April 20, 1970: Our 39th Year: 50¢

4/24

Broadcasting®

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MGM'S STUDIO BOSS MAYER AND HIS TOP TALENT. *Left to right, first* row: Captain James Stewart (on leave), Margaret Sullavan, Lucille Ball, Hedy Lamarr, Katharine Hepburn, Louis B. Mayer, Greer Garson, Irene Dunne, Susan Peters, Ginny Simms, Lionel Barrymore. *Second Row:* Harry James Brian Donlevy, Red Skelton, Mickey Rooney, William Powell, Wallace Beery, Spencer Tracy, Walter Pidgeon (With beard for *Madame Curie role),* Robert Taylor (With G.I. haircut for real-life Navy role), Pierre Aumont, Lewis Stone, Gene Kelly, Jackie Jenkins. *Third* row: Tommy Dorsey, George Murphy, Jean Rogers, James Craig, Donna Reed, Van Johnson, Fay Bainter, Marsha Hunt, Ruth Hussey, Marjorie Main, Robert Benchley. *Fourth* row: Dame May Whitty, Reginald Owen, Keenan Wynn, Diana Lewis (William Powell's wife), Marilyn Maxwell, Esther Williams,

One of the great MGM pictures

Just one of 710 (the rest move and talk) pictures in the greatest of all film libraries . . . now once again available in all variety of profit-making forms on a station-by-station basis.

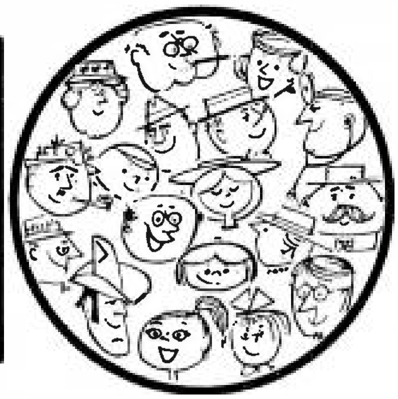
New York, Chicago, Culver City, Atlanta, Dallas, Toronto

MGM TELEVISION

:hards, Marta Linden, Lee Bowman, Richard Carlson, Mary Astor. *Fifth* row: Blanche Ring, Sara Haden, Fay Holden, Bert Lahr, Frances
, June Allyson, Richard Wharf, Frances Rafferty, Spring Byington, Connie Gilchrist, Gladys Cooper. *Sixth* row: Ben Blue, Chill Wills (In uniform
Here, Private Hargrove), Keye Luke, Barry Nelson, Pfc. Desi Arnaz, Henry O'Neill, Bob Crosby, Rags Ragland. Absent from this gilded gathering
ına Turner, Judy Garland, Charles Laughton, Laraine Day, Robert Young, Ann Sothern, Margaret O'Brien, Herbert Marshall and Robert Walker.
ırmed forces were Clark Gable, Robert Montgomery, Melvyn Douglas, Lew Ayres.

KRLD-TV

DELIVERS

MRE!

22.7% MORE TV HOUSEHOLDS
*than the 2nd Station**

15.2% MORE WOMEN
*18-49 than the 2nd Station**

13.3% MORE HOUSEWIVES
*under 50 than the 2nd Station**

26.7% MORE MEN
*18-49 than the 2nd Station**

13.8% MORE COMBINED TEENS and CHILDREN
*than the 2nd Station**

*JANUARY 1970 ARB TELEVISION
Audience Estimates
Day Part Audience Summary
Total Survey Area
Sunday through Saturday 9:00 AM - Midnight
Average Quarter Hour

KRLD-TV 4 DALLAS — FT. WORTH

Represented Nationally by HR

The Dallas Times Herald Station

CLYDE W. REMBERT, *President*

Balloon brought down

That big promotion campaign *Life* is running, claiming research showing ads in *Life* "come close to delivering twice the recall of Television commercials," has rankled TV people. But NBC research has done more than rankle; it has analyzed research on which campaign is based, and has concluded *Life* claims "abound in exaggeration and misstatement" and that research they cite is full of holes. For starters, as matter of simple arithmetic, NBC researchers note that *Life's* own figures, claiming 18% average recall for test brands advertised in *Life* to 11% for same brands on TV, are not "close to" 2-to-1 advantage as *Life* claims, but more like 3-to-2—and even that advantage is "of distinctly dubious validity."

As for research itself, NBC analysis finds serious flaws in methodology, contends in effect it was loaded against TV. For instance, ads tested were all full pages and used techniques that tend to generate high recall scores, whereas TV commercials seem to have been selected on "catch-as-catch-can basis," sometimes were black-and-white in competition with four-color pages, sometimes were only 30 seconds instead of 60's. One commercial, aimed at men and designed to run during football games, was tested among women in movie after football season was over. Another, showing several varieties of soup, had to compete for memorability against soup ad featuring pop-art poster containing 50-cent coupon offer. Even so, NBC analysis found, in terms of recall related only to sales points mentioned in ads and commercials, TV on average scored 38% higher than *Life*.

Land-mobile settlement?

Draft of plan designed to eliminate differences among FCC commissioners on use of UHF television frequencies by land-mobile radio is in polishing stage. Reportedly, it provides for land mobile to share two or three of seven lowest UHF channels in top markets (perhaps 10 of them) where they are unused—but for only five years. Plan is based on assumption that within five years equipment manufacturers can develop land-mobile gear capable of operating in 900-mc range where commission proposes to turn over 115 mc of space to land mobile.

Plan is being drafted by chiefs of Broadcast and Safety and Special Services Bureaus and by chief engineer, largely under instructions from Chairman Dean Burch. But there is no certainty chairman will fare better with new proposal than with one providing for permanent sharing of all seven lowest UHF channels and looking to reallocation of these frequencies to land mobile. That proposal was left for dead by majority of commissioners four weeks ago (BROADCASTING, April 6). Some commissioners fear land mobile could never be removed once it began operating on UHF frequencies, five-year limit or no.

Joining up

It's newspaper week in New York with American Newspaper Publishers Association and its satellites, along with news associations, holding their annual convention. Electronic journalism won't be overlooked. ANPA president, William F. Schmick, Jr., president of Baltimore Sunpapers (WMAR-FM-TV), who sounded call for resistance to government interference with broadcast news operations and station ownership one year ago, (BROADCASTING, April 28, 1969), is expected to hit hard again in his keynote speech tomorrow (Tuesday).

Since Mr. Schmick's challenge last year, ANPA has kept watchful eye on all aspects of media ownership: FCC's one-to-customer rule, its rulemaking on newspaper-broadcast crossownerships, technological advances that affect future publication (facsimile, CATV) and mobile communications for both reportage and circulation. ANPA already is party in FCC proceedings on newspaper ownership and is pledged to carry fight, alongside broadcasters, not only to FCC but also to courts and Congress, if need be, according to publisher-broadcasters.

New team

Look for major overhaul of entire top-level Federal Trade Commission staff. New Republican chairman, Caspar W. Weinberger, is reportedly ready to bring in recruits to revitalize FTC and to implement his plans for upgraded consumer protection. As one facet of this reshuffling process, chairman will be filling astonishing number of key staff vacancies; at present, trade commission is operating without services of three bureau chiefs, executive director, chief of food-and-drug advertising division, and program-review officer (key policy planner). However, anticipated overhaul will also involve replacement of several staffers, probably including other bureau chiefs and general counsel. All are holdovers from days when oft-criticized Democrat, Paul Rand Dixon, was chairman.

Despite much speculation about prospect of similar changes at FCC, there is no sign of action yet. However, that agency is also considered ripe for turnover, with Republican chairman in control and several key Democrats on staff.

Riding a trend

In effort to exploit growing sports market in broadcasting, two NFL Films executives, Harry Weltman and Phil Harmon, vice president and marketing director and sales director, respectively, have resigned to form Javelin Sports Corp. Inc. Javelin will serve as TV-radio production company, sales representative for other producers and consultant to advertisers and agencies interested in sports sponsorship. Its first project will be one-hour computerized *NFL Game of Week* football show for radio, designed for airing several days before actual game is played.

Work wanted

Group of young FCC attorneys who feel their skills and training are being inadequately used have taken unusual step to remedy situation. They have drafted petition reciting grievances and suggesting remedies, and submitted it to commissioners, with 18 signatures. They say most young attorneys do work that is "only marginally legal," that they are being trained as clerks, and that such "gross misuse" of their talent is principal reason so many quit soon for private practice.

Petition suggests commission make complete reassessment of its manpower-allocating policies and, in meantime, direct supervisors to provide their attorneys with more legal work. First reaction among commissioners and aides was sympathetic. Chairman's office is understood to have been concerned about problem, in view of turnover of attorneys, and to have asked executive director's office to develop plan to make better use of staff.

Political season

Liberal House Democratic Study Group is setting up its own task force on communications, with Representative Robert O. Tiernan (D-R. I.) as chairman. New unit will look into both print and broadcast communications, with special emphasis on subjects that standing committees—such as Commerce and Judiciary—are unable to cover because of congressional workload. It will probably hold some public hearings.

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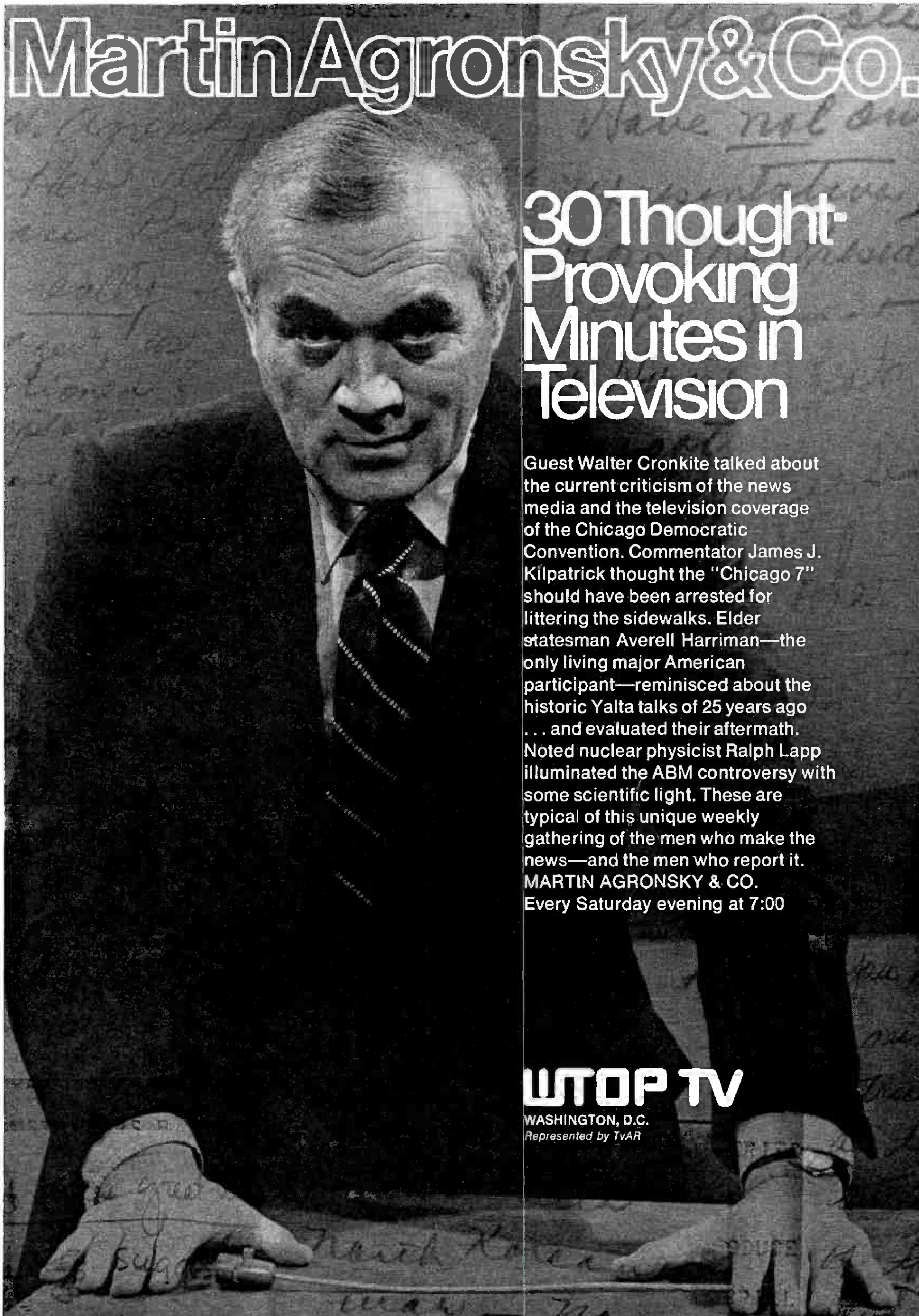
Martin Agronsky & Co.
30 Thought-Provoking Minutes in Television
Guest Walter Cronkite talked about the current criticism of the news media and the television coverage of the Chicago Democratic Convention. Commentator James J. Kilpatrick thought the "Chicago 7" should have been arrested for littering the sidewalks. Elder statesman Averell Harriman—the only living major American participant—reminisced about the historic Yalta talks of 25 years ago . . . and evaluated their aftermath. Noted nuclear physicist Ralph Lapp illuminated the ABM controversy with some scientific light. These are typical of this unique weekly gathering of the men who make the news—and the men who report it.
MARTIN AGRONSKY & CO.
Every Saturday evening at 7:00
WTOP TV
WASHINGTON, D.C.
Represented by TvAR

WeekInBrief

FCC Commissioner Robert E. Lee, speaking to members of Association of National Advertisers, says government intervention may be necessary to deal with complaints of commercial 'clutter,' prices and scheduling. See . . .

FCC to move against TV commercials? . . . 23

Prospect of guaranteed cost-per-thousand in television held out as strong possibility to some 60 of country's leading TV advertisers last week at TV-management seminar held by Association of National Advertisers. See . . .

TV finds itself on hot ANA griddle . . . 24

Modified bill to establish favorable rates and spending limitations for political broadcasting passes Senate over Republican opposition and heads for House. Observers say House may take hard look at measure. See . . .

Senate moves to equalize exposure . . . 30

Television Bureau of Advertising estimates that in 1969 national and regional advertisers allocated over $1 billion to spot television in 75 markets as measured by Broadcast Advertisers Reports. See . . .

Spot TV topped billion in '69 . . . 32

House Investigations Subcommittee finally holds hearing on its probe of CBS's role in abortive attempt to invade Haiti. Network officials deny lending of encouragement or financial support to scheme. See . . .

Haiti invasion query goes public . . . 46

FCC, rejecting NBC's request for series of administrative conferences on commission's proposal to limit network domination of prime time, opts for act-now, talk-later approach—but immediate action is uncertain. See . . .

FCC targeted on prime-time rule . . . 47

CBS News President Richard S. Salant tells Representative Richard L. Ottinger (D-N.Y.) and Senator Thomas J. McIntyre (D-N.H.) network supports their bills to protect newsmen from seizures of confidential information. See . . .

CBS supports subpoena protection . . . 50

Broadcasters attending that NAB convention in Chicago were treated to an array of TV cameras, video-tape recorders, studio gear, sophisticated automation devices and other equipment for radio, TV and CATV. See . . .

A new generation of hardware . . . 52

Apollo 13 emergency forces networks to put news organization reflexes to test. ABC-TV, normally third in news ratings, wins plaudits for quick recognition of gravity of crisis; CBS-TV and NBC-TV chided for coverage. See . . .

Networks caught off-guard with Apollo . . . 84

At CBS's stockholders meeting—peppered by protests of Women's Liberation Front—Board Chairman William S. Paley predicts 20% gain in first-quarter sales but 2% gain in net income due to cost-price squeeze. See . . .

CBS strides into the 70's . . . 87

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Broadcasting

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WFIL-AM-FM sold

Agreements in principle for sale of WFIL-AM-FM Philadelphia to separate buyers were announced Friday (April 17) by Capital Cities Broadcasting Corp. subject to customary condition of FCC approval.

WFIL(AM) is being acquired by new corporation to be formed by group of Philadelphia-area residents and Philadelphia Life Insurance Co. for $12.5 million. WFIL-FM is being sold to Richer Communications Inc., new corporation headed by current general manager John L. Richer and including other WFIL-FM employes as well as prominent local residents, for $1 million. Both sales are said to be on installment basis of 29% down and remainder payable over eight years with interest at prevailing prime rate.

Both outlets are among stations to be acquired by Capcities from Triangle Publications in $110-million transaction, also subject to FCC approval (BROADCASTING, Feb. 13, et seq.). In Philadelphia, Capcities plans to retain WFIL-TV.

WFIL(AM) is on 560 kc with 5 kw; WFIL-FM on 102.1 mc with 27 kw horizontal and 25.5 kw vertical. They are programed separately.

Announcement did not identify local residents in WFIL(AM) purchase, but said they would be "well-known local citizens active in community affairs in the Philadelphia area." Representative of Philadelphia Life Insurance, which will be principal stockholder, said preliminary discussions were being held with number of interested potential participants including Bruce Baldwin, identified with Horn & Hardart Restaurant chain, and Philip Corson of Corson Lime Mills. Mr. Richer, heading group buying WFIL-FM, is newly elected president of National Association of FM Broadcasters (BROADCASTING, April 13).

In earlier contemplated spin-offs resulting from Capcities/Triangle deal, WNHC(AM) New Haven, Conn., was sold to Westerly Broadcasting (WERI-AM-FM Westerly, R.I.) for $850,000, and WNHC-FM went to Robert Herpe, station manager, for $125,000 (BROADCASTING, April 6), and WSAZ-TV Huntington, W. Va., went to group-owner Lee Enterprises for $18 million (BROADCASTING, April 13), all also subject to FCC approval.

Cox switches reps

CBS Radio Spot Sales will represent four AM and CBS/FM Sales will rep four FM stations, all owned by Cox Broadcasting Corp., effective May 16. Stations are WSB-AM-FM Atlanta; WHIO-AM-FM Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM Charlotte, N.C. Wsoc outlets are now repped by H-R, other stations by Edward Petry & Co. Petry and H-R also had repped Cox TV's, which, similarly on May 16, switch to Tele-Rep Inc., New York ("Closed Circuit," March 16).

MacLaine series set

Shirley MacLaine will star in her first TV series in fall of 1971 on ABC-TV with Producer Sheldon Leonard developing "half-hour contemporary entertainment series."

TV package is part of newly formed association of Miss MacLaine and Associated Television Corp. Ltd. (ATV), London, in which ATV and star will produce and distribute their own motion pictures. TV series was announced Friday (April 17) at news conference in New York by ABC officials, ATV's Sir Lew Grade, deputy chairman and chief executive, and Miss MacLaine. ATV will produce TV series in England and on continent.

This marks further expansion of ATV as TV-network program supplier in U.S. It has *This is Tom Jones* and *Engelbert Humperdinck* on ABC-TV this season, and in 1971-72 season will have *The Persuaders* (Tony Curtis and Roger Moore) on that network. Also underway is special starring Petula Clark for ABC-TV next season.

Coded ID's

FCC announced Friday (April 17) it is authorizing inclusion of coded patterns in TV video signals for purpose of identifying programs and spots electronically.

Permission to use coded signals follows rulemaking proceeding requested by International Digisonics Corp. IDC sought approval of largely automatic monitoring system, which it claimed could quickly and accurately compile information for national advertisers, agencies, licensees, copyright owners and other entities (BROADCASTING, May 26, 1969 et seq.).

IDC's petition was opposed by several broadcasting groups.

Commission, noting objections, specified that single transmission of coded patterns is not to exceed one second in duration; pattern transmission must not result in "significant degradation" of broadcast transmission, and licensees must have consented to transmission.

Commission noted that IDC might have competitive advantage in being first to offer service, but said edge should be temporary as rules "will not present legal or technical impediment

Happy TV climax to Apollo

Pooled TV coverage of dramatic, tension-mounting splashdown at 1:07 p.m. EST of Apollo 13 drew 40 million viewers last Friday (April 17), according to NBC estimate. TV and radio coverage of mission—flight that was shortened from 10 to seven days by electrical problems (see page 84)—also was much greater than coverage of full, 10-day Apollo 12 mission last November. Latter flight was considered by many anticlimactic after Apollo 11 man-on-moon flight. ABC-TV, for example, reported 22 hours of coverage of Apollo 13, as compared to total of 20 hours for Apollo 12. NBC-TV logged 21 hours, 37 minutes, compared to 35 hours for Apollo 12, and CBS-TV 18 hours, as compared to 23 hours for last moon mission.

NBC-TV provided pool coverage for splashdown and recovery, while CBS-TV was responsible for overall production of mission coverage. Ringside seat for splashdown and recovery was provided for first time by color-TV camera aboard helicopter, transmitting pictures back to Western Union transportable earth station aboard pickup carrier, Iwo Jima (BROADCASTING, April 6). Carrier then beamed pictures to Intelsat III satellite for relay to Houston where Mission Control turned them over to networks. ABC, CBS and NBC estimate number of personnel deployed for Apollo 13 same as for Apollo 12—from 150 to 300 for each network.

Communications Satellite Corp. reported that it received orders for more than 10 full hours of satellite time to handle live telecasts of Pacific splashdown of Apollo 13.

Oversea's delivery of Apollo 13 recovery shows went to Comsat station at Etam, W. Va., then via Atlantic Intelsat III satellite to Europe, Latin America and Puerto Rico; for Far Eastern points, signals followed return path back through Jamesburg, Calif., earth station to same Pacific Intelsat III satellite to receiving stations in Australia, Japan and others.

More "At Deadline" on page 10

to others engaging in monitoring activities competitive to IDC."

In separate notice, commission pointed out that certain signals now sent by networks over program lines for use of affiliates—such as cue mark or aural tones—which are visible or audible to audience are not authorized by commission. Commission said methods all cause some degree of degradation of signal and cannot be employed without specific authorization.

More ABC shares planned

Proxy statement released last Friday (April 17) by ABC Inc. said proposal to increase number of authorized shares of corporation's common stock from 10 million to 20 million will be submitted for approval at annual stockholders meeting in New York on May 19.

Company stated it would be advisable to have additional authorized and unissued shares available for general business and corporate purposes, but said it has no present commitments for issuing any common shares.

Remuneration of top officers of ABC Inc. for 1969 was listed as follows: Leonard H. Goldenson, president, $125,000 in salary and $104,000 in added compensation (deferred); Simon B. Siegel, executive vice president, $130,214 in salary, $37,000 in added compensation and $50,000 in deferred compensation; Samuel H. Clark, group vice president, $100,000 in salary and $32,000 in added compensation, and Everett H. Erlick, group vice president and general counsel, $77,500 in salary and $26,000 in added compensation.

Study sought on CPB funds

Representative Robert O. Tiernan (D-R.I.) offered resolution late last week that would express as "sense of Congress" that FCC, Corp. for Public Broadcasting, and Department of Health, Education and Welfare should undertake study of long-term financing for CPB. Under terms of resolution, those agencies would be directed to report to Congress on their findings by Oct. 1, 1970. Resolution reflects displeasure of House Communications Subcommittee over Nixon administration's failure to propose permanent financing for CPB (see page 36).

Technicolor doldrums

Technicolor Inc., Hollywood, felt general slow-down in economy as requests for movie release prints decreased. Income and earnings for company nosedived for first 13 week period of fiscal 1970.

Loss was experienced in both domestic and foreign operations, according to Patrick J. Frawley Jr., Technicolor board chairman. Firm announced plans to enter corporate entertainment field using super 8mm sound-cassette film player, which will play for 30 minutes per cassette, four per feature film. Television print sales increased, but profits dipped due to start up costs in Chicago and New York. Same trend held true for amateur film processing division as well.

For 13 weeks ended March 29:

	1970	1969
Earned per share	$0.08	$0.29
Revenues	24.740.478	26.088.623
Net income	312.102	1.119,879
Shares outstanding	4.038,987	3,854,166

Note: Earned per share in 1969 reflects retroactive adjustment for shares issued in connection with 3% stock dividend declared in 1969.

No 'open season' on FCC

"Killing, assaulting or intimidating of any officer or employe of the Federal Communications Commission performing investigative, inspection or law-enforcement functions" would be made federal criminal offense under bill introduced late last week by Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Bill was offered at request of FCC in response to increasing "violence and threats of violence" encountered by commission field personnel in course of their investigations.

U.S. Code presently makes it federal crime to kill, assault or intimidate specific federal employes engaged in inspection or enforcement work—such as representatives of Departments of Treasury and Justice, federal judges, and U.S. attorneys and marshals. FCC is asking that its investigators be protected by this provision of code.

Comsat 1st-quarter up

Communications Satellite Corp., Washington, reported increase in revenues and net income for three months ended March 31:

	1970	1969
Earned per share	$0.33	$0.15
Revenues	15.435.000	10.222.000
Net income	3.345.000	1.525.000

Flak over Newark

NBC News President Reuven Frank said last Friday (April 17) filmed report on Newark, N.J., which was scrubbed from *Huntley-Brinkley Report* on April 13, is being prepared for later viewing. Text of report, in which correspondent John Chancellor was highly critical of city, had been sent to newspapers. As result, Newark officials and citizens groups protested.

Noting that there "is a great deal of misunderstanding" on issue, Mr. Frank acknowledged that text "was released prematurely before the program segment had undergone final edit and review for broadcast. . . . When the report is completed and is, in NBC News's judgment, ready for inclusion in the *Huntley-Brinkley Report*, it will be scheduled." he said.

David C. Adams, NBC executive vice president, earlier was quoted as blaming cancellation plans by WNBC-TV New York for half-hour progam April 25 devoted to Newark. As of late Friday, that show still was scheduled for viewing.

NAB groups get moving

National Association of Broadcasters ad hoc committee to evaluate NAB and industry public relations will hold first meeting since group was formed (BROADCASTING, March 9). Three of four subcommittees will meet day before April 28 Washington session to prepare agenda.

Subcommittee planning hearing procedures has met by telephone and roughed out program to present to full committee. Richard Dudley, Forward Communications, is chairman. Subcommittee will suggest asking members of Congress, FCC, network representatives, and individual broadcasters, to present views to full committees. Hearings may be held in Washington, possibly New York and other cities. Subcommittee on structure expects to probe organization of industry and NAB public relations. It does not at present plan to study over-all NAB organization, although full committee could decide to do so. Grover C. Cobb, Gannett Co., is chairman of this subcommittee. John F. Dille Jr., Communicana Group, is chairman of research subcommittee, and Mark Evans, Metromedia, heads group studying use of media. Willard E. Walbridge, chairman of NAB board, is acting chairman of ad hoc committee.

Another CATV for Cox

Cox Cable Communications Inc. has bought Lubbock, Tex., CATV system for $3 million in cash and assumption of obligations.

System, bought from Bryant Radio & TV Inc. (KCBD-AM-TV Lubbock and KSWS-TV Roswell, N.M.), began operating in 1967 and now serves 5,000 customers; it has potential of 38,000.

With acquisition of Lubbock CATV, CCC now wholly or partially owns 31 systems serving 177,000 subscribers in 50 communities in 15 states. It is publicly owned firm, whose principal stockholder is Cox Broadcasting Corp.

Brady moves up

John Brady, VP for sales, Metro Radio Sales, New York, was named Friday (April 17) to newly created post of executive VP and national sales manager. He is second major MRS appointment announced following resignation of H. D. (Bud) Neuwirth as president. Bob Williamson was appointed successor (BROADCASTING, April 13).

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.

Good citizenship takes a lot of doing. But in this, as in every phase of their broadcast operations, Storer stations do, as a matter of routine, things that community leaders often consider rather special. That's why Storer stations stand out — and the reason why it's good business to do business with Storer.

TOLEDO *WSPD-TV*	BOSTON *WSBK-TV*	MILWAUKEE *WITI-TV*	ATLANTA *WAGA-TV*	CLEVELAND *WJW-TV*	DETROIT *WJBK-TV*
TOLEDO *WSPD*	MIAMI *WGBS*	NEW YORK *WHN*	LOS ANGELES *KGBS*	CLEVELAND *WJW*	DETROIT *WDEE*

STORER
BROADCASTING COMPANY

Datebook®

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

■ Indicates first or revised listing.

April

April 20—Annual luncheon of *AP* with Secretary of Defense Melvin Laird as speaker. Waldorf-Astoria hotel, New York.

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

April 20-26—National convention of *Alpha Epsilon Rho*, broadcasting fraternity. Theme will be "Broadcasting 2001" and will feature prototypes of future operational equipment. Speakers include President Nixon, FCC Chairman Dean Burch, Roy Disney of Walt Disney Productions and Walter Cronkite of CBS News.

April 21 — Annual stockholders meeting. *Plough Inc.* Memphis.

April 21—*Alpha Epsilon Rho* banquet at Kansas State University, Manhattan. Speakers will include FCC Commissioner Robert Wells.

April 21—Peabody Awards luncheon sponsored by *Broadcast Pioneers.* Grand Ballroom, Hotel Pierre, New York.

April 21-23—Instructional radio conference. *National Association of Educational Broadcasters' National Educational Radio Division.* The Johnson Foundation, Racine, Wis.

April 22—Spring meeting of *New England Cable Television Association.* Donald Taverner, president of National Cable Television Association, will be guest. Meeting theme will be local origination, problems and solutions. Bedford, N. H.

April 23-24—Annual communications conference of *Art Directors Club Inc.* Americana hotel, New York.

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,* (see story this issue). The Greenbrier, White Sulphur Springs, W. Va.

April 23-30—Tenth annual *Golden Rose of Montreux* contest organized under patronage of European Broadcasting Union by Swiss Broadcasting Corp. and city of Montreux, Switzerland. Pavillion de Montreux.

April 24—Annual awards banquet, *Michigan AP Broadcasters Association.* Kellogg center, Michigan State University, East Lansing.

April 24—Spring conference. *Arizona Broadcasters Association.* Westward Look, Tucson.

April 24—Seminar of *Southern California Broadcasters Association.* Seminar will feature panel discussions on environmental control, drug abuse and consumer protection. Luncheon speaker will be FCC Commissioner Robert Wells. Beckman auditorium. California Institute of Technology, Pasadena.

April 24—Annual awards banquet. *Michigan AP Broadcasters Association.* Kellogg center, Michigan State University, East Lansing.

April 24-26—Region 8 conference and distinguished service awards banquet of *Sigma Delta Chi.* Oklahoma City.

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

April 25—Meeting of *UPI Broadcasters of Minnesota.* Metropolitan stadium, Bloomington.

April 25-26—Photojournalism seminar sponsored by region 1 of *National Press Photographers Association.* Speakers include winners of NPPA Pictures of the Year competition. TV portion will be headed by Robert Caulfield, news director of WHDH-TV Boston, NPPA's news-film station of the year. Seminar will be preceded on Saturday by regional business meeting and manufacturer's display/cocktail party. Seminar: Sherman Union of Boston University.

■April 26-May 1—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers.* For TV, following subjects have been announced: standardization for video-tape recording, improved servo system for quadruplex videotape recorders, automatic color-phase control system, solid-state machine control assignment system. Also scheduled is a symposium on production, control and use of color-TV film, with Daan Zwick, Eastman-Kodak, serving as chairman. Drake hotel, Chicago.

■April 28—Annual stockholders meeting. *Cohu Electronics Inc.* San Diego.

■April 28—Annual stockholders meeting, *Storer Broadcasting Co.* Bay Harbor theater, Miami Beach.

April 29-May 1—*State Presidents Conference* under auspices of National Association of Broadcasters. Statler Hilton hotel, Washington.

■April 29—Elmer Davis Memorial Lecture sponsored by *graduate school of journalism, Columbia University,* New York. Lecture will be delivered by Eric Sevareld, chief national correspondent for CBS News. Lecture is preceded by reception and dinner. Low memorial library, Columbia University, New York.

■April 29—Annual stockholders meeting. *Foote, Cone & Belding Communications Inc.*

Television Bureau of Advertising regional sales clinics

April 20—Century Plaza, Los Angeles.

April 20—Riviera Motor hotel, Atlanta.

April 22—Jack Tar, San Francisco.

April 22—Sam Peck motor motel, Little Rock, Ark.

April 22—Mayflower hotel, Jacksonville, Fla.

April 24—Washington Plaza hotel. Seattle.

April 24—Royal Orleans, New Orleans.

April 24—Red Carpet Inn, Charlotte, N. C.

April 30—Washington Hilton, Washington.

May 7—Marriott motel, Boston.

May 12—Midtown Tower hotel, Rochester, N. Y.

May 12—New Tower, Omaha, Neb.

May 14—Downtowner motor inn. Denver.

May 14—Howard Johnson New Center, Detroit.

May 19—Cheshire Inn. St. Louis.

May 21—Imperial House South, Dayton, Ohio.

May 26—Site to be announced, Minneapolis-St. Paul.

May 28—Merchants & Manufacturers club, Chicago.

What does it take to catch an audience?

It Takes A Thief.

Robert Wagner as Alexander Mundy, international thief turned counterspy.

Guest stars like Fred Astaire, Bette Davis, Peter Sellers, Tina Louise, Dick Smothers, Susan St. James, Ricardo Montalban and lots more.

Exciting "on location" shooting. Dramas designed to catch the 18 to 49 year old audience, plus all the young at heart.

Hire the "Thief" this fall. He's got a record for stealing audiences.

65 ALL COLOR HOURS from mca tv

Radio Advertising Bureau's regional sales clinics

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

May 12—Sheraton Motor Inn (Bloomington), Minneapolis.

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

June 10—Sheraton hotel, Rochester, N. Y.

June 11—Sheraton-Boston, Boston.

Ambassador West hotel, Chicago.

■April 29—Deadline for comments on FCC petition by *Action for Children's Television* (ACT) proposing guidelines for children's programing.

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

■April 30-May 1—Conference for CATV and program suppliers, sponsored by *National Cable TV Association*. Palmer House, Chicago.

■April 30-May 2—Meeting of *Pennsylvania AP Broadcasters Association*. Allenberry (Boiling Springs), Pa.

May

■May 1—Deadline for filing reply comments on *FCC's* proposed rulemaking relating to bank holdings of broadcast stocks.

■ May 1-2—Spring meeting. *New York State Cable Television Association*. Michael Monahan, Auburn, N.Y., chairman. Treadway Inn, Binghamton, N.Y.

■May 1-3 — Spring convention of *Illinois Broadcasters Association*. Northern Illinois University, DeKalb.

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

May 4—Announcement of *Emmy* nominees.

■May 4—Evidentiary hearing in competitive proceeding for WPIX(TV) New York, channel-11 facilities. FCC, location to be announced.

■May 5—*RCA* stockholders meeting at Felt Forum of Madison Square Garden Center, Eighth Avenue and 31st Street, New York, 10:30 a.m.

■May 5-6 — Television techniques institute sponsored by *University of Wisconsin*. Wisconsin Center, Madison.

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

■May 5-8—Conference of *Catholic Broadcasters Association of America*. Jung hotel, New Orleans.

■May 6—Broadcast day sponsored by *Missouri Broadcasters Association*. Luncheon speaker will be Marvin Kalb, CBS correspondent. Also, MBA's first awards program winners will be announced. University of Missouri, Columbia.

■May 7—Annual stockholders meeting. *Scripps-Howard Broadcasting Co.* WCPO-TV Cincinnati.

■May 7—Hermes Awards banquet, *Chicago Advertising Club*, grand ballroom, Conrad Hilton, Chicago.

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

■May 8-9—Meeting of *Virginia AP Broadcasters Association*, Executive motor hotel, Richmond.

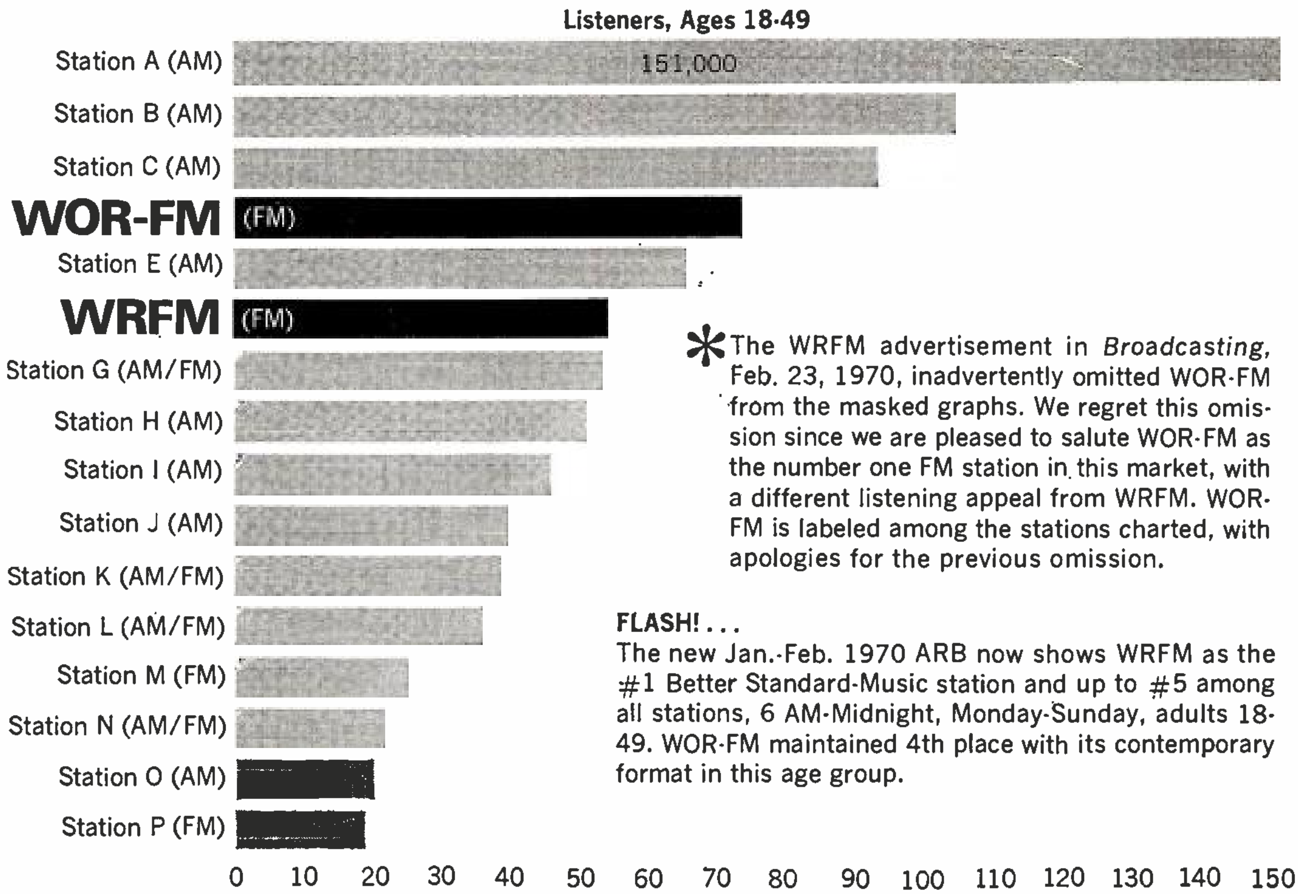
■May 9—Annual radio-TV awards banquet of *Alpha Epsilon Rho* (Alpha Tau chapter), radio-TV fraternity. Guest speaker is FCC Commissioner Kenneth A. Cox. Washington

FM's Day is Here!

*Correction, See Below

The Oct.-Nov. ARB Report* demonstrated that WRFM was one of New York's leading stations in young-adult listeners, 18-49; and was the #1 Better Standard-Music station for this group, 6 AM to Midnight, Monday-Sunday. (Note that WOR-FM, with a different format, was the fourth rated station in the 18-49 category).

TOTAL NEW YORK 36-COUNTY SURVEY AREA
(18-49 AGE BRACKET) 6 a.m.—Midnight, Monday-Sunday, Average Quarter Hour



*The WRFM advertisement in *Broadcasting,* Feb. 23, 1970, inadvertently omitted WOR-FM from the masked graphs. We regret this omission since we are pleased to salute WOR-FM as the number one FM station in this market, with a different listening appeal from WRFM. WOR-FM is labeled among the stations charted, with apologies for the previous omission.

FLASH!...
The new Jan.-Feb. 1970 ARB now shows WRFM as the #1 Better Standard-Music station and up to #5 among all stations, 6 AM-Midnight, Monday-Sunday, adults 18-49. WOR-FM maintained 4th place with its contemporary format in this age group.

The above graph does not include ethnic nor lower rated stations.

**Young adults (18-49) in thousands*

702,600 weekly cume, all persons, 6 a.m.—midnight, Mon.-Sun.

**ARB Oct./Nov. 1969. Subject to survey limitations, details furnished on request.*

A BONNEVILLE STATION

Represented by Alan Torbet Associates, Inc.

State University, Pullman.

■May 9-17—Annual meeting of *Association of Federal Communications Consulting Engineers.* Royal Lancaster hotel, London.

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

■May 11-12—Spring meeting of *Washington State Association of Broadcasters.* Red Lion Inn, Pasco.

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

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

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

■May 14-15—Spring convention of *Kentucky Broadcasters Association.* Executive Inn, Louisville.

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

■May 15—Deadline for entries in annual public-service awards program for distinguished service to accident prevention during 1969 sponsored by *National Safety Council* for broadcast and print media. Entries should be addressed to public information department of National Safety Council, 425 North Michigan Avenue, Chicago.

■May 16—Meeting of *California-Nevada AP Television and Radio Association.* Fairmont hotel, San Francisco.

■May 17-19—Convention of *Pennsylvania Association of Broadcasters.* Buck Hill Falls.

■May 18—Cocktail receptions in Hollywood and New York for *Emmy* nominees and announcement of news and documentary winners.

■May 19—Convention of *Connecticut Broadcasters Association,* University of Bridgeport, Bridgeport.

May 20-21—Convention of *Illinois Broadcasters Association.* Sheraton-Rock Island hotel, Rock Island.

■May 21-22—Convention of *Ohio Association of Broadcasters.* Luncheon speaker is FCC Commissioner Robert Wells. Hilton West Inn, Akron.

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

■May 22-24—Meeting of *Chesapeake AP Broadcasters Association.* Cumberland hotel, Cumberland.

■May 23—Presentation of *Emmy* craft awards in Hollywood and New York.

■May 23—Meeting of *California AP Television and Radio Association.* Jack Tar hotel, San Francisco.

■May 25—12th annual local awards, Chicago chapter, *National Academy of Television Arts and Sciences,* Drury Lane Theatre, Evergreen Park, Ill., telecast 9-10 p.m., WBBM-TV Chicago.

■May 26—Public hearing of the *Canadian Radio-Television Commission.* Calgary Inn, Calgary, Alberta.

■May 26—Annual stockholders meeting, *Gannett Co.,* Rochester, N. Y.

■May 27—Annual stockholders meeting, *Raytheon Co.* Lexington, Mass.

June

■June 1-26—Second annual National Institute for Religious Communication conducted by the *United States Catholic Conference* and *Loyola University.* Loyola University, New Orleans.

■June 2-4—Annual convention, *Armed Forces Communications and Electronics Association.* Sheraton-Park hotel, Washington.

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

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

■June 7—Telecast of 22d annual *Emmy* awards presentation of National Academy of Arts and Sciences.

■June 7-10—Annual convention, *National Cable TV Association.* Palmer House, Chicago.

June 8-11—Convention of *Electronic Industries Association.* Ambassador hotels, Chicago.

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

■June 13-16 — 1970 Television Programing Conference. Dallas.

June 15-20—International Advertising Film Festival in Venice, Italy. Festival information may be obtained by writing to festival director, 17th International Advertising Film Festival, 35 Piccadilly, London W1V 9PB, England or cabling Festfilm London W.1. Deadlines: Film entries must be received in London by April 11 and Venice by May 11 and delegation registrations must be made by May 16.

■June 16—Public hearing of the *Canadian Radio-Television Commission.* Skyline hotel, Ottawa.

■June 17-19—Meeting of *Virginia Association of Broadcasters.* The Mariner, Virginia Beach.

■June 21-24—Convention of *Rocky Mountain Association of Broadcasters.* Featured speakers include FCC Chairman Dean Burch and NAB President Vincent T. Wasilewski. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake lodge, Wyoming.

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

■June 23-26—*National Association of Broad-*

casters board of directors meeting, Washington.

▪June 25—Eighth annual Canadian Television Commercials Festival sponsored by the *Broadcast Executives' Society* and the *Television Bureau of Canada*. Inn on the Park, Toronto.

▪June 25-28—Annual spring meeting of *Maryland-District of Columbia-Delaware Association of Broadcasters*. Henlopen hotel and motor lodge, Rehoboth Beach, Del.

▪Indicates first or revised listing.

OpenMike®

Applause for report

EDITOR: Congratulations on your excellent special report, entitled "Local Production's Double Whammy," which appeared in the March 23 issue. We would like permission to reprint the article for distribution in Boston, in order to spread the word about this important service to advertisers.—*Steve Fayer, special assistant to the general manager,* WKBG-TV *Cambridge-Boston.*

(Permission has been granted.)

And from another corner . . .

EDITOR: Having just recently finished reading your Feb. 23 article, "FM, at long last, is making its move," permit me to add my congratulations on a very well done piece of journalism. As a representative of one of Seattle's FM stations, I was especially pleased to read your comments. Again, my congratulations on an excellently done article.—*Jay Bratton, account executive,* KISW-FM *Seattle.*

(A limited supply of reprints of the FM special report are still available at 50 cents each for orders up to five copies; 45 cents each for six-10 copies; 40 cents each for 11-99 copies. Requests should be sent to circulation director, 1735 DeSales Street, N.W., Washington 20036.)

Barking back at postal rates

EDITOR: I think radio and television broadcasters should be ashamed if they sit quietly by and let the Nixon administration push through a 66⅔% first-class postal rate increase while raising the rates of the heavily subsidized direct-mail advertising businesses a measley 5%. Representative Arnold Olsen (D-Mont.), chairman of the House subcommittee on postal rates, has the right idea in his proposal to restructure the rate system so each mailer carries his fair share of the load. You can bet the direct-mail lobbyists will fight "restructuring," so we're going directly to our listeners with a special editorial inviting them to write their congressman or our station. It might not be a bad idea for other broadcasters to do the same.—*Lewis A. Edge Jr., station manager,* WEAV-AM-FM *Plattsburgh, N.Y.*

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Broadcasting TELEVISION®

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*Reg. U.S. Patent Office.

MondayMemo

from J. Grant Robertson, vice president, Clinton Aviation Co., Englewood, Colo.

How radio gets people up in the air

Reducing the gap of time and space, radio and flying are the now things. Being analogous they are a natural working team. Both are commanding every minute of our lives. Before telling how radio is so much a part of Clinton Aviation, let me tell you what sort of a business we operate.

Our company is an F.B.O. This is known in general aviation as a fixed base operation and our activities comprise selling and servicing aircraft; namely Cessnas, Champion Citabrias and Aerostars. We also repair and store all light aircraft and are also an air terminal for all manner of craft except those of the airlines and the military.

Our flight school has sent graduates to the four corners of the world as airline pilots, corporation pilots, and charter pilots as well as thousands of pilots who travel by air because it gives them a feeling of wonderfulness which is the nearest people can ever get to a sense of freedom. We've also trained over 6,000 GI's.

To understand our experience with radio, you must understand a man who is a good pilot, who gets carried away with flying and is no less than a genius in radio promotion.

H. J. (Hal) Davis, senior vice president of Doubleday Broadcasting Co. and general manager of KHOW(AM) Denver, affiliate of the former, had his most booming radio triumph for our company when we moved in May 1968 from Stapleton International Airport in Denver, to brand-new nearby Arapahoe County Space-Age Airport. Mr. Davis carried pre-opening broadcasts and staged a remote on the celebration day with dynamics that drew a crowd estimated by the Colorado Highway Patrol at 50,000, not counting the hundreds of cars that couldn't make it because of the traffic jam. This was conceded to be the record turnout for any event ever held in the area. Lowry Air Force band, a United Air Lines fly-by, and an aerobatic show with ribbon cutting ceremony by Champion Citabria were on the program that was broadcast by KHOW.

KHOW brought huge crowds to our Cessna shows at Cinderella City, largest shopping center from Denver to the West Coast. and other major shopping centers. In November 1969 we held a factory fly-in sale of Cessnas which was another winner. The campaign used Mr. Davis's broadcast name, Elmer Fox (Mr. Davis is also an on-air personality). A personal message from Elmer Fox was used on KHOW and on a recording telephone which got prospects' names 24 hours a day. Elmer's publicity photo, a fox wearing the old radio headphones, was used in publication advertising.

KHOW uses traffic-control broadcasts flying Cessnas during morning and evening rush hours. The pilots are flight instructors of our flight school. We've had many successful campaigns on KHOW, and one of the most successful was a give-away of 150 flight lessons. We used the facilities of the radio station by having prospective flyers call the station and say they would like a free flight lesson. The station then passed along the names to our flight department. Immediately we called the prospect and set an appointment for him. Because the campaign ran during "Discover Flying Week", we insisted the student take his flight lesson during that week. This kept the prospect from putting it off. We also made this a full hour in the air; and. with most students in that time, you can actually get them operating the airplane to the point where they can nearly land it. This inspires them more than a "casual around-the-pattern flight" with the instructor doing all the flying. But the result of this carefully thought out campaign was amazing. We signed 29% of those who took their first lesson for private pilot courses. In our business that is an extremely high percent considering that the average cost of such a course is around $800. We feel that by involving a radio station in this promotion where the station was the focal point of the original contact helped get us a quality of people who could take up flying with enthusiasm.

