or high-frequency radio communication on frequencies from 1.8 mc to 450 mc. The book contains nearly 900 pages of information on everything from transmitters and receivers to radioteletype circuits and semi-conductors. The 1970 handbook is the 18th edition of the volume, and is published by the Editors and Engineers Ltd. division of Howard W. Sams & Co.

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MondayMemo from Daniel E. Kelly, Foote, Cone & Belding Advertising Inc., Chicago

For the creative department: perspective on the '70's

That long, anguished wail you will hear across the land in the 1970's will come from an old friend: the consumer.

She will be asked to buy products that cost more but deliver less. She will be asked to choose from the most astonishing array of new products ever offered.

She will be barraged with an advertising clutter that will stagger the imagination and the senses. Adding to her anguish will be an invasion of her privacy that will make her think George Orwell was conservative.

Her reaction to all this will pose a challenge to us that boggles the mind. It is going to be a wild decade for advertising.

The rush of developments in science and communication is already changing her attitudes about many things.

If we are going to do our job well in the '70's we had better do our homework, especially in sociology and psychology. We have to stay on top of all the changes that will influence her even further in the next decade.

Just consider one development that has already had an impact: the computer.

It will digest the great bulk of census data in 1970 and early 1971 and bring forth some of the most detailed marketing data ever assembled. It will bring about sweeping changes in marketing products.

By the time the computers are through with the census, marketing people in the '70's will know more about the consumer than she will really care to have them know.

When they add the census data to the already bulging file on consumer habits they may well be able to isolate the left-handed, vegetarian, bourbon drinker, Buick driver, beagle owner and volleyball player. That's not all.

The computer has some more changes for her too. Among other things it will help deliver her daily newspaper as a facsimile she receives through her TV set. It will enable her to shop by television and program her daily meals. It will even let her save old Ed Sullivan shows on video-tape cassettes.

All this in the 1970's while she is still pondering the 1960's: the jet age, the pill, urban sprawl, affluence, poverty, crime, pollution, war, taxes, inflation, racial strife, revolt of the young and a dizzying proliferation of new ideas.

We have our work cut out for us in getting her attention because she obviously is going to have a lot on her mind.

Related to all this is another important fact: by the end of the '70's many of today's young will be over 30. As a generation raised on TV, they will be a much different consumer breed.

The glut of momentous news events on television in the 1960's—added to some of the outrageous programing—has created a pretty jaded consumer population for the 1970's. (How many people do you know who really followed the progress of Apollo 12 in detail?)

Marshall MacLuhan summed it all up recently: "The price of eternal vigilance is indifference."

There is a strong message for us in this attitude. The competition for the consumer's attention and our clients' products will be fierce in the '70's.

Add to this the deluge of new products, an even faster working pace, the certainty that 30 seconds is all the time we will have in which to sell most products on TV, and we could all get a little up tight.

As our options are narrowed you can see how important a good idea will be in the next decade.

With all this in mind let's set some goals for ourselves in the 1970's. It may sound pretty fundamental but let's resolve to take the consumer's side in everything we do.

Let's reach for the one simple selling proposition in every campaign. Secondary claims should have a very secondary place in all our future efforts.

Let's also strike for simplicity in each commercial and each layout. Chuck the complex visual or verbal structure before it gets out of your office.

Let's always push a little harder on an idea for that memorable effect or phrase or visual that can make such a big difference.

In film let's cast real people. Let's use imagination rather than just lining up the obvious shots. Let's innovate further in editing. We should lead the consumer in her new sophistication. But let's sell the product.

Let's recognize that a voice-over announcer is far more persuasive in most circumstances than the blandishments of an on-camera presenter.

Let's avoid the cutsie, the insulting, the dull appeal the way we would avoid double pneumonia.

Let's recognize too that the 30-second TV commercial will not be a backhanded cut-down from a 60. The 30 will be the critical unit of advertising for most manufacturers.

Instead we will have to dig harder to find that bright, contemporary idea that helps make each of those 30 seconds persuasive. Some seconds already are costing our clients $1,700 apiece.

Thirty-second units will be vital for launching new products—and new products will be vital to our clients' growth, as well as to our own. This gives us a special responsibility.

We are in for an exhilarating decade. We'll be playing for high stakes. That's beautiful. It always brings out the best in professionals.

Dan Kelly is vice president-creative director, Foote, Cone & Belding's Chicago office, now billing in excess of $100 million and heavy in broadcast. In the past 25 years he has created advertising for a variety of clients including Dial soap, Falstaff beer, Hallmark cards, Johnson wax, Kleenex, Kraft Foods and Sears Roebuck & Co. A Democratic precinct captain in solid Republican New Trier township (Ill.), Mr. Kelly worked his way through the University of Missouri journalism school.

Make more waves.

That's how we stay Number One in St. Louis news coverage.

KSD-TV programs more news than any other St. Louis station. We keep the town more current, informed, thinking . . . with our "Eyewitness News" service. ■ And with no small ripple of information . . . but a surge of top-rated local news coverage written and produced by the largest, news staff in St. Louis. We even add a big splash of NBC News to complete each day. ■ Another of the extras that help make us the lead story in St. Louis television. Fastest way to spread more of your good news.

First in St. Louis KSD TV 5

REPRESENTED BY BLAIR TELEVISION

THE BROADCASTING SERVICE OF THE PULITZER PUBLISHING COMPANY

KSD Radio, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KVOA-TV, Tucson, Ariz.; KOAT-TV, Albuquerque, N. M.

Old McDonald has a farm, ee-eye-ee-eye-oh. And on his farm he has no crops. He doesn't need them.

The wealthy farmer's most valuable piece of equipment these days is a ball point pen. To fill in farm subsidy papers. To endorse checks the U.S. Government sends him for not growing corn, soy beans or wheat.

WMAL-TV thinks it's high time Congress limit payments that have reached sums as high as $1 million. To *one* farmer.

So WMAL-TV editorials went after subsidies without ceilings. In urging passage of the Findley amendment, WMAL-TV said, "The agriculture appropriations bill contains one of the nation's juicier scandals" and went on to tell why.

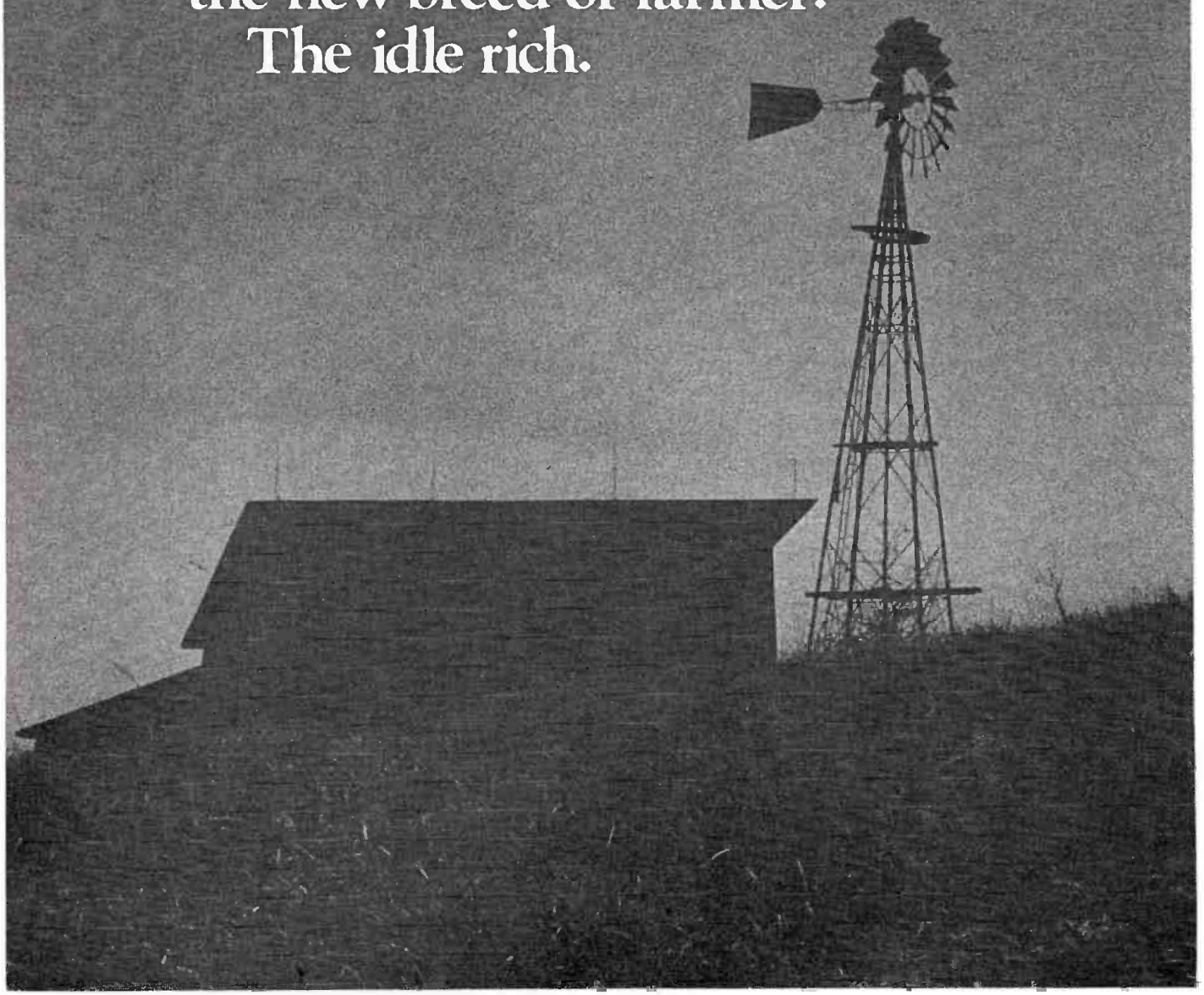
WMAL-TV speaks out against injustice, regardless of whose tail gets stepped on. Because WMAL-TV believes the responsibility to inform includes presenting facts some people prefer to see plowed under.

And most people in Washington seem to agree.

WMAL-TV abc

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

WMAL-TV doesn't dig the new breed of farmer: The idle rich.



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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Outlook for '70: a leveling of curves

As government tries to cool down the economy broadcasters stand to catch part of the chill

The broadcaster facing 1970 with uncertainty and trepidation has plenty of company. Consider:

- The housing industry rates its 1970 prospects as "dismal, and getting worse. . . . Only an optimist would say we're headed for nothing worse than a recession."
- Auto dealers say their business is skidding, with individual dealers reporting sales 10% to 30% below year-ago levels and none apparently willing to guess when the drop will bottom out.
- Steel business is slow, with orders falling below levels needed to meet shipping targets for the first quarter.
- Consumers everywhere are reported to be off on a wild nonspending spree, worried and watching their pennies.

All of these items happen to represent just one day's bleak news, Jan. 18's—a Sunday, at that.

What they and many other items like them reflect is a cooling of an economy widely regarded as long overheated—a change in thermal extremes that often produces stresses and strains. It is a cooling deliberately induced, primarily by Nixon administration and Federal Reserve Board policies, and although its prime target, inflation, has thus far cooled little if at all—prices rose 6.1% in 1969, as against 5% in 1968 and 3% in 1967—a slowdown in the economy has become obvious and pressures on inflation are expected to continue and be intensified.

The slowdown became clearly apparent when growth of the gross national product (GNP), representing the nation's output of goods and services, came to a standstill in the fourth quarter of 1969. The slowdown is generally expected to continue—but for how long and with what effects are subjects of widely, sometimes wildly divergent views.

In broadcasting, as in other sectors of business, the outlook is clouded and the views are diverse. If there is a consensus, however, it appears to be on the side of an up year for 1970 despite everything. Not an up year in the magnitudes that television in particular has become accustomed to—and in some forecasts up little more than enough to represent rate increases and perhaps not enough to offset cost increases—but at least up for both television and radio rather than down, as businesses are gloomily envisioning.

Two of broadcasting's best known forecasters, Dr. David M. Blank, economics research vice president of the CBS/Broadcast Group, New York, and Richard P. Doherty, independent broadcast economic consultant, of Washington, differ in their assessments of the over-all economy but nevertheless are not too far apart in many of their estimates of what 1970 will bring in terms of television and radio business. Both have exemplary records in prior forecasts.

In terms of the economy, Mr. Doherty sees 1970 as "a recessionary year, extending into early 1971, if the Nixon administration truly commits itself to the roll-back goal of a 2.5% to 3.5% inflation" annually—and, he adds: "No less than this eventual goal will satisfy the American public."

If 1969's 6% inflation rate is to be reduced even to the 3.5% upper limit of the administration goal, Mr. Doherty maintains, "business deceleration for 12 to 18 months will be unavoidable."

Thus Mr. Doherty looks upon 1970 as a progressively "dismal experience" for broadcasters and for media generally with quarterly percentage gains over comparable year-ago periods getting smaller and smaller as the year goes along.

Dr. Blank, on the other hand, says he is "still essentially an optimist," expects "a flat first half" of 1970 and then "a fairly decent revival in the second half." The comeback, he feels, could start as early as March or April, though as yet he has detected no signs of change.

In general, Dr. Blank has "trouble thinking the situation will be serious," certainly doesn't expect it to be worse than the slowdown of 1966-67 and thinks—because, among other reasons, the current inventory build-up nowhere approaches the magnitude of the one in 1966-67 and therefore should be worked off more quickly—this year's may be less severe than the one three years ago. In the soft year of 1967 television barely held its own, scoring less than a 1% gain over 1966, and radio did little better (see tables pages 28 and 29).

For all the differences in their assessments of the general economy, Dr. Blank and Mr. Doherty manage to come within a few percentage points of each other in many—but not all—of their 1970 predictions for television

Perspective '70

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Conflicting pressures on station trading. 57

A big year in the bank

Whatever is to happen in 1970, television and radio are the better prepared for it because of what happened in 1969. After hovering on a plateau in 1967 and making a remarkable recovery in 1968, both media continued a strong upsurge in time sales in 1969. For radio the rate of total increase was 8.6%, for television 10.1%. For each it was the best revenue year ever.

Radio's position as a local medium was strengthened in 1969, though television continued to make inroads into the home-town sources of revenue. It is on the local scene that the two media may meet this year in heavier competition as television seeks replacements for the cigarette billings it is threatened with losing, and as both scramble for new business in an economy replete with uncertainties.

The tables below and at right show annual time sales since records have been kept. The BROADCASTING estimates are based on a survey tabulated by Sinrod & Tash, certified public accountants of Washington. In all cases these are net time sales after all frequency and promotional discounts but before deduction of commissions to agencies and station representatives.

Television time sales 1948-1969

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948*	$ 2,500,000	....	.....	....	6,200,000	....	$ 8,700,000	....
1949	10,796,000	....	$ 7,275,000	....	9,460,000	....	27,530,000	....
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+ 68.8	208,595,000	+130.2
1952	137,664,000	+ 41.1	80,235,000	+ 34.3	65,171,000	+ 27.0	283,070,000	+ 35.7
1953	171,900,000	+ 24.9	124,318,000	+ 54.9	88,474,000	+ 35.8	384,692,000	+ 35.9
1954	241,224,000	+ 40.3	176,766,000	+ 42.2	120,131,000	+ 35.8	538,122,000	+ 39.9
1955	308,900,000	+ 28.1	222,400,000	+ 25.8	149,800,000	+ 24.7	681,100,000	+ 26.6
1956	367,700,000	+ 19.0	281,200,000	+ 26.4	174,200,000	+ 16.3	823,100,000	+ 20.8
1957	394,200,000	+ 7.7	300,500,000	+ 6.9	174,000,000	− 0.1	868,700,000	+ 5.5
1958	424,500,000	+ 7.7	345,200,000	+ 14.9	181,300,000	+ 4.2	951,000,000	+ 9.5
1959	445,800,000	+ 5.0	424,200,000	+ 22.9	200,600,000	+ 10.6	1,070,600,000	+ 12.6
1960	471,600,000	+ 5.8	459,200,000	+ 8.3	215,800,000	+ 7.6	1,146,600,000	+ 7.1
1961	480,300,000	+ 1.2	480,100,000	+ 4.6	199,600,000	− 7.5	1,160,000,000	+ 1.2
1962	521,500,000	+ 8.6	554,100,000	+ 15.4	227,900,000	+ 14.2	1,303,500,000	+ 12.4
1963	537,900,000	+ 3.1	616,000,000	+ 11.2	240,800,000	+ 5.7	1,394,700,000	+ 7.0
1964	563,400,000	+ 4.7	710,800,000	+ 15.4	275,700,000	+ 14.5	1,549,900,000	+ 11.1
1965	594,000,000	+ 5.4	785,700,000	+ 10.5	302,900,000	+ 9.9	1,682,600,000	+ 8.6
1966	616,700,000	+ 3.8	871,700,000	+ 10.9	346,400,000	+ 14.4	1,834,800,000	+ 9.1
1967	609,600,000	− 1.2	871,700,000	0	365,300,000	+ 5.5	1,846,600,000	+ 0.6
1968	637,100,000	+ 4.5	998,000,000	+ 14.5	452,500,000	+ 23.9	2,087,600,000	+ 13.1
1969†	671,750,000	+ 5.4	1,139,490,000	+ 14.2	487,953,000	+ 7.8	2,299,192,000	+ 10.1

** In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations". Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.*
† 1969 figures estimated by Broadcasting. *All others are from FCC.*

and radio. Characteristically, the higher ones tend to be Dr. Blank's and the lower ones Mr. Doherty's.

One of the biggest differences is on total television advertising: Mr. Doherty expects a 5% increase over 1969; Dr. Blank's estimate is over half again as high: 8%. On total radio, they're closer: Dr. Blank sees an increase of 4% to 5%; Mr. Doherty says the gain "cannot logically" exceed 5%.

Mr. Doherty estimates national spot television will grow by about 4% to 5%; Dr. Blank, by 6 to 7%. Network is pegged for a probable gain of 5% to 6% by Mr. Doherty, 6% to 7% by Dr. Blank. On local TV they're farther apart: Dr. Blank envisions an increase of 9% to 10%; Mr. Doherty thinks it will probably be 5% to 7% and that 10% gains in individual markets will be "exceptional."

In radio, Dr. Blank thinks most of the expected 4%-5% over-all gain will come from an approximately 7% rise in local revenues, with both network and national/regional spot showing little or no growth beyond 1969 levels.

Mr. Doherty offered no comparable breakdowns but did speculate that "very few individual radio markets will record a 10% growth; some 15% of the radio markets will record a small loss, while 60%-70% of the markets will hold their own."

Mr. Doherty anticipated that about 20% of the nation's TV stations would experience a 10% or greater improvement in net broadcast revenues.

Mr. Doherty forecasts a 7%-8% rise, on the average, in broadcast-station operating expenses for the over-all 1970 year "except for those stations which, as of now, institute a serious cost-control program." This, he noted, clearly brings the profit-and-loss outlook into the "dismal climate" he foresees for the year.

Indeed, he said: "The radio/TV stations that will derive better-than-industry average revenue improvements will be those that excel in promoting and advertising their individualized broadcast services and circulation."

A hedging of bets on TV this year

Network officials put up brave fronts, but consensus sees bigger gains elsewhere

Madison Avenue and its environs are evaluating the television market-place in 1970 with a degree of caution that almost parallels Wall Street's ambivalence regarding the general economy.

True, most advertising specialists are depicting the new year in terms of advances for the television industry, but their enthusiasm is far from unalloyed. And there are some authorities who are considerably less sanguine, though they temper their pessimism with hope that their forebodings represent over-anxiety.

These comments suggest that advertising analysts are speaking almost with one voice with their Wall Street counterparts. Though they are generally con-

Radio time sales 1935-1969

Year	National Network	% change from previous year	Regional	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935[1]	$39,737,867	....	[1]	....	$ 13,805,200	....	$ 26,074,476	....	$ 79,617,543	....
1936[2]	.....	....	.....	....	.....	....	.....	....	.....	....
1937	56,192,396	+41.4	$2,854,047	....	23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	[2]	....	28,109,185	+21.6	32,657,349	− 8.7	117,379,459	− 0.6
1939	62,621,689	+10.6	[2]	....	30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940*	71,919,428	+13.1	1,869,583	....	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+20.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	+ 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	−12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	− 3.6	5,994,858	−18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	− 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	− 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	−10.0	7,334,000	−13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	− 9.4	5,192,000	−29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	−15.0	4,767,000	− 8.2	120,168,000	− 7.3	247,478,000	− 0.8	451,330,000	− 5.4
1955	60,268,000	−23.6	3,809,000	−20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	−25.6	3,585,000	− 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	− 8.7	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.0	541,665,000	+ 0.9
1959	35,633,000	−23.4	.....**	....	188,143,000	+ 9.4	359,138,000	+11.1	582,914,000	+ 7.6
1960	35,026,000	− 1.7	.....	....	202,102,000	+ 7.4	385,346,000	+ 7.3	622,474,000	+ 6.8
1961	35,837,000	+ 2.3	.....	....	199,980,000	− 1.1	381,425,000	− 1.0	617,242,000	− 0.9
1962	37,326,000	+ 4.2	.....	....	212,113,000	+ 6.1	415,810,000	+ 9.0	665,249,000	+ 7.8
1963	41,797,000	+12.0	.....	....	224,701,000	+ 5.9	445,243,000	+ 7.1	711,741,000	+ 7.0
1964	43,783,000	+ 4.8	.....	....	237,290,000	+ 5.6	482,695,000	+ 8.4	763,768,000	+ 7.3
1965	44,602,000	+ 1.9	.....	....	254,107,000	+ 7.1	529,073,000	+ 9.6	827,782,000	+ 8.4
1966	47,217,000	+ 5.9	.....	....	284,552,000	+12.0	580,210,000	+ 9.7	911,979,000	+10.2
1967	47,581,000	+ 0.8	.....	....	289,822,000	+ 1.8	609,173,000	+ 5.0	946,576,000	+ 3.8
1968	46,769,000	− 1.7	.....	....	332,379,000	+14.7	697,103,000	+14.4	1,076,251,000	+13.7
1969†	51,988,000	+11.1	.....	....	353,096,000	+ 6.2	763,679,000	+ 9.5	1,168,764,000	+ 8.6

[1] *Nationwide and regional networks combined.*
[2] *Data not available.*
† *1969 figures estimated by* Broadcasting. *All others are from FCC.*

* *Figures prior to this date not comparable in all categories.*
** *Regional network calculations discontinued in 1959.*

fident that television investment will grow in 1970—probably not at the 1969 rate—they are restrained from formulating unqualifiedly bullish projections because of the clouded economic indicators.

The uncertainty of the general economy in 1970 was cited most often by a group of network, station-representative and agency officials questioned as to the key factor that made 1970 difficult to evaluate. They pointed to such considerations as "tight money," rising manufacturing costs, and slumping sales of durable-goods items as potential depressants on the TV economy. The projected loss of cigarette business toward the last quarter of the year and the reduction in spending on the Vietnam war also were mentioned as potentially negative factors.

One knowledgeable representative remarked: "If money gets any tighter for capital improvements or other aspects, the emphasis will be shifted away from advertising. But advertisers are going to be more careful, I would judge. In 1967, they cut back and found they lost their shares of the market, so I think they'll be more cautious this time."

Admittedly, one of the barriers that television must clear in 1970 is the high-level sales point it achieved last year. According to estimates by the Television Bureau of Advertising, network TV grew by 10%; national spot by 13% and local by 15%. On an over-all basis, television sales of both programs and time swelled by an approximate 12%. According to BROADCASTING's own estimates, TV time sales in 1969 rose 10.1% over those of 1968 (see box page 28).

TVB echoed the views of a sampling of industry officials who provided 1970 estimates of increases ranging from none on up to 10%. TVB forecast that TV billings would rise by an approximate 6% in 1970, with local increasing by 10% and network and national spot by 5% each.

The bright spots in the TV advertising picture are the potential for added dollars from retailers, franchise operators, leisure-time organizations and corporate marketers. TVB has indicated there is a prospective market for television in the employment-recruitment field (separate story, p. 32).

The consensus of advertising authorities was that the pattern of the past few years can be expected to continue, with network producing modest gains while spot and local register more substantial advances.

Though the rate of growth for network television is generally off in the first quarter of 1969, Elton Rule, president of ABC-TV, said "our revenue is at an all-time high level during the quarter," and "sales prospects are generally strong." He added:

"We are, however, considerably ahead of our 1969 pace for the second quarter in all segments of our business. This seems to be a repeat of 1968, where some first-quarter budgets were delayed into the second quarter reflecting general business conditions rather than the state of specific products and services which depend on network television for sales and growth.

"Daytime remains at record levels

Mr. Rule

Mr. Papazian

Mr. Petcavage

Mr. Bahr

Mr. Wood

Mr. Accas

Mr. Durgin

in both revenue and audience, and our continuing success in this area has encouraged us greatly in expanding our daytime schedule by one hour beginning March 30. Sport sales over-all for the first quarter are right on target and second-quarter prospects are excellent, with ABC's *Wide World of Sports* sold out through June and sellout positions expected in our golf package and our new package of NASCAR [National Association of Stock Car Auto Racing] stock-car races. Further, NCAA [National Collegiate Athletic Association] football has recently completed another record season, with a 12% increase in audience over 1968. This successful package plus the addition of NFL [National Football League] games to our schedule on Monday nights will be key features in a strong sales outlook for 1970.

"Over-all, we expect our second, third and fourth quarters for 1970 to pick up where our fourth quarter of 1969 left off—a record high with a 9% growth over the fourth quarter of 1968."

Similar optimism was expressed by Robert D. Wood, president of CBS-TV, who observed that "as I look forward into 1970, I like what I see—not only for network television as a whole, but for the CBS television network in particular." He reported that 1969 was "a banner one for CBS-TV with record sales and 1970 will be even better," and added:

"This past year was the 14th year of CBS nighttime audience supremacy, the 15th year of leadership in daytime programing, the 16th year as the world's largest advertising medium. We have achieved this record by scheduling programs with a vast appeal to all segments of the public—not just to some relatively small segment."

Mr. Wood noted that in 1969 CBS-TV took "a significant step forward" by launching a series of dramatic specials, *CBS Children's Hour,* and continued its series of dramatic specials, *CBS Playhouse.*

"With the extension of the *CBS Evening News* to Sunday," Mr. Wood stated, "CBS becomes the first television network to present a major early-evening news broadcast seven nights a week.

"As I look forward to 1970, I like what I see—in CBS television network programs and specials, in sales and development and at CBS News."

Don Durgin, president of NBC-TV, reported that in 1969, the network stressed "modernity and relevance to the contemporary world" in its new programs and in program development, and said this emphasis would continue in 1970. He added that the trend toward a more sophisticated, urbanized society means that programs will be judged by their contemporary and social relevance, even those that are "escapist" or light entertainment.

"The development of quality children's programing will be of primary concern to us in the seventies," Mr. Durgin remarked. "The success of our experiment with *The Banana Splits* in September 1968 marked a beginning in the overhaul of our entire Saturday-morning schedule last fall. Shows like *H. R. Pufnstuf* begun in September 1969 have been widely acclaimed by broadcasters and educators alike. *NBC's American Rainbow* series of seven hour-long Saturday-morning specials was launched last month and continues on a monthly basis. . . . The recent establishment of our own children's programing unit [BROADCASTING, Jan. 19] will enable us, we believe, to develop programs for young people that combine strong audience appeal and positive information values."

NBC-TV sales were discussed by John M. Otter, vice president, sales, NBC-TV, who emphasized that total advertising revenue at the network in 1969 exceeded $600 million for the first time in its 22-year history. He noted that year after year, NBC-TV has increased its sales and commented that "1970 will not be an exception to this pattern of growth."

Mr. Otter envisioned added business in the years ahead from the broad leisure-time companies, including hotels, motels, airlines, railroads, states, automobiles (especially foreign makes), cosmetics and food chains.

Among the critical problems of television cited by some advertising officials are the growing costs of the medium and over-commercialization.

"Costs are a perennial problem," commented Frank Gromer, director of marketing services for the New York office of Foote, Cone & Belding. "TV is increasingly more important, which leads to the existence of 30's. It's only a matter of time before 15's are considered, and we feel the medium would be impaired by such a trend. But we're really culpable, trying to stretch a tighter and tighter dollar."

Edward Papazian, vice president and media director of BBDO, noted "the trend toward more and more commercial positions," and observed:

"Television keeps adding these positions, and it will kill the golden calf. With the continuing risc, too, in packaged-goods buys on the networks, advertisers have less chance to be selective—they tend to compromise in their TV buying objectives."

There appear to be scant changes in programing for the networks this year, though several officials mentioned there was a decided thrust toward advertiser-

So far this year, Atlanta has had 26 extra reasons to watch WSB-TV.

Atlanta is Brought to Atlanta Live by WSB-TV.

JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 WSB-TV begins the New Year with all night programming	**2** Newsroom covers loan company fire in downtown Atlanta	**3** Senator Herman Talmadge talks about cuts in military spending on Newsroom
4 Foreign students interviewed on "Sound of Youth." Live church services	**5** Monday Morning News Conference with Georgia Lt. Gov. George T. Smith and live coverage of Mayoral Inauguration in Atlanta	**6** On Newsroom Dean Rusk queried on University of Georgia appointment	**7** Julian Bond speaks to YMCA via the WSB-TV Newsroom	**8** Third Army Band honors WSB-TV with awards on "Today in Georgia"	**9** Live special report on Atlanta school situation	**10** Live action coverage of Atlanta Hawks vs. Baltimore Bullets & the Senior Bowl
11 Youths interpret events of 1969 on "Sound of Youth." Live church services	**12** Monday Morning News Conference interviews Danny Thomas	**13** Live coverage of the Governor's State of the State Message	**14** Martin Luther King Jr. Scholarship Fund announcement at Emory University covered on Newsroom	**15** Live coverage of the Governor's State Budget Message	**16** Live action coverage of Atlanta Hawks vs. Cincinnati Royals	**17** AFL All Star Game
18 Teens view fashions for the 70's on "Sound of Youth." Live church services	**19** Monday Morning News Conference interviews Attorney for the F.T.C., Charles D. Smith	**20** George Wallace interviewed in Atlanta on WSB-TV's Newsroom	**21** Woman of The Year makes first TV appearance on "Today in Georgia"	**22** Red Buttons co-hosts "Today in Georgia"	**23** March of Dimes poster girl visits White Columns Studios	**24** Bing Crosby Pro-Amateur Golf Tournament
25 Teens discuss music and poetry composed by young people on "Sound of Youth." Live church services	**26** Monday Morning News Conference with William Burson, State Welfare Director					

Represented nationally by Petry

WSB-TV *Atlanta*

A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS • WSB AM-FM-TV, ATLANTA; WHIO AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE; WIOD AM-FM, MIAMI; WIIC-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND

involved programing in syndication. Under this approach, a sponsor gains rights to a series in a specific number of markets; gives it to the stations free in exchange for a predetermined number of spots, with the local outlet selling the remainder of the availabilities.

"We find this type of arrangement most desirable," commented Warren Bahr, executive vice president, media director, Young & Rubicam, New York. "Network programing has become regularized with serialized shows. With programing of its own fitted to advertiser needs, an advertiser can pick the type of audience it can appeal to in the markets it requires. Our first series, *Galloping Gourmet*, is a success and we will be launching another one soon called *Telcor*, an hour program of the top-100 songs. We hope to place it in at least 50 markets for Beech-Nut and Arrow shirt. We see this type of program arrangement growing."

George Simko, vice president and manager of media, Benton & Bowles, agreed "there's a clearly developed trend toward advertiser syndication because this approach provides a satisfactory atmosphere for the client." But Mr. Simko believes the most closely watched program will be Monday-night football [on ABC-TV] which should "have a long-term significance for prime-time programing."

Mr. Gromer of FC&B believes there will be "a continuing trend toward longer formats—an hour to an hour and a half and even two hours. He noted that "it's cheaper to produce 10 hours than 20 half-hours."

For the most part, reps and agencies do not feel particularly threatened by the emergence of the middlemen buying services. They point out they have not been "short-changed" financially but many acknowledge that they do not feel comfortable working through an additional conduit. For the foreseeable future, they predict that the middleman phenomenon will continue although many indicated they would be pleased if this practice faded away.

Albert Petcavage, vice president and media director at Doyle Dane Bernbach, who recently gave a critical analysis of the middlemen at a meeting of the American Association of Advertising Agencies, indicated that the outside services did not really pose a problem. He added that he considers overcommercialization on TV to be a problem that the industry must face.

The opportunities that lie ahead for television advertising in the areas of retailing and the franchised field were stressed by several advertising officials, including Mort Keshin, executive vice president, planning, Lennen & Newell. He considers retail advertising to be "a top candidate" in 1970 to replace some of the billing that will be lost because of the defection of cigarettes and believes that the fast-growing franchise field also will become a more significant factor in TV advertising.

Though many agency executives viewed 1970 with at least optimism tempered by caution, Gene Accas, vice president, network relations, Leo Burnett Co., predicted no serious impact on the industry from the uncertain economic conditions. He expressed the opinion that the prospects are bright in 1970 and was particularly bullish about Leo Burnett's performance this year.

On the other side of the coin, Robert Liddell, senior vice president in charge of media for Compton Advertising, tended to be bearish. He projected no increases in 1970 for network and spot TV and a slight rise in local TV advertising. Mr. Liddell felt that rising costs in the face of an uncertain economy would militate against TV advertising this year.

An up-and-down year foreseen by TVB

Two growing areas of business opportunities for television in 1970 lie in the broadcast-minded retail field and in the personnel recruitment sector, according to Norman E. (Pete) Cash, president of the Television Bureau of Advertising.

Mr. Cash last week assessed television's future by saying that he foresees gains in revenues during 1970 but hinted at the difficulties of making projections for the year. He said:

"At a time when, for the first time in measured retail history, a category of local advertisements passed the 10,000-commercials-a-week level (department stores in October 1969), how appropriate it is that we can predict a further 10% increase in local television investment for 1970. For network and spot revenue, we predict a 5% increase each.

Mr. Cash

"But perhaps we should follow the advice of the National Industrial Conference Board when it looked ahead into 1970 and said, 'make forecasts often.' It may be the only way to keep up with many 'ups' and 'downs' we all see immediately ahead."

Mr. Cash pointed out ways television will help to strengthen all business:

"In the past, business has been limited by a shortage of materials or a shortage of products to sell. Today, I think the factor holding back most business growth is a shortage of manpower. The manpower shortage is being felt by almost every type of business, from the manufacturer to the retailer, from the media buyer to the media seller.

"The manpower shortage means many things. First, when there are too few people, management has to meet the money demands of those it has—even when higher wages aren't accompanied by higher productivity. Higher-priced people with no more products means higher unit costs . . . and higher costs mean higher prices. This has gone so far that half the growth of Gross National Product between now and the end of 1970 will be from higher prices . . . even as we pass the magic trillion dollar mark. So if we can find a way to either expand the labor force or make better use of the people we have, we can make major changes in almost every type of business . . . changes for profit as well as sales.

"But where do you find people? This is where we see television just starting to be used. If it's skilled people a business needs, perhaps its best source is its competition: people already working and seemingly happy with their work. How do you attract them to you? You can't afford to wait until they read one of your newspaper want-ads. But you can use TV's intrusive power and reach them with your TV message and create a labor pool for you. It's being done now, with television. It means a new, added TV budget to meet a new, added TV use.

"If your industry needs the unskilled, the ghetto of every city is filled with them, at the unemployment rate of the great depression. Problem is how to reach them, to invite them out. And, once more, TV is being used. We predict this will become a major television use by manufacturers probably followed by the retailers as they discover TV's ability to supply people on both sides of the counter.

"Campus recruiting supplies industry

INTIMATE HUMOROUS FRESH SPONTANEOUS

IT'S YOUR BET

WITTY

SAUCY

NEW COLOR HALF HOURS FOR STRIPPING

A GLOWING EVER-CHANGING ROSTER OF CELEBRITY GUESTS

appearing with their spouses and betting on each other.
(citing just a few, in alphabetic order) . . .

MOREY AMSTERDAM ★ JIM BACKUS ★ POLLY BERGEN
SHELLEY BERMAN ★ JACK CARTER ★ IMOGENE COCA
★ JACKIE COOPER ★ JAMES DRURY ★
★ BUDDY HACKETT ★ MICHELE LEE ★
★ HOWARD MORRIS ★ JAN MURRAY ★
★ BOB NEWHART ★ LOUIS NYE ★
★ MICKEY ROONEY ★

Fast-paced fun. Diverting, good natured banter—flavored with some rare, light-hearted glimpses into the personal lives of famous stars.

Talented, experienced producer, Ralph Andrews—creator of "You Don't Say" (which ran for 6 years on NBC) "It Takes Two" (currently running on NBC).

NBC FILMS

30 Rockefeller Plaza / New York, N.Y. 10020 / (212) Circle 7-8300

with the new skills of today's youth. But you can't win them to your company (or industry) with promises of vice presidencies, corner offices, etc. Today they seek jobs of significance . . . the key word is 'relevance'. Your business must be able to prove its relevant actions before it finds many of the people it seeks on today's campuses. Xerox proved TV's ability to do this. Their program sponsorship brought them fan mail accompanied often by resumés . . . from the people Xerox wanted most.

"And so manpower on local, regional and national levels will become an important source of new TV dollars—from new TV advertisers.

"And in 1970, TVB predicts a greater use of television to promote television. How and when still isn't clear but the direction is obvious. The success of our advertisers on our air illustrates for television the one best way to overcome its own manpower shortage."

What about radio if economy falters?

Some think it sensitive to general trends, but it could make its own waves

Like just about everything else, radio's prospects in 1970 appear to depend heavily on what happens to the national economy.

Only FM radio comes off solidly strong in BROADCASTING's exploration of the radio outlook, emerging as the brightest prospect, with many industry spokesmen seeing 1970 as the year FM radio blossoms into its own as an advertising vehicle of significance.

There does appear to be one point of consensus—the heaviest radio spending will be in local with national/regional spot and network spending perhaps up slightly, but more likely steady.

"If we could read Washington, we'd all know what's going to happen" is how one radio representative, discussing the economy, put it.

At the networks, optimism is official. "The year 1970," said Arthur A. Watson, president, NBC Radio Division, "looks encouraging at this time and should be a good year for NBC and radio in general. When the results for 1970 are finally tabulated," Mr. Watson predicted, "local revenues should show substantial gains."

Walter A. Schwartz, president, ABC Radio Network, shared Mr. Watson's positive forecast. "Our 1970 business outlook is a strong one," he reported, "based on both new accounts and the continued confidence of advertisers who have been with us in the past." Mr. Schwartz noted that the ABC four-network concept "is designed for the marketing goals of the 70's. We have noted a steadily growing response to it, and confidence in it both by advertisers and affiliated stations."

"We have begun our third year [of four-network concept] with nearly 1,200 affiliated stations and a sales picture that is attracting to our network services strong, new accounts, many moving into network radio for the first time."

Said Victor C. Diehm, president, Mutual Broadcasting System: "Although the first quarter is expected to remain soft, there are clear signs that 1970 time sales of the radio networks will rise at least 8% above 1969." Mr. Diehm cited Mutual's increased sports coverage as a key factor in MBS's growth prospects.

Clark George, president, of CBS Radio, said little about network prospects but predicted a further increase for CBS spot sales in 1970. He predicated this forecast on the continuing audience growth of its station list and the increasing acceptance of the "Newsradio" format, which now has been expanded throughout the night on four CBS-owned AM stations (WCBS New York, WBBM Chicago, KNX Los Angeles and KCBS San Francisco). Mr. George, noting sales for CBS-FM in 1969 far exceeded those of 1968, said he expected them to increase even more in 1970.

All this, taken by itself, would probably make radio people jump for joy. But these views are not universal. And, mainly because of the tenuous state of the economy, most spokesmen won't even quote figures or statistics when gazing into their crystal balls.

At least one, however, Richard Harris, president, Radio Advertising Representatives, apparently is confident enough to do so. "We expect a 6% to 8% growth in our stations," he said.

Gerald Baldwin, vice president-broadcast supervisor, Young & Rubicam, envisioned no gains for network radio, but saw slight increases for local and spot radio. He believed these will come mainly from enlarged expenditures by retailers—an advertising trend, he noted, that became noticeable over the past two years and which he expects to continue in 1970.

Y&R's radio billings in 1969 were $20.9 million, with $18.8 million of that in spot radio.

In speaking of retail advertising, Mr. Baldwin echoed the sentiments of Miles David, president, Radio Advertising Bureau, who, on Jan. 12, speaking to the annual convention of the National Retail Merchants Association, reported a 27% increase in use of radio by large retailers in 1969 and predicted "greater

Mr. George

Mr. Schwartz

Mr. Metcalf

Mr. Watson

Mr. Harris

Mr. Reisenbach

WGN

...the most respected call letters in broadcasting

WGN CONTINENTAL BROADCASTING COMPANY

- **Chicago:** WGN Radio, WGN Television, WGN Continental Productions Company
- **Duluth-Superior:** KDAL Radio and KDAL Television
- **Denver:** KWGN Television
- **Michigan and California:** WGN Televents, community antenna television
- **New York, Chicago, Los Angeles and San Francisco:** WGN Continental Sales Company

53 Reasons why the new

comes first on KCRA·TV

As KCRA-TV enters its fifteenth year of serving northern California, the emphasis remains on News.

Keeping viewers better informed has been the watchword of KCRA News since 1955. Today, as then, more people rely on KCRA-TV news reports than on the other TV news services combined.

To perform this total, responsible service demands the largest and most experienced staff of TV camermen and television journalists in California.

Excellence cannot be a goal, it must be a standard.

Morning, noon or night, when news happens, Channel 3 Reports.

Where the News comes first.

3
KCRA·TV

KELLY BROADCASTING CO. SACRAMENTO, CALIFORNIA

gains in 1970 (BROADCASTING, Jan. 19; also see below).

Executives of McCann-Erickson were "cautiously optimistic" but otherwise generally noncommittal about 1970 billings. "Assuming economic conditions remain steady," a spokesman said, "advertising volume should be proportionately about the same as last year." Total radio billings at McCann-Erickson in 1969 were $20 million, with the spot share $18.5 million.

What happens to radio advertising if the economy plummets?

Sanford Reisenbach, vice president-media director, Grey Advertising, predicted radio would get the short end of the advertising stick should this happen. "There may be across-the-board reductions in all media spending" this year if the economy falters, Mr. Reisenbach felt, and "radio probably will be the first to suffer."

Mr. Harris at Radio Advertising Representatives, although forecasting a hike in billings, also was wary of what might happen in a failing economy. "Radio advertising is very sensitive to the economy," he says, "because the lead time in radio is so short. It can be turned off or on—quickly."

Ernie Metcalf, radio sales manager, Avery-Knodel Inc., however, is one observer who believes a poor economy would help to spark national sales on radio. "Local business may be hurt this year because of the economic squeeze," he observed, "although national business may increase because the squeeze will hit TV and those advertisers may go to national radio."

"Piggyback" commercials (30-second commercials from two products of the same advertiser) were seen as a potential shot in the arm for radio advertising.

"They haven't been used as often or effectively in radio as they have in television," said Mr. Metcalf of Avery-Knodel, but he predicted their more effective use in 1970.

Y&R's Mr. Baldwin also acknowledged the value of piggybacks, but believed stations should price single 30's more realistically. He said most stations now charge 80% of the minute rate for single 30's.

The problem of administering the purchase of radio advertising was cited by a top official at Major Market Radio who warned that loss of radio billing could come from the "frightful, prohibitive cost to agencies to buy radio."

Radio was also criticized for being a "confusing medium."

The words were those of Art Topol, vice president-associate media director, Ogilvy & Mather, who chided the industry for its 'proliferation of labels describing formats. The labels are misleading," he claimed. "There's not much difference between top 40, contemporary, and country & western. They're not talking about people; they should talk about the audience the stations deliver."

That, it seems, is where FM radio enters the picture as the medium hailed by many in BROADCASTING's canvass as the medium that delivers specialized audiences for specialized products. As a result, FM use is growing daily and should be a full-sized ad vehicle by the end of 1970, according to many in the industry.

In many cases, agencies are no longer differentiating between AM and FM radio as such when making a buy.