In analysing our particular success by using just one radio station (KHOW) for these years we must emphasize two things. First of all, we maintained consistency. We have been on KHOW every day for six years. Secondly, we maintained one theme—learn to fly. We realized earlier that selling aircraft was difficult but encouraging people to learn to fly involved more of the audience of KHOW. However, as mentioned previously, we even now have had excellent results selling aircraft under a special sale situation.

We might also explain that when Mr. Davis first approached us in 1963 we were quite hesitant to get into radio. As we recall, it took him six months before we agreed to try the medium. At that time our flight school was quite limited. We had just a few training aircraft and being a Cessna distributor for this area at that time our main concentration was service and sales.

I might also add that Mr. Davis's enthusiasm for the future of flying, his own participation in all kinds of flying activities in the state, his giving away of flying scholarships to young people, all these personalized things added greatly to the flavor of our advertising and promotion.

It is this kind of promotion and activity that we feel lends itself to radio because it allows the business to be highly personalized.

J. Grant Robertson is vice president of Clinton Aviation Co., located at Arapahoe County Airport just south of Denver. Mr. Robertson and Lou Clinton formed the company in 1945 at Stapleton Airfield in Denver. Mr. Robertson learned to fly in 1939 and first soloed in a J3-Piper Cub. During the war from 1942 to 1945 he was a civilian flight instructor at the now defunct Hayden Field in Denver. He has logged 8.000 hours in all types of aircraft. He is a member of the National Pilots Association.

"I guarantee you'll be fascinated"

Houston Chronicle

Dimethyl Sulfoxide. They call it DMSO.

Cothyrobal.

Lithium Carbonate.

Daroil.

There are respected doctors who claim these drugs effectively treat many painful, disabling and deadly diseases—from allergies to diabetic blindness, from bursitis to certain forms of cancer.

Do they?

And why aren't they on the market?

KHOU-TV newsman Ron Stone, news director Ed Godfrey, and a special documentary task force dug deep into the stories behind these drugs. For more than six months they carefully investigated the claims, the evidence, the objections.

And they put together a two-part, three-hour report that became one of the most absorbing broadcasts ever seen in Houston—"A Right To Life."

The Houston Post said, "...a hard-hitting piece of video journalism...big-time, professional look..." The Houston Chronicle said, "...made by and for Houstonians, but its appeal should be national...an eminently absorbing view...I guarantee you'll be fascinated."

Audience response was extraordinary. As high as a 52 percent share of the evening time audience. Hundreds upon hundreds of phone calls, letters and telegrams.

Senator Ralph Yarborough appeared on KHOU-TV after he saw "A Right To Life." He praised the producers. And he promised that his Senate Subcommittee on Health would hold hearings to probe drug licensing procedures.

"A Right To Life." Important, thought-provoking, result-getting: the hallmarks of responsible leadership at the Corinthian Television Stations.

KHOU-TV Houston
WANE-TV Fort Wayne
KOTV Tulsa
WISH-TV Indianapolis
KXTV Sacramento
CBS Affiliates

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

Who cares if one of the finest examples of Victorian architecture is on a hill in Iowa?

Iowans call it "Terrace Hill" and take much pride in this 20-room, $250,000 Victorian beauty of the 1860's. Sixteen mule teams toted its fine rosewood and mahogany cross-prairie from New York to Des Moines. Also six white and two pink Italian marble fireplaces, a glitter of chandeliers, and stained glass. Novelist Edna Ferber praised the grand staircase as "a continuous mahogany ribbon". Also known as the "Hubbell Mansion", the edifice reflects the finest in early-day Iowa sophistication. Who cares about Iowa's past, present and future? WHO Radio, that's who! Another reason why 3,000,000 Iowans care about, and believe in, WHO Radio.

WHO RADIO

...that's who!

DES MOINES, IOWA

1-A Clear Channel • 50,000 Watts • NBC

BLAIR RADIO National Representatives

April20,1970:Vol.78,No.16

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC to move against TV commercials?

At closed meeting of disgruntled advertisers Lee says government has power to cut clutter

For years advertisers and their agencies have complained of television commercial policies—of "clutter," increasing prices, and commercial scheduling. Last week, some 60 members of the Association of National Advertisers, meeting in Absecon, N. J., heard more of the same—but with a difference that may make the television broadcasters take notice. One of the speakers was a member of the FCC—Robert E. Lee —and he proposed government intervention to deal with advertisers' complaints.

The commissioner appeared to feel that broadcasters' effort at self-regulation in the area of television commercials is not working. "Increased TV commercialization," he said at one point, "has reached the saturation stage," and the cost to air spots "amidst increased clutter" increases every year.

Accordingly, he felt the time had come for "a broad commission inquiry to determine if regulation is required." As an alternative, he suggested the formation of a government-industry advisory committee that would provide a forum in which "those of varying interests on this important subject" could "pool their efforts in advising the FCC of any action they would think advisable."

Commissioner Lee stressed that he would prefer to see broadcasting deal with the matter rather than the government. But if the industry does not, he said, "the commission has ample authority" to act.

And he noted that one of the realities facing both industry and government is the rise of consumerism. "Even those members of the public who have been against all forms of government control will now, because of their frustrations, accept some level of government control," he said.

The commissioner spoke during a four-day TV management seminar that heard other speakers complain about "commercial clutter," charge that tele-

Cone asks advertising to lead consumerism

Fairfax Cone, director and co-founder, Foote, Cone & Belding, Chicago, urged advertisers, agencies and the media last week to get the jump on consumerism opportunists because they are in the best position to do so—they are already serving the public so well and being taken for granted.

Speaking Thursday to the Chicago Advertising Club at a luncheon honoring him, Mr. Cone noted "we are caught up in a movement of sweeping social reform that is much more fashionable than reasonable, and much more to be feared because of this."

Mr. Cone cautioned it is not enough that the advertising business may be right, "it is necessary also, if we are to operate freely, to seem right."

The advertising veteran challenged Nicholas Johnson of the FCC on a point. Mr. Johnson, he said, "a man with whose criticism, particularly of programing, I usually agree, is quoted in the press as saying in support of his views that millions of people are turning away from television because it presents too much advertising.

"This may be true. But if it is, it is only half the truth. For if millions are turning away from the tube, other millions are turning to it. Nielsen's audience totals are up, not down, and the hours of viewing are at their highest point since television came to be."

Mr. Cone noted another example "in the tumult and anguish reported in the press when the networks recently increased the commercial time in the prime evening hours by an extra two minutes each week." He pointed out that this "turns out to be a mere 1.8% and 1.9% for NBC and CBS respectively."

Mr. Cone concluded: "It is we who should be in the forefront of proposing and upholding the best rules that can be devised for consumer protection and, even more particularly, consumer education. If we are, and to the extent that we are both serious and sincere, we can rout most of the unpleasant misunderstandings with which otherwise we will continue to be plagued."

Mr. Cone

vision was losing its punch as an advertising medium, criticize television programing and express concern about TV costs in general.

The seminar, which was closed, also covered a wide range of other television areas. There were discussions of independent media buying and commercial production and testing, an upbeat report on program production for syndication, and a forecast that guaranteed cost-per-thousand was within reach (see story below).

The advertisers were, in a sense, warmed up for Commissioner Lee's remarks, on Monday, by the Sunday-night (April 12) keynote address of Edward H. Meyer, president of Grey Advertising. He not only warned that television audiences had stopped growing, had become increasingly critical of television and were less attentive to it (BROADCASTING, April 13), but used a piece of film to illustrate what he said was the "clutter" and "debasement of commercial television today."

It was a seven-minute strip that spanned the end of NBC's *Daniel Boone* and the start of *Ironside*, and, Mr. Meyer said, contained 37 different messages. "Is it any wonder that consumers are complaining and advertisers are becoming restless?" he asked.

And he said there was "no malice aforethought" in singling out NBC. "Either of the others would have done as well." Those seven minutes, he added, are duplicated "four and five times an evening in the life of the average television viewer."

(There was one difference between the film Mr. Meyer showed and what NBC viewers actually saw. Commercials prepared by Grey were substituted for those that ran on the network—"for," Mr. Meyer explained, "obvious reasons").

The ANA seminar also heard from two broadcasters—Donald H. McGannon, president of Westinghouse Broadcasting Co., and James E. Duffy, president of ABC-TV. Mr. McGannon, who has become a leading critic of commercialization practices in television, went to the FCC in his fight against the CBS-TV and NBC-TV plans to authorize affiliates to carry additional commercial messages (BROADCASTING, March 16, et seq.).

And in his remarks last week, he touched on a number of the points he made in his presentation to the commission concerning the number and frequency of commercials.

But he also revived other complaints about advertising not calculated to appeal to his audience of advertisers—complaints about commercial content and the acceptability by television of some advertising, like that for feminine-hygiene products. It was the acceptance of such product advertising by the National Association of Broadcasters' television code that led him to withdraw WBC's stations from code membership.

Mr. McGannon also suggested that advertisers have a role to play in preventing the growth of the clutter about which they complain. He was quoted as urging advertisers to put long-term considerations ahead of short-term advantages and not try to slice piggyback commercials into components of less than 30 seconds.

But it was Mr. Duffy who shouldered the main burden of defending television against the charges of its critics, including those leveled by Craig Noodie Jr., of Armstrong Cork in announcing Armstrong's departure from television (BROADCASTING, April 13).

Contrary to Mr. Moodie's assertions, Mr. Duffy said, prime-time viewing "is up measurably" among "affluent, better-educated groups." Nor is there any evidence of any loss in over-all viewing.

As for the Armstrong executive's charge that television offers only "Pablum" programing, Mr. Duffy said the three networks increased their special programing—news documentaries, special reports on vital issues, coverage of world events and high-budget entertainment specials—by 33% in 1969.

Commissioner Lee was back in an old role in expressing concern about commercialization in broadcasting. It was his suggestion seven years ago that led the commission to propose the adoption of the NAB commercial code as an agency rule. The commission abandoned the proposal only after the House of Representatives, responding to broadcasters' pleas, approved legislation prohibiting the commission from adopting the proposed rule. (The Senate never acted on the House bill.)

The commissioner, who concedes his interest in the subject was rekindled by Mr. McGannon's complaints about CBS-TV and NBC-TV, told BROADCASTING he is "not sure" commercializa-

TV finds itself on hot ANA griddle

Bates's Pinkham sees tight economy yielding guaranteed cost-per-thousand homes, 'buyer's market'

The prospect of a guaranteed cost-per-thousand in television was held out as a distinct possibility to some 60 of the country's leading TV advertisers last week.

It was offered by Richard A. R. Pinkham, Ted Bates & Co. senior vice president for media services, as one of the trends in television he foresaw in a speech at the TV management seminar held by the Association of National Advertisers at Absecon, N. J. (see page 23).

"I can't predict that the economy is going to stay soft," he said, "but the disappearance of $200 million in tobacco money, I believe, will have much the same effect as a depression. And I suggest that this will lead the networks to continue their tip-toe approach to an inevitable sales-promotional device; guarantee cost-per-thousand."

He was skeptical about networks' "brave talk about finding lots of new advertising revenue" to replace the cigarette billings. Most of the new money, he speculated, would be local retail money, helpful to stations but not networks.

"If by any chance Mr. Nixon has turned the temperature control down too low on the national economy," Mr. Pinkham continued, "we may well find that by the time it heats up again, guaranteed cost-per-thousand homes and maybe guaranteed cost-per-thousand demographic groups may have become an integral part of our business. It exists for magazines and for newspapers. Why not for television too?"

He referred to "the strength of the network market" as "the arrogance of the networks" and said he had always felt it was directly related to the strength of the national economy. "When times are bad, the two-and-a-half-network economy comes into play and a buyer's market appears. Oh, happy day. Have you noticed how much nicer network presidents are this year? You might almost think we were customers."

Other trends foreseen by Mr. Pinkham:

■ "TV shows from space will be the high points of the decade ahead. . . . We will explore the moon. We will see Mars. We will witness strange astronomical phenomena. We will probably see tragedy too [and] with increasingly tion represents a major problem, although he sees it as a principal source of the complaints the commission receives from the public.

But he is concerned about what he feels is mounting pressure for increased commercialization. As he asked in his speech last week, will broadcasters or the NAB code raise the level of permissible commercial time if costs of commercials continue to mount, or if "a sold-out condition exists under present code limitation"?

The commissioner recalled for the ANA members his previous bout with broadcasters on the issue of commercials. And in the process he said that the House debate made it clear the House members were not satisfied with commercial practices; rather, that they preferred to see broadcasters themselves eliminate "abuses" they felt existed.

Commissioner Lee made it clear he is not satisfied with that they have. He cited these figures: Between 1964, and 1968, a 50% increase in the number of network commercials during an average month (1,990 in 1964; 3,022 in 1968). In terms of total commercials—local and network—a 41% increase.

In part, at least, the increases are a product of shorter commercials. Commissioner Lee noted that in 1964, 62% of the commercials were longer than 30 seconds. In 1968, the figure was 20%.

With that as background, he pointed a critical finger at the 1968 NAB code amendments dealing with program interruptions. They permit four interruptions in a 60-minute prime-time program (five in variety shows), two in 30-minute and one in five-minute programs. Multiple-product announcements were permitted within a single announcement so long as they appear to be a single unit.

At the same time, the code increased from three to four the number of back-to-back commercials allowed during programs. The number permitted during station breaks was increased from two to three.

"As you might suspect," the commissioner said, "These changes were not universally accepted." He quoted the comment of Senator William B. Saxbe (R-Ohio) in the Senate last year: "The increase in the number of commercials compounded by the annoying manner in which they are presented apparently demonstrates that the networks and stations have failed to meet the challenge of self-regulation."

What would Commissioner Lee hope to learn through the inquiry he has proposed?

- Whether—and if so why—there has been an increase in the amount of time stations and networks devote to commercials as well as in the number of commercials they carry; and the extent to which shorter commercials (less than 60 seconds) are a factor in any increase in spots.

- Whether there has been an increase in the number of program interruptions over the same period in network and station programing, and the extent to which the 1968 code amendments affected the situation.

- What is the public's reaction to a greater number of shorter commercials as against a smaller number of longer ones? What studies have been made by networks, advertisers or stations to determine viewer reaction? To what extent are network policies on commercials affected by viewer or affiliate comments?

Commissioner Lee's proposal for an inquiry was received cautiously at the commission. Chairman Dean Burch said the question of commercialization is one of "considerable interest" to the FCC. And he indicated he felt the proposed inquiry would be a popular one "from the point of view of the public."

But, he added, the purpose of an inquiry is to provide a basis for action. "And I don't know what action would be legal, permissible or wise."

The participants in the meeting at Absecon were cautious in their reaction also. Observers said they could not detect whether the advertisers favored the proposal or opposed it. But although ANA has long been critical of television "clutter" and its commercial practices generally, the noncommital attitude was not considered surprising.

The advertisers have maintained a consistent opposition to government intervention into other phases of their business, and, in the view of some who were at Absecon, they were apparently not yet ready to welcome the FCC as an ally in their fight with the broadcasters. ANA does not even like broadcasters, through the NAB code, telling them how to use whatever commercial time is available.

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mobile and miniaturized technical equipment, television will further explore the remote and esoteric corners of the earth as well. . . ."

- A curtailment of network programing, not only by FCC edict but also from economic causes: "There's not much profit in [networking] now, the costs are still going up and some advertisers are either choosing or are being forced not to use television any more. This deadly combination could well force the networks to reduce still further the amount of station compensation they pay. When that happens, some stations will be emboldened to open up more prime-time periods to local or syndicated programing."

- Programs appealing principally to viewers over 50 years of age "are destined to be canceled regardless of how many homes they reach."

- With the departure of cigarette advertising, aimed primarily at men, "I suspect that there will be a strong shift away from action-adventure into mysteries, westerns and dramatic anthologies. Sports programs will be affected too; those skyrocket prices have got to come down. . . . The most powerful advertising instrument ever devised will now be edited increasingly to appeal to the lady of the house, and the younger the better."

- "We will be seeing even more recognition given to black actors and performers. Not just because they are black but because they are talented and likeable and fresh."

- More and more programs will be dealing "with highly relevant problems of our contemporary society." But "if the objective is to win that teen-age audience back to television, I don't think it is going to succeed. . . . Most of America watches television to turn off—not to turn on. It seeks escape from the pressures and anxieties of our complicated society. We get enough of society's problems in the nightly news. I don't think this audience is going to respond to additional relevancy with enthusiasm."

Mr. Pinkham maintained that no one should feel "uncomfortable, guilty or embarrassed because television provides escape." He said TV "performs an extraordinary service in an anxious age in providing that vital release from the pressures of our daily lives.

"To criticize it for its lack of sophistication is, in the words of Fairfax Cone [of Foote, Cone & Belding], 'like condemning canned tuna for not tasting like caviar.' Despite the prejudice of most critics against the public taste, it it precisely this taste to which public entertainment must be adjusted."

The ANA meeting was limited to about 60 advertisers and was closed to outsiders except for the speakers. Copies of most of the speeches were obtained from the speakers, although a few could not be. Among other presentations were the following:

E. P. Genock, director of broadcast advertising, Eastman Kodak Co., Rochester, N. Y., provided some suggestions on how a client representative may establish a better relationship with the agency creative group in the TV commercials area. He recommended that the client understand the visual message of the commercial; learn to pre-visualize the scenes described in the script; analyze the TV commercial in terms of the medium's particular and unique advantages, and be appreciative of good ideas and express them to the creative group.

Mr. Genock conceded that TV commercial-production costs are rising, but he emphasized that companies that spend more than 50% of their advertising budgets in TV spend proportionately the same percentage on print production as on TV production. He said 12-15% of the media cost is a "good budget figure" for TV production and that for print the production cost is in the 15%-20% range of the media cost.

Fred A. Goldstein, director of market research, Liggett & Myers, discussed the testing of TV commercials and advocated that the emphasis be placed on testing individual commercial executions to maximize investment in the medium. He added that it also may be necessary at times to measure the effect of a total TV campaign, covering several commercials.

Dan Goodman, vice president and director of syndicated program development for Screen Gems, described the continuing growth of advertiser involvement in syndicated series during the past year. He cited the experiences of such advertisers as Hunt Foods, John Breck, American Can, Colgate-Palmolive, American Home Products, Quaker Oats and others that have arranged to place syndicated programs or specials in selected markets. Under this arrangement, the stations are given the programs free in return for a specified number of spot announcements, with the station selling the remainder.

"The built-in advantages of producing and controlling your own programming are numerous," Mr. Goodman said. "Simply stated, the local promotion, as well as the program identification, has got to pay off. By custom-building your own program you can zero in on your target audience, whether it's an all-male audience, teens, older women, or what have you."

He indicated that some agencies and advertisers may have reservations because if they elect to go into the top-50 markets, they will have 50 bills to pay instead of one at a network. Mr. Goodman said that Screen Gems or some other large distributor could simplify this situation by clearing the required number of markets and submitting one bill.

"Television is an exciting and effective advertising medium that can be used in many different ways on many different products to help achieve marketing success," Robert R. Riemenschneider, media director, Quaker Oats Co., told the ANA seminar. "However, television is not the answer to all problems," he said, "and as we learn more about what really makes advertising work and how we can relate the value of an impression in one medium to that of another, the role of television in the media-planning process will certainly be clarified and the required decision making will become easier.

Mr. Riemenschneider said he is encouraged by recent research developments which tackle the vital problem of inter-media comparison and suggested maybe it is better late than never.

Dr. Seymour Banks, vice president, media and program research manager, Leo Burnett Co., explained that the use of computers and media models does not relieve agencies and advertisers of man-hours in proper media planning. The computer merely does the arithmetic, he explained, and both agency and client still must spend extensive time in setting goals, defining ground rules and putting quantitative weight values to the qualitative factors being fed into the system.

Full-service agency debates media buyer

Some at ANA seminar agree they may coexist but cleavage is there now

The merits of full-service advertising agencies and of independent buying organizations were examined in a panel session during the Association of National Advertisers' TV management seminar last week (stories, pages 24, 36).

Although there were divergent points of view, some speakers agreed that in the years ahead the full-service agency could coexist with the outside buying


Mr. Bahr

service.

Warren A. Bahr, executive vice president and director of media relations for Young & Rubicam, New York, insisted that in the decade of the 1970's the full-service advertising agency would continue to be "holding the key in developing the optimum promotional and advertising program for the sale of products and services." He noted there is a school of thought that holds that the advertising part of the marketing function can be accomplished through independent units, such as art and copy houses and media-buying services, but he asserted:

"This type of an approach flies in the face of everything we know about marketing and advertising, and, as it directly relates to media, relegates that function to one of total disregard for product well-being in a time when product competition is intensifying and prospect definition more necessary."

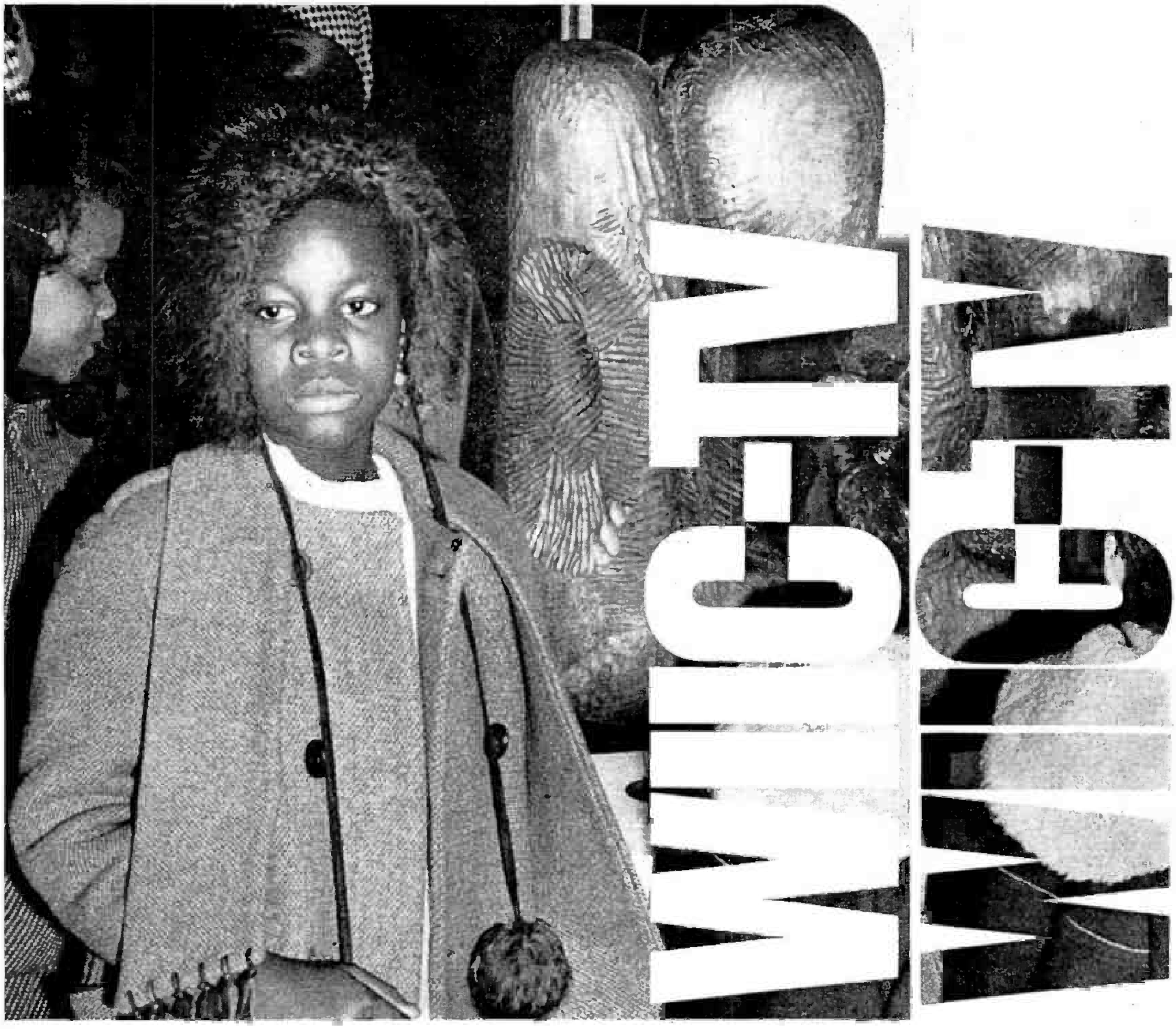
Mr. Bahr stressed that the difference between those who uphold the full-service agency philosophy and those who accept the outside-service approach boils down to the basic question: are media marketing or money? The Young & Rubicam view, he said, is that media are a marketing function that admit the money function.

"Buying services symbolize the money function of media to the ultimate degree," Mr. Bahr claimed. "Purchasing of broadcast time is not related to the needs of the brands, because in order to obtain the lowest unit price, timing, quality, scheduling and brand goals must be sacrificed. It is very important to remember that one is buying advertising, not discounts. If the quality isn't there, if the atmosphere around the spot is not right, how much does the discount efficiency mean? The savings realized are shared by the buying service and the advertiser, but as too often is the case, these savings are not related to the sales and well-being of the brand."

Mr. Bahr was adamant in saying that "neither the infirm declarations of specialized negotiating nor mystiques of hidden treasures of spot availabilities in private closets" will change Y&R's belief that "the combination of our efforts is our product."

"We have every intention of keeping this union intact," he declared. "There will be no separating or separator. The buying function cannot be disassociated from the planning, creative and concept areas of advertising. It is imperative, and from experience we know it to be true, that we must concern ourselves with overall product analysis — which ultimately must include daily purchase patterns in today's environment, for stewardship is 90% of responsibility."

Norman King, board chairman of



Reflecting community spirit while preserving community pride

There's a unique educational program taking place in three elementary schools in Pittsburgh's black communities. It's called Project Self-Esteem and involves 210 fifth graders whose curriculum consists of art, music, dance, social studies, drama and photography, as well as after-school activities.

As part of its continuing series of TVII Reports, WIIC-TV recently telecast a half hour color film appraisal of Project Self-Esteem. The program, titled "I Am Someone," and produced by the WIIC-TV Public Affairs Department, was more than a mere look at an isolated experiment. It showed dramatically what human beings instilled with a motivating force can accomplish. In this case, it was the desire to restore the sense of being "someone" to black children who have been separated from their heritage and identity. But the proof of the Project's success brought to the fore meanings far deeper.

WIIC-TV, in examining a community project, came up with a projection that may well be the forerunner of all the communities of the future.

A reflection of Pittsburgh

WIIC Television

CBC A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WIIC-TV Pittsburgh, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, KTVU San Francisco-Oakland

U.S. Media — International, defended the existence and the role that the competent media-buying service provides by asserting that these organizations must perform at a level that ranges from "excellent to fantastic" in order to survive.

"We suggest that agencies, for the benefit of their clients, and for their own profit-and-loss statements, review without bias what a competent media service can do for them," Mr. King stated. "U.S. Media has been a proven entity for four years and while we never recommend that anything should be done without a test, I think it's time that both clients and agencies must recognize that in the past, millions and millions of dollars have been spent without any regard to how the money is spent. We welcome the test and we insist that the agency remain as the policeman."

Mr. King indicated that the strength of the qualified media organization lies in the expertise of its personnel. He expressed his appreciation to agencies for having trained and promoted their personnel to media director, associate media director and media supervisor posts.

"We have taken these highly qualified people, have paid them more than the current scale and have given them an incentive pay," Mr. King reported. "But, above all, we have made them buyers once again.

He insisted that agencies which utilize outside media companies are still full-service agencies. He pointed out that an agency maintains its marketing, planning, research and creative functions and, though it farms out its media buying, it still retains full control over the buys.

Sam B. Vitt, president of Vitt Media International, New York, told the group that the role of the media-buying service in television simply is one of "improving the procedure through specilization." He noted that other enterprises, such as the automotive, legal and medical fields and even the space program have benefited by the professionalism of experts.

Mr. Vitt showed the audience his company's film presentation and pointed out that the problem in TV buying today is one of economics and the solution is to "remove the expensive and onerous details of execution from the agency's back, while leaving the critically important media-planning, strategy and quality control in its hands."

He added that in this period of rising costs, an agency cannot staff its TV buying function with the type of personnel VMI provides unless the account is made to suffer in copy or in the account group or in some other areas within the agency.

"We are thus a more realistic and

Mr. Bloede

viable economic solution to the problem," Mr. Vitt contended. "Giving you effectiveness while giving you efficiency."

At another session, Victor G. Bloede, president of Benton & Bowles, touched on the issue of outside media-buying services and forecast that in the years ahead the small agencies and creative service operations will "make heavy use" of media-planning and buying organizations. But the larger agencies, which can afford their own media planning and buying operations, will continue to function in these areas, Mr. Bloede stated.

Bernard D. Kahn and Donald Bright Buckley, partners in Kahn/Buckley Associates Inc., New York, independent creative firm, made a joint presentation stressing that there are certain times when an outside creative organization and a media service "make more sense than an agency." They pointed out that a creative service can be particularly useful on new products programs; on stalled new brand introduction campaigns; on experimental TV commercials efforts, and on "special problem" brands.

WBC devises NUMATH for rapid radio research

Westinghouse Broadcasting Co. is offering its new computerized radio-planning tool, NUMATH 70, to advertisers and agencies after publicly demonstrating the program last Monday (April 13) at a meeting of the Radio and Television Research Council in New York.

James Yergin, WBC vice president-research, told the group that NUMATH 70 can evaluate existing radio campaigns quickly in terms of reach and frequency and show how to improve them. It also will enable the advertiser to specify his radio advertising goals in terms of reach/frequency or in terms of budget, and produce the buying plan and stations to accomplish these goals in any market.

To use the program, the agency must supply for each station the average quarter-hour audience, the cumulative audience and the average cost per spot. The only other data needed is the criteria for evaluating the market—the budget (if the campaign is to be planned on the basis of a fixed-dollar amount); the reach (if the campaign is to be planned on advertising goals) or the number of spots per station (if a current campaign is to be evaluated).

Mr. Yergin stated that the NUMATH 70 program provides the reach, frequency and gross impressions for any of 10 combinations of stations in a market. With this information, he pointed out, the advertiser then can choose the combination that best fits his objectives.

The NUMATH 70 is available to advertisers through individual WBC radio stations or through Radio Advertising Representatives, the WBC-owned representation company. Each of these locations is accessible to the computer by teletype. After the data is fed into the program, results are teletyped back almost instantly at the rate of 100 words per minute, according to Mr. Yergin.

Annual report details Woolworth use of TV

F. W. Woolworth Co., New York, has reaffirmed its growing interest in broadcast advertising in the company's annual report for 1969. Predicting that Woolworth would use spot TV on a 52-week basis in the future, the report noted that the giant retail chain had advertised in 40 major markets last year. The report also took note of Woolworth's first network special, NBC-TV's *Andy Williams Show* on May 4, 1969.

"During the 1960's Woolworth grew from a small budget, single-item promoter, into a major national advertiser," the report explained. "Over the past three years Woolworth has increased its advertising budget by 66% and broadened its media coverage to include intensive use of TV and radio."

Coordination of advertising and promotion efforts at the headquarters has upgraded the quality of the chain's advertising and created a "sharper national image," the report continued. A new logo was designed last year and has been incorporated into Woolworth's advertising and promotion.

Sales for the year were $2,272,569,-621, up from $2,009,416,835 in 1968. Net income was $70,658,455, as compared with $70,466,739 in 1968.

Who do you talk to if you're a junkie?

When an addict calls the Narcotics Hot Line,
he knows he can talk.
The line isn't tapped and nobody asks him his name.
It's just a man with a problem on one end,
and a man who's kicked his on the other.
It's simple, and it works.
It's because of projects like this that there's more
to WPRO than meets the ear.

wpro radio 630

WPRO / Providence, R. I. / A Division of Capital Cities Broadcasting Corp. / Represented By Blair Radio

Senate moves to equalize exposure

By party-line vote, it passes bill for low rates and common ceilings on candidates' air advertising

A bill to establish favorable rates and spending limitations for political broadcasting is alive and well in Congress. It went through the Senate last week over Republican opposition, but with Democratic support, and the bill's backers are looking ahead with new confidence to the House.

The bill has undergone a few changes since it emerged from the Senate Commerce Committe last month (BROADCASTING, March 23). Here's the version that was approved last week:

- It would repeal the equal-time requirements of Section 315 for presidential and vice-presidential candidates. This provision would give the broadcasters and major-party candidates freedom to arrange campaign appearances entirely on their own, without according parity to fringe candidates.
- It would permit "any legally qualified candidate for any public office" to buy time at the lowest unit rate charged by a station for the same amount of time in the same time period. The FCC would be directed to keep confidential records of those rates.
- It would establish limitations on the amount a candidate for national office—Presidency, Vice Presidency or Congress—could spend for broadcast time. These candidates and their supporters could spend no more than an amount equivalent to seven cents for every popular vote cast in the preceding election for that office—or $20,000, whichever is larger. (This would mean that a 1972 presidential candidate could spend just over $5 million, in contrast to the $12 million spent on or by Richard Nixon in 1968. A Senate candidate in Alaska, on the other hand, would fall within the $20,000 limit.) The formula would apply to general elections but not to primaries.
- If there has been no Senate election in a particular state in the immediate preceding two years, the spending limitation would be five cents multiplied by the highest vote cast for any statewide office during that time, or $20,000, whichever is greater.
- Broadcast licensees will be expected to make available to candidates a "reasonable" amount of prime time. The definition of "reasonable" would ultimately be left to the FCC.
- The bill itself makes no provision for enforcement, but during floor debate, supporters suggested that the broadcasters would have to keep in touch with a campaign coordinator—an authorized representative of the candidate—to insure that they were not selling time to candidates who had exceeded the spending limit. If a candidate or his spokesmen misrepresented the amount of money spent on his broadcast advertising, the candidate could be denied his congressional seat, it was argued. If, on the other hand, the broadcaster had failed to make a reasonable effort to determine how much the candidate had spent, he could be penalized by the FCC.

The bill was fashioned primarily by Senator John O. Pastore (D-R.I.), who drew up its basic provisions in committee and successfully proposed the amendment that would limit spending. However, the measure could not have passed so easily without much compromise. The final accommodation came when Senators Philip A. Hart (D-Mich.) and James B. Pearson (R-Kan.) abandoned an amendment they planned to propose to limit the amount of time a candidate could buy and to establish a certain number of mandatory availabilities.

Senators Hart and Pearson originally opposed the Pastore amendment, primarily because they found it unworkable and too restrictive in its limitations. They accepted it "now that it has some teeth in it," one source said last week. Specifically, two changes won them over: Senator Pastore raised the spending limitation from five cents to seven cents a vote, which gives more exposure to unknowns, and he stipulated that stations must notify the FCC of their lowest unit rates, which was felt to make the bill enforceable.

The bill was approved by a vote of 58-to-27, after the Pastore amendment had been passed 50-to-35. Only three Democrats opposed the Pastore amendment—Southerners Sam Ervin (D-N.C.), John McClellan (D-Ark.), and John Stennis (D-Miss.). On the final vote, Senator McClellan was the lone Democrat to oppose the bill.

Republicans who voted for the Pastore amendment were Clifford Case (R-N.J.); Charles Goodell (R-N.Y.); Jacob Javits (R-N.Y.); Charles Mathias (R-Md.); Robert Packwood (R-Ore.); John J. Williams (R-Del.) and Senator Pearson. Senator Williams defected and voted against final passage; the others were joined in support of the bill by Republicans Margaret Chase Smith (R-Me.); Richard Schweiker (R-Pa.); William Saxbe (R-Ohio); Ted Stevens (R-Alaska); Winston Prouty (R-Vt.) and George Aiken (R-Vt.). Senator George Murphy (R-Calif.) voted against the bill and "present" on the Pastore amendment.

The partisan breakdown of votes reflected the condition of the Democrats as a party in debt and the Republicans as wealthy and out to pick up seats in the fall election. Senator John G. Tower (R-Tex.), chairman of the Republican Senatorial Campaign Committee, sent a letter to Republican senators urging them to oppose the spending limitation as "against the best interests of our party." And the White House launched what was apparently a last-minute campaign against the entire bill.

Given this inter-party disagreement, the natural speculation would be that the bill will pass the Democrat-controlled House and face a possible White House veto—but most observers acknowledge that the road ahead is somewhat more complicated than that. They anticipate that the House will take a hard and not entirely partisan look at the measure; few are inclined to make facile predictions of quick passage.

Moreover, there is some feeling among backers of the bill that President Nixon will find it impossible to veto the bill because of its 315 provision. "He knows he'd look completely ridiculous if he did," one observer said.

During the relatively short Senate debate last week, Republican questions and protests covered nearly all aspects of the bill. For example:

Senate Republican Whip Robert Griffin (R-Mich.) wanted to know

Disparate endorsements

In early reaction to the political-broadcasting bill approved last week by the Senate:

Russell Hemenway, national director of the National Committee for an Effective Congress, called it "landmark reform legislation, a strong, far-reaching bill to relieve the political process from economic strangulation." NCEC drafted a more radical political-broadcasting bill that led to hearings on the subject last fall, which in turn led to the Senate bill of last week.

NBC President Julian Goodman addressed himself only to the provision that would repeal Section 315 for presidential and vice-presidential candidates. He said it would be "of great benefit to the American public."

whether the penalties for excessive spending would fall most heavily on the candidate or the broadcaster. Senator Pastore replied: "If a station deliberately sold more time than the candidate is eligible to buy, it would be responsible as well. But I think the primary responsibility would tend to be on the candidate. . . . I do not think we ought to begin policing the broadcasting industry; we ought to begin policing ourselves."

Senator Carl Curtis (R-Neb.) asked whether the limitation would apply to someone who goes on the air to broadcast against, rather than for, a particular candidate. No, said Senator Pastore, that would come under the fairness doctrine.

Senator Peter Dominick (R-Colo.) announced that he would oppose the bill because it would regulate general elections while leaving primaries "wide open," and because "it has the earmarks of a congressional price-control bill."

And early in the debate, Senator Pastore had a few words on the 315 provision: "I will say . . . that if ABC, CBS or NBC in 1972 insist upon a format without consultation with the candidates, and if they do not give this time to the candidates at the choosing of the candidates . . . I will introduce a bill to repeal this provision.

"There has been a tremendous amount of discussion as to whether a candidate for President of the United States should be placed in the position of being forced into a debate, without embarrassment, or with embarrassment if he did not accede to it. The business of: 'Here is the empty chair. Where is my opponent?' If we are going to get into that sort of undignified format in presidential campaigns, the senator from Rhode Island will be the first one to get up and say: 'Boys, you have had it. This is the end. You have had it!'"

Lanigan forms own rep firm

John B. Lanigan, who was formerly president of Videotape Productions of New York for 10 years, has formed John B. Lanigan & Associates Inc., New York, to represent a selected number of TV stations throughout the country in the use of their studio and mobile-production facilities to agencies and production companies.

Mr. Lanigan said last week he intends to represent no more than six carefully picked stations in the U.S. and several in Europe and in the Caribbean or the Bahamas.

Lanigan Associates will open a headquarters office in New York soon. A temporary office is located at Scotco Communications Systems, 32 West 39th Street, New York 10018.

Business briefly:

Coco-Cola Co., Atlanta, through McCann-Erickson Inc., New York, and **Motorola Inc.,** Franklin Park, Ill., through Clinton E. Frank Inc., New York, will sponsor a CBS-TV special, *Raquel,* starring Raquel Welch, Sunday, April 26 (9-10 p.m. EDT).

General Motors Corp., Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., has signed for commercials on ABC Radio's American Information and Entertainment network.

Bristol Myers Co., Clairol division, through Foote, Cone & Belding, both New York, will advertise Summer Blonde hair colorings on ABC Radio's American Contemporary Network.

Agency appointments:

- Campbell-Mithun Inc. will add the Old Style Beer of G. Heileman Brewing Co., both Minneapolis, to its list of accounts on May 1. Campbell-Mithun, previously named the agency for two other Heileman brands, Blatz and Wiedemann's, will combine the services of its Minneapolis and Chicago offices to handle the Heileman brands.
- Shelco Co., Wellesley Hills, Mass. wholly owned subsidiary of the Clorox Co., Oakland, Calif., has appointed Ketchum, MacLead & Grove, Pittsburgh, to handle JIFOAM cleaner account effective April 20. Don Hodes Advertising Inc., Worcester, Mass. former JIFOAM agency, will continue as a Shelco projects agency for special assignments.
- Barnangens Vademecum Inc., Minneapolis, division of Sweden's Barnangens Inc., has appointed Knox Reeves Advertising, Minneapolis, for Vademecum toothpaste.

Rep appointments:

- KTHI-TV Fargo-Grand Forks, N.D.: Avery-Knodel, New York.
- WKKE Asheville, N. C.: Robert E. Eastman & Co., New York.
- WKFD(AM) North Kingstown, R.I.: Harold H. Segal & Co., Boston.

AAAA will discuss nagging problems

Annual meeting program to include Schlesinger, Susskind and Loevinger

Outside media-buying services, creative trends and television production costs are "three present problems" up for examination by the American Association of Advertising Agencies at its annual meeting this week.

The issues will be explored at a closed meeting Thursday afternoon (April 23), the first day of the three-day meeting at the Greenbrier, White Sulphur Springs. W. Va.

Albert Petcavage of Doyle Dane Bernbach, New York, and Paul C. Harper Jr. of Needham, Harper & Steers, also New York, will examine the buying services, or middlemen; William Palmer of BBDO and F. Willian Free of the agency bearing his name, both also of New York, will seek to answer the question "Where Is Creative Going?" and Robert Tunison of Leo Burnett Co., Chicago, and Peter A. Griffith of Motion Associates East, New York, will take the readings on TV production costs. Norman B. Norman of Norman, Craig & Kummel, New York, will preside.

Washington "Problems, Prospects and Perspectives" will occupy the Thursday morning business meeting, also closed to all but AAAA members, with Clay Buckhout of AAAA's Washington office presiding. Featured participants are Commissioner Mary Gardiner Jones of the Federal Trade Commission; Rep. Leonor K. Sullivan (D-Mo.), chairman of the Consumer Affairs Subcommittee of the House Committee on Banking and Currency, and Michael Pertschuk, chief counsel of the Senate Commerce Committee.

Lee Loevinger, Washington attorney and former FCC member, will take a look at "Mass Communications in an Uneasy Society" in a Friday-morning session on "Society in Transition." Other participants: Graham B. Blaine Jr., Harvard University Health Services, on "What Our Young are Thinking"; Arthur M. Schlesinger Jr., author and educator, on "The Role of Intellectuals in a Democracy Undergoing Radical Change," and Max Ways of *Fortune* magazine, on "The Future Quality of Society Itself—A Challenge to American Business."

The four participants will also take part in a panel session, with David Susskind as moderator, on "The Social and Economic Role of Advertising in the seventies."

The meeting's traditional creative-advertising session is scheduled Saturday morning, featuring Arthur H. Hawkins III of Ketchum, MacLeod & Grove, and Helen Van Slyke of Helena Rubenstein Inc. The final feature will be an address by Barton A. Cummings of Compton Advertising, retiring chairman of the AAAA.

From 700 to 800 members and guests are expected to attend the meeting.

Spot TV topped billion in '69

TVB estimates $1,115,455,000 was spent in 75 markets; source material from BAR

Spot-television investments totaled over $1 billion in 1969, according to the Television Bureau of Advertising.

In a report to be released today (April 20), TVB said national and regional advertisers allocated $1,115,455,000 to spot TV in 75 markets as measured by Broadcast Advertisers Reports. The estimates covered 943 advertisers that spent over $20,000 each in spot.

The data-gathering by TVB includes a period in which the source material for spot figures underwent a change from Leading National Advertisers to BAR. The LNA estimates were based on information supplied by 350 to 400 stations, according to a one-time or gross rate. BAR monitors 262 stations in 75 leading markets one week each month, these figures are projected for the month and the monthly computations added to produce annual totals. The BAR estimates reflect discounts and apply to net rate. Consequently the BAR figures tend to show smaller dollar investments.

Although direct comparisons with 1968 are not available because of the different systems used in producing estimates for the two years, TVB, based on data from various sources, had estimated 1969 spot billings were up 13% from 1968 (BROADCASTING, March 9).

The spot-TV climb had already been evident in the fast finish in the fourth quarter of last year. An estimated $292,837,500 volume was recorded for those three months. Network TV enjoyed a record year in 1969. Advertisers spent over $1.6 billion in network that year, a 9.6% rise over 1968.

In assembling the advertiser investment according to commercial length, TVB found the 30-second length, including piggybacks, accounting for more than half (over $583 million, or 52.3%) of all spot-TV activity. The one-minute length was second most popular with over $362.7 million, or 32.5%.

The TVB-BAR estimates placed Procter & Gamble number one in spending for spot television. Its total was $55.7 million in 1969. Runners-up were: General Foods with over $38.5 million, Colgate-Palmolive over $28.9 million, Lever more than $23.6 million and Coca-Cola over $21.4 million.

In addition to releasing the top 100 spot-TV national and regional advertisers, TVB issued estimated expenditures by product classification.

Network TV up in 1st quarter

TVB figures show 8% rise; March billings gain 9.2%

Network-TV billings totaled $469.8 million, an 8% gain, for the first quarter of 1970, according to figures released last week by the Television Bureau of Advertising.

According to the estimates, compiled by Broadcast Advertisers Reports, network advertisers spent $160.3 million in the month of March, representing a 9.2% increase over spending during the same month of 1969. Of that amount, nighttime TV recorded the largest gain 10.3%, weekday daytime the next best increase of 9.1%.