"If a particular station can help us," we use it," said a McCann-Erickson spokesman. "Not because it's AM or FM, but because it delivers audiences we want to reach. We are increasingly looking at FM as the equal of AM and this is a growing trend," he observed.

"We advise sellers of radio to sell the selectivity characteristic of radio as hard as possible," reported Grey's Sandy Reisenbach. "In this connection, we envision that FM radio will continue to grow. It provides the specialized audiences that advertisers require to attain certain demographic values."

"More research on FM has interested more advertisers," said Avery-Knodel's Ernie Metcalf. "FM's give strong competition in many markets for advertising dollars."

"We must start looking at AM and FM as one medium," added Mr. Topol.

Radio urged to start heavy-selling efforts

"If you were trying to invent the ideal consumer-communications medium for 1970" says Miles David, president, Radio Advertising Bureau, "you would invent radio. In an economy requiring harder selling because the American consumer is showing some reluctance to pay higher prices, advertisers need:

Mr. David

"Frequency repetition to achieve persuasion.

"Selectivity to reach the most significant customer groups.

"Speed so that they can change a campaign, for example, to gear appeals to inflation-pressed consumers.

"Economy so that an advertising budget can be made to cover more purposes.

"Those are just some of the strengths radio has always had, which match the medium to the conditions the American economy now faces for at least the first half of 1970 and probably much of the year, and to counteract the effects of inflation on the advertiser.

"Radio can therefore do well in 1970, perhaps against the trend in advertising generally, but it will take more intensive selling than at any time in the recent past to achieve gains comparable to the last several years."

Mr. David, reviewing radio's 1969 record and predicting its performance in 1970, continued with this special statement:

"Radio totally probably grew somewhere between 6% and 10% in 1969 (local and national combined). We think a similar growth rate is achievable in 1970 with danger, however, that all operating costs will be higher.

"Maximizing profit is going to require a continuation of breakthroughs among both large national advertisers and the major retailers and retail chains. We see substantial opportunities to add to the ranks of major national and regional companies in radio, not only because radio is a marketing tool in this tight economy, but also because of the medium's strengths for the return of a growth economy anticipated for later in the year.

"Most economists anticipate a resumption of good growth, but marketing will be structured differently in the 70's. More than ever it will focus on market segmentation, which is a proved strength of radio.

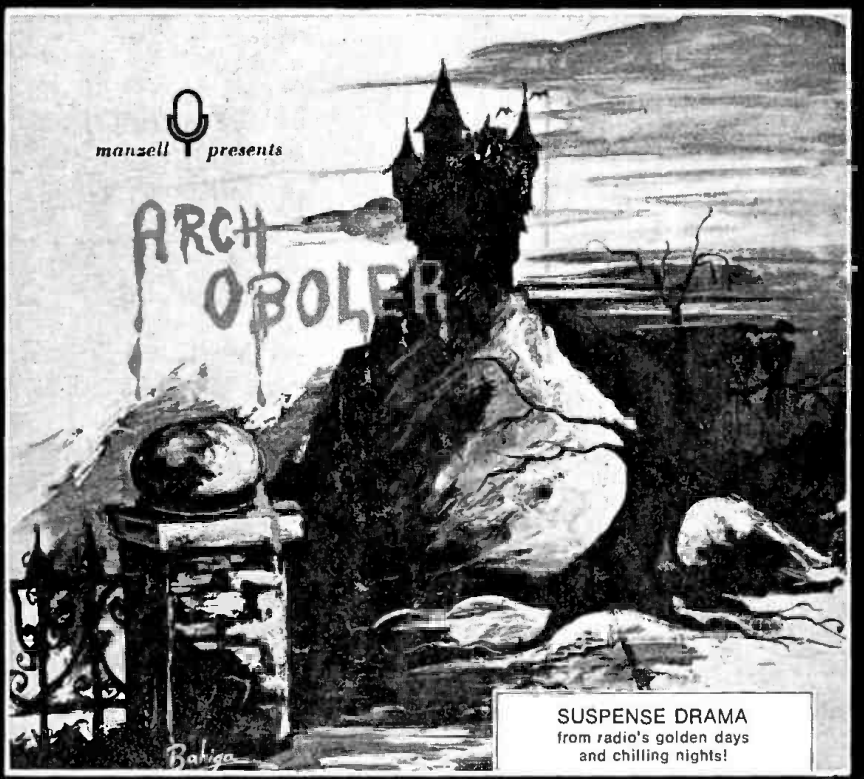
"Local opportunities are also excellent for radio. Last year retailers averaged a 27% increase in the size of their radio expenditures based on an RAB survey of stations in 39 markets. With intense but constructive salesmanship, we can increase this growth rate in 1970.

"A business advantage for radio which comes from success with the major retailers is the relative consistency of their use of the medium. While retailing fluctuates in its expenditure patterns, the typical retailer has a reason to be an advertiser year-round. This has a bearing on national radio.

"At a time when stop-and-start patterns are pronounced in national ad-

New and Moving for '70!

From Lights Out Fame...The Devil and Mr. O.



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At last, a *choice* in syndicated programing!
For exciting weekdays and distinctive weekends...
automated mono/stereo hour long music-talk
personality programs at their best!

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human interest stories from the great files of John Nesbitt
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3-Plumbicon color to Zanesville...from

Broadcasters throughout the country are saying great things about a new camera from IVC. Take for instance WHIZ-TV in Zanesville, Ohio, and KTAL-TV in Shreveport, Louisiana.

They're using a new television camera that delivers superb color — color that is equal to any broadcast camera in use today — yet available at a sensible price. The camera is the IVC-300 "Maverick."

IVC's new three-Plumbicon camera is proving itself both as a front line studio camera and a "winner" for remotes.

In Zanesville WHIZ-TV General Manager, Bob Hodous, comments:

"We were on the air four times a day with live, half hour presentations from the Muskingum County Fair. The IVC camera was easily remoted to 'capture' the various events and the color was excellent. The importance of this camera is evident in one fact — all 20 program segments were completely sold out."

From Lee Bryant, General Manager of KTAL-TV in Shreveport: "A quality camera at a reasonable price . . . the IVC-300 is increasing our profits. It has enabled us to offer a wider variety of color programming than ever before and stir-up a great deal of enthusiasm and excitement with our local advertisers."

The IVC-300 weighs only 72 pounds and is easily operated by one man. Pick up of fast action is outstanding. All the sophistications are built-in — Varotal XX 10:1 zoom lens, with local or remote servo driven iris . . . negative registration

...from Shreveport studio to remote...

. . . four-step gamma correction . . . filter wheel . . . R/G/B sequencer . . . color masking.

The complete IVC-300 system includes tubes, vertical aperture equalizer, intercom, encoder, camera control and junction unit, and 100 feet of camera cable including all interconnecting cables.

Priced complete at $36,000, the IVC-300 "Maverick" is an ideal combination of three-Plumbicon color, light weight, and high sensitivity.

Let us tell you more about how the IVC-300 can satisfy your production requirements. IVC sales offices around the U.S. and in Canada are at your service. Interested in demo? Call collect.

In the East phone Jim Landy in White Plains, New York at (914) 761-7820. In the Southwest, Clarence Deal in Dallas at (214) 357-1881 will work with you. In the Southeast call Dick Rex in Atlanta at (404) 633-1462. Midwesterners can phone Coyle Dillon in Des Plaines, Illinois at (312) 297-5160. Jim Jensen in Englewood, Colorado at (303) 761-3850 serves the Rocky Mountain area. Dick Reilly in Sunnyvale, California at (408) 738-3900 handles Western sales. Emil Adamyk in Montreal at (514) 636-4480 serves Canada.

IVC has the broadest line of studio and film chain cameras available today. Prices range from $14,000 to $76,000.

Last year IVC built and sold more color television cameras than any other manufacturer. Our friends in Shreveport and Zanesville can tell you why.

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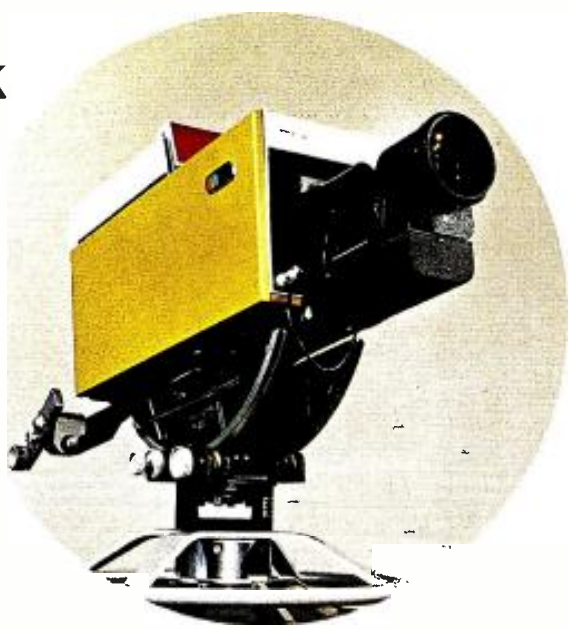

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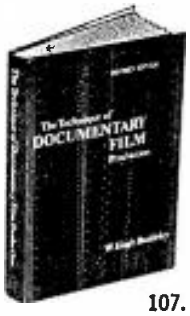

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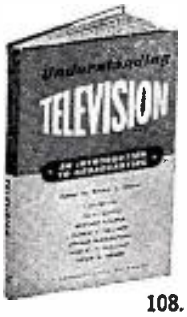

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vertising, it is healthy for the medium to add 52-week advertisers locally. This can help to balance the marketing pattern of many national advertisers in which flights are stressed, rather than continuing support.

"Just as there is now a substantial movement toward teamwork selling by RAB and its members locally, the same kind of activity is under way nationally. We're trying to expand our sales reach among national advertisers and agencies so that we can, in effect, 'qualify' more prospects, finding out where the largest potential for expansion is in selling radio.

"We're fortunate as salesmen of radio nationally that we have persuasive and well-documented research tools available to us which were lacking when the U.S. economy last underwent a slowdown phase. We couldn't document for the advertiser, then, on a totally accepted basis, that radio delivers more customers, more selectively than any other communications vehicle. We didn't have the research proof, then, of the sales impact achievable in radio. It is only in the past year that several substantial research projects began to quantify what many have experienced in practice—that a good radio commercial can communicate as well or better than any other form of advertising. And, do it more times for the same expenditure.

"There isn't any complacency to be found in the ranks of radio people in 1970, in the face of a tougher economy —and we're glad of it. We're also pleased that there's great confidence, as well as determination, among broadcasters we've seen in a swing around the country which has taken RAB executives into more than 30 cities in recent weeks.

"The year 1970 calls for it, and there's going to be a maximum radio sales effort this year on every level of radio, and in every department of Radio Advertising Bureau."

More meaning in the message

That's new aim of creators of commercials as clients look for more mileage per spot

Depending on where you sit, 1970 could signal the Age of Aquarius or the Year of the Dog. From the point of view of those in the business of creating broadcast commercials and campaigns, 1970 promises to be a very full year.

▪ As quickly as a new category of advertiser is recruited to take the place of departing cigarette billings—retailers, for instance, or personal products—ways of selling those categories must be devised.

▪ One-third of the U.S. Senate, all of the House of Representatives and 34 state governors will be elected in 1970. As one observer put it: "You will see a higher percentage of campaign budgets spent on media, and a higher percentage of the media budget spent on electronic media."

▪ Whatever the turn of events, the new consumerism will affect advertising in every category. "Don't gyp us in the commercial," one ad man articulates as the consumer's demand. "The same way they don't want cyclamates, they don't want anything artificial in their commercials."

The same inflationary pressures that could curtail media budgets are beginning to affect production budgets. Film and tape houses complain that advertisers are trying to get more mileage out of spots and are using money-saving techniques, such as editing or reworking new materials into old commercials.

The only new union contract that will affect production costs in 1970 is the agreement with the Screen Actors Guild, negotiated last fall. Performers' fees will rise as much as 15% over the next three years under the new contract. Rates for class A program commercials were raised from $120 to $136 for on-camera first use and from $90 to $102 for off-camera first use. Employers' contributions to pension and welfare funds will increase as well. Producers say they are using far fewer extras, fewer principals, and tighter shots in those "crowd" scenes.

Whether the limitations are money or a less-than-experimental client, the wheels are surely turning in the heads of copywriters and art directors. Alex Kroll, vice president and creative supervisor at Young & Rubicam, New York, talks about a revolution in the thinking of some of those packaged-goods advertisers with a reputation for slow change. "Up until a few years ago most clients were manufacturing oriented rather than communications oriented," he explains. Commercials were no more than another assembly-line product, "something you could get your hands on." What resulted, says Mr. Kroll, was "car-vertising" and 'beer-vertising." "Every industry, not just the soap business, seems to develop its own shibboleths."

Now the viewer, says Mr. Kroll, "demands that even his floor cleaner commercials he done with a little taste and wit." He looks forward to the end of the dreary slice-of-life commercials which he calls "slice of no life." "The consumer is going to force us into fresher idioms and closer-to-life slices of life," he predicts, though conceding that the more offensive variety will continue "in the cheapo fringe of advertising." Nor will we see the end of the "little story," according to Mr. Kroll. People like little stories and copywriters are happy to write little stories of quality. "We'll borrow from everything, from Congreve's plays to Mike Nichols," he suggests.

Mr. Kroll summons up some recent work done by Y & R for Vitalis hair tonic as an example of "honest benefits, honest emotions, honest wit." The campaign combines a conventional form, the athlete's endorsement of a product, with the athlete's changing image ("They have girls now"). No longer is the athlete the paragon he once was and no longer is the hair tonic commercial a locker-room chat. Mr. Kroll cites as an example a spot created with football coach Weeb Ewbank training a group of hairs, as played by the Goffrey Ballet.

Wallace Ross, founder and organizer of the annual American TV and Radio Commercial Festival, makes it his business to keep tabs on creative trends, particularly on television. He notes a reaction away from the minute playlet that relied on humor—a style deftly accomplished by agencies like Wells, Rich, Greene and Jack Tinker.

"A lot of people feel the imitators have not come up to the models," offers Mr. Ross. He also notes a renewed interest in sound and music in commercials: "There's been an attempt to use progressively all the latest sounds. There is any number of commercials that have gone for space sounds," but he adds: "There hasn't been the rash of moon commercials that you might have expected. Advertisers are a little more discriminating than that."

A medium that relies wholly on sound and music and that all too often is TV's step-sister—radio—has its creative thinkers, too.

This will be a key year for radio

broadcasting and the emphasis will be on FM awareness. This is how a leading West Coast-based radio commercial production executive is stacking his chips in 1970.

"There has been a sound lag in the advertising industry that will begin to close," says Richard Clorfene, creative director for Mel Blanc Associates, Hollywood. "Television took advertisers away from sound 20 years ago," he points out, "and five years ago the recording industry, which forms our attitudes towards sound, made a leap—the Beatles took us from linear to turned-on environmental sound."

The advertising industry in its use of radio tried to leap along with the Beatles generation, Mr. Clorfene contends, but can't overcome "the poor signal quality" of AM radio. On FM, the sounds are great ("you can even understand the words the Beatles sing").

What does this sound quality gap portend for radio commercials? Dick Clorfene is unequivocal in his opinion: "The youth market will head for FM. Advertisers who want to reach the youth market also will head for FM." As substance for his opinion, Mr. Clorfene notes that the last three radio advertising campaigns produced at Mel Blanc were specificially aimed at the youth market and were made with special consideration for potential FM exposure.

Chuck Blore, one of the best-known of the highly influential band of West Coast radio specialists, sees several significant developments involving radio commercial-making. Saying it as it is—the honest realistic approach—in commercials tops his list of trends in radio advertising.

"If exaggeration is used to make a point, nowadays you let the listener know your exaggeration," Mr. Blore, who co-founded and is a partner in Chuck Blore Creative Services, Hollywood, says. A direct correlative to this, he points out, is advertiser-agency awareness that in a radio commercial the product may not necessarily be the most important thing. "It's more important to maintain proper perspective in terms of the product and its relation to people and their needs," he feels.

Mr. Blore cites an example of realism in a radio commercial today that a producer could never get away with a year or more ago:

Woman: Harold, I . . . I don't know how . . . uh . . . Harold, some people could use a mouthwash.

Harold: You mean me. You're the fourth person today to complain about my breath. Get out of my car . . . I don't want to hear about it. Get out.

As another recent change taking place in radio commercials, Mr. Blore believes that advertisers and agencies are not now as irrevocably locked in to preordained copy themes. "A year or so ago this was almost unthinkable," he observes, "but if we can make an effective case for a copy theme change or omission on the ground that it won't work [as effectively] on radio, the client will listen."

Mr. Blore also believes that there's been a definite decrease in preciously cute copylines. "I think you can chalk this up to a case of the listeners having had it," he says. "Over-cuteness in copy wears thin quickly, just as a joke does as opposed to genuine humor."

In surveying the field, Mr. Blore notices a lot of radio commercials "attempting a contemporary attitude," yet at second look further notices many commercials that "purport to be contemporary and aren't because the people involved aren't contemporary communicators." The result, according to Chuck Blore: "commercials in evidence that have some of the externalities but not the required contemporary honesty."

Looking ahead to the rest of 1970 and the years beyond, Mr. Blore expects to see greater emphasis on advanced techniques and styles in radio spot-making. "The one area in which radio commercials have largely failed to advance is in technique," he says. The way radio commercial techniques will advance in the years ahead, he feels, is "by using radio's unique ability to totally involve the listener and his imagination."

Mr. Blore saves his most optimistic and perhaps most significant forecast for last. Radio has become a billion-dollar-a-year industry, he observes, and increasing numbers of advertisers and agencies have become aware of the medium's power to communicate and generate sales. These same newly tuned-in radio clients, he emphasizes, now, too, are becoming aware "that the key to selling on radio is a complete knowledge of the medium and how to use it to create an affection for the commercial itself and, by association, with the product." This leads to Mr. Blore's personal business credo for 1970 and the years to come: "We believe," he says, "the creation of an affirmative emotional response toward the product is essentially the element that creates the sale."

Wallace Ross finds TV advertisers, too, increasingly interested in promoting image rather than product or service. He offers, as an example, Young & Rubicam's new campaign for Eastern Airlines, "The Wings of Man." The controversial campaign deals not with steaks and stewardesses, but "the dream of flight." He foresees TV advertisers removing themselves even one step farther from hard sell. Future commercials, he suggests, will offer sounder values and avoid the promise that material well-being will make the viewer happy. He predicts "advertising that is designed to sell, but with a presentation that is acceptable to your young iconoclastics."

Mr. Ross also sees retailers indulging more and more in corporate-style campaigns, in addition to merchandise promotion. If recent developments in retail advertising are any indication of the coming year, broadcasters have every reason to hope. Associated Merchandising Corp. and Frederick Atkins Inc., two major store buying groups, have instituted seminars on using broadcast media—Atkins for the first time this year. Two other large buying offices are considering similar projects.

Independent stores in the same market have been banding together to promote mutual sales events—making it easier to compete with the chains scattered through their markets, easing the cost-burden on each store and taking advantage of the signal covering their markets. Three independently owned stores in a Pennsylvania market that have been buying local TV in this way share the same buying office, but another experiment in Waterloo, Iowa, involved three stores with no connection whatsoever. Ten autonomous members of a Southern store chain, less than

A watchdog agency under new management

Is this the year the Federal Trade Commission gets tough?

Its new chairman, Caspar W. Weinberger, emerged from relative obscurity to promise toughened consumer protection by an agency that has been accused of sluggishness, but the FTC will still lack the staff and funds to exercise all of its power. Yet the trade commission has so much power—some of it lying around unused, for a variety of reasons—that if a fraction of it were removed from the shelf, the agency could move quickly from the cantankerous to the sublime in the eyes of consumer advocates. But wait: The new chairman is on record as regarding many consumer charges of business fraud and ineptitude as exaggerated and unwarranted, and he denies that consumer protection is inherently "antibusiness." What lies ahead at the FTC?

The probable answer is that Chairman Weinberger will lend some acceleration to an FTC that was beginning to show a few signs of life before he arrived. The trade commission has stepped to the front of the cigarette-advertising debate by threatening to impose health warnings if given the opportunity. It has taken a hard look at possible deceptive advertising for such

Chairman Weinberger

products as Baggies and Campbell Soup. (Colgate-Palmolive signed a consent order agreeing to discontinue a "water demonstration" commercial regarded as deceptive by the FTC; the Campbell soup case, in which the use of marbles to enhance the soup's television appearance is at issue, is pending.) The FTC even tired of its 10-year fencing match with Geritol over the acceptability of commercials for that product, and has asked the Justice Department to prosecute.

The trade commission's activity in the antitrust field has remained subordinate to that of the Justice Department, but the FTC staff has prepared part of a report on conglomerate mergers in which it called for stiff measures to curb mergers before the economy becomes "cartelized and centralized in a fashion that cannot be reversed" (BROADCASTING, Nov. 10, 1969). The report has not been endorsed by the commissioners. Another phase of the investigation is under way.

A Nixon administration consumer bill now before Congress would expand the FTC's power to curb deceptive advertising (see page 52), but former Chairman Paul Rand Dixon (still a commissioner) has warned that the agency should not assume new powers until it gets more staff and money. This seemingly eternal FTC problem will be among the first to confront Chairman Weinberger. One recent step in response to this problem—taken before the new chairman moved in—was simply to wipe out a number of cases that had been on the FTC's backlog.

No radical departures are likely at the FTC. However, the agency has shown signs of reacting to the heavy criticism it received last year in studies conducted by consumer advocate Ralph Nader and by the American Bar Association. Add the influence of a new chairman, and the result may be a test of just how much power this agency really has.

satisfied with what the parent company offered in way of broadcast advertising, have joined forces to buy television. The spots are produced at a local station with no frills, just meat-and-potatoes commercials, but they are a move in the right direction.

Among the big chains, Sears Roebuck still stands out as the most skilled user of broadcast. Sears-watchers say the company's efforts at centrally organized use of radio and television and its record use of broadcast represents a continuing trend at Sears. Sears's use of network for an institutional campaign in the past year has evoked almost unanimous enthusiasm at a very high level at the parent company, according to one observer. Montgomery Ward and J. C. Penny, stores that have been far behind Sears in both productivity and expenditures, are producing commercials at the rate of about 100 per year—still far short of Sears, but "a far cry from the 18 a year they were doing three or four years ago," says one retail executive.

The Radio Advertising Bureau recently released figures estimating a 27% increase in the use of radio by major retailers in 1969. One trend in retail radio, not unlike television, is to house agencies and house-produced spots. Production is slicker, with less reliance on live copy. Montgomery Ward not long ago developed a radio manual for internal distribution, and it was suggested by some within the company that it was too elementary for Ward's increasingly knowledgeable advertising people.

Howard Abrahams, vice president of Television Advertising Bureau, forecast "that the important television advertisers among stores will want to do creative work and production themselves rather than leaning on an advertising agency." He points to Elder's in Dayton, Ohio, which has established its own studios and which ran 140 commercials during one week in November. Elder's, like many local stores, had no choice but to strike out on its own, says Mr. Abrahams, because "nobody in their immediate area can turn out the volume they want." He also notes that Allied Stores' Jordan Marsh in New England has set up a house agency, and Allied's Pomeroy's in Wilkes-Barre, Pa., works out of WNEP-TV studios. "This is the way I feel most stores are going to move," he remarks.

Mr. Abrahams sees great promise in the co-op area as well: "I have had two store executives tell me it is easier to get co-op money today for television than it is for newspapers." Over the last two years, he says, manufacturer-produced, store-tagged advertising for furniture has gained a foothold. Movement now, he says, is into men's wear, with appliances the next logical area of development. The Station Representatives Association meanwhile has been actively pushing the store-tagged commercial idea in many product areas, with considerable success.

Another relatively unschooled broadcast advertiser will grace the airwaves in 1970—the candidate for public office. Joseph Napolitan, who was broadcast adviser to Hubert Humphrey in his 1968 bid for the Presidency, now counsels other political hopefuls for a fee. A more recent and more successful campaign in which Joseph Napolitan Associates participated was the reelection of President Ferdinand Marcos of the Philippines. Despite the smaller campaign budgets he anticipates for 1970, Mr. Napolitan looks to a "more sophisticated use of television" and a higher degree of organization than in the national campaign of 1968. One result of the voluntary political discounts offered by some broadcasters will be that the candidate wil buy more time, not another postage meter, in Mr. Napolitan's opinion. Smart congressional candidates will make only two or three good spots, he says. Politicians in general are learning from commercial advertisers that "you don't need 15 spots." Radio will profit from the limitations of funds, and Mr. Napolitan predicts an emphasis on five-minute and 15-minute radio programs.

Allan Gardner, another TV consultant and president of Public Campaigns Inc., also sees the 1970 campaigns as "the best opportunities—or the worst—for political technicians to package a candidate." A presidential candidate is not so easily "packaged" because he is already a public figure; "he doesn't spring full blown from the head of Medusa," as some of the lesser-known congressional candidates seem to.

This low recognition factor among many candidates will make radio's low rates and frequency very appealing in 1970, says Mr. Gardner. Radio, he suggests, will be used "to say substantive things," but he disapproves of radio being used because it's a traditional campaign medium or because the candidate's brother-in-law owns a station.

TV or radio, Mr. Gardner looks forward to more professional-looking commercials in upcoming campaigns. He points out that in some regional campaigns, production costs can represent half of the total budgets and adds: "I know of several specific cases where production exceeded media." Joe Napolitan recalls a TV campaign he supervised in Alaska where the budget finally broke down to 94% spent on commercial production and 6% in media.

Signs of new stability at the FCC

Taking its cue from changed leadership, the agency buckles down to practical work

As it moves into a new decade, the FCC is taking on a new look. Gone from the tiller is the gentle if sometimes wavering hand of Rosel H. Hyde, and in its place is the strong one of Dean Burch, who in three months has accomplished what Mr. Hyde never quite managed in three years as chairman—established himself as Number One in the agency. With the aid of the commission's other new member, ex-broadcaster Robert Wells, he has checked the growing influence of the voluble, free-swinging Nicholas Johnson and has dominated commission meetings; he has won the respect of the staff, and regained for the chairman's office the focus of publicity.

But what does this mean in terms of broadcast regulation? Will the hard-nosed policies conceived in an earlier day, like those dealing with network ownership of programing and with multiple ownership, simply fade away? Will the rising tide of so-called strike applications subside? Will the commission simply ignore the power the courts have said was available to it in dealing with programing? And whose side will the commission take in broadcasters' running battles with CATV, which is seeking a share of their audience and revenues, and with land-mobile users, who are hungry for a piece of the television spectrum.

Broadcasters no doubt will be disappointed on some of these issues. But the commission appears to be gearing up for a slow, steady swing to the right under an administration that will be more soundly based, less subject to erratic twists than its predecessor. For while Mr. Hyde was conservative, he was frequently unable to contain the pressures to the left that were generated by Commissioners Johnson and Kenneth A. Cox.

Attempts to forecast the commission's future direction are hazardous, since it is a seven-member agency that is involved, not a one-man show. And the effort at this point is complicated by the fact that Chairman Burch will be dealing with a Democratic majority until June 30, when Commissioner Cox's term expires. The commissioner, who has been a vital force within the commission since joining it as chief of the Broadcast Bureau in 1961, is not likely to soft-peddle his liberal views in the months remaining before President Nixon restores the Republican party to a majority on the commission.

Changes in key staff positions are likely, also. General Counsel Henry Geller, who despite his liberal views was one of the conservative Mr. Hyde's most valued advisers, will probably suffer the fate known to all good Democrats in influential government positions when a Republican succeeds a Democrat in the White House. The same is true of Max Paglin, the commission's executive director. And George Smith, chief of the Broadcast Bureau, a Republican, is scheduled to retire this year.

However, since the chairman is by all accounts a strong leader—fellow commissioners and staff describe him, variously as "a pro," "strong," "intelligent," and, not infrequently, "easy to get along with"—a clue to the commission's future may be read in those emotions and forces that appear to govern his actions.

Basically, he is a conservative, reluctant to use the powers of government to guide industry according to ideas conceived in Washington; he prefers to let competition exercise its influence, according to one commission official. But he is no ideologue. Like many Nixon men, he is a pragmatist, a technician. He will accomplish as much as he can with what he has, and not worry too much about the balance—for politics at the FCC, as at the Republican National Committee, which he headed for a while in 1964, is the art of the possible.

There is one other factor to be considered: the administration. Chairman Burch's connections with the White House are the closest of any FCC chairman's since E. William Henry's daughter went to a special White House kindergarten attended by Caroline Kennedy. And the White House under President Nixon, more so than under President Kennedy, has shown an interest in influencing FCC policy; it is even planning to revise telecommunications policy making machinery in a way that would give it a direct voice in FCC matters. For his part, Chairman Burch, who is frequently on the phone with White House aides who work in the area of communications policy, regards White House interest in commission affairs—at least those involving broad, fundamental issues, like communications satellites and spectrum allocation—as not only proper but desirable.

There are some, including, oddly, both critics and friends of the new chairman, who predict he will postpone action on such matters as the proposed 50-50 and one-to-a-customer rules until Commissioner Cox has been replaced by a Republican whose vote can be counted on to help kill those measures, which are generally opposed by the broadcasting establishment. There are others, including, significantly, Commissioner Cox, who advised against betting on such a strategy.

For the whole nature of the new chairman speaks out against delay. He is a restless man filled with nervous energy who fidgets in his chair and is impatient with talk. Where Mr. Hyde at times showed a predilection for postponing difficult decisions, Mr. Burch gives the impression of preferring to take an action he finds distasteful to taking no action at all.

And action has been wanting on a number of matters. The proposal to prohibit networks from owning or controlling more than 50% of their prime-time entertainment programing and from engaging in domestic syndication has been pending since March 1965: the one to bar the owner of one full-time station from acquiring another in the same market, since March 1968, when it was issued in what was to have been an "expedited" proceeding.

According to some officials who have watched him, these do not seem the kinds of matters Mr. Burch would have raised. But that does not mean their doom is predictable or that he would even wage a spirited effort to bury them. As one official noted: "Once started, these things take on a life of their own." As a result, it seems that the commission will adopt a rule cutting back network domination of prime-time programing—if not its own proposal then something like Westinghouse Broadcasting Co.'s alternative, which would bar major-market affiliates from taking more than three hours of network programing, other than news, between 7 and 11 p.m.—and another aimed at limiting if not breaking up multiple-media ownerships within markets.

However, one left-over project that may die aborning is the study of conglomerate ownership of broadcasting property. The study, announced last February, can barely be said to have gotten off the ground; the commission in December sent "pilot" questionaires to six licensees over the objection of Chairman Burch and two other commissioners. The chairman feels there are other, more pressing, needs on which the commission should expend its resources. Considering the slow pace at

which the project has moved, and the chairman's opposition to it, its chances for developing into a major project, as it easily could, seem slight.

Furthermore, the one-to-a-customer proceeding is only one aspect of the concentration-of-control-of-mass - media problem that will occupy the commission's energy. It has proposed banning cross-ownership of television stations and CATV systems in the same market. And it is said to be considering a proposal that would require divestiture of existing cross-media ownership—including newspaper-broadcasting tie-ins—in the same market. Policy will also be fashioned in individual cases.

The Justice Department is still another factor to be reckoned with in the field of broadcast ownership. The proposed merger of Metromedia into Transamerica Corp. fell apart last June when the parties felt the department would not clear it [BROADCASTING, June 16]. And the department's antitrust chief, Richard McLaren, has said he will continue the policy of his Democratic predecessors in intervening in federal regulatory cases where important issues of competition are involved.

But whatever the commission does on these matters, Chairman Burch has already won broadcasters' respect, and probably their thanks, for the manner in which he managed to bring some order out of the confusion the commission created last year in its WHDH-TV decision. For his handling of the matter was deft.

In persuading the commission to adopt (by a 6-to-1 vote) a statement asserting it would favor renewal applicants over competitors if they could demonstrate they had "substantially" served their areas, he managed to recommit the commission publicly to standards it had followed since 1951. The WHDH-TV decision had appeared to abandon those standards and to leave licensees, particularly multiple-media owners, vulnerable to challenges at renewal time, regardless of their record of performance.

Adoption of the statement virtually assured the shelving of the bill, which was introduced by Senator John O. Pastore (D-R.I.) in response to the broadcasters, backlash to the WHDH-TV decision, and which would give broadcasters even more protection. It would prevent the commission from even accepting a new application for an occupied frequency until it found the licensee disqualified to operate a station.

But sidetracking the Pastore bill was probably as much a part of the chairman's motivation as concern for broadcasters, even though Mr. Burch had given qualified endorsement to the measure. Whatever the truth to the allegations that Senator Pastore was losing his enthusiasm for the bill as a result of the criticism he was taking from liberals, the fact remains that the commission traditionally objects to legislation that would narrow its options.

It remains to be seen, of course, whether the policy statement will slow down or stop the flow of applications being filed against licensees at renewal time. Eight were submitted in the 12 months following the WHDH-TV decision. But it may be worth noting that more than one attorney representing a challenged licensee reported that his spirits soared on reading the statement.

But if Chairman Burch won broadcasters' gratitude with the policy statement, he may find himself drawing on it, like capital, against the criticism he will probably run into in his dealings with CATV. Increasingly the word is going out from the commission that the chairman is "pro-CATV." Given the partisan atmosphere in which the CATV issue is discussed at the commission, what this probably means is that he would prefer to let CATV people compete with broadcasting with as few fetters as possible. Thus, his hands-off approach applies to CATV no less than to broadcasting.

His proposal for elevating the FCC's CATV task force to the status of a full-fledged bureau—a proposal that he may have trouble in selling his colleagues—reflects his view that CATV should be treated on an equal footing with the broadcasting and common-carrier industries. As he said in a speech to a CATV group in Arizona three weeks ago, while he is not about to oversee the destruction of the broadcasting industry, CATV will get "a fair run" for its money. (BROADCASTING, Jan. 12).

(This attitude could lead to the irony next summer of broadcasters thinking back to the "good old days of Ken Cox." As tough as he is in the regulation of broadcasters, he takes a protectionist attitude toward broadcasting where CATV is concerned. As one commissioner said recently, once Commissioner Cox departs, "a great bulwark against CATV will be gone.")

The chairman's preference for the light regulatory touch was indicated, also, in the view he expressed in a news conference last month, that the commission is not better equipped to handle programing "than somebody whose job it is" (BROADCASTING, Dec. 18, 1969). And this is a comment of no little consequence.

The Supreme Court last June, in upholding the commission's fairness doctrine in one of its most significant decisions affecting broadcasting, said the commission had authority to prescribe minimum standards of programing. And Commissioners Cox and Johnson have long urged the commission to do so. Even Commissioner Robert E. Lee, who had always opposed such proposals, now says he is prepared to consider them.

But not Chairman Burch. The possibilities for diversified programing represented by cable television excite him. So does the potential for quality pro-

Chairman Burch

Robert E. Lee

Robert Wells

Robert T. Bartley

H. Rex Lee

Kenneth A. Cox

Nicholas Johnson

The NEW RCA 70B is the first VTR to safeguard quality automatically!

In many ways, the 70B can make the VTR operator feel he has more command of tape quality than ever before. Because he can get the highest color fidelity ever achieved—with the most reliable automatic instrumentation ever devised for a VTR.

Automatically, the 70B eliminates costly replays. Sensing circuits just won't let you play tape on the wrong FM standard. Instead, the proper playback standard is selected for any tape—highband, lowband monochrome or lowband color—automatically.

Automatically, the 70B pinpoints problems through its visual-audible central alarm system and alerts the operator immediately.

Automatically, the 70B can save your operator time by eliminating the need for manual cueing. Now he can pre-cue several tapes so they are ready to roll automatically—eliminating tension during the critical station break period.

Automatically, the 70B can eliminate saturation and hue errors. Use the RCA exclusive Chroma Amplitude and Velocity Error Corrector (CAVEC), and the 70B will not only correct chroma errors between bands—but between each line of a band as well!

Automatically, you get better color. The 70B has broadcasting's highest specs—K factor of 1% with 2T and 20-T pulse; differential phase and gain 3° and 3%; moire down 43 db and S/N of 46 db.

The RCA 70B is the dream VTR come to life. For all the reasons why, call your RCA Broadcast Representative. Or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.

IMPORTANT NEWS: The TR-70B can also be used with the world's first automated video cartridge tape recorder/player —now under development.

RCA

graming represented by an adequately funded educational-television system. Rules to force commercial broadcasters to provide programing minimums apparently leave him cold.

Actually, broadcasters' freedom of speech survived 1969 in relatively sound condition—considering the fairness-doctrine decision and the high court's refusal to review a lower court ruling upholding the commission's application of that doctrine to cigarette commercials.

The commission held that the controversial *Pot Party at a University* documentary, aired in November 1967 by WBBM-TV Chicago, had been staged at the request of a reporter for the CBS-owned station. But it also noted that it was in the "sensitive news field," and took no action against the licensee because of the "deficient policies" that had resulted in the program being aired.

The commission, in addition, wrapped up its investigation of complaints that the networks had distorted their coverage of the Democratic national convention in Chicago in August 1968 with the observation that it cannot pass on the truth of a particular news report; and that it would not attempt to substitute its news judgment for that of a broadcaster.

It even went out of its way to calm fears that had been raised by Vice President Spiro T. Agnew's blistering attack on the networks for what he felt was their unfair comment on President Nixon's Nov. 3 Vietnam speech; indeed, broadcasters' fears that the administration was seeking to intimidate news operations were compounded by Chairman Burch's defense of the Vice President's right to voice such criticisms.

But the FCC selected one of the many letters it had received containing criticisms of the networks similar to those voiced by the Vice President and, in a response signed by Chairman Burch, said it "cannot properly investigate to determine whether an account or analysis of a news commentator is 'biased' or 'true.'" However, the vehemence of the Vice President's attack, plus President Nixon's subsequent endorsement of it, left some broadcasters with the feeling that the administration was not averse to using its power to obtain favored treatment in the media.

There were also reminders that broadcasters' programing decisions are not entirely their own. The commission's increasing emphasis on the requirement that they ascertain the needs of their community—made manifest by the drafting of a primer on how broadcasters are to discharge that responsibility—was one.

Another, even more graphic reminder, was the decision of the U.S. Court of Appeals for the District of Columbia reversing the commission's renewal of WLBT(TV) Jackson, Miss., and ordering the commission to strip the station of its license and open the channel to new applicants. The decision, which lacerated the commission for its handling of the case and was the second in which a commission renewal of the station's license was reversed, was written by the new chief justice, Warren E. Burger, in one of his last acts as a member of the appeals court. And it came in a case based on the charge that the station had discriminated in its programing against its large black audience and had suppressed arguments in favor of integration of the races while presenting those favoring segregation.

Thus, the case stands as a model and inspiration for groups sufficiently dissatisfied with the service of their local stations to petition the FCC for a denial of their renewal. The *Evening Star's* WMAL-TV Washington found that out, when a number of black residents last September petitioned the commission to deny its license-renewal application.

There was one other sign indicating possible trouble ahead on the programing issue—Chairman Burch's expressed concern about obscenity in programing and his determination to go to court if necessary to establish guidelines that will enable both the commission and broadcasters to determine where free speech leaves off and obscenity begins. He not only has what appears to be a commission majority behind him in the project but, what is equally important, the Department of Justice as well.

The department, which would have the responsibility for prosecuting a licensee that refused to pay a fine the commission imposed for broadcasting alleged obscenity, has in the past shrugged off obscenity cases referred by the commission as not meeting the standards set up by the Supreme Court. But the department under the Nixon administration has indicated a greater willingness to test, in court, the question of whether broadcasting should be held to the same or different standards of obscenity as books and motion pictures.

But 50-50, one-to-a-customer, even CATV and obscenity in programing are not Chairman Burch's priority items. And one gets the impression the chairman plunged into the license-renewal policy matter only because he felt it could not be postponed. His immediate concerns include developing policy for the establishment of a domestic communications-satellite system, land-mobile radio users' pleas for additional spectrum space, and license fees. On all of these, the commission seems determined to act soon.

The commission has been forestalled from action on the domestic-communications-satellite matter because of White House insistence on looking into the subject, first under President Johnson, as part of an over-all examination of telecommunications matters, then under President Nixon. But with the report of the Nixon White House's special committee due to emerge at any moment the commission can be expected to swing into action in drafting and adopting its policy statement. The matter is of considerable interest to the radio and television networks, which are up in arms over a $20-million increase for the interconnection service that AT&T provides.

With broadcast and land-mobile radio partisans having had their final say last week on the commission's proposals to open up some UHF spectrum space to land-mobile radio use, the commission is free to act on that hotly contested matter also. Broadcasters, at least, feel they have made a strong case for their contention that the congestion in the land-mobile radio channels results from poor spectrum management by the commission, not a lack of channels.

But there are countervailing forces of great power. The odds makers favor a decision making some UHF space available to land-mobile radio—perhaps the use of channels 14-20 on a sharing basis. Some commissioners, notably Commissioner Cox, appear persuaded that land-mobile radio needs additional space. And the commission has long felt heavy pressure on the issue from Congress, where land-mobile radio's lobby has done a workmanlike job. Members of the House Appropriations Committee, particularly, have hammered away at what they consider the commission's foot-dragging in resolving the issue.

The commission has been getting a considerable amount of heat from Congress on the matter of fees, also. The House appropriations committee appears to feel that if it can collect $4 million annually from the communications industries it regulates, the commission can easily collect the full amount of its appropriation, which in the present year is $21 million. And that is what the commission has in mind. It apparently intends to collect the bulk of its future revenues from those granted licenses; it now obtains all of its fees from those filing applications regardless of whether they are granted. A notice of rulemaking providing for a new fee schedule is expected to be issued within the next several weeks.

So the commission appears to be gathering itself up for the tasks ahead under a chairman who is prepared to see the agency tackle the big issues but who, with the exception of the obscenity-in-broadcasting question, would prefer to keep Washington out of broadcasters' hair. This is not to say the commission will not cause broadcasters anguish on some matters in the months ahead. But if it does, it will not be an accident. Chairman Burch is very much in charge.

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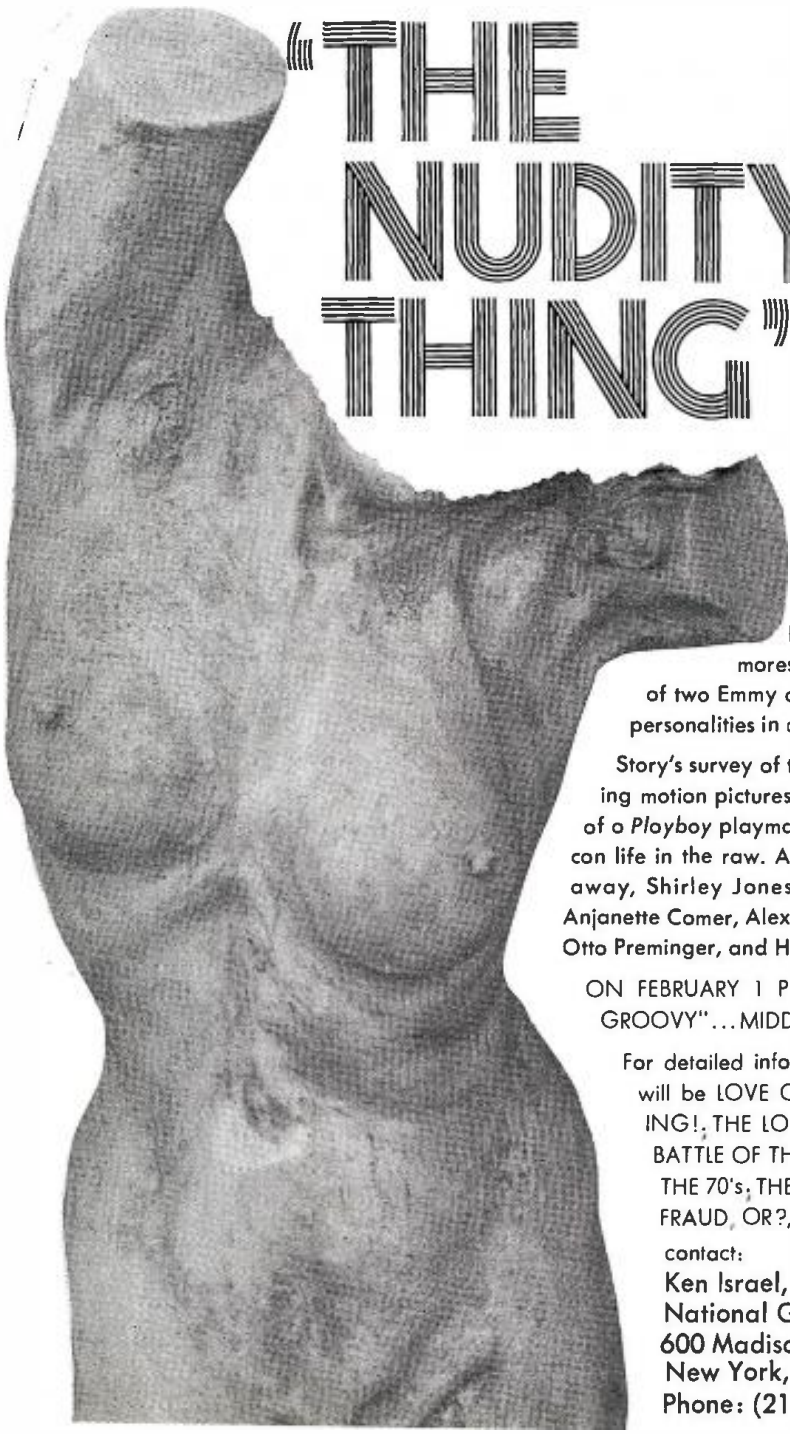

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More talk than action on the Hill

That's expectation in a political year– though there could be heat put on regulators

The First Amendment begins with the words: "Congress shall make no law" —and some critics of the legislature have been heard to mutter that nothing more should ever have been written. The 91st Congress may come very close to fulfilling that caustic estimate of its proper role where broadcasting is concerned; of all the broadcast issues it now has under consideration, only one—cigarette advertising—is likely to produce new legislation.