Network television time and program billing estimates by day parts and by network (add 000)

	March			January-March		
	1969	*1970*	*% Chg.*	*1969*	*1970*	*% Chg.*
Daytime	$ 43,897.9	$ 46,737.1	+6.5	$133,671.3	$143,539.2	+7.4
Mon.-Fri.	29,992.9	32,725.1	+9.1	94,505.6	96,679.4	+2.3
Sat.-Sun.	13,905.0	14,012.0	+0.8	39,165.7	46,859.8	+19.6
Nighttime	102,998.5	113,612.4	+10.3	301,394.2	326,347.0	+8.3
Total	$146,896.4	$160,349.5	+9.2	$435,065.5	$469,886.2	+8.0

	ABC	CBS	NBC	Total
January	$ 36,956.2	$ 71,434.8	$ 55,794.1	$164,185.1
*February	39,679.4	57,082.8	48,589.4	145,351.6
March	45,560.8	61,324.9	53,463.8	160,349.5
Year to date	$122,196.4	$189,842.5	$157,847.3	$469,886.2

** Revised*

Source: Broadcast Advertisers Reports (BAR)

Who were top-100 among spot:TV advertisers

Rank	*Company*	*Est. Expenditures*
1.	Procter & Gamble	$55,792,300
2.	General Foods	38,537,000
3.	Colgate-Palmolive	28,989,600
4.	Lever Brothers	23,640,800
5.	Coca-Cola	21,458,600
6.	American Home Products	20,165,600
7.	Bristol-Myers	18,322,200
8.	William Wrigley, Jr.	15,327,300
9.	General Mills	15,287,900
10.	Warner-Lambert Pharmaceutical	13,602,500
11.	Gillette	13,036,900
12.	Alberto-Culver	12,979,700
13.	PepsiCo.	12,963,000
14.	General Motors	12,626,100
15.	R. J. Reynolds Industries	12,268,000
16.	Kraftco	11,440,800
17.	Norton Simon	11,016,800
18.	Kellogg	10,751,900
19.	Nestle	10,620,100
20.	Sterling Drug	10,499,700
21.	Shell Oil	10,465,400
22.	American Brands	9,925,000
23.	Johnson & Johnson	9,820,200
24.	Quaker Oats	9,721,700
25.	ITT	9,130,600
26.	Standard Brands	9,008,200
27.	Ford Motor	8,008,000
28.	Miles Laboratories	7,873,000
29.	Toyota Motor Distributors	7,776,900
30.	Philip Morris	7,681,500
31.	McDonalds	7,666,700
32.	Seven-Up	7,541,900
33.	Triangle Publications	7,261,300
34.	Scott Paper	7,125,500
35.	DeLuxe Topper	6,761,100
36.	Jos. Schlitz Brewing	6,401,900
37.	Campbell Soup	6,006,900
38.	Pillsbury	5,972,900
39.	Royal Crown Cola	5,963,900
40.	British-American Tobacco	5,927,700
41.	Mars	5,829,100
42.	RCA	5,746,300
43.	H. J. Heinz	5,742,800
44.	American Can	5,731,100
45.	Chrysler	5,594,100
46.	Borden	5,530,500
47.	Carter-Wallace	5,489,900
48.	Carnation	5,462,100
49.	Motorola	5,287,100
50.	C. P. C. International	5,256,000
51.	S. C. Johnson & Son	5,096,100
52.	Richardson-Merrell	5,051,800
53.	Avon Products	5,021,100
54.	Falstaff Brewing	4,895,800
55.	Heublein	4,816,700
56.	Chas. Pfizer & Co.	4,808,700
57.	Squibb Beech-Nut	4,731,400
58.	Kentucky Fried Chicken	4,697,400
59.	Rio-Tinto-Zinc Corp.	4,482,300
60.	Ideal Toy	4,421,500
61.	Ralston Purina	4,399,700
62.	Standard Oil Co. of New Jersey	4,335,500
63.	Eastern Air Lines	4,311,300
64.	Noxell	4,262,000
65.	Greyhound	4,241,500
66.	Standard Oil Co. of Indiana	4,239,600
67.	Liggett & Myers Tobacco	4,237,400
68.	Consolidated Foods	4,219,500
69.	United Air Lines	4,208,000
70.	Beatrice Foods	4,164,400
71.	Household Finance	4,126,700
72.	Eversharp	4,005,200
73.	Clorox	3,924,600
74.	Pet	3,860,400
75.	Faberge	3,766,100
76.	Smith Kline & French Labs	3,754,300
77.	National Biscuit	3,719,400

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 5, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended April 5	ABC Cume Jan. 1-April 5	CBS Week ended April 5	CBS Cume Jan. 1-April 5	NBC Week ended April 5	NBC Cume Jan. 1-April 5	Total minutes week ended April 5	Total dollars week ended April 5	1970 total minutes	1970 total dollars
Monday-Friday Sign-on-10 a.m.	$ ——	$ ——	$ 126.8	$ 1,758.7	$ 338.6	$ 4,384.2	90	$ 465.4	1,146	$ 6,142.9
Monday-Friday 10 a.m.-6 p.m.	1,709.1	24,732.5	3,270.4	45,216.8	1,926.2	25,081.3	880	6,905.7	11,151	95,030.6
Saturday-Sunday Sign-on-6 p.m.	1,309.1	16,650.1	1,029.4	22,866.6	380.8	10,062.4	284	2,719.3	3,946	49,579.1
Monday-Saturday 6 p.m.-7:30 p.m.	189.4	3,421.6	913.5	12,299.4	621.1	8,834.9	73	1,724.0	1,023	24,555.9
Sunday 6 p.m.-7:30 p.m.	83.3	1,689.4	232.0	4,630.3	181.9	4,083.3	22	497.2	285	10,403.0
Monday-Sunday 7:30-11 p.m.	5,806.9	79,393.2	7,352.6	107,824.3	7,962.9	105,430.9	445	21,122.4	5,915	292,648.4
Monday-Sunday 11 p.m.-Sign-off	137.2	2,981.1	365.3	4,619.0	629.1	8,460.4	107	1,131.6	1,376	16,060.5
Total	$ 9,235.0	$128,867.9	$13,290.0	$199,215.1	$12,040.6	$166,337.4	1,901	$34,565.6	24,842	$ 494,420.4

Rank	Company	Est. Expenditures
78.	Sun Oil	3,711,700
79.	E. & J. Gallo Winery	3,613,600
80.	Morton-Norwich Products	3,551,600
81.	Revlon	3,540,200
82.	American Cyanamid	3,490,400
83.	American Airlines	3,460,200
84.	Plough	3,454,000
85.	Remco Industries	3,437,800
86.	Chesebrough-Pond's	3,375,300
87.	Loews Theatres	3,338,900
88.	Stokely Van Camp	3,287,000
89.	Carling Brewing	3,191,100
90.	Trans World Airlines	3,176,300
91.	General Telephone & Electric	3,119,800
92.	Atlantic Richfield	3,099,500
93.	SCM Corp.	3,070,600
94.	AT&T	2,968,900
95.	Standard Oil Co. of California	2,926,500
96.	Mobil Oil	2,873,700
97.	Volkswagenwerk A. G.	2,873,500
98.	Anderson Clayton & Co.	2,844,400
99.	Del Monte	2,843,600
100.	E. I. duPont de Nemours & Co.	2,820,500

Estimated expenditures by product classification

Category	Expenditures
Agriculture & farming	$ 4,020,300
Apparel, footwear & accessories	16,959,600
Apparel fabrics & finishes	930,600
Footwear	6,860,600
Hosiery	3,755,900
Ready-to-wear	3,198,800
Underwear foundations & bras	2,096,900
Misc. apparel, accessories, notions	116,800
Automotive	56,053,000
Passenger cars	43,543,300
Tires & tubes	5,910,600
Trucks & mobile homes	478,800
Misc. auto accessories & equipment	6,120,300
Beer & wine	56,084,200
Beer & ale	48,553,800
Wine	7,530,400
Building materials, equipment, & fixtures	6,808,700
Building materials	243,500
Equipment, fixtures & systems	3,507,700
Protective coating & finishes	3,057,500
Confectionery & soft drinks	92,929,300
Confectionery	34,274,600
Soft drinks	58,654,700
Consumer services	14,492,000
Communications & public utilities	72,800
Engineering & professional services	130,200
Financial	11,172,600
Schools & colleges	3,116,400
Drugs & remedies	73,130,800
Medical equipment & supplies	4,944,300
Medicines & proprietary remedies	67,526,700
Misc. drugs & remedies	659,800
Entertainment & amusement	22,128,200
Amusements & events	1,225,700
Restaurants & drive-ins	20,902,500
Food & food products	245,810,000
Bakery goods & snack foods	30,740,700
Canned goods	26,938,400
Cereals	30,376,100
Coffee, tea & cocoa	44,459,700
Dairy products	11,478,700
Flour & prepared baking mixes	6,184,400
Frozen foods	19,344,400
Fruit & vegetable juices	5,676,100
Fruits & vegetables–fresh	2,289,400
Health, dietary & infants' foods	14,375,100
Meats, poultry & fish–fresh	6,356,000
Packaged foods	13,538,600
Seasoning & condiments	12,630,800
Shortening & oils	15,868,600
Sugars, syrups & jellies	4,000,600
Misc. ingredients	1,363,800
General promotion & combination copy	188,600
Gasoline, lubricants & other fuels	45,387,300
Horticulture	3,117,600
Household equipment & supplies	51,232,300
Household paper products	28,184,800
Insecticides, disinfectants & deodorizers	7,740,700
Major appliances	7,722,700
Small appliances & equipment	6,353,500
Misc. accessories & supplies	1,230,600
Household furnishings	7,463,600
Floor covering	2,133,100
Furniture	2,130,600
Household fabrics & finishes	3,136,000
Misc. household furnishings	63,900
Insurance	6,585,700
Jewelry, optical goods & cameras	4,542,600
Cameras & photographic supplies	3,841,100
Jewelry, watches & optical goods	701,500
Office equipment, stationery & writing supplies	4,149,700
Pets & pet supplies	23,556,600
Publishing & media	13,218,200
Radios, television sets & musical instruments	23,880,700
Musical instruments	594,800
Records & tape recordings	3,901,400
Radios, TV sets, phonographs & recorders	18,919,800
Misc. components & supplies	464,700
Smoking materials	39,842,400
Cigarettes	37,376,300
Cigars & tobacco	2,246,800
Misc. smoking materials & accessories	219,300
Soaps, cleansers & polishes	96,699,600
Soaps & detergents	39,056,400
Cleansers, polishes & laundry preparations	57,643,200
Sporting goods & toys	35,084,000
Games, toys & hobbycraft	32,819,500
Sporting goods	2,264,500
Toiletries & toilet goods	136,087,800
Cosmetics & beauty aids	24,807,900
Dental supplies & mouthwashes	25,431,000
Depilatories & deodorants	15,951,700
Hair dressings & accessories	41,878,300
Shaving goods & men's toiletries	18,962,700
Toilet soaps	6,606,700
Misc. toilet goods	2,449,500
Travel, hotels & resorts	31,146,800
Airlines	25,839,000
Buses	1,876,000
Car rental	2,768,000
Resorts & hotels	444,500
Steamships	9,700
Travel services	209,600
Miscellaneous	5,034,000
Total	$1,115,445,000

Note: The present product class data are not comparable to the product classification data published by TVB prior to 1969, based on LNA/Rorabaugh tabulations.

Where spot-TV money is placed

	1969	%
Daytime	$ 227,115,900	20.4
Early evening	325,078,600	29.1
Nighttime	334,931,200	30.0
Late night	228,319,300	20.5
Total	$1,115,445,000	

Who are spot-TV's biggest '69 spenders

	1969 Investment
1. Procter & Gamble	$55,792,300
2. General Foods	38,537,000
3. Colgate-Palmolive	28,989,600

Category	Expenditures
4. Lever Brothers	23,640,800
5. Coca-Cola	21,458,600
6. American Home Products	20,165,600

What are popular spot-TV lengths

Commercial length	1969	%
10 seconds	$ 57,316,200	5.1
20 seconds	105,570,300	9.5
30 seconds	583,082,700	52.3
40 seconds	6,730,300	0.6
60 seconds	362,745,500	32.5
Total	$1,115,445,000	

Cleveland is site of fairness test

Newest pressure movement: warnings of pollution to follow detergent spots

A citizens group in Cleveland concerned about clear water may provide the FCC with its next knotty fairness-doctrine question: In view of the mounting concern over the man-made danger to the environment, do stations that carry detergent commercials have an obligation to advise the public of the detergents' water-polluting characteristics?

Two chemical-engineering professors at Case Western Reserve University in Cleveland think they do, and they have enlisted the help of a local conservation group, Citizens for Clean Air and Water, in an effort to see that the stations discharge that responsibility.

At the base of the effort begun by Professors John C. Angus and Coleman Brosilow is the commission's application of the fairness doctrine to cigarette commercials.

Professor Angus has discussed with commission staff members the possibility of extending that application to detergent commercials.

He received no indication of how the commission would react to a complaint about a station failing to provide time for a reply to a detergent commercial. But, as he said, "We were exploring ways to use the legal machinery available" to fight pollution. "We don't think they have been tried."

The cigarette-commercial precedent has been cited by another environmental group, Friends of the Earth, in a fairness-doctrine complaint filed against WNBC-TV New York. FOE claims the station has failed to discharge its fairness-doctrine obligations in connection with the pollutant byproducts of the automobiles and gasoline it advertises (BROADCASTING, April 6).

The Cleveland effort at present is modest. The Citizens for Clean Air and Water, which agreed to take on the organizing effort from the two Case professors and lend the campaign its name, is seeking $3,000 to produce a television spot that Cleveland stations would be asked to carry.

However, as Professor Angus said, if the project is successful in Cleveland, local groups across the country could copy it.

Now it's Knodel foot for Shoeleather award

J. W. (Bill) Knodel gets a lot of satisfaction each year when Avery-Knodel confers its Shoeleather Award on a member of the station representation firm who distinguished himself for service to clients. Generally the award has gone to one of the sales personnel.

But this year the Shoeleather Award wound up on the other foot. It went to a surprised Mr. Knodel.

Since this is Avery-Knodel's silver anniversary year, the other officers and directors had quietly planned to recognize Mr. Knodel's leadership, a secret that was well kept until a large gathering of broadcasters and A-K executives made the presentation to the unsuspecting boss during the National Association of Broadcasters' convention in Chicago two weeks ago.

Schick takes 14 spots on night TV football

With professional football moving to nighttime television exposure, the Schick Safety Razor Co., Culver City, Calif., was quick to snap up 14 one-minute spots in the broadcasts at a reported cost of more than $1 million. The buy is part of the biggest advertising budget in the company's history, approaching some $10 million in billings.

According to Earle Dugan, vice president, advertising for Schick, most of the money will be spent in television, both in spot and network buys. In addition to the commericals set for ABC-TV's Monday night football broadcasts, the firm has announced a major TV promotion for Father's Day, with network buys on both CBS and NBC and spot purchases in 35 top sales markets. Other details of the TV schedule have not been finalized. They await the outcome of a proposed merger with Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., expected in May. Agencies for Schnick are Compton Advertising and Foote, Cone & Belding, both Los Angeles, and Needham, Harper & Steers, Chicago.

FCC buries an ad ban

In the wake of President Nixon's signing into law a bill outlawing broadcast cigarette commercials as of Jan. 2, 1971, the FCC last week terminated the rulemaking proceeding it initiated proposing a ban on such advertising. On Feb. 6, 1969, the commission announced it planned to prohibit broadcasters from accepting cigarette commercials, but added at that time "Congress must be the final arbiter of this matter and must signal what action is to be taken."

Also in advertising:

Black is business ▪ Tilmon Productions Co., Highland Park, Ill., specializing in black life-style commercials and films, has been formed by Jim Tilmon, Negro pilot for American Airlines and host on *Our People* series on WTTW(TV) Chicago. Address: 1314 St. Johns Avenue.

Moving south ▪ Robert Swanson Productions Inc., formerly at 501 Madison Avenue, New York, producer of commercial music and product jingles, has moved its operation to 229 Southeast First Avenue, Fort Lauderdale, Fla.

Calculating calendar ▪ Blair Radio and Blair Television have issued their 1970-71 spot buying calendar, used by agencies, advertisers and stations to calculate speedily the end dates of spot broadcast campaigns. The calendars, circular in format, are available without charge from any of the Blair offices.

NATIONAL GENERAL TV PRODUCTIONS'

THE FOUNTAIN OF GROOVY

"The Fountain of Groovy" with host Ralph Story meets with people "going bananas" in their search for the Fountain of Youth.

- **THE MINI FACE LIFT!**
- **THE HAIR CHEST PIECE!**
- **THE YOUTH PILL!**
- **THE EATING MAN'S DIET!**
- **THE WEEKEND SWINGERS WARDROBE!**
- **CLIMAXED BY THE WORLD'S "GROOVIEST" PARTY!**

ALL SIX SPECIALS in THE SPECIAL OF THE MONTH SERIES have already been sold in the following markets:

Los Angeles	KTTV	Dayton	WHIO	Atlanta	WSB
New York	WNEW	Pittsburgh	WIIC	Denver	KBTV
Washington, D.C.	WTTG	Charlotte, N.C.	WSOC	Little Rock	KARK
Kansas City, Mo.	KMBC	Chattanooga	WDEF	Minneapolis	WCCO
San Francisco	KTVU	Philadelphia	WTAF	Buffalo, N.Y.	WGR

"The Nudity Thing," the first in the series, scored record-breaking ratings in Los Angeles and New York, two of the toughest rating markets in the country.

For further information, contact
Ken Israel, Vice President and General Manager
National General Television Distribution, Inc.
600 Madison Avenue, New York, New York 10022
Phone: (212) PLaza 2-0300

NATIONAL GENERAL TELEVISION, A NATIONAL GENERAL COMPANY

AT&T's new rate squeeze

Higher TV transmission tariffs than those now proposed are in offing

Broadcasters fighting to roll back increased AT&T interconnection charges have been reminded that the giant utility intends to file still higher rates, at least for television transmission.

An official of AT&T's long-lines department—in prepared testimony filed with the FCC in its hearing on the AT&T tariffs, which became effective Oct. 2—said that the company's "continuing review of the cost and market studies thus far indicates that a further increase in rate level is required for the television service to make a sufficient contribution to earnings."

Richard B. Nichols, assistant vice president in charge of marketing, did not indicate what the extent of the new increase would be. However, he said that discussions with the company's television account managers indicates that the rate levels can be "significantly increased to improve the cost-revenue relationships for television without critical disruption of the market."

He said the company intends to file "whatever higher level of rates" its studies indicate are necessary before the current rate hearing is concluded.

Mr. Nichols' testimony did not come as a surprise. At the time the company filed its new tariffs in August, it warned that they were subject to later revision, since they were based on a rate level contained in proposed tariffs filed early in 1968 (BROADCASTING, Sept. 8, 1969). (Those tariffs were superseded after new marketing studies were made.) Circumstances have changed sufficiently to require an additional review of that level, the company said.

The higher rate level is bound to sharpen the incentive ABC, CBS and NBC already have to find alternative methods of interconnections. The networks are sponsoring a study by Page Communications Engineers, of Washington, to determine the most feasible method of interconnecting radio and television networks—a study that specifically includes domestic satellites. The study is scheduled for completion July 1.

The new television rates, which are now in effect but which were made the subject of a hearing after broadcasters protested them, are expected to produce revenues of slightly more than $90 million in 1971—$70 million from television and $21 million from radio. If previous rates had been continued, AT&T estimated, it would earn $72 million from program-transmission service—$54.5 million from television, $17.5 million from radio.

In the new tariffs video and audio are combined in the television offering for the first time. A new development called TIDI sound (Time Division) permits carriage of the audio portion of a television transmission over the same interexchange facilities as the video portion.

The new audio tariff was scheduled to go into effect Feb. 1, but the effective date was postponed to July 1 at the request of the commission, which was responding to expressions of concern by a number of small broadcasters. AT&T is now meeting informally with the commission staff and broadcasting representatives in an effort to produce a tariff more acceptable to broadcasters.

Avant-garde of FM will gather in June

The Alternative Media Project, Plainfield, Vt., newly formed concern to facilitate direct communication among innovative broadcast and record-industry people, will hold its first gathering June 17-20 at Goddard College, Plainfield.

Funded by the college and using faculty, students and the school's northern Vermont woods location as an energy pool, the project seeks to bring media people together (especially FM broadcasters) who share the desire to make the media "an effective catalyst for awareness, rather than its traditional role as an anesthetic." Project coordinator Larry Yurdin describes the meeting as a conference-festival with demonstrations, presentations, workshops, music and a chance to exchange ideas and visions.

Assisting in the project are individuals and staffs from: WBAI(FM) New York, KSAN(FM) San Francisco, KMET(FM) Los Angeles, WJMR-FM New Orleans, WDAS-FM Philadelphia, CKGM-FM Montreal, CHUM-FM Toronto, noncommercial stations WYSO(FM) Yellow Springs, Ohio, and WRUV(FM) Burlington, Vt., and RCA Records and Atlantic Records.

The project's address is Plainfield, Vt. 05667. Phone: (802) 454-8311.

CPB funding plan gets cool reception

House subcommittee wants administration to move on permanent financing

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) and several of his colleagues are making no secret of their displeasure over the Nixon administration's failure even to hint at a plan for permanent financing of the Corp. for Public Broadcasting. Their irritation lent an unusually sharp tone to last week's hearings on CPB funding, normally an occasion for one of the more placid congressional gatherings.

No one was ready to predict that the subcommittee's attitude would have a marked effect on the pending administration bill to provide three-year authorization for CPB. However, one thing was clear, and Chairman Macdonald summed it up in one sentence for a representative of the Department of Health, Education and Welfare: "I, for one, will not go to the floor and tell the other members of Congress that this bill is the solution to the problem of permanent financing."

That comment came after Albert Alford, HEW's assistant commissioner for legislation in the Office of Education, had conceded that the administration bill—which merely extends CPB's life for three years and introduces the idea of matching funds, while requiring that CPB spokesmen come before Congress every year to get appropriations—is the only "permanent financing" on the drawing board right now. The subcommittee was not ready to accept that idea. (Those who have testified in support of the bill regard it as only interim step on the road to long-term backing.)

Representative Macdonald also criticized the executive branch—both in the Nixon and Johnson eras—for giving insufficient support to CPB in the battle for specific sums of money. "I can guarantee you," he told one witness, "that the last two times we took this thing to the floor, we had no—and I mean *no*—help from the administration, even though you read in the paper how the administration is all for this concept of broadcasting."

The specific recommendations that have been considered within administration circles as solutions to CPB's

Help stamp out the Sun in South Florida.

A call to arms.

We used to think we were #1 in South Florida. With a 76% daily penetration of the Florida Gold Coast, we thought we were entitled.

But then it happened.

All over Madison Avenue people were saying "Only the Sunshine covers South Florida better than WTVJ."

The Sun!

Now no one remembers we reach 677,000 South Florida households every week.

We've been insulted and we intend to do something about it.

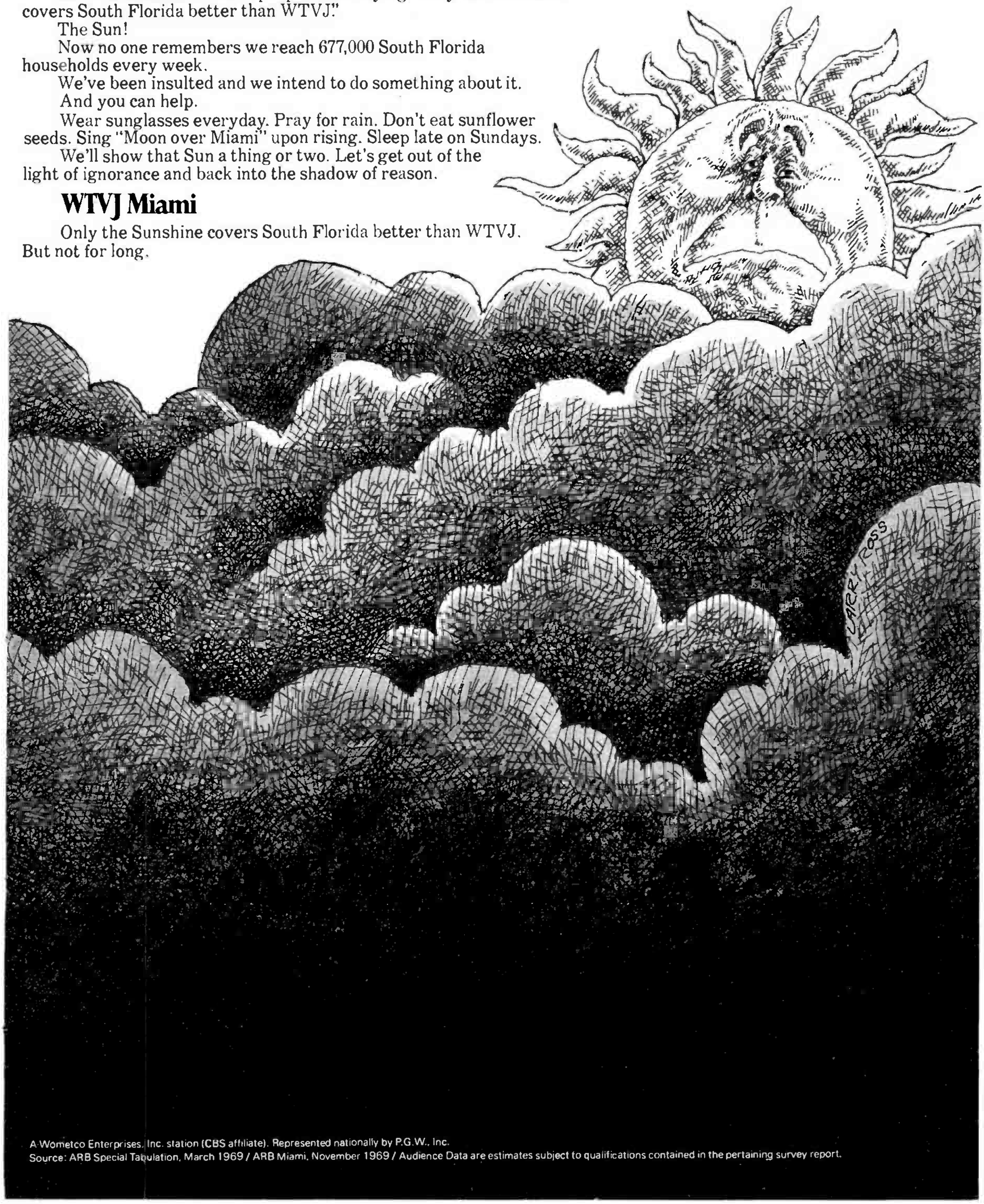
And you can help.

Wear sunglasses everyday. Pray for rain. Don't eat sunflower seeds. Sing "Moon over Miami" upon rising. Sleep late on Sundays.

We'll show that Sun a thing or two. Let's get out of the light of ignorance and back into the shadow of reason.

WTVJ Miami

Only the Sunshine covers South Florida better than WTVJ. But not for long.



A Wometco Enterprises, Inc. station (CBS affiliate). Represented nationally by P.G.W., Inc.
Source: ARB Special Tabulation, March 1969 / ARB Miami, November 1969 / Audience Data are estimates subject to qualifications contained in the pertaining survey report.

funding dilemma are familiar ones—taxes on television receivers or commercial broadcasters. FCC Chairman Dean Burch and CPB President John Macy—both of whom favorably impressed the subcommittee—last week gave general support to some combination of appropriations, matching funds, and an excise tax on receivers at the time of purchase. Mr. Macy said the tax itself would bring CPB about $60 million a year, but added that the tax is "not in keeping with the fiscal program of the administration at this time."

Chairman Burch said that although he also foresees this kind of tax, "I think it would be unbecoming for the FCC as an institution to be proposing legislation in a field which is really not our bailiwick, although we obviously have an interest in CPB." He pictured the commission as a "catalyst" in getting the administration to formulate a plan.

Mr. Alford of HEW did not deal specifically with these plans, and he acknowledged that HEW has made no hard proposal during the course of administration deliberations on the subject. This admission did nothing to raise HEW's stature in the hearing room. "You know," Mr. Macdonald said, "that many in and out of noncommercial broadcasting think HEW has provided no initiative whatsoever in this area."

The general tone of dissatisfaction even extended to discussion of *Sesame Street*—not to the program itself, which won its usual round of praise, but to the fact that the program is cited over and over as an example of what ETV can do. "One program does not a network make," Representative Macdonald cautioned CPB representatives. "Let's hear about something other than just *Sesame Street.*"

When Mr. Alford invoked the program's name during his testimony, the chairman snapped: "Oh, I'm tired of hearing about *Sesame Street.*"

Much of the testimony was actually quite similar to that offered at Senate hearings earlier this month on the same bill (BROADCASTING, April 6). The only difference was the reception some of it received last week.

Under the 1971 budget, CPB would get up to $30 million—$15 million in direct appropriation and up to $7.5 million to match funds from private sources.

Students call FCC industry's captive

Georgetown law group hits proposed primer, charges lack of public interest

The FCC and the broadcasting industry it regulates are sharply criticized in a report by a group of Georgetown University law students organized as a Mass Media Law Study Group.

"To those investigating for the first time the relationship of the Federal Communications Commission to the broadcasting industry, it is striking to observe the great degree to which responsibility to the public interest has been forgotten," the report said.

It described the commission as participating "in a decline in attention to the public interest" and said that an analysis of the commission's proposed primer on ascertainment of community problems "reveals to us yet another instance of a federal regulatory agency falling captive to the very sector it is to regulate."

"To those desiring enlightened broadcasting," the report added, "it is most dispiriting, although not surprising, to view the objections of the broadcast industry to the requirement of the most minimal standards of public responsibility." It said the comments filed in response ot the commission's inquiry on the primer reveals "an alarming unawareness of, willful intention to, or even deliberate subversion of the underlying purposes of the ascertainment procedures."

The views are contained in the report's final chapter, which was filed as comment in the primer inquiry. The 110-page report of the Mass Media Law Study Group was released last week.

The study found thc proposed primer "inadequate" but made a number of recommendations it said would enable the primer to achieve its "potential" of "a significant aid in meeting responsibilities" for the broadcasters and the commission.

Besides the primer on ascertainment of community problems, the report focused principally on the commission's Jan. 15 policy statement on comparative hearings involving renewal applicants.

The statement, which the commission said was intended to provide for "predictability and stability of broadcast operation," asserts that renewal applicants in a comparative hearing will be favored if they demonstrate they have "substantially" served their audience.

The Georgetown law-school students say the statement protects incumbents from the threat of competition to the

Change of focus seen for revamped NCCB

Less emphasis on local problems and more attention to national broadcast issues appears to be the aim of the newly reorganized National Citizens Committee for Broadcasting. NCCB's altered course became apparent last Tuesday (April 14) following a New York meeting at which personnel changes were made final (BROADCASTING, Feb. 23, 16).

One director following the meeting indicated there would be "greater concentration on the networks and such issues as CATV, media concentration and satellites, and less concentration on local stations, to avoid duplicating what other groups have done."

"We'll be very critical, particularly of network prime-time programing," he said.

The reorganization, reflecting some dissatisfaction with administration of the committee, leaves Thomas P. F. Hoving as titular chairman. The board elected committee counsel Earle K. Moore as secretary and George Probst, director of the National Commission for Cooperative Education, as treasurer.

Some sentiment was expressed at the meeting for asking Robert Montgomery, former board member who resigned protesting the committee's stand on Vice President Agnew's criticisms of broadcasting (BROADCASTING, Nov. 24, 1969), to return as vice chairman and acting head of the organization. Mr. Montgomery is in the hospital and has not been formally invited, but he has expressed interest in returning.

Executive Director Ben Kubasik has already tendered his resignation, but is expected to remain with the committee for three months.

Fund raising is expected to continue under Harold Oram. Money has been coming in at a satisfactory rate, according to one director.

In addition to the officers, the committee board is composed of Charles Benton, son of William Benton, who kept the committee financially solvent with a $200,000 grant last year (BROADCASTING, March 10, 1969); William Branch; Richard Eells; Ralph Ellison; Phillip Gainsley; Walker Sandbach; the Rev. Robert F. Drinan; John D. Entenza; Marshall Holleb; Mrs. David E. Skinner; Harry Belafonte and John Kenneth Galbraith. All had been trustees before the reorganization.

Recent resignations from the board include Marya Mannes, Brendan Gill, June Wayne, and Shana Alexander. Milton R. Bass, entertainment editor of the *Berkshire* (Mass.) *Eagle,* resigned at the meeting. Miss Wayne, director of the Tamarind Lithography Workshop in Los Angeles, was one of the founding members of the committee.

detriment of the public interest. "It is only within a framework of competition that truly enlightened broadcasting predicated upon sensitivity and responsiveness to public needs shall emerge," the student said.

The commission has said its statement does not preclude competition—that groups may file competing applications against renewal applicants they feel have provided only minimal service, and will be given an opportunity to prove their case in a comparative hearing.

FCC cites own book to rule in WIFE probe

Group owner Star Stations Inc.'s request for review of a ruling by the FCC chief hearing examiner denying its request for establishment of procedural ground rules in the commission's inquiry into operations of the Star stations was denied last week by the FCC.

The vote was 5-to-0 with Commissioners H. Rex Lee and Nicholas Johnson absent.

At the same time the commission denied a request by Indianapolis Broadcasting Inc. to permit it to intervene in the inquiry and to designate for hearing the renewal application of WIFE(AM) Indianapolis, owned by Star, in a consolidated proceeding with Indianapolis Broadcasting's pending application for WIFE's facilities.

In an order adopted Feb. 26, the commission initiated an inquiry into the operations of the Star properties (KISN[AM] Vancouver, Wash.; KOIL-AM-FM Omaha, and WIFE-AM-FM) to determine whether the licensees of the stations had violated commission rules or policies or whether they had made misrepresentations to the commission.

In its request for ground rules, Star asked for the right to be present with counsel at all hearing sessions, to obtain copies of transcripts, to be able to submit questions as cross-examination for non-Star witnesses and to be able to produce its own witnesses and documents, and to submit proposed findings and briefs at the end of the proceeding. Chief Hearing Examiner Arthur Gladstone had denied the request March 24, stating he did not have the authority to grant it, and the commission affirmed his ruling, stating that the inquiry is not an "adjudicatory" proceeding and that its right to set procedural rules is "well established."

In denying Indianapolis Broadcasting's request for a consolidated hearing, the FCC said the inquiry was instituted to obtain information to determine if further proceedings would be warranted. In response to Indianapolis Broadcasting's petition to intervene in the inquiry, the commission again cited its right to set procedural rules.

More pressures for minority hiring

Broadcasters in two cities are told they must do more in black programing as well

Cincinnati and Cleveland branches of the National Association for the Advancement of Colored People are expanding in those cities efforts undertaken two weeks ago by the Columbus, Ohio, branch to persuade all stations in that market to file with the FCC "statements of intent" to hire more blacks and to include programing responsive to black interests in their formats.

Roger Stewart, president of the Cincinnati NAACP branch, held a news conference last Monday (April 13) to announce that he was submitting to all stations in that city a policy statement essentially identical to that distributed to stations in Atlanta last month and in Columbus two weeks ago.

And Ray Mooney, executive secretary of the Cleveland branch, said similar action would be taken in that city "within the next week." Mr. Mooney said that NAACP representatives from additional Ohio cities had met in Columbus—NAACP Ohio state headquarters—to discuss strategy and that further developments could be expected in other markets. He stressed, however, that each branch would "do its own thing" and tailor its campaign to the situation obtaining in each city.

Mr. Stewart said the NAACP was asking Cincinnati stations to file in conjunction with their renewal applications (due the end of June) a statement pledging the following: positive programs for recruiting and training blacks for jobs on and off the air; hiring blacks in management and policy-making positions not limited to programing; placing blacks on boards of directors; news coverage of black community life; regular programs informing the public about problems relating to the police, poverty, unemployment, housing and education; local programs in prime time concerning blacks; placing some station accounts with black banks and public-relations firms, and monthly meetings with the NAACP to discuss black involvement in local broadcasting.

Mr. Stewart said it was too early to gauge reaction from the Cincinnati stations. Representatives of several stations offered no comment other than that the NAACP request was being taken under advisement.

As was the case in Atlanta and Columbus (BROADCASTING, April 13) Cincinnati stations are threatened with petitions to deny renewal if they fail to file the NAACP policy statement.

Otho Ray Ball, president of the Columbus branch, last week said that as yet he had not received a commitment from any Columbus station. He said he had asked the stations to make known their intentions by May 24.

In Atlanta last week, WYZE(AM) and WRNG(AM) joined 22 of that city's 28 stations in filing statements with the FCC pledging expanded programs to hire blacks and to determine and serve the needs of Atlanta's black community. A coalition of black organizations there—including the Atlanta NAACP branch—has filed petitions to deny renewals for WJRJ-TV, WGUN(AM), WTJH(AM) and WAVO(AM) (BROADCASTING, April 6).

Second Mobile station is object of protest

A letter protesting alleged discriminatory practices by WALA-TV Mobile, Ala., has been filed with the FCC by Mobile-area civil-rights leaders, who asked that the station's license renewal be reviewed by the commission.

The letter is essentially identical to one filed late last month protesting the renewal of WKRG-TV Mobile, and was filed on behalf of the same persons by the Washington-based Citizen's Communications Center (BROADCASTING, March 30).

The leaders are James H. Finley, vice president of Neighborhood Organized Workers; Vincent Washington, president of the United Student Action Movement, and David Jacobs and Bill Rosser, both with the Mobile Education Project of the American Friends Service Committee.

They told the commission WALA-TV either fails to cover news relating to racial conflict or events of interest to the Mobile black community, or else distorts the black position on such issues as school busing.

The leaders also charged that the station had a discriminatory hiring policy and failed to adequately ascertain the programing needs of Mobile-area blacks—the same criticisms they leveled at WKRG-TV.

"The attitude of this station serves only to foster distrust, hatred, and even violence in the black community," the leaders contended. "In light of the substantial and material question of fact as to whether a renewal would serve the public interest, the commission must fully investigate these charges and/or hold a hearing on them. . . ."

H. Ray McGuire, general manager of WALA-TV, said the station would make no comment on the complaints at the present time.

Challenged at home, WPIX ducks expansion

WPIX Inc. has canceled its plans to build and operate a UHF television station in Buffalo, N.Y., because of "the uncertainty of the times," according to President Fred M. Thrower.

WPIX had contracted to buy a channel-49 permit in Buffalo from Beta Television Corp. in September 1968. Under the terms of the agreement either party could withdraw at the end of one year. After the agreement lapsed in September 1969, both parties engaged in sporadic negotiations until last week, when WPIX informed the FCC it was withdrawing its application for the transfer.

A spokesman for Beta last week said a deal was now working for a "nationally known licensee" to acquire the permit. He declined to elaborate.

A WPIX spokesman said the company decided to withdraw its application for the permit because of the general decline in spot-TV business, the softening in the economy as a whole and the difficulties that new UHF operations have experienced in the past year. He said WPIX will continue to examine the UHF field and, if conditions improve, may buy a station.

The license-renewal application of WPIX(TV) New York is the subject of a comparative proceeding before the FCC. Forum Communications Inc. has challenged the station's renewal application. An evidentiary hearing is scheduled to begin in New York July 20.

In addition to the television station, WPIX Inc. owns WPIX-FM New York and has a wholly-owned subsidiary, Connecticut Broadcasting Co., which operates WDJZ(AM) Bridgeport, Conn.

More comments urge FCC primer changes

Final comments received by the FCC last week on its proposed community-survey primer found the question-and-answer document helpful but in need of alterations.

The 38-question primer was drafted late last year with the aid of a Federal Communications Bar Association committee. It is aimed at clarifying requirements of broadcast applicants in ascertaining community needs.

ABC said the primer "in concept" was a helpful and useful document whose adoption should be pursued with dispatch. However, ABC urged the commission to make a distinction between renewal applicants and those applicants seeking new stations, assignments, transfers or major changes in license facilities.

While a renewal applicant should be required to outline the steps it takes to keep abreast of community needs and interests, ABC said, it should not have to follow "rote" ascertainment procedures which it said are largely futile and may be used by "marginal" licensees "as a means of avoiding responsible performances during the entire license period."

FCC Commissioner Kenneth A. Cox has suggested that instead of requiring renewal applicants to file the community surveys, such applicants should submit to the commission a list of the most important issues facing their communities and the programing they have developed to deal with them.

In reply comments, CBS also questioned whether renewal applicants, especially those in large metropolitan areas, should have to "conduct such a burdensome and sterile exercise every three years."

Cosmos Broadcasting Corp. and Turner Broadcasting Corp. told the commission that in light of past confusion over ascertainment requirements, clarification should be "liberally granted." The licensees urged the commission to differentiate between different types of applicants, and Turner asked that the commission apply "a rule of reason in which technical compliance with survey requirements is judged in the light of the facts of each case . . . prospectively as well as retroactively."

The Georgetown University Law Center Task Force on the Mass Media said earlier comments on the primer (BROADCASTING, February 2, 9) "reveal to us what appears to be an alarming unawareness of, willful intention to, or even deliberate subversion of the underlying purposes of the ascertainment procedures" (see page 38).

Calling on the commission to further emphasize the importance of the ascertainment procedure, the group urged that the surveys submitted by incumbent licensees and challengers in comparative proceedings be considered as crucial in determining who should be awarded the contested license.

ChangingHands

Announced:

The following sale was reported last week and will be subject to FCC approval:

- WTBO(AM) and WKGO(FM) Cumberland, Md.: Sold by Arthur W. German to Joe Garagiola for $370,000. Mr. Garagiola is a regular on NBC-TV's *Today* show and does sports programs for NBC. WTBO(AM) is full time on 1450 kc with 1 kw day and 250 w night. WKGO(FM) is on 106.1 mc with 4 kw and an antenna height of 1,403 feet above average terrain. Broker: Blackburn & Co.

Approved:

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

- WUNO(AM) Rio Piedras, P. R.: Sold by W. M. and Hope Carpenter and William and Ramon Antonio de la Cruz to Mooney Broadcasting Corp. for $1,642,000. Sellers retain WSTX(AM) Christensted, St. Croix, Virgin Islands. George P. Mooney is president and 28% owner of publicly held Mooney Broadcasting, which owns WMAK(AM) Nashville, WKGN(AM) Knoxville, both Tennessee; WBSR(AM) Pensacola, Fla., and is buying WPDQ(AM) Jacksonville, Fa., subject to FCC approval. WUNO is full time on 1320 kc with 5 kw day and 1 kw night. Vote was 3-to-1 with Commissioner Robert T. Bartley dissenting, Commissioner Kenneth A. Cox abstaining and Commissioners H. Rex Lee and Nicholas Johnson absent.
- WMBA(AM) Ambridge, Pa.: Sold by Joseph L. and Kenneth F. McGuire to John W. Bride and others for $200,000. Messrs. McGuire own WLSH(AM) Lansford and WPAM(AM) Pottsville, both Pennsylvania. Mr. Bride, a former FCC attorney, is account executive for WEDO(AM) McKeesport, Pa., and has interest in WJAB(AM) Westbrook, Me. WMBA is a daytimer on 1460 kc with 500 w.

Cable television:

- Canton township, Ohio: Stark CATV Inc., sold by Brush-Moore Newspapers to Lamb Communications Inc. for more than $750,000. System, which serves North Canton, Plain, Perry, Jackson, has 4,000 subscribers. Lamb Communications operates CATV systems in Flint, Hillsdale and Jonesville, all Michigan. With the acquisition of the Canton township cable system, Lamb Communications now serves 10,000 subscribers. Lamb Communications also owns WICU-TV (ch. 12). Erie, Pa.
- Commerce, Tex.: TV Cable Co. sold by Charles Reynolds and associates to H&B American Corp., multiple CATV owner. TV Cable Co. owns three cable systems, Commerce, Honey Grove and Cooper, all Texas, and serves about 2,000 subscribers. Mr. Reynolds is remaining as resident manager. H&B now operates 75 cable systems, serving approximately 274,000 subscribers in 23 states and two Canadian provinces. Merger of H&B and Teleprompter Corp., also multiple CATV owner, has been approved by the boards of both firms and will be voted on by H&B and Teleprompter stockholders at annual meetings in mid-May.

Multimedia owner backed on new FM

Examiner finds acquisition in Montana would not cause overconcentration

Lee Enterprises Inc. has been able to persuade an FCC hearing examiner of what it could not persuade the commission—that its acquisition of an FM channel in Billings, Mont., would not give Lee an undue concentration of media control.

The commission, noting that Lee owned the only newspaper in Billings and four others in the state, and held interests in 11 others as well as in 12 radio and television stations in the Midwest, last year set Lee's application for the FM construction permit for hearing on a concentration issue (BROADCASTING, April 7, 1969).

Last week, Hearing Examiner James F. Tierney, in his initial decision, recommended the grant. He said it would not result in an undue concentration of control; in fact, he said it might be contended "that an additional voice of public import would be entering the community on favorable grant of the . . . application."

A critical factor in the examiner's decision was the presence of nine radio and television stations in Billings. Even a joint operation of the Lee newspaper and proposed FM, the examiner said, would not affect the competitive positions of the other media or diminish the media sources available to the public.

Furthermore, he said, the evidence demonstrates that Lee has "realistically endeavored" to maintain the autonomy and independence of its broadcast stations and newspapers. "Of particular note," he added, "Lee Enterprises has adduced persuasive evidence that the proposed FM facility will operate and act independently of the local Lee newspaper."

He also said that although Lee holds broadcast interests in several states, its over-all maximum audience is small. The stations are WTAD-AM-FM Quincy and WMDR(FM) Moline, both Illinois; KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; KHQA-TV Hannibal, Mo.-Quincy, Ill.; KFAB-AM-FM Omaha; and WKBH-AM and WKBT-TV LaCrosse, Wis.

He also found that Lee's newspaper interests provided no cause for concern in terms of the concentration issue. He noted the newspapers' national audience is 433,000.

And in Montana, where Lee has no broadcast facilities, its newspapers compete with 10 television stations, nine FM's and 41 AM's, as well as six daily newspapers and 27 monthly or weekly periodicals operating or circulating in the state.

Thus, even though Lee's newspapers account for approximately 60% of the total daily newspaper circulation in the state, the examiner said, "that fact in itself does not compel a determination of unreasonable concentration of control of the public media."

FCC won't let NCTA go 'fishing'

Commission says proposed fees are based on cost of regulating CATV's

The FCC last week turned down a second attempt by National Cable Television Association to inspect documents that allegedly are the basis for the commission's proposed schedule of fees for applicants and licensees. Deadline for comments in the rulemaking proceeding is April 20.

The commission refused to review its earlier denial stating that "the petition does not present any considerations which would in our opinion justify the requested review." The commission added that NCTA's petition is not a request for disclosure of a type considered by the Public Information Act of 1966 or by the commission's public-information rules.

The commission said NCTA's petition is in the nature "of a fishing expedition" since the notice proposing a new fee schedule reflects no reliance on, and makes no reference to, any particular document or data.

On March 2, NCTA requested to see the annual and inventory reports of all user charges of the commission and the commission's budgetary requests for fiscal 1969, 1970 and 1971. The commission denied NCTA's request on March 25 and told NCTA it should request such information from the Bureau of the Budget.

NCTA also asked the commission for permission to inspect the documents used in determining "the direct and indirect cost to the government" and the "value to the recipient of the privileges granted as set forth in the proposed schedule of fees." The commission said the cost to the government was issued in a supplemental notice March 4, and added that it could not reasonably provide information as to the "value to the recipient." The commission said it could not afford the manpower needed to identify and assemble the vast numbers of confidential financial statements, staff memoranda and various trade publications upon which it relied in basing its decision of value to the recipient.

The commission said it had explained in the supplemental notice that a proposed schedule of fees had been derived for CATV systems which, on the whole, "would return a sum equal to the aggregate operating costs of the commission in regulating the systems." The commission said the costs of CATV regulation would be equally distributed among the systems by assessing each system with over 200 subscribers an annual fee of 30 cents per subscriber. The commission added the derivation of the proposed CATV fee schedule "follows an uncomplicated logic."

Data on CATV permits is due

The FCC, lacking information regarding the location and ownership of outstanding CATV franchises for systems not yet in operation, has ordered all such franchised CATV systems to file a copy of their permits by July 15. The commission said this lack of information may impede it in formulating future policies for cable use. The order specifies that both non-operational exclusive and nonexclusive franchises, ordinances, permits or licenses granted by municipal or state authorities for construction and operation of CATV systems "or use of public streets and ways in connection therewith" must be filed in the *Federal Register*.

Congress is requested to block FCC fee hikes

Grass-roots moves have been begun to back the National Association of Broadcasters in its efforts to persuade Congress to restrain the FCC from adopting its proposed new fee schedule for broadcasters (BROADCASTING, Feb. 23).

The Georgia Association of Broad-

Local franchises are challenged

Municipal cable revenue is in jeopardy as result of appellate court action

A 20-year-old cable-TV practice of sharing revenues with local communities has been held to be unconstitutional and CATV operators don't know whether to laugh or cry.

CATV industry spokesmen noted that on the one hand the decision, if upheld by the U. S. Supreme Court, would result in substantial increases in income for cable systems. On the other hand, it was pointed out, the thrust of the decision places the FCC in a dominant position in CATV regulation.

The decision that payment of percentages of gross income to local franchising authorities is illegal came late last month from the U. S. Court of Appeals for the Sixth Circuit. It not only held that the ordinances enacted by Sandusky and Fremont, both Ohio, are illegal, but also that they are vague.

Both Ohio cities had appealed from a 1968 ruling by U. S. District Judge Don J. Young that the Sandusky ordinance, which required a 3% on gross revenues payment, and the Fremont ordinance, which invited bids on payments, were discriminatory. Judge Young held that they imposed payment on the user of existing facilities. He also mentioned that there might be a question of constitutionality (BROADCASTING, Jan. 13, 1969).

The lawsuit was originated by Greater Sandusky Inc. and Greater Fremont Inc., both subsidiaries of Wonderland Ventures Inc., which arranged with Ohio Bell Telephone Co. to furnish CATV circuits for both cities. Wonderland Ventures Inc. is owned by Lamb Communications Inc., a multiple CATV owner, and owner of WICU-TV (ch. 12) Erie, Pa.

Chief Judge Harry Phillips, writing the unanimous appeals-court decision, held that the CATV ordinances were invalid because (1) "they impose a gross receipts tax upon proceeds from interstate commerce in violation of the commerce clause of the Constitution . . ." and (2) "because they do not contain definite standards for regulation and administration." Joining Judge Phillips were Circuit Judge John W. Peck and U.S. District Judge Frank W. Wilson, sitting by designation.

Although Sandusky and Fremont officials could not say definitely that they would ask the U. S. Supreme Court to review the decision, it is virtually considered a certainty since the case is viewed as landmark litigation.

Virtually all of the 2,500 CATV systems pay annual gross receipts taxes to the communities in which they operate. These range from 3% to 5%, but in some instances the tax is even higher.

casters has received answers this month from half of its congressional delegation indicating interest in broadcasters' complaints that the proposed fees are exorbitant. The congressmen have said they will pay close attention to the proposal. The GAB's annual congressional luncheon with the delegation is set April 29.

A delegation of the Pennsylvania Association of Broadcasters met with its congressional representatives last Wednesday and pursued the issue with them. Earlier this year (BROADCASTING, March 16), South Carolina broadcasters met with their delegation and received assurances the issue would be watched closely.

FCC Chairman Dean Burch told the House Appropriations Subcommittee at FCC appropriations hearings that he would pay attention to broadcasters' complaints that they would be assessed a disproportionate share of the proposed fees (BROADCASTING, April 13).

Last June the appropriations subcommittee issued a report in which it said that the commission should revise its fee schedule "with the objective of assuring that the commission's activities are more nearly self-sustaining" (BROADCASTING, Feb. 23).

Vincent T. Wasilewski, NAB president, sharply criticized the proposed increases as being "of intimidating proportions," (BROADCASTING, March 2) and at the Chicago convention of the NAB a resolution urging Congress to provide the FCC with guidance "as to fair and equitable treatment of broadcasters" was approved (BROADCASTING, April 16).

Broadcast Preceptors awards go to 13

San Francisco State College named seven broadcasters and six writers as Broadcast Preceptors at the 20th annual Broadcast Industry Conference in San Francisco last Friday (April 17). Those honored are as follows:

Charles P. Ginsberg and Charles E. Anderson, Ampex Corp., Redwood City, Calif., for work in the development of the first practical Videotape recorder; Bill Leonard, producer-writer, WRC-TV Washington, honored for documentary television; Ben Hoberman, general manager of KABC-AM-FM Los Angeles, for "innovative leadership in radio and a high commitment to community involvement"; Herbert Mitgang of the *New York Times* editorial board for his discussion of broadcasting problems; Edwin Newman, WNBC-TV New York, cited for his work as a critic-at-large; Aline Saarinen, WNBC-TV New York, honored for the "high quality and new dimensions" in her program, *For Women Only;* Joseph Varholy, station manager of WKYC-TV Cleveland, cited for public-service programing related to the "new generation" and minority groups.

In the literature of the media category, five works were cited: *Language of Communication* by George Gorden; *Technique of Film and Television Make-up* by Vincent J-R. Kehoe; *Focal Encyclopedia of Film and Television Technique* edited by Raymond Spottiswood; *Development of Educational Broadcasting in Japan* by Mitoji Nishimoto, and *Television News: Anatomy and Process* by Maury Green.

IRTS is the host for college conference

Representatives of sports, noncommercial television and the FCC were the featured speakers at the International Radio and Television Society college conference in New York last week.