But the influence of Congress does not begin and end with lawmaking in the standard sense. Its power over appropriations, its use of the legislative oversight function, and the simple force of congressional pressure in and out of government often add up to practical power that transcends the enactment of new statutes. After all, some laws may be enforced casually or not at all, but the application of congressional muscle is itself a kind of "enforcement." It is in this role that the 91st Congress may be most active in broadcast affairs during 1970.

Its use of these powers will be colored by the fact that this is an election year, in which every House member and one-third of the senators are obligated to get their licenses renewed by the electorate. Although broadcast issues seldom rank at the top of voters' concerns, they are affected by the general mood of caution and the priority given to crucial concerns such as appropriations. "Anyone who plans to push for real reform measures usually does it in the first session," as one Capitol Hill observer put it.

This year will probably see a Congress that uses its power, primarily in ways other than through legislation, to achieve three purposes relevant to the concerns of broadcasters: It will be gentle with business; it will turn its attention to the growing demand for consumer protection, but probably not in ways that will be unduly harsh on businessmen, and it will continue to be impatient with speech and action that it feels violate the national interest or national standards of decency — specifically including obscenity and some aspects of television news.

Two issues, taken together, illustrate the mood and impact of the Congress. One is the Pastore bill to protect broadcast licensees from competing applications at renewal time; the other issue just picking up steam, is obscenity.

The Pastore bill will apparently be shelved now that the FCC has issued its policy statement on license renewals (BROADCASTING, Jan. 19). But the influence of Senator John O. Pastore (D-R.I.) and the controversy engendered by his bill helped to create the climate that led to the policy statement. Its content reflects Congress's disinclination to condone all-out attacks on established business; its influence is a prime example of how legislators can move mountains without actually passing laws.

What will happen as a result of the obscenity debate is unclear, but it may be another case in which Congress nudges the FCC toward a decision. That agency, at the urging of Chairman Dean Burch, is working toward its own guidelines on obscenity (see page 50), but some members of Congress have things of their own in mind. Senator Pastore is one. Another is the chairman of the Senate Copyright Subcommittee, Senator John L. McClellan (D-Ark.).

Senator McClellan has already seen the responses of hundreds of television broadcasters to a questionnaire he sent late last year, asking whether they would run films rated "M," "R," or "X" by the Motion Picture Association of America. Most said they would turn thumbs-down on films with exceptionally "adult" themes or scenes, but the dominant sentiment was that control over films on television should be exercised by broadcast management, not by a movie code or by government control. Most broadcasters feel that the MPAA code is not particularly relevant to television, since TV films may be edited to make them more acceptable and since broadcast codes of good practice predate the film code by many years (BROADCASTING, Dec. 1, 1969).

No one is quite sure what Senator McClellan may do with this information, but the senator is said to be adamant in his conviction that nothing unfit for children should be shown on the air. He has indicated that if other measures prove unsatisfactory, he will introduce legislation that would limit in some way the film fare that could be offered to television.

A second center of concern about obscenity is the Senate Communications Subcommittee, where Chairman Pastore has urged the FCC to develop some standards that would enable it to deal with the problem. The subcommittee got involved in the issue after the commission renewed the license of noncommercial KPFK(FM) Los Angeles, a Pacifica Foundation station, which had broadcast a poem regarded by many as obscene. One of those who took offense was Commissioner Robert E. Lee, who voted against renewal and printed the poem in his dissent.

When Senator Edward Gurney (D-Fla.) heard about the incident and read the poem, he (though not a member of the subcommittee) complained to Chairman Pastore, who was similarly shocked by the commission's handling of the incident, and the two grilled the commission at length during a hearing late last year (BROADCASING, Dec. 8, 1969).

As applied to radio and television, the anti-obscenity issue bears a superficial resemblance to the old sex-and-violence lament, but its focus is somewhat different. The present question is whether some kinds of broadcasts fall outside the protection of the First Amendment.

The prospect of anti-obscenity legislation that would affect broadcasters is slim in the extreme—particularly in view of the FCC's stated determination to do something on its own—but congressional pressure is likely to be recurrent from more than one direction.

Two measures that could affect the growth of new communications are before Congress. In the Senate, a copyright bill with elaborate provisions for CATV is pending before the Senate Judiciary Committee. In the House, a score of bills that would ban pay television are before the House Communications Subcommittee. None of them are likely to pass this year.

The copyright bill is an immensely complicated web of legislation, with provisions that would make cable systems liable for copyright fees and would grant royalties to recording artists for use of their records on radio and television. Broadcasters were dissatisfied with the CATV section and downright appalled by the performers'-royalties provision. They have vowed to fight the bill.

With or without their opposition, the bill has a long way to go. When it reaches the Senate floor, its communications provisions may be referred to the Senate Communications Subcommittee for additional consideration, which would make it difficult to get the bill through the legislative thicket before adjournment. Informed Hill sources foresee only a slim chance for the bill in 1970.

The House Communications Subcommittee plans to resume its hearings on CATV some time during the session, but these are geared to no legislation and will probably provide only an informational basis for subcommittee action in some other year.

Pay TV, finally authorized by the FCC late in 1968, has encountered

some congressional opposition and a court challenge by the National Association of Theater Owners. However, bills that would ban pay TV are resting snugly in the grip of the House Communications Subcommittee, which is inclined to give pay TV a chance after its 18-year struggle with the government.

(In the courts, the FCC's right to authorize subscription service was given a solid endorsement last year by the U.S. Court of Appeals for the District of Columbia. That decision has been appealed to the Supreme Court.)

A third new form of communications technology—satellites—is a source of interest on Capitol Hill, where a variety of legislators have urged the FCC and the White House to move more quickly to establish domestic satellites. It is not, however, an issue over which Congress has much control right now.

The one bill that probably will get through Congress would end cigarette advertising on radio and television by Jan. 1, 1971. That bill, voted out late last year by the Senate Commerce Committee and approved in amended form by the Senate, will be referred to a Senate-House conference committee, which must reconcile the differences between the House's mild cigarette bill and the Senate's stronger measure. Most observers feel that the Senate will get much of what it wants in conference. The provision that will probably provoke most debate would allow the Federal Trade Commission to require health warnings in print advertising after July 1, 1971.

The cigarette-advertising bill is one of the most striking successes to date in the general area of consumer protection. Other bills with explicit consumer orientation are before both houses. They would establish new government or independent organizations to provide consumer information, coordination or legal representation before regulatory agencies; some would also extend the rights of consumer groups to bring cases before the courts on behalf of consumers as a class.

The consumer bill with most push behind it so far has been a Nixon administration measure (H. R. 14578), originally introduced by Representative Florence Dwyer (R-N.J.).

It would create a Justice Department division to represent the interests of consumers and would empower the FTC to get a preliminary injunction to prevent the dissemination of advertising it considers unfair or deceptive (as defined by the administration bill, which lists 11 unfair or deceptive representations).

The bill would also broaden FTC power to include activities that "affect" interstate commerce. Presently, the agency can only regulate matters that are "in" interstate commerce. The new wording is taken to mean that the FTC would be able to move against certain intrastate activities.

(The only government voice raised in opposition to these provisions so far, ironically, is that of FTC Commissioner Paul Rand Dixon. In one of his last statements as FTC chairman, Mr. Dixon said the agency should not be given these broadened powers until it gets vastly expanded staff and funds. New Chairman Caspar W. Weinberger has vowed that the agency will be more active in consumer protection, but has not taken a stand on the administration bill.)

The consumer bills now before Congress have one thing in common: Their thrust is to increase the responsiveness of government to consumer concerns, and its capacity to deal with problems that arise, rather than to impose drastic

The real work of Congress is done at the committee level; the real power in committees rests with the chairmen, who carry out their duties in styles ranging from the democratic to the despotic. The three chairmen pictured above differ in approach and outlook, but each in his own way will continue to wield substantial power over the lives of broadcasters in 1970.

Left to right: Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee and its Investigations Subcommittee, is a soft-spoken patriarch who becomes very stern when regulatory agencies, errant broadcasters and other foreign objects violate the prerogatives or sensibilities of Congress. As the second session gets under way, Chairman Staggers is leading his investigations unit in a probe of alleged misconduct by broadcaster Don Burden, owner of several radio stations. He is also looking into the FCC's conduct in connection with the license renewal of Mr. Burden's WIFE-AM-FM *Indianapolis.*

Senator John L. McClellan (D.-Ark.), chairman of the Senate Copyright Subcommittee, is a tough combination of lawmaker and policeman who confronts broadcasters on two issues this year. Senator McClellan's subcommittee has approved a bill that would completely revise existing copyright law; among its provisions are a CATV section and a proposal to grant royalties to performing artists whose records are played on radio and television. The senator has also launched a campaign against the sale of "adult" movies to television, in the belief that nothing unfit for family viewing should be shown on the air.

Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, practices the political art as if holding a sensitive violin, and runs a hearing as if conducting a German band; he, too, will be heard from in the coming year. The senator has already made his mark in this Congress with a bill to protect broadcasters from competing applications at renewal time unless the broadcasters are judged unfit. The bill will not pass—but that, ironically, is a mark of its success, since it led the FCC to articulate license-renewal standards that achieved much of what Senator Pastore (and broadcasters) wanted. The Rhode Island Senator will also be watching to see whether the FCC comes up with some standards for judging obscenity in broadcasting—a move the commission says it plans to make in the near future.

restrictions upon business itself.

Another probable action on behalf of consumers falls into the legislative-oversight category. The Senate Commerce Committee is moving toward hearings on administration of the Radiation Control Act of 1968, which many —including Ralph Nader—believe is failing to protect consumers from unacceptable radiation levels in color television sets. The committee may also take up the problem of television sets that catch on fire. What will emerge from these deliberations is beyond prediction.

More generally, the Senate Subcommittee on Administrative Practice and Procedure will resume hearings on the decision-making processes of the regulatory agencies, and the role played by the public in those processes. The subcommittee, under Senator Edward M. Kennedy (D-Mass.) held hearings on the FTC last year and went no further; however, it plans to resume in about a month with that agency. Later hearings were originally contemplated for other agencies, but subcommittee sources say they may decide instead to proceed "on an issue-by-issue basis" rather than agency-by-agency.

Legislative oversight may be the activity through which the House of Representatives of the 91st Congress leaves its most pronounced imprint on broadcast matters. In 1969, the House Investigations Subcommittee issued reports on the fairness doctrine, the marijuana party filmed and aired by WBBM-TV Chicago, and the networks' coverage of the 1968 Democratic convention. None of these has led anywhere, but the subcommittee and its parent Commerce Committee have more plans up their sleeves.

One of these may burst into public view early in the session. The subcommittee has been investigating alleged improprieties by Don Burden, owner of WIFE-AM-FM Indianapolis and other stations, and alleged mishandling of the WIFE renewals by the FCC, particularly former Chairman Rosel H. Hyde. The investigation, according to House Commerce Committee Chairman Harley O. Staggers, will probably develop into a public hearing on the larger question of FCC renewal policies.

The subcommittee's other broadcast concern has been handled in even quieter fashion than the Burden controversy —the panel's investigation of three-year-old charges surrounding CBS's alleged involvement in a planned invasion of Haiti by exiles living in New York. The network's news department acknowledged early in 1967 that it had paid "slightly over $1,000" to the exiles so that three news personnel—a cameraman, a producer and a reporter—could accompany the invasion force to Haiti. The plan was thwarted by authorities before the exiles left Florida.

The Commerce Committee has asked its investigations unit to hold public hearings on this case and the WIFE affair, but no one has indicated whether the CBS-Haiti incident will be brought into the open.

Significantly, the CBS case is one of only two congressional inquiries having anything to do with broadcast news, despite the flutters generated by Vice President Spiro T. Agnew's attacks last November. And the other is a positive development. A special subcommittee of the House Rules Committee is considering comprehensive legislative reorganization, one part of which would permit broadcast newsmen to cover House chamber proceedings and committee hearings.

The subcommittee has ironed out numerous differences it had with broadcast journalists over the conditions that would govern this coverage, but the bill is moving very slowly. For one thing, it is a large and complex proposal that involves far more than broadcasting; for another, some congressmen continue to voice opposition to broadcast access to the House. As a result, there is some doubt whether the package can get through before adjournment.

One other issue before Congress is directly affected by the fact of November elections. It is the political-broadcasting bill, introduced in both houses, that would require broadcasters to provide cut-rate time for political candidates. Few congressmen in 1970 will be inclined to legislate cut rates for their opponents, informed sources say; as a result, the bill is generally regarded as a lost cause in this Congress.

On most counts 1970 will not be a year for new law.

Cable promoters start thinking big

FCC rulings and friendly climate on Capitol Hill fill CATV advocates with optimism as decade opens

CATV operators see the 1970's as the period in which they will break through into the big leagues. It is a period toward which they have been aiming for more than a decade but a goal which, up to now, has been stopped by FCC regulations that limited CATV to a supplementary role.

The upbeat in the cable TV-industry's optimism is due to what could be fewer restrictions.

At the top is, of course, the recommendation of a Senate Judiciary subcommittee that would provide CATV with a whole gamut of copyright rights.

Broadcasters and copyright owners feel that the proposed copyright bill is much too soft on CATV and not protective enough for broadcasters and copyright holders, so the Senate bill is not considered something that is due to be approved imminently.

The Senate recommendations start with the imposition of a compulsory copyright license for all CATV systems, with concommittant privileges.

Among these would be the right of CATV systems to carry three network, three independent and one noncommercial TV stations in the first 50 TV markets, and three network, two independent and one noncommercial in all other markets.

The recommended bill (S-543) also would require cable firms to pay quarterly copyright fees based on gross income, ranging from 1% on the first $40,000 to 5% on revenues over $160,000.

The recommended CATV provisions that are part of the proposed revision of the 1909 Copyright Act are based mostly significantly on the staff agreement drawn up last summer by the staffs of the National Association of Broadcasters and the National Cable TV Association.

This agreement was finally disavowed by the joint board of the NAB, although the NCTA board accepted it in principle. The broadcast opposition was most vigorous on the part of the Association of Maximum Service Telecasters.

The Senate committee's proposals are now before the Judiciary Committee and are expected to be considered during this second session of the 91st Congress. Whether there will be a copyright law this session is debatable since Senator John McClellan (D-Ark.), chairman of the subcommittee, has said that further progress on the bill must be coordinated with the Senate Commerce Committee which has oversight responsibilities in the communications regula-

tory field.

Should a copyright bill, containing CATV provisions, pass the Senate, it would have to be related to the bill passed by the House in 1967. This omitted any mention of CATV, a move that was made during floor debate, when Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, agreed to the deletion following objections on jurisdictional grounds by Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, which oversees communications regulations on the House side.

But, beyond the copyright question which is considered paramount to the future of CATV, other moves point to a brighter year for CATV. Among these:

- The FCC has ordered, effective Jan. 1, 1971, that cable systems with 3,500 or more subscribers originate their own programs, including entertainment if they so desire; allowed the sale of advertising on those channels, and also permitted the regional or national interconnection of cable systems. The commission urged that at least one channel in these CATV systems be leased on a common carrier basis.
- Dean Burch, the new FCC chairman, has recommended that a full and independent CATV bureau be established at the FCC, replacing the current CATV task force that was originally established in 1966. The task force, which has been led by FCC Hearing Examiner Sol Schildhause since its inception, was established principally because of CATV charges that the Broadcast Bureau was too broadcaster oriented to give cable a fair shake.
- A CATV bureau, co-equal with the Broadcast Bureau and the Common Carrier Bureau, which has handled CATV matters in that field, would take it out of the twilight position it has occupied for three years. But, both the Broadcast and the Common Carrier bureaus have raised jurisdictional questions so that the imminence of new group is in doubt.
- A new paid president has taken over the reins of the NCTA; he's Donald V. Taverner, one of educational TV's top administrators, who was among those originally considered for the post when it was created in 1965. The post went then to Frederick W. Ford, an FCC commissioner and one-time FCC chairman. Mr. Ford declined to accept a further contract last year and is now in the private practice of law in Washington.

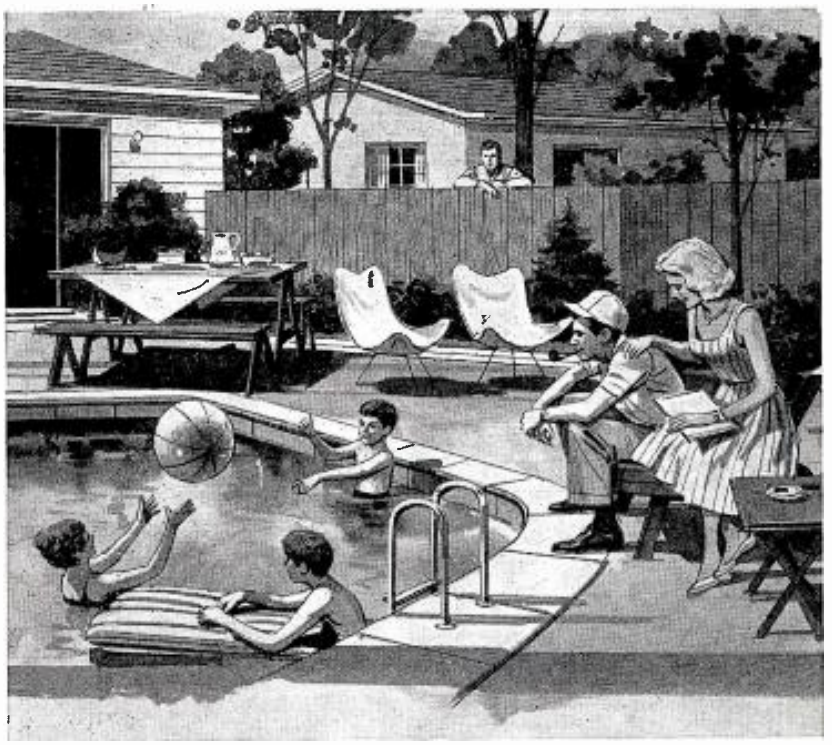
Beyond these administrative and legislative activities, the business of CATV has been moving ahead, although the number of new systems and added subscribers have increased modestly. As 1970 began, there were an estimated 2,385 cable systems in operation, serving 4.5 million people—considered to be 7.8% of all TV homes. These figures indicate that 185 systems began operating last year, helping add 900,000 customers to the CATV industry.

But even more significant as a guide to the health of the CATV industry were the activities in mergers and long-term funding arrangements during the past year.

Virtually assured, following stockholder meetings next month, is the merger of two of CATV's largest companies into a single cable complex that will serve more than 350,000 customers —making it supreme in the CATV field. The companies are Teleprompter Corp. and H&B American Corp.

The merger, which will leave Teleprompter as the surviving corporation, was announced last summer, and involves a stock transfer worth an estimated $80 million.

Teleprompter owns 24 cable TV systems in 14 states, including one of the four systems in New York City. It has 127,000 subscribers. Hughes Aircraft Co. is the principal Teleprompter stockholder, holding 17%. Irving B. Kahn,



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H&B American, a Beverly Hills, Calif.,-based organization, went into the CATV business in 1960. It owns 60 CATV systems in 22 states and Canada and serves 220,000 customers. Jack Kent Cooke is the largest single stockholder, holding a 32.5% interest; this followed the acquisition by H&B American of Mr. Cooke's CATV interests in 1968. H&B American also owns KNEZ Lompoc, Calif. William Jennings is chairman and president; Mr. Cooke is chairman of the executive committee.

Both firms also have outside interests; Teleprompter last year acquired Filmation Associates, a West Coast animation firm. H&B American has a half interest in Television Testing Co. (with Audits & Surveys Inc.), which uses CATV for market research for advertisers and broadcasters, and owns Hanover House Industries Inc., a mail-order firm.

The Teleprompter-H&B American merger is not only the biggest, but also seemed to be a spur to a number of other mergers in the CATV field.

As the year began, another major merger was announced, pointing again to a wave of amalgamations that seems to be at work in the CATV field. This was the combination of Cypress Communications Corp., Pacific Palisades, Calif., with Harriscope Cable Corp., Los Angeles. Harriscope is part of the Harriscope broadcast group and is privately owned.

The surviving corporation is to be Cypress, which at this time has 55,000 customers. Harriscope has, with the recent acquisition of cable systems from United Utilities Inc., 110,000 subscribers.

The Cypress-Harriscope merger calls for Cypress to pay Harriscope principals 800,000 Cypress common shares, in addition to financing Harriscope's recent $11 million acquisition of United Utilities' 39 cable TV systems. The entire transaction is valued at $23 million. Consummation of the merger would make Harriscope principals (Burt I. Harris, Irving B. Harris and Donald P. Nathanson) 41% owners of Cypress. Burt I. Harris is president of Harriscope Cable Corp.

Cypress presently is owned 49% by Electronics Capital Corp., New York; Hornblower & Weeks, Hemphill, Noyes, 9%; and W. Randolph Tucker and Leon N. Papernow, 6% each plus others. Mr. Tucker is chairman and Mr. Papernow, president of Cypress.

Although the Cypress-Harriscope merger would result in 165,000 customers being served, 48,000 of them would be in systems managed but not owned by Cypress or its subsidiaries. Harriscope, for example, in its United Utilities transaction, agreed to manage the Jefferson-Carolina CATV group, which serves 27,000 subscribers in the Southeast, and which is half owned by United Utilities and half-owned by Jefferson Standard Broadcasting, a group broadcaster in that area.

Mergers are only one element in the financial upbeat that has been taking place in CATV. Another side of this activity is the financing of CATV firms that have been, and are being worked out, with financial institutions. Early this year, for example, FCB Cablevision announced that it had arranged for $15 million in long-term financing —$11 million from the Teachers Insurance and Annuity Association of America, and with FCB Cablevision's parent company, the Madison Avenue advertising agency, increasing its equity in the CATV subsidiary from $1.6 million to $5 million.

FCB Cablevision operates four CATV systems (one in New York and three in California) and holds franchises for four more (one in Colorado and three in California).

Late last year, one of the big 10 cable TV complexes announced added financing from two national insurance companies. Television Communications Corp., New York-based multiple CATV owner, got $5 million in long-term financing from the John Hancock Mutual Life Insurance Co. and Massachusetts Life Insurance Co.—raising to $12 million the amount the two insurance companies have supplied TVC in less than two years.

The latest funding, to be used by TVC in updating and expanding its $12 million Akron, Ohio, cable system, calls for $3.2 million at 8½% and $1.8 million at 8½% convertible notes, redeemable for 138,461 shares of TVC stock at $13 per share. TVC last Thursday, closed over the counter at 17¼.

The financial transactions, merging and funding, are joined by a third action: the number of CATV systems that are going public. For example, at the beginning of 1969, BROADCASTING listed eight companies under the CATV label in its stock index table. In the same table for the first issue of this year, this number had doubled, to 16.

Among those that are going to the public for money, is Tele-Communications Inc., a Denver-based group cable TV operator. It is soon to offer the public 400,000 common shares to be sold at about $20.

Tele-Communications owns or has an interest in 51 cable systems, serving over 70,000 subscribers in 13 Western states. Part of the Tele-Communications holdings is Western Microwave Inc., a common-carrier microwave relay system serving 96 cable systems in 16 Western states, as well as 21 TV stations.

The net proceeds, $3,350,000, will be used to pay off bank loans, for the purchase of a West Coast microwave system, and to replenish working capital. Tele-Communications, with 2,650,000 shares outstanding, is principally owned by Bob Magness, president of the firm, who with his wife owns, 31.5%. Other stockholders are the *Ogden* (Utah) *Standard-Examiner* (A. L. Glasmann family), 23.8%; the *Salt Lake City Tribune*, 18.6%, and George C. Hatch-KGHL(AM) Billings, Mont.; KUTV(TV) Salt Lake City, 10.1%.

Among others that went public in 1969 are Columbia Cable Systems Inc., Cable Information Systems Inc., Cable-Com-General Inc., and National Communications Corp.

The ferment in the money market is symptomatic of the potential the financial community sees in CATV, particularly for cable TV in the larger cities.

TVC's activity in Akron, mentioned above, is one example. Akron is considered the 97th TV market by the American Research Bureau.

Cox Cable Communications Inc., a public company that is largely owned by Cox Broadcasting Corp., is taking a different approach. It has combined what used to be the Quad Cities (Rock Island-Moline-East Moline, Ill., and Davenport, Iowa) into the Quint Cities (adding Bettendorf, Iowa) and expects to serve 40,000 customers in that single community five years after it starts operating. It already has franchises for all the communities except Rock Island, and it's expecting that soon.

The area, which Cox notes is the 67th TV market, has a population of 250,000 with 80,000 households.

Cox already has a skeleton system operating in its home city of Atlanta, counted 19 in TV markets, with 1,000 subscribers.

Some years ago, the Philadelphia council carved up the city into six areas, and parceled out franchises to that number of CATV companies. Because, however, the FCC was, and still is, adamant against permitting the importation of outside signals into any of the top 100 markets, and since all the Philadelphia companies had proposed bringing in the New York independents, no construction of cable systems in the City of Brotherly Love was ever undertaken.

Now however, with the copyright issue seemingly coming close to a resolution (perhaps another year off), there seems no doubt that the situation may change.

Already CATV stirrings in the larger cities are evident. ATC, for example, has a franchise for Albany, N.Y. (with Schenectady and Troy, it's 42nd in TV

Mr. Kahn

Mr. Taverner

Mr. Schildhause

rankings) the city council of Chicago (No. 3 in rankings) has been holding a series of hearings on CATV with five applicants urging for the franchise. Interest in a franchise for Columbus, Ohio. (No. 28) is indicated by the number of inquiries. Not long ago, a local group asked the Washington (No. 9) city council to establish a CATV ordinance with some unique provisions: Three channels would be dedicated to the public—one for education, one for local civic associations, and one, on a common carrier basis, for anyone who wants to lease the circuit to present his offering to the public.

Of course, for the last few years three of the major cities in the country have had CATV to a certain extent, feeding only those TV stations that are called local, but in some instances serving customers with local originations. These are New York, Los Angeles and San Francisco, although the last two are served more precisely with neighborhood or area systems. It is Manhattan in New York that is the belwether of CATV. Since 1966, it has had three systems, one, serving the downtown area, one the uptown area and one, serving mainly hotels in the midtown area. Sterling Communications serves the downtown section, Teleprompter, uptown and Comtel Inc., which is different from the others since it leases lines from New York Telephone Co. and operates without a New York City franchise, is the third.

Last year, both Sterling and Teleprompter began offering their customers additional services that include sports from Madison Square Garden, Columbia University basketball games, movies, news and public affairs programs.

There is a fourth CATV service in New York; this is CATV Enterprises Inc. serving the upper-income Riverdale section of the Bronx along the Hudson River. It is 51% owned by Theodore Granik, lawyer and one-time broadcast program producer (*American Forum of the Air*) and 49% by Westinghouse Broadcasting Co. It is still in the early stages of operation.

What the New York CATV's are doing with these extra services, a good many other systems will be beginning, or at the least, are seriously contemplating doing, soon.

Cable TV, almost from its beginnings, has offered a local channel providing time, weather and news. Now, under FCC direction, the larger systems next year must start real local originations. No doubt most of this will still be of the public service variety, but since entertainment programs are not barred, it's certain that they too will be part of the offerings, particularly since these programs can be sold to advertisers.

Already there has been activity in this area of CATV. TVC, for example, has announced and is promoting its Gridtronics system. This provides a method for CATV systems to provide four extra channels to their subscribers, to be used for special program originations—also to be provided by TVC. These will be movies, instruction, information and a professional channel for physicians. Already, according to Alfred R. Stern, president of TVC, 75 CATV systems, serving 630,000 homes, have signed for the service.

With the advent of origination will come also, it is expected, some of the services that CATV visionaries have spoken about for many years—marketing, shopping, meter-reading, and such specialities as business comunications and perhaps computer and retrieval facilities.

It is the idea of CATV systems originating programs that raises the blood pressure of diehard broadcasters. For it's possible that many CATV systems will become in a real sense little broadcast stations albeit using cable instead of broadcasting over the air. And, even more ominous to these broadcasters is the possibility that there will be groups of cable systems interconnected, offering a network service in direct competition to the present establishment. On the horizon, these broadcasters see one of their most precious program types being bought away—sports.

With this portent facing them, broadcasters undoubtedly will resist to the utmost the events that seem to be shaping up to unstop the cable TV bottle.

Station trading: can it stay hot?

High cost of money, tougher ownership rules could cool the market

The current inflation, the careful scrutiny the FCC has given some station acquisitions by multimedia owners, and uncertainty over the outcome of the commission's proposed one-to-a-customer rulemaking has prompted pessimism among some station brokers about the station-trading outlook for 1970. However, other brokers seem to feel that, in spite of these factors, station sales this year will eclipse 1969. And the volume of station trading in 1969 was the biggest in history.

One broker forsees a "healthy year" in station trading and interprets one-to-a-customer as potentially beneficial to radio and TV because it would inject more stations into a market in which there are few new licensees. This factor, added to broadcasters trading up for better properties, should produce a higher sales volume than last year.

Another broker pointed out that 1970 is a "crucial" year with many ownership questions to be solved. If one-to-a-customer is not grandfathered in, he said, station values will be reduced because of the increased supply. But forced divestiture would help the market, he added, because there is no lack of buyers, only stations. He predicted that prices in the top-50 markets will remain stable, but will soften in markets below the top-50.

The market seems to be loosening up, another observed. The problem of tight money may be eased, he said, because there is a division on the Federal Reserve Board over high interest rates; there are indications that the FCC's hard line on approving some sales may be easing, and sellers are beginning to

be more realistic by giving buyers a chance to finance over an extended period. He added that the one-to-a-customer quandary has hurt sales and that some group owners seem disillusioned by the commission's refusal in some cases to grant them transfers.

The commission's one-to-a-customer policy, if adopted, could have an adverse affect on FM stations, another broker pointed out. Except in major markets, the "FM might lose some of its sex appeal" without an AM operation. He sees station-trading volume down in 1970 with trading deals taking longer, partly due to the commission's scrutiny of conglomerates. A big buyer "must be willing to take some of the aggravation that comes with bigness," he said.

An over-all market increase about equal to last year is predicted by another broker, who acknowledged that tight money has cost him a few sales. Offsetting this, he added, is the fact that sellers are giving better terms and consequently are attracting more buyers. "There is an increasing number of buyers," he said, "who are now thinking in terms of a station's ratio-to-earnings picture rather than in terms of replacement cost or comparative prices. This is a characteristic of a mature industry."

Another sees prices leveling off in 1970 with buyers cautious because of inflation-elevated interest rates on loans. He said some publishers with small and not particularly profitable radio stations are thinking of selling, but will likely keep their TV properties. He also said there is evidence that some "old timers" are frustrated by FCC threats in forms such as the one-to-a-customer proposal and "want out of the business."

The dollar volume of sales in 1969 hit an all-time high of $231.7 million—a $79-million increase over 1968. Of this figure, radio-only sales of $108.9 million and TV-only sales of $87.8 million were also records but combined radio-TV sales were $35 million, a decrease from 1968's $47.5 million. In terms of unit volume, radio-only units rose from 316 to 343; TV-only units increased from 20 to 32, and radio-TV combinations dipped from nine to five.

Last year saw two major mergers fall apart—at least partially because of fears of government disapproval. In April, Westinghouse Electric Corp. and MCA Inc. announced termination of their $360-million marriage plans, an affair that had been pending for nine months. The $300-million fusion plans of Metromedia and Transamerica collapsed a month and a half later.

The largest transaction of 1969 was the Post-Newsweek Stations' purchase of WLBW-TV Miami and WCKY(AM) Cincinnati from L. B. Wilson Inc. for $19.6 million, followed closely by the sales of WTVM(TV) Columbus, Ga., and WTVC(TV) Chattanooga by Martin Theaters of Georgia Inc. to group-owner Fuqua Industries in an exchange of stock valued at $19 million.

WNEM-TV Flint-Bay City-Saginaw, Mich., was sold by James Gerity to Meredith Corp. for $11.5 million, giving Meredith a full complement of five V's.

Times World Corp., which sold its newspapers last year to Landmark Communications, had to spin off its WDBJ-TV Roanoke, Va., because of overlap between it and Landmark's WFMY-TV Greensboro, N. C. It decided to sell WDBJ-AM-FM as well. WDBJ-TV was sold to the *South Bend* (Ind.) *Tribune* (WSBT-AM-FM-TV South Bend) for $8.2 million. The AM went to Gerald F. Boyd, Joseph Kelly Bodrey and William H. Bodrey and families (WHBC-AM-FM Canton, Ohio) for $775,000; the FM was sold to broadcaster and former Washington sportscaster Jim Gibbons for $40,000.

A Wheeling, W. Va., radio-TV combination—WTRF-FM-TV—went for $7,250,000 from Robert W. Ferguson and Albert V., Robert C., Raymond E. and Gordon C. Dix to group-owner Forward Communications Corp. Another group broadcaster, Roy H. Park, bought WSLS-AM-FM-TV Roanoke, Va., from Shenandoah Life Insurance Co. for $7,050,000, and Gilmore Broadcasting Corp. purchased WREX-TV Rockford, Ill., from the Gannett Co. for $6,850,000. Atlantic States Industries purchased KFAC-AM-FM Los Angeles and WERE-AM-FM Cleveland for $7.7 million, as well as KLYD-TV Bakersfield, Calif., (now KJTV-[TV]) for $1,150,000.

In other big-ticket transfers WIBG(AM) Philadelphia was sold by Storer Broadcasting Co. to the Richard D. Buckley station group for $5.7 million; WKNR-AM-FM Dearborn (Detroit), Mich., was sold by Nellie M. Knorr and others to John Giannetti for $5.5 million, and the Steinman Stations sold KOAT-TV Albuquerque, N. M., to Pulitzer Publishing Co. for $5 million. The *Dallas Morning News* (WFAA-AM-FM-TV Dallas) bought KFDM-TV Beaumont, Tex., from D. A. Cannan Sr. and family; Superior Tube Co. purchased WDCA-TV Washington from Milton Grant and associates, and Gross Telecasting bought WKBT(TV) La Crosse, Wis., from Lee Enterprises. Price for each of the TV outlets was about $4.9 million.

In addition, WALA-TV Mobile, Ala., was sold for $4,750,000 by the Roywood Corp. to the Evening News Association (*Detroit Evening News*, WWJ-AM-FM-TV Detroit), which also pur-

A 16-year record of station trading

Dollar volume of transactions

	Total	Radio only	Combined Radio-TV	TV only
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,558,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
Total	$2,092,366,922	$869,117,522	$635,618,974	$587,630,426

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV."

Number of stations changing hands

	Radio only*	Combined Radio TV†	TV only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	23	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
Total	5,344	226	417

** Note: In computing the number of stations traded an AM-FM facility, or an AM-only or FM-only was counted as one radio unit.*

† Includes single properties consisting of radio and TV stations.

chased Gene Autry's KOLD-TV Tucson, Ariz., for $4.1 million. WIBF-TV Philadelphia (now WTAF-TV) was sold by William L. Fox and family to Taft Broadcasting Co. for an aggregate $4.5 million.

Diversified entertainment complex Filmways Inc. entered broadcasting with its purchase of KIMA-TV Yakima, KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho, from Thomas C. Bostic and others for $3 million. Jules J. Paglin sold three of the OK Stations — WBOK(AM) New Orleans, KYOK(AM) Houston and WLOK(AM) Memphis—to group-owner Starr Broadcasting for $3,440,000.

Broadcaster Robert W. (Woody) Sudbrink sold his WRTH(AM) Wood River, Ill. (St. Louis) to Avco Broadcasting for $3.3 million, then bought WRIZ(AM) Coral Gables, Fla., from Jack Roth for $481,666 and KLVL-FM Pasadena (Houston), Tex., from Felix Morales for $150,000. Mr. Roth bought WWOK(AM) Charlotte, N. C., from Frederick A. German and others for $500,000 and WAME(AM) Miami from Stephanie Wyszatycki for $1 million.

Other major sale approvals last year included WTMA-AM-FM Charleston, S. C., and WMBR(AM) Jacksonville, Fla., from Charles E. Smith to Turner Communications for $1.5 million. Turner then merged with Rice Broadcasting (Jack M. Rice)—a deal worth about $3 million in which Turner acquired control of WJRJ-TV Atlanta.

John P. McGoff and Michael L. Dow and others sold KFEQ(AM) St. Joseph, Mo., to Ross Beach and Robert E. Schmidt for $565,000, and also sold KQTV(TV) that city to ISC Industries Inc. for $3,150,000.

KBIG(AM) Avalon, Calif., and KBIG-FM Los Angeles were sold by John H. Poole and Kevin B. Sweeny to the Mormon Church's Bonneville International Corp. for $2 million.

In other approvals, Larus Investing Co. sold WRVA-AM-FM Richmond, Va. to group-owner Southern Broadcasting Co. for $3,075,000, and Willard W. Garvey sold KKTV(TV) Colorado Springs to T. B. Lanford, Mississippi Publishers Corp. (WJTV[TV] and WSLI-AM-FM Jackson, Miss.) and others for $2,575,000.

A look at other sales still pending FCC approval shows two major mergers already in the works. Dun & Bradstreet Inc., a data and business information-service company, and group-owner Corinthian Broadcasting Corp. have decided to join corporate hands in a $134-million merger, and the Times Mirror Co., publisher of *The Los Angeles Times*, and Times Herald Printing Co. (*Dallas Times Herald*, KRLD-AM-FM-TV Dallas) have their sights set on a consolidation worth an estimated $91 million. The radio properties, however, will be spun off to Dallas Mayor John Erik Jonsson for an estimated $7 million.

Field Enterprises (*Chicago Daily News* and *Sun-Times*) is selling WFLD-TV Chicago to Metromedia for $10 million; George Gillett and Potter Palmer IV, major shareholders in the Harlem Globetrotters basketball team, are seeking approval to purchase WVON(AM) Cicero, Ill. (Chicago) from the estate of Leonard Chess and others for $9 million.

WNJU-TV Newark-Linden, N. J., is being sold by Henry P. Becton and Fairleigh S. Dickinson, Jr. to Columbia Pictures for $8 million; WJRZ(AM) Hackensack, N. J., is being sold for $6.1 million by Lazar Emanuel and others to Pacific & Southern Broadcasting, which is also seeking approval to buy KIMN (AM) Denver and KYXI(AM) Oregon City, Ore., from Kenneth E. Palmer and others for in excess of $6 million.

United Artists is buying controlling interest in WRIK-TV Ponce, P. R., from Alfredo R. deArellano III for $6.1 million; diversified Medical Investment Corp. is seeking to acquire the Basic Communications group—WIGO(AM) Atlanta, WYDE(AM) Birmingham, Ala., and WWVA-AM-FM Wheeling, W. Va.—for $6,850,000, and Booth Newspapers Inc. is buying WTWO(TV) Terre Haute, Ind., from James R. Livesay and others for $5 million.

In another sale—this one subject to approval by the Canadian Radio-Television Commission—RKO General Inc. is selling CKLW-TV Windsor, Ont.-Detroit for in excess of $5 million to Baton Broadcasting Ltd. (CFTO-TV Toronto) and Maclean-Hunter Ltd., publisher and owner of CKEY(AM) Toronto. RKO also plans to put CKLW-AM-FM on the block.

Wall St. is positive on broadcast prospects

Wall Street specialists in broadcasting stocks are confident that the issues they monitor will perform as well—if not better—than an over-all market that is expected to experience doldrums through most of 1970. And those performances, they claim, will be little affected by the eventual loss of $250 million of cigarette business.

Three of the specialists were part of a panel last year that pointed to broadcasting companies as sound investments for a hypothetical growth fund (BROADCASTING, Oct. 13, 1969). The specialists are Robert P. Bingaman Jr. of Shields & Co., Ernest Levenstein of Moore & Schley and Harvey Sandler of Goldman & Sachs Co.

Mr. Bingaman sees a "good year for broadcasters." ABC and CBS are touted

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Harry S. Hyett in Minneapolis

station coverage statistics from 1968 ARB; population figures from Sales Management Survey of Buying Power, June 10, 1968

as good growth prospects with CBS projected to show over-all 1970 earnings up over 1969, although "not to the degree that '69 earnings were up over '68," he notes. (CBS reported nine-month per-share earnings for 1969 at $1.81, against $1.31 for a comparable 1968 period.)

Major group owners like Capital Cities, which is picked by one investment authority as one of 10 "action" stocks in 1970, are also seen as improving their earnings posture. Metromedia is cited by Mr. Bingaman as showing a drop in earnings, "though not drastically," due to heavy losses incurred in program development.

The view the specialists take of future broadcast earnings accords with those expressed by other authorities: Those earnings will be up, but not to the degree to which broadcasters have been accustomed in the past 10 years, and up at a time when the market is expected to be depressed (see page 27).

Mr. Levenstein sees broadcast earnings "flat to slightly down" for the first half of 1970, picking up by November and December. Mr. Sandler foresees "moderate gains" for broadcast issues over a 12 to 18 month period as the economy moves toward "more buoyancy in 1971."

The specialists generally share Mr. Bingaman's view that he "can't get excited about the loss of cigarette billings. For individual companies [group owners], those dollars represent 3% to 4% of their business," he says. And since there is another year before cigarettes are phased out of broadcast, those companies can be expected to "recoup that loss." Messrs. Levenstein and Sandler feel that the cigarette issue has already been taken into account by investors and that the stocks already reflect this consideration.

One cautionary note is expressed by Mr. Sandler, who notes that the "Washington climate has to be watched very closely." Another WHDH-TV Boston decision, he warns, "one that is not readily explained, could hurt the situation." As if to demonstrate that deeds are more powerful than words as far as the stock market is concerned, Mr. Sandler notes that the FCC's recent policy statement on licensee performance at renewal time—designed to rectify WHDH and as yet unapplied in actual cases (see page 46)—barely caused a ripple among broadcast stocks. By contrast, the commission's WHDH-TV decision last year caused the bottom to drop out of the station's parent *Boston Herald-Traveler* stock.

TheMedia

NAB problems: lost in the surf

Move to calmer surroundings dissolves dissension as radio board vows to stay within association

The National Association of Broadcasters' boards of directors went to Hawaii last week to get away from it all and to find themselves. By all counts they did both.

Industry problems and internal strifes melted away along the beaches and golf courses of Kaanapali, Maui, as the lure of recreation overcame any inclinations for prolonged debate at the board sessions.

The possibility of radio interests breaking from the NAB was firmly rejected by its radio board, after a lively and sometimes bitter discussion. The board reaffirmed its support for NAB as an organization representing both radio and television. The issue was never broached during the television-board session. Instead the radio-board resolution was referred to the final meeting of the joint boards Friday.

And the potentially divisive issue was smoothed over by NAB President Vincent T. Wasilewski. In the opening joint board meeting Tuesday (Jan. 20) he said: "I believe it is an unanimous view of your staff—we the people who work on these problems all year long in Washington—that radio and television are uniquely complementary in terms of real strength and influence on the Washington scene."

Mr. Wasilewski continued, posing the question: "Why are we under constant harassment? It is because we are in the profession we are in. Plain and simple. And we will never be free from harassment whether we were one trade association or 10, or whether our budget is $3 million or $30 million, because we can never please everybody."

Mr. Wasilewski urged the boards to "fight hard for our rights, and fight hard against obvious wrongs—and try to be reasonably responsive to change. Even then, we'll never win them all, but we won't lose too many either," he asserted.

The circumstances under which the NAB president was given a new two-year lease on the association post were also revealed. Mr. Wasilewski proved a source of controversy himself when he let it be known he intended to resign last year (BROADCASTING, Dec. 1, 1969).

Willard E. Walbridge, KTRK-TV Houston, chairman of the joint board, said when there was some doubt that Mr. Wasilewski would continue as president because of the "uncertainty" of his tenure, "Vince answered some innocent and theoretical questions with some characteristic candor. Suddenly it became a question when he would go and who would succeed him. So your executive committee asked him a few questions of our own and we found out quickly that he loved us and didn't want to go and maybe was only wondering whether we loved him."

Mr. Walbridge continued: "Your generous replies and support in the now famous mail ballot convinced him —as it did us—that we all are unified behind Vince Wasilewski, the real pro president, who wants to lead us and who leads us so well."

The NAB's public-relations efforts, which received a mangling in the pub-

Hyde honored by NAB

Rosel H. Hyde, who spent most of his 40-plus years of government service at the FCC where he was a major force in shaping broadcast policy, was tapped last week to receive the industry's highest award. The former FCC chairman will be honored at the National Association of Broadcasters convention in Chicago April 5-8 with the Distinguished Service Award, as had been expected ("Closed Circuit," Sept. 1, 1969). Mr. Hyde is the second retired government official to receive the award; the first was former President Herbert Hoover, who received the award in 1957. Also to be honored at the convention are the Apollo 11 astronauts, who will be present during one of the luncheons.

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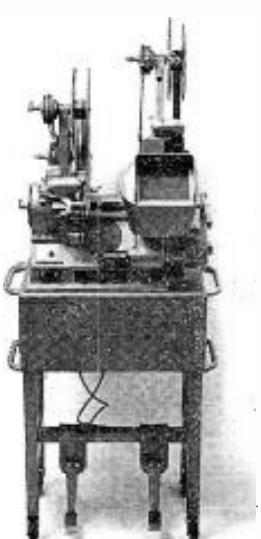

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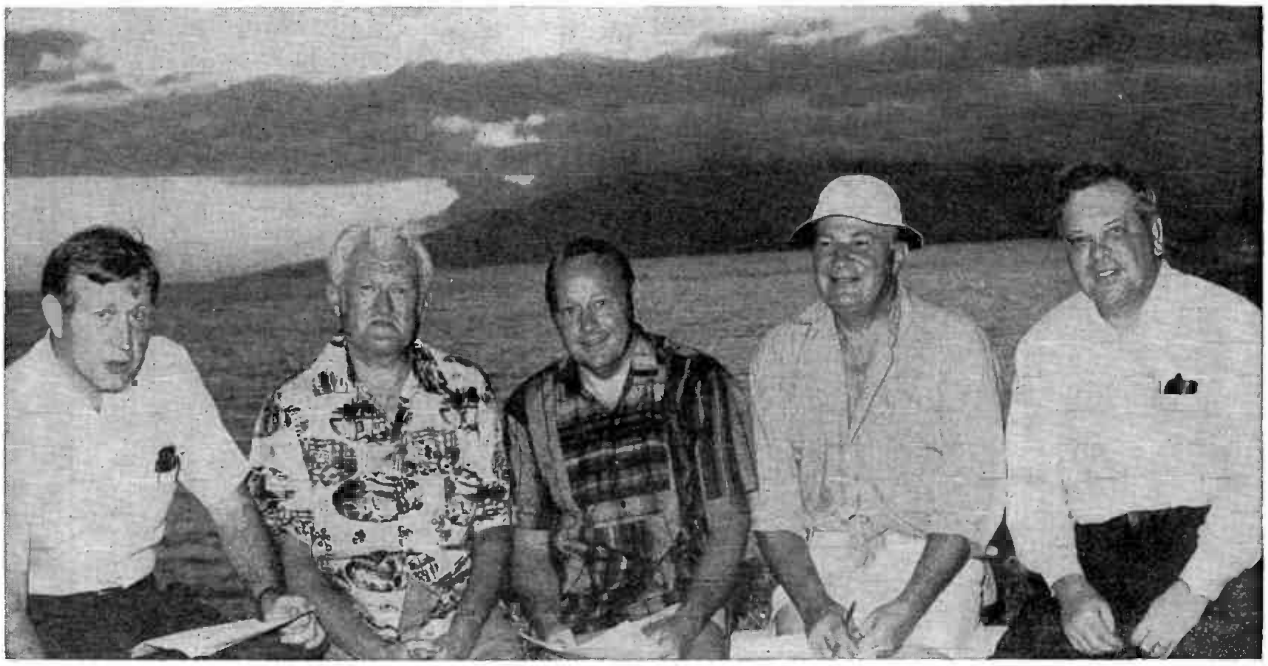

On the eve of the winter meeting of the National Association of Broadcasters board of directors in Maui, Hawaii, members of the executive committee met with Vincent T. Wasilewski, NAB president, last Tuesday. (l-r): James Caldwell, WAVE *Louisville; Hamilton Shea, Gilmore Broadcasting Co., Harrisonburg, Va.; Richard Chapin,* KFOR *Lincoln, Neb.; Willard E. Walbridge,* KTRK-TV *Houston, chairman of the board, and Mr. Wasilewski.*

lic press during the cigarette-advertising controversy last year, also came under scrutiny. It was expected that the joint boards would examine the problem, possibly coming up with a plan to coordinate the present fragmented public-relations structure. Currently three different organizations are involved: a public-relations department within NAB, the Television Information Office and Phil Dean Associates, an outside consultant in CATV affairs.

The radio-defection issue, which created some lively and sometimes sharp discussion, was spawned by the resignation of Harry Trenner, KCKC(AM) San Bernandino, Calif., earlier this month. Mr. Trenner gave up his board post saying that a separate trade association should represent radio because "I find myself [at NAB] more and more engulfed with TV's problems" (BROADCASTING, Jan. 12).

Mr. Trenner was severely criticized by some board members for attending only one part of a board meeting during his term of office and for issuing his resignation to the press through a public-relations firm before it was received at NAB headquarters in Washington. Although the methods Mr. Trenner used were blasted, his contention that radio seemed to get short shrift on what he called a TV-dominated joint board found sympathetic reception.

That feeling was bolstered by a survey taken by John S. Hurlbut, WVMC-(AM) Mount Carmel, Ill., who distributed the results of the poll taken among small-market radio broadcasters. The comments from some of the 436 who returned questionnaires indicated a feeling that NAB is dominated by the networks. The responses suggested a further splitting of radio and television operations within the association.

Very small-market operators said they found it hard to identify with those in markets of 100,000 or more. Some felt out of touch with NAB headquarters. The general response, however, backed NAB and its staff, and suggested a better selling job be undertaken among the membership.

The Hurlbut survey also revealed that strong support was given Vice President Agnew's attacks on the news media. The tabulations showed 56% backing the Vice President, while 39.4% said they felt NAB, which criticized Mr. Agnew for an implied threat to licensees, had over-reacted to his speeches.

It was against this background that Mr. Walhridge urged broadcasters to speak out on such issues of importance to their industry. "I cannot remember a time when broadcasting's service to the American public was better," he said. "That's just another way of saying that there has been no time when we deserved the criticism and calumny less than we do today—yet we are getting more than ever."

He continued: "I do not point the finger at any particular one of our critics and call him a revolutionary, but that is beside the point if together they are doing the revolutionary's work. If I were a revolutionary seeking first to limit and then destroy the democratic process of this nation and then the individual freedom of its people, I would begin my attack with a frontal assault on that institution which has contributed, in this day, the most to that process and to those freedoms. I would attack and subvert the freedoms of free broadcasting. I would attack the people's media—the ones that tell them fairer and faster—the ones that they trust the most. . . . This is precisely the scope and nature of the attacks upon us."

In other matters before the first joint board meeting:

▪ It was reported that early morning workshops will be conducted simultaneously and be repeated each day (Monday to Wednesday) of the convention. They will cover such subjects as license renewal, training minority employes, local radio sales, use of computers in station operators, audience measurement, broadcast news freedom and public relations.

▪ Theme of the convention will be "Fifty Golden Years and the Best is Yet to Come" in reference to the year-long celebration of broadcasting's first half century. The Broadcast Pioneers will hold a special banquet on Tuesday night of convention week.

▪ The NAB engineering department and an engineering committee was authorized to develop standards for cas-

sette recording and reproduction equipment.

▪ The winter board meetings were set for Jan. 17, 1971, at La Quinta hotel in Palm Springs, Calif.

In other matters before the television board:

▪ It approved a change in election procedures for TV board members. The ballot box will be open during the spring convention TV session until 10:30 a.m. Board members previously were expected to vote shortly after nominations had been made.

▪ TIO membership increased dramatically last year, Roy Danish, TIO director reported. Twenty-five stations joined up; among them were those in the RKO General, Taft, Triangle and Donrey groups. TIO has also prepared a 60-second spot for use by television stations to mark broadcasting's 50th anniversary.

In other matters before the radio board:

▪ The board stated it is the "policy of NAB to encourage through appropriate voluntary programs the production and sale of radio receivers" capable of receiving both AM and FM signals. But it refused to take the further step of favoring legislation requiring all-channel receivers.

▪ It was reported that a special joint committee of the NAB and the Recording Industry Association of America will develop an information kit which will include standard forms for reporting station formats and personnel changes, information on cartridges, tone arms stylii and an answering-service directory for questions on service and management.

CATV subsidiary formed for Times Mirror system

Times Mirror Co., holding company for the *Los Angeles Times*, has formed the TM Communications Co., Los Angeles, a cable television subsidiary. The new company will consolidate Times Mirror's community antenna television interests. Times Mirror owns and operates CATV systems in Southern California and Florida. These were formerly operated as a division of Times Mirror, based in Costa Mesa, Calif.

The CATV subsidiary's first acquisition is Co-Axial Systems Engineering Co., Palos Verdes, Calif. Co-Axial Systems owns and operates CATV systems in Palos Verdes, Tustin, San Clemente and Aegean Hills, all California.

Robert W. Breckner, an independent management consultant and radio station operator, was named to run TM Communications Co. for Times Mirror. He was previously with Times Mirror as president and general manager of KTTV(TV) Los Angeles, when it was owned and operated by Times Mirror (see page 10).

Since selling KTTV(TV) to Metromedia Inc. in 1963 for $10,390,000 (BROADCASTING, June 10, 1963), Times Mirror has been out of broadcasting operations but recently, in addition to its growing CATV interests, the company has announced plans to merge with Times Herald Printing Co. of Dallas. This proposed merger, still pending FCC approval, would include acquisition of KRLD-TV Dallas-Fort Worth.

New code board members selected

The radio and television boards of the National Association of Broadcasters ratified last week appointees to the radio and television code review boards during the Hawaii meeting.

Named to the TV code were Charles Batson, Cosmos Broadcasting, and Morton S. Cohn, WLOS-TV Asheville, N. C. Named to the radio code board were Ray Johnson, KMED Medford, Ore., as chairman; Donovan Faust, WSIX(AM) Nashville; B. Alan Smith, WKY-AM-FM Oklahoma City, Okla.; J. C. Stallings, KEEE-AM-FM Nacogdoches, Tex.; James K. Whittaker, WCSC-AM-FM Charleston, S. C. Also named was Charles A. King of Mutual.

Among the NAB directors whose terms expired this year and who were honored at a banquet Thursday night (Jan. 22) were Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Jack S. Younts, WEEB(AM) Southern Pines, N. C.; Raymond A. Plank, WKLA(AM) Ludington, Mich.; Al Ross, KNAB(AM) Burlington, Colo.; Charles E. Gates, WGN-AM-TV, WFMT(FM) Chicago; J. R. Livesay, WLBH-AM-FM Mattoon, Ill.; Arch L. Madsen, KSL-TV Salt Lake City; Willard E. Walbridge, KTRK-TV Houston.

The elections for posts on the radio board are underway at present by mail. Posts on the television board will be filled at the NAB annual convention in April.

Florida stations want cable carriage

Florida Keys Broadcasting Corp., licensee of WKIZ(AM) and WFYN-FM Key West, Fla., last week asked the FCC to deny license renewal to competing station WKWF(AM) Key West.

Florida Keys said John M. Spottswood, licensee of WKWF, had engaged in an "unfair competitive practice" by not granting its request for carriage of WKIZ programing by Cable-Vision Inc., 100% owned by Mr. Spottswood. The system carries the signals of WKWF and four television stations, and originates local, live programs seven hours per week.

"The detrimental effect of this exclusivity upon WKIZ's operation is apparent when it is considered that Spottswood's CATV system presently serves 8,530 homes and shows 10,000 potential subscribers. According to the 1960 U.S. census, there are only 10,190 dwelling units on Key West."

Since WKWF and WKIZ "are the only two standard broadcast stations in the community," Florida Keys added "such anti-competitive practices by WKWF pose a serious threat to free radio broadcast service in the Keys."

The petition to deny was untimely filed as the cutoff date for such filings was Jan. 1. The licensee attributed the delay to the death of the mother of Roth E. Hook, president and principal stockholder of Florida Keys, on Dec. 24, 1969.

Eight fellows sought by CBS foundation

Applications are invited for the eight CBS Foundation News Fellowships offered at Columbia University for the academic year 1970-71, it was announced last week by the foundation.

This is the 14th year that the fellowships have been offered. The grants average about $8,000 each to cover tuition and fees at Columbia University plus living and other necessary expenses.

Applications may be made by news and public affairs staff employes of CBS News, CBS owned radio and television stations, independent U.S. stations affiliated with CBS Radio or CBS-TV and noncommercial radio and television stations, and by teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

The closing date for applications is Feb. 27, 1970, with the winners to be announced in May.

SDX plans new program to recruit minorities

Officers of Sigma Delta Chi, national journalistic society, met in Chicago Jan. 17-18 to draft an aggressive new program for the recruiting of minorities within the news field, electronic as well as print. Committees are to be appointed and the plan disclosed in detail about mid-February.

A top SDX officer explained last week that the plan includes establishing of society chapters at black colleges where journalism is taught. Also contemplated is an active information program at black high schools to be carried out by existing SDX chapters. Booklets on the history of Negro journalism are in the works as well.

Fidelity denies forgery

And it argues against reopening of hearing in the FCC's channel-9 Los Angeles case

A White House aide was accused last week of bearing false witncss in alleging that his signature was forged without his consent to two stock subscription agreements that Fidelity Television Inc. filed in connection with its efforts to oust RKO General Inc. as licensee of Los Angeles channel 9. The facility is now occupied by KHJ-TV.

Kenneth E. BeLieu's charge of forgery, and his denial of Fidelity's representation that he had been one of its directors, "is without foundation," Fidelity said in a pleading backed up by more than a score of affidavits and other documents filed with the FCC.

Mr. BeLieu "authorized the signing of his name to the agreements and acted as a director," Fidelity said, adding, "Whatever his motive, BeLieu has borne false witness against Fidelity and its principals."

Fidelity said "the malicious nature of BeLieu's false testimony is readily apparent" but that it "would like to believe it is due to . . . lapses of memory. . . ."

Mr. BeLieu, President Nixon's deputy assistant for congressional relations, made his charges in an affidavit given the Federal Bureau of Investigation in an investigation the bureau is making of allegedly false documents filed with the FCC in the channel 9 case.

The hearing examiner in that proceeding, which dates back to 1965, has recommended that the commission deny RKO General's renewal application and grant the application filed by Fidelity, which is composed of a group of Los Angeles area businessmen.

However, the commission's Broadcast Bureau, citing Mr. BeLieu's charges, last month petitioned the commission to reopen the record in the case (BROADCASTING, Jan. 5). The Bureau said the charges raise serious questions as to Fidelity's representations to the commission and, consequently, as to whether the applicant possesses the qualifications to be a licensee.

But Fidelity last week said no purpose would be served in reopening the hearing. It said its reply had rebutted Mr. BeLieu's statement.

In another filing last week, RKO General did more than support the Broadcast Bureau petition. It asked that the commission make clear the bureau's requested issues are broad enough to permit inquiry into matters which arose during the hearing and which, RKO General said, "cast doubt upon the veracity and integrity" of some Fidelity principals. RKO referred to testimony in connection with its suggestion, never established, that Fidelity had used a "dummy" corporate organization in its original application as a blocking device until it could complete its organizational plans.

Mr. BeLieu, in the affidavit given the FBI, said his signature was forged to stock subscriptions involving total commitments of, respectively, $50,000, and $25,000. The first was dated Nov. 30, 1965, the second, which was in substitution for the first, Jan. 6, 1966. The documents were filed with the FCC in partial support of an assertion as to the funds available to Fidelity.

Mr. BeLieu had become involved in the Fidelity application after joining Leisure World Foundation, a developer of retirement communities, as executive vice president, in November 1965. It was then located in Laguna Hills, Calif. William G. Simon, whom Mr. BeLieu succeeded on March 1, 1966, as president, is president of Fidelity.

Mr. BeLieu, who had been represented in Fidelity documents filed between Dec. 2, 1965, and April 14, 1966, as a shareholder, told the FBI he recalled signing an affidavit, asserting he was a Fidelity shareholder. The document was dated Feb. 23, 1966. But he said that although he had orally agreed to invest up to $5,000, he never authorized anyone to sign his name to the stock subscription agreements.

Last week, Fidelity sought to picture him as, "at best," a man "with a poor memory who was anxious to please his boss and then welshed on his commitment after the latter left."

Fidelity said the first stock subscription agreement in question was signed by Walter B. Chaffee, secretary of the corporation; the second, after the amount in the first was found to be in error, by Edward S. O'Neill, then an attorney in the office of Welch & Morgan, which is representing Fidelity in the channel 9 case.

Fidelity said both signatures were authorized. It supplied an affidavit from James Simons, who had been assisting Mr. Chaffee in preparing its application, which alleged that Mr. BeLieu said he would authorize Mr. Chaffee to sign his name to the stock subscription. Mr. BeLieu was planning to be in Washington at the time the subscription was to be available for signature.

Mr. Chaffee, in a separate affidavit, said that after the oversubscription of the first agreement was discovered by Welch & Morgan, he notified Mr. BeLieu by letter, then reached him by telephone, after several attempts, on Jan. 11, 1966. He said that he suggested that one of the Welch & Morgan attorneys sign the corrected agreement to save time and that "Mr. BeLieu agreed that this was proper and that Mr. O'Neill should be authorized to subscribe his name to a corrected subscription agreement."

"Simply stated," Fidelity said, "the name of Kenneth E. BeLieu appears upon his subscription agreements by his authorization, at his direction, and for his convenience." However, Mr. Chaffee also said that Mr. BeLieu did not re-

Chairman Burch gets his 'blue ribbon' panel

The FCC and the Federal Communications Bar Association last week acted on commission Chairman Dean Burch's recommendation that panels from the two bodies be established to review commission procedures with a view toward streamlining them (BROADCASTING, Jan. 19).

The commission's panel will also establish liason with the Administrative Conference, an organization which reviews and recommends procedural changes in government agencies.

Chairman Burch proposed a review of commission procedures Jan. 15 in an address before the FCBA. He requested an over-all review to determine if they were fair, efficient and effective, and said that if legislation is needed the FCC and FCBA should make a joint effort to obtain congressional action. He cited hearing procedures in general and the comparative hearing in particular as two areas warranting further study and suggested a one-year deadline for the over-all review.

The FCC panel comprises James O. Juntilla, deputy chief of the Broadcast Bureau and panel chairman; Donald J. Berkemeyer, chairman of the review board; Thomas H. Donahue, hearing examiner; Upton K. Guthery, attorney on the staff of the general counsel, and Norman Schwartz, Common Carrier Bureau attorney.

The FCBA group, named by association president Mort Wilner, includes communications attorneys Alan Naftalin, James E. Greeley, Earl Stanley, Thomas Dowd, Ben C. Fisher, Henry G. Fischer and Howard Anderson, vice president and general counsel of the Chesapeake and Potomac Telephone Co. Mr. Stanley is chairman of the FCBA panel.

spond to a subsequent request that he sign an authorization for Mr. O'Neill's execution of the subscription agreement.

Futhermore, Fidelity disputes Mr. BeLieu's assertion that he would not commit himself to an investment of more than $5,000. Mr. BeLieu said he refused Mr. Simon's request that he sign a subscription agreement "calling for a total liability" of from $20,000 to $25,000.

Mr. Simon, in his affidavit, said that Mr. BeLieu told him he would subscribe to a 5% interest in Fidelity. This would represent an investment of $25,000. However, Fidelity said a 5% commitment would require an initial investment of only $5,000; the balance was to be required if Fidelity was successful in its contest with RKO.

Mr. Simon said Mr. BeLieu was dropped as a shareholder for failing to meet his commitment when called upon by the board of directors.

In asserting that Mr. BeLieu had, in fact, once been a director, Fidelity said he was elected to the board on Dec. 10, 1965, along with three additional directors, had signed a resolution as a director four days later and, on Jan. 26, 1966, had been introduced to a luncheon meeting of community leaders as a member of the board. Mr. BeLieu's affidavit said he remembered being introduced as a director to a group of individuals interested in Fidelity but that he denied ever acting as a director.

Fidelity also sought to discredit Mr. BeLieu's statement that Mr. Simon, in talking to his new subordinate at Leisure World about Fidelity, had represented the application as "a very lucrative investment." Mr. Simon, in his affidavit, said he had stressed the 'risk factors involved," and 16 stock subscribers submitted affidavits stating they had been advised the venture was speculative.

Fidelity appeared almost as critical of the Broadcast Bureau for its handling of the BeLieu affidavit as it was of Mr. BeLieu. It said it should have been given an opportunity to resolve the matter before the bureau made it public. As it is, Fidelity said, Fidelity and its principals have been stigmatized.

Defense commissioner named

Commissioner Robert Wells was appointed defense commissioner by the FCC last week, replacing Commissioner Kenneth A. Cox, who had been acting defense commissioner. Commissioner Wells, who joined the commission on Nov. 6, 1969, will supervise the FCC's emergency communications activities which include a wide range of responsibilities in the broadcast, common carrier and safety and special services in emergency and disaster situations. He will also represent the commission on federal interagency defense matters.

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Report asks end to bias in radio-TV

Fordham report on equal opportunity is being mailed across the country

A 60-page report on last May's Fordham University Conference on Equal Opportunities in Broadcasting both chides the broadcasting industry for perpetuating discrimination in hiring and challanges the industry to do something about it.

The report was issued and the challenge presented last Tuesday (Jan. 20) at a special news briefing in New York. Last May's conference was sponsored by RKO General Inc. and its New York stations, WOR-AM-FM-TV. Participating were 250 representatives from radio, TV, unions, education, and New York's black and Puerto Rican communities.

"Unquestionably discrimination exists in broadcasting," concluded the Rev. Donald Matthews, S.J., editor of the report. But he termed it "the by-product, not of conscious intent, but of long-standing policies and practices designed to insure job security and the continuation of the status quo."

Father Matthews, of Fordham's Department of Communication Arts, assigned network and group broadcasters the responsibility to take the initiative for the industry to present—for union response—constructive proposals which would carry out the FCC directives "to eliminate all contract provisions, operational practices and working conditions that have the effect of inhibiting blacks and Puerto Ricans from entering and moving up in the industry."

Toward this end, Father Matthews urged broadcasters to utilize community organizations to find "qualifiable" applicants—ones whose backgrounds don't necessarily make them qualified, but who could be trained.

Although the report focuses on the broadcasting industry in New York, Robert B. Beusse, former director of administration and public affairs for RKO General, said 2,500 copies of the report are being mailed to broadcasters and community leaders across the U.S. with the hope that positive action will result. (Mr. Beusse has been named director of communications department, U.S. Catholic Conference, New York [BROADCASTING, Jan. 19].)

The report urges cooperation among broadcasters, educators, community groups and unions to make youth aware of opportunities available in the industry and to foster motivation to help bring jobs and applicants together.

Luis Cordone, assistant executive director of the Puerto Rican Forum, one of the conference sponsors, last Tuesday issued a plea for action—and was greeted with the only applause of the day.

Reminding the audience of the dearth of recommendations to end hiring discrimination issued periodcally through the years, Mr. Cordine urged immediate implementation of them. Enough talk. Now's the time for action, he said.

Besides the Puerto Rican Forum, other sponsoring organizations for last spring's conference were the New York Board of Trade, the New York State Broadcasters Association, the Harlem Commonwealth Council, the National Conference of Christians and Jews, and the New York City Central Labor Council.

Berkemeyer gets FCC equal-opportunities post

Donald J. Berkemeyer has been named director of equal employment opportunity for the FCC in addition to his primary job as chairman of the commission's review board.

His duties are to advise Chairman Dean Burch and the commission in matters pertaining to equal-employment-opportunity practices; to make changes to eliminate discriminatory practices; evaluate the program from time to time and make recommendations for improvement; provide for counseling, investigation of complaints, and review of decisions.

Mr. Berkemeyer replaces Robert V. Cahill as director of equal employment. Mr. Cahill is administrative assistant to the chairman.

Deputy mayor of Tacoma blasts 'media monopoly'

The deputy mayor of Tacoma, Wash., last week asked the FCC to undertake an "immediate and complete investigation of the news disseminating monopoly which now exists here under current FCC policies."

The official, George D. Cvitanich, was taking aim at the Tribune Publishing Co., which publishes the *Tacoma News-Tribune* the city's only daily newspaper, and is licensee of KTNT-AM-FM-TV there.

Tribune subsidiary Cable TV Puget Sound and Tacoma Cable Co. were both recently awarded cable franchises by the Tacoma city council. Shortly thereafter the *News-Tribune* printed a front-page article alleging that one of the principals of the competing cable firm had "close business dealings with one of the councilmen who voted for the franchise and a remote tie with another."

In a telegram to the commission, Mr. Cvitanich charged that Tribune's "smear" was intended to coerce the council into withdrawing the Tacoma Cable Co. grant.

"After public deliberation about the monopolistic and dominating tactics of the Tribune Publishing Co., the council moved for reconsideration and then denied by a 7-2 vote the Tacoma News Tribune Publishing Company's CATV franchise application," Mr. Cvitanich told the commission, adding, "I strongly urge the commission to investigate this entire matter, and including me."

Mr. Cvitanich supplied a copy of an address he made before the city council following publication of the article which reads in part: "I am here to tell the *Tribune* and its radio station and its TV station and its financing syndicate friends, that they are not going to be the only cable TV franchise in Tacoma. They have blackjacked their last public official!"

The Tribune indicated its story was "a researched article relating to documented facts."

ABC-owned AM outlets will confer in P.R.

Annual meetings of the managers of the ABC Owned Radio Stations will be held at the El Conquistador hotel in San Juan, P. R., from Feb. 1 through Feb. 6.

Harold L. Neal Jr., president of the radio stations division, said the managers will explore and develop "new and better methods of serving our wide audience in all seven markets."

The vice presidents and general managers who will attend are George H. Williams, WABC(AM) New York; John D. Gibbs, KQV(AM) Pittsburgh; Charles D. Fritz, WXYZ(AM) Detroit; Gene Taylor, WLS(AM) Chicago; Ronald L. Sacks. KXYZ(AM) Houston; Edward F. McLaughlin, KGO(AM) San Francisco, and Bernard G. Hoberman, KABC(AM) Los Angeles.

Corporate executives of ABC Inc. who will attend include Leonard H. Goldenson, president; Simon B. Siegel, executive vice president and Everett H. Erlick, group vice president.

Putnam wins damages in airport-interview case

George Putnam, possibly the highest-paid, best-known local television newscaster in Southern California, last week was awarded $1,000 by a Los Angeles county superior court jury as the culmination of a damage suit he filed nearly five years ago against NBC owned-and-operated KNBC(TV) Los Angeles,

and NBC news correspondent Bill Brown. The suit stemmed from a physical, public and literal tug-of-war Mr. Putnam and Mr. Brown waged over the interviewing rights to former Sheriff James Clark of Dallas county, Ala.

Mr. Putnam testified in the case—which started on Jan. 12 and went to the jury on Jan. 15, that on the afternoon of March 4, 1965, as he was preparing to interview Sheriff Clark at Los Angeles International Airport for his newscast on KTTV(TV) Los Angeles, Mr. Brown assaulted him and prevented the interview from taking place. It was brought out in the NBC testimony that Mr. Brown, now a foreign correspondent for the network and stationed in Berlin, had arranged an interview with Sheriff Clark, then in the news because of civil rights riots in Selma, Ala., for the weekly KNBC program, *News Conference*. The interview was to originate at the NBC studios in Burbank, Calif., with all of Sheriff Clark's travel expenses from Alabama and back again paid by the network.

Media notes:

Tape marketing ▪ Lewron Television, video tape studio in New York and Hollywood, has appointed the newly created Century Broadcast Communications Inc., New York, as its marketing and sales-service representative. Lewron provides studio, post production and distribution services.

School bought ▪ CBS has bought Franklin School of Science and Arts Inc., Philadelphia, for undisclosed amount of cash. Franklin is one of oldest paramedical schools in country providing post-high school training for X-ray technicians and medical assistants. School will operate as component of CBS/Holt Group.

Air-wave minister honored ▪ John D. Jess, radio minister of *Chapel of the Air* for 30 years, was presented the Award of Merit by the National Religious Broadcasters, meeting this week in Washington. Mr. Jess began his daily broadcast in 1939 on one midwestern station, and today is heard on more than 100 radio stations in the U.S. and overseas. The award is presented annually for distinguished leadership in the field of religious broadcasting.

Gifted van ▪ KMOX-TV St. Louis has donated a fully equipped remote broadcasting van to Southern Illinois University at Carbondale. The unit includes complete audio and visual gear, distribution and monitoring systems, sync generator, three camera chains, plus telephoto lenses. Wireless microphone units and cables for cameras, audio and power supply were included.

Landmark's channel 3 on hearing scales

Three members of Norfolk, Va., law firm to challenge WTAR-TV renewal application

WTAR-TV (ch. 3) Norfolk, Va., is the latest in a series of stations whose renewal applications have been designated for hearings in which they will be weighed against applications of competitors seeking their frequencies.

The competing applicant is Hampton Roads Television, which is composed of three members of a Norfolk law firm—Gordon E. Campbell, Wayne Lustig and I. L. Hancock. It submitted its application in September (BROADCASTING, Sept. 8, 1969).

WTAR-TV is owned by Landmark Communications Inc., whose only other television license, for WFMY-TV Greensboro, N. C., is also under challenge. Two applicants have filed on top of the WFMY-TV renewal.

Besides the television stations, Land-

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mark owns WTAR-AM-FM Norfolk. Hampton Roads has no other broadcast interests.

The hearing order in the WTAR-TV case is the fifth of its kind to have been issued in the past several months, and the first since the commission adopted a policy statement governing comparative hearings involving regular renewal applicants. The statement, which was issued on Jan. 15, asserts that the commission in such proceedings will normally favor renewal applicants that demonstrate they have "substantially" served the needs and interests of their community (BROADCASTING, Jan. 19).

In a separate development, the commission directed WTAR Radio-TV Corp., the licensee corporation, to have the Virginia National Bank, 7.6% owner of Landmark, file a statement asserting it will not vote that stock so long as it exercises the voting rights of any trust owning stock in the licensees of WVEC-AM-FM Hampton, Va., in the Norfolk area.

The commission said it had determined that the bank had voted the stock in Landmark between June 1968 and September 1969, at the same time it was voting a 1.9% interest that it held in trust in the WVEC stations.

The commission also noted that a majority of the directors of the WVEC stations' licensee corporations are directors of the Virginia National Bank's Hampton branch. It added that Frank Batten, chairman of WTAR Radio-TV, is listed in the WTAR-AM-FM renewal applications as a director of the bank.

The commission pointed out that its long-standing policy is to disallow any degree of cross-interest, direct or indirect, in two or more stations in the same broadcast service serving the same area.

The bank had filed a statement on Sept. 30, 1969, saying it would not vote its Landmark stock so long as anyone connected with the WVEC stations is on its board or the boards of its branches.

Broadcast executives obtain L.I. franchise

A group of broadcasters and executives in related fields have been awarded a CATV franchise in Huntington township, N.Y., on Long Island. President of the new North Suffolk CATV Systems is Vincent C. Piano, who also heads Vic Piano Associates, radio-TV rep firm, and Mizlou Productions, program packagers, both in New York.

Principal stockholders also include James P. La Marca, associate media director at Wells, Rich, Greene; A. Martin Breuhl, president of Marketronics; C. E. Feltner Jr., chairman of the board, American Diversified Industries and Transamerica Film Corp.; Claude E. Piano, president and board chairman of Intervideo Programing Systems Inc., and James Weber, Huntington attorney.

The system will offer 12 channels to a potential 15,000 subscribers. North Suffolk CATV will relay the programing of stations in New York City, Providence, R.I.; Hartford, Conn., and New Haven, Conn., with one channel reserved for local education purposes.

The company will originate programing—covering local sports, board meetings and other local civic and social events—and intends to develop its own advertising.

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70-5

Changing Hands

Announced:

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

▪ KCBH(FM) Los Angeles: Sold by Arthur A. and Jean E. Crawford to Faberge Inc. for $1 million (see page 70).

▪ WKLS(FM) Atlanta: Sold by Donald Kennedy, James B. Lathom and D. R. Jones to San Juan Racing Association for $750,000. H. N. Glickstein is board chairman and president of San Juan Racing Association, which owns El Commandante Race Track in San Juan, P. R.; has vast real estate holdings in and around San Juan, and is buying WUST(AM) Washington and WJMD(FM) Bethesda, Md., for about $1.2 million, subject to FCC approval (BROADCASTING, May 12, 1969). WKLS is on 96.1 mc with 100 kw and an antenna 510 feet above average terrain.

▪ KGEE(AM) and KGFM(FM) Bakersfield, Calif.: Sold by the Carl E. Haymond family and Dan B. Speare to John J. Jacquemine, Raymond O. Johnson and others for $350,000. Messrs. Jacquemine and Johnson have interest in KERV(AM) Kerrville, Tex. KGEE is full time on 1230 kc with 1 kw day and 250 w night. KGFM is on 101.5 mc with 33.3 kw and an antenna height 155 feet above average terrain. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 94).

▪ WTAX-AM-FM Springfield, Ill.: 68% sold by estate of Oliver J. Keller and others to Shelby T. Harbison, Richard

V. Prather and others for $581,000. Mr. Harbison is general manager and already owns 4.8% of the Springfield stations. Mr. Prather is senior vice president of a Springfield bank. WTAX is full time on 1240 kc with 1 kw day and 250 w night. WTAX-FM is on 103.7 mc with 18 kw and an antenna height of 320 feet above average terrain. Vote was 5-to-1 with Commissioner Nicholas Johnson dissenting and Commissioner Kenneth A. Cox abstaining.

▪ WVOM(AM) Iuka, Miss.: Sold by E. C. Holtsford to Dr. Kelly S. Segars for $65,000. Dr. Segars is a physician and is associated with the Iuka Clinic. WVOM is a daytimer on 1270 kc with 1 kw.

Cable television

▪ Reading, Pa.: Berks TV Cable Co. sold by Milton Shapp to Reading CATV Inc., one third owned by American Television & Communications Corp., Denver-based multiple CATV owner. Price, in cash, was undisclosed. The Reading system was bought two years ago by Mr. Shapp from Fred Correale and associates. Mr. Shapp announced last week that he was selling the system, which serves 12,000 customers, to devote his time to political activities. Mr. Shapp ran unsuccessfully as the Democratic nominee for governor of Pennsylvania in 1966, and has been reported seeking that nomination again. ATC also announced last week that it had agreed to purchase 100% of the assets of Beloit Community TV Services Inc. from Robert F. George and associates. Payment is in common stock. Previously ATC had announced that it had agreed in principle to buy a 75% interest in the Beloit system for cash and common stock. The Wisconsin CATV, founded in 1968, serves 6,000 customers. Acquisition of the two cable systems brings ATC's number to over 40 in 17 states serving 119,000 subscribers directly, with another 38,000 indirectly through minority interests in other CATV's.

▪ Oak Ridge, Tenn.: Acquired by Cable Information Systems Inc., New York-based multiple CATV owner, from Vikoa Inc., Hoboken, N.J.-based multiple CATV owner and equipment manufacturer. Purchase was for cash and notes. Oak Ridge cable system, which was bought by Vikoa in 1968 from Samuel P. Thrower and associates, began operating in 1965 and has 1,940 subscribers and a plant of 110 miles. Upon completion of this acquisition, Cable Information Systems will own and operate 11 CATV systems in six states serving approximately 16,000 customers. Peter M. Nisselson is president of Cable Information Systems.

Hill goes into spring training

Same team fields old issues as cigarettes; WIFE probe, CPB bill wait their turns at bat

The legislative equivalent of a second season began last week, as Congress ended its month-long hiatus and launched a new year by picking up some old matters and mulling them over. It looks like a long, rambling, downhill slide into the November elections.

On the Senate side, the Pastore bill settled comfortably into limbo. Senator Norris Cotton (R-N.H.), ranking minority member on the Senate Commerce Committee, joined Senator John O. Pastore (D-R.I.) in support of the FCC's policy statement on license renewals. He promised to "closely observe the effectiveness of the commission's regulation," and said that if it fails, he will be "among the first" to introduce new license-renewal legislation.

Senator Cotton had been a cosponsor of Senator Pastore's bill to protect broadcast licensees from competing applications at renewal time. After the FCC clarified its renewal policy earlier this month by establishing that licensees who "substantially" meet the needs of their communities will be granted renewal, Senator Pastore announced that he would shelve the bill until he sees how the commission implements its new policy (BROADCASTING, Jan. 19). Senator Cotton's support of that position further insures that the FCC statement will set the rules of the game for the time being, and that the Pastore bill will not become law in this session of Congress.

On the other side of Capitol Hill, the House Investigations Subcommittee resumed its closed-door investigation of questions surrounding WIFE-AM-FM Indianapolis and other stations owned by Don Burden. Last week's session reportedly was another foray into Mr. Burden's financial affairs, but information on its significance was scarce as of last Thursday (Jan. 22). Subcommittee members and Chairman Harley O. Staggers (D-W. Va.) still say they expect the Burden case to be opened up in public hearings as soon as practica-

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Spot escalation becomes an issue

McGannon and Ervin go to the FCC to discuss overcommercialization

Westinghouse Broadcasting Co.'s battle with CBS and NBC over their plans to reduce network compensation while increasing their affiliates' commercial time began boiling over last week into a general question of commercialization in broadcasting. And the FCC was continuing to provide the sounding board.

WBC President Donald H. McGannon, in a letter to FCC Chairman Dean Burch, said "there has been a shocking increase in commercial messages over the past three or four years" which "is bound to increase unless enlightened self-interest or public fiat heads it off!"

The letter was in response to one written Chairman Burch two weeks ago by NBC Executive Vice President Thomas E. Ervin. That one, in turn, was aimed at countering Mr. McGannon's charge, made earlier in talks with individual commissioners, that the network plan was "arbitrary" (BROADCASTING, Jan 19).

Mr. McGannon, in his letter, stood by that description of the networks' plan for meeting increased AT&T interconnection charges. ABC is not involved, since it has agreed to absorb all of its increase for at least one year.

Mr. McGannon and Mr. Ervin took their cases to the commission personally, in a meeting on Tuesday (Jan. 20) with Robert V. Cahill, administrative assistant to Chairman Burch, and other members of the staff. Mr. Cahill, who said the two had "collectively" requested the meeting, reported on its outcome to the commissioners at their meeting Wednesday.

The commission reportedly took no action on the matter, but indicated a continuing interest in the general question of commercialization that the issue raised. The staff was instructed to continue talks with WBC and NBC officials.

Mr. McGannon, in his letter, said it would be "prudent" of the broadcasting industry to undertake a study "to ascertain the proper balance between public interest, advertiser value and broadcaster profit."

This would be difficult, he said, but "is the only alternative" to a hapless drifting to higher and higher levels of commercial announcements without any rule of reason being applied other than the ability of the industry to 'get away with it.' "

Mr. McGannon restated his view that the increase in commercial time "imposes on the public and jeopardizes the well-being of television as a communications and marketing medium." And in apparent reference to Mr. Ervin's comment that NBC's plan does not result in a violation of the National Association of Broadcasters television code, Mr. McGannon said that the code "is overly liberal in its commercial provisions and important in its over-all self-regulatory thrust."

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ble, probably as part of a somewhat broader inquiry into FCC policy.

Joint Senate-House consideration of cigarette advertising is said to be at least two weeks away. Representatives from each house will meet in conference to work out the substantial differences between their cigarette bills only after the chairmen of the Senate and House commerce committees have laid the groundwork.

Finally, the Senate approved and sent to a reluctant President Nixon the appropriations bill for the Departments of Labor and Health, Education and Welfare, which includes $15 million for the Corp. for Public Broadcasting and $5 million in matching facilities grants for educational broadcasting. President Nixon has promised to veto the bill—for reasons of somewhat more magnitude than the broadcast provisions—and many in Congress believe they can override that veto. Adding to the confusion is the fact that HEW has never sounded particularly enthusiastic about spending even the $5 million it has been given for facilities, and the money's future is uncertain even if the bill goes through.

Son resigns to help his father obtain CP

The Rev. John N. Norris— who has been seeking a UHF construction permit for York, Pa., since late 1965—last week revealed that his son has acted to relinquish his stock in his father's WGCB-AM-FM Red Lion, Pa., and his position as manager of the stations and of the proposed UHF station.

Mr. Norris succeeded in April 1968 in getting the commission to order a hearing on his application (BROADCASTING, April 29, 1968). In the hearing order, the commission made a central issue the record of Mr. Norris's son—John H. Norris—at WXUR-AM-FM Media, Pa. John H. Norris is president, general manager and a director of Brandywine-Main Line Radio Inc., licensee of WXUR-AM-FM. He is also a director of Faith Theological Seminary Inc., Philadelphia, which owns Brandywine-Main Line.

The commission has indicated that the hearing on the television application will not commence until a final decision is handed down in WXUR-AM-FM's renewal hearing. The hearing was set principally to determine whether the station had violated the fairness doctrine by allegedly using the facility as a one-sided platform for the fundamentalist theology and right-leaning political views of Dr. Carl McIntire, who heads Faith Theological Seminary.

The commission, in setting the television CP bid for hearing, said the issues in the WXUR-AM-FM proceeding are relevant to a consideration of whether a CP grant for channel 49 would be in the public interest.

In a letter to the FCC, the octogenarian Mr. Norris said he was "more determined than ever to acquire this long overdue construction permit. I do not intend to give up, even though it is obvious that some at the commission have been pushing for delay, awaiting my demise. . . . I think it is only proper that the commission act immediately and grant me a construction permit, now that your 'only reason for delay' (my son's affiliation with WXUR) has been removed."

Mr. Norris enclosed a copy of his son's letter tendering "with deep regret" his resignation and a copy of his own letter accepting the resignation "with heavy heart."

Los Angeles FM sold to large toiletry firm

Faberge Inc., New York, manufacturer of perfumes and beauty products, is entering the communications field. It is buying KCBH(FM) Los Angeles from Arthur A. and Jean E. Crawford for $1 million, subject to FCC approval.