Howard Cosell, director of ABC Sports, spoke extemporaneously to the 300 students between panel sessions on television and radio on Thursday (April 16), and John W. Macy Jr., president of the Corp. for Public Broadcasting, was to outline the future of the noncommercial broadcasting field Friday. FCC Commissioner Robert E. Lee was scheduled as the dinner speaker Friday (see page 51).

Other sessions at the three-day conference (April 16-18) covered research, publicity and promotion, advertising, CATV, UHF, FM, satellites, and the role of minorities in broadcasting.

Co-chairman of the conference were James F. O'Grady Jr., vice president and general manager, RKO Radio Representatives, and John A. Serrao, president of United Artists Television. Communication consultant Bert Cowlan was program chairman.

Magnuson to address state presidents meeting

The 15th annual meeting of the presidents of state broadcasters associations, sponsored by the National Association of Broadcasters, will be held April 29-May 1 in Washington's Statler Hilton hotel. Principal speaker at a luncheon April 30 will be Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

The conference largely will be devoted to working informative sessions and discussions of broadcaster and association problems. Last week Alvin M. King, NAB director of station relations, said reservations had been confirmed for delegates from each of the 50 states and the Commonwealth of Puerto Rico.

One of the highlights of the meetings will be the presentation by Senator Magnuson of the Goodwill Industries of America plaque to broadcasters for "exceptional service to the handicapped." Senator Magnuson is a member of the Goodwill national board of directors. Vincent T. Wasilewski, president of NAB, will accept the plaque for broadcasters. The award is being given as part of the 50th anniversary celebration of broadcasting.

AP building bridge for generation gap

Creation of a department, "The New Establishment," is to be announced today (Monday) by the board of directors of the Associated Press at the annual AP meeting in New York.

The department consists of five young women, all in their 20's, and a young man, 30, who, AP officials report, "will tell contemporary America about itself and will provide a bridge between the two sides of the generation gap."

The addition of 97 stations in 1969, for a total of 3,221 radio and TV stations receiving the AP broadcast wire, was announced. The wire, it was noted, was speeded up during 1969, providing 10% more copy than before.

Scheduled speaker for the AP's annual luncheon today is Secretary of Defense Melvin R. Laird. Expected to join Mr. Laird as guests were Vincent T. Wasilewski, president, National Association of Broadcasters, and Tom Powell, WDAU-TV Scranton, Pa., who is president of the AP Radio-TV Association.

Media notes:

Educating nations ▪ The Educational Foundation of American Women in Radio and Television Inc., Washington, last week received an Institute of International Education Reader's Digest Foundation award for distinguished service in international education. Also honored at the award dinner at IIE's New York headquarters were William Benton—former president of Benton & Bowles, "businessman, educator and statesman"—and 3M Co., St. Paul. Citations were accepted by Mr. Benton, Mimi Hoffmeir, chairman of the board of trustees for the women's radio-TV foundation, and Bert S. Cross, board chairman and chief executive officer for 3M.

CATV placement services added ▪ Broadcast Personnel Agency, New York, which has been functioning for almost nine years as an employment service for stations and networks, reported last week it is expanding into the CATV field. Sherlee Barish, director of BPA, said she has been receiving inquiries from CATV systems in recent months seeking qualified broadcasting personnel for management posts.

We put junk on TV. And won an award for it

Our pictorialized editorial on Salt Lake City's junk car and garbage problem, "Junk Alley", just won us a Sigma Delta Chi award for Distinguished Service in Journalism. This October 18th segment of our weekly prime-time half-hour news special Camera Four was written and produced by Ed Yeates.

It's not the first time Camera Four has been honored since it began a regular schedule last August 23rd. Last year, it was awarded the American Legion Auxiliary Golden Mike award given in Atlanta as "America's Best Television Program Series in the Interest of Youth."

Executive producer Sandy Gilmour, Director of Photography Gene Halford and KCPX Television News Director Roy Gibson are happy about all the awards they've been getting. But they're much happier about a cleaner Salt Lake City.

4
KCPX
TELEVISION
Salt Lake City, Utah
Represented nationally
METRO TV SALES

Haiti invasion query goes public

The basic facts in the case are not argued; House group sees footage that was never aired

The doors finally opened last week on the House Investigations Subcommittee's probe of CBS's role in an abortive attempt to invade Haiti. The public forum gave CBS officials an opportunity to deny under oath that the network "encouraged" or "financed" an invasion scheme—and it gave the subcommittee members an opportunity to demonstrate their outrage at what they regard as new evidence of irresponsibility on the part of a broadcast news operation.

The hearing, which came after nearly a year of closed-door inquiry, left several questions unresolved—notably the question of the government's real attitude toward the plot. The basic facts, however, are not now in dispute. They are as follows:

As early as 1964, CBS News began inquiries into reports that guns were being smuggled out of the United States. It was not until 1966 that this interest jelled into definite plans to do a broadcast. CBS producer Jay McMullen was approached by a freelance writer, Andrew St. George, who had enough hard information to warrant going ahead with the project.

It turned out that the weapons were being smuggled into Haiti and the Dominican Republic, in preparation for a possible invasion of Haiti—launched by the underground in that country and supported by exiles living in the United States. Before long, Mr. McMullen found himself in Florida filming the training of men for an armed landing in Haiti.

Meanwhile, CBS was developing reservations about the project. There were fears that the exiles were able to keep up their plans for an invasion primarily because CBS was behind them. Nevertheless, the filming continued through November. During this time, the CBS business department was instructed to accept without question all bills relating to the Haitian plot, in order to keep specific knowledge of the project limited to a small group. Ultimately, the CBS bill for the project was in the neighborhood of $170,000.

The network dropped the story in December. In a memorandum, CBS News Vice President Bill Leonard said: "I do not want to broadcast the Haiti film." He described the plot as "the non-adventures of a ragtag crew, next to which Duvalier looks good, a gang flouting U. S. law to no purpose."

The leaders of the invasion plot were arrested in Florida on Jan. 2, 1967, and subsequently convicted. The conviction became final earlier this month when the Supreme Court declined to review the case.

This is the skeletal version of the case. But when CBS's Bill Leonard and executive producer Perry Wolff testified before the subcommittee last week, it was apparent that much remains in dispute. For example:

What was the government's position? Representative John E. Moss (D-Calif.) strongly rejected the idea that the government could sanction so "amateurish" a group as the Haitians. Subcommittee counsel Daniel Manelli said the government obviously could not have approved, since it prosecuted the leaders for violation of the Neutrality Act and the Munitions Control Act. And, of course, official relations between the U. S. and Haiti are cordial. Yet Jay McMullen, who was present last week but did not testify, told reporters after the hearing that none of the several government agencies that were aware of the exiles' activities explicitly disapproved of the CBS role. He also claimed that customs authorities asked CBS to remain on the case in September 1966, when the network was thinking of getting out, because news coverage could help reveal whether the entire plot was a hoax. Also, Mr. McMullen said, Central Intelligence Agency officials in Miami confirmed that one of the principals in the plot was under contract to them.

Did CBS encourage a violation of law that might otherwise not have taken place? Represenative Moss insisted that

Messrs. Leonard (l.) and Wolff

Representative Staggers

"this apparently wasn't something that was going to take place without an infusion of money." And, it was acknowledged, CBS allowed money to go directly into the hands of several exiles. The extent to which this might have constituted actual support of an otherwise doomed plot has not been resolved.

Was this, in effect, a "staged" event? Subcommittee members said that several sequences of the unbroadcast film were staged. Bill Leonard amended that: He said the sequences were staged "for our benefit and without our knowledge," citing Mr. McMullen as the authority for that comment. (After the hearing, Mr. McMullen elaborated: He said Andrew St. George had ordered some staged sequences, and was promptly fired when Mr. McMullen found out.) Looking at the question of staging on a broader level, subcommittee counsel Manelli said CBS could not call its film genuine and spontaneous when it paid individuals for permission to film them in the process of violating a law.

But, as Mr. Leonard and Mr. Wolff pointed out again and again, the film was never broadcast. The material CBS did collect was shown in the hearing room last week. It followed exile leaders from the Northeast U.S. to Florida, where they were shown recruiting, training, and moving guns. More than once, the filmed interviews brought forth the statement that the exiles hoped to kill Haitian leader Duvalier, and that the U. S. government would not disapprove —"especially if we have success."

The subcommittee's reaction was best summarized by Representative Torbert Macdonald (D-Mass.), who commented that he has "been outraged about this thing for a number of months"—and, he said, the clincher came when the CBS reporter asked an exile whether, to his knowledge, it was true that the U. S. government did not disapprove of the invasion. "If that isn't the height of irresponsibility," Mr. Macdonald said. "I don't know what is. . . . So, after $150,000, this didn't go on the air. That's the one good thing that came out of this fiasco."

Another side of the story was contained in CBS memoranda written during the project. One, from Mr. Leonard to CBS News President Richard Salant, said that despite the cost of the plan, there might be a change of government in Haiti, and "if we are the exclusive means by which the American public learns of this change," the cost would be well worth it. Another memo, from Mr. Wolff, called the plot "the first nonfiction TV spy story I have ever run across, and I urge you to view it in that light."

Whether the subcommittee will hold further hearings was uncertain as of late last week. Whether it will produce a recommendation that networks be licensed and regulated—as Representative Paul Rogers (D-Fla.) suggested during the hearing—can only be guessed at. There are still too many loose ends.

FCC targeted on prime-time rule

Commission denies NBC conference request; approval of limits indicated; details cloudy

The FCC has decided on an act-now, talk-later approach to its proposed rule to limit network domination of prime-time programing.

The commission last week decided against granting NBC's request for one or a series of administrative conferences involving interested parties and the commission, in advance of commission action in the 11-year-old proceeding (BROADCASTING, April 13).

However, officials indicated that a conference at some point following commission action on the proposal—which is expected to be adopted—is possible. The commission will discuss the request in its order closing the proceeding.

The commission is scheduled to consider the matter this week, but there is some question as to whether it will act, even though there is considerable sentiment for concluding the 11-year-old proceeding. Two commissioners will be absent—H. Rex Lee, who favors it, and Robert Wells, who opposes it.

In addition, the staff's draft of the order was only completed last week, and there remained differences among the commissioners and some staff members on important details. One official said it was risky attempting to predict when the FCC would act, or what the final shape of the rule would be.

But basically, the proposal, designed to open up as much as one hour of prime time to independent producers and local programing in major markets, would prohibit stations in the top-50 markets served by three or more stations from carrying more than three hours of network programing between 7 and 11 p.m.

It would also ban networks from domestic syndication, permit them to syndicate abroad only those programs they produce themselves, and prohibit them from acquiring any subsidiary rights in independently produced programs.

The proposal seems sure of adoption by a vote of 5-to-2, with Chairman Dean Burch joining Commissioner Wells in dissent.

NBC, in a letter from its executive vice president, David C. Adams, requested the administrative conferences as a means of enabling the networks, affiliated stations, and program producers to explain the proposed rule's likely impact on them, and provide updated information.

Some of the commissioners—Chairman Burch and Kenneth A. Cox, among them—were sympathetic to the proposal. However, others felt they had accumulated enough information in the long proceeding.

There was also a question as to the legality of granting NBC's request without opening the conference to anyone interested in participating—in effect, conducting a rerun of the oral argument the commission held in the proceeding last July. If the commission holds a post-order conference, it presumably will be opened to all interested parties.

The NBC request was opposed by John Lane, counsel for Westinghouse Broadcasting Co., whose proposal forms the basis of the rule the commission is considering. In a letter to Chairman Burch last week, he said enough time has been devoted to the hearing, that material in the file has been updated —and that the time for comment has passed.

The questions remaining to be resolved about the proposed rule could affect its impact. There is some sentiment for excluding regularly scheduled newscasts from the three-hour limit; and some affiliates carry half-hour network-news feeds at 7 p.m. EST. However, indications last week were that newscasts would not be exempt.

Officials indicated that there may be four votes for excluding documentaries. But another point of dispute is whether to exclude political broadcasts that are subject to the equal-time law.

Exemptions included in early drafts of the rule and likely to be incorporated into the final rule apply to special news programs and on the spot coverage of news events, as well as live coverage of sports events beginning at least a half hour before prime time.

(ABC's plans to carry National Football League games on Monday nights apparently will not be adversely affected by the limitation on the kind of live sports to be exempted. ABC will carry the games beginning at 9 p.m., which would afford the network another hour of prime time in which to transmit programing. On the West Coast, where the games are to be carried live, from 6 p.m. to about 9 p.m., it plans to feed programing at 9 p.m. that was seen in the East before the football game.)

As one FCC source put it, "There are five different views on these and other matters. It's still wide open."

As the commission approaches the wire in the long-pending proceeding its members are being subjected to considerable pressure from small-market affiliates. Beginning at the National Association of Broadcasters convention in Chicago, where they buttonholed commissioners individually, and continuing by mail to the commissioners' offices in Washington, they have been expressing concern over the impact on them if networks, in response to the rule, reduce programing.

Dale G. Moore, KGVO-TV Missoula, Mont., chairman of the NAB's secondary-market television committee, has expressed the concern formally, in a letter to Chairman Burch asking the commission to defer action on the rule until it holds an "en banc hearing" in which the stations could state their views. He cited the loss of network compensation as well as programing the small-market affiliates would suffer.

Some commission officials suggest that it might not be in the networks' own best interest to cite the problems of the small-market station in opposing the proposed rule. For if the commission is convinced the rule would hurt such a station, they say, it might adopt further rules designed to discourage networks from reducing their programing.

One noted that the commission had been considering such a proposal. It would have limited to two and a half hours the amount of prime-time programing a major-market affiliate could take from a network that had reduced its programing to three hours. However, there is, reportedly, some question within the commission as to the legality of such a provision.

Besides the possible problem facing small-market stations, commissioners are keenly aware of the networks' contention that the syndicators would not be able to provide enough quality entertainment programing to fill the gap.

Some commissioners, however, feel that the commission would have time to "turn around" if it appeared that the necessary programing would not be produced. They note that the proposed rule is not to become effective until Sept. 1, 1971.

However, network officials say they need 18 months lead time to prepare for a new season. One pointed out that writers are now at work on some programs scheduled to start in September 1971.

CATV's plan Chicago programing powwow

NCTA conference will hear Whitehead on satellites and panel on advertising

Cable TV operators, preparing to originate programs under FCC order, are hoping to get some ideas at a programing conference sponsored by the National Cable Television Association in Chicago April 30-May 1.

Highlight of the conference is expected to be the banquet speech by Dr. Clay T. Whitehead, a White House adviser who was chairman of the White House committee that considered national policy on a domestic-satellite system. Although his topic is not specifically programing, he is expected to relate satellite communications to program diversity, including the economics of transmission. Last month the FCC invited applications for domestic-satellite systems and one is expected to be filed by Teleprompter Corp., a multiple CATV owner (BROADCASTING, March 30).

The FCC ordered CATV systems with 3,500 or more subscribers to begin originating programs by Jan. 1 of next year. The commission also approved the sale of advertising to underwrite this activity, in its announcement last year (BROADCASTING, Oct. 27, 1969).

Another highlight of the two-day conference will be a panel on CATV advertising. Panelists will be X. W. Mitchell, Ottawa, Ill.; James Trent, Peru, Ill., and Robert Shannon, Glendale, Calif. Moderator will be Greg Liptak, LVO Cable.

The conference opens with a talk on film programing by Barry Stigers, Athena Communications.

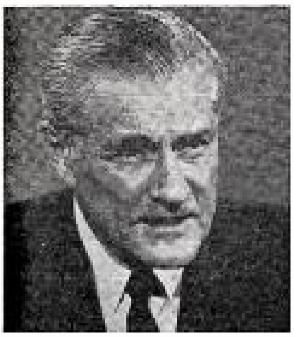
More than 20 program firms have signed to participate in the conference; each will make presentations, as well as exhibit wares.

Thomas E. Wilson, NCTA public-relations department, is in charge of the conference.

Mr. Wallace

Mr. Salant

Mr. Rather



Mr. Sevareid

Mr. Cronkite

Mr. Kalb

CBS supports subpoena protection

Salant backs favorable legislation; TV newsmen complain of intimidation

CBS News President Richard S. Salant has written to Representative Richard L. Ottinger (D-N.Y.) and Senator Thomas J. McIntyre (D-N.H.) expressing support of their pending bills to protect newsmen from government seizures of confidential information or names of sources.

Mr. Salant said the government's recent use of subpoena power, which led to the introduction of the two bills, "poses profound and troubling questions not for the news media alone, but in terms of the public interest which the First Amendment is intended to serve."

Mr. Salant's remarks accord with those filed earlier by five CBS newsmen in an April 3 hearing on whether a *New York Times* reporter should be required to reveal confidential news sources (BROADCASTING, April 6). The CBS newsmen contended that the government's subpoena power would—and the threat of it already has—seriously compromised or intimidated those sources who request confidentiality.

The Ottinger-McIntyre bills seek to prevent this breach of trust between news source and newsmen. The pending legislation would prohibit governmental bodies from requiring newsmen to disclose confidential information or sources, except in certain cases where foreign aggression, grand jury proceedings or prevention of libel may be involved. Representative Ottinger was the original architect of the bill (BROADCASTING, March 2, 9).

Mr. Salant said in his letter that he would "welcome the opportunity to testify" in support of the bills. No hearings have yet been scheduled.

The CBS News president acknowledged that newsmen should not "be above the law." He added: "We are responsible citizens and we do want to assist in the administration of justice. But we believe it to be of fundamental importance to our society that freedom of the press be maintained against abridgement. . . ."

The importance of protecting news sources was underscored by the five CBS newsmen. The affidavits were submitted by Walter Cronkite, Eric Sevareid, Mike Wallace, Dan Rather and Marvin Kalb. They were attached to a CBS amicus curiae memorandum filed in the *Times* case.

Following are excerpts from the affidavits:

Mr. Cronkite wrote: "In doing my work, I . . . depend constantly on information, ideas, leads and opinions received in confidence. Such material is essential in digging out newsworthy facts and, equally important, in assessing the importance and analyzing the significance of public events. Without such materials, I would be able to do little more than broadcast press releases and public statements. . . .

"The material that I obtain in privacy and on a confidential basis is given to me on that basis because my news sources have learned to trust me and can confide in me without fear of exposure. In nearly every case, their position, perhaps their very job or career, would be in jeopardy if this were not the case."

Mr. Sevareid, who called himself "national correspondent for CBS News, engaged chiefly in broadcast commentary," commented in his affidavit: "In the course of this work . . . I regularly talk with government officials, former officials, military people and a wide spectrum of others who possess special information or expertise on public issues.

"A great deal of this talk is of the 'off the record' or 'not for attribution' kind. It is for my own information. Many people feel free to discuss sensitive matters with me in the knowledge that I can use it with no necessity of attributing it to anyone. . . . Should a widespread impression develop that my information or notes on these conversations is subject to claim by government investigators, this traditional relationship, essential to my kind of work, would be most seriously jeopardized. I would be less well-informed, myself, and of less use to the general public as an interpreter or analyst of public affairs."

Mr. Wallace noted that he is a "staff correspondent for CBS News." "In my experience in investigative news gathering," Mr. Wallace stated, "the ability to establish and maintain the confidence of people who may be willing to suggest leads and divulge facts and background information to me has been essential. If such people believed that I might, voluntarily or involuntarily, betray their trust by disclosing my sources or their private communications to me, my usefulness as a reporter would be seriously diminished."

Mr. Wallace cited several stories he reported and the role such confidential sources played. Among them was a *60 Minutes* exposé on the Pentagon cost overrun on the Mark-48 Torpedo. Mr. Wallace noted: "Some of the most important and revealing information that we obtained came in confidence from subcontractors, suppliers and men employed by government agencies."

He also observed that "the State Department and other departments and agencies of the government frequently conduct background conferences at which information and opinions are presented, but not for publication. Frequently, such views are in conflict with present public positions or policies of the government. Access to such information . . . provides the reporter with the ability to interpret information from other sources, anticipate changes of policy and analyze developments. . . ."

Mr. Wallace also recalled his "nonpublic conversations" with candidate

Richard M. Nixon and advisers in 1968, noting, "although it was seldom explicitly stated, it was understood that some of what was said on those occasions was not for publication. . . . If I were now forced to reveal such confidential information," Mr. Wallace continued, "I would never again count on the cooperation of those people or anyone else. In my opinion the public would be the loser in the long run."

Mr. Rather, White House correspondent for CBS News, noted that "in order to understand the facts, reporters must constantly appraise the accuracy and meaning of words and the significance of deeds. In that effort, reporters require a background of confidential judgments and observations obtainable only in privacy and in trust. . . . In recent weeks, a long-time friend and news source, who has dealt in confidence with me for more than a dozen years, has declined to do so. He has, on many occasions in the past, been responsible for truths, otherwise unobtainable, appearing in my reporting on civil rights, government and politics. This decent, honest citizen, who cares deeply about his country, has now told me that he fears that pressure from the government, enforced by the courts, may lead to violations of confidence, and he is therefore unwilling to continue to communicate with me on the basis of trust which formerly existed between us. . . .

"This incident is representative of the loss that reporters and those who depend upon them for truth will suffer if reporters can be forced to disclose confidential communications and private sources. The very possibility of such forced disclosure is, in my experience, sufficient to foreclose important channels of communication."

Mr. Kalb, diplomatic correspondent for CBS News, said that "in the course of reporting on diplomatic affairs, I depend extensively on information which comes to me in confidence from sources whose anonymity must be maintained. Diplomacy is conducted as a private business. In my experience, diplomats detest publicity."

Citing the case of a foreign ambassador slipping out of the State Department to avoid commenting on his meeting with Secretary of State William P. Rogers, Mr. Kalb commented: "The information about that meeting, and many others, has to come from private talks with American and foreign officials, not one of whom would allow himself to be quoted or in any way identified with the news report.

"Privacy and discretion are the very essence of my work as a reporter. If my sources were to learn that their private talks with me could become public, they would stop talking to me, and the job of diplomatic reporting could not be done."

Caldwell filings offered

Papers filed in the case of *New York Times* reporter Earl Caldwell, and the *Times* before a federal grand jury in California involving subpoenas for his notes regarding an investigation of the Black Panthers (see page 50) are available to interested parties. The office of the general counsel of *The Times* is reprinting all of the papers, James C. Goodale, general counsel, said last week. The papers include amicus curiae briefs filed by CBS, AP, *Newsweek,* the American Civil Liberties Union and the Reporters' Committee on Freedom of the Press. Also included are transcripts of two cases in which informal rulings were made on the basis of the Caldwell case: Air Transport Association, American Airlines Inc. et al, v. PATCO et al, and People v. Fiedler. Copies may be obtained from Mr. Goodale for the cost of reproduction.

Stanton rebuffs subpoena pressures

CBS will continue to reject all threats of government intimidation, CBS President Frank Stanton promised last week, addressing the annual shareholders meeting in San Francisco (see page 87).

Dr. Stanton decried "the increasing pressures on the news media, television in particular . . . to play a journalistic role more solicitous to the objectives of government than uncompromising in its accounting of government.

"These pressures," he said, "have troubled us deeply, not because we lacked confidence in our ability to throw off threats of intimidation, but because the very idea of stifling a free press is alien to the American tradition of an unobstructed free press. . . . Nothing is more precious to CBS than the sanctity of the First Amendment."

In noting that so much "bad news" is being reported, Dr. Stanton observed, "there is a tendency to blame the reporters for the ill tidings they bring into our homes, a tendency to fault them for reminding us of that which distress us.

"But," he added, "the fact is that tranquility is not the order of the day. Ours is a questioning, searching society. . . ."

Des Moines revisited

Vice President Spiro T. Agnew, who launched his attack on network news operations in a speech in Des Moines, on Nov. 13, 1969, returned there for another speech last week, on April 13. He did not let the anniversary go unnoticed: "Five months to the day have passed since I visited Des Moines to present a few thoughts about network news. It is a pleasure to be back—I enjoy visiting famous battlefields, especially when the outcome of the conflict was decisive and served a useful purpose."

Bob Lee's version of First Amendment

He says it's no escape if a broadcaster plays 'offensive' records

FCC Commissioner Robert E. Lee said in New York last week that the government has the authority, and probably has the incentive, to take punitive action against broadcasters who play "big-beat, top-100" phonograph records that contain "suggestions toward drugs, sex, antiestablishment and antireligion."

Mr. Lee said he was not threatening broadcasters, but "we do control station licenses, and we do hold them responsible for their programing with exceptions which are not involved here."

He made his observations in a speech prepared for delivery last Friday (April 17) at a dinner meeting of a students' conference arranged by the International Radio and Television Society in New York.

Mr. Lee accused some broadcasters of playing records indiscriminately, without auditioning them for offensive lyrics.

"Sex, indecency and profanity are becoming more frequent," Mr. Lee said. "Reviewing the *Cash Box* top 100 for Feb. 14, 1970, 'Rapper' is in 28th place. This relates the story of a man who has 'made up his mind he needs someone to sock it to.'

"Number 65 is 'Something's Burning,' which is four verses of suggestive obscenity and indecency; and number 92 is 'Je T'aime', a French-language record which indicates a further departure from previously taboo radio music subjects. He noted that the Broadway musical "Hair" "glorifies drugs and the human body."

Mr. Lee said that news reports last week indicated that "33% of all first-born children in the United States were illegitimate." He said: "I am not suggesting that music was the cause of this, but it does play a part in the illusion of the acceptability of such conduct."

If broadcasters play such records, said the commissioner, they will invite control from the FCC, Congress or both. And the government has the right

(*Programing continued on page* 83)

A new generation of hardware

At NAB exhibits this year evolution is the theme; array of cameras with improved efficiency is typical

Broadcasters attending the equipment exhibits at the National Association of Broadcasters convention two weeks ago in Chicago had a major job of comparison shopping for TV color cameras —and the exhibitors provided the comparisons.

All of the major camera manufacturers ran complete production shows to highlight their lines and to emphasize major points.

Virtually all cameras featured simplified operating characteristics, lighter weights, greater stability and lower noise levels.

Philips's new PC-100 TV color camera uses digital-control techniques that permit the use of triaxial cable, one-tenth the weight and cost of regular cable. New anti-comet-tail Plumbicon imaging tubes are used in the three-tube camera, overcoming blooming effects in highlighted objects. The camera is said to show completely noise-free pictures at 20 foot-candles, and nearly noiseless pictures below 10 foot-candles. All camera controls are at a seven-inch rack housing. Price of the complete system is $89,850 with deliveries due to begin the last quarter of this year.

Ampex's new Model BC-230 color camera is designed for studio and field use, and is capable of delivering up to 1,000 hours of stable performance under studio conditions. Using modular design and construction for easy maintenance, the camera weighs 77 pounds, uses half-inch cable, and reportedly produces studio-quality pictures with illumination down to 25 foot-candles. Deliveries are expected to begin this summer. The Ampex camera sells for $57,500 with pedestal and supporting electronics.

General Electric's PE-400 solid-state color-TV camera features its "Auto-Trast" control circuit said to reproduce over three times the 40:1 range of a picture, as well as a built-in image enhancer and a new "crispening" circuit. The camera reportedly performs with full-level output at illumination as low as 12.5 foot-candles. It can also be used with standard or new .64-inch cable. Deliveries began this month. The complete camera carries an $80,500 price tag.

Shown by RCA was its TK-44A color-TV camera which, according to the company, has passed the 200 mark since shipments began early last year. The camera includes a built-in contour-enhancing circuit that permits high-frequency details to be amplified without a corresponding increase in noise. It also contains Chromacomp, for adjusting hue and saturation. The camera's sensitivity was shown by exhibiting it with only 15 foot-candles of lighting. It is priced at $78,000.

Featured by Visual Electronics was the firm's VP-3 color-TV studio camera, including new printed circuit yokes mounted in parallel to provide consistent registration. The camera, which weighs less than 90 pounds, is said to perform under a wide range of light levels. It is priced at $60,000.

Commercial Electronics displayed its Model 270 color-TV camera that features extremely low-light-level rendition as well as long-period stable registration once the camera is set up. The CEI camera uses the Westinghouse secondary electron conduction (SEC) tube that was developed for low-light-level use by military and space agencies. The Model 270 has provided good color rendition with an f/4 stop at illumination as low as five foot-candles. Price is $30,000.

Using three Plumbicon tubes, International Video Corp.'s 300-A camera

Ampex's BC-230 color TV camera is the center of this conversation between Ira Singer (l), chief engineer of the New York educational network, State University of New York, Albany, N.Y., and Richard Sirinsky, Ampex national video sales manager.

QRK's consolette is studied by James Mack (l), maintenance engineer, National Education Network, Ann Arbor, Mich. and Vincent Capizzo (c), account executive, WABX(FM) Detroit, with Robert Brugh, manager, QRK-Rek-O-Kut looking on.

James B. Perkins (r), chief engineer for WJW-TV *Cleveland, examines the 1400-7 video production switcher from the Grass Valley Group Inc., while Bob Lynch (l), eastern manager for the company's sales organization, and Jerry Sakai, senior engineer with Grass Valley, outline its features.*

Joseph B. Epperson (l), engineering vice president of Scripps-Howard Broadcasting, looks over RCA's TCR-100 cartridge video-tape machine with A. L. Hammerschmidt, vice president and general manager of RCA's Broadcast Systems Division.

Alma Engineering's 6531-8 video production switcher is described by Robert L. Laughlin (l), president of the firm, to Lowell A. Connor, media specialist, Stephens College, Columbia, Mo.

Robert Bullock (l), consulting engineer, Los Angeles, hears about the features of Gates's BT-55 U, 55-kw UHF television transmitter, from Howard McClure, Gates TV project engineer.

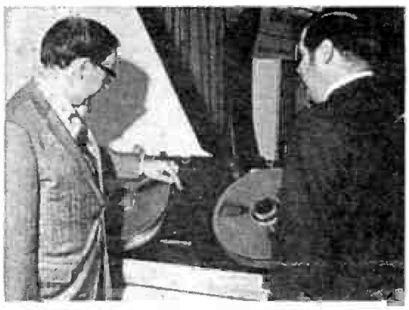
Telemation Inc.'s TSG-3000 sync generator is described by Robert C. Bacon (l), vice president, branch operations, to Bruce F. Miller, manager, New York systems service engineering, CBS-TV.

David Chase (l), program director, WIIC-TV *Pittsburgh, discusses Cohu's 9302 video production switcher with David Wheeler, sales representative of the company.*

Eugene Burger (l), chief engineer, WHIO-TV *Dayton, Ohio, listens while Larry Hansen, Salt Lake City manager, Eimac-Varian, describes the 3 CV, 50-kw amplifier tube.*

Sal Marino (l), general manager of the Rust Corp., shows the company's Autolog automatic transmitter logger to Irwin Knopp, chief engineer, WAKR-TV *Akron, Ohio.*

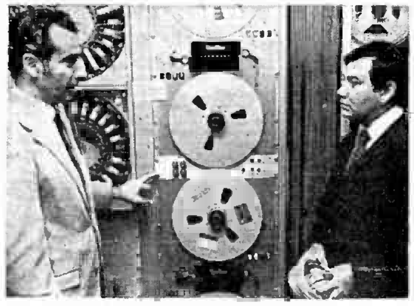
Hal Tingey (l), applications engineer, Westinghouse Electric Corp., tells Lloyd O'Meally, chief engineer, RPC Radio-TV Networks, Panama City, about the firm's power tubes.



William A. Fink (l), of Recortec Inc., tells Paul W. Winter, maintenance supervisor, Office of Educational TV, Toronto, about the firm's video-tape conditioner unit.

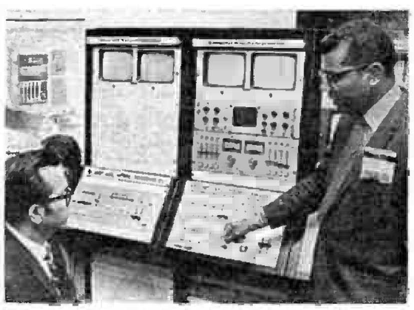
Paul R. Bunker (l), national sales manager, Telex Communications, describes the highlights of the firm's 1320 series headphones, to V. Masera, chief television studio technician, Radio Televizija, Ljubljana, Yugoslavia.

Ross V. Swain (l), president of Emcee Broadcast Products, tells Albert H. Renfro Jr., technical director, Alabama Educational TV Commission, about the firm's 1-kw UHF translator.



David Anthony (l), executive vice president of Tape-Athon Corp., shows the model 5000 automation system to Juan Knobloch, administrative director, Radio Comerciales, Guadalajara, Mexico.

Gotham Audio Corp. vice president Eli Passin (r), briefs Don Goldberg, production manager of WMMR(FM) Philadelphia, on the EMT 156 PDM stereo compressor/limiter/expander.



James Martens (l), chief engineer, WGEM-AM-FM-TV Quincy, Ill., hears about Computer Image's Mark III vertical-interval switcher from Edward Wallace, western regional manager of the firm.

Theodore Chase, manager of marketing, imaging devices operations, General Electric Co. (l), views Canon zoom lens with Paul Powers, sales manager of the Canon firm.

also contain a new dichroic-mirror optical technique. The 300-A camera weighs only 72 pounds and is said to have high sensitivity and contains a nine-inch viewfinder with built-in extendable hood for outdoor operation. It is priced at $39,600.

An improved Polychrome 3 color-TV camera was shown by Sarkes Tarzian. Features of the three-Plumbicon tube instrument are improved signal-to-noise ratios and extended dynamic light range, down to 15 foot-candles. The complete camera chain sells for $67,500.

Philips's PC-70S-2 is the latest in the PC-70 series that was introduced four years ago. The camera performs at low light levels attributed principally to new pre-amplifiers and with noise-free pictures, extended red sensitivity Plumbicon tubes, and an optional, non-linear variable matrixing module for colors and hues. It also uses a "mini-cable" that ranges up to 1,000 feet, or up to 3,000 feet with standard cable. The PC-70S-2 sells for $68,010.

Fernseh GmbH of Darmstadt, Germany, showed its KC-U-40 color camera that has three Plumbicon tubes and is said to be so lightweight (camera head without zoom lens weighs 70½ pounds) that it can be used for either studio or remote programing.

The transistorized camera includes a tiltable viewer and uses quarter-inch coaxial cable for distances up to 490 feet and half-inch cable for up to 2,500 feet. The camera also is said to have high light sensitivity. Optimum signal-to-noise ratios are maintained through newly-developed preamplifiers, and the camera is said to have long stability periods.

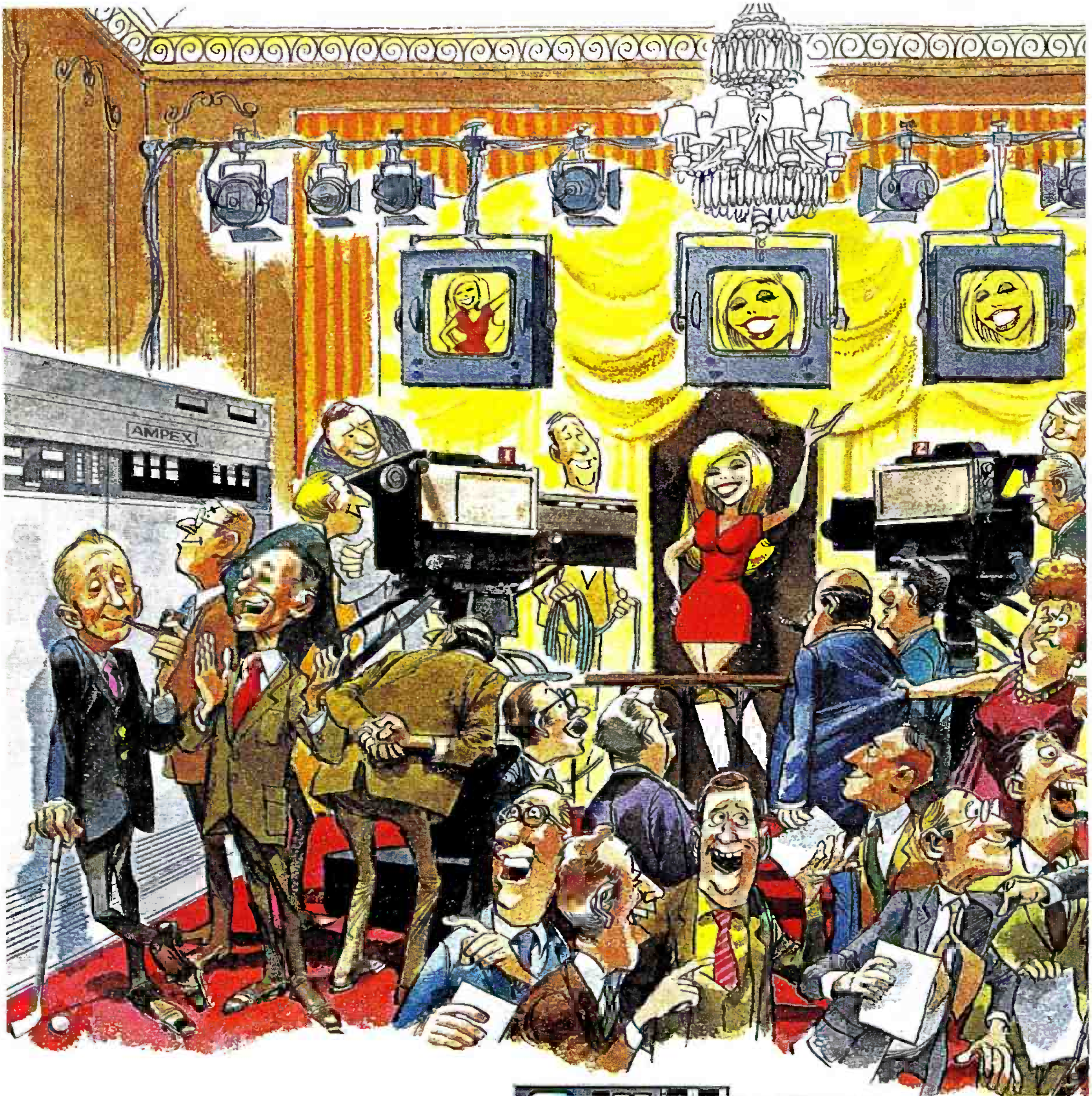
Fernseh is a subsidiary of the Bosch Group, whose U.S. representative is the Robert Bosch Corp. in Broadview, Ill. The camera is $56,650 FOB Chicago.

Tele-Cine's principal feature was the Schneider-Kreuznach 18mm to 200mm at f/2.1 zoom lens TV-10 with both manual and servo operation, that focuses as close as 28 inches.

Rank Precision Industries highlighted its Varotal XX series of lenses which feature reduced weight, bulk and price ($4,700). Mechanical compensation maintains constant image plane position, and tracking errors are prevented by the use of precision cams. Wear and backlash are minimized by the use of rolling, rather than sliding action.

Canon featured its P17X30B2 zoom lens for TV cameras specially designed for Plumbicon tubes and for use in outside broadcasts. It is priced at under $20,000.

The full three-function servo broadcast 10X zoom lens by Angenieux Corp. of America has a focal length of 18mm to 180mm. Servo controls are



New AVR-1 Color Videotape Recorder

Designed for automation—delivers "instant video" (just like a camera). The ultimate in reliability. Easy threading with precision vacuum tape control. Automatic standard selection on playback. Editor, band-by-band and line-by-line autochroma, auto tracking, velocity compensator and other automatic functions available as simple plug-in options.

They're here!... Automated scene stealers from Ampex!

Introducing the new, completely automatic generation to the television scene.

The revolutionary AVR-1 recorder. A totally new concept in videotape recording. Designed from the ground up for the automation age!

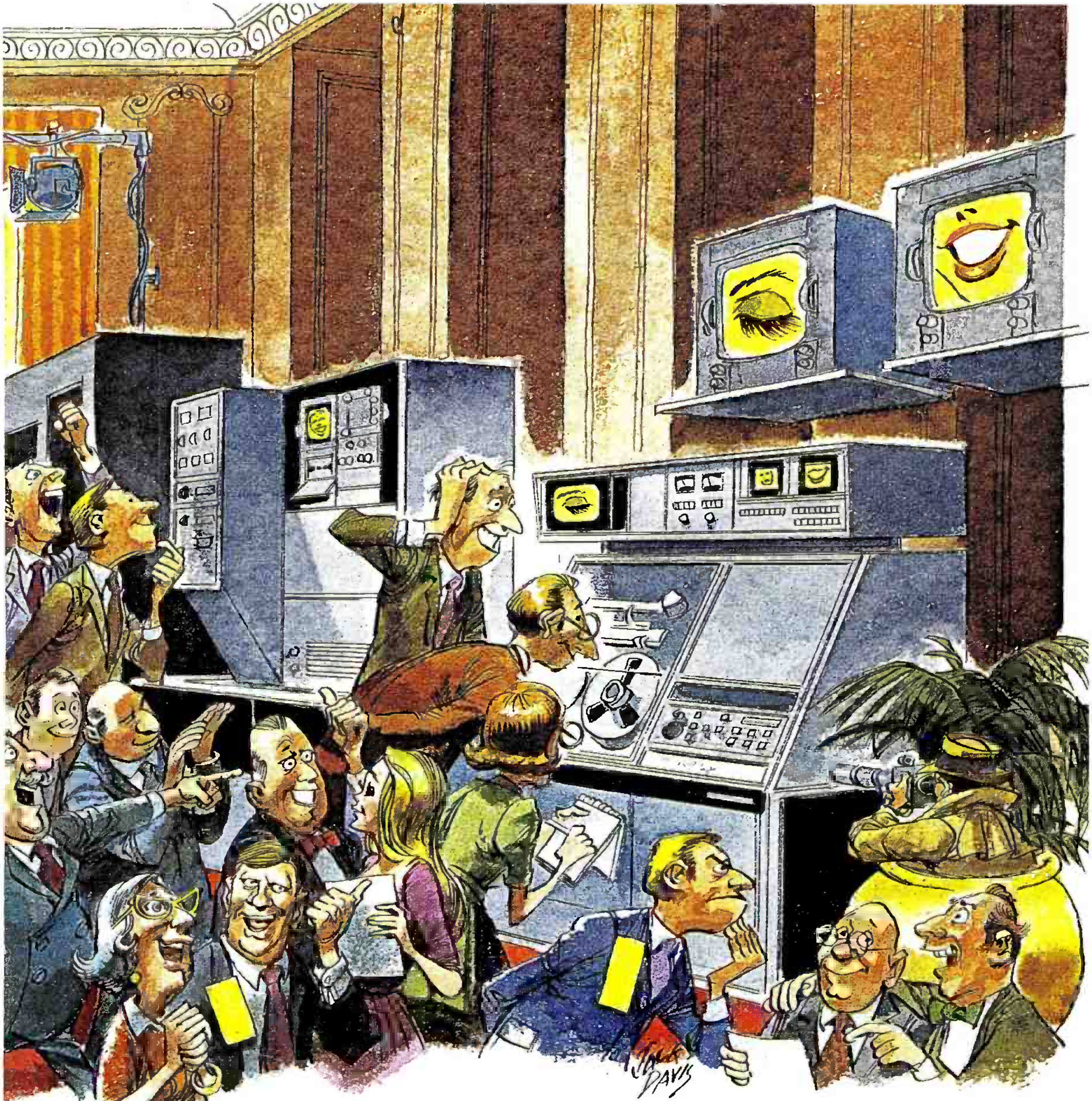
And here's another scene stealer—the most stable, hands-off color camera. The new Ampex BC-230, with the sharpest, most brilliant picture in television. Fewer controls, greater simplicity.

Ampex is the first to unveil the totally automatic TV scene from camera to antenna. To get the complete picture, just call your Ampex Sales Representative, or write: Ampex Corporation, 401 Broadway, Redwood City, California 94063.

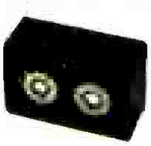
New BC-230 Color Studio Camera

Gives brilliant, sharp color at only 25 foot-candles. The most versatile three-tube Plumbicon* camera available. Allows faster setup with fewer controls. Requires less adjustment. Features 5-minute warmup and long-term stability. Weighs only 60 lbs.; 77 lbs. with 10 to 1 zoom lens, and uses lightweight ½" cable.

*TM N.V. PHI



New ACR-25 Cassette Recorder and ADR-150 Contact Duplicator



New video cassette recorder features exclusive Ampex 6-minute refillable cassette. Adds unmatched versatility to your broadcasting operation. New high speed duplicator copies 30-minute program in only *three* minutes! Provides economical, mass duplication of spots and programs for national syndication and fast distribution.

VS-600 Production Video Switcher

Top performance for studio, master control, or network control. Modularized switch matrix and control logic, amplifier, tally control and power supply. Serially-coded control system requires only a single small connecting cable. Control panel can be located up to 1500 ft. away. Available in standard and custom designs.

Complete line of VHF and UHF Transmitters

Latest state-of-the-art design in modular transmitters and translators with solid state circuits. Low level modulation and low level sideband filtering. Available with hot standby, parallel operation or exotic system control. New, complete "Director" line of antenna systems including all transmission line components from one manufacturer.

The total TV scene.

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Boxton-Beel's new color separator, beam splitter is for camera chains and sells for from $1,400 to $1,800.

Quick-Set Inc. featured its new springless Hercules cam-link pan head ($260) for loads up to 80 lbs. with a new style mounting plate allowing instant mounting and removing of equipment. The head eliminates nose dive, works on sealed ball bearings and does away with any possibility of binding.

Marconi Instruments highlighted its B3402 color telecine equipment featuring a unique multiplexer, sync interlock motors, electronic masking, light control by special optical filter, and a lamphouse common to all projectors. Price of the system is $100,000.

Davis & Sanford displayed its ETVG-W aluminum tripod for CCTV viewfinder cameras weighing up to 100 pounds. It features a gear-driven elevating column and a self-locking gear mechanism and may be folded without removing the wheels. Cost is $275 without head.

Boston Insulated Wire & Cable Co. introduced its new lightweight TV-8IN miniature camera cable, compatible with standard TV-8IN cable. Cost is $3.50 per foot.

Shibaden Corp. of America showed its FP-2000 2-inch monochrome image orthicon camera combining the high sensitivity of an image orthicon with the compactness of a vidicon. The camera, for closed-circuit TV applications, sells for $5,000 including tube.

Listec Television Equipment highlighted its Vinten Type 526 powered crane on wheels for outside broadcast use.

Q-TV Sales & Distributing Corp. introduced its Q-Eye-Line ($448), a collapsible, portable prompting device which allows direct eye-to-lens contact.

No-hands operation for tape machines

Ampex, RCA exhibit complete automation in recorders-players

TV's advance in automation was never more evident than in the two cartridge-type machines shown at the NAB meeting by Ampex and RCA.

But in addition, other automated TV systems were highlighted in General Electric's broadcast automated center and Visual Electronics's computer-type array. Both utilized existing equipment to operate on a "hands-off" basis.

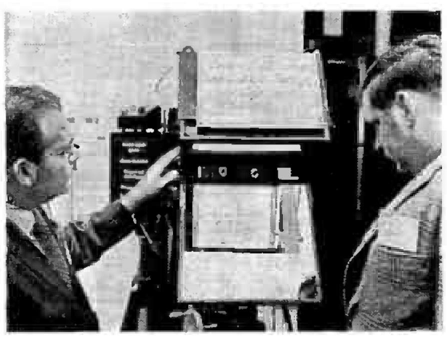
The Ampex cassette Videotape re-

AEC/Veritas' Documentar 210 is considered by Robert Roth (l), assistant chief engineer, WAVE-AM-TV *Louisville, as John R. Malone, AEC/Veritas general manager, explains.*

Nortronics Co.'s tape head rebuilding service is explained by Roger Czerniak (l), Nortronics distributor sales manager, to Lee Gahagan, co-general manager, KPEN(FM) *Los Altos, Calif.*

Jim Kelly (l), sales engineer, RCA Electronic Components, explains a Vistacon lead-oxide vidicon camera tube to R. E. Jacques, program director, WEMU-FM *Ypsilanti, Mich.*

Thomas J. Bowles (l), director of engineering, King Video Cable, Seattle, inspects RHG's MRS-7 microwave relay link in the company of Ronald B. Hirsch, RHG president.

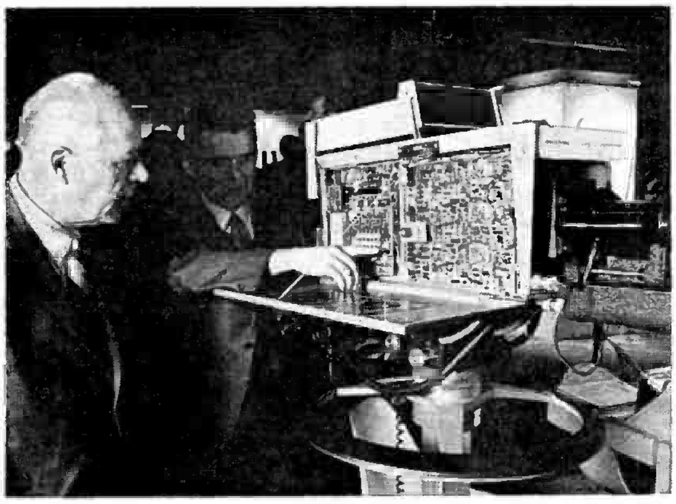


Sam Monteforte (l), vice president in charge of sales, Q-TV Sales & Distributing Corp., shows the new Q-Eye-Line to Glynn E. Rogers, assistant chief engineer, WQXI-TV *Atlanta.*

Chrono-Log Corp.'s vice president, Arthur Freilich (r), shows the firm's digital clock system to A. Ross McGregor, general manager of McLean-Hunter Cable TV Ltd., Rexdale, Ont.