George Barrie, president of Faberge, also anounced the company has hired Jack L. Siegal, formerly corporate manager of radio-television news and film for IBM, as president of its newly created communications division and to be responsible for the operation of its communications properties.

Faberge, which is traded on the New York Stock Exchange, through domestic and foreign subsidiaries, produces and distributes a diverse line of products, including fragrances, cosmetics, and hair products.

KCBH operates on 98.4 mc with 75 kw and an antenna height of 1,260 feet above average terrain.

Broadcaster harnesses computer

Compunet develops data processing system for special problems of station operators

The man at the special electronic typewriter was conversing with a computer. "This is a restricted use program, who is this please?" the computer typed out. "Compunet, Stevens," the man replied.

Those were the magic words. The computer recognized the names as authentic. It sprang into action. It printed out the following:

This is AM and FM for Mon, Dec. 8, 1969

Sales:

Local pgm sales today	$ 916.90
Local spot sales were	$ 5427.49
Total local sales	$ 6344.39
National pgm sales	$ 486.40
National spot sales	$ 949.90
Total national sales	$ 1436.30
Total sales today	$ 7780.69

Spot count:

Time	*Spots*	*Promo's*	*Total*
Mid–6a.m.	1	1	2
6a.m.–6p.m.	81	5	86
6p.m.–Mid	8	0	8
All day	90	6	96

Of the above 'spots' 2 were at no charge

Averages:

72 local spots totaled $5429.9 averaging $75.38 each
16 nat'l spots totaled $949.90 averaging $59.37 each
88 total spots totaled $6377.39 averaging $72.47 each
4.5 local-sold prgm hours totaled $916.90 averaging $205.35 hrly
1.2 nat'l-sold prgm hours totaled $486.40 averaging $411.04 hrly
5.6 total-sold prgm hours totaled $1403.30 averaging $248.45 hrly

The total time it took to process the information was 10 seconds. The time it took to print out on the terminal teletype was 11 seconds.

The man who talks to computers in such lightning-quick language is Edwin J. Stevens. For more than 20 years he has been a radio broadcaster, working as an announcer and then in programing, promotion, sales, operations and management. Two years ago he began thinking about the use of computers as a management tool for station operators. He found that it was virtually impossible to teach an outsider—a nonbroadcasting-trained data-processing programer—the intricacies and subtleties of the broadcast system of priorities. He decided that the reason there hasn't been a workable data-processing system for broadcast management is that computer people and broadcast people just don't speak the same language.

For eight months, Ed Stevens, in his spare time away from KFAC-AM-FM Los Angeles, where he was vice president and general manager, learned the computer business until he was able to design and write his own computer system. He designed a system exclusively for the radio and television broadcasting field and installed a version of it at KFAC-AM-FM, where it was tested for a year.

Last October, Mr. Stevens, together with former KFAC operations manager Ernest Holling, incorporated his system in California under the name of Compunet Inc., with headquarters in Pasadena. A month later he left the stations he managed and went into business for himself with backing from the Bank of America. Now Compunet is being registered in other states and the computer system will be offered to radio and TV stations in the top-20 markets.

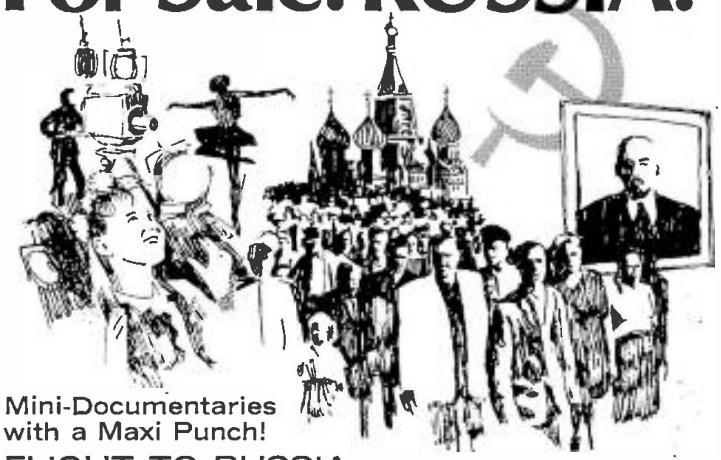
Basically, Compunet claims to use techniques—devised by an experienced broadcaster thinking only about solving broadcasting problems—that are different from anything else in the computer field. "Saving time in the process of selling time by sharing time," is sort of the company theme. Compunet is an in-house, on-line computer operation. This means the system connects via telephone to a time-sharing computer. It is operated entirely within the station's offices.

Supposedly a radio or TV station can begin operating with Compunet within three days. All that's necessary is full disclosure to the computer of all time orders for everything the station has sold for current and future broadcasts. Such information is said to be completely confidential with not even Compunet personnel having access to it. Once the computer has the basic time order information it has the capability of spitting out an impressive number of reports, analyses and housekeeping chores. Compunet claims a total of 50 different programs built into its system. Included are the printing of individual billing invoices, ready for mailing (50 minutes to do a busy station's workload as compared to an estimated two weeks by manual methods); print-out of log schedule (15 minutes compared to three or four hours); sales projections (broken down nationally, regionally, locally, by salesmen, product category); handling of order placements; order verification; availability reports; daily breakdowns of how FCC programing commitments are being met; current computations of the most effective cost-per-thousand based on the American Research Bureau or Pulse or Hooper.

"It's a sophisticated management tool," Mr. Stevens stresses. "It gives traffic control of the station back to the manager. The basic program will work for everybody."

Compunet, which has about a half-dozen clients lined up already, even-

For Sale: RUSSIA!



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tually hopes to sell three or four customers in each of the top-20 markets. When the client list begins to grow, Compunet hopes to expand into a full information network. It's planned to have advertising agencies put information directly into the system so that all client-stations and station representatives will be kept current on agency timebuying needs.

Compunet leases but doesn't own any equipment. Neither is it affiliated with any hardware manufacturer. Instead, the system has been designed to operate on the equipment of six major manufacturers including International Business Machines, Burroughs, RCA, Univac and General Electric. The principle service not offered by Compunet is an accounting system. For what Compunet does offer the basic rates range from $490 a month for the minimum package for small radio stations to $1,200 a month for large TV stations.

The computer revolution—belatedly in his opinion—is going to sweep the broadcasting industry, Ed Stevens is convinced. Beyond self-serving reasons, he's delighted because, he says, "with the great mountains of paper work removed, a station will be able to devote more time to sell itself more creatively."

Chicago delays ruling on cable-TV franchises

Chicago's decision on granting cable television franchises there will require public hearings beyond the one already held and, hopefully, more applicants than the five who already applied. No ruling will be made for at least another three months.

These points were highlighted in Chicago last week by the chairman of the city-council finance subcommittee, Alderman Paul T. Wigoda, who presided at the initial hearing of applicants a fortnight ago (BROADCASTING, Jan. 12). Those with bids now pending are Cor-Plex International Corp., Lerner Communications Co., Pacific and Southern Broadcasting Co., San Jose Cable TV Co. and Teleprompter Corp.

Alderman Wigoda explained further inquiry is required because of the magnitude and complexity of CATV in a city as large as Chicago. He said he and another alderman are opposed to the granting of a single exclusive franchise there. Some combination of multiple rights are speculated as possible. Of the five applicants only Pacific and Southern asked for full exclusivity in its initial bid.

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Networks pick BRR for research

Radio audience tallies expected to be made in March and late '70

The next RADAR measurement of radio audiences will be conducted the latter part of March by Brand Rating Research which has conducted the twice-a-year studies in the past.

The four radio networks, sponsors of the project, selected BRR from a field of four bidders for the one-year, two-study contract. The others were A. C. Nielsen Co., American Research Bureau and Statistical Research Inc. (BROADCASTING, Dec. 8, 1969).

The BRR contract was reported unofficially to total about $550,000 for two studies, up from approximately $480,000 for its 1969 contract.

In a major departure, the networks this time commissioned Statistical Research Inc. to develop what network spokesmen called an "unrestricted random sample," probably "one of the largest and most scientifically selected samples ever drawn," for use by BRR in the study.

The sample, which in itself is expected to cost about $50,000 to prepare, is slated to encompass 4,000 to 5,000 or more cluster points across the U.S., as against 1,300 to 1,400 in the last RADAR study. The aim is to get a sample base of at least 5,500 persons and from this number to get detailed reports on radio listening for seven consecutive days from a minimum of 4,000 and hopefully from more.

RADAR, for Radio's All-Dimension Audience Research, is underwritten by the ABC, CBS, Mutual and NBC radio networks. The first 1970 study will probably be conducted over the two-week span starting March 13. Date for the second has not been set, but it presumably will be in fall or early winter.

Advertel cuts costs by consulting a computer

Advertel Productions Ltd., a video-tape commercial production company with offices in New York and Toronto, last week announced the development of a computerized duplicating and distribution system that will "overcome the long-standing problem of higher tape unit cost vis-a-vis film."

Advertel's computer, located in the Toronto office, codes the existing commercial inventory of a client, then retrieves a specific commercial on order or duplicates the commercial from coded masters. The computer rejects an order if the station named in the order already has the commercial, thus eliminating unnecessary duplication.

The production company's first client for the system is Block Drug Co., which supplied information to advertel throughout the testing period.

U.S. Chamber backs consumer office plan

Yohalen says goals could be best achieved through executive branch

The U.S. Chamber of Commerce last week urged Congress to answer growing demands for consumer protection by creating an Office of Consumer Affairs in the executive office of the President. As outlined by a chamber spokesman in a statement presented to the Senate Executive Reorganization Subcommittee, the proposed office would be a limited operation oriented primarily toward research and education programs.

A. S. Yohalen, chairman of the national chamber's consumer issues committee, said in a statement that federal consumer programs must be guided toward "common and compatible goals." The place to accomplish this is in the executive branch, he said.

As outlined by Mr. Yohalen, the new governmental unit would resemble the Office of Consumer Affairs proposed in the Nixon administration's consumer bill.

It would be considerably less activist than similar offices proposed in other consumer legislation.

Under the chamber's plan, the office would promote consumer education; stimulate research and dissemination of objective consumer information "so

The newly restructured Ted Bates & Co. division of Ted Bates & Co., Inc., New York, announced its executive committee and board of directors last week. The appointments followed the reorganization last month which made the New York division an autonomous operation with Robert E. Jacoby Jr. (r) as president.

Named as executive committee were (l to r) Robert N. Long, John Stuart Howard, Robert W. Castle (chairman), David C. Loomis, James H. O'Neil and William R. Groome.

In addition to the executive committee and Mr. Jacoby, the following were named to the board of directors:

William L. Abrams, vice president, creative director; James A. Benham, senior vice president, account director; Justin Gerstle, senior vice president, executive director, media-programs; Maurice Lerman, vice president, creative director; Erwin A. Levine, senior vice president, creative director; William H. Maynard Jr., vice president, creative director; Robert J. Preis, vice president, treasurer, controller.

Also Seymour J. Radzwiller, senior vice president, account director; Albert W. Reibling; senior vice president in charge, administration services; Ronald Romano, vice president, creative director. Archibald McG. Foster will be New York division board chairman.

long as no attempt is made to impose official value judgments concerning commercial products or services"; act as a central receiving point for consumer complaints (which would then be referred to the appropriate agency, not acted upon directly as in some proposals), and release information based on government tests of consumer products—but on a case-by-case (not comparative) basis.

The chamber statement also urged that the White House agency be authorized to present its views on consumer matters in proceedings before other federal agencies. It would not be authorized to intervene for consumers.

Marketing VP calls for new testing methods

Traditional copy-testing techniques are obsolete. Research money in advertising is not being expended efficiently. The catalyst causing these problems is the new kinds of television commercials being produced. This is what Dr. Donald Kanter, vice president, marketing services, Carson/Roberts/Inc., Los Angeles, last week told members of the Northern California chapter of the American Marketing Association at the chapter's monthly meeting in San Francisco.

Dr. Kanter identified the new types of commercials as "non-linear" (featuring fast cuts that do not have a logical progression), "non-verbal" and "highly ethnic." These do not lend themselves to traditional testing research, he contended, because: in non-linear and non-verbal spots, it takes more than one exposure to accurately register the message that's being communicated, while in ethnic spots, the commercials rely on feeling and emotions and most testing samples are too small and do not ask information of various ethnic groups.

Dr. Kanter suggested that as the result of current trends in advertising it is important that the bulk of expenditures for research be concentrated in the development by the advertiser of new products about which meaningful things can be said. This direction, he indicated, takes precedence over research devoted to tracking advertising by means of traditional copy techniques. Dr. Kanter also indicated that he believes agencies should be investing research dollars in determining what should be said about the product. In his opinion, this would optimize strategic planning.

Guide for use of radio-TV outlined for retailers

The San Francisco advertising community last week was alerted that "there's a tremendous retail movement to broadcast." And while this doesn't mean that

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retail advertising in newspapers has been abandoned, retailers, for sure, "are finding that changing times have changed their advertising mix."

H. Jack Wyman, president, Wyman/Anderson-McConnell Advertising, San Francisco, sounded this alert to members of the San Francisco Advertising Club at a luncheon meeting. Mr. Wyman feels he qualifies as an experienced observer of retail advertising trends because his agency handles the account of Grodins of California, a large chain of men's stores. According to Mr. Wyman, Grodins has been using radio and television advertising for more than two years and was able to expand to the point where the clothing chain is planning to sell stock to the public.

The success of Grodins in the use of broadcast media through W/A-M was based on a five-point plan—philosophy that Mr. Wyman suggested could be used as a guide for successful use of radio and TV for all retailers or manufacturers who sell through retailers:

- Spots must cut through and compete with all advertising on the air regardless of category.
- The agency requires full creative responsibility.
- The agency must adapt to wild, last-minute retail schedules.
- Spots must reflect the store's personality.
- Use saturate schedules.

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TVB's retail ad expert sets up own TV service

Howard P. Abrahams, who has been a retail specialist for the Television Bureau of Advertising since 1955, is leaving the bureau in mid-February, but will continue to serve a limited number of clients thereafter with his own TV service.

His eventual departure from TVB was announced last summer when Paul Benson was elected vice president in charge of local sales, succeeding Mr. Abrahams. At that time, Mr. Abrahams, who had turned 65, assumed the title of vice president, local sales.

Mr. Abrahams had had extensive experience in the retail field before he originated TVB's local-advertisers department, having held executive positions with the National Retail Merchants Association. He is credited with having played a key role in bringing large number of retailers into the TV medium.

Mr. Abrahams will set up his service at 45 West 54th Street, New York 10019. He will specialize in assisting retailers in their TV requirements and serving a limited number of stations interested in selling retailers. His first client is Belk Stores Services, Charlotte, N. C., which operates 400 stores in the Southeast.

Cosby TV special to put new Gremlin on the road

American Motors, Detroit, has bought full sponsorship of *The Third Bill Cosby Special* April 1, on NBC from 9 to 10 p.m. (EST). Mr. Cosby is the star of the weekly NBC-TV series *The Bill Cosby Show*.

On the special, American Motors plans to announce its entry, the Gremlin, into the small, import automobile competition. Wells, Rich, Greene, New York, agency for American Motors, is preparing humorous commercials on the Gremlin that will be used for the first time on the Cosby special. The theme of the commercials will be it's "fun to drive" and will be aimed at a well-educated, young audience, the agency said.

Pepsi picks up ad tab of Negro businesses

To underscore its involvement in the Negro community, the Pepsi-Cola Metropolitan Bottling Co., New York, will provide up to $250,000 to 24 black businesses during 1970 for radio and TV campaigns in the New York area, starting this month.

The project is titled "Pepsi's business of the week," and will consist of two weeks of advertising for each Negro-owned enterprise on ethnic radio stations and newspapers. The advertising will be created by Howard Sanders Advertising Ltd., New York, black-owned agency, and will focus on unique selling points of these establishments.

The sole mention of the bottling company's association will be a credit line at the end of the commercial or advertisement: "courtesy of Pepsi-Cola." The businesses to be advertised are selected by the Coalition Venture Corp., a unit of the New York Urban Coalition. The undertaking is viewed as a pilot that may be extended to other Pepsi bottling areas throughout the country.

Petry disputes middlemen's pitch

Edward Petry & Co. has advised the TV stations it represents that it is important to restate the principle that advertisers are able—and for a long time have been able—to purchase spot TV at certain reduced prices on the rate card.

A letter signed by Michael J. Corken, vice president and televison national sales manager, pointed out that some buying services and advertising agencies are emphasizing these opportunities to advertisers as if they were new concessions.

Mr. Cohen added that for years many stations have had a section card or frequency cards with fixed and preemptible rates and that these offers are open to all advertisers and "not just a few."

"We must re-establish in the minds of advertisers the fact that the pricing structure within a market as defined on the rate card is a stable commodity from one advertiser to another, regardless of the individual interpretation by various agents," Mr. Corken stated.

'Amateur Athlete' hour is due in 200 markets

DuPont will sponsor a one-hour documentary, *Amateur Athlete*, on TV stations in 200 markets in February and March, according to Robert L. Dellinger, group vice president film division, Robert E. Petersen Productions, producers of the show.

The show, said Mr. Dellinger, probes the "sacrifice, motivation and controversy" surrounding the amateur athlete, focusing on track-and-field stars. Filmed in Europe, including Russia and Poland, it will be narrated by Bob Seagren, Olympic pole-vault champion.

Petersen Productions prevously announced syndication of 34 half-hour musical variety shows, *Somewhere Else*, to be sponsored by the American Dairy Association.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Jan. 11, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended Jan. 11	ABC Cume Jan. 1 Jan. 11	CBS Week ended Jan. 11	CBS Cume Jan. 1-Jan. 11	NBC Week ended Jan. 11	NBC Cume Jan. 1-Jan. 11	Total minutes week ended Jan. 11	Total dollars week ended Jan. 11	1970 total minutes	1970 total dollars
Monday-Friday Sign-on-10 a.m.	$	$	$ 105.1	$ 145.1	$ 254.1	$ 347.0	66	$ 359.2	90	$ 492.1
Monday-Friday 10 a.m.-6 p.m.	1,515.2	2,696.0	3,251,7	5,587,7	1,512.5	3,326.5	730	6,279.4	990	11.610.2
Saturday-Sunday Sign-on-6 p.m.	650.4	1,086.8	3,539.9	8,777.1	608.1	1,776.1	249	4,798.4	496	11,640.0
Monday-Saturday 6 p.m.-7:30 p.m.	307.8	439.1	913.4	1,337.6	602.2	1,877.5	75	1,823.4	115	3,654.2
Sunday 6 p.m.-7:30 p.m.	72.0	108.0	1,218.6	1,358.1	230.0	774.0	25	1,520.6	39	2,240.1
Monday-Sunday 7:30-11 p.m.	4,585.4	7,467.7	7,832.8	12,744.8	6,874.8	11,147.0	398	19,293.0	645	31,359.5
Monday-Sunday 11 p.m.-Sign-off	191.2	263.8	364.9	597.4	556.1	733.6	93	1,112.2	136	1,594.8
Total	$7,322.0	$ 12,061.4	$17,226.4	$30,547.8	$10,637.8	$ 19,981.7	1,636	$35,186.2	2,511	$ 62,590.9

Spaghetti spots cater to calorie counters

For probably the first time, a spot campaign for Italian food products is demonstrating the advantages of spaghetti to calorie counters.

The new LaRose campaign broke in New York in mid-January, but will not start in other major markets until early spring.

Sixty-and 30-second spots for spaghetti and two 30-second spots for low-calorie marinara sauce represent the first major TV campaign for V. LaRose & Sons in a year.

The spots were filmed in Sperlonga, Italy, by Tulchin Productions Ltd. and Creamer-Colarossi, the LaRose agency. Creators of the campaign claim the location shooting broke records in time and costs, despite—or because of—the language barrier between producers. crew and cast. The TV campaign will be supported with local print advertising.

Two NY agencies plan Gaynor & Ducas & ADS

An agreement has been reached to merge two advertising agencies, Gaynor & Co. Inc., New York, and Adams Dana Silverstein Inc., New York, it was announced last week. The merger is subjected to approval by the respective shareholders.

The agreement calls for the companies to combine under the name of Gaynor & Ducas & ADS, operated as part of Gaynor & Co., a diversified communications company. The combined capitalized annual billing of the two agencies is about $24 million, but a Gaynor spokesman last week said that he could not specifically estimate the broadcast portion of the budget at this time.

Max Factor middleman

Reel Advertising Agency, Los Angeles, house agency for Max Factor & Co., has appointed The Mediators, an independent media buying service, to purchase all Max Factor broadcast time

For Sale: GREECE!

Mini-Documentaries with a Maxi Punch!

FLIGHT TO GREECE 24 5-minute color programs; each scored, narrated, complete. All original footage. All filmed on location.

A fresh examination of the vitality of a modern country, forever struggling to recapture the glories that once were Greece.

Complete promotion kits available. All programs available on first-quality high-band videotape.

Our Product Fits Your News!
For information or preview materials, contact:

Ted Dooley
Kelly Television Corporation
310 10th Street
Sacramento, Calif. 95814
(916) 444-7300
TWX 910-367-3557

for 1970. The Hollywood cosmetic firm will be served by The Mediators' Los Angeles and New York offices. A spokesman for the middleman firm said the new account nearly doubled the Mediators' billings, which will now total $27.5 million annually.

Media data expanded

The year-old Marketronics Inc., New York, a computer firm offering data to subscribers in marketing and advertising, has announced an expansion of its syndicated data analysis systems for 1970. Media data from both Brand Rating Index and Simmons will be added to Marketronics' information fund and will be available to subscribers within three months. The new service will offer TV reach and frequency analyses and media selection models.

SSC&B shortens its name

Sullivan, Stauffer, Colwell & Bayles, New York, has officially changed its name to SSC&B Inc. In making the announcement of the change, agency President Alfred J. Seaman explained: "Our clients, other people in the industry, and we ourselves have been saying SSC&B for years. Now we are making it legal and official." SSC&B, a major agency in broadcast, estimates its 1969 domestic billings at $115.9 million.

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

Business briefly:

Washington Post Co., Washington, for *Newsweek* magazine through Joe Gans & Co., New York, will sponsor various programs on NBC Radio for one year.

Coca-Cola Co., Atlanta, through McCann-Erickson Inc., New York, and **Interstate Bakeries,** Kansas City, Mo., through Dancer - Fitzgerald - Sample, New York, will co-sponsor for the third time *He's Your Dog, Charlie Brown,* animated cartoon special on CBS-TV Sunday, Feb. 15 (7:30-8 p.m. EST). Program will pre-empt *To Rome With Love.*

Purchases on CBS Radio include **Anheuser-Bush Inc.,** St. Louis, through D'Arcy Advertising Co., for Budweiser Beer on *Sports Central U.S.A.* and **Menley & James Labs,** Philadelphia, through Ogilvy & Mather Inc., New York, for Contac on various news and information programs.

Purchases on NBC Radio include **Miller Brewing Co.,** through Mathisson & Associates Inc., both Milwaukee, for *Monitor* and various other programs; **Amway Corp.,** through Stevens Inc., both Grand Rapids, Mich., on *Free Enterprise Success Stories;* **Mutual of Omaha Insurance Co.,** through Bozell & Jacobs Inc., both Omaha, on *Monitor;* **Retail Clerks International Association,** through Williams Magnew Advertising Inc., both Washington, for *News on the Hour;* **Colgate-Palmolive Co.,** through Ted Bates & Co., both New York, for Dermassage Cream & Lotion on *News on the Hour, Emphasis* and *Monitor,* **Larson Industries Inc.,** St. Paul, Minn., through Erle Savage Co., Minneapolis, on various programs; **Chrysler Motors Corp., Dodge division,** Detroit, through BBDO, New York, on *Joe Garagiola Sports Show,* and **Sterling Drug Inc., Glenbrook Laboratories division,** through Dancer-Fitzgerald-Sample Inc., both New York, for Bayer aspirin and Phillips tablets on various programs.

Singer Co., through J. Walter Thompson Co., both New York, will sponsor all of *The Wizard Of Oz* on NBC-TV, Sunday, March 15 (6-8 p.m. NYT), a third year for the motion picture on NBC-TV and for many years before on CBS-TV.

Bankers Life and Casualty Co., Chicago, has begun its 18th year of continuous sponsorship of Paul Harvey's ABC American Entertainment Radio Network commentary program — said to be network radio's longest unbroken association of an advertiser and a single program, according to ABC.

Corning Glass Works, Corning, N. Y., through Rumrill-Hoyt, New York, will sponsor an entertainment special starring the Young Americans on ABC-TV on March 12 (9-10 p.m. NYT).

Also in advertising:

New office ▪ Food Advertisers Service, Carlstadt, N.J., has established a New York office headed by W. Robert Lane, at the Pan Am Building headquarters of Kenyon & Eckhardt Inc.

Marketing service ▪ Mal Remington, formerly director of marketing services, J. Walter Thompson, New York, is establishing his own marketing consultant service, directed toward manufacturers and advertising agencies without full marketing facilities.

No bologna ▪ Beef Industry Council of National Live Stock and Meat Board, Chicago, has edited its film feature, "Selecting and Preparing Beef," into a new "Cattlemen's Series" of TV commercials of various lengths for use by industry groups in local advertising. Address: 36 S. Wabash, Chicago 60603.

In Ithaca ▪ Multi-trax Inc., is now producing its own audio tracks for commercials and demo masters for many regional groups in upstate New York. The firm plans a future move into jingle production at competitive prices with metropolitan companies. Studios, with Ampex two- and four-track machines and soon an eight-track machine, are at 330 East State St., Ithaca.

Rep appointments:

▪ KGIL(AM) Los Angeles, WFMJ(AM) Youngstown, Ohio: Edward Petry & Co., New York.

▪ KIT-AM-FM Yakima, Wash.: Avery-Knodel, New York.

▪ WJXT(AM) Jacksonville, Fla.: The Robinson Co., Winter Park, Fla. (regional).

▪ KPNW(AM) Eugene, Ore.: Edward Petry & Co., New York.

Tobacco farmers still play waiting game

Gladney Harville, attorney for Kentucky tobacco farmers, whose suit asks that the three networks be forced to tone down anti-cigarette-smoking messages, said last Thursday (Jan. 22) he is delaying filing of a second suit—for damages—indefinitely, pending response by ABC, CBS and NBC to the initial suit filed last Dec. 19 in Lexington, Ky. (BROADCASTING, Jan. 12, 1970).

Mr. Harville called "a possibility" the suggestion that the damage request would be scrapped, if "favorable response" was forthcoming from the networks to the first suit. He would not elaborate on what this might be. The networks have been granted a delay—until Feb. 9—to answer the initial suit.

Teleprompter, Volt go separate ways

Changing market conditions said to be reason for dropping proposal to unite firms

Plans to merge Volt Information Sciences Inc. with Teleprompter Corp., in the works since last October (BROADCASTING, Oct. 20, 1969), have been cancelled. The end of negotiations came Wednesday (Jan. 21) only about two weeks after terms of the original proposal had been revised upward, with value of the transaction set at $82.5 million instead of $51.6 million. (BROADCASTING, Jan. 12).

"Since the deal our stock has almost doubled in value," a Teleprompter official said Thursday (Jan. 22), intimating that Teleprompter wasn't exactly enthralled with prospects for the Volt operations, whose stock failed to keep pace with Teleprompter.

Volt officials, defending the "profitability" of their operations, issued only a terse statement, blaming the merger cancellation on "changing stock market conditions not in the best interests of our respective companies." Volt is a technical-services, educational and data-processing company.

The revised agreement, announced in the first week of January, had called for exchange of eight shares of Volt common for one share of Teleprompter common. It would have required about 750,000 shares of Teleprompter common in exchange for about 6 million of Volt.

Under initial terms announced last October, one share of Teleprompter common and one of a new class of Teleprompter preferred would have been involved for each 10 shares of Volt common.

But that's all history and, as the Volt statement noted: "We have no plans to resume negotiations."

When the proposed consolidation was originally planned, Irving B. Kahn, president of Teleprompter, a leading owner and operator of cable-television systems, commented that it was "another important step in our corporate plans for utilizing the full multi-channel capacity of coaxial cable systems."

And those plans have not changed, a Teleprompter official reported last Thursday. "We're still very much married to the idea of acquiring other properties in the computer-softwear industry and have several prospects," he said.

The pending merger by Teleprompter with H&B American Corp., Los Angeles, owner and operator of CATV systems, will not be affected by the Volt development, the Teleprompter official said. In fact, "now it may go a little faster." Final action is expected at the March stockholders meeting.

Rahall diversifies into tax service

Rahall Communications Corp., St. Petersburg, Fla., last week went public to underwrite expenses connected with its radio and TV properties (BROADCASTING, Aug. 11, 1969), and announced it has expanded into the tax-service field.

Rahall has acquired E.B.S. Tax Services Inc., St. Petersburg, in an exchange of stock. E.B.S. has tax offices in three major department store chains —Montgomery Ward, J. C. Penney & Co. and Sears, Roebuck & Co. Each chain operates the service autonomously under its own name, with E.B.S. owning the operation and supplying trained personnel. This tax season, Rahall's new division will operate in more than 140 Wards stores, 30 Penney stores and 50 major Sears outlets.

Farris Rahall, financial vice president of Rahall Communications, said eventually Rahall hopes to expand E.B.S. into all stores of the three chains and acquire other businesses in the service field in addition to expanding its broadcast and CATV activities.

The Rahall stations are WLCY-AM-FM-TV St. Petersburg; WKAP(AM) Allentown, Pa., and WWNR(AM) Beckeley, W. Va. The CATV division holds a franchise for Columbus, Ohio, and is applying for franchises in Tampa, St. Petersburg and Orlando, all Florida.

N. Joe Rahall is board chairman and president of Rahall Communications and Wally Yelverton is president of E.B.S.

For Sale: SHOW BIZ!

Mini-Programs
with a Maxi Punch!

THAT'S SHOW BIZ . . . with Harry Martin. 5 mini-programs weekly, each complete. All original footage. All in Color.

California's most interesting name-dropper reports from inside the glittering world of show-business. Harry Martin delivers the names, the people behind the names, and the news behind the people. Harry guarantees genuine, interesting news about consistently exciting people.

Complete promotion kits available. All programs available on first-quality high-band videotape.

Our Product Fits Your News!
For information or preview materials, contact:

Ted Dooley
Kelly Television Corporation
310 10th Street
Sacramento, Calif. 95814
(916) 444-7300
TWX 910-367-3557

Major merger moves ahead

Corinthian's absorption by Dun & Bradstreet passes boards; yet to vote: FCC, stockholders

Signing of the agreement to merge Corinthian Broadcasting Corp. with Dun & Bradstreet Inc. was announced last Thursday (Jan. 22) following formal approval earlier in the week by boards of directors of both companies.

Price tag of the merger is estimated at $134 million (BROADCASTING, Dec. 8, 1969).

Under terms of the merger, involving exchange of .675 share of D&B stock for each share of Corinthian, Corinthian becomes a wholly owned subsidiary of D&B. C. Wrede Petersmeyer, president of Corinthian, remains as president of the broadcasting subsidiary.

Corinthian has 3.4 million shares outstanding, 48% of which is owned by publisher-financier John Hay Whitney who, under the merger, will own 9% of the new company.

The merger agreement will be voted upon at the annual meetings of D&B and Corinthian stockholders, both scheduled March 26. FCC approval also is needed.

Announcement of the signing came just one day after Hamilton B. Mitchell, president, Dun & Bradstreet, reported a record net income in 1969. D&B 1969 income was put at $21,296,995, equal to $2.05 per share and representing a gain of 10.7% over 1968, when net income was $19,183,413, equal to $1.85 per share. Gross income in 1969, it was reported, advanced to $292,046,662, an increase of 11.7% over a 1968 figure of $261,514,107.

Dun & Bradstreet is active in publishing and data-service fields. Among its interests are Thomas Y. Crowell Co., a book-publishing firm; Reuben H. Donnelley Corp., a classified telephone-

The Broadcasting stock index

A weekly summary of market activity in the shares of 94 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 22	Closing Jan. 15	Closing Jan. 8	1969–1970 High	1969–1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	37½	38	38	39¼	36	4,888	267,618
Atlantic States Ind.		O	6¼	6½	7	15½	5½	1,789	9,840
Capital Cities	CCB	N	35	33¾	35½	37⅝	26	5,804	197,336
CBS	CBS	N	45⅞	47	48½	59½	41⅝	26,129	1,247,660
Corinthian	CRB	N	31⅝	31⅞	33⅛	37¼	20	3,384	108,694
Cox	COX	N	48⅝	48⅛	47	59	37	2,893	138,864
Gross Telecasting	GGG	A	16¾	17⅝	17¾	24⅝	14⅞	805	12,276
Metromedia	MET	N	17½	17¾	19	53¾	16¾	5,603	105,056
Pacific & Southern		O	21¼	23	23	26½	13½	1,635	35,970
Reeves Telecom	RBT	A	11	15¾	14	35¾	8¼	2,253	31,542
Scripps-Howard		O	21	22½	24	31½	21	2,589	56,958
Sonderling	SDB	A	31½	32¼	34⅝	47⅞	29¼	985	32,998
Starr Broadcasting		O	16¾	16¾	15	16¾	6¾	338	4,394
Taft	TFB	N	25½	28¼	28¾	43¼	25⅛	3,585	95,003
							Total	62,680	$ 2,344,209
Broadcasting with other major interests									
Avco	AV	N	23½	22⅝	23⅛	49⅝	22⅝	13,462	311,241
Bartell Media	BMC	A	11⅝	12½	11	22¼	8¾	2,292	22,920
Boston Herald-Traveler		O	36	32	29	71	27	574	16,646
Chris-Craft	CCN	N	9⅞	9¾	10⅞	24¼	9½	3,450	36,225
Combined Comm.		O	14½	14¾	16½	24¼	9	1,798	26,970
Cowles Communication	CWL	N	10	10½	10¼	17⅝	9⅝	3,969	40,166
Fuqua	FQA	N	29	27½	30⅝	47	27	5,219	150,516
Gannett	GCI	N	28	28¼	27½	29¾	24¾	7,117	208,172
General Tire	GY	N	18⅝	18¾	18⅞	34⅝	17⅛	17,914	322,452
Gray Communications		O	7⅝	7½	6⅞	12¾	6⅞	475	3,610
Lamb Communications		O	5	5⅛	6	10	3¾	2,650	17,225
Lee Enterprises		O	23¼	25	23¾	25	15½	1,957	42,075
Liberty Corp.	LC	N	17⅞	17½	17	24⅝	14	6,743	114,631
LIN		O	11	10⅛	10½	32½	7¾	2,174	21,392
Meredith Corp.	MDP	N	39⅝	41¾	42	59¾	32½	2,781	121,669
The Outlet Co.	OTU	N	16¼	16⅞	17⅝	30⅝	15	1,336	20,040
Plough Inc.	PLO	N	84⅝	80⅛	78⅞	84⅝	57½	7,892	609,657
Post Corp.		O	17	17	17½	40	14½	713	12,834
Rollins	ROL	N	39⅞	39½	39	42¾	30⅛	8,016	304,608
Rust Craft	RUS	A	29⅝	28⅞	32	38⅝	24⅞	1,168	35,332
Storer	SBK	N	30	28	29¾	62	24½	4,221	122,916
Time Inc.	TL	N	36⅝	39½	40¼	100⅝	36¼	7,241	287,840
Trans-National Commun.		O	2½	2¼	3	11½	2¼	1,000	3,360
Wometco	WOM	N	18⅞	19½	19⅞	23⅞	16⅞	5,583	104,340
							Total	108,845	$ 2,953,467
CATV									
Ameco	ACO	A	14⅞	14½	14⅝	16⅝	7¾	1,200	19,008
American TV & Comm.		O	21½	22¼	22	22¼	9⅝	1,775	34,613
Cablecom-General	CCG	A	21½	23	20¾	27½	8¼	1,605	34,508
Cable Information Systems		O	2¼	2⅛	2	5	2	955	2,149
Citizens Finance Corp.	CPN	A	13½	13⅝	13	27¾	11⅝	969	12,113
Columbia Cable		O	14½	12½	12¼	17⅛	9¾	900	11,700
Communications Properties		O	7¾	17½	7	17½	4¼	644	3,864
Cox Cable Communications		O	23¾	24½	24	24	11¾	3,550	83,425
Cypress Communications		O	17¾	16½	14½	23	10½	854	12,383
Entron		O	2	2¼	2⅝	10½	2	607	1,214
General Instrument Corp.	GRL	N	23⅛	25¾	29⅝	43¼	22½	6,028	170,291
H & B American	HBA	A	30¼	27⅛	26	38⅝	11⅝	5,016	129,613
Sterling Communications		O	6¾	7¼	7	10½	5¾	500	3,680
Teleprompter	TP	A	129	126	115½	133½	46	1,007	108,756
Television Communications		O	17¼	17¼	18¾	20¾	10	2,654	49,099
Vikoa	VIK	A	22⅝	25⅞	27	35¼	20	1,815	49,055
							Total	29,435	$ 725,471

directory marketing service; Moody's Investors Services, publisher of investment manuals, and Fantus Co., an industrial plant-location consultant.

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

Corinthian also owns Standard Reference Library Inc., distributor of reference works. The company last reported earnings for the six months ended Oct. 31, 1969 up 18% over 1968, with TV revenues rising 5% for the six months (BROADCASTING, Dec. 1, 1969).

One-day halt in Reeves trading

Large-block sell-offs raise questions just before announcement of net losses

Trading of Reeves Telecom Corp. stock was suspended Tuesday (Jan. 20) while the American Stock Exchange sought information from the company on heavy selling activity Monday that dropped the price per share from around 15 to 11, and eventually to a low of 9.

"Several large blocks of stock were traded Monday," a company spokesman reported, "but we don't know why. It's possible that there was a leak of a year-end loss."

After resumption of trading Wednesday, Reeves announced a total net loss for 1969 of $2,810,000, or $1.24 per share, as compared with 1968 net income of $738,000, or 33 cents per share.

Reeves is considering a write-off of certain deferred start-up and operating costs of its Realtron computerized real-estate services, which could amount to "as much as $1.5 million after applic-

	Stock symbol	Exchange	Closing Jan. 22	Closing Jan. 15	Closing Jan. 8	1969–1970 High	1969–1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	28½	29⅝	29¾	42	24¾	5,882	156,461
Disney	DIS	N	142½	148	133	154¼	69⅞	4,469	586,556
Filmways	FWY	A	15⅞	15⅞	17⅛	38⅞	15⅛	1,492	24,245
Four Star International		O	3⅜	3¼	4	10	3	666	1,998
Gulf and Western	GW	N	18⅞	19⅝	19⅝	50¼	17½	16,426	321,950
Kinney National	KNS	N	30	28⅞	30	39½	19	5,940	169,290
MCA	MCA	N	25¼	23⅛	20⅞	44½	18¾	8,297	161,792
MGM	MGM	N	23¾	25¾	27¼	44½	23	5,801	149,898
Music Makers Group		O	8¾	8½	9	15¾	8½	589	5,154
National General	NGC	N	17½	17½	19⅛	46¼	16½	4,539	82,247
Transamerica	TA	N	22¾	23⅞	24½	38¾	22¾	61,869	1,593,127
Trans-Lux	TLX	A	19	19⅞	23	58¾	17½	1,020	20,237
20th Century-Fox	TF	N	19	19	19¾	41¾	14⅞	8,169	140,915
Walter Reade Organization		O	8	8½	8	15⅞	7⅛	2,342	18,736
Wrather Corp.	WCO	A	9¾	9⅝	10⅛	10¾	7¼	2,161	18,369
							Total	120,473	$ 3,450,975
Service									
John Blair	BJ	N	22	22¼	22	28¼	17¾	2,667	58,994
Comsat	CQ	N	51¾	54½	57½	60⅞	41¾	10,000	573,600
Creative Management		O	11	10	9½	20½	8½	1,020	9,180
Doyle Dane Bernbach		O	23	23	20	33	18¼	2,104	42,080
Foote, Cone & Belding	FCB	N	11½	11⅝	11⅝	15¼	10½	2,149	23,639
Grey Advertising		O	12	12¾	13½	18¾	11⅝	1,163	13,490
Movielab	MOV	A	6¾	7	7¼	14⅛	6	1,407	9,624
MPO Videotronics	MPO	A	8¼	8⅞	8⅝	22⅝	7⅛	548	4,581
Nielsen		O	38	36½	36½	38½	28¼	5,240	186,020
Ogilvy & Mather		O	22⅛	22½	21¼	35	16¼	1,090	21,800
PKL Co.	PKL	A	12⅜	10½	9¾	30½	9	739	7,656
J. Walter Thompson	JWT	N	32⅜	35	33⅝	36	32½	2,778	89,591
Wells, Rich, Greene		O	13	13⅛	13	18¼	8¾	1,601	20,813
							Total	32,506	$ 1,061,068
Manufacturing									
Admiral	ADL	N	13⅛	13½	14⅛	22⅛	12½	5,150	66,950
Ampex	APX	N	41⅞	45⅛	45⅝	49⅞	32½	10,826	500,656
CCA Electronics		O	4⅜	4½	4¾	6½	4⅜	800	4,000
General Electric	GE	N	74⅛	74¾	75	98¼	72⅝	91,025	7,008,925
Harris-Intertype	HI	N	70	72½	74¾	80¼	64¼	6,343	466,210
Magnavox	MAG	N	36⅞	35	37	56¾	32½	16,561	579,635
3M	MMM	N	110¼	112	113½	118½	94	54,521	6,003,852
Motorola	MOT	N	138¾	127½	130	166	102¾	6,649	900,940
RCA	RCA	N	32	32	33¼	48⅛	31¼	62,773	2,187,011
Reeves Industries	RSC	A	4¼	4⅝	4½	10½	3½	3,443	12,395
Visual Electronics	VIS	A	8⅛	8½	10	37	7⅛	1,357	10,639
Westinghouse	WX	N	56¼	56¼	59⅝	71¼	53⅜	39,304	2,273,343
Zenith Radio	ZE	N	33½	34¾	35½	58	32⅞	19,020	629,942
							Total	317,771	$20,644,498
							Grand total	671,710	$31,179,688
Standard & Poor Industrial Average			89.95	91.68	92.68				

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.

This advertisement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offering is made only by the Prospectus.

242,852 Shares

Rahall Communications Corporation

Common Stock
($.10 par value per share)

Price $12.75 per Share

Copies of the Prospectus may be obtained from any of the several Underwriters only in states in which such Underwriters are qualified to act as dealers in securities and in which the Prospectus may be legally distributed.

Dean Witter & Co.
Incorporated

Bear, Stearns & Co. | Clark, Dodge & Co. Incorporated | Dominick & Dominick, Incorporated

Francis I. duPont, A. C. Allyn, Inc. | F. Eberstadt & Co., Inc.

Goodbody & Co. | E. F. Hutton & Company Inc. | W. E. Hutton & Co.

Reynolds & Co. | Shearson, Hammill & Co. Incorporated | G. H. Walker & Co. Incorporated

January 22, 1970.

This announcement is neither an offer to sell nor a solicitation of an offer to buy securities. The offer is made only by the Prospectus.

NEW ISSUE *January 16, 1970*

300,000 Shares

Transcommunications Corporation

COMMON STOCK
($0.01 Par Value)

Price $8.00 Per Share

Copies of the Prospectus may be obtained from the undersigned or such other dealers as may lawfully offer these securities in this State.

PHILIPS, APPEL & WALDEN, INC.

able tax credit, or 67 cents per share." A loss exclusive of the write-off totaling $1,280,000, subject to year-end audit, came from the acquisition of CATV properties in 1968 and accompanying capital expenditures, resulting in additional interest and depreciation charges beyond the revenue capabilities of the systems during 1969, Reeves said.

Acquisitions of the production-services division and two strikes in January and July also severely reduced the revenues of that division and brought on substantial increased interest and depreciation charges, Reeves added.

A final decision on the write-off is yet to be made by the management and the board of directors, according to the Reeves official.

"We're not backing away from Realtron, by any means," he reported. "Realtron grossed $1 million in 1968—we're not going to abandon the project. We're just dealing with a very soft mortgage market right now."

Reeves stock opened Thursday (Jan. 22) at 9⅞ and closed at 11.

Northeast, Northwest move toward merger

The boards of directors of Northwest Airlines and Storer Broadcasting Co.'s 86.1% subsidiary, Northeast Airlines, last week announced they had approved the merger agreement between the two companies (BROADCASTING, Nov. 17, 1969).

Under the agreement, which has been approved by Storer's board of directors, Northwest would be the surviving company and the shareholders of Northeast will receive one share of Northwest common for each five shares of Northeast stock held. The transaction, which has an estimated value of nearly $47 million, is still subject to approval by the Civil Aeronautics Board and by the stockholders of both airlines.

It was also announced that Bill Michaels, president of Storer Broadcasting, will become president of Northeast, succeeding James O. Leet, who resigns Feb. 16. Mr. Michaels will serve as president of Northeast without additional compensation.

CBS plans to buy art firm

CBS announced last week an agreement in principle to buy Donald Art Co. Inc., Port Chester, N.Y., and its export organization, Bonnist International Ltd., for $16.9 million in CBS common stock. Donald Art Co., founded in 1940, is a leading publisher, printer and distributor of modern and traditional art reproductions. Annual sales are estimated at $7 million.

TVC to use new funds for Akron CATV system

A public offering of 447,837 shares of Television Communications Corp., New York, registered with the Securities and Exchange Commission Nov. 10, has been over-subscribed at $17 per share.

The company sold 100,000 shares and 347,837 shares were for the account of certain shareholders.

Selling stockholders included Cowles Communications, John Hancock and Massachusetts Mutual life insurance companies. The sale of the Cowles shares was a condition to closing of TVC's acquisition of WBNB-TV Charlotte Amalie, Virgin Islands (BROADCASTING, Nov. 17, 1969).

Net proceeds of the stock sale will be used for the construction and operation of the company's Akron, Ohio, CATV system.

Following the public offering, the company will have 2,816,350 shares outstanding.

Company reports:

Kaufman & Broad Inc., Los Angeles-based home builder and multiple CATV owner, reported a 39% increase in sales and a 77% gain in net income for its fiscal year.

The company has announced a 3-for-2 stock split and stock dividend. The stock split will be in the form of a 50% stock dividend to be paid out of capital surplus, while the dividend increase is payable Feb. 16 to shareholders of record Jan. 30.

K&B has formed a wholly owned Canadian subsidiary, Kaufman & Broad Ltd., which has agreed to buy 80% of the common stock of Victoria Wood Development Corp., a Toronto-based home builder.

For the year ended Nov. 30:

	1969	1968
Earned per share	$1.21	$0.75
Revenues	100,460,000	72,185,000
Net income	4,611,000	2,608,000
Shares outstanding	3,828,883	3,506,480

Taft Broadcasting Co., Cincinnati, group broadcaster and TV program producer, reported an increase in net revenues and net income for the first nine months of its fiscal year.

The company also declared a quarterly dividend of 15 cents per share, payable March 16 to stockholders of record Feb. 16.

For the nine months ended Dec. 31:

	1969	1968
Earned per share	$1.70	$1.57
Net revenues	38,893,755	34,955,639
Net income	6,176,566	5,625,801

Notes: Figures are restated to include Coney Island Inc., Cincinnati amusement park operator, which was acquired on a pooling basis. Acquisition of WTAF-TV Philadelphia on July 1, 1969, was treated as a purchase for accounting purposes.

Norton Simon Inc., Fullerton, Calif., parent company of Talent Associates Ltd., *McCall's*, *Redbook* and *Saturday Review* magazines, reported a 19% increase in per share earnings for the six-months ended Dec. 31:

	1969	1968
Earned per share	$1.36	$1.14
Revenues	516,835,000	480,276,000
Net income	17,702,000	15,227,000

Notes: 1968 figures have been adjusted to reflect stock dividends.

Financial notes:

▪ Walt Disney Productions, Burbank, Calif., film production and distribution company, reported net income of $3.9 million or 75 cents per share for the three months ended Jan. 2. This compares with net income of $2.3 million or 50 cents per share the year before. Gross revenue results were not disclosed.

▪ John Blair & Co., New York, has sold the Blair Building in Chicago to Romanek-Golub & Co., a Chicago real estate firm, for $4.8 million, of which $4.3 million was in cash. Blair said it has retained ownership of the underlying land which is leased for a 99-year term to the purchaser who received a long-term option to purchase the land for a minimum of $2.2 million. The rep will remain in the building as a tenant.

▪ Communications Properties Inc., Austin, Tex., operator of 13 CATV systems in Texas, reported net income of $35,423 or 7 cents per share (based on an average 499,364 shares outstanding) on revenues of $2,080,478 for its first fiscal year, which ended Oct. 31. CATV operating revenues amounted to $1,299,628.

▪ Ogilvy & Mather's board of directors has declared a regular quarterly dividend of 15 cents per share, payable Feb. 27 to stockholders of record Feb. 9.

▪ Four Star International, Culver City, Calif., has terminated its negotiations for acquisition of the *Hollywood Citizen News*, the *Valley* (San Fernando Valley, Calif.) *Times* and 23 related community newspapers. Negotiations had been conducted for several months (BROADCASTING, Dec. 1, 1969). The newspaper properties are owned by the Winthrop Lawrence Corp., a Washington-based holding company headed by Lammot Du Pont Copeland Jr. Negotions for the right for Four Star to distribute some Winthrop Lawrence film properties through London Screen Plays Ltd., a British firm, also have ended.

▪ Medical Investment Corp., Minneapolis, expects $310,000 in earnings, equaling 49 cents per share, for the first nine months of 1969, up from $82,000, or 13 cents per share, for the same period a year earlier. Estimate was provided in Philadelphia to security analysts by Thomas K. Scallen, president. Medical Investment has a merger pending with Basic Communications Inc., New York, radio group owner.

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More may defect from 'Griffin' time

WCBS-TV New York will hold to late-night slot, but other CBS-owned outlets are 'evaluating' position

The possibility of a basic break in the late-night presentation of CBS-TV's *Merv Griffin Show* loomed last week with the prospect that some CBS-owned stations may seek to delay their presentation of the show.

The first break had come the week before when network authorities disclosed that three affiliates had been granted permission to carry the program in late afternoon and that other requests for delayed-broadcast privileges would be considered on a case-by-case basis (BROADCASTING, Jan. 19).

Sources in the CBS Television Stations Division said last Thursday (Jan. 22) that WCBS-TV New York had decided to continue carrying *Griffin* at its scheduled time, 11:30 p.m. to 1 a.m. EST, but that the question of delaying the program was being "evaluated" by the four other CBS-owned TV stations: KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

A key CBS-TV network official said he was "surprised" to hear the report and ventured that "I would think there will be some conversations very high up" if owned stations seek delays. Since the network and the owned stations are separate divisions, a hard-line dispute between the two presumably would be bucked up to the CBS/Broadcast Group level for decision.

Defections by CBS-owned stations from the late-night line-up would be a blow to the show's status as a late-night presentation and seemingly would weaken the network's position in insisting that affiliates keep it in the 11:30-1 EST spot.

CBS Stations Division sources said the show was "doing well" in Los Angeles but "not doing the best in the world" in the other owned-station markets.

WCBS-TV's decision to keep the show where it is was generally attributed to two main factors: the *Mike Douglas Show* was said to be doing well in the 4:30-6 p.m. slot, and New York is the basic origination point for the *Griffin* show (though it's moving this week for two weeks of origination in Los Angeles and two weeks in Las Vegas.)

CBS-TV network sources meanwhile reported late last week that no delay privileges have been granted beyond the three disclosed earlier—to WJW-TV Cleveland, WAGA-TV Atlanta, and WPRI-TV Providence, R.I.—and that requests for delays have been received from only three other affiliates.

Stations making the three pending requests were not identified but sources said none of them wanted to carry the show in the 4:30 p.m. slot. They said one wanted to start it at midnight instead of 11:30 p.m., one in the Southwest wanted it at 11:30 local (10:30 EST) time and one wanted to schedule it at 2:30 p.m.

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Taft ends taping of 'Wholey'

Taft Broadcasting Co., Cincinnati, last week announced the cancellation of *The Dennis Wholey Show* with the last show taping Friday (Jan. 23). Lawrence H. Rogers, Taft's president, laid the blame on low-revenue return resulting from an insufficient number of television markets, and "not a lack of confidence in Mr. Wholey's ability." The show originated from Taft's WKRC-TV Cincinnati and was produced by R Associates. The original production plan when the show went into national syndication Aug. 18, 1969, was to be for one year.

West takes over reins on idea dropped by CBS

Donald V. West, assistant to CBS President Frank Stanton for the past four years, has resigned to form SQN Productions Ltd., New York, to produce television programing that combines entertainment, news and documentary values.

For the past six months, Mr. West had devoted himself to developing this programing approach with CBS financing and approval. Following the company's decision several weeks ago to abandon the project, Mr. West last week said that he would continue to develop his concept on an independent basis. He reported that he had completed production on two programs, one of which he considered satisfactory.

"I am not persuaded that the television industry is doing all it can to produce entertainment programs that will appeal to a growing market that is interested in what's going on in our society," Mr. West remarked.

Mr. West said there are several industry executives associated with him in SQN. He added that the only one he could identify at this time is Michael Gilburd, who formerly was a business manager with Becker and London, New York, law firm specializing in the entertainment field.

Temporary headquarters for SQN Productions is at 159 West 53d Street, New York. Telephone number is 581-7990. SQN derives from the Latin "sine qua non," meaning indispensable thing.

NBC has a bonanza in TV clearances

NBC-TV claimed last week that its nighttime schedule was carried on an average of 202 affiliates per quarter-hour for the week of Jan. 5-11, a total the network said was "the highest level ever achieved by any network." NBC said that CBS and ABC averaged 188 and 171 stations, respectively.

According to NBC, *Bonanza* cleared

the most stations of any NBC prime-time series in the January week that was used as a basis of comparison. The show was carried by 223 stations. Second was *Laugh-In* with 216, followed by *Dean Martin Show* with 215 and *Bill Cosby Show* with 213. Two shows, *Julia* and *Walt Disney*, cleared 210 stations, *Kraft Music Hall* and *Ironside* 208, *Andy Williams* 206 and *Daniel Boone* 204. The highest level achieved by other networks in prime time were said to be *Family Affair* on CBS and *Lawrence Welk Show* on ABC, each with 204 outlets, according to NBC.

New Curtis TV show has a Hitchcock-type plot

Dan Curtis Productions, New York, which is responsible for the *Dark Shadows* series on ABC-TV, intends to deviate from the norm in other daytime series it is developing for the matinee viewer.

Dan Curtis, president, described the three-year old *Dark Shadows* as "a contemporary gothic drama," and in development now is a daytime-suspense series, *Mirrors of Darkness*, which "is a Hitchcock kind of story on a continous basis." Though Mr. Curtis enjoys creating for daytime TV where, he said, "there is a great deal of creative freedom," his company has recently completed production of a one-hour prime-time pilot, *Dead of Night*. "The *Dark Shadows* series has led to other things," he remarked. "I've set up a music publishing and record company based on the music from the show. I'm doing a movie based on the series in which MGM has expressed an interest. And we'll start production soon on another motion picture, 'The Hoods,' based on a book by Harold Gray about gangsters in the 1920's."

Mr. Curtis set up his own company in 1961 and has produced the *CBS Golf Classic* programs, plus numerous entertainment and dramatic specials for all networks. Earlier he was associated with NBC Films and MCA TV.

Bringing Broadway to TV

Metromedia Inc. intends to tap the Broadway theater on a consistent basis to provide TV adaptations of stage productions for its television stations. As a starter, on Jan. 31, Metromedia's WNEW-TV New York will present a 90-minute version of "The Front Page," which subsequently will be telecast on its other stations. A television adaptation of "Red, White and Maddox," has played on Metromedia-owned KNEW-TV San Francisco; will be carried on WNEW-TV Feb. 12 (8-9 p.m.) and thereafter be scheduled on other company outlets.

New shows help ABC boost ratings

In New York 'instants' network scores gains with midseason changes

ABC-TV's revamped prime-time schedule fared much better in its premiere week than its early-season programing, at least in New York ratings.

Monday night (Jan. 20), when ABC put *It Takes A Thief* in at 7:30 and a movie, "How To Steal A Million", from 8:30 to 11, the network increased its over-all rating almost seven points over the previous week. Although its 15.5 rating, 22 share Monday still trailed the other networks—CBS with a 16.4 rating, 23 share, NBC with a 25.2 rating, 36 share—ABC placed second Tuesday and Wednesday nights.

The over-all ratings Tuesday night were NBC 29.6, 44; ABC 13.7, 20, and CBS 11.3, 17. Programing from 7:30 to 8:30 was not changed; the National Basketball Association all-star game was broadcast from 8:30 to 11.

Wednesday, with new ABC shows at 7:30 *(Nanny and the Professor)*, 9 *(Johnny Cash)* and 10 *(Englebert Humperdinck)*, that network had a 17.9 rating, 25 share to NBC's 23.5, 33 and CBS's 15.0, 21.

While none of ABC's new shows won its time period, so far *Nanny* did much better than CBS's *Hee Haw*, and ran a close second to the first half-hour of NBC's *Virginian*. Ratings were NBC 21.3, ABC 19.4 and CBS 9.7.

NBC's *Laugh-In* (Monday, 8-9) was not hurt at all by the early start (8:30) of ABC's movie; in fact, ratings for all three networks picked up at 8:30.

The basketball game on ABC Tuesday had a much lower rating than *Movie of the Week* usually does in that time slot, while NBC's movie from 9-11 ("My Sweet Charlie") received its highest New York Nielsen rating of the season—36.8, with a 53 share.

Firm seeks European films

Tower Productions Inc., New York, has been organized to distribute motion pictures initially to theaters and subsequently to television, it was announced last week by Harold Sobel, president. The company plans to acquire European films produced in English, and already has its first presentation, "The Lady of Monza," scheduled for theatrical release in the U.S. in April. Tower is in negotiations for other features.

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Two newsmen fight Jim Garrison suit

Newsmen were charged with bribery after documentary was aired in June 1967

A First Amendment fight in which two broadcast newsmen have charged that a district attorney is attempting to use the powers of his office to silence criticism of his performance is quietly unfolding in the federal courts.

The newsmen are Walter Sheridan, of NBC News, and Richard Townley, of WDSU-TV New Orleans; and the district attorney, the celebrated Jim Garrison of New Orleans.

Mr. Sheridan and Mr. Townley are seeking a court order to prevent Mr. Garrison from prosecuting them on bribery charges. They say the state suit is abridging their right of free speech.

And last week, they received an assist from the Supreme Court. It refused Mr. Garrison's request that it review a lower court's order holding that the newsmen are entitled to a hearing on their suit in federal district court.

Mr. Sheridan and Mr. Townley helped prepare a 90-minute NBC documentary on Mr. Garrison's ill-fated prosecution of New Orleans businessman Clay Shaw, whom the district attorney had alleged was involved in the assassination of President Kennedy.

The documentary, aired June 19, 1967, was highly critical of Mr. Garrison—who was given time to reply—and in the weeks that followed, he filed information charging Mr. Sheridan and Mr. Townley with bribing and intimidating witnesses.

The newsmen sought a federal court injunction against the state court suit, contending that the charges were lacking in substance and were designed solely to intimidate them and anyone else who disagreed with the way Mr. Garrison was conducting his office.

They also submitted affidavits of other newsmen, including reporters for NBC, *Life*, and *Newsweek*, indicating that prosecution of the case would have a "marked inhibiting effect" on news coverage of the district attorney's office.

The district court ruled against them, on the ground it could not interfere in a state matter. But the fifth circuit court of appeals, in a decision last August, held that such intervention is permissible in criminal cases "in which it is alleged and the facts indicate that the prosecution is brought in bad faith with the purpose and effort of suppressing speech."

"When significant chilling effect on free speech is created by a bad faith prosecution," the appeals court said at one point, the prosecution will "cause irreparable injury regardless of its outcome, and the federal courts cannot abstain from issuing an injunction."

However, the court noted that the newsmen have a difficult task ahead in district court, since the presumption that the state's prosecution is law enforcement and not interference with free speech normally prevails. The newsmen, the appeals court said, merely have the opportunity to attempt to prove that that presumption "should not carry the day."

Smiling to the tune of an estimated $100,000 deal with the Mutual Broadcasting System to carry his heavyweight championship match with Joe Frazier, opponent and co-claimant to the heavyweight title, boxer Jimmy Ellis is flanked by John P. Fraim (r), chairman and president of the Mutual Broadcasting Corp., and Victor Diehm, president of the Mutual Broadcasting System. The exclusive, live broadcast, will originate from New York's Madison Square Garden Feb. 16 and will be broadcast to most of the world.

Shields on 'backlash' at top-40 stations

Is there a white blacklash in broadcasting today that is trimming black music off the play lists of general-appeal top-40 radio stations?

Such a charge is suggested in the resignation last week of Del Shields as executive director of the National Association of Television and Radio Announcers, chiefly comprising Negro broadcasters. Mr. Shields explained his departure Thursday as the result of ultimate frustration after four years of seeking to establish better understanding between NATRA members and white station owners. His reasons were personal and financial too, he said, with youngsters now ready for college.

Just before submitting his resignation, Mr Shields said he had been considering a lawsuit in behalf of NATRA against certain unnamed top-40 stations for allegedly boycotting black music. He called the practice "cultural genocide." He pointed out its was openly admitted by both station people and record company representatives during discussions at the recent national record and radio conference in Atlanta.

Mr. Shields complained of the "total indifference" of the majority of white owners of Negro-programed stations "and an inherent racist attitude that continues to choke black members and leave them with token recognition in return for their vast contributions."

ABC-TV to make room for Danny Thomas

Danny Thomas is returning to ABC-TV next fall after an absence of 14 years from that network to star in a half-hour weekly series titled *Make Room for Granddaddy*. A time slot has not been selected.

Martin Starger, vice president in charge of network programs for ABC-TV, said the series will be an extension of the ABC-TV series starring Mr. Thomas and titled *Make Room For Daddy* that was on the network from 1953-56. Mr. Thomas later had his own program, *The Danny Thomas Show*, on CBS-TV until 1964 and in recent years, he has performed as a TV panelist and guest artist and has served as a producer.

The new series will be produced in Hollywood by Danny Thomas Productions.

Pro football decision may come this week

Professional football commissioner Pete Rozelle entered the involved discussions last week on network television contracts for the newly merged leagues in 1970-71 (BROADCASTING, Jan. 19), but rights figures were tossed back and forth without any commitments being reached.

Football league offices estimated some decisions might be reached by late this week. Network sources would not even speculate as to when the negotiations might be completed.

CBS-TV, which has carried National Football League games in the past, has first refusal on games of the new National Conference teams, and NBC, which has carried American Football League games, has similar rights in negotiations for American Conference rights.

Although none of the participants would discuss negotiation terms, past estimates have indicated football officials would seek about $31 million a year in addition to $8 million already committed by ABC-TV for a package of Monday-night games.

Key West CATV plans all-color programing

A 9,000-customer CATV system in Key West, Fla., is on the verge of initiating full-color TV programing. The system is 15-year-old Cable-Vision Inc., owned principally by John M. Spottswood, who is also the licensee of WKWF(AM) there.

The Key West system has ordered $111,000 worth of RCA color-TV cameras and a film chain that is being readied for operation next month. Included in the order are two PK-730 single-tube, color cameras, a companion color film system, and two monochrome cameras for remote use.

The color cameras are due to be used at the cable system's studio but can also be used outside for coverage of public events. The two black-and-white cameras are to be permanently installed in the meeting rooms of the city commission and of the county commission. They will be controlled remotely from the studios for zoom, pan, and tilt. Coverage of the governmental meetings will be fed live over the local channel, with excerpts taped for inclusion in the three daily newscasts the system provides for its subscribers. The newscasts are simulcast from the radio station.

Mr. Spottswood said the color gear will be used initially for public-service coverage, but later will be expanded for high school sports and feature films. The five-channel system provides the three Miami network TV stations plus a weather-time-news channel. During election years, the fifth channel has been used to allow candidates to speak to the voters in Monroe county, and for election-night returns. As the local-origination color service becomes established, Mr. Spottswood said, he will begin selling commercials. He has never done this before, he noted.

Mr. Spottswood also reported that he is presently negotiating to expand and upgrade his system at a cost he estimates may well reach $250,000.

The Mets radio line-up now includes WNBC-FM

WNBC-FM New York will carry the 190-game schedule of the New York Mets professional baseball team in 1970, taking WABC(AM) New York's place in the trio of stations covering the 1969 world champions.

The originating station will continue to be WJRZ(AM) Hackensack, N. J., and WGLI(AM) Babylon, N. Y., will provide coverage on Long Island. Lindsey Nelson, Bob Murphy and Ralph Kiner will return as regular announcers.

Rheingold Breweries controls the broadcast rights to the Mets games, and makes financial agreements with each station.

The 1970 schedule includes 162 regular-season games, 27 exhibition games and the Mayor's Trophy game against the New York Yankees.

North-South exchange set

Two TV program distribution companies, Filmtel International Corp., New York, and Zwahlen & Associates Inc., West Palm Beach, Fla., have agreed to exchange sales representation. To start the agreement, Filmtel released "Golden Eagle Feature Film" package to Zwahlen & Associates for sale and syndication in the South. Zwahlen offered the *Bill Anderson Country Western Show* to Filmtel for sale in the North, Midwest and on the West Coast. The same type of exchanges will continue with the release of new products by both firms.

Program notes:

Gardening series available ▪ Alan Sands Productions, New York, is offering *Miracle Gardening Tips*, written and narrated by gardening author Samm Sinclair Baker, for sale to radio stations. The series consists of 260 50-second features on indoor and outdoor gardening.

Barrel of monkeys ▪ An on-camera cast consisting solely of chimpanzees will be featured in an ABC-TV children's

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series scheduled for debut in the fall. *San Simian, Secret Chimp,* described as a mystery-comedy series, is being produced by Sandler Burns Marmer Production Co., Los Angeles.

Enters the pack ▪ Pantheon Productions has been formed in Atlanta, joining the production-syndication races with two pilots, *The Billy Joe Royal Show* and *Dig!*, an all-black half-hour series. All taping is being done at Television Productions International, Atlanta. Offices are located at 1374 W. Peachtree St.

New film center ▪ MFC Film Production Inc., Houston, is constructing a new 5,000 sq. ft. motion picture center and sound stage there. The facility will include two mobile film units, available to out-of-town producers. The location is 5915 Star Lane, Houston.

Help to break habit ▪ Gamblers Anonymous, Washington, a community-aid group that offers assistance to compulsive gamblers unable to control their tendencies, is offering public-service announcements to area radio stations. The spots explain the help that is available from GA, an organization that patterns itself along the lines of Alcoholics Anonymous. Inquiries may be directed to 1814 N Street, N.W., Washington 20036.

Dick's brother ▪ CBS-TV has signed Jerry Van Dyke, star of a 1963 summer series called *Picture This,* to co-star with Andy Griffith in a new series next season titled *Headmaster.* Mr. Van Dyke will play an athletic coach at the school headed by Mr. Griffith.

More movies ▪ Warner Bros. Television has placed into syndication 32 first-run, off-network motion pictures, 22 of which are in color. Among the feature films in the package, titled Volume 15, are *The Music Man, Song of Bernadette, Island In The Sun, Robin And The Seven Hoods* and *What Ever Happened To Baby Jane.*

R&R study ▪ WASH(FM) Washington will broadcast a 48-hour documentary study—to be scheduled noon to midnight daily from Friday Feb. 13 through Monday, Feb. 16—of *The History Of Rock & Roll.* Metromedia Radio said its FM station in Washington will broadcast the documentary, produced by Drake-Chenault Enterprises, for the first time. Taped copies were donated to the Library of Congress, Lincoln Center and the Julliard College in New York, and various colleges throughout the U.S., including Harvard University.

International

New ad-agency network will reach 36 cities

An international group of advertising executives gathered in New York Thursday (Jan. 22) to announce the formation of a tripartite network of advertising agencies that will give Needham, Harper & Steers, New York, S. H. Benson Ltd., London, and Univas/Havas Conseil, Paris, representation in 36 cities on five continents.

The network, which has been in operation unofficially for six months, will be called Benson Needham Univas. NH&S has maintained a similar association with Benson since 1967, but the new agreement involves the French agency for the first time.

The marriage of the three agencies includes a binding contract, a three-way exchange of equity and an exchange of directors on the boards of each company. Each agency will have resident representatives of the other two agencies in its home office. The BNU will be supervised by a six-man network committee, consisting of the three chief executives and three international officers.

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Benton & Bowles is now operating in France

With the acquisition of 20% interest in a French agency, Benton & Bowles International will complete its coverage in the Common Market countries, Chairman L. T. Steele announced last week.

Benton & Bowles has affiliated with A.C.R.C., Paris, now to be known as Andre Coutau/Benton & Bowles, as it has with agencies in Germany, Italy, The Netherlands, Belgium, United Kingdom, Canada and Mexico since 1958.

The agency has also purchased a "fairly substantial interest" in Johnson Advertising S.A.C. de Publicidad, Buenos Aires. Johnson Advertising billed $1.8 million in 1969; A.C.R.C. has estimated billings of $4 million.

The billings of Benton & Bowles' international partners totaled over $65 million in 1969, Mr. Steele said, an increase of about $15 million. Combined with the agency's domestic billing, the 1969 total is $202 million.

U.S. may grant aid to Yugoslavian UHF

Three representatives of U.S. educational television will make recommendations soon to the State Department on possible assistance to Yugoslavia in establishing a second national TV channel there, to be used primarily for instructional television.

Robert F. Schenkkan, general manager of KLRN(TV) San Antonio, Tex.; Dr. John Caffery, of the American Council on Education, and Gerard Appy, of National Educational Television, were sent to Yugoslavia in November to study the feasibility of setting up a UHF channel to complement the country's commercial VHF channel. Any aid granted to Yugoslavia would probably be in the form of technical assistance, Mr. Schenkkan said.

"We could be very helpful in the school utilization area," he noted. "We've done much more than they have in that field."

Receivers being sold now in Yugoslavia are equipped for UHF, he reported, and an adapter has been developed for sets already in use. The only reception problem, he added, would be caused by the mountainous terrain.

4 birds are in orbit over Atlantic Ocean

The fourth Atlantic Ocean communications satellite was scheduled to go into commercial operation Feb. 1, following its successful launch and orbit transfer two weeks ago.

An Intelsat III-type satellite switchboard, the spacecraft was launched Jan. 14 after a seven-day delay because of high winds and technical difficulties with the delivery vehicle, and moved into orbit Jan. 16.

The satellite, owned by the Communications Satellite Corp. for the International Telecommunications consortium, is the first whose launch was insured. Had it failed to achieve proper synchronous orbit, 22,300 miles above the equator, Comsat would have received $4.5 million, about 75% of its investment in the launch. Comsat paid an insurance premium of $872,000 for this protection.

The new Intelsat III satellite is capable of handling simultaneously four color TV circuits or 1,200 telephone calls. It joins Early Bird, now on stand by, Intelsat II, now used solely for the Apollo program of the National Aeronautics and Space Administration, and the first Intelsat III, which went out of service for a number of weeks last year.

Other Intelsat III-type communications satellites are over the Indian Ocean, launched last February, and over the Pacific Ocean, launched last May. Two Intelsat III launches failed to achieve proper orbit; one in September 1968 and the other, in July 1969.

Under consideration is another Intelsat III launch next month, also for Atlantic traffic.

CBC to analyze image of media

The Canadian Broadcasting Corp. will present an extended program in its *Thursday Night* TV series on Thursday, Jan. 29, 9:30-11 p.m. EST dealing with the news media and recent signs of governmental and public distrust of newspapers and broadcasting.. The program will survey the public on news credibility and will also focus on a Senate committee of Canada's parliament, headed by Senator Keith Davey, which is holding hearings on the media with the aim of providing recommendations to parliament on the state of the media in Canada.

Elie Abel, newly appointed dean of Columbia University's school of journalism, will serve as the host of the program.

Equipment&Engineering

FCC hears land-mobile debate

Broadcast interests say inefficient use of spectrum is cause of land-mobile ills

In the first round of two days of oral argument on FCC proposals to open up UHF spectrum space to land mobile, old polarizations reasserted themselves.

Broadcasting interests, represented principally by the Association of Maximum Service Telecasters, argued that congestion in the land-mobile band is caused by inefficient use of existing channels, while land-mobile interests, spearheaded by the Land Mobile Communications Council, held that additional spectrum space is the only answer to land-mobile's present and future needs.

Under debate were two commission proposals aimed at relieving land-mobile crowding, issued in a notice of proposed rulemaking in July 1968. One would permit land-mobile and UHF sharing of the seven lowest (14-20) UHF channels; the other would reserve for land-mobile use channels 70-83, between 806 and 960 mc.

Leading off the argument, AMST spokesman Henry Goldberg again drove home the association's position that land mobile's problems stem from deficiencies in coordinating, managing and using presently allocated channels. Mr. Goldberg told the commission it should not "thwart" UHF growth, after encouraging its development, by permitting channel sharing with land mobile. He noted that presently allocated UHF channels 14-20 are "virtually saturated" with 62.5% occupancy and that construction permits are issued for most of the remaining vacancies.

Arguing that an "overburdened" commission staff does not keep track of land-mobile users and assignments, Mr. Goldberg said the commission has not devoted enough attention to frequency management and is just now starting to accumulate long-needed data to formulate remedies. "The commission should not take any action now which would worsen the situation while it is allocating its resources for long-range solutions," Mr. Goldberg said.

The FCC-sponsored Stanford Research Institute's study of land-mobile utilization, whose conclusions AMST generally supports, was criticized by Mr. Goldberg for alleged deficiencies in its sampling methodology, and particularly for its findings of a congestion "crisis" in New York City, which he called an "aberration." Contending that an hourly peak-usage figure instead of SRI's daily peak would reflect a more accurate picture of channel usage in New York City, Mr. Goldberg also pointed out that SRI's data did not allow for varying user-access waiting periods and showed only the presence of radiation on a channel, and not the nature of the signal. He called for additional "traffic" monitoring that would show the qualitative nature and composition of messages.

What SRI's sampling data actually shows, Mr. Goldberg asserted, is that some New York channels are lightly used and some heavily used, pointing to the possibility of intra-service and interservice sharing. He called on the commission to undertake traffic monitoring on the "5%" of New York channels which are congested, conduct a census of New York land-mobile users, and establish a small analysis-and-planning group to study the situation, using computer re-runs of SRI's data.

Jack Wayman, of the consumer products division of Electronic Industries Association, also opposed the commission's proposal to share channels 14-20. He maintained the measure would degrade television reception because of interference from land-mobile transmissions and would force existing stations to move to higher frequencies, disrupting receiver performance, VHF-UHF tuning parity and all-channel master antenna systems. Mr. Wayman also questioned the commission's proposing its action prior to conducting controlled field tests demonstrating its

feasibility. The proposal to reserve the 806-960 mc band for land mobile met with the division's approval, Mr. Wayman said, subject to conditions including agreement on final assignments in the band, establishment of a timetable to develop required UHF-TV tuners by the industry and the reassignment of present and pending services in the band.

A spokesman for UHF licensees Forward Television Inc. and Plains Television Corp. urged the commission not to make a "short-sighted and ineffective decision" under pressure from land mobile. He claimed the commission's proposals were made without sufficient data, which he said was only now being made available. If the commission decides channel-sharing is needed to solve land mobile's problems, he added, it should not be in the UHF band: "The expedient course in this argument is the wrong course."

A representative from U.S. Communications Corp.'s WPHL-TV Philadelphia said the commission's proposed rulemaking would allow land-mobile operation 23 miles within WPHL-TV's grade-B contour, impairing the competitive posture of the station: "We urge the commission to reject any proposal which would impair UHF power."

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Martin Firestone, general counsel of the All-Channel Television Society, warned that the commission's proposals were creating "paranoia" in potential investors in UHF development: "No prudent businessman will proceed with the construction of a UHF station with the prospect of deterioration of service. . . . The proposal is one which cannot help but have the most depressing effect upon investment in UHF development."

Robert A. Wood, speaking for the Joint Council on Educational Telecommunications and the National Association of Educational Broadcasters, said the two groups were "not opposed to channel sharing, but the sharing must work." He added, however, that if UHF channels are impaired "there will be substantial effect on educational broadcasting . . . I'm afraid the proposals will hurt educational broadcasting." Mr. Wood urged the commission to leave channels 70-83 alone or else reserve them for educational use.

AT&T's Alfred C. Partole said the commission was "correct" when it said additional spectrum space was needed to solve land mobile's long-term needs. While conceding that more efficient use of the land-mobile spectrum can be made, Mr. Partole said that in its report SRI "specifically disclaimed the broader question of whether additional spectrum space was needed for the future needs of land-mobile services."

AT&T again championed a proposal it enunciated last spring for substituting a common-carrier system for land-mobile radio. The theoretical system, which would be developed in phases over an eight-to-10-year period, would employ a network of zones, each with a single, low-power multiplex transmitter which would be used only to call in to a central processing unit, which would employ complex switching equipment to relay messages via cable. In response to a question from Commissioner Robert E. Lee, AT&T's representative said he "didn't know" whether the system would meet the needs of all land-mobile users, admitting its use would probably be confined to large metropolitan areas.

In a combined presentation, the Land Mobile Communications Council and the land-mobile communications section of EIA's industrial electronics division sought to persuade the commission that while intra-service and inter-service sharing of channels may help alleviate spectrum crowding, the only solution to land-mobile's future needs—which were projected as doubling by 1980—was channel sharing.

LMCC President Norman Bach emphasized the public-service role of land mobile, saying: "AMST seems to feel that for some of us, two-way radio is a luxury—believe me, it is not—it is a tool."

Glen Peterson, chairman of EIA's land-mobile section, disputed AMST's projected growth rates for land mobile, pointing out that the association's estimate for fiscal 1969 was off by 3% and predicting that the percentage of error will grow.

EIA's John Mitchell, a vice president of Motorola, claimed that the commission's and SRI's samplings were too short and didn't reflect the true extent of congestion. "SRI's first, quick look at spectrum usage showed congestion—a further look would show more," he claimed. However, in response to a question from Commissioner Nicholas Johnson he agreed that more inter-service and intra-service sharing was possible and that local frequency coordinators should advise users when empty space is available. But he held his ground in asserting that SRI was correct in its findings of a congestion crisis in New York City, arguing that even if channel usage there were evenly distributed, all channels would be "essentially congested." Mr. Mitchell also said land mobile couldn't expect "useful relief" from the 900 mc band in the next decade.

LMCC's William Downer told the commission its proposed limits for land-mobile transmitter power and antenna height were inadequate to meet its needs. He claimed limits proposed for the Washington, D.C., area would provide effective coverage of only 17 miles, and that 85% of users in Detroit would not be able to achieve their coverage needs.

EIA's Martin Cooper, also a Motorola vice president, proposed a two-step solution. He recommended that during a 10-12 year interim period, UHF's remain where they are, with land mobile sharing their frequencies but providing them interference protection. Then, he proposed, the stations would be shifted to higher channels as land mobile's needs increase. He contended that re-allocation for UHF's is "not so difficult," and that it is possible to achieve essentially the same coverage on higher channels.

Asked by Commissioner Robert E. Lee why he hadn't discussed use of the 900 mc band, Mr. Cooper said the possibility was being studied but that development of viable equipment lay far in the future.

Summing up the land-mobile position, Mr. Peterson said there was "no magic formula" that will fit twice as many land-mobile users into existing spectrum space and that the commission's proposal to share channels 14-20 is the answer to the problem. He warned: "The risk of not acting is higher than that of acting."

CBS plans to exhibit color EVR in New York

CBS is announcing today (Jan. 26) that the first public demonstrations of a color version of its electronic-video-recording (EVR) system will be held on March 24 at the Hotel Pierre in New York ("Closed Circuit," Jan. 19).

The CBS announcement said that after demonstrations, slated to begin at 10 a.m., are held for newsmen, there will be "several major announcements about color EVR and a question-and-answer period." Similar demonstrations will be held in the afternoon (4:30-8 p.m.) for industry, education and entertainment producers, and "major users and distributors of film products and programing." Attendance to all demonstrations will be by invitation.

A representative group of CBS-EVR principals will be present to participate in the showing, the announcement said, listing Dr. Frank Stanton, CBS president; Elmer H. Wavering, president of Motorola Inc., which is the North American licensee for manufacture of an EVR player; Ralph O. Briscoe, president of CBS/Comtec Group, and Dr. Peter C. Goldmark, president and director of research, CBS Laboratories.

Rules on radiation are now in effect

Federal regulations went into effect last week limiting the amount of radiation permitted from color-TV sets and other electronic products.

The rules, authorized by the Radio Control for Health and Safety Act of 1968, were issued by the Environmental Control Administration, Consumer Protection and Environmental Health Service of the Department of Health, Education and Welfare. They were published in the *Federal Register* Jan. 22 and affect electronic products manufactured after Oct. 18, 1968. The rules have been under consideration since last June and describe procedures that manufacturers must take when a product is found to radiate excessively. This includes corrective action, replacement and refunds. Maximum radiation for color-TV sets (black and white sets seldom omit radiation) is set at 0.5 milliroentgens per hour measured about two inches from the outside of the set.

Technical topics:

Automated Music for CATV ▪ Tape-Athon Corp., Inglewood, Calif., announces new automatic system for providing music to CATV subscribers. Called "Channel-Caster," new system is designed on building-block basis for expansion. System can accept up to six inputs of music and announcements, with tapes cued into each other through an intersperser switching matrix. It contains its own 40-w amplifier, 24-hour clock, and monitor speaker.

TV support gear ▪ Innovative Television Equipment, Los Angeles, has introduced the P4 pedestal and H2 cam head designed for use with lightweight cameras. Pedestal weighs 210 lbs., is fully counterbalanced and can take cameras weighing up to 130 lbs. Cam head has double cam surfaces for opposed-incline movement. Write: 11661 San Vicente Blvd., Los Angeles 90049.

Addition to line ▪ Jampro Antenna Co., Sacramento, Calif., has introduced three DB couplers to its line of filter-plexers, vestigial side band filters, and notch deplexers for VHF and UHF TV's. Ned DB couplers are claimed to have inherently higher isolation values than conventional quarterwave hybrid ring diplexers.

Mobile TV unit ready ▪ Eastern Video Production Services, New York, has received its new, $1.1 million mobile television van. Built by Philips Broadcast Equipment Corp., Montvale, N.J., custom-engineered studio contains four Norelco PC-70 color cameras and hand-held Norelco PCP-90. Van carries two Ampex Videotape recorders and H-S 100 Slo-Mo recorder. Video switcher has 16 input capacity, 7 output bases, and audio possesses four output channels and capacity of 12 mike inputs and 12 high-level inputs. Van is leased with or without a crew. Address: 210 East 49th Street.

Zoom lens ▪ A new high-resolution zoom lens for color TV is being introduced in U.S. by Rank Precision Industries Inc. RTH (Rank-Taylor-Hobson) 10:1 zoom lens, designated F-22, has focal-length range of from 20-200m with maximum aperture at f/2.8. It focuses down to four feet.

Rack-type cabinet ▪ Gates Radio Co., Quincy, Ill., announces the RAK-70, a cabinet designed for all types of broadcast electronics equipment. The cabinet, taking total panel space up to 70 inches, can be fitted with air filters, a 200-cfm, base-mounted fan, knock-outs for wiring in bottom and sides of base, and front and rear doors that are not only removable but which can be mounted on left or right sides. Weight, with full complement of accessory parts, does not exceed 160 pounds.

Color camera ▪ GBC Closed Circuit TV Corp., New York, announces availability of solid state, three-vidicon color TV camera with studio viewfinder, providing broadcast quality output. The GBC VF-7001, completely automatic and self-contained, lists for $800, including 16.5mm to 95mm zoom lens.

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Spots urge youths to curl up with good book

Richard K. Manoff Inc. has created a series of TV spots designed to encourage youngsters to read.

The 60-, 30-, and 10-second public-service spots will be carried first during National Library Week, April 12-18, and are designed for use throughout the year. The agency's services were donated and the National Book Committee, which sponsors the drive in cooperation with the American Library Association, pays only out-of-pocket expenses.

The spots contrast a chimpanzee, playing with a book, with a little boy reading a book, while in voice-over Rod Serling asks: "Did you ever wonder what separates man from ape?" N. Lee Lacy Ltd. was the film house. Prints will be made available to all the networks and will be distributed locally by National Library Week state committees. The campaign will be listed in The Advertising Council bulletin.

Promotion tips:

It's how you make it long ▪ KRNO(AM) San Bernardino, Calif., began by sponsoring a petition calling on state legislators to give "first priority" to ending air pollution, and ended with 140,000 signatures on a roll a mile and a half long. They were presented to lieutenant governor of state, Edward Reinecke, who promised petitions would be "considered very, very carefully."

Heart honors ▪ Deadline for entries in the American Heart Association's Howard W. Blakeslee Awards competition is May 1. To be eligible for the 1970 awards of $500 each, material that is entered must be broadcast or published before Feb. 28. The Blakeslee awards, named for an Associated Press science editor and founder of the National Association of Science Writers, honor reporting on heart and blood vessel diseases.

From Boston to Biafra ▪ A check for $137,500, proceeds from the 1969 "Penny-A-Month" campaign for Biafra by CBS affiliate WEEI(AM) Boston was presented Jan. 14—two days after the declared end to the Nigeria-Biafra War—to representatives of Joint Church Aid-U.S.A. by Donald J. Trageser, general manager, WEEI. Almost $300,000 was collected for Biafra by the station in 1968 and 1969.

EVR booklet ▪ The CBS Electronic Video Recording division has prepared a booklet on the cost and operation advantages of EVR for programing on CATV systems. The booklet will be mailed to 3,100 CATV operators.

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Broadcast advertising

Myron Slosberg, VP and associate creative director, Young & Rubicam, New York, appointed West Coast creative director in Los Angeles office. He succeeds **Charles E. Sweeny,** who returns to Y&R, New York, as associate creative director of agency.

Shirley Young, VP, who returns to Grey Advertising, New York, after leave of absence, appointed director of research in charge of agency's marketing research department. **Sonia Yuspeh,** director of research, D'Arcy Advertising, New York, joins Grey Advertising there as VP and executive director of marketing research department.

Ron Watts, associate creative director with McCann-Erickson, New York, and **David K. McCourt,** with McCann-Erickson, Los Angeles, named VP's.

Joel Allerhand, associate media director, Benton & Bowles, New York, named VP.

Samuel T. Jones, assistant treasurer, The Katz Agency Inc., New York, elected treasurer succeeding **H. J. Grenthot,** who retires at end of month. Mr. Grenthot was with rep company for 40 years, starting as chief accountant.

Beverly Ingram, media director, Beman & Williams Associates, Atlanta, advertising and PR agency, named VP.

Ted Noyes, account supervisor, Dodge & Delano, New York, named VP.

David Deutsch, former VP and creative director, Igilvy & Mather, New York, resigns to form own creative group, David Deutsch Associates Inc., there. Firm is located at 500 Fifth Avenue, New York 10036.

Paul W. Moseley, VP, advertising for Pepsico Inc., New York, named chairman of advertising management committee of Association of National Advertisers there. He succeeds **Robert M. Prentice,** director of marketing infor-

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mation services, Lever Brothers Co., New York, who remains on committee. **Lawrence L. Shailer Jr.,** director of advertising for B. F. Goodrich Co., Akron, Ohio, named chairman of ANA's advertising financial management committee. He suceeds **Don Titus** of The Manhattan Shirt Co., New York.

Patrick J. McGrath, with Case and Krone Inc., New York advertising agency, named president.

Joseph Byrd, free-lance musician, composer, arranger, named VP, director of sound, Mel Blanc Associates, Hollywood.

Hugh T. McConkey, copy chief, Louis Benito Advertising, Tampa, Fla., named VP.

Robert J. Johnston, assistant sales manager, WTMJ-TV Milwaukee, appointed national sales manager.

Robert Weiss, with WPIX-FM New York, appointed general sales manager.