Grady Jackson (l), chief engineer of WALA-TV *Mobile, Ala., investigates Bardwell & McAlister's 2-kw high-performance fill light, with details being supplied by Keith Covey, director of marketing for the firm.*

Jack H. Bergman, (l), president of Fixtune Solid State Electronics Inc., tells Willard C. Wiseman, vice president and director of engineering, United Artists Broadcasting Co., about Fixtune's fixed-frequency portable and table FM units.



Walter Thompson (l), president, CC Teleservices Inc., Chicago, checks out International Video Corp.'s 300-A color TV camera with Kent Holston, IVC supervisory of camera quality control.

Considering the Philips' PC-100 TV color camera are Lawrence F. Haeg (l), president, WCCO-TV *Minneapolis-St. Paul; Gino Nappo, Philips' southeast regional manager (c), and John M. Sherman, engineering director,* WCCO-TV.

corder/player, the ACR-25, is capable of automatically playing up to 25 units, each ranging from 10 seconds to six minutes. It consists of two tape transports, one loading and cueing a cassette while the other is playing another cassette. Rewind and cue-up can be accomplished in less than 10 seconds. The systems operates at seven and a half or 15 ips. The cassettes are sucked up into the transport device through a vacuum system.

The ACR-25 can be programed to deliver any of the 25 cassettes in predetermined sequence. The tapes are standard two-inch for quadraplex systems; they can be used for recording from live camera or from another recorder.

The ACR-25 is priced at $165,000, with deliveries promised by mid-1971.

RCA's TCR-100 video-tape cartridge machine, which will be ready for delivery on a production basis late this year, carries 22 cartridges, each of which can be programed for up to three minutes. The machine was shown for the first time in prototype form last year at the NAB convention; it sells for $89,500. Up to eight cartridges can be programed in sequence and a cue tone on the last cartridge automatically starts up a reel-to-reel video-tape recorder, a film projector or cues a live program. The device also will record programing on the tape cartridges and will automatically locate cue marks for playback.

Taping: 1970-style

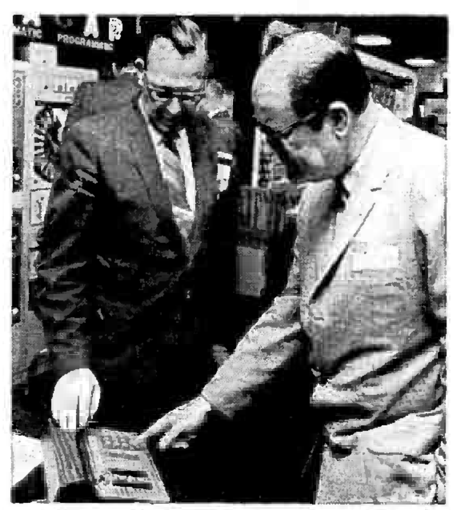
Video-tape recorders were shown by most of the major TV equipment manufacturers, but few were new or incorporated developments that could be considered break-throughs.

Ampex's third-generation Videotape recorder is the high-band AVR-1, said to provide consistently higher picture quality in color and black-and-white, improved reliability and simplified maintenance. One of its features is its adaptability to station automation through the use of computer-compatible digital circuitry. It also contains improved operating and editing functions, and is said to have instaneous roll-and-take. Other highlights are its use of integrated circuits, a system of color-coded warning lights to indicate malfunctioning circuits and simplified tape threading. The basic model costs $100,000.

RCA's high-band TR-70C video-tape recorder uses integrated circuitry and a new servo system that affords faster modules to allow maximum inter-

John Talbot (l), president and general manager of KWVY(AM) *Waverly, Iowa, hears about Sparta Electronic Corp.'s automation system from David Evans, manager of the firm's automation department.*

Lee Marks (l), technical service engineer for the Magnetic Products division of the 3M Co., explains the features of the new premium video tape to Tony Lawson, systems consultant, Ward-Beck Systems, Toronto.



Joe Toher (l) district representative of Macarta Inc., shows the digital programing system to Charles E. Smith (r), president of the Atlantic Coast broadcast division of group-owner Turner Communications.

Howard Lepple (l), vice president-engineering operations, Avco Broadcasting, is told about the new Ampex AVR-1 video tape recorder by Donald V. Kleffman, Ampex marketing manager.

Joseph N. Tawil (r), Berkey-Colortran president, shows the Lumiscope rear screen projection system to Manuel Andres (c), chief engineer, and Orlando B. Real, assistant chief engineer, both of channel 7, Buenos Aires, Argentina.

response plus improved reliability. The new servo system substantially reduces pre-roll. The new tape recorder also utilizes a newly designed headwheel panel, made of a special alloy.The TR-70C is priced at $93,500 and will be available in August.

The International Video Corp. 900 video tape recorder, uses one-inch helical scan tape, permits continuous playing time of 3¼ hours on one 12½-inch reel. The machine is said to permit stable picture lock in four seconds or less for color from a standby position. Price is $12,000 to $18,000 depending on optional attachments.

Memorex featured its new Chroma 86 broadcast video two-inch tape that is designed for quadruplex recorders. The new 1.4 mil tape not only has a new formulation but features a back coating on the reverse side that is said to virtually eliminate "cinching," improve capstan stability and reduce scratching.

Data Memory's Video Disc 1000 is a slow-motion color disc recorder that is full-band for stop-action and slow-motion replay as well as special effects. The equipment contains a cue mark indicator, "joystick" speed control, and easy set-up, testing and maintenance. The unit sells for $52,500 basic.

The Magnetics Products Division of the 3M Co. introduced a new two-inch video tape designed to reduce color and high frequency dropout.

An air filtration device was featured by Envirco. The unit provides a laminar flow of air that is used to keep the headwheel section of video-tape recorders clean. The Envirazone II module sells for $750.

A new video-tape editing system was shown by Datatron Inc. The Vidicue 5000 permits edit point entry from three sources, keyboard, tape or computer; it has a universal interface for use with all quadruplex or helical tape recorders, and portrays simultaneously all edit points on a graphics display.

Recortec showed its video-tape conditioner unit that removes loose oxide and debris from the tape surface, uniformly packs the tape and measures tape length. The unit sells for $5,450.

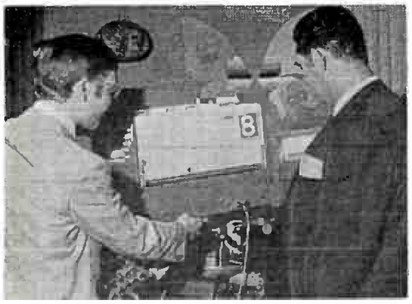
Nortronics Co. introduced its tape head rebuilding program for Ampex equipment. Ampex nests are rebuilt and equipped with Quik-Kit mounting hardware and new Nortronics heads. When heads become worn thereafter, they can be replaced by loosening a screw and replacing heads rather than sending the entire nest back to the factory.

Some day TV stations may be re-

Tapecaster TCM Inc. representative Robert H. Foley (l), demonstrates the model 700 RPS stereo record-playback tape-cartridge machine for Carl C. Kuehn II, chief engineer-assistant manager, WIOO(AM) *Carlisle, Pa.*

Eugene R. P. Leman (l), vice president-technical director, International Video Corp., runs over the features of IVCs' 900 broadcast color video-tape recorder for Rod Herring, director of engineering, Kansas State Network.

Robert W. Bullock (r), sales engineer for Kliegl Brothers' Universal Electric Stage Lighting Co., shows the portable suitcase lighting-control console to Robert R. Thomas Jr., owner of WOAY-AM-FM-TV *Oak Hill, W. Va.*



Wolfgang Saemann (l), U.S. sales manager, points out features of the Fernseh KCU-40 color-TV camera to Alan Nuzum, chief engineer, KGNC-TV *Amarillo, Tex.*

Fred Abel (r), antenna engineer, Alford Manufacturing Co., shows the company's type 4730 VHF Delta dipole antenna to Norman T. Gill, chief engineer, WDSM-TV *Superior, Wis.*

Merton L. Knold (l), regional sales manager for Microwave Associates Inc., details the company's microwave system for Jesse Dove, chief engineer, KTWX(TV) *Waco, Tex.*

Bernard R. Segal (r), Washington consulting engineer, and Clifford C. Hall, chief engineer, Potomac Instruments, discuss that firm's FIM-21 field-strength meter.

Arno Meyer (r), president of Belar Electronics Laboratory Inc., outlines specifications of the AMM-1 AM monitor for consulting engineer Vir James, Denver.

Ben Miller (l), sales marketing manager, Boxton-Beel, tells Nelson Sears, program manager, WGAL-TV *Lancaster, Pa., about his firm's color separator beam splitter device for camera chains.*

Frederick Onderka (l), production manager, Paillard Inc, describes the Bolex 16 Pro film camera to John E. Premack, newsfilm cameraman, WBZ-TV *Boston.*

Humphrey Electronics Inc. vice president R. W. Schmitzer (r), outlines features of the SM-1500 automatic transmitter data logging system for Dale Tish, engineering manager, WOSU-TV *Columbus, Ohio.*

quired to keep records of all material broadcast; Ampex is anticipating this with a broadcasting logging videotape recorder, Model VL-7404, that is capable of recording up to 38 hours on a standard 9¾-inch reel containing 3,000 feet of 1-inch video tape. The logger samples every 32d field, with the tape operating at 0.24 inch per second. It is priced at $5,900 and will be available in mid-June.

Producers and distributors of TV programs and commercials can look to Ampex's ADR-150 high-speed tape duplicator said to make high-quality tape copies from a master recording tape in one-tenth the time currently required for tape duplication. The prototype shown by Ampex at the NAB is designed to accommodate up to five slave reel systems. It is priced at $79,-950. Deliveries are promised early next year. The duplication process takes place in a magnetic transfer chamber. Both the master and the slave tapes are brought into direct contact with each other at 10 times the standard speed.

New sophistication in studio gear

A dazzling display of switchers, mixers is shown delegates

For television broadcasters, switchers are key elements in operating smoothly and professionally. Allied with these equipments, are special-effects and other generators to give stations the ability to introduce creative techniques.

Swichers that use parallel video-processing with logic circuitry that can mix six TV pictures simultaneously were the highlight of General Electric's solid state TS-400, which comes in three models, all with 20 inputs, and with four, six or eight outputs. The TS-400 also incorporates a new special-effects unit with 32 standard patterns. Price is from $20,600 to $75,000.

Visual Electronics's series 24-10 custom vertical interval video-switching system uses dual transistors at cross-points, integrated circuits for logic and accepts composite or non-composite signals on any input, automatically adding sync to the non-comp signals.

CBS Laboratories' model 5500 color corrector enables broadcasters to transmit consistent color values from a variety of encoded signal sources, such as cameras, tapes and film. Use of the on-line instrument overcomes colorimetry shifts from one segment to the next. It is priced at $2,995.

Sarkes Tarzian's Rotec is a special-effects generator that is said to have a virtually unlimited number of special effects, like an electronic kaleidoscope, it was explained. The device sells for $3,300 as an optional piece of equipment to the regular generator.

Cohu featured its model 9302 video-production switcher that accommodates 14 inputs and seven outputs. It sells for $24,000.

Vital Industries featured its new Vimax 20 master-control programer designed for automation. The equipment contains a new mix/effects system that permits splitting of the fader controls as well as a new chroma keyer. The terminal features a 22-event memory and display.

Shown by Richmond Hill Laboratories was its new Vision production mixer/switcher with 29 special effects. The unit uses vertical-interval switching, is fully color-timed and has an auto-fade feature. It sells for $23,000.

Ward Electronics Industries demonstrated its TS-206C double re-entry vertical-interval production switcher ($30,000) with 18 inputs, eight outputs, six buses, and special effects system. It allows dissolving to an insert or wipe, wiping to a super or dissolving to a super.

The PTS-110 preset master-control switcher ($37,000) from Central Dynamics Ltd. is designed to relieve the switcher of multiple simultaneous operations. Its features include 18 video inputs, including color black; 22 audio inputs; preset video/audio switching; mixing, keying and matte keying, and audio over/under.

Computer Image's Mark III assembly, a television audio programer and vertical-interval switcher, has eight input channels and two output channels. The video element is priced at $4,950; the audio section, $1,790.

Grass Valley Group Inc. demonstrated the 1400-7 switcher ($34,250) a flexible system designed for large TV stations and production centers. It features 20 input sources, four secondary input, six buses, four PGM outputs and four PST outputs.

Introduced by Dynair Electronics Inc. was the VS-152A vertical-interval three-buss mix/effects production switcher ($1,795) with eight video inputs and two video outputs. It has illuminating pushbuttons and automatic preview.

Shown by Power Optics was the Evershed remote studio control TV 200 system that sells for $40,000 to $50,-000 without the camera.

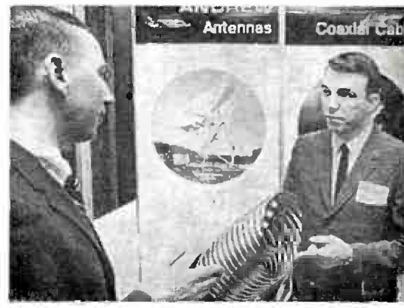
Alma featured its Model 6531-8 production switcher with special-effects generator. All solid-state, it contains six preset composite or non-composite plus three composite inputs, as well as eight special-effects patterns.

Trompter showed a cross-point mat-

George Petetin (r), sales manager, Stanton Magnetics Inc., shows the calibration standard disc playback cartridge to Glenn H. Romsos, engineering manager, WKBS-TV *Philadelphia.*

Kyle E. Goodman (l), chief engineer, WTOC-TV *Savannah, Ga., hears about Visual Electronics's Data-Vision 1000 from Frank D'Ascenzo, the firm's production manager.*

Frank Beemish (l), production manager, Tele-Cine Inc., and Chester Slaughter, assistant supervisor, WSPD-TV *Toledo, Ohio, discuss the Schneider-Kreuznach lens.*

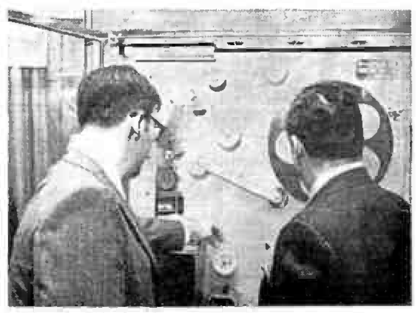


Andrew Corp.'s district manager, Ernie Weber (l), shows eight-inch Heliax coaxial cable to Thomas Wright, transmitter supervisor, WMUL-TV *Huntington, W. Va.*

Kaiser CATV's AGC amplifier is described by James Taglia, regional manager of the company, (l), to Ronald B. England, chief engineer, KNAK(AM) *Salt Lake City.*

Joe Novak (l), director of quality assurance, Delta Electronics, shows the OIB-1 operating impedance bridge to Bill Chapman, vice president, Chapman Associates, Atlanta.

Mark Durenberger (l), engineer, WCCO-AM-FM-TV *Minneapolis-St. Paul, views the Jamieson Film Co.'s Mark IV color-film processor with Hugh V. Jamieson Jr., executive vice president of the company, standing by.*



Robin B. Dimurro (l), chief engineer for the medical TV center, University of Virginia, Charlottesville, is shown the CF2 ultrasonic film conditioning system by E. A. Smith, vice president, Lipsner-Smith Corp.

Henry Coleman (l), operations supervisor, WLS-TV *Chicago, looks over Data Memory's Video Disc 1000 slow-motion color disc, and listens to David Stott, Data Memory marketing operations manager.*

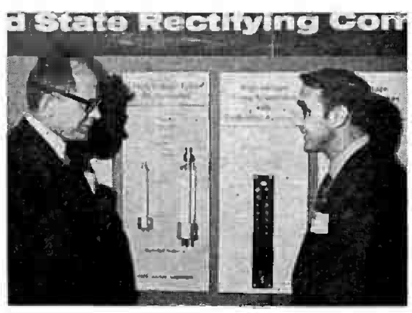
The FSM-1 field strength meter from Johnson Electronics Inc. is shown by the company's California representative, Wayne Wainwright (l), to Rubin Masters, KTAL-TV *Shreveport, La.*

Larry Kellermann (l), sales manager, Century Strand Inc., tells the features of Century Strand's 2,000-w high-intensity pattern projector to Robert Wehrman, WIIC-TV *Pittsburgh.*

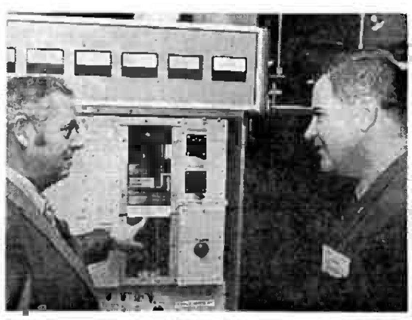
A. J. Weber (r), assistant representative of sales, Quick-Set Inc., shows the Hercules cam-link pan head to James Wulliman, chief engineer for broadcasting, WTMJ-TV *Milwaukee.*

Eugene S. Clark (r), chief engineer of KWTV(TV) *Oklahoma City, gets information on the TS-206C video-production switcher from Bernie Munzelle, sales manager, Ward Electronic Industries.*

Russell Trevillian (l), field engineer for Telemet, a division of Geotel Inc., explains the function of the model 4500 demodulator to Robert Cook, Mountain Bell Telephone Co., Denver.



Semikron's high voltage HSK type tube is described by K. Seidensticker (l), sales manager of the firm, to William Kohler, chief engineer, KDIX-AM-TV *Dickinson, N.D.*



Robert Sidwell (l), sales manager, CCA Electronics, explains the features of CCA's new 25-kw FM transmitter to E. J. Meehan, vice president and general manager, WPBS(FM) *Philadelphia.*

rix for use with switchers.

Telemation's TSG 3000 color sync generator features all-digital circuitry with two modes of digital-stability-genlock—instantaneous lockup or uniform rate lockup. Test points are provided on the front panel. The equipment is priced at from $2,050 to $3,000.

The Fazer variable delay line device for switchers from Andersen Laboratories Inc. eliminates the need for bulky cable lengths in bringing the subcarrier down to the last degree of phase. By turning a control screw, Fazer changes delay path from zero to 100 feet. Price: $275 per module.

Telemet showed its model 4500 demodulator with low noise, low-chrominance/luminance delay difference, full-chrominance signal level, low-differential phase and gain and dynamic range of imput level. It sells for $1,285.

Rohde & Schwarz Sales Co. showed the AMF TV demodulator ($6,300) for monitoring and measuring the demodulation of picture and sound signals from TV transmitters. The electrical and mechanical design is said to insure stability of electrical values over long periods of operation.

Cleveland Electronics Inc. showed its line of display and deflection components. Over 900 basic deflection components, a majority with two or more mechanical variations, can be developed to meet specific requirements. Components of vidicon, image orthicon and other pick-up tubes are also available. The complete line of visual image components is available on cards or modules.

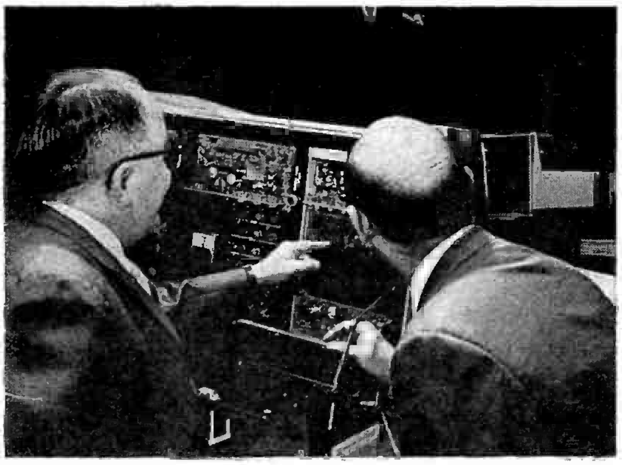
Unveiled by Visual Electronics was its new Data-Vision V-1000 display system for titling. The instrument was developed by CBS Laboratories, and is said to provide high-resolution, graphic quality alphanumeric characters that can be programed to "roll" from bottom to top of screen, or to "crawl" from right to left. Price is $18,000 to $24,000.

Chrono-Log Corp. showed its digital clock system, which is priced at $5,000. The system uses existing wiring and preview monitors and operates with an internal or external time standard. All time displays are synchronized and time settings may be made from a central location.

A selection of monitors

In the field of monitors, Conrac featured its color monitor modernization program for models CYA17 and CYB17. Conrac provides 90-degree kinescope for these monitors to color match its new RHA series and makes other improvements for $800 per unit.

Ball Brothers Research Corp. showed its TCB-14 14-inch color monitor ($2,400), featuring stable color charac-



James Douglas (l), GE sales manager in Dallas, shows off the PE-400 TV color camera to B. B. Honeycutt, director of engineering, KRLD-TV *Dallas.*

Lee W. Tanner (l), operations manager, WTEV(TV) *Providence, R.I., is told about the Scully tape recorder and reproducer by Ham Brosious of Scully Recording Instruments Co.*

David Nabor (l), program director, WDZ(AM) *Decatur, Ill., and William Winsett (r), chief engineer,* WJAK(AM) *Jackson, Tenn., listen to Alexander Meyer (c), executive vice president, Insta-tape division, Ampro Corp., describe the Model 806 six-deck cartridge player.*

George E. McCurdy (l), president of McCurdy Radio Industries Ltd., shows his company's SS-5200 production audio console to Pierre Voyer (c), director of technical programing, and Raymon Beriau Jr. (r), technical maintenance, both University of Montreal.

Alex Hendrickson (l), technical director of the broadcast center, noncommercial WAMU-AM-FM-TV, *American University, Washington, and John Wallace, general manager of Angenieux Corp. of America, inspect the Angenieux 10X three-function servo zoom lens.*

Hugo A. Bondy, chief engineer, WAGA-TV *Atlanta (l), is interested in Power Optics' remote control-preset panel being described by Thomas Streeter, general manager of the firm.*

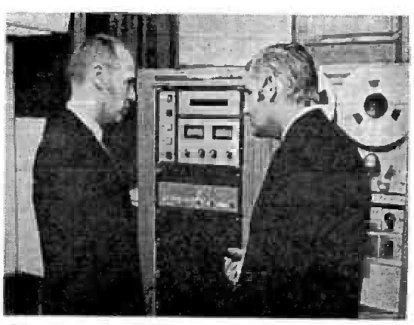
Spindler & Sauppe's new studio-projection system is featured by Norman Sauppe (l), president of the firm for Hiroyoki Ukita, chief engineer, Nippon Columbia, Japan.

S. J. Skirpan (l), president of Skirpan Electronics, describes the firm's frequency-sensitive control amplifier to Reverend E. S. Nadolny of the National Catholic Office of Radio and Television.

Chuck Medcraft (l), assistant manager of Addressograph Multigraph Corp., explains the flexibility of A-M's total copy system to John Gehron, production manager of WFIL-FM *Philadelphia.*

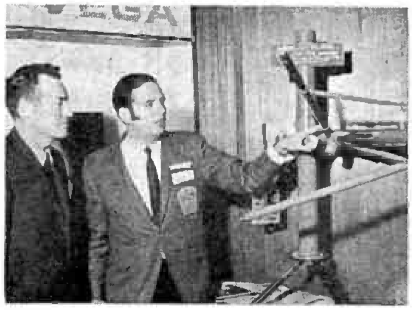
Datatron's video-cue tabe-editing machine is described by John Joyce, senior sales engineer of the firm (l foreground), to Edward Hall (extreme r), transmission supervisor, KMBC-TV *Kansas City, Mo.*

T. W. Moore (l), president of Fort Worth Tower Co., talks to Robert E. Becker, engineer at WATK(AM) *Antigo, Wis., about a proposed tower for the station.*



Charles A. Hill (r), general manager of Schafer Electronics, looks at the 8000 automation system with James Bicket, general manager of WKZN(FM) *Kenosha, Wis., which purchased the first 8000 system two months ago.*

Rank Precision Industries salesman Pete Stuart (r), shows Larry Cameron, director of engineering, CFCH-AM-TV *North Bay, Ont., one of the Varotal XX series of zoom lenses.*



William Bruring (l), president of WWLA-(AM) *LaCrosse, Wis., views Jampro Antenna Co.'s circular polarized FM antenna with James Oliver, purchasing agent for the company.*

Metrotech's president, E. A. Feichmeir (l), explains his firm's 500-A series slow-speed audio logger to Kenneth Steininger, chief engineer, WTAQ(AM) *La-Grange, Ill.*

The VSP-840 video production switcher from Central Dynamics Ltd. has the attention of Jim Martens (r), chief engineer for WGEM-AM-FM-TV *Quincy, Ill., and Bob Faulkner, CD district sales manager.*

teristics, reliability, easy maintainability and high resolution.

Television Equipment Associates unveiled the 12-inch CL-4200 color monitor. Manufactured by World Video Inc., Laurel, Md., and selling for $950, the monitor uses a Sony one-gun Trinitron tube.

The AMM-1 AM frequency and modulation monitor from Belar Electronics Laboratory Inc. features a separate 100% negative modulation peak indicator lamp, digital frequency-deviation meter and digital counter circuit, and built-in modulation and frequency calibrators, off-frequency alarm drivers and carrier-off alarm. Price: $1,500.

Film exhibitors, too, held rapt NAB audience

Despite the heavy use of video tape by TV broadcasters, film is still an important medium. At the NAB convention:

Eastman Kodak's television film preview room is said to evaluate the suitability of motion pictures for TV broadcast by displaying a picture that closely matches the image seen on home receivers. A special screen, projector, viewing wall and lighting technique are used. Cost for the basic projection equipment is about $900.

The Mincom Division of the 3M Co. unveiled its Chromabeam system for converting color video tape to high-quality 16mm color film. Price: $99,-887.

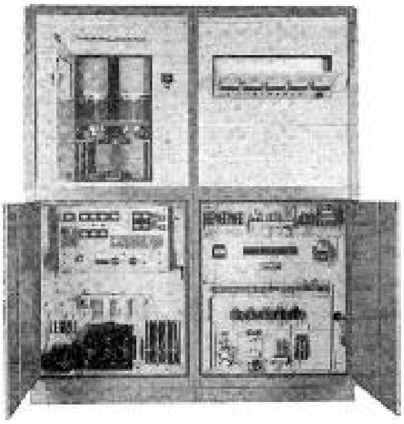
Telesync Corp.'s Retro-Reflective front-screen projection system ($585 for the single system) uses a 35mm slide projector and Telesync's screen that returns 90% of the light to the source. Advantages over rear projection include no hot spots or corner falloff, more brilliant colors and sharper pictures.

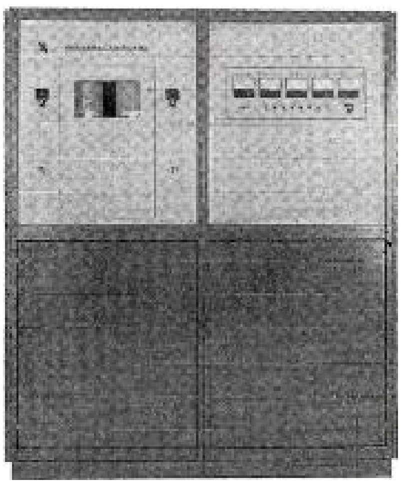
Berkey-Colortran Inc.'s Lumiscope is a high-efficiency rear-projection system not affected by ambient light and said to be ideal for both color and monochrome TV programing. It permits bright and uniform pictures on the screen with low-wattage projection systems and focuses the projected image from the camera with full peripheral luminance. Price: $9,750.

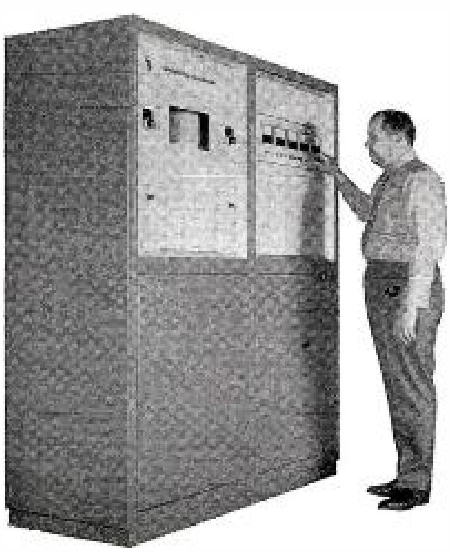
Telepro Industries Inc. showed its horizontal-vertical crawl ($1,740). Type for the Videotyper used to cut the script attached to the drum is available in both upper and lower case in a variety of faces.

The Bolex 16 Pro film camera was featured by Paillard Inc. The camera, using an Angenieux 12-120 lens has a 400-foot magazine, and is equipped with a crystal synchronization unit. It sells for $11,000.

Feature of the Arriflex 16BL film







Mole-Richardson's nine-light Molepar panel is examined by Robert Cochrane (l), audio-visual technician, ABC News, Chicago, with Howard R. Bell, Mole-Richardson vice president-sales.

Nancy Hanson, representing the Bauer Division of Sparta Electronic Corp., shows the new model 620 20 kw strip—line FM transmitter to Brooks G. Leffler, production manager for WHYY-TV *Wilmington, Del.*

Donald McCroskey (l), assistant manager audio-visual system, ABC-TV Hollywood, examines a cross-point matrix described by Edward Trompeter, president of the company bearing his name.

camera is a built-in exposure control system.

Jamieson's Mark IV color film processor can be used for 8mm or 16mm Ektachrome at 30 feet per minute. Its warm-up time is only 10 minutes.

The CF2 ultrasonic film conditioning system was the highlight of the Lipsner-Smith Corp. exhibit. The system, which sells for $15,000, cleans film on both sides and removes scratches and surface blemishes; coats scratches, providing better refraction diffusion from the light source, and lubricates the film, permitting increased film-gate pressure for sharper resolution and clearer transmission.

Harwald Co.'s Mark IV Inspect-O-Film with electronic film cleaner ($8,250) features automatic loading and vacuum cleaning. The device also coats film, making it scratch-resistant and less likely to jam in a projector.

SOS Photo-Cine Optics showed the Prevost film editor. The machine is made in Milan, Italy, and sells for $6,000.

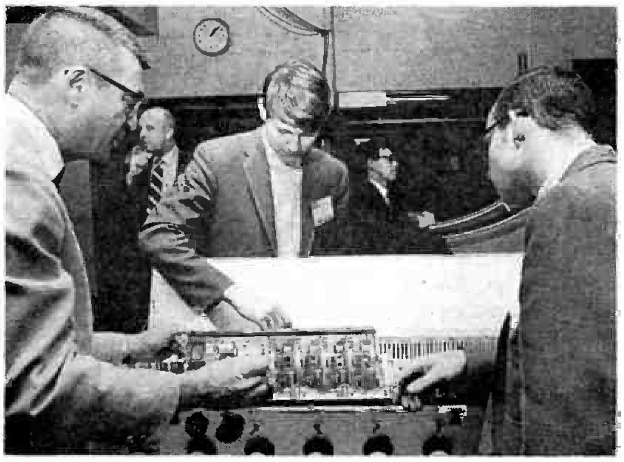
Cintel Corp. (formerly the Westwood Division of Houston Fearless) showed the CR 100 process chemistry. The chemistry—primarily designed for Minicolor and Colormaster processors—works twice as fast as conventional ME-4 chemistry. Cost is 15% to 25% more than standard chemistry.

A method of projecting large background images in color or black and white behind TV newscasters or sports announcers was featured by Spindler & Sauppe. Key is a new high gain "Ultralight" screen, coupled with a dynamic dissolve system.

The complete Spindler & Sauppe projection system, including 6x8-foot screen and twin-projector dissolve equipment, is $3.200.

Sarkes Tarzian's Rotek special-effects generator is described by Russell Ide (l), marketing manager of firm to David S. Calef, director of broadcast operations, WKTV(TV) *Brattleboro, Vt.*

William F. Dryer (l), chief engineer, KABC-TV *Los Angeles and Robert H. Springer (c), manager, video tape, ABC-TV Hollywood, hear about Envirco's air filtration device from Robert Willey of Envirco.*



Collins Radio's stereo audio console 212-K1 and L1 is described by Frank Knorr (l), Collins Radio sales engineer, to Jon Wenger (c) and T. L. Moore (r), both engineers with WMPL-AM-FM *Hancock, Mich.*

Art Florack (l), sales and engineering representative for the Eastman Kodak Co., shows the television preview room to Marion Bernard Paul, chief engineer, WFIE-TV *Evansville, Ind.*

Test gear shown

Testing is almost a continuous activity at both TV and radio stations. The equipment to perform these functions are valued by the engineers whose responsibility is to maintain station operation at peak efficiency. At the NAB convention:

Tektronix Inc. exhibited its type 140 NTSC TV test signal generator ($1,800). The self-contained unit includes a temperature-controlled color standard said to have excellent frequency stability. Digital-integrated circuits are extensively used.

The Electro-Peak true peak reading electronic beam indicator ($125) was exhibited by McMartin Industries. The device serves the function of mechanical meters but uses an electronic pointer to eliminate the problem of meter ballistics and overshoot.

The FIM-21 field intensity meter ($1,050) from Potomac Instruments Inc. features stability over a wide-temperature range, long-battery life, high adjacent-channel rejection and ganged OSC/receiver tuning.

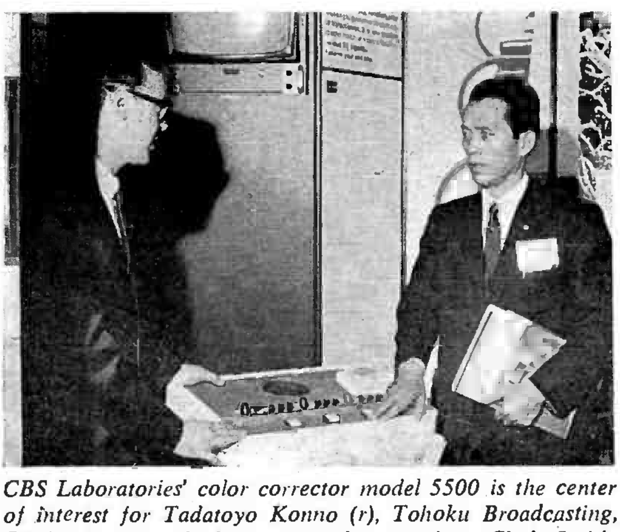
The OIB-1 operating impedance bridge ($595) from Delta Electronics Inc. measures "in-circuit" operating impedance 500 kc to 5 mc. It handles power up to 5 kw and can be used as a normal bridge with a signal generator and receiver.

The OIB-1 also measures negative-impedance loads.

The FSM-1 field strength meter, priced at $170, was displayed by Johnson Electronics Inc.

It is a battery-operated, portable single-channel unit designed for quick and easy roof-top orientation of receiving antennas.

Raytheon Co.'s KTR 3A microwave radio relay repeater is shown by the company's sales administration manager, John M. Cheval (r), to William E. Garrison, chief engineer, WFBC-AM-FM-TV *Greenville, S. C.*



CBS Laboratories' color corrector model 5500 is the center of interest for Tadatoyo Konno (r), Tohoku Broadcasting, Sendai, Japan, as he listens to explanation from Clyde Smith, CBS Labs' video projects group leader.

Charles V. Berlin (l), managing partner, KSCO-AM-FM *Santa Cruz, Calif., and Edward W. Jacker, vice president-general manager (c),* WCRW(AM) *Chicago, are told about Broadcast Electronics' 1070 Spotmaster by Jack Neff, president of firm.*

New wrinkles in automation

Computerized programing systems are unveiled by Macarta, Schafer

Radio broadcasting has been in an automated condition for a number of years. This being so, virtually all equipment for AM and FM broadcasting is geared for interface with standard automation gear. Among such equipment shown at the NAB convention were:

Collins's stereo audio console 212L-1. The solid-state console has eight inputs, with six accepting a mike, phono or high-level input, with mixers seven and eight wired for five remote lines. The unit sells for $5,205.

CCA Electronics showed an AM-FM console that includes stereo, plus automation controls. It includes from eight to 10 channel faders, and sells for $4,700.

Scully's professional tape recorder-reproducer machines for broadcast and recording studios were shown, with prices ranging from $1,691 for the 14-inch reel monaural reproducer to $25,000 for the 10½-inch, 16-channel recorder.

International Tapetronics featured its RP-0004 master recorder-reproducer for stereo, with 1 kc primary; 150 cps secondary and 8 cps tertiary cues. It is priced at $1,375.

Featured by Insta-tape was its six-deck cartridge automation system model 806 that can be operated manually or loaded and set to sequence automatically. The machine can also be used for TV by means of an accessory auxiliary cue that will open to a slide projector.

Sparta Electronics's radio automation system comes in various configurations. The SS-504, for example, comes with four cartridge playbacks, a program controller that will accommodate up to 10 audio sources, and a special cartridge unit that is used for automatic network joining. This unit sells for $13,130 in monophonic or $14,325 in stereo.

Ampex Corp.'s Educational and Industrial Products Division showed its AC-125 portable television center that gives complete closed-circuit teleproduction capability in compact portable form. The system includes an audio mixer, three monitors, and the AC-116 MK II video control center—a camera control unit, switchers, fader, special effects generator and waveform sampler. Price, including the AC-116, is $2,950.

Scully's SS5200 desk-top TV production console provides complete audio facilities for TV and radio. It contains up to 20 mixers, with three-position input selectors, and has space for equalizers, compressors and input sensitivity selectors. Price is $12,000 for the basic unit.

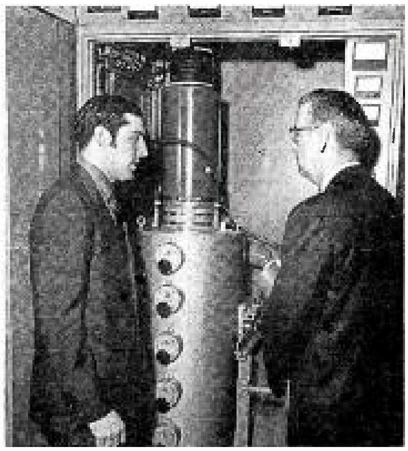
Fairchild Sound Equipment highlighted its portable mixing console model FPC-50, with 12 to 16 inputs and two to eight outputs, including monitoring channels. The equipment is priced at from $4,990 to $7,990.

A complete audio console was shown by QRK/Rek-O-Kut; this is the QRK-5 console that includes two turntables, two tone arms, microphone and stand, one stereo preamp, and two stereo car-

Kathryn Jason, representing American Electronic Laboratories Inc., shows the model 2202 FM exciter and 2203 stereo generator to Glenn R. Thayer (l), and Howard A. Myers, both of WONW(AM) Defiance, Ohio.

John Porterfield (l), president of Comfax Communications Network, talks to Otis Freeman, vice president-engineering of WPIX-FM-TV New York, about the facsimile network Comfax is establishing.

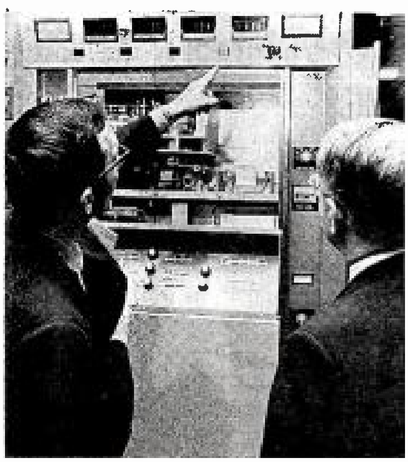
Hy Lehrman (l), sales manager for Gray Research Division, shows the drive mechanism of the new 1012-A turntable to Richard Haskey, chief engineer, KUDU-AM-FM *Ventura, Calif.*



Robert Natwick (l), midwest regional sales manager, tells Robert Flanders, director of engineering, WFBM-TV *Indianapolis, about the new Philips PTU-55A UHF 55-kw transmitter.*

The ADP-220 transmitter logger by Moseley Associates is shown by the company's vice president of engineering, Howard M. Ham Jr. (l), to Robert Wright (c), vice president and co-owner of the Malrite station group, Detroit, and Lester Nafzger, chief engineer, WBNS-AM-FM-TV *Columbus, Ohio.*

Arriflex's 16BL camera with built-in exposure control system is studied by Thomas Tobin, producer-director (l), and James Spitler, director of photography (r), both of noncommercial educational WGBU(TV) *Bowling Green, Ohio. That's Victor James, executive vice president of Arriflex, in the center.*



Bob Bythway (l), video engineering, Standard Electronics Corp., gives a lecture on the TL 653 5-kw TV transmitter to Kenneth Harwood, professor of radio and TV at Philadelphia's Temple University.

Transface Process Co.'s invoicing system is described to E. D. Allen Jr. (l), president and general manager of WDOR(AM) *Sturgeon Bay, Wis., by the company's broadcast-system specialist Robert Cantor.*

Memorex's new broadcast video tape is highlighted by Stanley Vinocur (l), company sales engineer, for Thomas M. Lott, consulting engineer for ERD, Hong Kong.

Utility Tower Co. sales manager R. G. Nelson (r), shows a model of the Utility type 880 TV tower to Matt Pierzchala, chief engineer, WNIL-AM-FM *Niles, Mich.*

Vikoa's Gerald Mattison (l), vice president-sales, shows the Vikoa Corp.'s co-channel filter to William Hansler, regional sales manager, WGAL-TV *Lancaster, Pa.*

Chris Hill (l), operations manager of University of Michigan medical TV, Ann Arbor, checks out the Vision production mixer/switcher with the help of Peter Hughes, service manager, Richmond Hill Laboratories Ltd.

George W. Marti (r), president of Marti Electronics Inc., describes his firms AM studio-transmitter link to Hugh Wright Dickie, owner of WTMB-AM-FM *Tomah, Wis.*

The R140 test signal generator is shown to J. Patrick Weathersby (r), chief engineer, WBRZ-TV *Baton Rouge, by Bob Seaberg, field engineer, Tektronix Inc., Beaverton, Ore.*

Francis J. Schmidt (r), regional sales manager for the Harwald Co. tells Paul S. Watson, TV management officer, U.S. Army Corps of Engineers, about the Mark IV Inspect-O-Film system.

R. B. Johnson (r), design engineer, Wilkinson Electronics Inc., points out the features of the FM 1000E 1-kw FM transmitter to Andrew Hanushevsky, chief engineer of noncommercial WRUR-AM-FM *Rochester, N. Y.*

tridges. The unit sells for $1,995.

Broadcast Electronics's 1070 Spotmaster playback unit sells for $730.

Marathon featured a 20-minute duplex automation cartridge and cartridge equipment tools that include a torque tester unit, a strobe speed-tester device and a head cleaning cartridge.

A digital programing system was unveiled by Macarta Inc. The system, which will sell for $12,000 to $15,000 when it is available in July, features a solid-state memory with a minimum of 2,000 events storage capacity for system programing, selection of any of 24 cartridges in any of eight carousels, as well as real time events.

The 8000 automation computer was shown by Schafer Electronics. Operations of the system include automatically typing program and transmitter logs, handling daily schedule of time events and a large number of formats; switching in and out of network and other programs lines; providing simultaneous, yet separate programing for both AM and FM, and operating up to eight random access spot locators and up to 12 music transports.

The model-5000 broadcast automation system ($15,000) was shown by Tape-Athon Corp. The system consists of playback transports for recorded music, carousels for cartridges and a Programing Board to pre-program the day's or week's schedule.

Rust Corp. demonstrated its Autolog transmitter automation system ($8,-250). It utilizes a remote control and can print readings of 24 parameters plus the time of day and a calibrate-check reading. In addition, the system is a self-contained digital readout remote control system which can perform 52 remote-control actions.

Broadcast Products Co. featured its AR-100 Mini-Mate automation system designed for small-market AM, FM or background music installations. The system is capable of switching four or eight audio sources in mono or stereo on a sequential or time-insert basis and sells for $5,995.

International Good Music featured its Instacart multiple-cartridge playback system, which sells for $5,600. The unit allows instantaneous random access to 48 cartridges without waiting-time for search.

The EMT-156 stereo pulse duration modulation limiter, compressor and expander ($2,990) was featured by Gotham Audio Corp. In the automatic mode, a built-in analog computer controls the release time of all three functions.

Stanton Magnetics Inc. showed its 681 Calibration Standard disk playback cartridge ($72) with a low mass moving magnetic system one-fifth to one-tenth that of ordinary pickups. Its frequency response from 10 HZ to 20,000

Match your mood.

Mood. Now there's an elusive quality if there ever was one, especially when you want it to work for you in a television commercial. Everyone who wants it usually finds it in film. They sometimes call it the film "look." But whatever you call it, there's only one medium that can give it to you.

Film has been developed, refined, improved, and used to such an extent that it can't help being *the* commercial medium. It already has the look, the convenience, the flexibility, the portability, the practitioners, and the following that others are shooting for. Yes, when you want a commercial medium that will match your mind step by step, there's only one choice.

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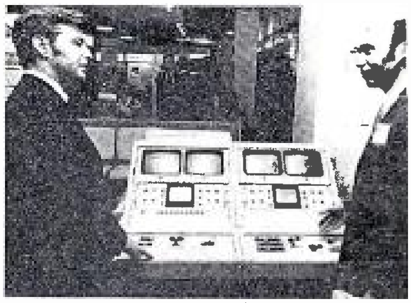
Lee Wallenhaupt (r), vice president of engineering, WSJS-AM-FM-TV *Winston-Salem, N. C., gets a rundown on Ampex's AC-125 portable television control center from Ed Pessara, advertising manager of the Educational and Industrial Products Division.*

Larry Ryan (r), general manager of the Conrac Division of the Conrac Corp., explains the color-monitor modernization program for models CYA17 and CYB17 to Robert Moss, president of WBNB-TV *Charlotte Amalie, St. Thomas, Virgin Islands.*

Ralph Winkler (r), midwest region manager of Cintel (formerly Houston Fearless) cites the advantages of the CR-100 process chemistry to Ren A. Lafferty, production manager of Southern Illinois University's noncommercial WSIU-TV *Carbondale, Ill.*



Dynair Electronics application engineer Gary Beeson (l), answers a question on the VS-152A video production switcher from Garvin Phillips, television maintenance supervisor, noncommercial WBST-FM-TV *at Ball State University, Muncie, Ind.*

Antonio A. Serhant (r), chief engineer of Telesistema Mexicano, Mexico, is shown the FP-2000 image orthicon camera by Shibaden Corp. of America's David Lindsey (l), midwestern regional sales manager, and John J. Redding, eastern regional sales manager.

Vega Electronics' high-band wireless microphone system is described by Barry M. Kauffman, (c), director of manufacturing and engineering of the firm, to Joseph Spiteri (l), technical services engineer, and Yacoub Dashtry, TV chief engineer, both of Malta TV.

The 316/F 10 kw AM transmitter from Continental Electronics has the attention of W. Louis Brown (l), chief engineer, noncommercial KTEP(FM) *University of Texas at El Paso, and Joe Sainton, principal engineer, Continental Electronics.*

Broadcast Products Co.'s model AR-100 Mini-Mate automation system is shown by Jim Woodworth (l), president of the company, to Donna Greenlee of WAOV-AM-FM *Vincennes, Ind., and Jim Smith, program director of* WLAY-AM-FM *Muscle Shoals, Ala.*

George Beattie (l), project supervisor, Broadcast Computer Service, describes his firm's traffic-accounting system to Roger Sheldon (c), general sales manager, and Michael Merla (r), vice president-controller, both of WOKR-TV *Rochester, N.Y.*

HZ is virtually a straight line.

Tapecaster TCM Inc. displayed its model 700-RPS stereo record-playback cartridge machine ($750). The unit features a new super-torque hysteresis synchronous motor and a new three-channel head.

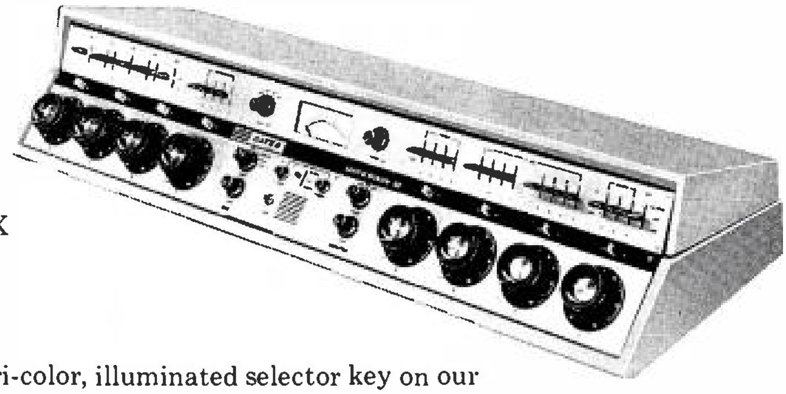
Seeburg Music Library Inc. introduced a tape background music service consisting of seven basic and seven industrial eight-hour tapes. The service works on a revolving basis with a portion of the music being changed every 90 days. Cost is $110 plus $45 per month. A four-hour Christmas tape is available at no extra charge.

The new 1012-A two-speed professional broadcast turntable ($325) was exhibited by Gray Research Division. The turntable has a 60-milli-second starting time, belt drive, rugged clutching mechanism, low wow and flutter and low rumble through acoustic isolation and new bearing materials.

A professional, high-band wireless microphone system was shown by Vega Electronics. The system covers the frequency range of 40 to 15,000 cps, and sells for $995.

Shure Brothers Inc. exhibited its SM43 microphone ($150) with flat frequency response across its broad frontal pickup area to the top end of the audi-

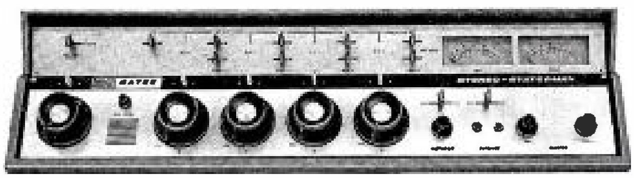
Look what our customers say about "easy-to-operate" Gates audio consoles . . .



"With a flip of a switch, we mute loudspeakers in microseconds. And our Gatesway II never gives us feedbacks."

Earl Greer, Radio Station KXRX
The San Jose Broadcasting Co.
San Jose, California

"The tri-color, illuminated selector key on our Stereo Statesman lets us see at a glance whether we're on 'audition', 'program' or 'off'."

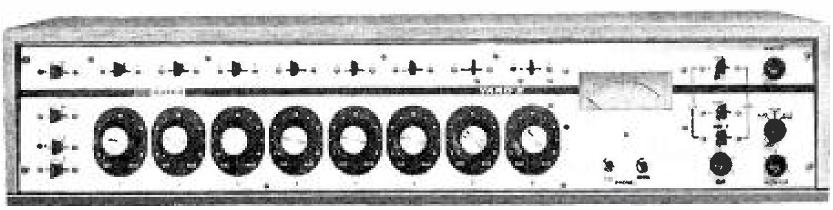


John Struckell, Vice Pres. & Gen. Mgr.
Radio Station WFPG
Eastern Broadcasting Co.
Atlantic City, N.J.

"Our Gates Dualux II saves us time and steps. We control FM and stereo from one convenient location with ease."

George W. Watson, Chief Engineer
Radio Station WDRC & WDRC-FM, Buckley Broadcasting Corp. of Connecticut
Hartford, Connecticut

"Our Gates Yard II gives us unbelievably high performance with minimum work."



Gene Showalter, Manager
Radio Station WDQN
DuQuoin Broadcasting Co.
DuQuoin, Illinois

For the finest in 100% transistorized audio consoles . . . look and listen to Gates. Or ask our customers! For more information about "easy-to-operate" audio consoles, write today. Gates, 123 Hampshire Street, Quincy, Illinois 62301.

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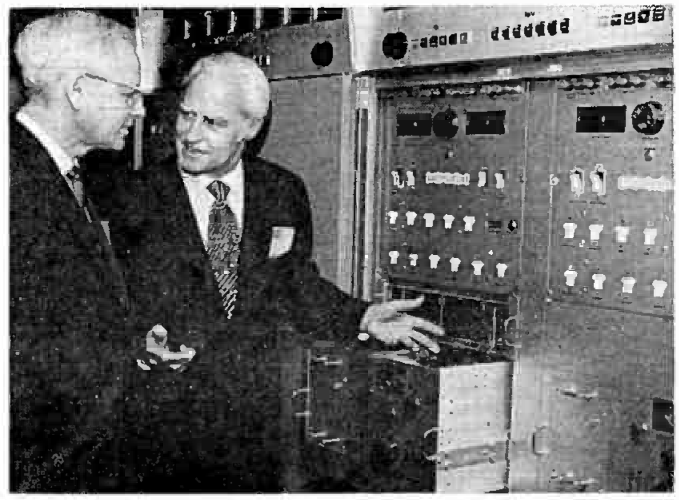
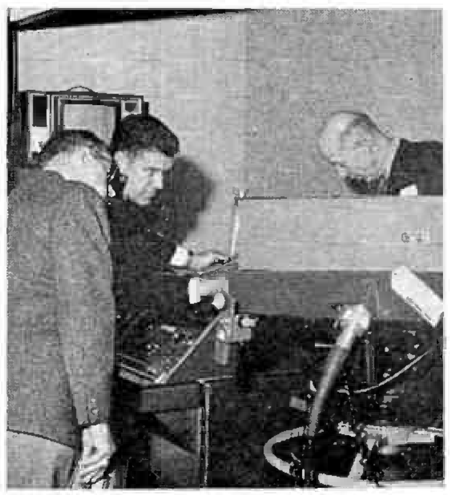
Telepro Industries Inc.'s presidential lectern is shown Larry Ross (r), audio visual production officer, Aberdeen Proving Ground, Md., by Joseph Goff, Telepro audio-visual sales manager.



RCA's 35-kw VHF transmitter and related equipment is the object of attention by Robert Cross (l), chief engineer, KROC-TV *Rochester, Minn., and E. C. Tracey, RCA broadcast sales vice president.*

Dick Rawls (r), general manager of WPGH-TV *Pittsburgh, looks at a Cleveland Electronics sync/sweep generator with Dick Holmes, manager of display technology, Systems Research Laboratories.*



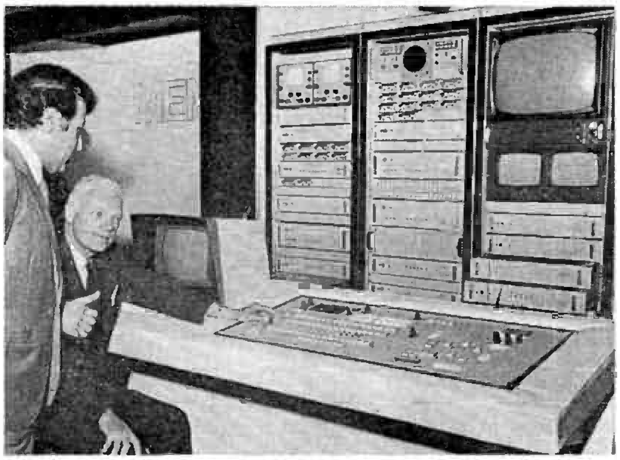
Commercial Electronic's Model 270 camera is studied by (l to r): A. J. Eicholzer and both Newhouse Broadcasting, Syracuse, N. Y., Roger E. Peterson, and Charles W. Baker, WPTA-TV *Harrisburg, Pa.*

Davis & Sanford's ETVG-W tripod with gear-elevating center post has the attention of company Vice President Edward Resk (l), and Robert La Conto, assistant professor of journalism, Northern Illinois University, De Kalb, Ill.

Dick Lindeberg (r), specialist in motion-picture and TV lighting in the western area for Sylvania Electric Products, enlightens Rick Hanna, general manager of WJET(AM) *Erie, Pa., about the Sylvania line of tungsten halogen lamps.*

Bill Pegler (l), director of Television Equipment Associates, points out features of the new CL-4200 color monitor from World Video Inc. to Sandy Day, vice president of engineering, CJOH-TV *Ottawa, Ont.*

Pat Gallagher (l), salesman for Marathon Broadcast Equipment Sales Corp., shows cartridge tools to Clayton Howard (c), audio engineer, HCJB Quito, Eduador, and Carroll Eddins (r), owner of WFMH(AM) *Cullman, Ala.*



Nubar Donoyan, president of Vital Industries Inc. (l), shows the firm's automatic TV master control Vimax-20 to Ernest Adams, vice president-engineering, Cox Broadcasting Corp., Atlanta.

Gary Jones (l), director of cinematography (l), and James Rowley (c), programing director, both of WFAA *Productions, Dallas, hear Fred Eames, GE project engineer, discuss the TS-400 TV program switcher.*

James B. Herring (r), management trainee with the Triangle stations, listens to the president of Thomson-CSF Electron Tubes Inc., Ernest L. Stern, describe the company's new line of TV tubes for UHF translator application.

Victor Curreri (l), salesman for SOS Photo-Cine Optics Inc., tells S. D. Ansin (r), president of WCKT-TV *Miami, and Xavier Alvarado (c), of TV channel Two, Guayaquil, Ecuador, about the Prevost film editor.*

Gary Heimsoth (l), customer service manager of McMartin Industries Inc., describes the new Electro-Peak true peak reading electronic beam indicator to Charles R. Morris, director of engineering, KIRO-AM-FM-TV *Seattle.*

The B3402 telecine equipment with B3211 color camera channel from Marconi Instruments has the attention of Don R. Millbranth (l), closed-circuit TV consultant, Bethesda, Md., and John Rollason, Marconi chief of sales.

The Rohn tower line is the subject of conversation between Paul S. Abbott (r), manager of WTPA-TV *Harrisburg, Pa., and Mike Fleissner of the broadcast sales department of Rohn Communication Facilities Inc.*

Eugene A. Chase (l), chief engineer for WKJG-AM-FM-TV *Fort Wayne, Ind., is told about the AMF precision TV demodulator by George Stoeppel, West Coast regional manager, Rohde & Schwarz Sales Co.*

ble spectrum. Distribution of the acoustic entry eliminates changes in tonal quality due to accidental blockage of the rear entry ports.

Telex's 1320 series of headphones features high sensitivity and wide-range frequency response. They sell for from $21 to $35.

AEC/Veritas's Documentor 210 provides 24 hours of audio recording on one disc for logging purposes. The machine runs at two rpm, and contains 750 grooves to the inch.

Metrotech showed its 500A series audio logger; this is a slow-speed (5/16th ips) instrument that will record 300 hours on one 10½-inch reel of ½m tape.

Abto unveils new film process

Promising a significant dollar saving to television broadcasters is Abto's process for converting black-and-white film into color. The system requires modification of the film camera and the film projector. The black-and-white film is processed in the regular fashion as monochrome, but has color information imposed on it in the form of grating patterns that identify the primary red, blue and green colors.

When it is put through a modified projector, the black and white film projects color.

Abto's proposal to TV broadcasters is based on the amount of film footage used during a year, and the amount the station would pay if it used all color film.

Frank Marx (l), president of ABTO Inc., explains the black-and-white film to color process to LaRue E. Curd, chief television engineer, and Kenneth P. Hermanson, project engineer, both King Broadcasting Co., Seattle.

The savings in processing black-and-white film instead of color are shared equally by Abto and the station.

Microwave gear was there, too

NAB exhibits had new transmitter, AM and FM links

Microwave relay equipment plays a significant part in both TV and radio station operation, and with the increasing use of remote control of transmitters can be expected to be used to a greater degree. Shown at the NAB:

The B-Line fixed system from Microwave Associates Inc. is an FM microwave link for color TV that operates on AC or DC, is modular in design, uses no high voltages, and contains no tubes or mechanical relays.

Instead of a klystron, a stable and dependable RF source is used. Price: $11,000.

RHG Electronics Laboratory's MRS-7 microwave radio link for television is all solid state and can be used as a rack-mounted studio-transmitter link, for remote TV pickup or for intercity relay. The unit is priced at $10,300.

An AM studio-transmitter link was shown by Marti Electronics Inc. Features include plug-in modular construction, direct FM modulator, solid-state ovens and high-accuracy crystals, automatic change-over to battery power and automatic change-over to standby transmitter and/or receiver. Cost of the transmitter is $1,228; the receiver is $845.

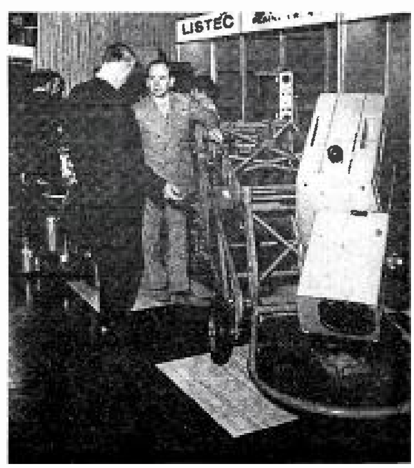
Raytheon Co.'s KTR 3A microwave transmitter is a long-haul heterodyne system for transmitting up to 1,800 FDM channels, or NTSC color TV with up to four 15 kc program audio channels.

The unit is said to have exceptional frequency stability and a receiver noise figure of 6 db with optional tunnel-diode amplifier.

Ben Crutchfield (r), associate, Rickel Associates Inc. communications consultants, Washington, and Telesync Corp. representative Dave Turney look over the beam splitter platform, part of Telesync's front television projection system.

Edward Tink (l), vice president-engineering, KWWL(AM) Waterloo, Iowa, inspects Fairchild Sound Equipment Corp.'s audio custom console that was built for KWWL with George Alexandrovich, the firm's vice president and general manager.

George Fulop, chief engineer, WSPD-AM-FM-TV Toledo, Ohio, considers intricate details of International Tapetronics's RP-0004 master recorder-reproducer.



Ralph L. Hucaby (l), director of engineering, WLAC-TV Nashville, is told about Listec Television Equipment Corp.'s powered remote crane by Jack Littler, Listec executive vice president.

It was a transmitter world at NAB

Chicago exhibitors also show the latest antennas, towers, cable and related gear

New VHF television transmitters, as well as new FM and AM transmitters were featured at the NAB convention.

Following up on its new line of VHF television transmitters, Gates introduced its new 55-kw UHF transmitter. The BT-55U is a vapor-cooled, five cavity, klystron employing intermediate frequency modulation of both visual and aural carriers. The IF modulation is said to produce higher performance color signals. It does not carry a price, but will be in the order of $280,000, company officials said.

New in the RCA line is its 35-kw VHF television transmitter. Similar to the 30-kw VHF transmitter shown at last year's NAB meeting, the 35-kw equipment is basically two 17.5-kw transmitters; it features automatic switching to the spare exciter, uses only six tubes which in turn reduces the amount of air conditioning needed. The TT-35FH is priced at $287,500.

A new 55-kw UHF television transmitter, with intermediate frequency modulation, was introduced by Philips. The model PTU-55A, designed for unattended remote operation, features long-life vapor-cooled klystron power amplifiers, solid-state exciters and power rectifiers, no under-floor ducts, front access only. Price is $314,000.

Showing its 1-kw UHF television translator amplifier, model TOA-1000A, was Emcee Broadcast Products. The self-contained unit uses a ceramic tetrode, features low intermodulation. Price is $27,950.

Feature of CCA's new 25-kw FM transmitter is stability. Unit uses a 3-kw driver, and sells for $29,500.

The model 2202 FM exciter shown by American Electronic Laboratories Inc. features flat response, low audio harmonic distortion and frequency stability. It is impervious to over-modulation and sells for $2,250.

Standard Electronics Corp. highlighted its TL 653 VHF transmitter (5-kw visual, 1-kw aural). The unit, which sells for $75,000, incorporates Add-A-Unit design. By the addition of two matching cabinets, the unit becomes a 25-kw visual, 5-kw aural transmitter. An automatic redundant 35-kw transmitter is accomplished by adding another 5-kw/1-kw cabinet and a 25-kw amplifier.

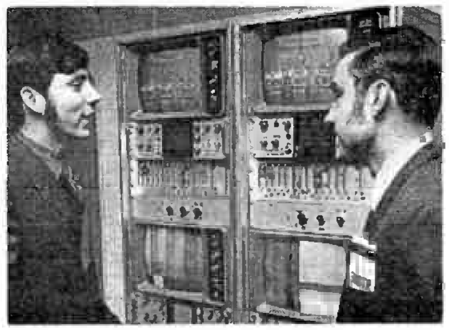
Bauer showed its new model 620 20-kw FM transmitter ($26,500) using the strip-line concept with grounded grid amplifier. Other features include high-power triode, tally-light fault locator, high VSWR protection system and automatic power control.

Wilkinson Electronics Inc. unveiled its new FM-1000E 1-kw FM transmitter, which incorporates the drift free FME-10 exciter; 4CX100K final amplifier that assures stability and power capability, and protected power supplies. Price: $7,345.

A new 316/F 10-kw AM transmitter was shown by Continental Electronics Manufacturing Co. The two-tube unit, which sells for $22,500, features a solid-state exciter, high-efficiency linear amplifier, modulation capability of 110% on positive peaks at full output, fast warm-up and built-in Magniphase antenna protection circuit.

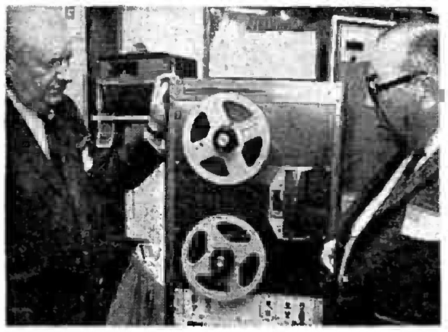
Jampro Antenna featured its circular polarized FM antenna, in either shunt feed with a vertical 3⅛-inch line, or with parallel feed lines including all interbay cables. The shunt fed antenna

William Ellenback (r), transmitter technician, WBBM-TV *Chicago, examines a TV-camera cable tester from Boston Insulated Wire & Cable Co., while Robert P. Fanning, BIW product manager, explains.*

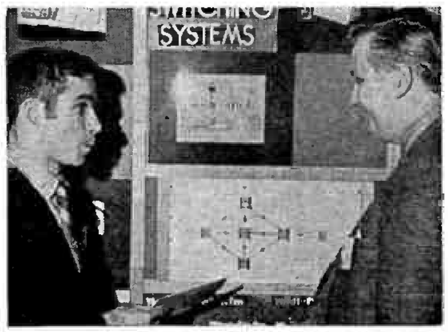


Richard Lemke (r), eastern regional manager, Ball Brothers Research Corp., points out features of the TCB-14 color monitor to Gale A. Gilbreath, manager of technical services, WOSU-AM-FM-TV *Columbus, Ohio.*

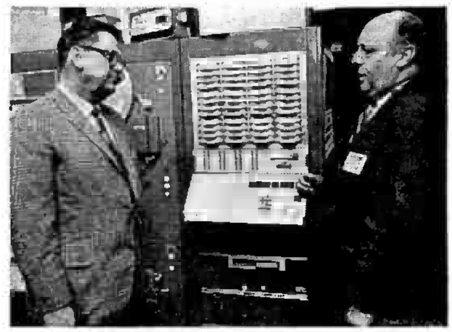
The 3M Co. Mincom Division's Chromabeam system for tranferring color videotape to color film is explained by 3M's Art Barnes (r), staff marketing, to Michael T. Fisher, manager, equipment planning, ABC.



Seeburg Music Library Inc. vice president Joe Hards (l), explains the new Seeburg tape service to George Kolpin, co-owner of KDMO(AM) *Carthage, Mo.*



Joseph M. Soll (l), president of Soll Inc., discusses RF control panel with Thomas Voter, general manager, WHBI(FM) *Jersey City, N.J.*



Irv Law (l), International Good Music, and Parks Robinson, WISV(AM) *Viroqua, Wis., examine IGM's new model 48 series Instacart playback system.*

The SM53 unidirectional dynamic microphone is shown Mal Albaum (r), senior engineer, National Educational Television, New York, by Robert W. Carr, manager of professional products, Shure Brothers Inc.

Looking over Visual Electronics' 24-10 vertical interval switcher is H. C. Korman (l), of the Maryland Educational Television Center, Baltimore, and Peter Magy, chief engineer of Visual Electronics' switching division.

Features of a solid-state demodulator are explained by Raymond Pastie (l), Jerrold Corp.'s midwest regional manager, to Wilbur Allmeyer (c), engineer-in-charge, and Wally Wesley, both of KMOX-TV *St. Louis.*

Al Parley (c) and Patrick Thomas (l) of Cintel division of Rank Precision Industries explain international standards converter to Thomas Nash, radio-TV student of Michigan State University.

sells for $8,400; the other, $9,240.

The 4730 Delta Dipole TV antenna from Alford Manufacturing Co. consists of an array of individual dipoles mounted on panels and arranged and fed to produce horizontal and vertical patterns for VHF. The antenna has low-input SWR over a wide range of frequencies.

An array of tower illustrations was shown by Fort Worth Tower Co.

The tower line featured by Utility Tower Co. is constructed with solid rod legs and has a new type designed gusset plate that reduces the amount of welding necessary and makes for increased strength, galvanized hardware and pivot base insulators for positive insulation between base and ground connections.

Rohn Manufacturing Co. featured its line of towers, which are machined of high-quality steel, assembled in special jigs, then welded. They are hot-dipped galvanized after fabrication for corrosion resistance.

Andrew Corp. displayed its 8-inch Heliax coaxial cable, available in continuous lengths on up to 940 feet on a 14-foot reel. Cost is $24-per-foot.

Varian featured its Eimac 3 CV, 50-kw amplifier tube.

Westinghouse Electric Corp. displayed its Model 8170, 8171 and 8238 power tubes.

Semikron featured a high-voltage

HSK-type rectifier tube.

Thomson-CSF Electron Tubes Inc. displayed its new line of TV tubes for UHF translator application. The planar triodes are guaranteed to produce 20 db gain up to 1000 mc with intermodulation better than —52 db. Ceramic and metal construction assures life. Price range is $150 to $6,000.

RCA Electronic Components unveiled its Vistacon lead-oxide target vidicon camera tubes. The tubes, interchangeable with other lead-oxide target types in three- or four-tube color cameras, feature targets that have high sensitivity, low dark current, and low lag. Price: $1,730.

Moseley Associates Inc. introduced its ADP-220 automatic data printer ($7,350). Transmitter log entries are made automatically every 10 minutes from a time-base clock and entries may be manually commanded at any time. There are inputs provided to enable log entries to be made instantaneously when an out-of-tolerance condition exists and provisions are incorporated for logging from two transmitter locations.

The SM-1500 series automatic transmitter-data logging system by Humphrey Electronics Inc. automatically records data—local or remote—every 10 or 30 minutes. Eight, 16 or 24 transmitter parameters may be logged and the requirements of several transmitters can be handled. The logger, which sells for $3,900, also incorporates an alarm system.

New light techniques make an NAB showing

In the TV-lighting field, an ingenious method of relating lighting to music or voice was shown by Skirpan Electronics. Its frequency and light-sensitive control amplifier converts audio signals into direct current signals that can control dimmers. Price of the amplifier is $1,-050.

Quartz focusing scoop floodlights ($70) were shown by Kliegl Brothers Universal Electric Stage Lighting Co. The scoops (type 3452) are 16 inches in diameter and feature a spring-tension tilt adjustment, heat-resistant tilt-locking knob and rear-mounted heat-dissipating focusing knob.

Mole-Richardson featured a nine-light Molepar panel.

Highlighted by Century Strand was its 2,000-w high-intensity, pattern projector.

Bardwell & McAlister's 2,000-w high-performance fill light is for remotes; it is priced at $78 with lamp.

Sylvania Electric Products displayed its line of tungsten halogen lamps. The halogen gas sealed in the lamp reduces blackening and maintains the color temperature for the life of the lamp. Vycor, a high silica glass, permits bulb-wall temperatures up to 600 degrees centigrade. The filament can be placed closer to the bulb walls, permitting the use of more powerful filaments in more compact envelopes.

CATV's contribution

Cable TV at an NAB convention? Yes, four of the exhibitors showed CATV wares, including Visual Electronics which displayed a complete CATV origination package for $16,500. It includes a color camera, two 1-inch videotape recorders, three film projectors, one slide projector, all Bell & Howell; and associated monitors, switchers, audio controls and a console. The system was being sold at the convention for $16,200 and 12 of them were picked up there.

Other CATV exhibitors:

Jerrold Corp. showed its solid-state demodulator for use in cable-TV systems. It sells for $1,100.

A co-channel filter. no. 5310, featured by Vikoa, includes detent tuning, by-pass switch and a meter for null indication. Price is $900.

Kaiser CATV showed its AGC amplifier for cable-TV systems.

Programing *Continued from page 51*

to restrain broadcasting, whatever the barriers against its restraints on other media, said Mr. Lee.

"There are those in the industry who would equate the freedom of the press with broadcasting," said Mr. Lee, who is not a lawyer. "I say there are important distinctions which I believe self-evident . . . I believe tolerance for the obscene, indecent, and profane matter is obviously less on broadcast media than that which is acceptable in books or movies."

NAB urges annual form on cable origination

In comments on a proposed CATV program-origination reporting form, the National Association of Broadcasters last week told the FCC that generally the form would require information "essential to commission regulation," and should be adopted.

NAB urged the commission to require CATV operators to file the form annually instead of once in connection with the commission's First Report and Order, in which it required systems with 3,500 or more subscribers to begin originating programs by Jan. 1, 1971 (BROADCASTING, Oct. 27, 1969).

NAB said such a "one-shot" effort "would not begin to portray the potential impact of originations on free television service or to illustrate whether such originations would actually result in 'significant added diversity for the public'."

The Association of Maximum Service Telecasters also criticized the one-time reporting requirement, suggesting that "regular periodic reporting on program origination practices is vital." AMST deplored the lack of any "meaningful questions" in an annual originations reporting form which the commission has also proposed.

The National Cable Television Association, in further comments on the form, reiterated its position that the commission should not require CATV systems to report the number of their subscribers, and the amount of monthly subscription, installation and other fees, contending that they represent "financial information which has no place in an originations report form" and should remain confidential.

ABC found the form sound and "sufficiently detailed to inform the commission of relevant developments."

In joint comments, a group of 101 CATV operators supported the general purpose of the proposed form but contended that "the detail called for . . . is, in many instances, much greater than that required of broadcasters . . . the commission should not require the submission of information which is unrelated to the commission's responsibilities and thus would yield no measurable benefit to the public."

The National Association of Educational Broadcasters found the form to be a "reasonable and responsible reporting format."

Correspondent reassigned on NBC beat

NBC News' State Department correspondent Richard Valeriani, became the Washington reporter on NBC Radio's *The World and Washington* starting Sunday (April 19). He joins Ray Scherer, NBC London correspondent, in analyzing the U.S. role in world events in the 15-minute weekly broadcast (6:15-6:30 p.m.).

Networks caught off-guard with Apollo

Some heavy Tuesday-morning quarterbacking follows slow response to Monday-night crisis

For the second Apollo mission in a row, broadcast news found it necessary last week to shift its scheduled coverage to report an emergency in space, the most crucial one yet encountered by the U.S. in its 12-year program.

The emergency this time was the one that erupted aboard moon-bound Apollo 13 last Monday evening (April 13). Last November, in a minor emergency, failure of the Apollo 12 moon camera also put news organization reflexes to the test. Most were proven sharp at the time, with networks ready with improvisations and simulations (BROADCASTING, Dec. 1, 1969).

Last week, however, reflexes of the news operations varied as the crisis spawned and grew. Perhaps it was a carry-over of the effects of the ratings-proved blasé attitude of the Apollo 12 audience, but some organizations last week were slower than others in reacting to the gravity of the situation.

ABC-TV, normally third in news ratings, drew some of the plaudits for its quick recognition of the significance of the story 180,000 miles into space. Its two competitors, CBS and NBC, were chided by some observers for slowness in covering developments.

Criticism of CBS-TV came even from one of its own affiliates—John Corporan, vice president-general manager, WTOP-TV Washington—who called the emergency coverage "adequate but not sufficient." Mr. Corporan commented: "When the bulletin came out, they (CBS) didn't spell out the real hazard. It wasn't just a bad moon flight, but the realization that we may not see those guys again. We should have gone in sooner."

Meanwhile, ABC followed its first word of the crisis—as reported at 10:46 p.m. Monday by ABC News Science Editor Jules Bergman—by cutting in for two more special reports. And, at 12:23 a.m. Tuesday, the network scrapped its *Dick Cavett Show* to continue live coverage with Mr. Bergman manning ABC's Mission Control.

Mr. Corporan reported that he had called Gordon Manning, CBS News vice president, urging that the network "go for broke" in its coverage, but was told only that the network was "cranking up." CBS's coverage, and NBC-TV's, was cranked up at 1 a.m. Tuesday after their respective late-night shows—*The Merv Griffin Show* and *Johnny Carson Show*—were over.

If they had it to do all over again, CBS News President Richard S. Salant and NBC News President Reuven Frank admitted late last week they would have treated the Apollo 13 story differently and more quickly.

Both officials called the decision "a question of news judgment." Mr. Salant said: "We wanted to make sure what we were doing. We covered what we wanted to cover. We were playing with the nation's interest. These guys were out there, and we had to play it reasonably slow and safe."

Mr. Frank agreed: "It had nothing to do with being nervous about the show [Johnny Carson]," he said. "We were afraid to come on earlier," he observed. "It would establish an air of panic. We were being assured by NASA that this was not serious. . . ." He said that, looking back, he probably would have come on with the first report on the emergency at 12:30 a.m. Tuesday.

"The only question," Mr. Salant noted, "is whether we should have broadcast a short bulletin when the first trouble appeared. And, using hindsight, probably we should have."

UPI Audio Service, credited with delivering the first bulletin on the Apollo emergency at about 10:30 p.m. Monday, won extra kudos. Starting at 10:40 p.m., the service went live on the audio network until 4 a.m. Tuesday. This extra effort was utilized by independent subscribing stations, some of them staying on all night with the reports—among them, WGN(AM) Chicago, KHOW(AM) Denver and KILT(AM) Houston. "What an absolutely great show you people broadcast," Bob Scott, general manager of KHOW, told Pete Willett, chief, UPI Broadcast Service.

Some independent-TV operations, including WPIX(TV) New York and WTTG(TV) Washington, quickly scrubbed all scheduled programing. WPIX telecast the rapidly changing space plans via pooled coverage from 11:35 p.m. Monday to 7:36 a.m. Tuesday. WTTG caught the first bulletins of the space emergency in the middle of its *10 O'Clock News* and stayed with the story until 4 a.m. Tuesday.

Once the initial thrust of the emergency was over, however, TV and radio kept viewers and listeners informed with intensive, complete and thorough reports. CBS Radio, for example, had Dr. Leonard Rieffel, CBS News science consultant, whom CBS officials credited with exclusively reporting the dangers of the 'radio-isotope fuel capsule' being carried by the astronauts and possessing the potential of dispersing radioactivity, particularly plutonium, into the atmosphere. The National Aeronautics and Space Administration and Atomic Energy Commission officials late last week reportedly were probing the situation.

As of noon Tuesday (April 14), NBC News had presented 10 hours, 41 minutes of extensive color coverage of the aborted Apollo 13 mission. NBC Radio increased its Apollo broadcasts to include NBC News reports twice every hour and special news programs during the day and evening. The network also planned to stay on alert until the mission was over.

ABC Radio News provided nearly four hours of special coverage of the emergency, beginning at midnight Monday. And its more than 1,200 affiliates of the four American radio networks last Tuesday night were provided with more than an hour of live coverage.

Other news organizations reacted just as swiftly to the progressing story, providing live coverage of the crucial maneuvers.

The AP radio wire transmitted 3,000 more words than usual to clients, starting Monday night. The organization also sent two additional editors and two operators to Houston, as it started to file directly from the space center. AP planned to maintain this procedure until scheduled splashdown last Friday.

The UPI radio wire maintained continuous coverage in the early stages of the crisis, providing 10 different write-throughs on the story until 4 p.m. Tuesday. UPI canceled 11 splits to stay on top of the story, updating it every hour.

After its bulletin, broadcast about 10:30 p.m. Monday, the Mutual Broadcasting System began an all-night vigil at 11:06 p.m., ending at 4 a.m. Tuesday. For the remainder of the day, programing was interspersed with reports from Mission Control.

Metromedia Radio News also pulled out all stops to cover the space story—getting itself, according to Alan Walden, vice president—a couple of exclusives. One was an interview with Apollo 11 command pilot Michael Collins, now an undersecretary of state, which was recorded by reporter Gary Axelson while Colonel Collins was rushing by limosine to an appointment with President Nixon. Colonel Collins, Mr. Walden said, was operating the tape recorder. Metromedia also recorded a 45-minute interview with astronaut Pete Conrad that was to have been presented over the weekend. Mr. Walden said Metromedia was first on radio with the analysis of the Apollo 13 crisis.

By the end of last week, as the whole world awaited a happy ending to this latest space venture, most news operations reverted to spot coverage of pre-landing events. But the alert remained, with the attitude of all news operations summed up by UPI Audio's Pete Willett: "We'll go live at the tip of the hat."

Radio provides lifeline to junkies

Those who want to quit or report pushers find help from N.Y. stations

The young voice on the phone was pleading. "I want to report somebody." The "somebody" was a drug pusher who "hangs around 142D Street." The caller identified himself as an 11-year-old boy.

The woman at the other end of the line was sympathetic. She jotted notes on a questionnaire. Behind her a tape recorder was whirling.

This was part of the scene last Monday night (April 13) at the New York offices of Gilbert Marketing Group Inc. as WABC(AM) New York, a youth-oriented music station, began its assault on the drug problem with kids talking, via trained interviewers, to kids.

It was another effort by broadcasters in New York—where drug abuse is acute.

The enormity of the crisis is symbolized by WWRL(AM) Woodside, Queens, a black-programed station, which every hour on the hour tolls bells to report how many have died that day from drug overdoses.

In the WABC project, which may be expanded to other ABC-owned radio stations, youths who are on drugs, have been, or consider using them are asked on the air to call off the air to answer questions on their backgrounds, types of drugs used, frequency, why use stopped (if it has), and other matters related to narcotics.

The appeal is made by "Cousin Brucie," WABC disk jockey, who has won the ears of thousands of teen-age radio listeners. "Brucie"—Bruce Morrow—about a year ago was invited by the White House to serve on a special committee to devise ways of combating drug abuse among youths, and has been meeting regularly with government officials.

Mr. Morrow at 6:30 p.m. Monday made his first announcement. The phones started going at once. A half-dozen interviewers scurried to their places.

Using a questionnaire which was conceived with the help of federal officials, the interviewers first explained to the callers that the conversations were being taped for possible use on WABC as public-service messages to turn off other youths from drugs. (Transcripts of the calls, plus evaluations and summaries, will be made available to governmental agencies seeking to find an answer to the drug problem.) Soon, however, the conversation became five-to-10-minute dialogue.

On Monday 62 calls were taken from Manhattan alone up to 10 p.m. and uncounted others were unable to get through the busy phone lines.

Following an evaluation of phone calls received Monday and after a second pilot session scheduled last Thursday, the campaign will be instituted on a daily basis for a projected two-month period.

As part of the program, youths who call and want immediate answers and help are given the phone number of the addiction services agency of New York.

A key to eradicting the drug problem, authorities agree, is to get rid of pushers. And, while WABC hopes officials can track down the pusher referred to by the helpless 11-year-old caller, WWRL has taken an added step, according to Mark Olds, general manager.

Besides helping to distribute "beat the pusher" buttons, the bell-tolling station, working with the New York police department, has set up a special phone number for listeners. They are told on the air where to call to turn in pushers.

FM's want in on drug-abuse campaign

National Association of FM Broadcasters last week urged the Nixon administration to include FM stations in the government's plans to enlist the media in a national campaign of publicity and education concerning the narcotics problem (BROADCASTING, April 13).

In a telegram sent to Herbert Klein, Mr. Nixon's communications director, the NAFMB noted that the government seems to have directed its appeal for aid in educating the public on narcotics solely to the television segment of the broadcast industry. The NAFMB pointed out there are more than 2,500 FM stations throughout the country and

ChangingFormats

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

- KALF(AM) Mesa, Ariz. — Maricopa Broadcasters Inc., effective March 20, changed from "soul" music format to country and western. The station previously programed middle-of-the-road music, but switched to a Negro-oriented music operation following continued operating losses. The licensee noted "no improved financial situation" while programing soul music and "lack of favorable response" as the reasons for change. The 10 kw daytime station added the C&W change "has caused a notable and immediate increase in sales."
- Noncommercial KUSC(FM) Los Angeles—Board of Trustees, University of Southern California, effective March 1, expanded broadcast day to 24 hours. Previously, the station had been on from 1 p.m. to 4 a.m., airing classical music in the afternoon and underground rock at night. The new program schedule includes expansion of current programing and addition of middle-of-the-road format from 6 to 9 a.m.; educational broadcasts prepared by the Los Angeles city and county school districts from 9 a.m. to 12 noon; and lengthening of two shows, a student-produced public-affairs show from 6:30 to 7:30 p.m. and a telephone-talk program titled *Rap Line* from 7:30 to 9 p.m. The station is completely operated by students of USC.
- WCAS(AM) Cambridge, Mass.—Kaiser-Globe Broadcasting Corp., effective April 13, switched formats from informational-public affairs programing to 85% top-40 music of the 1950's, '60's and '70's with limited talk. Licensee said it found the news and talk-type format was a commercial failure. "At no point has the station come close to making a profit," the daytimer added.
- KOBE(AM) Las Cruces, N.M.—Las Cruces Broadcasting Inc., effective April 1, increased broadcast week by 25 hours operating 24 hours per day Tuesday to Saturday, 21 hours Sunday and 19 hours Monday. Programed into the new 1 to 4 a.m. slot is "light easy-listening jazz," according to Mel London, program director. Jazz selections include Ramsey Lewis recordings.
- WQIZ(AM) St. George, S.C.—WQIZ Inc., effective April 1, changed format from sign-on to 8:30 a.m., Monday to Saturday, substituting country-and-western music for "Les Elgart style, old standards, middle-of-the-road" music. Clarence Jones, owner-general manager-program director, said the station had been experimenting with C&W in the early morning and found "not a tremendous audience response, but . . . the reaction was significant enough to warrent further experimentation."
- WRAP(AM) Norfolk, Va. — Rollins Continental Broadcasting Inc., effective March 9, cut back hours of operation from 24 to 19 hours per day, becoming silent from 12 midnight to 5 a.m. WRAP, which is 100% Negro-oriented, reports no change in format.

many of the outlets possess "specific audiences which could contribute most to the success of this particular campaign."

The NAFMB telegram suggested that Mr. Klein include the association in planning for the narcotics drive and requested that he establish contact with Frederick Allen, director of development of the NAFMB in New York.

Cox decries FCC's fears on indecency

Commissioner agrees with much of WUHY-FM notice but finds penalty unwarranted

FCC Commissioner Kenneth A. Cox agrees with almost everything the commission said in the indecency charge it brought against noncommercial WUHY-FM Philadelphia—except the result.

The commissioner concurred in part and dissented in part to the notice in which the commission—in hopes of creating a test case of its authority to bar indecency from the airwaves—proposed three weeks ago to fine WUHY-FM $100 (BROADCASTING, April 6). The vote was 4-to-2.

Commissioner Cox, in a statement issued last week, said he agrees that broadcasting is different in significant aspects from the print media and motion pictures and that these differences may lead the courts to apply different standards in determining the degree of control which government may exercise over broadcast programing. He also favors an early resolution of this question by the courts.

But the does not believe the problem of indecency on the air "is as great as the majority say it is, or that it is likely to become endemic." He also disagrees that WUHY-FM was "grossly negligent . . . or merits any more than a warning."

Furthermore, he expressed concern that the "precedent" established in the notice of apparent liability may have a stifling effect on broadcasters. It may cause them not to carry broadcasts they might otherwise, "out of fear that someone will be offended, will complain to the commission, and the latter will find the broadcast improper," he said.

He noted that the program involved, *Cycle II*, intended as an "underground" offering dealing with the avant-garde movement in the arts, has been suspended. The cited material included a taped interview with Jerry Garcia, leader of a California acid-rock group, broadcast on Jan. 4, between 10 and 11 p.m.

The commission did not receive any complaints from the public about the program. However, its staff was monitoring *Cycle II* as a result of complaints it had received on earlier occasions. "So far as I can tell," Commissioner Cox, said, "my colleagues are the only people who have encountered this program who are greatly disturbed by it."

One aspect of the commission's notice was applauded by the commissioner —its indication that licensees will not be punished for airing works of art or on the spot-coverage of bona-fide news events which may contain four-letter words or words like them. "I am glad they restrict their action to gratuitous use of words in circumstances where the offensive language has no redeeming social value," he said.

There was no word yet on whether WHYY Inc., the licensee of the station, would oblige the commission by refusing to pay the nominal fine and thus set up a court test of the commission's action. The Department of Justice would go into court to collect the fine. Counsel for the station said the licensee probably would not reach a decision before the 30 days it has to respond to the notice of apparent liability runs out. The notice was issued on April 3.

NBC picked for lead in close '70-71 race

The 1970-71 prime-time network-program competition shapes up as a "three-horse race," with NBC given "a very slight edge," according to a study released at last week's Association of National Advertisers TV seminar (see page 24) by Louis T. Hagopian, executive vice president and general manager, N. W. Ayer & Son, New York.

The 13th annual pre-season assessment by Ayer places ABC-TV "a close third", hugging more closely to the second-place network, CBS-TV. The significance of the close race, Mr. Hagopian said, is that there will be higher prices on ABC-TV and "more competitive prices" on CBS-TV and NBC-TV.

"To a buyer," he pointed out, "this offers a better negotiating position if he has a sound appraisal of what shows on each network will fulfill or miss his target audience."

The Ayer study predicted that only one new series, *The Don Knotts Show* on NBC-TV, would land in the top 20 during 1970-71. It anticipated that the best-rated new programs would be *Don Knotts Show* and *Flip Wilson Show* on NBC-TV; *Andy Griffith Show* on CBS-TV and *Make Room for Granddaddy* and *Barefoot in the Park on ABC-TV.*

Mr. Hagopian singled out NBC-TV's *Laugh-In* and *Bonanza* as the "best bets" for total homes reached and total men; *Disney, Laugh-In* and *Bill Cosby Show* on NBC-TV for total viewers; *Bonanza* and *Laugh-In* on NBC-TV for adult viewers; *Disney* and *Bill Cosby Show* on NBC-TV, *Bewitched* on ABC-TV and *My Three Sons* on CBS-TV for child viewers; *Laugh-In* on NBC-TV and movies on three networks for homes with incomes of $15,000 a year or more.

Candidate's credibility bared on TV, Ailes says

Political candidates can improve their style and approach in the use of television but they cannot be "packaged" in the medium, Roger Ailes, TV adviser to President Nixon, told the Publicity Club of Chicago last week.

Today's public, with its extensive exposure to all the mass media, especially TV, can no longer be fooled, Mr. Ailes said. An hour on TV will reveal whether a candidate is credible or not, faster than ever possible before in the political process, he said. The candor of TV shows people as they are, not what they might wish to appear to be, he explained.

"No one will ever again be elected to a major office without television," Mr. Ailes said. The former Westinghouse Broadcasting Co. producer said Mr. Nixon gained self-confidence in TV for the first time during the 1968 campaign and thus came across more naturally.

Asked if he favors free time for major candidates, Mr. Ailes said he may favor "some" free time but would like to study the issue more before saying how much.

Program notes:

Every week for Mitch ▪ Showcorporation, New York, reports that it is distributing the *Sing Along With Mitch* one-hour series, originally carried on NBC-TV, on a weekly basis. Showcorporation originally distributed the program as a Christmas special; expanded it to a group of holiday presentations, and because of station interest, has decided to sell the series on a weekly schedule. The series has been sold in 20 major markets.

'Happy Days' ▪ CBS-TV has firmed plans for a one-hour series, *Happy Days*, which will be on the schedule starting July 2 (Thursday, 8-9 p.m. EDT). It is a summer replacement for *The Jim Nabors Hour*. Comedy will be provided by Louis Nye, Chuck McCann and the team of Bob Elliott and Ray Gouldin, and big-band names of the past will be guest stars. The show, linking the nostalgia of the 1930's and 40's with the present, was reported several weeks ago as a likely contender for summer exposure (BROADCASTING, March 30).

CBS strides into the 70's

Paley sees 1st-quarter rise to $310 million with full-year earnings prospects better than '69

CBS's leadership took soundings of the seventies at last week's stockholders meeting in San Francisco—and against a backdrop of unscheduled cacophony by members of the Women's Liberation Front, it got the message across.

CBS has moved into a new decade with a favorable financial report. Estimates for the first quarter of 1970, said Board Chairman William S. Paley, are for a 20% increase in net sales and a 2% gain in net income. Final figures, he said, will be out in early May.

Vying for equal attention with the good news off the balance sheet, but the unwelcomed strident tones of the liberation movement, were the following:

- A brief review by CBS President Frank Stanton of the past decade, in which he cited CBS's advances and ticked off industry trends.
- A special, though brief, observation by Dr. Stanton in which he scored "increasing pressures" from government authorities on broadcast journalists to temper the news (see page 50).

Mr. Paley estimated first-quarter net sales of $310.6 million, or a 20% increase over $259.9 million in sales for the same three months last year. He said net income would be up 2% from $13.5 million to $13.8 million, with earnings per share at 50 cents, one cent up from first-quarter 1969.

He said that "in common with business as a whole, the well-publicized general softness in the economy has resulted in something of a cost-price squeeze for CBS in recent months, and this is the reason why profits did not keep pace with sales during the first quarter."

Mr. Paley said it was too early, with economic indicators too uncertain, to predict results for the year. Should business generally avoid "a further turn for the worse," he sees "full-year earnings to exceed those of 1969." (For 1969, CBS had reported substantial gains in revenues and earnings, with its 17% rise in revenues giving the corporation its first $1-billion year and its income increasing by 24% [BROADCASTING, Feb. 16]).

Included in Dr. Stanton's remarks was a summary of CBS performance as a corporate entity over the past 10 years. "This is how," he said, "CBS stacks up against the *Fortune* [Magazine] top-500 industrials":

For CBS, sales multiplied two-and-

Networks, O and O's incomes set records

FCC reports TV revenues for 1969 up 12.2%, advertising up 10.6%

The three national television networks and their 15 owned-and-operated stations reported new records in revenues and income for 1969.

The figures, released by the FCC last Thursday (April 16), showed that the networks and their stations had combined net broadcast revenues of $1.5 billion, up 12.2% from $1.3 billion in 1968. Income before federal taxes jumped 26.5% to $226 million from $179 million. Broadcast expenses rose 9.9% to $1.2 billion from $1.1 billion the year before.

Network advertising revenues increased 10.6% to $1.6 billion, and the networks had pretax income totaling $92.7 million, a 64.5% increase over 1968's $56.4 million. Net revenues rose 12.6% to $1.1 billion from $1 billion. Expenses for the networks were $1 billion in 1969 versus $960 million in 1968—a 9.5% rise.

The 15 owned-and-operated TV stations had net revenues of $323.3 million, up 10.9% from $291.5 million in 1968. Pretax income was $133.4 million, a 9% increase over 1968's $122.4 million. Expenses rose 12.3% to $189.9 million in 1969 from $169.2 million the year before.

Financial data for the entire television industry, by TV market, will be released later this year.

Broadcast financial data of three national TV networks and their 15-owned-and-operated stations, 1969 (in millions of dollars)

	Total		Networks		15 owned and operated TV stations	
	Amount	% change from previous year	Amount	% change from previous year	Amount	% change from previous year
1. Network advertising revenues			$1,571.2[1]	10.6%		
2. Deductions:						
a. Paid to owned-and-operated stations			42.4	4.8		
b. Paid to affiliated stations			213.3	4.7		
Total participation by stations			255.7	4.7		
3. Retentions from network advertising revenues	$1,357.9	11.6%	1,315.5	11.8	$ 42.4	4.8%
4. Non-network time sales	333.8	11.6			333.8	11.6
5. Other broadcast revenues	73.7	20.4	64.3	21.2	9.5	15.5
6. Total broadcast revenues	1,765.4	11.9	1,379.7	12.2	385.7	10.9
7. Deduct—Commissions to agencies and representatives and cash discounts	298.1[1]	10.7	235.7[1]	10.6	62.4	10.9
8. Net broadcast revenues	1,467.3	12.2	1,144.1	12.6	323.3	10.9
9. Broadcast expenses	1,241.3	9.9	1,051.3	9.5	189.9	12.3
10. Broadcast income (before federal income tax)	226.1	26.5	92.7	64.5	133.4	9.0

Note: In some cases, last digits of figures do not add because of rounding.

[1] Advertising agency commissions on network billings are paid directly by the advertiser to the agency. These commissions estimated as $235.7 million (15% of network advertising revenues) have been included in each of the footnoted entries above. Data previously published by the FCC did not include the entire amount of agency commissions.

a-half times and profits and shareholders' equity tripled, while for the top-500 industrial corporations average sales and profits "somewhat more than doubled" and shareholders' equity nearly doubled.

In figures, CBS net sales over the decade rose from $465 million to $1.2 billion, its net income from $23 million to $72 million, its per-share earnings from $1.12 to $2.65 and its shareholders' equity from $137 million to $411 million, Dr. Stanton said.

As orderly as the CBS advance may have been financially, its stockholders meeting went temporarily askew. The scene was not unlike other annual meetings of large corporations whose business had to give way to demonstrations and disruptions by outside groups.

Some nine or 10 members of the Women's Liberation Front interrupted CBS's proceedings, forcing a 10-minute recess when Chairman Paley found he was unable to bring about an orderly exchange of views. The auditorium-theater of the Insurance Securities Inc. building, where the meeting was held Wednesday (April 15), was ordered cleared by Mr. Paley of the 200 stockholders and protestors.

The protesting feminists charged CBS with distortion and with down-grading women's role through TV-program portrayal and in commercials.

Marion Delgado, spokesman for the group, charged in a prepared statement that CBS "abuses" women. "You use our bodies to sell products. We won't be on the market," she said. "You blackmail us with the fear of being unloved if we do not buy."

When the meeting was restored to order, Mr. Paley said: "We do not dislike women" and cited figures showing 10% of administrative personnel at CBS (in the salary range of $7,800 to $35,000) to be female.

Mr. Paley responded to a question from a stockholder by noting that CBS will oppose FCC proposals to restrict network programing, warning the move would be a "retrogressive step" and of especial harm to smaller TV outlets. He refused to discuss the possible impact of the loss of cigarette advertising on the network starting in January.

The Broadcasting stock index

A weekly summary of market activity in the shares of 99 companies associated with broadcasting.