Pat Norman, with Metro Radio Sales, New York, joins WKNR-AM-FM Dearborn, Mich., as general sales manager. **Harry Walker,** with WKNR-AM-FM, appointed local sales manager.

Michael Civiletti, with WIXZ(AM) McKeesport, Pa., appointed sales manager.

Raymond Baber, VP with Campbell-Ewald Co., Detroit, appointed account administrator.

Wilbur Dantzic, manager of marketing information department, BBDO, New York, joins Kenyon & Eckhardt Advertising there as associate media director and director of information management. **Susan Feldman,** formerly project director, Grey Advertising, New York, joins K&E there as research project supervisor.

Wesley G. Hotchkiss, former creative director, Braun and Miller Advertising Agency, Philadelphia, joins Marketing & Advertising Associates, Pittsburgh, as art director. His responsibilities include concept and production of agency's TV commercials and films.

Frank W. Gallagher, with N. W. Ayer & Son, both in Philadelphia and New York, joins Aitkin-Kynctt Co., Philadelphia, as member of media research department.

Bill Jell Jr. and **Jim Coufal,** with Clinton E. Frank Inc., Chicago, appointed associate copy directors.

Albert D. Jerome, with WCBS-TV New York, appointed to newly created position of automotive sales manager.

Anthony E. Bello, local sales manager, KSD-TV St. Louis, appointed sales manager of station.

Dominick Spoto, media supervisor, Warwick & Legler, New York, appointed media director.

James C. Dodgson, with Peters Griffin Woodward, Atlanta, appointed office manager.

Richard Servidio, with Ross Roy of New York Inc., appointed to newly created position of traffic/production director.

David G. King, with WGAN-TV Portland, Me., appointed assistant sales manager.

Ed Christian, formerly Detroit manager for John C. Butler & Co., appointed national sales manager of WCAR-AM-FM Detroit and WSUN(AM) St. Petersburg, Fla., WCAR Inc. is owner of both stations.

David L. Lambert, formerly media director and account supervisor, Feldman, Kahn & Sutton, Pittsburgh, joins KQV-AM-FM there as national sales-service director. He succeeds **Pasquale A. Verona,** who resigns.

Gerry Haggerty, formerly with Kenyon & Eckhardt, New York, joins Lord, Geller, Federico and Partners Inc. there as media director.

Mary G. Howard, VP and associate media director, Gardner Advertising Co., St. Louis, joins media department, consumer products group, Ralston Purina Co. there as media manager.

Burch R. Riber, local sales manager, Taft Broadcasting Co.'s WKRC-TV Cincinnati, appointed manager of industrial sales of Coney Island division of Taft Broadcasting Co. there. He will be responsible for coordination of industrial participation and exhibitions at new amusement and recreational complex to be built by Taft and Coney Island in Kings Falls, Ohio.

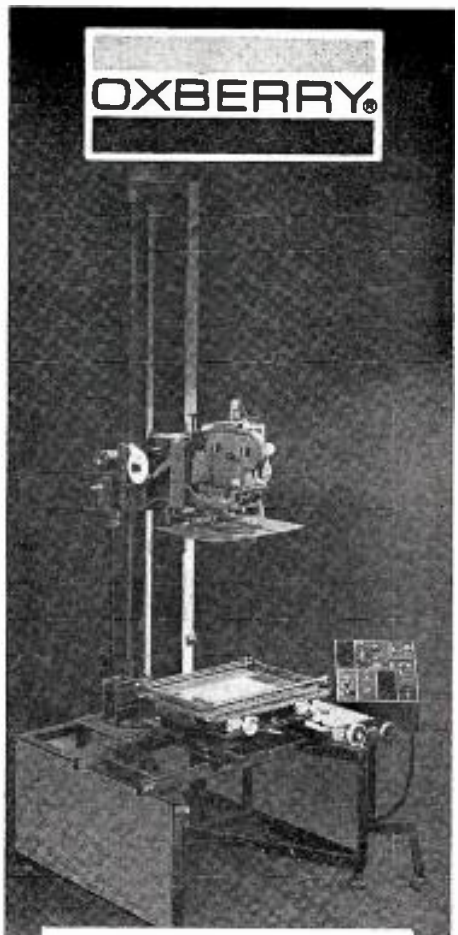
A. F. H. Armstrong, returning from sabbatical which combined advertising consultation and college-level teaching, joins Howard H. Monk and Associates Inc., Rockford, Ill., agency, as VP in charge of creative services.

Bryce Herbst, traffic analyst for Ampex Corp., Redwood City, Calif., named assistant director of research for KGO-TV San Francisco.

Media

Mr. Curran

Don Curran, VP-general manager, WABC-AM-FM New York, named VP-general manager, KGO-TV San Francisco, replacing **David M. Sacks,** who resigned to enter new business in entertainment field. Mr. Curran is succeeded at WABC-AM-FM



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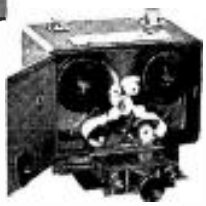

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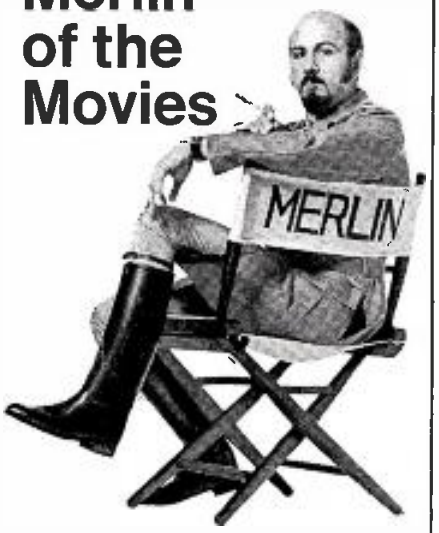

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But consider the copy. Beware of "Garbo Talks", or "Gable's Back and Garson's Got Him", to recall a few greats of their day. However, they're usually acceptable for homey TV consumption. If you continue to pick up verbatims of the more recent movies, should they reach the TV screen, new copy lines may be mandatory. Rev. John M. Culkin started a game in the re-write of "bold" film copy for TV touting. His line for The Wild Bunch is a good example: "Leaving a trail of bruised fruit in their wake, a cluster of marauding grapes run amok."

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by **George H. Williams,** general sales manager.

Walter J. Rothschild, general manager of broadcast division of Lee Enterprises, Davenport, Iowa, named VP and assistant to president of corporation. He is succeeded as general manager of division by **Merritt Milligan,** who also retains his position of general manager at Lee Enterprises' WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo.-Quincy, Ill. Lee stations also include KGLO-AM-TV Mason City, Iowa and KEYC-FM-TV Mankato, Minn.

Charles P. Hasbrook, founder and chairman of board of WCAX-TV Burlington, Vt., retires. Control of station is transferred to stepson, **Stuart T. Martin,** president and general manager.

William M. McCormick, VP and general manager, WNAC-TV Boston, named New England area VP and director of TV with responsibility for WNAC-TV Boston and WHCT(TV) Hartford, Conn. Stations are both owned by RKO General. Mr. McCormick will be succeeded as general manager of WNAC-TV by **John McCrory,** station manager of KTRK-TV Houston.

Joe Whalen, with WAVI(AM) and WDAO(FM), Dayton, Ohio, named VP and general manager of stations.

Darrell Tucker, sales manager, KATY-AM-FM San Luis Obispo, Calif., appointed manager.

Frank Maruca, operations manager, WKNR-AM-FM Dearborn, Mich., appointed acting general manager. **John Small,** FM coordinator, appointed station manager of WKNR-FM. **Don Niska,** with WKNR-AM-FM, appointed business manager for stations.

Ted Mason, formerly program director for KSCB(AM) Liberal and KEDD(AM) Dodge City, both Kansas, joins KGLD-(TV) Garden City, Kan., as operations manager.

Kenneth R. Nack, senior operations analyst, NBC, New York, appointed manager, broadcast economics. **Sheldon Link,** with National Cash Register Co., Los Angeles, appointed administrator, salary administration, services and records, NBC West Coast. He succeeds **Barry T. Rumple,** who retires.

Leonard C. Feldman, supervisor, station analysis, ABC-TV, New York, appointed manager, station analysis. **Roy E. Graves Jr.,** supervisor of special projects, appointed manager of special research services. **George Keramidas,** supervisor of audience measurements, appointed manager, prime time & sports, audience measurement and **Marvin S. Mord,** supervisor daytime audience measurement, appointed manager daytime, late-night and news, audience measurement. All positions are within ABC-TV's research department in New York.

Gary L. Christensen, assistant general counsel, National Cable Television Association, Washington, appointed general counsel.

Joel A. Goldblatt, with Metropolitan Life Insurance Co., Wheaton, Md., joins Malarky, Taylor & Associates, Washington, CATV management consultant and brokerage firm, as marketing analyst.

Gilbert A. Avila, project director of job training program for United Community Efforts Organization, East Los Angeles, joins ABC's West Coast personnel department as equal employment opportunity administrator.

Programing

Paul R. Rutan, president of Berkey Pathe Hollywood Laboratory prior to its acquisition by Movielab Inc., named VP and general manager of Movielab's Hollywood plant.

Jack D. Hublou, account executive for Reynolds & Co., named VP of corporate development for Computer Image Corp., Denver-based animation production company. **Richard D. Rush,** secretary-controller for Computer Image, elected VP of finance.

Mr. Back

Mr. Joannes

George L. Back, central division sales manager in Chicago, ABC Films, joins Group W Program Sales, New York, as eastern division sales manager and **Donald Joannes,** national sales manager, Paramount TV, New York, joins Group W Program Sales, Los Angeles, as western division sales manager.

Shelley Hull, formerly production coordinator on all projects developed by now defunct Thomas/Spelling Productions, Hollywood, appointed director of creative programing for Aaron Spelling Productions there.

Errol A. Falcon, with Media Research and Productions Inc., Hialeah, Fla., appointed director of Latin American programing.

Paul G. Abbate, editor, ABC-TV broadcast standards and practices department, appointed program executive for

ABC's *Dick Cavett Show.*

Lee Polk, director of public affairs and news, noncommercial WNDT(TV) Newark, N.J.-New York, appointed director of children's programing for National Educational Television there.

Meng-Kong Tham, production manager, WEFM(FM) Chicago, appointed program director.

Bill Stewart, formerly national program director for Storz Stations, Omaha-based group owner, joins KNEW(AM) Oakland, Calif., as program director.

Pepe Pena, with KWKW(AM) Los Angeles, named director of programing.

John L. Campana Jr., with WICC(AM) Bridgeport, Conn., joins WJZZ(FM) there as program manager.

Hugh Jarrett, with KBBQ(AM) Burbank, Calif., appointed program director.

Hec Highton, with production staff of KTLA(TV) Los Angeles, appointed production manager.

Mike Weber, free-lancer, joins Jerry Ansel Films, New York, as sales representative.

News

Helen Marmor, NBC News manager, New York, appointed manager of NBC News program service there. She succeeds **Burroughs H. Prince,** appointed manager of newsfilm evaluation services.

Don Riggs, with WLAV-AM-FM Grand Rapids, Mich., joins WXYZ-AM-FM Detroit as night news editor. **Jack Springer,** with WCHD(FM) Detroit, joins WXYZ-AM-FM news department as part of equal opportunity program established by ABC-Owned Radio Stations.

Bryson Rash, news correspondent with WRC-AM-FM-TV Washington, appointed to position of manager, editorial services, for newly formed WRC-TV editorial unit.

Frank Haley, news director, KILT-AM-FM Houston, appointed director of newly created public affairs department. He is succeeded as news director by **Jim Carola,** newsman.

Earl Fleer, newsman with KWOS(AM) Jefferson City, Mo., joins WDAF(AM) Kansas City, Mo., in same capacity.

Patrick B. Muldowney, reporter with WNEW-TV New York, appointed to same capacity with WABC-AM-FM-TV there.

Frank Barnako Jr., newsman at WRC-AM-FM Washington, joins WMAQ-AM-FM Chicago, in similar capacity. Both are NBC-owned stations.

Terrance W. McGarry, UPI news editor for Mexico and Central America with headquarters in Mexico City, appointed news editor for Canada. His headquarters will be in UPI's Montreal bureau. He has responsibility for UPI news reports in Canada as well as Canadian news coverage for UPI services to newspapers, radio and TV worldwide. **Gary Bartlett,** Ottawa newspictures bureau manager, appointed newspictures editor for Canada with headquarters in Ottawa. He will be responsible for newspicture coverage for both Canadian and foreign use. **Willis Evans,** UPI regional executive, Columbus, Ohio, appointed to same capacity in Minneapolis succeeding **Ronald A. Wills,** who takes Mr. Evans' Columbus position. **Betty R. Samuelson,** with UPI, Montpelier, Vt., appointed Montpelier bureau manager.

Arthur Goodwin, newscaster, WHEN-AM-TV Syracuse, N.Y., appointed news director.

Larry Limbach, newsman, WLPO-AM-FM La Salle, Ill., joins WPOK(AM) Pontiac, Ill. as news director.

Ned Skaff, reporter, KFI(AM) Los Angeles, appointed assistant news director.

Conrad C. Fink, business manager and administrative director for AP-Dow Jones Economic Report, London, appointed general executive with AP in New York. He is succeeded by **Claude E. Erbsen,** AP-Dow Jones executive representative for Latin America. **Bill Phillips,** AP regional membership executive for Illinois and Indiana resigns to form own talent agency and production company.

Chuck Timanus, formerly with KKJO-(AM) St. Joseph, Mo., joins KVOR-AM-FM Colorado Springs, as sports director.

Lindsay Tucker, with WVEC-AM-FM-TV Hampton, Va., appointed to newly created position of director, community relations and public affairs.

Promotion

Peter Thornton, advertising and sales promotion manager, KDKA-TV Pittsburgh, joins WATL-TV Atlanta as advertising/promotion manager.

David B. Williams, formerly director of PR for Metromail division of Metromedia Inc. and earlier with CBS-TV press information department, has joined New York office of McFadden, Strauss & Irwin, PR firm, as coordinator of Eastern activities.

Nicholas Hoogs, with publicity staff of KHJ-TV Los Angeles, named to newly created position of publicity coordinator.

Equipment & engineering

Dr. Foster

Dr. L. Curtis Foster, VP and director of research, Zenith Radio Research Corp., Menlo Park, Calif., subsidiary of Zenith Radio Corp., named executive VP and general manager of Zenith Radio Research Corp.

Leonard A. Spragg, executive director for engineering, Storer Broadcasting Co., Miami Beach, Fla., group owner, named VP-engineering.

Hillard P. Tavrow, plant manager for magnetic-tape production for Memorex Corp., Santa Clara, Calif., elected VP of manufacturing.

Harry Manougian, assistant to president of Kierulff Electronics, Los Angeles, appointed executive VP and general manager of Magnetic T-V-I Corp., Hollywood.

Ed Selig, formerly with Amphenol Corp., Oak Brook, Ill., joins Audio Devices Inc., Glenbrook, Conn., subsidiary of Capitol Industries, manufacturer of magnetic tape, as video-tape product manager.

James M. Richardson, sales engineer for Telemation Sales Inc. in Montana, Idaho and Nevada, appointed district manager of Telemation Texas Inc., Dallas.

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Marion Rimmer, Western marketing manager for Berkey-Colortran Inc., Burbank, Calif., appointed national sales manager.

Mr. Smith

Harry E. Smith, appointed manager-marketing for General Electric visual communication products department, Syracuse, N.Y., continuing also as manager, closed-circuit television business. He replaces **William B. Gaither,** named to head GE power transformer department, Pittsfield, Mass.

Richard S. Cox, chief stereo designer, Motorola Inc., Franklin Park, Ill., joins electric sales division of Mitsubishi International Corp., Chicago, as manager, industrial design. He will have responsibility for design of Mitsubishi consumer products sold in U.S.

International

John Osman, senior news correspondent for BBC, London, appointed to BBC's New York office on extended assignment.

Sydney Newman, formerly television producer with BBC and ABC Television Ltd., both London, appointed special adviser to chairman and director of broadcast programs branch at Canadian Radio-Television Commission, Ottawa.

Charles S. Chaplin, in charge of European TV sales, Seven Arts Productions Ltd., London, named VP in charge of Canadian TV sales for Warner Bros. TV. His headquarters will be in Toronto.

Rudolph C. Witschi, manager of eastern hemisphere TV program sales, Trans-Lux Television International Corp., named corporate VP. His headquarters are in Zurich, Switzerland.

Robert Littman, director of William Morris Agency in United Kingdom, joins Metro-Goldwyn-Mayer, London, as director of European production.

Thomas S. Oshidari, consultant, in advertising, PR and broadcast production and former president of NBP Inc., Tokyo firm which specialized in PR and advertising in broadcast media, joins WGN Continental Broadcasting Co.'s newly opened international broadcasting sales service and PR office, Tokyo, as Far East representative.

Deaths

Wendell W. Mayes, 72 president of Wendell Mayes Stations, Brownwood, Tex., group owner, died Jan. 17 of heart attack in his home there. Group includes KBWD(AM) Brownwood, KCRS(AM) Midland, KNOW(AM) Austin, KSNY(AM) Synder, KVIC(AM) Victoria, and KXOL(AM) and KCWM(FM) Fort Worth, all Texas. Wendell Mayes is survived by his wife, Dorothey, one son and one daughter.

Hal March, 49, radio personality and TV game-show host, died Jan. 19 in Los Angeles of lung cancer. Mr. March was best known as host of CBS-TV's *The $64,000 Question* series in 1950's, first of big-money quiz shows. Show was dropped in 1959 during congressional investigation that later showed it had been rigged. Previously, Mr. March, who broke into broadcasting as announcer for KYA(AM) San Francisco, acted in CBS radio comedy series, *Sweeney and March* and later in *Sam Spade* series. Most recently he was host of *It's Your Bet*, on several NBC-owned TV stations. Mr. March is survived by his wife, Candy, three sons and two daughters.

Francis H. Brinkley, 58, financial VP and treasurer of Ottaway Newspapers-Radio Inc., died Jan. 14 in his home in Goshen, N.Y. Ottaway radio holdings are WDOS(AM) Oneonta, N.Y., WVPO-AM-FM Stroudsburg, Pa., and WOCB-AM-FM West Yarmouth, Mass. He is survived by his wife, Margaret, one son and one daughter.

Barry A. Tucker, 47, account executive with KISN(AM) Vancouver, Wash., died in automobile accident near Portland, Ore. He is survived by his wife, Jeannette, three sons and one daughter.

ForTheRecord®

As compiled by BROADCASTING, Jan. 13 through Jan. 20 and based on filings, authorizations, and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Other actions

■ Review board in San Francisco, TV proceeding, Doc. 18500, denied complainant's appeal from presiding officer's adverse ruling, filed Dec. 9, 1969, by Kihn and Streeter and motion to strike pleading filed Dec. 17, 1969, by Chronicle Broadcasting Co.; granted to extent indicated and denied in all other respects request that appeal from adverse ruling of presiding officer be certified to commission, or in alternative, that expedited action be given to appeal, filed Dec. 23, 1969, by Kihn and Streeter. Action Jan.

■ Review board in Baton Rouge, TV proceeding, Doc. 18555, granted Broadcast Bureau's petition for extension of time, filed Jan. 14. Action Jan. 15.

■ Review board in Lynchburg, Va., TV proceeding, Doc. 18405, granted motion for extension of time, filed Jan. 19 by WLVA Inc. Action Jan. 20.

Rulemaking petition

■ Termination of Unfair Broadcasting Excesses (TUBE), Washington—Request adoption of standards designed to eliminate deceptive advertising from television. Ann. Jan. 16.

Rulemaking action

■ FCC adopted rule amendments to interchange TV channels assigned to Columbus, Mansfield and Newark, all Ohio, to avoid interference between proposed WNCI-TV ch. 47 Columbus, and Ohio State University Radio Observatory in Columbus, effective Feb. 24 (Doc. 18687). Amended rules replace ch. 47 at Columbus, with ch. 28, ch. *31 at Mansfield with ch. *47, and ch. *28 at Newark with ch. *31. Action Jan. 14.

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Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air			Total	Not On Air	Total
	Licensed	STA*	CP's	On Air	CP's	Authorized
Commercial AM	4,256	2	11	4,269	75	4,344[1]
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[2]	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*
[1] Includes 25 educational AM's on nonreserved channels.
[2] Includes two licensed UHF's that are not on the air.

Existing TV stations

Final actions

■ WVNE-TV Vineland, N. J.—FCC granted application by Tri-City Broadcasting Inc. for mod. of CP to make changes in authorized facilities of unconstructed ch. 65 and request for waiver of mileage separation requirements. Tri-City proposes to change trans. site to location which would be short-spaced approximately two miles to reference point for ch. *57 Philadelphia and to increase ERP to 631 kw vis and ant. height to 840 ft. Action Jan. 8.

■ WVNE(TV) Vineland, N. J.—Broadcast Bureau granted mod. of CP to extend completion date to July 8. Action Jan. 8.

■ WAOW-TV Wausau, Wis.—Broadcast Bureau granted license covering permit authorizing new TV. Action Jan. 13.

Actions on motions

■ Office of opinions and review in Los Angeles and Norwalk, Calif. (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, granted joint motion by applicants and extended through 30th day following release by commission of order disposing of Broadcast Bureau's petition to reopen record, enlarge issues and remand proceeding for further hearing time to file respective briefs in reply to exceptions and briefs in support thereof (Docs. 16679-80). Jan. 8.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications Inc. to amend application to reflect, principally, revisions in first-year cost estimates. Action Jan. 12.

SUPPORT

UNITED CEREBRAL PALSY

New AM stations

Actions on motions

■ Office of opinions and review in San Antonio, Tex. (Walmac Co.), AM-FM proceeding, granted petition by Broadcast Bureau and extended through Jan. 30 time to file exceptions to initial decision (Docs. 18223-4). Jan. 18.

■ Chief, Broadcast Bureau on request of law firm of McKenna and Wilkinson, extended through Jan. 28, time to file comments and through Feb. 27 time to file reply comments in matter of amendment of rules regarding AM assignment standards and relationship between AM and FM services (Doc. 18651). Action Jan. 13.

■ Chief, Broadcast Bureau on request by Coastal Broadcasting Inc. (WDEA-AM-FM Ellsworth, Me.), extended through Jan. 21 time to file replies to oppositions to petition for rulemaking in matter of amendment of rules (full-time class II-A assignment on 820 kc in Maine). Action Jan. 13.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, denied relief requested in reply to applicant's answer to motion for production of documents filed by Las Cruces Broadcasting Co. (KOBE); applicant directed to comply with requests contained in further motion for production of documents: filed by Las Cruces except they are not required to be produced in Washington, but at location reasonably convenient to Hanz; denied further motion in all other respects (Doc. 18714). Action Jan. 8.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Inc. and Cullman Music Broadcasting Co.), AM proceeding, granted petition by Sumiton and continued hearing to February 16; by separate action granted petition by Broadcast Bureau and extended to Feb. 10 time for response to Sumiton petition for leave to amend and supplement to petition (Docs. 18204-5). Jan. 8.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, rescheduled hearing for Jan. 19 (Docs. 17722 and 18395). Action Jan. 9.

■ Hearing Examiner Jay A. Kyle in Ponce and Manati, both Puerto Rico (Radio Antilles Inc., Arecibo Broadcasting Corp. [WMNT] and Zaba Radio Corp.), AM proceeding, granted motion by Radio Antilles and modified certain procedural dates and rescheduled hearing for March 23 (Docs. 18564-6). Action Jan. 7.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (DeWitt Radio), AM proceeding, granted request by Cuero Broadcasters Inc. and extended certain procedural dates; date for Jan. 27 evidentiary hearing adhered to (Doc. 18528). Action Jan. 12.

Other actions

■ Review board in Mobile, Alabama, AM proceeding, Docs. 17555-58, scheduled oral argument before review board for Feb. 17 in Washington. Action Jan. 20.

■ Review board in Henrietta, N. Y., AM proceeding, Docs. 17571-73, granted petition, filed Jan. 14 by What The Bible Says Inc. to extend time to file exceptions and briefs to Jan. 26. Action Jan. 16.

■ Review board in Cedar City, Utah, AM proceeding, Docs. 18458-59, granted Broadcast Bureau's petition for extension of time, filed Jan. 14. Action Jan. 15.

Designated for hearing

■ Alabama—FCC set for hearing mutually exclusive applications of Martin Lake Broadcasting Co., Alexander City and Clanton Broadcasting Corp., Clanton, both Alabama, for new AM on 1590 kc, 1 kw-D. Action Jan. 14.

Call letter action

■ Blue Ribbon Broadcasting Inc., Pittsfield, Mass. Granted WIOM.

Processing line

■ FCC gives notice that on Feb. 25 following AM's will be considered as ready and available for processing: NEW, Denver, Colo., Denver United Investors Group Inc. Req: 1090 kc, 10 kw, DA-D. NEW, Naples, Fla., Radio Voice of Naples, Req: 1510 kc, 250 w, DA-D. NEW, Ironton, Miss., Iron County Broadcasting Inc. Req: 1510 kc, 250 w, DA-D. Action Jan. 14.

Existing AM stations

Application

■ WGNC Gastonia, N. C.—Seeks CP to increase power from 250 w, U, to 250 w, 1 kw-LS and install trans. for daytime use. Ann. Jan. 15.

Final actions

■ WAIT Chicago—FCC granted request by WAIT Radio Inc. for extension of time to file additional material in support of request for waiver of rules concerning clear channel operation and prohibited interference to existing stations. Action Jan. 14.

■ WJNC Jacksonville, N. C.—Broadcast Bureau granted CP to make changes in ant. system and include series limiting resistor; conditions. Action Jan. 13.

Actions on motions

■ Office of Opinions and Review in Jacksonville, N. C. (Seaboard Broadcasting Inc.), revocation of license of WLAS, granted petition by Broadcast Bureau and extended through Feb. 6 time to file reply to petition for reconsideration filed by Seaboard Broadcasting Inc. (Doc. 18549). Jan. 6.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Inc.), renewal of license of WVLK, continued without date pending action on petition for reconsideration hearing scheduled for January 13 (Doc. 18285). Action Jan. 12.

■ Hearing Examiner Arthur A. Gladstone in Thurmont, Md. (Leisner Broadcasting Corp. [WTHU], AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Feb. 26 and hearing for March 24 (Doc. 18780). Action Jan. 12.

■ Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans American Broadcasting Corp. [KTYM-AM-FM], renewal of license for main & auxiliary transmitters, rescheduled hearing for Jan. 28 in Los Angeles (Doc. 18616). Action Jan. 7.

Fines

■ KAPI Pueblo, Colo.—FCC denied application by Centennial Radio Corp. for mitigation or remission of $1,000 forfeiture liability. Commission denied request by Centennial for authority to pay forfeiture in $50 monthly installments. Commission allowed KAPI three months to pay full amount. Action Jan. 14.

■ WNRJ Gainesville, Ga.—FCC notified of apparent liability forfeiture of $1,000 for failure to operate at times specified in license as required. Action Jan. 14.

■ WBRL Berlin, N. Y.—FCC ordered to forfeit $700 for repeated violations of rules for failure to provide data for station's equipment performance measurements and for operating without properly licensed operator. Action Jan. 14.

■ WLEM Emporium, Pa.—FCC notified of apparent liability forfeiture of $500 for violation of rules for failure to have first-class licensed radiotelephone operator make required daily trans. inspections. Action Jan. 14.

Designated for hearing

■ WYNX Smyrna, Ga.—FCC set for hearing application for transfer of control of Jonquin Broadcasting Co., licensee of WYNX from Laurence N. Polk Jr., to Times Journal Inc. and M. W. Kinney Jr. on issues

including possible undue concentration of control of local mass media in Smyrna and its surrounding area. Action Jan. 14.

Call letter actions

■ KBLU, Arizona Western College, Yuma, Ariz. Granted KAWC.

■ KYUM, KTAR Broadcasting Corp., Yuma, Ariz. Granted KBLU.

■ WTAK, Grace Wolpin Broadcasting Co., Garden City, Mich. Granted WIID.

New FM stations

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc., Basic Communications Inc. and First Security and Exchange Co.), FM proceeding, on motion by First Security and Exchange Company, rescheduled certain procedural dates and postponed hearing to Feb. 10 (Docs. 18664-6). Action Jan. 17.

■ Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grepco Inc.), FM proceeding, scheduled hearing conference for March 16 when hearing date will be set (Docs. 18264-5). Jan. 12.

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, granted petition of James B. Francis for leave to amend to reflect survey efforts engaged in by Francis both before and after filing date of application and to include program proposals designed to deal with various categories of community need uncovered by surveys (Docs. 18437-8). Jan. 9.

■ Hearing Examiner Forest L. McClenning in Glendale, Ariz. (Glendale Broadcasting Corp.), FM proceeding, granted request by applicant and extended to Feb. 9 time to file proposed findings of fact and conclusions of law (Doc. 18486). Action Jan. 12.

■ Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceeding, denied petition by Norman A. Thomas for extension of time except to extent that proposed findings shall be filed by Feb. 6, reply findings by Feb. 20 (Docs. 18547-8). Action Jan. 7.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.), FM proceeding, granted request by Flora Broadcasting Co. to extent that time for filing proposed findings of fact and conclusions and replies is indefinitely postponed (Docs. 18288 and 18290). Action Jan. 7.

■ Hearing Examiner Herbert Sharfman in Grenada, Miss. (Grenada Broadcasting Inc. and Pemberton Broadcasting Inc.), FM proceeding, set certain procedural dates and rescheduled hearing to April 21 (Docs. 18735-6). Action Jan. 12.

■ Hearing Examiner James F. Turney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters and Wireless of Indiana), FM proceeding, denied petition by Wireless of Indiana for leave to amend application, without prejudice to filing of timely further amendment setting forth reasons or grounds persuasive of supporting proposed amendment as whole: whatever formal action petitioner chooses in regard it shall be duly filed no later than 10 days following release of order, Jan. 8 (Docs. 18614-5). Action Jan. 7.

■ Hearing Examiner James F. Tierney in Middlesboro, Ky. (Cumberland Gap Broadcasting Co., FM proceeding, on joint oral request of parties rescheduled further hearing for Jan. 26 (Doc. 18520). Action Jan. 9.

Other action

■ Review board in Birmingham, Ala., FM proceeding, Docs. 18664-68, granted joint petition for approval of dismissal agreement, filed Dec. 5, 1969, by Voice of Dixie Inc. and Basic Communications Inc. Action Jan. 20.

Rulemaking petition

■ Billy D. Pirtle, Terrell, Tex.—Requests amendment of FM table of assignments by adding ch. 300 C to Terrell and subsituting proceeding, Docs. 18664-66, granted joint ch. 228 A for ch. 300 C at Corsicana, Tex., or in lieu thereof, adding ch. 296-A to Terrell or make channel available to Terrell to provide for Kaufman county opportunity to have first full time aural service. Ann. Jan. 16.

Call letter applications

■ Mount Union College, Alliance, Ohio. Requests *WRMU(FM).

■ Seguin Broadcasting Inc., Seguin, Tex. Requests KWED-FM.

Call letter action

■ Breckinridge Broadcasting Co., Hardinsburg, Kan. Granted WHIC-FM.

Existing FM stations

Final actions

■ KEQR(FM) Chico, Calif. — Broadcast Bureau granted CP to change trans. location to 3.8 miles west of Paradise, P.O. Skyway, Calif.; studio and remote control location to 5907 Skyway, Paradise: ERP 5 kw; ant. height 215 ft.; condition. Action Jan. 12.

■ Pocatello Broadcasting Co., Pocatello, Idaho—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc for FM. Action Jan. 13.

■ WITT(FM) Tuscola, Ill.—Broadcast Bureau granted CP to replace expired permit. Action Jan. 13.

■ WRVI(FM) Winnebago, Ill. — Broadcast Bureau granted CP to replace expired permit. Action Jan. 13.

■ WCMX(FM) Fort Wayne Ind.—Broadcast Bureau granted mod. of CP to extend completion date to June 11. Action Jan. 6.

■ WCOP-FM Boston — Broadcast Bureau granted mod. of CP to change type trans. and ant.: make changes in ant. system, ant. height 500 ft.: remote control permitted. Action Jan. 13.

■ WMIC-FM Sandusky, Mich. — Broadcast Bureau granted mod. of CP to change type ant. Action Jan. 13.

■ KNXR(FM) Rochester, Minn.—Broadcast Bureau granted CP to make changes in trans. line; ERP 96 kw. Action Jan. 13.

■ KRMS(FM) Osage Beach, Mo.—Broadcast Bureau granted CP to change type ant., ant. height 285 ft.; ERP 2.4 kw. Action Jan. 13.

■ KRWG(FM) Las Cruces, N. M.—Broadcast Bureau granted CP to change educational FM to 90.7 mc; change ant.-trans. location to 0.5 mi. south of U. S. Hwy. 70-80, 12 miles west of Las Cruces, in Dona Ana county fairgrounds, N. M.; change studio location to Milton Student Center, Mafie Circle NMSU Campus, Las Cruces: operate by remote control from studio location: install new trans. and ant.; make changes in ant. system; ant. height 420 ft.; ERP 100 kw. Action Jan. 9.

■ WSHR(FM) Lake Ronkonkoma, N. Y.—Broadcast Bureau granted CP to operate by remote control from studio location Sachem High School, School St., Lake Ronkonkoma. Action Jan. 9.

■ WWDB(FM) Philadelphia—Broadcast Bureau granted license covering changes. Action Jan. 13.

■ KCPX-FM Salt Lake City—Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system, ant. height 2930 ft.; ERP 27 kw; remote control permitted. Action Jan. 9.

■ WEZS(FM) Richmond, Va.—Broadcast Bureau granted CP to change type trans. and ant. Action Jan. 13.

■ WKZN(FM) Kenosha, Wis.—Broadcast Bureau granted CP to change trans. location to Tobin Rd. and Hwy. 31 Kenosha: studio location and remote control to 6400-67th St., Kenosha; change type trans. and ant.: make changes in ant. system, ant. height 500 ft.; ERP 5 kw. Action Jan. 9.

Call letter applications

■ KBGN-FM, Gene K. Shaw, Caldwell, Idaho. Requests KBXL-FM.

■ WLDS(FM), Jacksonville Radio & TV Broadcasting Corp., Jacksonville. Ill. Requests WEAI(FM).

■ WOTT-FM, R. B. G. Productions Inc., Watertown, N. Y. Requests WNCQ(FM).

■ KWFR-FM, Solar Broadcasting Inc., San Angelo, Tex. Requests KIXY(FM).

■ KCOR-FM, Inter-American Radio Inc., San Antonio, Tex. Requests KFFM(FM).

Call letter actions

■ WEBH(FM), Rich Communications Corp., Chicago. Granted WWEL(FM).

■ WMUN(FM), Tri-City Radio Corp., Muncie, Ind. Granted WLBC-FM.

■ WKYN-FM, Quality Broadcasting Corp., Santurce, P. R. Granted WQBS-FM.

■ WFLT(FM), Harpeth Valley Broadcasting Co., Franklin, Tenn. Granted WIZO-FM.

■ WRVF(FM), River Falls Radio Co., River Falls, Wis. Granted WEVR-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their copending auxiliaries: WAZS Summerville, and WBHC Hampton, both South Carolina; WBOB-AM-FM Galax, Vir.; WBSC Bennettsville, S.C.; WDDY Gloucester, Va.; WEGO and WPEG(FM) both Concord, N. C.; WESR Tasley and WEVA Emporia, both Virginia; WHSC Hartsville, S. C.; WLLY Wilson and WLON Lincolnton, both North Carolina; WMEK Chase City, Va.; WMHI Braddock Heights, Md., WMMH Marshall, N. C.; WNRV Narrows-Pearisburg, Va.; WPCC Clinton, S. C.; WRRZ-AM-FM Clinton, N. C.; WRSC and WQWK(FM) both State College, Pa.; WTHD Milford, Del.; WVCH Chester, Pa.; WYPR Danville, Va.; WYRE Annapolis, Md.; WMAL-FM Washington. Actions Jan. 15.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KFMV(FM) Magnolia, Ark., to May 2; KUDU Ventura, Calif., to May 1; *KBGL-TV Pocatello, Idaho, to Juy 13; KJWE Burien, Wash., to May 8; KLIF Dallas to April 21; WAAV(FM) Wilmington, N. C., to Feb. 16; KRVN Lexington, Neb., to June 11; WHLB-FM Virginia, Minn., to June 12, and WMFG-FM Hibbing, Minn., to June 1. Action Jan. 13.

Other actions, all services

■ Chief, Office of Opinions and Review, ABC, renewal of authority to deliver network radio and television programs to XETV(TV), Mexico, granted motion by Western Telecasters Inc. (KCST(TV)) and extended to Jan. 7 time to file opposition to XETV's application for review of review board's memorandum opinion and order of Dec. 3, 1969 (Doc. 18606). Action Jan. 6.

■ Hearing Examiner James F. Tierney, ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, continued hearing to Feb. 10 (Doc. 18606). Action Jan. 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, denied, without prejudice to renewal, petition by Broadcast Bureau for reconsideration of portion of examiner's order of Dec. 3, 1969, following employment of procedures discussed in text. Action Jan. 6.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, ordered that with exception of answers to interrogatories 26, 40, and 41, Chronicle Broadcasting Co. shall supply information specified in review board's order Dec. 16, 1969, on or before 10 days from release of order (Doc. 18500). Action Jan. 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, extended protective order released Dec. 4, 1969, to apply to all information hereafter elicited from any source (Doc. 18500). Action Jan. 12.

■ KRON-FM-TV San Francisco—Hearing Examiner Chester F. Naumowicz Jr. denied opposition to taking of depositions and request for protective order, filed by Albert Kihn and Blanche Streeter (Complainants), on Jan. 8 in proceeding for license renewal (Doc. 18500). Action Jan. 15.

Translator actions

■ K08EX, Metlakatla, Alaska—Broadcast Bureau granted CP to change type trans. of VHF translator. Action Jan. 12.

■ North Dakota Broadcasting Inc., Jamestown, N. D.—Broadcast Bureau granted CP for new VHF translator to serve Jamestown on ch. 7 by rebroadcasting KXJB-TV Valley City, N. D. Action Jan. 9.

(*Continued on page* 104)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—$2.00 minimum.
Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. **Forward remittance separately.** All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—$2.00 minimum.
Display ads $25.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. **Agency commission** only on **display space**.
All other classifications 35¢ per word—$4.00 minimum.
No charge for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted—Management

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.

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.

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 clubwomen. 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.

S. Florida, a great opportunity. Immediate opening for experienced accountant thru trial balance. Salary open. Major station. Resume, picture to Box 4382, Ft. Lauderdale. 33304.

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.

Maryland Station. Man with sales, programing, and public relations experience. Send tape-photo-resume. Box A-245, BROADCASTING.

Opportunity of a life-time for aggressive, experienced salesman at daytimer Mid-Michigan. Potential unlimited, nearby metropolitan area, sell Jerry Marshall, local sports, popular Hot-Line show, 30% commission paid to right person. Box A-268, BROADCASTING.

Suburban Chicago: Unusual opportunity for substantial permanent position. WEAW, Evanston, Illinois.

Want to work where the action is? Opening now for experienced radio sales pro in New York City. Sell radio's hottest concept. If you have medium market agency and client experience, this could be your big chance. Personal interview required. Send resume, billing figures, and track record to: Phil Roberts, General Manager, Greater New York Radio, 509 Madison Avenue, New York, New York 10022.

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.

Excellent opportunity for advancement. All night DJ with leading east coast rock station, tight format. Resume, references and pix to Box A-127, BROADCASTING.

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.

Talk Man—Mid-Atlantic major market all-talk station has opening for a controversial, dynamic talker! Top potential. Send resume and air check to Box A-236, BROADCASTING.

$125.00 a week for a first phone announcer. 33 hour board shift. Wyo. 5,000 watt fulltimer. Box A-238, BROADCASTING.

Attention

Classified Advertisers

effective March 1-70

The cost of all display advertising, except Situations Wanted (Personal ads), will increase to **$40** per inch.

Frequency rates on request.

Announcer. We're looking for a young pro on the way up. Good opportunity with eastern MOR station near metropolitan market. Air shift and production. Good salary; attractive benefits. Box A-254, BROADCASTING.

10,000 watt fulltimer needs DJ with 1st phone, no maintenance. 5 day week with good starting salary. Write or call Bill Bengtson, KOAM Radio, Pittsburg, Kansas.

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.

Experienced announcer with first phone to PD soul station. Contact Manager at Negro programed KZEY, Tyler, Texas.

Immediate opening for creative DJ with enthusiastic, mature sound. Adult MOR station with emphasis on tight production. Member of chain of stations in major markets with potential internal corporation advancement. Send tape with air check including sample of production spots. WBRB, P.O. Box 489, Mt. Clemens, Mich. 48043.

Announcer with 1st class ticket. No experience required. WCOJ, Coatesville, Pa. 215-384-2100.

Announcers continued

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.

Wanted: Announcer-Production man. Send tape, resume and all details to Les Woodie, WKDE AM-FM, Altavista, Va. 24517. 703-369-5588.

Immediate opening for announcer. Full-time MOR adult station. Draft exempt. 3rd endorsed. Minimum one year experience. Send air check and resume to WKEU AM-FM, Griffin, Georgia.

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.

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.

1st phone afternoon drive time-opening available now! "Modern" top 40 country station enjoys lions share of audience. We are on top in a 3 station (soon to be 4) market! This station has been a spring board for markets like Milwaukee, Houston etc! Staff and management is young and aggressive. We want a man (1st phone) who can keep our current rating (50%) or increase it, who can do production and news, and is willing to work for good pay! We are a growing concern with our eyes open for more properties—if you are a pro, and want to swing, contact, Larry Dean, Mgr.—WYNR AM-FM, Brunswick, Georgia. Phone 912-264-3820. No collect calls. P.S. This area ½ way between Jacksonville, Florida and Savannah, Ga., is on the Atlantic Ocean and attracts thousands of tourists each year, its a fun place to live and work!

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.

Immediate opening for a top-flight announcer in bright, MOR format. 5,000 watt, 24-hour station in central Virginia. First ticket required. Excellent working conditions. Top salary to the right man. Contact Pete Jason, Evans Communications Systems, Box 631, Charlottesville, Va. 22902. 703-295-5121.

Technical

Immediate opening for full and **part-time** board operators. 3rd license required. Chicago station Box M-261, BROADCASTING.

Director of engineering to supervise construction and operation of experimental FM-education station, must be willing to locate on mid-west Indian reservation—rough but rewarding. Box A-227, BROADCASTING.

Mature Chief Engineer for southern California FM station. 15 KW transmitter—Schafer Automation. No air work. Must have experience to fit job. $800.00 a month. Contact Fred Rabell, KITT, U.S. Grant Hotel, San Diego, Calif. 92101. 714-232-0144.

Immediate opening for full time first phone at midwest station. Some air work. Benefits. WCWC Radio, Box 156, Ripon, Wisconsin 54971.

Wisconsin 5000 watt regional power-house needs 1st phone who can pull maintenance and air shift. Excellent working conditions, salary and fringe benefits including profit sharing. Year round resort area with excellent school. No floaters. Send resume and tape to Tim Grant, WDUX, Waupaca. Or call 715-258-5528.

Technical continued

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.

Engineer wanted, permanent position. Must have first class radio/telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 694-4146, area code 313.

Opening for first phone engineer to chief 5 KW directional plus FM. Technical capability a must. No regular board shift. One hour from Detroit. WTHM, Lapeer, Michigan. 313-664-8555. No collect calls.

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.

News Director for established eastern suburban station. Professional journalist interested in doing a job. We'll give you the tools; you dig, write and air local news for top rated adult operation. Box A-253, BROADCASTING.

Newsman—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.

Top-rated medium market adult-contemporary seeks self-starter news director. Fast paced operation emphasizes mobile news and actualities. Salary open for right man. Send tape, resume to: Lee Thomas, KLMS, Box 1804, Lincoln, Nebraska 68501.

WHBY, 600 S. Lawe St., Appleton, Wisconsin, a network affiliated long-time station is interested in a hard-working news editor. Position available February 15. WHBY is connected with additional radio and TV station in Green Bay, Wisconsin. Pay and benefits commensurate with ability, loyalty, and longevity. Please send full resume and five minute news audition tape at 7½ speed.