	Stock symbol	Exchange	Closing April 16	Closing April 9	Closing April 2	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	27⅝	32⅞	33⅝	39¼	27⅝	7,271	242,623
ASI Communications		O	5	5⅝	5¾	7	5	1,789	10,287
Capital Cities	CCB	N	29⅝	32½	35¼	36½	28¼	5,804	204,591
CBS	CBS	N	37¾	43¼	44¼	49⅞	37¾	26,250	1,161,583
Corinthian	CRB	N	26⅛	28⅝	29⅞	33⅞	25¾	3,384	101,080
Cox	COX	N	19⅝	18⅝	20½	24⅝	18	5,789	118,675
Gross Telecasting	GGG	A	14⅞	15	15⅛	17¾	15	805	12,172
Metromedia	MET	N	18⅛	20	20¾	22⅝	15½	5,603	116,262
Pacific & Southern		O	14	14	14½	23	14	1,627	23,592
Reeves Telecom	RBT	A	5½	6⅝	6½	15⅞	5	2,163	14,060
Scripps-Howard		O	21¾	22¼	22¼	24	20¾	2,589	57,605
Sonderling	SDB	A	21¼	23⅝	25⅝	34⅞	22¼	985	25,236
Starr Broadcasting		O	13½	13	12¼	18	12¼	338	4,141
Taft	TFB	N	22¼	20⅞	22⅛	29¾	20⅝	3,585	79,300
							Total	67,982	$ 2,171,217
Broadcasting with other major interests									
Avco	AV	N	19½	21⅝	22¾	25¼	19½	11,469	260,920
Bartell Media	BMC	A	9¼	10⅞	11½	14	9¼	2,292	26,358
Boston Herald-Traveler		O	33	33	35	43	29	574	20,090
Chris-Craft	CCN	N	8½	8⅞	8¾	11½	8¼	3,500	30,625
Combined Communications		O	11¼	11¼	11¾	16½	11	1,798	21,127
Cowles Communications	CWL	N	7⅝	7½	8⅛	10⅞	7¼	3,969	32,228
Fuqua	FQA	N	14¾	16⅝	17	31¾	13⅝	5,541	94,197
Gannett	GCI	N	22	24½	25½	29½	22	7,117	181,484
General Tire	GY	N	18	18½	19½	20⅝	17⅝	18,122	353,379
Gray Communications		O	5¼	5¼	5½	7⅝	5¼	475	2,613
Lamb Communications		O	3½	3½	4½	6	3½	2,650	11,925
Lee Enterprises		A	18	19	19¾	20¾	18	1,957	38,651
Liberty Corp.	LC	N	19⅝	20⅝	20⅝	21⅞	16¼	6,743	139,041
LIN		O	7¾	9¼	8⅛	11	7½	2,174	17,653
Meredith Corp.	MDP	N	28⅝	31¾	30¾	44⅝	28¾	2,779	85,454
Outlet Co.	OTU	N	16½	16¾	16¾	17¾	15⅝	1,336	22,378
Plough Inc.	PLO	N	71⅜	77½	78¾	85	71⅝	6,788	534,555
Post Corp.		O	13	14	14	17½	13	713	9,982
Rollins	ROL	N	29⅛	30	32½	40⅝	28½	8,029	260,943
Rust Craft	RUS	A	24⅞	25⅝	25½	32¼	24⅞	1,168	29,784
Storer	SBK	N	21¼	23⅝	24⅝	30¾	19	4,221	103,921
Time Inc.	TL	N	35¼	35⅝	37½	43½	27¾	7,241	271,538
Trans-National Comm.		O	3½	3¾	3⅝	4½	1⅞	1,000	3,370
Wometco	WOM	N	19	19¼	18⅝	20¼	17¼	5,812	106,708
							Total	107,459	$ 2,658,924
CATV									
Ameco	ACO	A	7	8⅛	8¾	16	7	1,200	10,500
American TV & Comm.		O	16¼	17½	18¼	22¼	16¼	1,775	50,144
Cablecom-General	CCG	A	8⅞	10	11	23⅞	8⅞	1,605	17,655
Cable Information Systems		O	1⅞	2	2⅛	2¼	1⅞	955	2,025
Citizens Finance Corp.	CPN	A	13½	13⅞	14¾	17½	12½	1,094	16,137
Columbia Cable		O	12	13	14	15½	12	900	12,600
Communications Properties		O	8¼	8⅝	8¼	10½	7	644	5,313
Cox Cable Communications		O	15¾	16¾	18	24	15¾	3,550	63,900
Cypress Communications		O	11¼	13	13½	17¾	11¼	854	11,529
Entron		A	3⅝	5	5¼	8½	3⅝	1,320	6,930
General Instrument Corp.	GRL	N	15⅝	17¼	20	30⅞	14¾	6,111	122,220
H & B American	HBA	A	18¼	20	21⅞	30⅝	18¼	4,973	108,760
Sterling Communications		O	4¼	4¾	4¾	7¼	4¼	500	2,375
Tele-Communications		O	11½	12¾	13	20¾	11½	2,704	35,152
Teleprompter	TP	A	73⅝	84½	92¼	133½	73	1,007	92,896
Television Communications		O	8¾	11	11½	18¾	8¾	2,816	32,384
Vikoa	VIK	A	9½	10⅝	12	27½	9½	2,232	26,784
							Total	34,240	$ 617,304

RCA's quarter off, economy lag cited

Report says NBC sales decline reflects advertisers' uncertainty about ad commitments

RCA reported last week that its first quarter of 1970 was down in sales and earnings and that color-TV set sales declined as did sales by NBC, its broadcast subsidiary.

Robert W. Sarnoff, chairman and president of RCA, said the declines from last year's record levels were under the influence of a continuing slowdown in the nation's economy. Sales slipped by $41.1 million and net profit was off 36% to $27.4 million from the record $42.5 million reported for the three months a year earlier.

Mr. Sarnoff said profits were affected by such factors as economic restraints applied at the national level and the continued pressures of increasing costs and expenses. A substantial sales decline in the quarter cut across the home-instrument area, including color and monochrome TV sets, radios, phonographs and other home instruments manufactured by RCA.

The first-quarter report noted that the effect of a "further erosion in consumer-buying intent" was felt in RCA's color-TV activity and that this situation was "intensified by heightened competition from foreign imports." Domestic industry sales of color-TV sets were off 25% from the earlier three-month period.

RCA said that sales for NBC were below last year's record level, noting that "the profit squeeze common to many American industries created uncertainty about major advertising commitments, and this reflected adversely on the operating results of NBC."

Hertz Corp. a subsidiary in the car

	Stock symbol	Exchange	Closing April 16	Closing April 9	Closing April 2	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	18¾	23⅝	23⅞	31½	18¾	5,942	141,836
Disney	DIS	N	134½	139½	150⅜	158	125¾	5,133	771,849
Filmways	FWY	A	11⅛	11⅝	12¼	18½	11⅛	1,700	20,825
Four Star International		O	2¼	2⅝	2¾	4	2½	666	1,832
Gulf and Western	GW	N	15⅛	15½	16¾	20¾	15	16,310	273,193
Kinney National	KNS	N	33	19⅝	34¼	36	27	7,738	265,027
MCA	MCA	N	22⅝	23⅛	23⅝	25¾	19⅞	8,297	195,975
MGM	MGM	N	27½	25½	26	28⅜	20⅜	5,843	151,918
Music Makers Group		O	5	6	6	9	5	589	3,534
National General	NGC	N	14½	17½	17¾	20¼	13	4,515	80,141
Transamerica	TA	N	20½	20⅛	22½	26¾	19⅜	61,869	1,329,053
Trans-Lux	TLX	A	13	16	17⅜	23⅜	13	1,020	17,717
20th Century-Fox	TF	N	14⅛	16½	17⅞	20½	14⅛	8,169	145,980
Walter Reade Organization		O	7	6⅞	7¼	13½	6½	2,342	16,980
Wrather Corp.	WCO	A	7¾	8	8¼	10¾	7¾	2,161	17,828
							Total	132,294	$ 3,496,688
Service									
John Blair	BJ	N		18⅜	20⅝	23½	19¾	3,006	61,984
Comsat	CQ	N	32	33½	36¾	57¾	32	10,000	367,500
Creative Management		O	11	12	12½	14½	9½	918	11,475
Doyle Dane Bernbach		O	20½	23½	24½	24½	19¼	1,924	47,138
Foote, Cone & Belding	FCB	N	10⅞	10⅝	10⅜	12¼	10⅛	2,156	22,358
Grey Advertising		O	11½	11	13	13½	11	1,140	14,820
Movielab	MOV	A	5	5¼	5⅜	7½	5	1,407	7,556
MPO Videotronics	MPO	A	7⅞	8¼	8⅛	9⅞	7¾	548	4,742
Nielsen		O	38½	40	39½	42	36½	5,299	209,310
Ogilvy & Mather		O	20¼	22½	22¾	22¾	18⅝	1,090	24,798
PKL Co.	PKL	A	5⅞	6⅞	7¼	12⅝	5⅞	739	5,358
J. Walter Thompson	JWT	N	30¾	32½	31¼	36	28¼	2,778	86,813
Wells, Rich, Greene		O	9½	10	11⅝	13⅛	7⅜	1,601	18,603
							Total	32,606	$ 882,455
Manufacturing									
Admiral	ADL	N	9⅜	10	11⅛	14⅞	8½	5,150	57,268
Ampex	APX	N	22⅝	32	37⅜	48½	22⅝	10,825	404,530
CCA Electronics		O	4¾	5	5	5	4⅜	800	4,000
Collins Radio*		N	22¾	25⅛	*	37¼	20½	*	*
Conrac	CAX	N	20⅛	21	24½	32¼	20⅜	1,249	30,600
General Electric	GE	N	75¼	75⅞	74½	77⅝	67⅜	91,025	6,781,363
Harris-Intertype	HI	N	57⅛	64⅝	67	75	57⅛	6,351	425,517
Magnavox	MAG	N	33¾	35⅜	36⅝	38⅞	29¼	16,485	603,681
3M	MMM	N	100¾	103⅝	106⅝	114¾	99⅝	56,093	5,980,636
Motorola	MOT	N	96	106¼	118½	141¾	96	6,649	787,907
RCA	RCA	N	25¾	29⅞	30¾	34⅝	25¾	62,773	1,930,270
Reeves Industries	RSC	A	3¾	3⅞	4	5¼	3¼	3,443	13,772
Telemation		O	13¼	14½	14½	24	13¼	1,080	15,660
Visual Electronics	VIS	A	4½	4⅜	4⅜	10⅜	3⅛	1,357	5,930
Westinghouse	WX	N	68⅝	66	66½	68⅝	53½	39,521	2,628,147
Zenith Radio	ZE	N	31⅛	33⅛	34⅞	37¾	29½	19,020	663,287
							Total	321,821	$20,332,568
							Grand total	696,402	$30,159,156
Standard & Poor Industrial Average			85.88	88.53	89.97				

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

Shares outstanding and capitilization as of April 2.
* New addition to index.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

rental and leasing business also showed unfavorable operating results. RCA cited belt-tightening by corporations in spending for business travel and bad weather affecting certain resort areas as contributing to the difficulty.

RCA said government business also continued to decline. This was influenced by cutbacks in the defense and space agencies. Where government accounted for 30% of RCA's volume 10 years ago, it now represents about 14%.

On the more favorable side of the ledger, RCA said, were data processing, some service operations, global communications and the corporation's newest subsidiary, Banquet Foods Corp.

Mr. Sarnoff predicted "profitability" in computers in the early 1970's, but, he added, there is the possibility of a continued squeeze on over-all business profits through 1970. Assuming an easing in the tight-money situation and an improved business climate later this year, Mr. Sarnoff said businessmen could anticipate "a modest turnaround in the consumer durable-goods market by late spring or early summer, with the upturn accelerating moderately into the fourth quarter."

For the three months ended March 31:

	1970	1969
Earned per share	$0.39	$0.62
Sales	777,000,000	818,100,000
Net income	27,400,000	42,500,000
Shares outstanding	66,757,000	66,773,000

Net profit is reported above in accordance with the corporation's regular accounting practices; it is necessarily based in part on approximations and is subject to audit and year-end adjustments. The F. M. Stamper Co. was merged into a new, wholly owned subsidiary of RCA as of March 31, 1970. This merger was accounted for as a pooling of interests, and 1969 figures have been restated accordingly.

Time Inc. earnings dip in 1st quarter

Time Inc.'s net income for the first three months of 1970, stockholders learned last Thursday (April 16) at the annual meeting in New York, amounted to $1,083,000 or 15 cents a share as compared with net income of $4,910,000 or 68 cents a share in the same period last year. No extraordinary items were included in 1970 first quarter's income, it was noted, while in the first quarter of 1969, income from extraordinary items totaled $5,210,000 or 72 cents a share.

James R. Shepley, Time Inc. president, reported that for the year 1969 operating revenues of the five stations owned by Time-Life Broadcast increased. He said the broadcast division, headed by Barry Zorthian, also accounted for an after-tax capital gain of $1.5 million from sale of three cable television systems. In the first quarter of 1970 broadcast revenues declined 4%.

	1970	1969
Earned per share	$0.15	$0.68
Revenues	141,088,000	128,062,000
Net income	1,083,000	4,910,000

Company reports:

Creative Management Associates Inc., Los Angeles talent agency, reported increased income and revenues for the year ended Dec. 31:

	1969	1968
Earned per share	$0.88	$0.64
Revenues	11,234,479	10,127,659
Net income	832,787	604,092
Shares outstanding	1,177,024	1,019,514

Filmways Inc., New York, motion picture and TV production and distribution company, reported an increase in revenues but a decline in net income for six months ended Feb. 28:

	1970	1969*
Earned per share	$0.63	$1.06
Revenues	49,430,000	47,777,000
Net income	1,145,000	1,600,000
Average shares outstanding	1,674,000	1,417,000

*Adjusted for poolings subsequent to Feb. 28, 1969, and for a 2% stock dividend.

Four Star International Inc., Culver City, Calif. film production and distribution company, reported decreases in film rentals, its major income item, and a greater net loss for the 26 weeks ended Dec. 27:

	1969	1968
Earned per share	($0.51)	($0.40)
Net income	(341,304)	(267,730)
Revenues	1,705,871	4,618,654
Shares outstanding	665,950	665,950

Fuqua Industries Inc., Atlanta-based diversified company and group station owner, reported increases in net revenues and net income for the year ended Dec. 31:

	1969	1968
Earned per share	$2.13	$1.63
Net revenues	324,190,000	243,205,000
Net income	13,262,000	10,004,000
Average shares outstanding	6,037,000	5,870,000

Notes: 1968 figures are restated to include on a pooling of interests basis businesses acquired in 1969. Earnings per share include common stock equivalents and exclude extraordinary gain of one cent per share as restated for 1968 and a loss of 27 cents per share for 1969.

ABC reports good 1st quarter

Operating earnings gain over $1 million, helped by broadcast

A continuing upswing in ABC's earnings, which were at a new high in 1969, has carried over into the first quarter of 1970. ABC President Leonard H. Goldenson reported last week a 15% increase in operating earnings over the same quarter a year ago.

ABC's operating earnings are up by over $1 million, though its net earnings are less because of capital and non-recurring gains of $1,825,000 in the 1969 quarter as opposed to $50,000 in this year's period, Mr. Goldenson explained. He said the gains were principally realized from the sale of the company's interest in a foreign broadcasting firm.

Mr. Goldenson said this quarter's results reflected improvement in broadcasting and phonograph-record divisions, though earnings for the theater division did not equal the showing of the 1969 period.

	1970	1969
Earned per share*	$0.63	$0.79**
Pretax earnings	9,775,000	8,600,000
Net income	4,450,000	5,725,000

*Assuming full conversion of convertible debentures and exercise of stock options, fully diluted earnings from operations and net earnings for the first quarter of 1970 would be $.57 and $.58 and, for the first quarter of 1969, $.49 and $.70 per share, respectively.
**Adjusted for the 3 for 2 stock split in December, 1969.

Equipment&Engineering

AM radiation changes classed minor by FCC

The FCC announced last week that it will follow a policy of treating requests for changes in AM radiation patterns or hours of operation as "minor" rather than "major" change proposals.

In a proposed rulemaking issued last September, the commission said it would reject applications for major changes in daytime or night-time AM facilities that did not provide first service to 25% of the proposed service area or 25% of the population within the area. The proposal was part of a plan aimed at diverting most of radio service growth into FM (BROADCASTING, Sept 8, 1969).

Many of those commenting on the proposals objected to the restrictions on changes, contending that they unfairly prohibited AM's from improving existing service by categorizing even minimal power changes or changes in radiation pattern or site as "major and thus subject to the 25% white area requirement.

In its policy statement issued last week, the commission said that henceforth, requests for applications for radiation pattern changes, including those for directional to non-directional and vice versa, will be considered minor change proposals, unless associated with changes in frequency, power, hours of operation, or station location.

Applications for changes in hours of operation will also be considered minor change proposals, provided they do not involve new nighttime propagation studies.

The commission noted that previously it has classified applications for pattern changes as major or minor on an ad hoc basis.

It said it hoped the policy statement would "align AM application procedures more closely with those followed in the FM and TV broadcast services" and "dispel much of present uncertainty as to the treatment of specific applications."

Foreign-policy side of satellites to be reviewed

A House Foreign Affairs Subcommittee wil lhold hearings beginning this Thursday (April 23) on the foreign policy implications of satellite communications. The hearings continue next week.

Among those testifying will be Frank Shakespeare, director of the United States Information Agency; Sig Mickelson, vice chairman, board of directors of the International Broadcast Institute and former vice president of Time-Life Broadcast Inc.; and representatives of the State Department, Agency for International Development, and National Aeronautics and Space Administration.

Subcommittee Chairman Clement J. Zablocki (D-Wis.) said the purpose of the hearings is to review developments since the subcommittee's last hearings on the subject in May 1969—such as the meetings of the International Telecommunications Satellite Consortium and the U. S.-India agreement on instructional television.

Lines 10 miles or less need no FCC sanction

The FCC last week gave common carriers authority in certain cases to provide channel service under continuing blanket authority without individual applications.

By a vote of 5-to-0 with Commissioners, H. Rex Lee and Nicholas Johnson absent, the commission ruled that common carriers subject to the provisions of Section 214 (requiring FCC approval to build channel facilities) may provide channel service for an AM, FM, TV or TV translator where the service involves the use of existing local exchange lines or the construction of new lines not exceeding 10 miles in length.

The commission said the action "will avoid administrative delays prejudicial to the prompt meeting of important requirements for immediate service. . . ."

Noting that individual Section 214 authorizations do not appear to be necessary to use existing lines or to construct short new lines, and is not required for construction of local exchange lines, the commission said it could see "no useful purpose" for requiring authorization under those circumstances.

Color-TV sales slump in February

Distributor sales of color-TV receivers to retailers were still down in February, by 25.7%, compared to the same month last year, but slightly up from the 26.1% decline in January, the Electronic Industries Association will report today (April 20).

Monochrome-TV sets also were down by 16.9% in February, compared to February 1969; radio sales in all other categories declined.

Year-to-date figures for the first two months of 1970:

	1970	1969
Television		
Color	747,463	1,008,767
Monochrome	670,726	803,754
Total	**1,418,189**	**1,812,521**
Radio		
AM home	760,021	977,071
FM home	403,010	529,323
Auto	1,403,732	1,825,821
Total	**2,566,763**	**3,333,115**

Fates&Fortunes®

Broadcast advertising

F. Glenn Verrill, creative director, Burke Dowling Adams division, Atlanta subsidiary of BBDO, New York, named executive VP and general manager, succeeding **Burke Dowling Adams,** who retires. **W. Donald Mix,** VP and associate creative director, named executive VP and creative director. **Jack V. Walz,** account executive, named VP.

Michael Arthur, account supervisor, Benton & Bowles, New York, named VP.

Norman Carrier, VP, J. Walter Thompson Co., New York, joins Clyne Maxon Inc. there in same capacity.

James R. Driscoll, with Brittingham Inc., New York broker, joins Warwick & Legler there as VP.

Irwin D. Levy and **Kurt R. Willinger,** both with Compton Advertising, New York, named VP's.

Thomas Kiely, advertising sales executive, Fairchild Publications, New York, joins Ketchum, MacLeod & Grove there as VP and account manager.

Martin Ozer and **Richard Waller,** group sales managers, Metro TV Sales, New York, named VP's.

LeGrand L. Redfield, VP, Wesley Advertising, New York agency, joins Albert Frank-Guenther Law agency there as VP.

Mr. Drexler

Michael Drexler, VP and associate media director, Ogilvy & Mather, New York, named VP and director of media. He succeeds **Jules Fine,** who becomes director of marketing services and chairman of account-management review board.

Mel Robinson, director of operations, VPI Services, division of Electrographic Corp., New York post-production facility, named VP and general manager.

William J. Curran, creative director, Duncan-Brooks Inc., agency, Garden City, N.Y., also named VP.

Philip R. Cane, account supervisor, Sander Rodkin Advertising, Chicago, named creative VP.

Raymond K. Maneval, creative supervisor, Alberto-Culver Co., Melrose Park, Ill., joins Horace Schwerin Associates, Englewood Cliffs, N.J., as VP.

Dixie Fortis, Richard J. Hazlett and **L. Richard Sullivan** named creative supervisors at Needham, Harper & Steers, Chicago. Mrs. Fortis and Mr. Sullivan earlier were elected VP's of agency.

Les Keiter, sports director, Triangle Stations, named president of Len Carey agency, Honolulu.

Joel S. Lewis, formerly with Doyle-Dane-Bernbach, Grey Advertising and Ted Bates & Co., all New York, named director of new New York office of Albert Jay Rosenthal & Co., Chicago, at 685 Fifth Avenue.

Arthur Rosenblatt, advertising manager, Liberty Mutual Insurance Co., Boston, joins Emerson Television Sales Corp., Stamford, Conn., subsidiary of National Union Electric Corp., as director of advertising and sales promotion.

John Chervokas, VP, Grey Advertising, New York, also appointed associate creative director.

Terry D'Angona, with KFWB(AM) Los Angeles, joins Buckley Broadcasting Corp. (group owner) there as director of marketing-research.

Michael J. Burke, senior product manager Miles Laboratories Inc., Elkhart, Ind., appointed director of marketing, toiletries and hygiene products, consumer products group of Miles.

Thomas J. Josephson, general sales manager, WIS-TV Columbia, S.C., joins WSFA-TV Montgomery, Ala., in same capacity. Both are Cosmos Broadcasting stations.

Jeff Davidson, general sales manager, WSTV-TV Steubenville, Ohio-Wheeling, W. Va., joins WPGH-TV Pittsburgh, as sales manager.

Cosmos Cappellino, with WIXY(AM) Cleveland, appointed sales manager of WIXZ(AM) McKeesport, Pa. Both are owned by Westchester Corp.

Dan Clarkston, manager and sales manager, KSLY(AM) San Luis Obispo, Calif., joins KVEC(AM) there as sales manager.

Patrick Collins, producer, Foote Cone & Belding, Hollywood, joins Leo Burnett Co. there as commercial producer.

Kenneth Torgerson, VP-senior associate media director, Dancer-Fitzgerald-Sample, New York, joins The Sawyer Group Inc., independent media buyer there, as consultant on special projects.

Media

Jack Barnard, formerly general manager of KPRI(FM) San Diego, named president of Southwestern Broadcasters Inc. Southwestern stations include KPRI(AM) and KYMS(FM) Santa Ana, Calif., KRDS(AM) Tollison, Ariz., KKAM(AM) Pueblo, Colo., and KKAT(AM) Rosewell, N.M.

Frazier Reams Jr., president of Reams Broadcasting Corp., Toledo, Ohio, assumes additional responsibility of general manager, WCWA-AM-FM there. Reams stations include WCWA, WUOK(AM) Cumberland, Md., and WKBZ(AM) Muskegon, Mich.

William R. Rollins, VP, Suburban Radio Group, Belmont, N.C.-based group broadcaster, named executive VP, succeeding the late **James B. Keel. Lewis H. Bagwell** succeeds Mr. Rollins as VP.

David Polinger, formerly president, Friendly Frost Inc., broadcast division, New York, joins Bell Television Inc. there in newly created position of VP, operations. Bell is involved in multiple areas of communications including CATV.

Charles Bailey, formerly with WTVK-TV, Knoxville, Tenn., joins WQTY(AM), WFMI-FM Montgomery, Ala., as general manager.

Nancy M. Pool, with KMOX-FM St. Louis, joins WIL-FM there as manager.

Douglas Eason, operations manager, KATZ(AM) St. Louis, appointed station manager.

Bud Sunkel, with WIAI(FM) Danville, Ill., appointed station manager.

Robert H. MacCallum, manager, sales and operations, WLVA(AM) Lynchburg, Va., appointed manager of station.

Robert A. Daly, director of planning and administration, business-affairs department, CBS-TV, New York, appointed director of business affairs-New York.

Edward R. Salamon Jr., with KDKA-AM-FM Pittsburgh, appointed research director.

Jeff Woodruff, with KQV-AM-FM Pittsburgh, joins WLS-AM-FM Chicago as research director.

Melvyn Black, salary administrator, NBC, New York, appointed manager, employment. **Tim Brooks,** research supervisor, WCBS-TV New York, joins NBC Owned Stations Division there as senior research analyst. **Clayton C. Steffensen,** supervisor, general-accounting department, NBC, West Coast, Burbank, Calif., appointed manager, accounting and financial planning.

Joseph W. Koral, news director, WBEN-AM-FM-TV Buffalo, N.Y., appointed to newly created position of community-services director. He will supervise and guide analysis of community problems and needs on a continuing basis.

Ralph Hilliard, manager, Teleprompter Corp.'s Farmington, N.M., system, joins Tampa-St. Petersburg, Fla., system. He is succeeded by **James Harper,** manager, Rawlins, Wyo. **Perry Nash,** chief technician, Silver City, N.M., succeeds Mr. Harper. **Bill Wagner,** chief engineer, Santa Cruz, Calif., appointed manager, Los Gatos, Calif., and **Tom Hopping,** sales manager, West Palm Beach, Fla., appointed manager, Boynton Beach and Lake Worth, both Florida.

Richard Pew, head of engineering, Washington state systems, Columbia Cable Systems, Westport, Conn., appointed manager of Washington systems. **Jerry Cranford,** with Texas Cablevision Corp., San Angelo, Tex., subsidiary of Columbia, appointed general manager.

Programing

Charles Fries, VP for production administration, Columbia Pictures, West Coast, named senior VP, production, Metromedia Producers Corp., Hollywood.

Leonard Kornblum, VP and treasurer, Independent Television Corp., New York, named VP, financial and legal affairs.

Fred Houghton, director of business affairs, West Coast, MGM Television, Culver City, Calif., appointed director of business affairs, MGM Television, New York.

Carmen Pugliese, administrative assistant, Metromedia Program Sales, New York, appointed director of contract and program administration.

Ron Sossi, program executive, ABC-TV, Hollywood, joins Paramount Television there as program supervisor, network production. **Leo Silber,** entertainment-field lawyer, joins ABC-TV, New York, as program attorney in contracts department.

Paul Mitchell, formerly with WDVR(FM) and WPBS(FM), both Philadelphia, joins KXYZ(AM) Houston as program director.

Chuck Dunaway, music director, WIXY(AM) Cleveland, joins WIXZ(AM) McKeesport, Pa., as program director. He succeeds **George Brewer,** who resigns.

Vincent G. Noonan, with WOR-TV New York, appointed assistant program director.

Charles Peterson, with KXYZ-AM-FM Houston, joins KDKA-AM-FM Pittsburgh as program manager.

Dick Sargent, with WRDU-TV Raleigh-Durham, N.C., joins WNBE-TV New Bern, N.C., as production and operations manager. **Sherman Husted,** with WNBE-TV, named executive producer.

News

Jack Begon, weekend-news manager, ABC News, New York, appointed correspondent/producer, ABC News, Rome.

Phil Brady, correspondent, NBC News, New York, joins NBC News bureau in Saigon.

Myles E. Walsh, manager of systems development, CBS direct marketing services division, New York, appointed director of computer systems, CBS News election unit. **Edward Hamlin,** with office of national estimates, Central Intelligence Agency, Washington, joins CBS News, New York, as coordinator of broadcast research.

Richard A. Fuller, with UPI, appointed manager of Springfield, Ill. bureau UPI, succeeding **Richard L. Adorjan,** who resigns to accept position with state government there. **James W. Joyce,** also with UPI, appointed manager of Lincoln, Neb., bureau, succeeding **Michael J. Kaeser,** who transfers to Detroit bureau.

Daniel Hrvatin, with WKYC-TV Cleveland, joins WJW-TV there as assistant news director.

Larry Hope, director of news, peninsula bureau, WAVY(TV) Norfolk-Portsmouth-Newport News, Va., appointed news assignment editor, Portsmouth bureau.

James B. Mustard, with WDAU-TV Scranton, Pa., joins WBAL-TV Baltimore as general assignment reporter.

Nancy Reid, newswriter-editor, KABC-AM-FM Los Angeles, appointed to similar post at KNX-AM-FM there. **Peter Morago,** writer-editor, KNX-AM-FM, named reporter-broadcaster.

Georges Croses, European TV representative, ABC Sports, New York, appointed director of European affairs, ABC Sports, Paris.

Promotion

Irv Mandell, with Grey & Davis, PR affiliate of Grey Advertising, New York, named to newly created position of senior VP.

James Collier, writer-producer, program promotion department, KNXT(TV) Los Angeles, named promotion manager. He succeeds **Hal Biard,** named director of promotion and information services, WBBM-TV Chicago. Both are CBS-owned stations.

Robert M. Smith, promotion director, WATU-TV Augusta, Ga., joins WJCL-(TV) Savannah, Ga., in same capacity.

Diana L. Davidson, special events director, KDWB(AM) Minneapolis, appointed promotion director.

Jane Vollmer, formerly with WKYC-AM-FM Cleveland, appointed promotion and public affairs director, WCWA-AM-FM Toledo, Ohio.

Jack MacDonald, promotion director, KEX(AM) Portland, Ore., joins KVI(AM) Seattle in same capacity. Both are Golden West Broadcasters stations.

Ivan B. Rich, formerly with WTMJ-TV Milwaukee, named assistant director of advertising and promotion, WXYZ-TV Detroit.

Ann Smiley, with WNBE-TV New Bern, N.C., appointed promotion manager and continuity director.

Jack R. Mulligan, formerly publicity manager with *Time* magazine and PR account executive with Young & Rubicam, New York, joins New York office of Ketchum, MacLeod & Grove, Pittsburgh, as manager, agency communications.

Equipment & engineering

Jack Becknell, with WNBE-TV New Bern, N.C., appointed chief engineer.

Frank Cook, with WKEF(TV) Dayton, Ohio, joins WCWA-AM-FM Toledo, Ohio, as chief engineer.

Lawrence M. Ryan, general manager, instrument/controls division, Duarte, Calif., of Conrac Corp., New York, appointed general manager of Conrac division of Conrac Corp., Covina, Calif.

Robert E. Riddle, manager, marketing administration, Fairchild Systems Technology division, Fairchild Camera and Instrument Corp., Mountain View, Calif., joins International Video Corp., Sunnyvale, Calif., in similar capacity.

Nicholas J. La Bate, project engineer, CBS-TV, New York, appointed mastering supervisor, CBS Electronic Video Recording, Rockleigh, N.J. He will be responsible for customer materials from arrival at processing facility to transfer to EVR master negatives. **Alfred P. Martin,** senior reliability engineer, General Electric color television, Syracuse, N.Y., joins EVR as electrical engineer.

Roger W. Slinkman, engineering manager, Sylvania television picture-tube manufacturing facility, Ottawa, Ohio, named manager there.

James C. Strickland, physics teacher, Dade county (Fla.) board of public instructions, joins MCI Inc., Fort Lauderdale, Fla., recording-equipment manufacturer, as design engineer.

International

Gary D. Landis, with Badillo/Compton, San Juan, P.R., and **Bernhard Klepper,** with Compton GmbH, Frankfurt, Germany, both named VP's.

Vidar Kilen, deputy managing director, Alfsen, Becker & Bates A/S, Oslo, Norway, member of Ted Bates Group Co.'s, New York, named managing director.

Allied fields

Mr. Minow

Newton Minow, former chairman of FCC and presently senior partner of Williams, Bennett, Baird and Minow, Chicago law firm, named chairman of board of trustees, Rand Corp., private, non-profit research and analysis firm, Santa Monica, Calif.

Deaths

Jerome S. Stolzoff, 46, senior VP, SSC&B, New York, died April 11 at Lenox Hill hospital, New York. He is survived by wife, Ruth, son and daughter.

Merriman Smith, 57, White House correspondent, UPI, died April 13 at his home in Alexandria, Va., of self-inflicted gunshot wound. Dean of White House correspondents, he covered past six Presidents. In 1963 he won Pulitzer Prize for his coverage of assassination of President Kennedy. He also received National Headliner Award for reporting of Franklin Roosevelt's death and was honored by President Johnson with

Presidential Medal of Freedom. He joined UPI in 1936 with Atlanta bureau, coming to Washington in 1940. He is survived by wife, Gailey, and three children, two by a former marriage.

William Mellors (Bill) Henry, 79, columnist with *Los Angeles Times*, died April 13 in Los Angeles. Mr. Henry joined *Times* in 1912 and in 1933 began his dual career of journalist - broadcaster with KHJ(AM) Los Angeles, first as sports announcer and later as war correspondent and news commentator. He worked for Mutual Broadcasting System, CBS and NBC. He was among first American reporters to cover World War II when he became correspondent with Royal Air Force in 1939. He was recalled from France in December of that year and began writing "By the Way." Column emanated from Washington following end of World War II and continued until April 5 of this year. He is survived by wife, Corinne, and two daughters.

Mr. Henry

Gunnar Wiig, 67, former general manager of WHEC(AM) Rochester, N.Y., died April 13. In retirement since early 1960's, he was one of first sportscasters to recreate out-of-town baseball games from telegraphed play-by-play accounts.

John Toothill, 65, president of Burn-Smith Co., New York, station representatives, died April 7 following heart attack. Mr. Toothill, whose office was in Chicago, also served as regional manager for Devney Organization. He is survived by wife, Kathryn, and two children.

Arnold Nemiroff, 43, director of business affairs in network programing, Universal Television, died April 1 of heart attack in Los Angeles. Mr. Nemiroff joined legal department of MCA TV, New York, in 1959, moving to Hollywood in 1964. He is survived by wife, Jeanne, son and daughter.

Edward J. Reilly, 39, senior trial lawyer until his retirement in 1968, FCC, Washington, died of cancer at his home in Washington April 13. He joined FCC in 1959 as lawyer in transfer division. He is survived by wife, Joan, and four children.

Manuel Perez Romero, chief engineer, WBMJ(AM) San Juan, P.R., died April 7. He is survived by his wife and four children.

ForTheRecord®

As compiled by BROADCASTING, April 7 through April 14 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

Start Authorized

■ WSNS(TV) Chicago—Authorized program operation on ch. 44, ERP 610 kw vis., DA-U, ant. height above average terrain 1,430 ft. Action March 23.

Final action

■ *Winston-Salem, N. C. — University of North Carolina. Broadcast Bureau granted UHF ch. 26; ERP 302 kw vis., 60.3 kw aur. Ant. height above average terrain 1,670 ft.; ant. height above ground 355 ft. P.O. address: c/o Dr. George E. Blair, 223 East Franklin Street, Chapel Hill, N. C. 27514. Estimated construction cost $320,158; first-year operating cost $30,000; revenue none. Geographic coordinates 36° 22' 34" north lat.; 80° 22' 14" west long. Type trans. GE 4TT-57A. Type ant. GE TY-106C. Legal counsel Pierson, Ball & Dowd, Washington; consulting engineer Alan B. MacIntyre, Chapel Hill. Principals: Board of Trustees, University of North Carolina. Principals control *WUNC-FM-TV Chapel Hill, *WUND-TV Columbia, *WUNE-TV Linville, *WUNF-TV Asheville, *WUNG-TV Concord, *WUNJ-TV Wilmington, *WUNK-TV Greenville, *WUAG(FM) Greensboro and *WKNC(FM) Raleigh, all North Carolina. Action April 7.

Action on motion

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp. et al.), TV proceeding, denied motion by TV 9 Inc. for further hearing conference (Docs. 11083, 17339, 17341-2, 17344). Action April 6.

Other action

■ Review board in Norfolk, Va., TV proceeding, Docs. 18791-92, granted request for extension of time, filed April 8 by Broadcast Bureau. Action April 10.

Call letter application

■ Capital City TV Inc., Anaconda, Mont. Requests KSMD-TV.

Call letter action

■ Viking Television Inc., Minneapolis. Granted KTMA-TV.

Existing TV stations

Final actions

■ FCC granted live TV coverage of recovery operations of Apollo 13 spacecraft provided under temporary authorizations to Western Union International Inc., Comsat, and jointly to American Telephone and Telegraph Co., ITT World Communications Inc., RCA Global Communications Inc. and WUI. Authorizations are for period beginning April 10 and terminating April 30, 1970. Action April 10.

■ *WEDN(TV) Norwich, Conn.—Broadcast Bureau granted mod. of license covering reduction in aur. ERP to 31.6 kw. Action April 10.

■ WMAR-TV Baltimore—Broadcast Bureau granted CP to change type trans. Action April 8.

■ *KTCA-TV St. Paul, Minn.—Broadcast Bureau granted mod. of CP to change aur. ERP to 20 kw; change trans. location to Gramsie Road, 0.4 mile east of Victoria St., Shoreview; change type trans. and ant.; ant. height 1310 ft.; condition. Action April 8.

■ *KTCI-TV St. Paul, Minn.—Broadcast Bureau granted mod. of CP to change ERP to 28.8 kw vis., 5.75 kw aur.; change trans. location to Gramsie Rd., 0.4 mile east of Victoria St., Shoreview; ant. height to 1300 ft. Action April 8.

■ WRIP-TV Chattanooga—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 8; granted mod. of CP to change ERP to 162 kw vis., 32.4 kw aur.; specify studio location as McFarland Ave., 1 mile south of business district of Rossville, Ga.; change trans. and ant.; ant. height 980 ft. Action April 8.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request by Action for Children's Television, extended to April 29 time to reply to responses in matter of petition of ACT for rulemaking to eliminate sponsorship and commercial content in children's programing and establishment of weekly fourteen hour quota of children's programs. Action April 7.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, set procedural date and scheduled further prehearing conference for May 5; postponed hearing to June 23 in Cheyenne at location

PROFESSIONAL CARDS

SERVICE DIRECTORY

Summary of broadcasting

Compiled by FCC, April 1, 1970

	On Air			Total	Not	Total
	Licensed	STA*	CP's	On Air	On Air CP's	Authorized
Commercial AM	4,260	2	17	4,280	70	4,351[1]
Commercial FM	2,044	0	67	2,111	122	2,233
Commercial TV-VHF	493	2	15	509	15	524
Commercial TV-UHF	131	0	49	180	120[2]	300
Total commercial TV	624	2	64	689	135	824
Educational FM	382	0	24	406	49	455
Educational TV-VHF	75	0	5	80	5	85
Educational TV-UHF	96	0	12	108	11	119
Total educational TV	171	0	17	188	16	204

** Special Temporary Authorization*
[1] Includes 25 educational AM's on nonreserved channels.
[2] Inclues two licensed UHF's that are not on the air.

to be announced (Doc. 18797). Action April 3.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], Community Broadcasting of Boston Inc. and Dudley Station Corp.), TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend application to report change in business interests of principal and to reflect changes in number of issued and subscribed shares of stock; granted petition by Community Broadcasting of Boston Inc. for leave to amend application to specify change in ant. and trans., and to modify financial proposal to show changes occasioned by change in ant. and trans. proposals (Docs. 18759-61). Action April 7.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, ordered further prehearing conference for April 8 not to exceed one hour's duration; all documents specified in memorandum opinion and order shall be in readiness and all discovery completed at commencement of hearing (Docs. 18711-2). Action April 1).

■ WPIX(TV) New York—FCC continued hearing in competitive proceeding between WPIX Inc., and Forum Communications Inc. for license of ch. 11, from May 4 until July 20 in order issued by Hearing Examiner James F. Tierney (Docs. 18711, 18712). Hearing will be held in New York at a place to be announced later. Action April 10.

■ Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [WITV(TV)], et al.). TV proceeding, granted joint petition by parties applicant for leave to amend applications, to reflect efforts to ascertain community problems in grade B gain area (Docs. 18569-72). Action April 2.

Call letter application

■ WNBE-TV, Continental TV Inc., New Bern, N. C. Requests WCTI-TV.

New AM stations

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, granted petition by applicant with respect to current ownership statement bearing identification Exhibit #9, Section III, Page 2, Par. 1C and tendered revision of Section IV-A to application and denied in all other respects; canceled prehearing conference scheduled for April 15; amended ordering paragraph 1 of order released March 27 to read that record herein reopened with respect to enlarged issues specified in review board order released March 25; granted motion by Broadcast Bureau to strike reply to opposition and ordered reply and those to oppositions filed by Las Cruces and Chaparal stricken (Doc. 18714). Action April 6.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris' Inc.), AM proceeding, reopened record and set aside dates established for filing of proposed findings and replies to suburban issue (Docs. 17722, 18395). Action April 3.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, granted petition by Community Radio System for leave to amend application to reflect that one partner, Farnell O'Quinn, owns 50% of CATV system franchise in Glynn County, Ga. (Docs. 17722, 18395). Action April 6.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (Dewitt Radio), AM proceeding, rescheduled hearing conference for May 6 (Doc. 18528). Action April 6.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N. C. (Seaboard Broadcasting Corp. and Sencland Broadcasting Systems Inc.). AM proceeding, set certain procedural dates and scheduled hearing for June 23 in Jacksonville (Docs. 18549, 18813-4). Action April 3.

Other actions

■ Review board in Mt. Pleasant, Iowa, AM proceeding, Docs. 18594-96, granted petition to accept late filed pleading, filed Jan. 26 by Chariton Radio Co. Dismissed without prejudice to re-petition for leave to amend appeal from adverse ruling of hearing examiner, filed Dec. 30, 1969, by Chariton Radio Co. Action April 10.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted to extent indicated and denied in all other respects, further motion to enlarge issues, filed Dec. 1969, by Home Service Broadcasting Corp. Action April 10.

■ Review board in Alamogordo, N. M., AM proceeding, Docs. 17624-25, granted petition for extension of time, filed April 8 by Sierra Blanca Broadcasting Co. Action April 9.

■ Review board in Youngstown, Ohio, AM proceeding, Docs. 18768-69 denied petition to enlarge issues, filed Jan. 19 by Jud Inc. Action April 9.

■ Review board in Ponce, P. R., AM proceeding, Docs. 18564-66, granted joint petition for approval of agreement, filed March 10 by Zaba Radio Corp. and Arecibo Broadcasting Corp.; approved agreement; application of Arecibo Broadcasting Corp. dismissed with prejudice; applications of Radio Antilles Inc. and Zaba Radio Corp. retained in hearing. Action April 8.

■ Review board in Blacksburg, Va., AM proceeding, Doc. 18445, granted petition for extension of time, filed April 10 by Blue Ridge Broadcasting. Action April 14.

Call letter applications

■ Conejo Broadcasters, Thousand Oaks, Calif. Requests KKID.

■ Townsend Broadcasting Corp., Parsons, Tenn. Requests WTBP.

Existing AM stations

Final actions

■ Broadcast Bureau granted licenses covering changes in following: KAUS Austin, Minn.; WDAL Meridian, Miss.; WONE Dayton, Ohio; KADA Ada, Okla. Actions April 10.

■ Broadcast Bureau granted licenses covering auxiliary trans. for the following: WGHM Skowhegan, Me.; KRMG Tulsa, Okla.; KBHB Sturgis, S. D. Actions April 10.

■ WKAC Athens, Ala.—Broadcast Bureau granted CP to increase daytime power to 5 kw and install new trans. Action April 10.

■ WDNG Anniston, Ala.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action April 10.

■ KPPC Pasadena, Calif.—Broadcast Bureau permitted remote control. Action April 7.

■ KACY Port Hueneme, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to April 30. Action April 7.

■ KRPM San Jose, Calif.—Broadcast Bureau permitted remote control. Action April 3.

■ WVGT Mount Dora, Fla.—Broadcast Bureau granted CP to replace expired permit for changes. Action April 10.

■ KLEI Kailua, Hawaii—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action April 10.

■ WITL Lansing, Mich.—Broadcast Bureau granted mod. of CP to permit side-mounting of FM ant. on #1 tower of array. Action April 10.

■ WELA Elizabeth, N. J.—Broadcast Bureau permitted remote control. Action April 7.

■ WQIZ St. George, S. C.—Broadcast Bureau granted mod. of CP to increase radiated signal to 192 mv/m. Action April 10.

■ WAVA Arlington, Va.—Broadcast Bureau granted CP to increase height of ant. by addition of AM ant. Action April 7.

■ KOOD Lakewood, Wash.—Broadcast Bureau granted renewal of license subject to condition that assignment of license be consummated within forty-five days of date of grant. Action April 6.

■ WCIR Beckley, W. Va.—Broadcast Bureau granted license covering changes. Action April 10.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Miss. (Meredith Colon Johnson [WECP] and Ford Broadcasting Co.), AM proceeding, scheduled further prehearing conference for April 22, unless parties notify hearing examiner by close of business April 16, they do not desire to adduce further evidence on suburban issue. (Docs. 18487-8). Action April 7.

■ 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, continued without date hearing now scheduled for April 15 (Docs. 18564-6). Action April 3.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, Welk Inc. [WELK], and WUVA), AM proceeding, reopened record; set aside dates for filing of proposed findings and replies to suburban issue (Docs. 18585-7). Action April 3.

■ Hearing Examiner Forest L. McClenning in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees], transfer of control of Jonquil Broadcasting Co., licensee of WYNX, ordered notification on April 27 of all witnesses to be called in affirmative cases of parties pursuant to order released March 17, to include notification of all public witnesses to be called by any party (Doc. 18784). Action April 3.

Call letter action

■ KBEK, Beckham Broadcasting Co., Elk City, Okla. Granted KADS.

New FM stations

Starts authorized

■ KNEU(FM) El Centro, Calif.—Authorized program operation on 98.5 mc, ERP 50 kw, ant. height above average terrain 75 ft. Action March 27.

■ *WMPH(FM) Wilmington, Del.—Authorized program operation on 91.7 mc, TPO 10 w. Action March 26.

■ WKYV(FM) Vicksburg, Miss.—Authorized program operation on 106.7 mc, ERP 58 kw, ant. height above average terrain 510 ft. Action March 25.

■ *WRCU-FM Hamilton, N. Y.—Authorized program operation on 90.1 mc, TPO 10 w. Action March 20.

■ WAAV(FM) Wilmington, N. C.—Authorized program operation on 102.7 mc, ERP 50 kw, ant. height above average terrain 145 ft. Action March 19.

■ WHYP-FM North East, Pa.—Authorized program operation on 102.3 mc, ERP 3 kw, ant. height below average terrain 95 ft. Action March 25.

■ WYTM-FM Fayetteville, Tenn.—Author-

(Continued on page 101)

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 $40.00 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

Manager with sales ability for small market, New York State. Immediate opening. Box C-339, BROADCASTING.

Station Manager for major east coast university FM station; now jazz format. Presently 790 w., planning 10,000 w. (dual polarization) stereo next fall. Station administrative background necessary. Most staff positions held by students. M.A. preferred. Possibility for some teaching. Salary: open and competitive. July. An equal opportunity employer. Box D-124, BROADCASTING.

Capable sales oriented person willing to work and prove his/or her worth. Capable of becoming station manager within a year. Prefer husband-wife combo. Submit complete info with pix—1st letter. References a must. Box D-131, BROADCASTING.

Manager with sales ability for suburban station in medium market. 1st phone helpful but not necessary. N.C. area, excellent situation, immediate opening. Box D-167, BROADCASTING.

Work in Tampa Bay in beautiful sunny Florida. This top 30 market, number 1 rated, Drake type rocker needs a strong no-nonsense, shirt-sleeve sales manager capable of directing a five man sales department and handling local accounts and agencies. Liberal starting salary and fringe benefits. Call Mr Karp, prepaid 813-733-6967.

Sales

New Math, Sharp salesman with hustle and feel for small market sales, plus training, equals one well-paid sales manager. Box D-20, BROADCASTING.

Wanted: Sales manager and one salesman for top country music station in S E. Florida. Will consider 1st ticket ancr./salesman. Will soon be adding FM to our AM operation. List all information including minimum salary requirements first letter. Reply to Box D-84, BROADCASTING.

Self starter needed to take over active account list in choice medium California market. Can produce five figure income. Need real radio man. Send complete resume to Box D-168, BROADCASTING.

Opportunity for salesman or program man wanting sales. Continuous sales training offered. Dale Low, KLSS/KSMN, Mason City, Iowa.

#1 station, midwest city of 50,000, needs two additional salesmen. If you are in a small market now and want to move up, this is your chance. Nice fringes as well as decent compensation. Send resume, photo, present salary. WITY, Danville, Illinois.

Work in Tampa Bay in beautiful sunny Florida. This top 30 market, number 1 rated, Drake type rocker, has opening for two strong salesmen. Liberal starting salary and fringe benefits. Call Mr. Karp, prepaid 813-733-6967.

Announcers

Announcer—fast pace. Modern country. Professional sound. Permanent with advancement. Write Box C-435, BROADCASTING.

Need personality for up-tempo, very contemporary, MOR. 25-30 years old. You need tape, talent, experience, picture and resume. Box D-44, BROADCASTING.

One of the nation's historic and beautiful southeast college towns is locking for a pro to handle the early morning shift on its top-rated CBS outlet. If you're the man, we'll start you at $10,000. First phone wanted, but not essential. Tape, resume and picture. Box D-56, BROADCASTING.

Announcer-salesman for Western Pennsylvania full-timer. Must be experienced and professional in announcing and selling Average salary $9,500. Forward tape, resume, photo to Box D-65, BROADCASTING.

Experienced announcer in top 50 market, Northeast. MOR format. Immediate opening. Rush tape, resume. Box D-81, BROADCASTING.

Announcers continued

Opportunity for community minded, musically knowledgeable program director—daytime. Fastest growing county in New York state. Ideal living conditions. MOR format. Prefer 1st phone, but looking for announcer/program director. Send resume and tape. Box D-112, BROADCASTING.