Situations Wanted Management

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.

Avails and cares. Excellent small-medium market background, references. 20 years experience and under 40. Image you want. Suite 101, 981 South Third Street, Louisville, Ky. 40203.

Sales

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.

Presently General Sales Mgr.—seeking medium market in Ohio, Indiana, Michigan, or Illinois. Three years experience in broadcasting media, vet., twenty five, dependable, aggressive. Available after March ninth, nineteen seventy. Write Box A-226, BROADCASTING. Resume upon request.

Announcers

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

Announcers continued

Articulate-knowledgeable, some experience, sounds like more. Progressive rock to MOR. Tape and resume await. Box A-1, BROADCASTING.

Experienced female announcer, middle market only. Commercials, production, third endorsed, some news and promotion. Box A-81, 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.

Broadcasting school graduate wants top 40, MOR, or news. Third phone, will relocate. Box A-142, 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.

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.

Experienced 1st phone air personality; Ready for top MOR or C&W. Mature family man, 28. Good record. Box A-200, BROADCASTING.

Ohio, Indiana, Kentucky, immediate area! Top 40 personality—M.D.—10 years experience. Box A-212, BROADCASTING.

DJ, tight board, good news, commercials. 3rd phone. Box A-213, BROADCASTING.

Ancr: (Fanfare) Hi radioland! Dedicated, creative; 7 years all formats—phases; BS Magna, Awards, 3rd. vet, married; prefer NE. (Stinger). Box A-217, BROADCASTING.

Arizona, California, Texas, Florida! Sick of sinus and snow. Experienced. Top 40-soul personality. Top on remotes-in person gigs. Did TV dance party. Vacationing in January. Can I see you at my expense? Great track record. Teens will dig me, but mom will never turn me off. I appeal especially toward the chicks. Box A-218, BROADCASTING.

Disc Jockey-Newscaster Graduate of NYSAS. Dependable, versatile and aggressive. Willing to relocate. Box A-222, BROADCASTING.

Blue eyed soul jock-md. Black women love me. I wrap & jive! Can you dig it? 10 years in R & B. Personal interview mandatory. If you want to increase the black buck and gain the white dollar—let's to do it. Know more about R&B music than the brothers. Box A-223, BROADCASTING.

First phone, country disc jockey. Available with experience. Box A-224, BROADCASTING.

Top 40—afternoon, evening or all nite. 10 years experience. Personal interview mandatory. Box A-230, BROADCASTING.

Broadcast graduate, third endorsed, looking for part time work in N.Y., N.J. Trying hard to get started in this field. Must start somehow, so why not part time. Soul jock, top 40 MOR. Married, will accept full time anywhere. Box A-235, BROADCASTING.

Announcer/DJ, authoritative newscaster, experienced. Good voice, reads well, good copywriter. Family man. Will relocate. Box A-237, BROADCASTING.

Tuff white dude looking for a soul rocker around Ohio. I'll tear the market up, baby. Box A-239, BROADCASTING.

I'll take a drastic pay cut to get some sun, see white sand, beaches, surf. Top 40 rocker, pro. Box A-241, BROADCASTING.

Salesman-Announcer—first phone, top hundred market, experienced, mid forties. Give salary arrangement when replying. Can become manager/sales. Sober. Box A-243, BROADCASTING.

30 years old. Single. Good looking. Sharp dresser. Financially stable. Seeking top 40 station in warm climate but will consider other areas. Box A-244, BROADCASTING.

First phone, 20 years experience AM, FM, TV. Box A-246, BROADCASTING.

Announcers continued

Country, contemporary, MOR—experienced, draft free, available immediately. Box A-248, BROADCASTING.

Heavy personality seeks top 40 or upbeat MOR. Requirements: five-figure salary, daytime slot, no small operations, no "Drake-type" formats, S.W. of S.E. only. Box A-250, BROADCASTING.

Play-by-play commentator, all sports, college-pro. Also, syndicated sports history R-TV, features dramatic-exciting-timely broadcast worldwide by Armed Forces radio. Details: Box A-251, BROADCASTING.

Bright, exciting rocker, experienced, personality, available now, 212-896-5159. Box A-255, BROADCASTING.

31 year old school principal turned announcer. Experienced, news, D.J. Box A-257, BROADCASTING.

I'm looking. Had offers but none right. You looking? I'm 26, married, experienced, darn good creative jock. That's it. Write Box A-259, BROADCASTING.

Baseball broadcaster experienced professional with solid ratings and references. Box A-274, BROADCASTING.

Broadcasting school graduate, third endorsed, 21, married, anywhere. Box A-280, BROADCASTING.

Third endorsed, deep resonant voice, married, age 33, military completed, broadcasting school graduate. Like news, C&W music, good salesman, and love people. Box A-281, BROADCASTING.

First Phone, creative experienced MOR-Country announcer/production/engineer available now. Box A-284, BROADCASTING.

Sportscaster with pro & major college experience. Radio & TV. Box A-287, BROADCASTING.

Anxious young broadcast graduate wishes to get started. Third. Tape, resume at request. Anthony, 814 South Alma, San Pedro, Calif.

Young jock seeks job at top 40 outlet. Experience limited, but strong on news, sports and production, and love music. Stable, exempt, and available now. 607-734-9919.

Experienced top forty personality, DJ, major market, extensive knowledge of Drake format, married. Contact James—716-856-1400.

1st phone DJ, 6 months experience, bright personality, wants top 40 or upbeat MOR station. Prefer Texas, Louisiana, Georgia. Randy Fielder, P.O. Box 47852, Doraville, Ga. 30340. 404-448-2693.

Dependable, ambitious, hard working, 24, single, draft exempt, jock (MOR, country or rock), sportscaster (play-by-play & 15 minute show daily), and news (very authoritative) desire position in Great Lakes multi-station market. John Paul Jones, 2034 Ciant, Toledo, Ohio 43606 or (419) 479-3808.

Spaced jock/engineer needs a different gig. Pro, soft deep voice. Love heavy and funky music. I will make your metro night slot number 1 while keeping your gear feeling groovy. Call Ron at 503-773-7657. Good refs. 8 years.

Technical

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.

Experienced engineer—AM directional FM full stereo RF and all audio available immediately. Any location, telephone 214-597-0813 or Box A-220, BROADCASTING. Prefer transmitter duty.

Chief Engineer—15 years experience, AM, FM and directional. Strong on studio and transmitter maintenance. Box A-260, BROADCASTING.

Washington, D.C. area. Field engineer Intercontinental Systems is returning to college. Has 1st class license and experience. Prefers part time, but will consider full time with announcing if conditions are suitable. Box A-285, BROADCASTING.

Engineer, First, 2 years radio-TV. 301-944-1750.

Telephone Talk program host. Top quality. Presently major CBS affiliate. 716-876-1268.

NEWS

Newsman. East, sleeps, breathes news. Happiest when giving competition fits. Looking for long term slot with eastern metro outlet where news comes first. Box A-74, BROADCASTING.

Recent graduate—broadcast journalism degree—desires position as radio newsman or television news-editor. Conscientious, mature, draft no problem. Prefer Northeast. Available immediately. Box A-232, BROADCASTING.

Desire a return to news in Missouri or midwest. Currently announcer-DJ in NY State. BA Deg; news director at campus station; interviews with national figures; write, rewrite or gather; journalism studies; voice; production; mature attitude. Service complete; married soon; ambitious; contrib. to esprit de corps. Box A-252, BROADCASTING.

Newsman—desires advancement in TV or Radio. 7 years experience, including weekends in top 10 market. TV in College. Married, Box A-269, BROADCASTING.

News director with first. Awards, honors, dig, write, edit, deliver. P.R., talk show, documentary, etc. Authoritative, responsible, reasonable. Any position with opportunity. Medium, major. Box A-272, BROADCASTING.

News director, first phone, direct authoritative. All phases. Any post with opportunity. Box A-273, BROADCASTING.

Experienced, professional newsman with degree seeks spot in top flight medium/major news operation, Box A-277, BROADCASTING.

Professional: Seven years experience in adult presentation as news director, interviewer. Music. Married, veteran, 28, permanent. Making $650. Box A-279, BROADCASTING.

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 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.

Production/operations: major market experience in MOR, news, top 40, Drake/MOR music, and automation format design, production, and promotion. Also part-time college instructor. Good voice. Looking for management growth potential. Box A-215, BROADCASTING.

University or college broadcast departments—I am 27 years old, B.S. in R-TV, three years commercial experience in news and programing, desire employment on staff with opportunity for graduate work. Present salary: $7,800.00. Box A-229, BROADCASTING.

Major markets. National P.D. desires one major station. Box A-247, BROADCASTING.

Available June First! First phone, 9 yrs. experience, currently teaching college broadcasting, and seeking program director, news director, DJ, opportunity for management. All formats, knows music, excellent production, play-by-play. Send for complete resume. Prefer southeast. Box A-265, BROADCASTING.

Operations Manager—Medium market. Solid management experience. Degree. Box A-278, BROADCASTING.

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.

50¢ an hour. Yes, I'll announce for your station for as little as 50¢ an hour. Over forty years experience. I'll furnish my own programs featuring only beautiful standard favorites by famous artists. I'll never be late, argue with you, be a big shot, and will work anytime, day or night, as many hours as you want me each week. For full particulars call me collect, 703-342-2170, Hayden Huddleston, Roanoke, Virginia.

Television

Help Wanted Management

Operations manager to plan, budget, schedule and control production and engineering for television production center. East Coast. Incentives. Box A-240, BROADCASTING.

Sales

Southern New England major VHF seeks experienced salesman. Excellent opportunity for creative and aggressive person. Must be able to handle all size accounts and agencies. Replies confidential. An equal opportunity employer. Box A-234, BROADCASTING.

Technical

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.

Chief Engineer for CCTV, well-qualified in installation, repairs, and maintenance of television and related equipment. Immediate opening. Box A-267, BROADCASTING or phone 607-274-3242.

Wanted: Maintenance technician, first phone should have VHF transmitter or studio maintenance experience. Good opportunity for advancement. Contact chief engineer, KGVO-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.

Experienced TV studio and transmitter technicians wanted. Please send resume of experience to Director of Engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

First Class engineer, experienced, wanted for color operation and maintenance. In Florida VHF. Call chief engineer, 305-965-5500.

NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-288, BROADCASTING.

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.

1 Newsfilm photographer, experienced. Also 1 documentary writer/researcher experienced only, for WCKT-TV News, Miami, Florida. Contact Gene Strul, 305-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, WSVA TV, Harrisonburg, Va. 22801.

Programing, Production, Others

Wanted: Experienced producer-director. Atlanta market. Five years minimum experience. Strong control room technique and news production background, Box A-263, BROADCASTING.

Graphics Artist: Fifth market station needs a bright young man to handle all graphics for news and public affairs programing. Address all replies to: Personnel Director, WHDH-TV, 50 Morrisey Blvd., Boston, Mass. 02125.

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

TV Program Manager-program director, director/producer, age 35, UHF and VHF experience. Box A-264, BROADCASTING.

Situations Wanted Management continued

Operations manager-program manager: 12 years television experience, all phases. Art Christ, 608-784-8807.

Announcers

Ten years radio-television experience. Personable, neat, versatile, hardworking. Excellent on-camera appearance. Box A-228, BROADCASTING.

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality. 716-876-1268.

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.

News

Experienced broadcast-journalist. 34, seeks TV sports/news air work. Mature appearance, authoritative. Writing experience in all media. Credentials upon request. Box A-258, BROADCASTING.

Intelligent—personality—experienced. Talented female presently in production in top TV network. 3 years experience radio reporting. Ready to switch on-camera field and/or anchor. Film available. Box A-266, BROADCASTING.

Programing, Production, Others

A.D. net O&O seeks major market, east coast. B.A. Eng.-R-TV. 24, single. Resume on request. Box A-72, 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/operations/director-producer: presently in major market. Will move to within top 25 market for management growth potential. Extensive VTR, film, remote, and studio experience. Box A-216, BROADCASTING.

I am experienced in shooting, processing, and enlarging 35mm color slides; remote and studio color camera; and staging. Currently employed large SE market. Box A-219, BROADCASTING.

Technical Director/Production Director—ETV or commercial. B.S. T.V. production. First phone, one year commercial maintenance experience. Under 30, married, veteran. Available June 1st. Resume and references upon request. Box A-231, BROADCASTING.

Art director—five years TV and radio, Fully experienced on and off the air with promotion savvy. Write for resume. Box A-249, BROADCASTING.

Studio crew member with some directing wishes to move up to director. Can do own switching. Box A-256, BROADCASTING.

Experienced, young man with M.A. degree in broadcasting seeks immediate position in programing, production, or promotion. Box A-271, BROADCASTING.

Major market news producer seeks documentary work. Intensive writing background. TV-R grad. Draft deferred. Box A-282, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

1 to 5 KW High Band television transmitter. Suitable for Ch. 11 use. Chief Engineer, WCKT-TV, P.O. Box 1118, Miami, Fla. 33138, 305-751-6692.

Wanted: James L. Fisher, Model 2, Mike boom and cradle, complete with counter weights; Otis Freeman, WPIX, 220 East 42nd Street, New York, New York 10017, (212-883-6010).

FOR SALE—Equipment

Coaxial-cable—Heliax, 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.

FOR SALE

Equipment continued

Tower Erectors Wanted throughout the United States. Swager Tower Corp., Fremont, Indiana, 46737.

Collins 212G-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.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Bell & Howell Jan 614D sound projector. Less than 100 hours. Cost $1,675.00, Sacrifice, $759.99. Cavalcade Equipment Co., 2994 N.W. 7th Street, Miami, Florida 33134.

For Sale: Gates 250-gy Transmitter. Little Old Lady has a very good price on this. Used almost every Sunday for Church broadcast. In groovy shape. Call Little Old Lady—814-834-2821. You pay shipping.

Remote control and metering unit. Marti Model RMC-2A late model. Ex. condition, complete with 2 26MC transceivers, FM. Contact Neal Tenhulzen, Chief Eng., KKJO, P.O. Box 166, St. Joseph, Mo. 64502.

Shafer automation system. New. Save $1700. Take over payments. $294.31 per month. KZON. 805-922-2181.

RCA BTA-5T1 5 kw AM broadcast xmitter 2½ years old, excellent condition. Now being used. Going 10kw. WKYB, Hemingway, South Carolina.

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.

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.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Old-time radio shows on tape. For collectors. Free catalog. Box A-221, BROADCASTING.

1960-1969 top hits. 2,000 plus titles, alphabetized. Excellent reference tool. Box A-270, BROADCASTING.

Unemployed? Maybe it's because of your audition tape, and approach. Professional analysis of your tape, by a professional educator—plus the proven guide, "Get that Job". $5.00. Box A-276, BROADCASTING.

Recorded character voices, set #1 150 different recorded lines on 7" tape, plus printed script and D.J. come-back for each! $10.00, sent immediately from: The Chicago Broadcast Circle, 111 E. Ontario, Chicago, Ill. 60611.

Miscellaneous continued

Radio Stations: Beautiful production, reasonable rates. Write: Custom, 166 North Sandusky, Delaware, Ohio.

Current Comedy—60-65 original, topical one-liners, each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free samples: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Prepare to earn more at Elkins. Enroll in the nation's most respected First Class FCC Licensing Course. Elkins Institute in San Antonio, 503 S. Main, San Antonio, Texas 78204.

Now Elkins Institute in Seattle. FCC First Class License Course in six weeks. Theory and lab training included. Elkins Institute, 404 Dexter, Seattle, Washington 98109.

Elkins nationally known FCC First Class License Course now in Music City, U.S.A. Improve your future with Elkins First Class training including theory and laboratory work. Next class begins February 11. Elkins Institute in Nashville, formerly Tennessee Institute of Broadcasting, 2106-A 8th Avenue South, Nashville, Tennessee.

Attention Mountain States. Now In Denver—Elkins FCC First Class License Course. Elkins Institute in Denver, 420 S. Broadway, Denver, Colorado 80209.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required, Several months ahead advisable Enrolling now for April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition $360. Classes begin at all R.E.I. Schools 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.

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.

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.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins March 2, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

INSTRUCTIONS continued

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.

RADIO—HELP WANTED

Personnel Problems?

Call Ron Curtis
312-337-5318
645 North Michigan Avenue
Chicago, Illinois 60611

Nationwide Broadcast Personnel, Inc.

Sales

SALES TIGERS ONLY!!

An executive fireball under 35 with burning desire to move up to management and higher earnings. Must have dynamic sales track record in markets 1-100 for bringing in new radio and TV business. If you are a well organized self-starter whose actions and sales results speak for themselves you're our man.

East coast organization expanding. Yours will be a bright future with a long established 20 year old organization soon to go public. Where high earnings go hand in hand with sales results. We offer good base, plus incentives, and excellent company benefits plan.

Rush authentic copy of recent sales figures complete with resume and photo. All replies will be held in strict confidence.

Our staff knows of this ad. This position is open immediately.

Box A-46, Broadcasting

Announcers

$40,000

for

Morning Personality!

Major Market Challenge

Rush now!

Resume, picture, tapes to:

Box A-134, BROADCASTING.

All replies confidential

Help Wanted—Announcers continued

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

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.

DEFT, CRISP WRITER WANTED

for New York operation that supplies stock market and busines news summaries to radio and TV stations around the country. Send letter summarizing your background, no resumes, to:

Box A-214, Broadcasting.

Program, Production, Others

— TALENT —

We need air, production and programing 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.

PROGRAM DIRECTOR

WLW, Cincinnati, Ohio (50,000 watts —NBC) up-tempo, MOR with sports and top personalities, seeking fully qualified Program Director.

Candidates should have had successful Administrative & Programing experience. Top compensation package available to the person selected.

Send complete confidential resume to Charles K. Murdock, Vice President & General Manager, WLW, Cincinnati, Ohio 45202.

An Equal Opportunity Employer M/F

Prog., Prod., Others cont.

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

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.

LEAD YOUR MARKET

in ratings, revenue, and prestige. Experienced broadcaster now programing one of nation's leading stations seeks the challenge of station management. Currently doing well with major company in top ten market. Prefer Midwest. All opportunities considered, including FM.

Box A-286, Broadcasting.

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)

Announcers continued

• Announcers • Disc Jockeys
• Newscasters • Sportscasters

We've provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We'll put you in touch with Career graduates (from your part of the country) who meet your needs. *No cost to you or the graduate.*

CAREER ACADEMY'S
Division of Famous Broadcasters
National Placement Department
611 East Wells Street
Milwaukee, Wisconsin 53202
Phone: (414) 272-4822
TWX: 910 262 1148

Television Help Wanted

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

WANTED: FILM SUPERVISOR

Major market eastern VHF with expanding news department has need for a film supervisor. Our man will head up all facets of the news film operation—filming, processing and editing. Be responsible for men, equipment and film quality. Must know equipment and how to use it; photography and how to teach it; people and how to organize and lead them. Dollars, hard work, responsibility and challenge to the right man.

Box A-261, Broadcasting.

NEWS
continued

EXPANDING AGAIN!!!

WANTED: One virtual impossibility. A company that has tripled its holdings in the past year and plans on continuing this growth pattern is suffering growing pains.

The man in mind can shoot great newsfilm, know a terrific story when it comes along, find one when it doesn't and also do a pro job in an on-air news slot. He has immense pride in his ability to do more than the job requires and is looking for the chance for future growth, professionally, personally and financially. The corporate president doesn't believe me when I tell him such a man is rara avis. Make a liar out of me. Send VTR, SOF or audio tape and pic, along with track record to:

Box A-275, Broadcasting.

Programing, Production, Others

TELEVISION PROMOTION MANAGER

We need a creative, aggressive manager to take charge of all advertising and promotion—including sales promotion and publicity. He must be a strong idea man able to write exciting copy, and to direct our promotion staff toward meaningful goals. Highly regarded West Coast network affiliate.

Please send resume, salary history and your three best ad proofs on printed pieces.

All replies held in strictest confidence.

Box A-262, Broadcasting.

Situations Wanted
News

PROFESSIONAL METEOROLOGIST

Experienced forecaster with background in commercial broadcasting desires radio and/or television weather position. Resume, picture, tape from:

Box A-242, 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

Employment
Service

THE AMPS AGENCY
BY BROADCASTERS • FOR BROADCASTERS

We have successfully placed qualified personnel, including those of the minority and trainees. Call or write us for all of your personnel needs.

★ THE AMPS AGENCY ★
All Media Placement Service
3924 Wilshire Blvd., Los Angeles, Calif. 90005
Telephone 213-388-3116

BUSINESS OPPORTUNITY

Billing Almost 1/2 Million Yearly

General Manager top rated station in major market wishes to trade experience, working knowledge of radio and small cash investment for immediate stock/partnership option. Must be willing to expand as station(s) become stable. Only reason for leaving present position is for stock/partnership option.

Box A-225, Broadcasting.

NATIONAL REP WANTED

for top audience FM station covering 39 counties of New York State including metro Syracuse & Rochester markets.

Contact: Mr. Floyd Keesee, WMBO, Auburn, New York 13021.

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.

FOR SALE—Stations

FLORIDA FULL POWER FM STEREO

Needs aggressive management, showing losses, has business base and personnel. Medium size market, wide coverage, adjacent to important growth market. $150,000 cash plus long term lease on real estate, building, etc., with purchase option.

Box A-233, Broadcasting.

For Sale—Stations
continued

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
6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

FOR SALE POWER STATION

in booming Southeast. Priced for reasonably quick sale.

Box A-283, Broadcasting.

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

TV STATION—NOTHING DOWN

$550,000 full price, to responsible company. Channel 16, Ventura, California.

Julian F. Myers, President
213 274-8183—6744 Woodley Avenue
Van Nuys, California 91406

Ohio	small	FM	$ 70M	29%	Wyo.	small	fulltime	$ 70M	nego
N.M.	medium	FM	65M	cash	Fla.	small	fulltime	55M	nego
Ala.	medium	AM & FM	90M	20M	N.H.	medium	fulltime	90M	29%
N.C.	metro	daytime	600M	29%	MW	metro	daytime	122.5M	SOLD
East	major	FM	500M	29%	Miss.	metro	TV	.06MM	25%

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media brokerage service®
2045 Peachtree Road Atlanta, Ga. 30309

(*Continued from page 97*)

■ K70EJ Oakesdale and Steptoe, both Washington—Broadcast Bureau granted CP to change type trans. and make changes in ant. system of UHF translator. Action Jan. 12.

■ K81BE Walla Walla, K72DD Ephrata, K75CE Spokane, K76CQ Pasco, all Washington—Broadcast Bureau granted CP's to change type trans. and make changes in ant. systems of UHF translators. Action Jan. 12.

CATV

Final actions

■ Burlington, N. J.—FCC stayed show cause order issued to General CATV Inc. Dec. 3, 1969, requiring it to show why it should not be ordered to cease and desist from violation of order in Delaware County Television Cable Co. et al (1968). Show cause order also applied to violation of notification provisions and the evidentiary hearing requirements of rules on General's CATV facilities in Willingboro Township, Burlington City, Burlington Township and Westampton Township. Action Jan. 14.

Actions on motions

■ Chief, CATV Task Force extended through Jan. 29 time to file comments and through Feb. 13 time to file reply comments in proceeding on amendment of rules and regulations with respect to technical standards for community antenna television systems. National Association of Educational Broadcasters filed petition for 30-day extension of time for filing comments and reply comments on petition for rulemaking filed by Hammett and Edison. Action Jan. 14.

■ Chief Hearing Examiner Arthur A. Gladstone in Lafayette, La. (All Channels Cable TV Inc.), CATV proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for Feb. 24 and hearing for March 24 (Doc. 18779). Action Jan. 12.

Other actions

■ Review board in Hazleton, Pa., CATV proceeding, Docs. 18193-95, scheduled oral argument for Feb. 17 in Washington. Action Jan. 20.

■ FCC proposed amendment of rules governing processing of waiver requests for program exclusivity and carriage and distribution of TV signals to specify only CATV systems with 500 or more subscribers (Doc. 18785). Commission issued public notice temporary mod. of processing priorities in waiver cases in which it announced that processing of matters filed would be deferred in cases involving CATV systems with fewer than 500 subscribers. Action Jan. 14.

Ownership changes

Applications

■ WENN-AM-FM Birmingham, Ala.—Seeks transfer of control of Jomac Birmingham Corp. from John M. McLendon (99.4% before, none after) to Ann P. McLendon (individually, .6%) and First National Bank of Jackson, co-executors of John M. McLendon estate, deceased (jointly, none before, 99.4% after). No consideration involved. See WOKJ(AM) and WFXM(FM) both Jackson, Miss. Ann. Jan. 16.

■ WHOS(AM) and WDRM(FM) both Decatur, Ala.—Seek assignment of licenses from John H. Jones, individually and as executor of Jeffie Jones estate, deceased, to Dixie Broadcasting Inc. No consideration involved. Principals: John H. Jones, president (10% before, 84.98% after), Louis C. Blizzard (15%) and Thomas A. Caddell (.02%). Ann. Jan. 15.

■ KCHJ(AM) Delano, Calif.—Seeks assignment of license from Jean Goss Johnes, administratrix of Charles Herman Johnes estate, deceased (100% before, none after), to Jean Goss Johnes (none before, 100% after). Ann. Jan. 16.

■ KTAO(FM) Los Gatos, Calif.—Seeks transfer of control of Tomentose Broadcasting Co. from William H. Ryan (25% before, none after) to Lorenzo W. Milam (50% before, 75% after). Consideration: $12,500. Ann. Jan. 15.

■ KDOL-AM-FM Mojave, Calif.—Seeks transfer of control of Golden Desert Broadcasting Corp. from Forrest W. Ogan (20% before, none after) to Chester C. Fields (40% before, 50% after) and Joe F. Means (20% before, 30% after). Consideration: $3,000. Ann. Jan. 16.

■ KNNU(FM) Tulare, Calif.—Seeks assignment of CP and SCA from Mineral King Broadcasters to Clyde B. Love, W. R. Patton (each 50% before, 28% after), James H. Carlson (none before, 10% after), Robert E. Darling and Dino R. Fulvio (each none before, 17% after), for $22,000. Ann. Jan. 6.

■ WDCF(AM) Dade City, Fla.—Seeks assignment of license from radio WDCF Inc. to Dade City Radio Inc. for $50,000. Sellers: Duane Anderson (30%) and Norman O. Protsman (70%). Mr. Protsman owns 80% of WMAF(AM) Madison and WINT(AM) Winter Haven and 70% of WNER(AM) Live Oak, all Florida. Buyers: R. Duane Anderson, president (51%), and Patricia Ann Webb, vice president (49%). Mr. Anderson owns 91% of funeral home. Miss. Webb is secretary of WDCF. Ann. Jan. 15.

■ WYZE(AM) Atlanta—Seeks assignment of license from Atlanta Broadcasting Inc. to Atlanta Communications Inc. for $500,000. Sellers: Roy V. Harris, president, et al. Buyers: George Johnston III, president, Lathrop W. Smith Jr., vice president-treasurer, and George W. Barber Jr., vice president-secretary (each 33⅓%). Mr. Johnston is general manager and owns future interest in 40% of WJLD(AM) Homewood and WJLN(FM) Birmingham, both Alabama. Mr. Smith owns 24% of industrial power products representatives. Mr. Barber owns advertising firm, 90% of transportation firm and is vice president of dairy products concerns. Ann. Jan. 6.

■ WXPQ(AM) Eatonton, Ga.—Seeks assignment of license from Eatonton Broadcasting Co. to Eatonton Broadcasting Inc. for $75,500. Sellers: Lawrence S. Lane and Paul J. Wolfe Jr., partners. Buyers: Lurner O. Benton III, president (51%), Nancy T. Benton, treasurer (31%), David H. Thomas, vice president (15%), and William A. Connelly, secretary (3%). Mr. Benton owns 99% of petroleum products jobber. Mr. Thomas owns 50% of real estate interests. Mr. Connelly is career sergeant. Mrs. Benton is school guidance counselor director and has interest in real estate. Ann. Jan. 16.

■ WMRE(AM) Monroe, Ga.—Seeks transfer of control of Walton Broadcasting Co. from Clarice Prichard (50% before, none after) to Warren G. Gilpin (50% before, 100% after). Consideration: $11,000. Ann. Jan. 16.

■ KWIK(AM) Pocatello, Idaho—Seeks transfer of control of KWIK Broadcasting Inc. from Carl S. Goodwin (40% before, none after) to Frances B. Goodwin (40% before, 80% after). Consideration: settlement in divorce proceeding. Ann. Jan. 16.

■ WCCR(AM) Urbana and WLRW(FM) Champaign, both Illinois—Seek assignment of licenses from Stewart Electronics to Champaign National Bank, executor of estate of I. Frank Stewart, deceased (100% before, none after). No consideration involved. Ann. Jan. 16.

■ WOKJ(AM) and WFXM(FM) both Jackson, Miss.—Seek transfers of control of Jomac Jackson Corp. from John M. McLendon (100% before, none after) to Ann P. McLendon and First National Bank of Jackson, co-executors of John M. McLendon, deceased (jointly, none before, 100% after). No consideration involved. See WENN-AM-FM Birmingham, Ala. Ann. Jan. 16.

■ WNJU-TV Linden-Newark, N.J.—Seeks transfer of control of New Jersey Television Broadcasting Corp. from all stockholders of N. J. TV Broadcasting Corp. (jointly, 100% before, none after) to Screen Gems Broadcasting Corp. Consideration: $8,100,000. Sellers: Herbert T. Green, executive vice president, et al. Buyers: Columbia Pictures, 89%, et al. Buyers own KCPX-AM-FM-TV Salt Lake City, WAPA-TV San Juan, P. R., and 33⅓% of WOLE-TV Aquadilla, P. R., WVUE(TV) New Orleans. Ann. Jan. 5.

■ WAMG(AM) Gallatin, Tenn. — Seeks transfer of control of Southern Broadcasters Inc. from E. F. Jones Jr. (51% before, none after) to E. D. Lewis (25% before, 76% after). Consideration: $35,689. Principals: Mr. Lewis owns loan company, and is former minority owner of WLOM(AM) Chattanooga. Ann. Jan. 15.

■ KULE(AM) Ephrata, Wash.—Seeks assignment of license from Walter Bednard and David Sand to D & W Broadcasting Corp. No consideration involved. Principals: Walter Bednard and David Sand, each 50%. Ann. Jan. 16.

■ WXVA(AM) and WZFM(FM) both Charles Town, W. Va.—Seek transfers of control of WXVA Broadcasting Corp. from Arthur W. Arundel (100% before, none after) to John Luce (none before, 100% after). Consideration: $225,000. Principals: Mr. Luce owns air taxi and flight instruction concern and is announcer-engineer for WMHI(AM) Braddock Heights, Md. Ann. Jan. 16.

Actions

■ WTAX-AM-FM Springfield, Ill.—Seeks assignment of license from WTAX Inc. to Sangamon Broadcasting Co. for purpose of corporate reorganization. See below. Action Jan. 14.

■ WTAX-AM-FM Springfield, Ill.—Broadcast Bureau granted transfer of control of WTAX Inc. from estate of Oliver J. Keller (55.3% before, none after), estate of Herbert B. Bartholf (4% before, none after), Charles H. Lanphier (2.6% before, none after), Elizabeth K. Miller (1.8% before, none after), Carolyn B. Oxtoby (.4% before, none after), Rosalind T. Keller (8.7% before, 5% after), and Alvin W. Pistorius (2.7% before, 2.5% after), to Richard V. Prather (none before, 25% after), Joan D. Keller (7.3% before, 12.5% after), Noah M. Dixon Jr. (7.3% before, 12.5% after), Shelby T. Harbison (4.8% before, 32.5% after), and Oliver J. Keller Jr. (1.4% before, 5% after). Principals: Mr. Harbison is WTAX general manager. Mr. Pistorius is managing editor of Capitol Information Bureau, Springfield. Dr. Dixon is physician. Mr. Gillespie is attorney. Mr. Prather is senior vice president of Springfield bank and Oliver J. Keller Jr. is director of youth services for State of Florida, in charge of youth correction program. Consideration: $580,981.44. Action Jan. 14.

■ WVOM(AM) Iuka, Miss.—Broadcast Bureau granted assignment of license from E. C. Holtsford to Kelly S. Segars for $65,000. Seller: E. C. Holtsford, sole owner. Buyer: Kelley S. Segars, sole owner. Dr. Segars is physician and owns clinic. Action Jan. 13.

■ WATH-AM-FM Athens, Ohio—Broadcast Bureau granted transfers of control of Radio Athens Inc. from Irene Kovlan, administratrix of estate of Andrew H. Kovlan, deceased (70% before, 19.5% after) to Irene Kovlan (none before, 50.5% after). Consideration: $191,900. Action Dec. 31.

■ KPRB(AM) Redmond, Ore.—Broadcast Bureau granted assignment of license from Radio Station KPRB to Richard E. Combs for $75,000. Sellers: Donald S. and Rita M. Anderson (jointly 100%). Buyer: Richard E. Combs, sole owner. Mr. Combs is manager of various Sears Roebuck & Co. stores. Action Jan. 13.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Jan. 20. 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*.

■ Shrewsbury, Mass. — Parker Cablevision Inc., Worcester, Mass., has applied for a franchise. The firm would provide a minimum of 24 channels and a potentiality of 40. Subscribers would be charged $5 for installation during introduction of the system and $5.95 monthly. Installation would later be raised to $25.

■ *Rochester, N. Y.*—A combination of firms has been granted a nonexclusive franchise: Northeast Communications, Coaxial Systems Inc. (multiple-CATV owner), Cable Television of Rochester, and Time-Life Broadcast, New York (multiple-CATV owner) The firms have combined into one corporation and the two excluded applicants, Monroe Cablevision and Peoples Cable Corp., are expected to challenge the franchise grant in court.

■ Franklin county, Ohio—Community Antenna Television Systems has applied for a franchise in the unincorporated areas of the county. The firm would pay the county $1,000 annually, plus one percent of the gross annual income.

How a career in the theater evolved into television

Gerald J. Leider, recently appointed president of Warner Bros. Television still scribbles notes in the shorthand he learned in 1955 when he launched his career in the entertainment world as secretary to two talent agents in the New York office of MCA Inc.

But he confesses that he was not a Billy Rose or an Irving Thalberg, who possessed skills in stenography and used them to skyrocket into the show-business stratosphere. In fact, Mr. Leider acknowledges today that he knew no shorthand when he assumed his secretarial post and adds:

"I faked it the first few weeks. But I learned speedwriting in evening courses on 42d Street and soon became proficient enough to take shorthand. Though I had a theater degree from Syracuse and completed a year of study in England on a Fulbright fellowship, shorthand provided a quick way into the entertainment field for me."

Mr. Leider is a medium-sized, composed individual of 38 who harbored dreams of a career in the theater even as a boy growing up in Camden, N.J. During high school and at Syracuse University, he was usually the producer-director of the various stage productions. He recalls particularly the musical revue he produced during his senior year at the university.

"It's amazing to look back and realize the number of people who were active in that revue in 1954 who have scored successes in television and other forms of entertainment," Mr. Leider remarks. "Associated with that production were actor Peter Falk, TV and screen writers Bill Persky and Bill Angeles and TV theatrical producer Gil Cates, among others."

He fulfilled his early ambition for a career in the theater before he ventured into television. After a year with the MCA talent agents as their amanuensis, he landed jobs as stage manager for several Broadway productions; served as associate producer for the Eartha Kitt musical, "Shinbone Alley," and produced the successful London presentation of Tennessee Williams's "Garden District." In retrospect, he is particularly proud of his presentation of the one-man show, "Ages of Man," starring Sir John Gielgud, which was highly acclaimed in its New York engagement and in a subsequent tour of American and Canadian cities in 1958.

His growing reputation as a theatrical producer-director caught the eye of CBS. He admits he was reluctant at first to abandon the stage for television but concedes that the promise of added security in broadcasting prompted him to accept an offer from the network early in 1960.

"I started at CBS-TV as director of special programs, developing and selling entertainment specials, both musical and dramatic. In the summer of 1961 I was promoted to director of program sales, becoming involved in selling regular series. Then the axe fell a year later. There was a change in the top echelon of programing at CBS-TV in the summer of 1962 and I was fired, along with five or six other people."

But his abrupt dismissal from CBS-TV proved to be a blessing. He joined the Ashley Famous Agency as vice president of talent operations in 1962 and started an association with Ted Ashley, then head of the talent agency, that continues up to the present. After Mr. Ashley assumed the office of board chairman of Warner Bros. last summer following the acquisition of Warner Bros.-Seven Arts by the Kinney Corp., one of his first moves was to install Mr. Leider as president of the television division, effective last Sept. 30.

Week's Profile

Gerald J. Leider—president, Warner Bros. Television; b. May 28, 1931, Camden, N.J.; secretary, MCA Inc., 1955-56; stage director, associate producer and producer of various stage presentations in New York, London, Canada and in cities of the U.S., 1956-1959; director of special programs, CBS-TV, 1960-61; director of program sales, CBS-TV, 1961-62; vice president, television operations, Ashley Famous Agency (now International Famous Agency), 1962-1969; president, Warner Bros. Television, Sept. 30, 1969; m. actress Susan Trustman, 1969; hobbies—flying, gardening, theater.

Mr. Leider's primary task is to revitalize Warner's television operation. The company is represented on network TV by only one regular series, *The FBI* on ABC-TV, although it is a substantial supplier of feature films to both the networks and the syndication market.

"We have two priorities in programing," Mr. Leider says. "One is to place greater emphasis on filmed series programing and the other is to become more active in production of animated series, both for network. We have excellent facilities on the West Coast that can accommodate an expansion in production."

Mr. Leider cites his extensive background in the talent agency field, in which he supervised the packaging and sale of many network series, as a distinct asset in Warner's effort to strengthen its representation on the network TV schedules. He said a recent long-term agreement signed with producer-writer Paul Monash is the first in a number of associations the company intends to forge the next few months.

Another thrust at Warner Bros. TV is to fortify the organization's place in the syndicated field, according to Mr. Leider. He notes that the company is among the leading distributors of motion pictures to stations but intends to intensify its efforts in the areas of entertainment television specials and syndicated series, preferably on tape.

As a talent agency executive who spent seven years helping to package numerous TV series, including *The Danny Kaye Show, Get Smart* and *Carol Burnett Show,* Mr. Leider is keenly aware of the need to anticipate programing trends. He acknowledges that projections of viewers' tastes are most difficult to pin down, but he voices this observation:

"Television is a cyclical medium. Programing trends come and go and come back. I'm inclined to think that in the future there will be a return to the escapist, high entertainment programing—programing that is 'larger than life,' such as *Bat Man, I Spy* and *Man From U.N.C.L.E.* I think we'll be getting away in the next year or so from sheer realism."

Mr. Leider now spends most of his time on the West Coast but is in New York about one week a month. He is a licensed pilot and enjoys short solo flights. He watches television for relaxation and for professional reasons, but his personal taste runs to pro football telecasts, "good westerns" and entertainment and news specials.

"Over the past three months I've been busy reorganizing our staff and planning for the months ahead," Mr. Leider observes. "I regard this new job as a deep challenge and I'm excited about the potential for the future."

Editorials

Lessons for today

The circumstances surrounding the unexpected decision of CBS-TV to let some affiliates delay the late-night *Merv Griffin Show* (BROADCASTING, Jan. 19) call to mind some of the proved verities, albeit random and sometimes unrelated, of television life.

The decision recognizes, for instance, that in at least some markets program variety is a preferable if not a mandatory alternative to three simultaneous programs of essentially the same kind. The importance of counterprograming to broadcasters and choice of programs to viewers is underscored once again.

Most of the stations that have been or may be released from late-night presentation are expected to replace the show with movies. This of course demonstrates—if a further demonstration were needed—that movies still rank as the Old Reliables of local programing.

Most of these stations also reportedly plan—and many others would like—to schedule *Griffin* in late-afternoon local time, where the program achieved much success when it was in syndication. This bespeaks veneration of proved track records. (Conversely, Taft Broadcasting's decision last week to stop production of its syndicated *Dennis Wholey Show* has been blamed at least partly on station insistence on "instant success"—unwillingness of many stations to take on a generally untried property, even if it seems to be building.)

Since CBS-TV's initial waiver of late-night presentation went to stations that reportedly had threatened to drop the program otherwise, the decision offers new support for the proposition that affiliates can have clout. And the markets initially involved—Cleveland, Atlanta and Providence, R. I. —confirm the first political law of allocations, namely, that in a three-network economy, an affiliate's clout is never diminished by the absence of a fourth V in the market.

Finally, of course, considering the ratings—a little above ABC's Dick Cavett, a long way below NBC's Johnny Carson —the decision is a clear affirmation of the fundamental principle of TV success: There is nothing, but nothing, like being first.

Changing pressures

At this time a year ago, BROADCASTING's collection of "Perspective '69" analyses added up to a forecast of continued economic growth in a period of proliferating political problems. Now that the record is in, the analysts have been proved clairvoyant.

As presented elsewhere in this issue, with other features of "Perspective '70," BROADCASTING's exclusive estimates of 1969 time sales show impressive gains—10.1% for television, 8.6% for radio. But while broadcasting was attaining new heights in revenue, it was encountering a regulatory and political buffeting of unprecedented violence from diverse sources. A look into the near future, as "Perspective '70" seeks to take, suggests that things will be somewhat different this year.

On the regulatory front, there are signs of a restoration of order to what last year became anarchy. As reported in this publication a week ago, the FCC finally acted to undo the mischief done by its freakish vote of 3-to-1 against WHDH-TV Boston. The new policy that has been adopted by the FCC, a year after it airily cast aside all precedents in the WHDH case, is no guarantee to broadcasters that they will hold their licenses in perpetuity, but it at least gives them a reasonable defense against attacks by untested newcomers.

This is the work of an FCC that has been invigorated by a new and aggressive chairman and a new broadcaster-member who is considerably more dedicated to his job than his predecessor was. The FCC is destined to change even more when the term of Kenneth Cox, a Democrat, expires on June 30. The replacement of Mr. Cox should add stability to a commission that has in the past been thrown into turmoil at the joint incitement of Mr. Cox and Nicholas Johnson, with whatever help they could recruit. Mr. Johnson will probably remain—it is inconceivable that any other employer would offer him as good a job—but less attention will be paid him.

By present indications, it is not an FCC that will roll over for the broadcasters whenever it is asked. But it promises to act with more wisdom and fairness than the FCC of 1969. And both qualities will be needed. Still on the commission's agenda are benchmark rulemakings in multiple ownership, CATV regulation, network program ownership and clearance, to name only three pending matters. The structure of broadcasting could be significantly changed by the FCC actions of this year.

The relationship of broadcasting and the Congress in 1970 is more risky to predict. For a third of all senators (seven of the 10 members of the important Senate Communications Subcommitee) and all members of the House this is an election year. That inevitably means problems in political broadcasting. It also means an amplification of issues that candidates think may attract votes and a deferment of actions that are considered to be without meaning to the electorate. The only certain condition on the Hill will be volatility.

If there is a respite from Washington pressure, it will come at the right time, for broadcasters may need to turn their attention elsewhere. As economists see it, 1970 may bring a deceleration in the increase of radio and television billings. In their planning, broadcasters cannot forget their relations with the government, but neither can they let their selling slide. The formula for 1970 may be simply stated as better broadcasting, better selling, better communication with persons who may not have been listening very closely in the past year or two.

Drawn for BROADCASTING by Sid Hix

"Violence on TV has nothing to do with it. They're fighting over me!"

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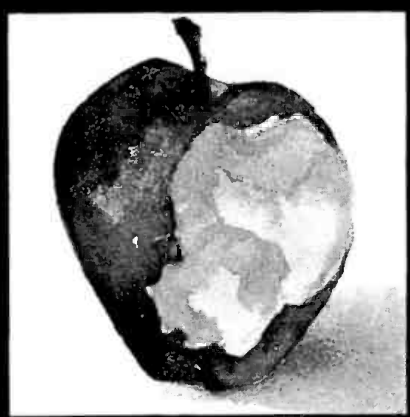

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