Morning man, big voice, bright, creative, who can also produce clever commercials, be doorman, and janitor, all for a barely livable salary. But you'll be appreciated. Box D-133, BROADCASTING.

Announcer-salesman for upper New England network station. Excellent opportunity. Box D-147, BROADCASTING.

We are looking for a young aggressive morning personality who loves top 40 radio. Must be creative and heavy on production. #1 station in medium mid-west market. Good salary and working conditions. Tape, picture, resume, first letter. Box D-149, BROADCASTING.

Mid day personality sought by one of America's finest major market rockers. Exceptional opportunity for mature professional whose effort, commitment and dedication are consistently above average. Must be experienced and a fierce competitor. Send current tape, resume and pic to Box D-170, BROADCASTING.

Up tempo MOR needs experienced announcer-production; 6-12 PM air-shift. Many opportunities with this "home-station" of six-station group. Work with finest equipment and facilities in Midlands. An equal opportunity employer. Send resume, tape references immediately to Operations Mgr., KFOR, Box 391, Lincoln, Nebraska 68501.

Opening. Morning man. MOR. Resort area, salary open. Send tape and resume to Mr. Herb Sabin, Program Director, WBZA, Glenns Falls, New York 12801.

Immediate all nite opening at progressive top 40. Need uptempo jock. Production abilities an asset. Rush tape and resume to Alan Boyd, P.D., WDAK, Columbus, Georgia 31902.

Announcer-production man for outstanding C&W operation. Permanent. Send tape, resume, picture and starting salary expected to Bill C. Walls, General Manager, WDAR AM & FM, Darlington, South Carolina. Or phone 803-393-4081. No collect calls please.

Immediate opening for mature announcer with first phone. Contact WSYB, Rutland, Vermont.

Immediate opening for reasonable mature announcer for top related modern country daytime, serving 200,000 plus. Near Washington, Baltimore. Contact Frank Manthos, WTRI, Brunswick, Md. 301-834-8141.

Technical

Engineer or Technician trainee—Opportunity for beginner with 1st class ticket. Little announcing or maintenance. Will be given chance to learn. Must be willing to work—we'll teach. Box D-132, BROADCASTING.

Openings for first-class ticketholders for transmitter-studio maintenance. Excellent salary. Modern equipment. AM and FM. Send name and phone number to Box D-140, BROADCASTING.

Chief engineer needed for 5 KW directional station in key North Carolina market. Man must be qualified as audio engineer, transmitter, and directional pattern. Man between ages of 28 and 40 who wants to settle in good location with good salary. Apply to Box D-177, BROADCASTING.

Wisconsin AM/FM full-time station seeking transmitter and studio engineer. Prefer some announcing experience. Send complete resume and references to General Manager, WSWW, P.O. Box 1, Platteville, Wisconsin 53818.

Chief engineer AM/FM Princeton-Trenton, N.J., midway N. Y.-Philadelphia. 5,000 watt full-time DA-2, 50,000 horizontal-vertical stereo, SCA. 4 man engineering staff, excellent growth opportunity, benefits, no air work. Call Dan Shields, 609-924-3600. Immediate opening. Salary open.

Technical continued

Chief engineer, Indiana 5000-1000 w. station needs take-charge Chief. Up to $200 a week for the right man to start with benefits. New transmitter soon. Call manager 812-425-2221 to talk terms.

Wanted: chief engineer/announcer for Texas-Mexican border AM operation. Must be able to repair and perform preventive maintenance. The more that you save us, the higher the pay. Write Box 1731, Laredo, Texas.

NEWS

News director of university FM station while working toward M.S. or PH.D. Half time pays $3,000 plus remission of tuition. Major east coast university communications program. GRE aptitude score of 1100 (for M.S.) or 1200 (for Ph.D.) and 3.0 GPA required. Send tape. An equal opportunity employer. Box D-122, BROADCASTING.

We're looking for a top-notch major-market newsman to anchor a drive shift. Must be a journalist with the voice and the know-how. Only pros with experience need apply. Send tape and resume immediately to Box D-137, BROADCASTING. An equal opportunity employer.

News Director for news oriented S.E. New York state regional. Send tape and resume to Box D-145, BROADCASTING.

News director for award-winning news-oriented medium Texas market. Beautiful equipment and good support personnel. Heavy community involvement and daily editorials. Hospitalization, life insurance, retirement. Box D-169, BROADCASTING.

Experienced newsman needed by one of the countries most highly respected rock stations. Must be able to gather, edit and present top flight newscasts with consistency. A fine opportunity for a dedicated news pro. If you have a mature voice and are a cut above the average, send current tape, resume and pic to Box D-176, BROADCASTING.

Good midwestern newsman wanted by management believing local news is programing backbone. Sports opportunity. Dale Low, KLSS/KSMN, Mason City, Iowa.

Programing, Production, Others

Program Director or operations/sports director of university FM station while working toward M.S. or Ph.D. Half time pays $3,000 plus remission of tuition. Major east coast university communications program. GRE aptitude score of 1100 (for M.S.) or 1200 (for Ph.D.) and 3.0 GPA required. Sports director send tape. An equal opportunity employer. Box D-123, BROADCASTING.

Versatile broadcaster wanted: Escape from the big city problems in a small Iowa community with a big station. Able to do a variety of jobs on and off the air. Group owner. Station owned by same people for 45 years. If you have the potential and want to work, send complete resume, tape and salary requirements to manager, KMA radio, Shenandoah, Iowa.

Situations Wanted Management

Fifteen years management experience. Seeks market with greater potential. Box D-41, BROADCASTING.

Employed general sales manager. Also general manager, station manager, FCC consultant, without portfolio. Reasons for desiring change, you wouldn't believe. Major and small market experience. Contacts all major agencies. Seeks station manager position radio or television with growth company. Top sales record, excellent references. Married, 45, no relocation problems. Box D-126, BROADCASTING.

Swinger; heavy sales, 38, married. Presently manager of medium market full timer, running 35% ahead. Larger market desired. Box D-150, BROADCASTING.

Small market manager with big market experience wants larger challenge. In six years have moved from commission sales to station manager. Experienced with all phases including local and national level. Box D-151, BROADCASTING.

Management continued

Sales manager. Proven record of success in sales and management with ability to convey concept plus motivate. MOR contemporary background. Anxious to assist in growth of responsible station in medium market. Married, responsible, financially sound. Resume available. Box D-156, BROADCASTING.

Chicago tyro available. Young, veteran, 3rd, college, relocate. Box D-161, BROADCASTING.

Experienced broadcast equipment salesman, ten years experience in sales and sales management. Have managed sales exceeding 1 million per year. Technical background. Have aircraft and looking for a position with the right company to cover the western states. Box D-171, BROADCASTING.

Wm. F. "Rusty" Russell, available now. Experienced administrator, manager, executive sales, small, large markets. Need $18-20,000. 513-885-2298.

Sales

Salesman, DJ and/or manager trainee. Third endorsed, 25, single, draft exempt, degree, looks, wheeler dealer, potential. Could learn to auction. Travel. Honest. Can continue education. Desire a lot of work. Top 40 or MOR. For resume, write R. L. Wagner III, P.O. Box 550, Grand Prairie, Texas 75050.

Announcers

Soul jock. 1st phone. Willing worker seeks break. Will relocate. Box D-12, BROADCASTING.

First phone, will travel, dependable, hard working, presentable, young man of 21. Draft exempt. 1 yr. experience, D.J., asst. sports director. Box D-87, BROADCASTING.

Young announcer with first phone seeks first position with up-beat MOR or hard rock station. Preferably in Texas or areas with a warmer climate. Box D-118, BROADCASTING.

Well rounded disc jockey. Good news delivery. Draft free. Third class. Will relocate. Box D-120, BROADCASTING.

The Bob Douglas Show—Available—Does your station need new talent, with new ideas? A family man, with news ability, copywriting ability, dependability, reliability. Can you offer permanent position with good potential? What do you need? Let's hear from you. Reply to all. Box D-125, BROADCASTING.

Dentist, experienced, tight board, MOR, third endorsed, creative, versatile, broad background dentistry, medicine, psychology, authoritative newscaster, writes selling copy. Available for fillers, spots, public service, science specials, etc. Manhattan, and N.J. area. Box D-127, BROADCASTING.

Hockey play-by-play announcer. Wants position in a professional league. Solid experience. Good interview man. Tape will tell. Locate anywhere. Box D-128, BROADCASTING.

Southeastern Michigan, Western Ontario. Experienced announcer, copywriter, production man. Heavy air preferred. Good voice, some college, working toward first. Box D-129, BROADCASTING.

Contemporary personality, 4 years experience, including TV. Third. Box D-135, BROADCASTING.

Changing format? Can guarantee top ratings any type audience, using brief informal ad lib and a variety of music. Old fashioned professional, 12 yrs. experience. 1st phone. Consider any areas. Average salary. Phone Smith, 712-758-3122. Write Box D-138, BROADCASTING.

Announcer, newscaster, interviewer, bright D.J. Selling sound, personable. Desires some sales. Wants Northeastern seaboard. Box D-141, BROADCASTING.

Sincere, warm announcer. Family man. Wants to settle. Box D-146, BROADCASTING.

Professionally trained announcer. Prefer rock, jazz or R&B format. Continuity writing, will relocate, hard worker. Box D-148, BROADCASTING.

Newsman/DJ. MOR/country format. Permanent. Tight board. East. Box D-153. BROADCASTING.

Young, professionally trained and experienced, third, prefer top forty format. Will relocate. Salary open. Box D-154, BROADCASTING.

Top rated morning man, PD, MD, looking for a good home. Prefer top 40 MOR or mature rock. Not a thunder throat, just easy to listen to . . . no small markets please. Box D-157, BROADCASTING.

Announcers continued

Tight board, DJ, newscaster, salesman, recent broadcasting school graduate. Dependable, versatile, creative. Will relocate—Bahamas inclusive. Box D-158, BROADCASTING.

Bright jock, 5 years rock and contemporary MOR, 2 years PD. Strong news, production. Married, 22, military completed, some college. Employed, top 50 market. Box D-179, BROADCASTING.

Maintenance oriented first phone good construction and troubleshooter wants chief or assistant jock and news if necessary. Must be productive. Prefer Florida operation. Experienced AM-FM directionals and remote control. Employer knows this ad. Box D-181, BROADCASTING.

Contemporary DJ available in June. College grad. Some commercial and college experience. Third endorsed. Reply, Box D-183, BROADCASTING.

Southern California. All music formats. Bob Melton, 12886 Fremont, Yucaipa, California, 714-797-7666.

Former Armed Forces Negro announcer, civilian broadcast school graduate with 1st phone. Mature voiced and responsible individual. For tape and resume call: E. R. Singleton, 415-635-3427.

Radio and TV. Fifteen years radio, management, sales, copy, programing, announcing. First phone, 36, married. Box 341, Worthington, Ohio.

Available now-16 years DJ, newsman, program director. Good voice. 1st phone. Bryden, 5 Jamaica Lane, Escondido, Calif. 714-745-3546.

Just out of service. Experienced top 40—MOR announcer. Production, play-by-play, copy writing skill. 3rd. Family man, excellent references. Prefer East. Jack Smith, 919-497-8889.

First phone. Straight, tight, reliable announcer. Prefers top 40 on west coast. Also interested in station with sports emphasis. Rich Rummel, 1106 Grand Ave., S.D., California 92109. 714-272-2460.

1st phone. Promising, eager, seeking career in R & R. Call Paul Krakus (Sunshine) 1-513-825-2430.

1st phone. Bill Wade school graduate. Veteran. George R. Zema, 17023 Burton, Van Nuys, California 91406.

Detroit area part-time or weekend work, 3rd, endorsed, some experience, broadcasting school graduate. For more information contact John Murray, Jr., 15717 Chatham, Detroit, Mich. 48223.

DJ, tight board, good news, commercials, 3rd phone, veteran. Write Jim Danczek, 353 4th St., Prairie du Sac, Wisconsin 53578.

Soul D.J., newsman. Third endorsed. Draft exempt. Will travel. Call Jim Richardson 312-277-5491.

Announcer/sportscaster, four years experience, first phone, college graduate, married, just discharged from Navy. Call Bob Romanko, 217-345-6584.

1st phone, 25 yrs. old, draft exempt, creative, ready to cook at a rock, soul or up-tempo MOR station. Anywhere. Limited experience. John Charbualaf, 714-274-8656, or 5053 Merrimac Ct., San Diego, Calif. 92117.

Technical

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box D-69, BROADCASTING.

Experienced engineer desires director/chief position with station or group. Design, planning, manufacture, supervision, construction, directional, stereo, color. Box D-116, BROADCASTING.

Broadcast engineer-announcer, first phone; six months as chief engineer and newscaster at suburban N.Y.C. radio station. In Alaska since Aug. 1967 working heavy communications and radar equipment; Former technician AT&T microwave and carrier. Good announcing voice; writing and dramatic ability. Available May, age 27, single, military complete. Box D-117, BROADCASTING.

1st phone. Engineer/maintenance/announcer. 10 years experience. Prefer Florida or S.E. Call 305-269-4677 or write Box D-136, BROADCASTING.

1st phone. Administrative chief. Combo. 20 years experience. West preferred. Box D-173, BROADCASTING.

Construction, repair first phone wants chief or asst. Prefer Florida. Jock, news if necessary. Employer knows this ad. Box D-182. BROADCASTING.

News

R-TV Grad, University of Illinois. Thorough knowledge all sports and sports history. Want play-by-play experience. Also top newsman, investigative reporter. Draft fulfilled. Married, 24. Excellent references. Photo, resume available. I'll come cheap. Box D-10, BROADCASTING.

Wants radio and/or TV sports. 9 years outstanding news-sports with same Midwest organization. Can organize, have ideas, do solid play-by-play. Stable, married, college man. Excellent references. Tape, pix, resume available. Five figures plus. Box D-130, BROADCASTING.

Experienced, newsman available. $200.00 week. 717-755-2743 or Box D-160, BROADCASTING.

News man with savvy. 10 years in major markets. Can dig/write and deliver with authority. Available immediately. Box D-184, BROADCASTING.

Newsman, sportscaster, community-oriented programer, Texas and New England news award winner, desires news or programing post West of Mississippi. 15 years experience. Available immediately. John Callarman, 15 York Ave., Watertown, Mass. 02172. 617-962-2677.

Programing, Production, Others

Many faceted radio man wants to specialize in sports. 10 years radio experience. Strong play-by-play baseball, football, basketball. A hard working "can do" man. 5 figure salary. Tape and resume on request. Prefer midwest. Will consider other locations and TV. Box D-101, BROADCASTING.

Program director-personality-news director. Get all three for the price of one. Have been top-rated personality and newsman in two top-ten markets. Warm, mature, hip voice and delivery. MOR or top 40. Now in news with network operation in New York City. Have just completed exhaustive study of current music scene and am bursting with ideas. 36 years old. Box D-155, BROADCASTING.

Girl Friday. Sales, copy, air work, temporary permit. Will relocate. Box D-174, BROADCASTING.

Program director-operations manager for big market. Seeking authority—not a title. Excellent spot production, ratings, air work and first phone. Telephone 413-442-1283.

Television

Help Wanted Management

TV general manager. Young, intelligent, aggressive man with sales and programing experience to assume full responsibility for management of small market VHF station. D. C. Combs, Or write Box D-53, BROADCASTING.

Sales

Top 20 market VHF network affiliate, in midwest has great opportunity for a hard driving, strong closing salesman. Excellent immediate opportunity plus promotion potential for person who proves himself. Send short resume with telephone number to Box D-159, BROADCASTING. An equal opportunity employer M/F.

Technical

Engineer for east coast university. Department of radio-television-film operates four radio studios, one color TV studio (TK 42s), one monochrome TV studio (TK 60s), and an FM station. Present staff of professional engineers being expanded. Seek young, broadcast qualified man. Salary to $8900. An equal opportunity employer. Box D-121, BROADCASTING.

Maintenance engineer—video tape. Experience required Ampex 1002. Expanding VHF. Contact chief engineer, KCTV, P.O. Box 1941, San Angelo, Texas 76901, or phone 915-655-7383.

Wanted first class engineer experienced with microwave and all phases transmitter operation. Salary commensurate with experience. Write KDUH TV, Box 250, Hay Springs, Nebraska 69347. Phone 308-638-2741 after 6 PM.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, or program director, WBJA-TV, Binghamton, New York. 772-1122.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

Television Help Wanted

Technical continued

Permanent position for maintenance technician for full color Chicago ETV station. Contact chief engineer, WTTW, 5400 N St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Atlanta southeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Group. c/o Gravco Sales Incorporated. Station Plaza East, Great Neck, N.Y., phone 516-487-1311.

NEWS

Newsman to anchor, investigate at midwest medium market of VHF. Join young pros armed with latest color equipment in sharpening their abilities with imaginative visual casts. Radio reporter considered if he has good delivery. Tape, picture, and resume to Box D-79, BROADCASTING.

"Experienced" writer-researcher for documentary unit; also newswriter-editor with film experience. Journalism degree or comparable experience required. Contact Gene Strul, WCKT TV, Miami. PL 1-6692. An equal opportunity employer.

Programing, Production, Others

PTV station in northeast has openings for 3 TV teachers effective Sept. 1, 1970: Children's Literature (Grs. 2-3), Math/Science (Grs. 4, 5, 6), Behavioral Science—Man and His Culture (Grs. 6-7). Suitable TV personality, subject matter expertise, and teaching experience essential. Audition tapes necessary. Box D-67, BROADCASTING.

Promotion manager. If you are tired of doing all the work and letting your boss get all the credit, move away from the snow and come to Texas' leading resort city, Corpus Christi. Leading station wants to improve its promotion with your help. Send ideas, salary, resume to Box D-68, BROADCASTING.

Switcher-director, minimum 2 years experience, growing NBC affiliate in prestige So. California market. Wm. Secrist, Program Director, KMIR-TV, El Mirador Hotel, Palm Springs, California 92262.

Situations Wanted Management

General manager—Outstanding track record—local, regional and national—administrative and sales, plus overall management. Exceptional business, agency, rep., and network contacts and references. Small or medium markets. East, south or midwest preferred. Box C-422, BROADCASTING.

Manager, station manager or operations. Problems? Let me help you solve them. If you knew me I'd be working for you! Box D-82, BROADCASTING.

Operations/production director for medium to medium-large station. 16 years production know-how and administrative ability, solid in all phases. Creativity a way of life. Family man, references. Resume, photo, salary on request. Box D-165, BROADCASTING.

Executive sales. Exceptional background in all sales areas, administrative, research, community affairs, and strong national experience provides a fine opportunity for the company desiring the best. Only the finest references. Climate change preferred. Box D-172, BROADCASTING.

Manager-sales manager. Over fifteen years various executive positions. Complete background sales, programing, promotion, administration, individual station and group. University graduate, enthusiastic, reliable. Employed but seek better potential with progressive company. Excellent references. Box D-185, BROADCASTING.

TV manager—8 years radio commercial manager, sales, programing, news, etc.—12 years. Resume, references. Tell it all. Interest—sales or management, radio or TV. Relocate anywhere. Employer aware. Dick Long, 1413 Warren, Lafayette, Ind. 317-474-4994.

Announcers

Announcer with news, sports, weather, commercial experience wants to move into top 30 markets. Married, stable, reliable. Box D-163, BROADCASTING.

Versatile, experienced professional desires permanent position in medium/major market. Personality oriented weather, sports, children's programing, variety shows, movie host. Box D-164, BROADCASTING.

Television

Situations Wanted

Technical

5 years radio-television experience. Top 10 market, 4 years college. Seeking move up. Box D-119, BROADCASTING.

NEWS

News executive, 34, administrator, editor, reporter. Fifteen years experience including N.Y.C. Phone 205-486-3488 or write: Box D-152, BROADCASTING.

Experienced television-radio sportscaster play-by-play. 31, college graduate. Box D-178, BROADCASTING.

Programing, Production, Others

Creative, ambitious, college grad seeks television production position in which to go and grow. Experience, commercial, ETV, and presently American Forces Television. Available this summer. Box C-343, BROADCASTING.

Boo! Talkative, friendly ghostwriter yearns to return to air himself. News, features & commercials my bag. East or Southeast my scene. Currently with advertising agency. Age 28. VTR available. Box D-76, BROADCASTING.

Young man desires production or starting position into television. Box D-134, BROADCASTING.

College grad majoring in TV production. Training in all studio operations. Write for resume. Ted Goldschlager, 55 Winthrop St., Brooklyn, N.Y. 11225.

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.

Ten year old State University CCTV system must go to "Quad". Seek solid-state quadrature VTR. Contact H. Rutowski, Eastern Michigan University, Ypsilanti, Mich. 48197 or call 313-487-2168.

16" Transcriptions. Want to buy Sonny Dunham/MacGregor 1166, 2444 and 2491. Also interested in odd lots or complete libraries of Langworth. Capitol, Associated, World, Standard, Thesaurus and AFRS, and their catalogues/indexes, with or without their libraries. Want also 16" acetate airchecks of dance band remotes, network radio shows, etc., back to 1930. Call collect Wally Heider, 213-465-8000 or write to 6373 Selma Ave., Hollywood, California 90028.

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.

RCA BC6 audio console, TV37 camera cable, 4-500 ft. reels with connectors, can be used with dual cable PC 70's. 3-Marconi MK IV 4½ camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

Ampex 1000C, monochrome. Has 07 Intersync, heads. Operational. $5,500.00. Box D-60, BROADCASTING.

Sale 3 spd Gates turntable $200. Also 6 300-600 Daven attenuators with cue $25. Box D-162, BROADCASTING.

4 RCA TK-42 camera systems. 4 TK-43 RCA color cameras. Like new. Box D-180, BROADCASTING.

Complete Shafer automation system. Has new guarantee. Includes country music library. Must sell or lease. KZON Radio. 805-922-2181.

Raytheon parts for transmitters, phasors and all audio equipment. Consists of Daven attenuators, transformers, chokes, coils, meters, resistors, switches, mica and oil capacitors, tuning motors, crystals, sockets, tubes, relays, hardware, wire and instruction manuals. For any part or information, write C. A. Service, 14 Lewis St., Springfield, Vt. 05156, Att: Raytheon Service-Parts.

For sale: Two almost new twelve inch Gates CB77 turntables with Viscous arms, $125.00 each cash, Glenn Deal, WMAC, Metter, Ga. 912-685-2136.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

FOR SALE

Equipment continued

For sale: 270 ft. Andrews 1⅝" Heliax No. HJ-50A-RG319. Half price, used only 3 years. WPRS Radio, PH. 217-465-0153, Paris, Illinois.

H J 7-50 Andrews Heliax 1⅝" Air coaxial transmission cable jacketed RG 319 MIL SPEC 12,000 feet available 6-2000' reels—perfect surplus—test reports available. 50% of factory price—can be cut and terminated to order at tremendous savings. Brokers invited. For FM broadcast—communications—microwave—radar—Action Electric Sales, 1633 N. Milwaukee, Chicago, 312-235-2830.

Complete Collins 21A transmitter and phasing unit, now operating. Also large number of extra parts and other supplies. Can be seen in operation for a few days yet. Phone 803-246-2112 for appointment.

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.

Five voice station i.d.'s of d.j.' jingles. Drum roll. $10.00. Send check or m.o. to Mid-America Promotion, P.O. Box 2812, Muncie, Indiana 47302.

Old-time radio shows on tape. For collectors. Free catalog. Box D-144, BROADCASTING.

Let major market personalities write for you. Fresh up-to-the minute hip comedy monthly. Free sample and comedy brochure—Contemporary Comedy, 726 Chestnut Street, Suite B, Philadelphia, Pa. 19106.

1970 tests-answers for FCC first class license. Plus Command's self study ability test. Proven. $5.00. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for free samples, and also receive details on: California Aircheck Tapes, Voice Drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

$3.00 buys set number one and catalogue of carefully selected one liners. Shad's House of Humor, Suite 500, Applegate Tower, 3744 Applegate Avenue, Cincinnati, Ohio 45211.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins* in California,** 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 283 South Krome Avenue, Homestead, Florida 33030. Phone 305-247-1135.

Elkins* in Georgia,** 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins* in Louisiana,** 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2726.

Elkins* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

INSTRUCTIONS

continued

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. One of the nation's finest and most complete facilities including our own broadcast station. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. Dallas*** — Atlanta*** — Chicago* — Houston — Memphis* — Minneapolis* — Nashville* New Orleans*** — San Francisco***

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)

Columbia School of Broadcasting. 33 offices and enrollment studios in U.S. and Canada. Home school: 4444 Geary Boulevard, San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.) Free catalog.

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 May 25, June 29 & Aug. 3. Call or write the R.E.I. School nearest you for information.

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.

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.

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.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

San Francisco, Seattle, Salt Lake City, Spokane, just 5 weeks to F.C.C. First Class License with Ron Bailie School of Broadcast. Make reservations for June 15, starting date. For information on all locations including Portland and Sacramento, phone 206-682-3696 or write 170 Denny Way, Seattle, Wash. 98109.

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition $300.00.

A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard. P.O. Box 16652, Jacksonville, Florida.

Portland F.C.C. First Class License. 5 weeks with Ron Bailie School of Broadcast, 949 S.W. Oak St., Portland, Oregon 97205. Phone 206/682-3696.

San Francisco F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 415/343-1151.

Salt Lake City F.C.C. first class license. 5 weeks with Ron Bailie Shcool of Broadcast. Phone 801/355-3632.

Seattle F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 206/682-3696.

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RADIO

Help Wanted

Stop • Look • Listen

If you're looking for an announcer, time salesman, disc jockey, newsman, first phone, let MIKE KLEIN help you find a qualified broadcaster.

CRAIG M. BARRETT is a professional employment agency specializing in broadcasting personnel. MIKE KLEIN, a professional broadcaster, supervises this division. Write or call MIKE KLEIN for further information.

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"The most important thing is what comes out of a microphone." Edward R. Murrow.

Programing, Production, Others

PRODUCTION ONLY

Just think . . . you can sit all day and play (some people call it work) with the finest 4 channel recording equipment and studio. Cut up, tape up, beef up, just make the best sounding spots anybody in this million people market ever heard. If you're a guy who loves to work with tape, you'll love this opportunity to make money with the finest equipment. Write:

Box D-175, Broadcasting.

Situations Wanted Management

Available . . .
One of the nation's best C&W programers. Excellent track record. Top rated air personality. Completely knowledgeable of FCC . . . Sales . . . Production . . . and Administration. Sixteen years experience. Am looking for programing, and management opportunity. Details and references on request . . . Hurry!
Box D-166, Broadcasting.

Situations Wanted

Programing, Production, Others

PROGRAM DIRECTOR

The national program director of a large chain desires affiliation with one station in a major market.

Box D-32, Broadcasting.

TELEVISION

Help Wanted

Management

MARKETING EXECUTIVE

National electronics equipment manufacturer specializing in the television industry needs a highly-qualified, dynamic marketing executive to head up comprehensive marketing group. Must have classic marketing experience and proven ability in:

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Scope of responsibilities cover advertising, public relations and trade show departments, as well as Direct and Two-Step Sales and related product planning and customer service. Challenging top-management position with an excellent growth opportunity for the right person. Box D-139, Broadcasting.

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Excellent opportunity to get into TV. Take over obligations only. In rich California Valley.

Box D-143, Broadcasting.

FM STATION

FM Station in Major Coast Metropolitan Market. Maximum Power. Financially qualified principals only.

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N.Y.	small	fulltime	$200M	29%	Tenn.	small	daytime	$67.5M	29%
Calif.	small	daytime	135M	nego	Fla.	small	fulltime	55M	nego
Wash.	small	daytime	80M	15M	Mich.	small	AM & FM	113M	cash
South	medium	TV	600MM	cash	La.	medium	daytime	90M	29%
Mich.	metro	daytime	110M	SOLD	East	major	daytime	825M	SOLD

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(Continued from page 96)

ized program operation on 105.5 mc, ERP 3 kw, ant. height above average terrain 295 ft. Action March 26.

Applications

▪ Waverly, Iowa—Cedar Valley Broadcasting Co. Seeks 99.3 mc, 3 kw. Ant. height above average terrain 179 ft. P.O. address Box 307, Waverly 50677. Estimated construction cost $17,000; first-year operating cost $6,700; revenue $10,000. Principals: John W. Talbott, president, et al. Principals own KWVY(AM) Waverly. Ann. April 2.

▪ Lorain, Ohio—Black Resources Inc. Seeks 104.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address 806 Quincy Street, Brooklyn, N. Y. 11221. Estimated construction cost $41,582; first-year operating cost $35,000; revenue $50,000. Principals: Calvin B. Marshall, president of nonprofit corporation, et al. Ann. April 8.

▪ Lebanon, Ore.—C. T. Isley. Seeks 103.7 mc, 25 kw. Ant. height above average terrain 1,072 ft. P.O. address 1104 Via Coronel, Palos Verdes Estates, Calif. Estimated construction cost $26,500; first-year operating cost $19,440; revenue $12,000. Principals: C. T. Isley, sole owner. Mr. Isley is engineer for two aerospace systems. Ann April 8.

▪ Pulaski, Tenn.—SBG Enterprises Inc. Seeks 98.3 mc, 3 kw. Ant. height above average terrain 37 ft. P.O. address Box 361, Pulaski 38478. Estimated construction cost $3,950; first-year operating cost $12,892; revenue $26,280. Principals: Charles R. Solomon, president, Arthur L. Beatty, secretary, and Sam George, vice president (each 33⅓%). Mr. Solomon is technician, manager for CATV systems in Pulaski, Lawrenceburg and Fayetteville, all Tennessee. Mr. Beatty owns 33⅓% of contracting firm and is chief technician for Columbia (Tenn.) Cable TV. Mr. George is technician for Fayetteville (Tenn.) Community TV. Ann. April 8.

▪ Minocqua, Wis.—Bruce John Micek. Seeks 95.9 mc, 2 kw. Ant. height above average terrain 300 ft. P.O. address Route 1, Tomahawk, Wis. 54487. Estimated construction cost $48,935.94; first-year operating cost $30,000; revenue $52,600. Principals: Bruce John Micek, sole owner. Mr. Micek is partner and general manager of WELF(AM) Tomahawk. Ann. April 8.

Final actions

▪ Punta Gorda, Fla. — Broadcast Bureau granted Charlotte County Broadcasting Corp. 92.7 mc, 3 kw. Ant. height above average terrain 150 ft. P.O. address: Box 277, Punta Gorda 33950. Estimated construction cost $20,872; first-year operating cost $21,000; revenue $25,000. Principals: John C. Lotz, president, Mary E. Lotz, secretary-treasurer (each 45%), and Ralph W. Lotz, vice president (10%). Principals have respective interests in WCCF(AM) Punta Gorda. Action April 9.

▪ *Wesson, Miss. — Copiah-Lincoln Junior College. Broadcast Bureau granted 91.1 mc, TPO 10 w. P.O. address Billy B. Thames, pres., Wesson 39191. Estimated construction cost and first-year operating cost were not indicated on application announced Feb. 13; revenue none. Principals: W. S. Henley, president, board of trustees, et al. Action April 8.

▪ Princeton, W. Va.—Mountain State Broadcasting Co. Broadcast Bureau granted 95.9 mc, 3 kw. Ant. height above average terrain 286 ft. P.O. address: c/o Robert L. Harrison, Box 1011, Princeton 24740. Estimated construction cost $16,514; first-year operating cost $18,000; revenue $36,000. Principals: Frederick Goodall, president, Robert L. Harrison, secretary-treasurer (each 49%), et al. Mr. Goodall is physician. Mr. Harrison owns WLOH(AM) Princeton. Action April 8.

Actions on motions

▪ Chief Hearing Examiner Arthur A. Gladstone in Fairmont, Minn. (KNUJ Inc.), FM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer, scheduled prehearing conference for May 19 and hearing for June 16 (Doc. 18829). Action April 6.

▪ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co., et al.), FM proceeding, granted petition by Auburn Publishing Co. for leave to amend application to reflect that on March 12 it filed application for consent to assignment of WRLX(AM) Auburn, N. Y., to WMBO Inc.; postponed certain procedural dates; postponed hearing on programing ascertainment issues to date to be specified by further order of examiner following announcement of commission's determination in pending primer inquiry proceeding (Doc. 18774); postponed hearings on qualifying issues and comparative issues to May 26 (Docs. 18673-6). Action April 1.

▪ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc. Lankford Broadcasting Co. and Radio 900 Inc.), FM proceeding, granted petition by Radio 900 Inc. for leave to amend application to reflect stock changes within applicant's organization; scheduled further hearing conference for April 16 (Docs. 18636-8). Actions April 3.

▪ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, set certain procedural dates; canceled evidentiary hearing now scheduled for May 19 and rescheduled evidentiary hearing for July 27 (Doc. 17885). Action April 6.

▪ Hearing Examiner Herbert Sharfman in Grenada, Miss. (Grenada Broadcasting Inc. and Pemberton Broadcasting Co. Inc.), FM proceeding, extended certain procedural dates and extended hearing to May 25 (Docs. 18735-6). Action April 2.

Other actions

▪ Review board in Waukegan, Ill., FM proceeding, Docs. 13292, 13940, 17242, denied petition to enlarge issues, filed Nov. 28, 1969, by News-Sun Broadcasting Co. Action April 8.

▪ Review board in Gahanna, Ohio, FM proceeding, Docs. 18308 and 18793, granted motion for extension of time, filed April 8 by Christian Voice of Central Ohio. Action April 10.

Rulemaking applications

▪ KEAR-FM San Francisco—Requests rulemaking to substitute ch. 243 for ch. 247 at Carson City, Nev. Ann. April 10.

▪ John Pembroke Charleston, S. C.—Requests amendment of rules to assign ch. 300C to Charleston, S. C. Ann. April 10.

Call letter applications

▪ Seaborn Rudolph Hubbard, Vero Beach, Fla. Requests WGYL(FM).

▪ Progressive Broadcasting Co., Lawton, Okla. Requests KCCO-FM.

Call letter actions

▪ Dearborn County Broadcasters, Aurora, Ind. Granted WSCH(FM).

▪ Northeastern University, Boston. Granted *WRBB(FM).

Existing FM stations

Applications

▪ *KCSB-FM Santa Barbara, Calif.—Seeks to change from 91.5 mc to 89.3 mc; change trans. and studio location to 1700 West Hillsdale Blvd., San Mateo, Calif.; make changes in ant. system; TPO 10 kw; ERP 46.7 kws; ant. height 330 ft. Ann. April 8.

▪ *WMKY-FM Morehead, Ky.—Seeks CP to change from 91.1 mc to 90.3 mc; change trans. location to Triangle Hill, 3 miles east southeast from Morehead; operate by remote control from studio location Combs Bldg. 3d St., Morehead; install new trans. and ant.; make changes in ant. system; TPO 20 kw; ERP 50 kw; ant. height 500 ft. Ann. April 8.

▪ KTXN-FM Victoria, Tex.—Seeks CP to replace expired permit. Ann. April 10.

Final actions

▪ WENN-FM Birmingham, Ala.—Broadcast Bureau granted license for new FM; trans. location type redescribed. Action April 8.

▪ WGEA-FM Geneva, Ala.—Broadcast Bureau granted license covering new station. Action April 8.

▪ WTWX(FM) Guntersville, Ala.—Broadcast Bureau granted license covering new station. Action April 8.

▪ WCOV-FM Montgomery, Ala.—Broadcast Bureau granted license covering new station; ERP 50 kw; ant. height 390 ft. Action April 8.

▪ WRCK-FM Sheffield, Ala.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 86 ft. Action April 8.

▪ *KAXR(FM) Flagstaff, Ariz. — Broadcast

Bureau granted mod. of CP to change trans. and studio location to Creative Arts Bldg., Flagstaff; change type ant.; make changes in ant. system. Action April 7.

■ KOTN-FM Pine Bluff, Ark.—Broadcast Bureau granted CP to install ant.; change ERP 28 kw, ant. height 115 ft.; condition. Action April 8.

■ *WMPH(FM) Wilmington, Del. — Broadcast Bureau granted license covering new station. Action April 10.

■ WBIE-FM Marietta, Ga.—Broadcast Bureau granted request for SCA on 67 kc. Action April 7.

■ WRBD-FM Pompano Beach, Fla.—Broadcast Bureau granted license covering new station. Action April 10.

■ WDWD-FM Dawson, Ga.—Broadcast Bureau granted license covering new FM. ERP 3 kw; ant. height 230 ft. Action April 8.

■ WRBN-FM Warner Robins, Ga.—Broadcast Bureau granted license covering new FM studio and remote control at 136 Hospital Dr.; ERP 3 kw; ant. height 205 ft. Action April 8.

■ WEAW-FM Evanston, Ill.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 6.2 kw; ant. height 1150 ft.: remote control permitted. Action April 7.

■ WCHO-FM Washington Court House, Ohio —Broadcast Bureau granted license covering new FM; specify type trans.; ERP 3 kw: ant. height 300 ft. Action April 1.

■ WVJP-FM Caguas, P. R.—Broadcast Bureau granted license covering new station. Action April 10.

■ WLBG-FM Laurens, S. C.—Broadcast Bureau granted mod. of SCA to change purpose. Action April 7.

■ KVIL-FM Highland Park-Dallas, Tex.—Broadcast Bureau granted CP to change trans. location to Beltline Rd., Cedar Hill, Tex.; change type ant.; make changes in ant. system; ERP 55 kw; ant. height 1570 ft.; remote control permitted. Action April 8.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communication Media), FM proceeding, granted petition by Broadcast Bureau; continued April 17 prehearing conference until April 24 (Docs. 18805-6). Action April 6.

Call letter applications

■ KRKD-FM, International Church of the Foursquare Gospel, Los Angeles. Requests KFSG(FM).

■ WWJC-FM, Titanic Corp., Duluth, Minn. Requests WGGR(FM).

■ WIQT-FM, Chemung County Radio, Horseheads, N.Y. Requests WQIX(FM).

■ WRVC-FM, Brinsfield Broadcasting Co., Norfolk, Va. Requests WPWI-FM.

Call letter actions

■ KDEN-FM, Capitol City Broadcasting Co., Denver. Granted KVOD(FM).

■ WWMT(FM), Texas Star Broadcasting Co., New Orleans. Granted WBYU(FM).

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: New FM De Witt, Ark., to Sept. 15; *KCRW-(FM) Santa Monica, Calif., to Aug. 1; WVSL-FM Slidell, La., to Sept. 12; *WSAE-(FM) Spring Arbor, Mich., to Sept. 20; WDNH(FM) Dover, N. H., to Oct. 6; KUVR-FM Holdrege, Neb., to Sept. 28; WJAG-FM Norfolk, Neb., to Sept. 25; WELV-FM Ellenville, N. Y., to Oct. 6; KPNW Eugene, Ore., to July 23; KLIQ-FM Portland, Ore., to Sept. 30; New AM Vega Baja, P. R., to Oct. 7; WCOS-FM Columbia, S. C., to Aug. 29; WKTM(FM) North Charleston, S. C., to Sept. 30; KIXI-FM Seattle, to Oct. 11; KOL-FM Seattle, to Oct. 6; *WYMS(FM) Milwaukee to Oct. 1; W05AM Coral Bay, St. John Island, V. I., to Oct. 10. Actions April 10.

Other actions, all services

■ Hearing Examiner James F. Tierney in matter of ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, scheduled further hearing for April 21 (Doc. 18606). Action April 1.

Translator actions

■ K72DO Rockaway, Neah-Kah-Nie, Mohler, Manzanita, Wheeler and Nehalem, all Oregon—Broadcast Bureau granted mod. of CP to change trans. of UHF translator. Action April 9.

■ W81AG Danville, Va.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator station to Oct. 9. Action April 9.

CATV

Actions on motions

■ Office of Opinions and Review in Williamsport, Pa. (Citizens Cable Inc. and Williamsport TV Cable Co.), CATV proceeding, dismissed as moot, application by Taft Broadcasting Co. for review of memorandum opinion and order of review board which permitted exploration in hearing of propriety of waiving provisions of Section 74.1103 of rules. Hearing Examiner Isadore A. Honig approved agreement between certain parties, directing CATV systems to cease and desist from violation of Section 74.1103 and to afford program exclusivity to specified TV's: terminated proceeding (Doc. 18581). Action April 7.

■ Hearing Examiner Thomas H. Donahue in Wheeling, W. Va. (Wheeling Antenna Inc.), CATV proceeding, continued to April 9 time to file reply findings (Doc. 18612). Action April 6.

■ Chief Hearing Examiner Arthur A. Gladstone in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, designated Hearing Examiner Isadore A. Honig as presiding officer, scheduled prehearing conference for May 18 and hearing for June 15 (Doc. 18825). Action April 6.

■ Hearing Examiner Ernest Nash in Wheeling, W. Va. (Duvall Radio Sales & Service), CATV proceeding, granted request by Rust Craft Broadcasting Co. and Duvall Radio Sales & Service and terminated proceeding (Doc. 18757). Action April 3.

Ownership changes

Applications

■ KKNU(FM) Fresno, Calif.—Seeks assignment of license from Broadcast Industries Inc. to Mineral King Broadcasters for $126,000. Sellers: Elbert H. Dean, president, et al. Buyers: Clyde B. Love, William Robert Patton (each 28%), Robert E. Darling, Dino R. Fulvio (each 17%), and James H. Carlson (10%). Messrs. Love and Patton each own 50% of KNNU(FM) Tulare, Calif. Principals own 50% of applicant for new AM at Morro Bay, Calif. Mr. Love owns background music service, 33⅓% of investment firm and 50% of music amusement service. Mr. Patton owns 50% each of vending equipment firm and music vending company, 51% of other music vending firm and 33⅓% of background music company. Mr. Darling is general manager and program director for KNNU(FM) Mr. Fulvio is sales manager for KNNU(FM). Mr. Carlson is video-tape engineer for engineering service. Ann. April 3.

■ KCCN(AM) Honolulu—Seeks assignment of license from Diamond Head Broadcasting System Inc. to Grayson Enterprises Inc. for $100,000. Sellers: Al Lapin Jr., president, et al. Controlling stockholders of seller control WAJA-TV Miami and KIHP-TV San Bernardino, Calif. Buyers: Dr. Ellis Carp, president, Theodore Shanbaum, chairman, and Lee Optical and Associated Co.'s Retirement Pension Plan Trust (each 33¼%). Buyers own KLBK-AM-FM-TV Lubbock, KWAB-TV Big Springs, KMOM-TV Monahans and KTXS-TV Abilene, all Texas. Affairs of trust are managed by Dr. Carp, Mr. Shanbaum and Irving Greenberg, vice president of Grayson. Ann. March 30.

■ WBCH-AM-FM Hastings, Mich. — Seek transfers of control of Barry Broadcasting Co. from Angie M. Olsen, Lawrence F. Loucks, Ray C. Spotts and Elizabeth MacLeod (as a group, 47.85% before, none after) to Raymond M. and Josephine P. Radant (none before, 8.299% after), Stephen Johnson (none before, 9.168%, after), Dr. John Walton, Patrick Hodges (each none before, 5.304% after) and Richard M. and Rose D. Cook (none before, 19.775% after). Consideration: $60,536. Principals: Mr. and Mrs. Radant own farm. Dr. Walton is optometrist and owns 10.5% of professional building corporation. Mr. Hodges owns jewelry store. Mr. Cook is editor and publisher of Hastings (Mich.) Press Inc. Ann. April 6.

■ WZIP-AM-FM Cincinnati—Seek assignment of licenses from The Zanesville Publishing Co. to Margareta S. Sudbrink for $750,000. Sellers: Allan Land, vice president, et al. Sellers own WHIZ-AM-FM-TV Zanesville, WOMP-AM-FM Bellaire, and WNXT-AM-FM Portsmouth, all Ohio. Buyer: Margareta S. Sudbrink, sole owner. Mrs. Sudbrink owns applicant to purchase WTOS(FM) Wauwatosa, Wis., 50% of WRMS(AM) Beardstown, Ill., and 15% of KYND(AM) Burlington, Iowa. Ann. April 10.

■ KEGG(AM) Daingerfield, Tex. — Seeks transfer of control of Beamon Advertising Inc. from G. L. Brogoitti, A. C. Anderson and Bascom Perkins et al (as a group 100% before, none after) to James Don Taylor (none before, 100% after). Consideration: $56,500. Principals: R. C. and J. D. Taylor are general manager and assistant general manager, respectively, of KEGG. Ann. April 10.

■ WCYB(AM) Bristol, Va.—Seeks assignment of license from Appalachian Broadcasting Corp. to 690 Radio Inc. for $250,000. Sellers: Robert H. Smith, president, et al. Sellers own WCYB-TV Bristol. Buyer: James S. Ayers, sole owner. Mr. Ayers owns radio-TV representative firm and WABC-(AM) Cleveland, Tenn. Ann. April 6.

Actions

■ WVFV(FM) Dundee, Ill.—Broadcast Bureau granted assignment of license from Fox Valley Radio Inc. to Richard O. Willrett for $45,000. Sellers: James C. French, president, et al. Buyer: Richard O. Willrett, sole owner. Mr. Willrett is salesman for WLXT-TV Aurora, Ill. Action March 31.

■ KENR(AM) Houston and WKNX-AM-TV Saginaw, Mich.—Broadcast Bureau granted transfer of control of Lake Huron Broadcasting Corp. from executors of Alvin M. Bentley estate (33⅓% before, none after) to William J. Edwards and Howard H. Wolfe (each 33⅓% before, 50% after). Consideration: $325,000. Action April 6.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through April 14. 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*.

■ *Saginaw, Mich.*—Gerity Broadcasting Co., Adrian, Mich. (multiple-CATV owner), has been awarded a franchise. Installation will cost $15, and the monthly charge for service will be $4.90.

■ Columbia, Mo. — International Telemeter Corp., Los Angeles (multiple-CATV owner), has applied for a franchise.

■ Glens Falls, N. Y.—Champlain Broadcasting Co., Champlain, N. Y., has applied for a franchise. The company proposes to pay the village $6,000 for the franchise, if granted, plus 6% of its gross revenues. Installation will cost $15 and the monthly charge will be $6.

■ *Margaretta twp., Ohio*—North Central TV has been awarded a franchise. The contract calls for an initial installation cost of $15 and a $5 monthly charge plus $1 for each additional set in the same home.

■ *Ebensburg, Pa.*—Mr. William Battista of Ebensburg has been awarded a franchise. The terms of the 30-year franchise state that during the first year's operation the borough is to receive three per cent of the gross income or $300, whichever is greater. The payment is to increase progressively until by the fifth year it will be five per cent or $460, whichever is greater, and remain at those proportions.

■ Mobridge, S. D.—James Parson of Miller, S. D., has applied for a franchise.

■ *Kenbridge, Va.*—American Cable Television Inc., Phoenix (multiple-CATV owner), has been awarded a franchise. The firm will pay the municipality three per cent of its gross annual income of revenues up to $100,000. On gross revenues over $100,000 the municipality will receive four per cent.

■ Appleton, Wis.—Four firms have applied for a franchise: Total Radio Inc., Madison, Wis.; Appleton CATV Inc.; Marcus CATV Corp., Milwaukee (multiple-CATV owner); and Fox Cities Communications Inc., Appleton, Wis. The city ordinance sets a fee of $500 plus 2% of the gross of the company that will eventually receive the franchise.

A front-runner needs more than his own speed

As an assistant football coach in the years following World War II, George Warren Earl instructed about 25 high-school students in the "team" approach and the will to win, to be number one. Now, Mr. Earl uses the experience gained in those post-war years to coach a team of approximately 93 radio personalities and behind-the-scenes staff members of KHJ-AM-FM Los Angeles to a position where it is now considered by some to be the number-one youth-oriented radio station in the country.

"My job here," Mr. Earl says, "as it was back at Montebello high school, is to direct the team, provide guidance to the players and be the designer of a philosophy that will keep us number one."

Although Mr. Earl did not join the RKO General Los Angeles outlet until February 1967, he has continued leading the station to a sweep of the youth market, a sweep that began with the change to the "boss radio" format in 1965. And his position as number one in the market is not a new one for Mr. Earl. He has been associated with some of the top radio stations in the country, including KFWB(AM) Los Angeles when Crowell-Collier owned the station and it ranked number one in the Los Angeles market.

As to his role at a station being programed from the outside, Mr. Earl knows that just having a successful format does not insure a successful radio station.

"We use the 'much more music' format that was developed by Drake-Chenault [Enterprises] and is now being used by many of the RKO General radio stations. It took us from 12th in the market to number one in six months," according to Mr. Earl. "But we don't become complacent. In fact, we're not the same station today that we were yesterday. We change, up-date, tighten all the requirements for a professional performance."

Of course, there is more to having a successful radio station than just a new format and likeable personalities, and Mr. Earl is quick to recognize this challenge.

"Our people have to want to come to work here and because they do, the sound being put out by the station is more honest. A listener hearing one of our personalities say that he cares for a particular record or whatever, knows that he is hearing what the airman believes. We maintain a rapport, we rap with our listeners if you prefer, in such a manner that the station never comes off as a phoney," Mr. Earl says. As he points out, his job at KHJ is to direct the staff, not to do the work himself. He knows that by instilling in those that work for him the knowledge that their judgment will be respected, he can get the very best from them. "I try to build in them a respect for the job they're doing and a respect for the station. By giving them full responsibility for a particular job, I let them know that we believe in their ability and skill, which in turn rubs off not only in the off-air sound, but in the behind the scenes aspect that normally is not credited."

Apparently, his prowess is not to be underestimated, because with a challenge at KFRC(AM) in San Francisco, Mr. Earl guided the station from out of the pack to being among the most popular in the short space of six months. At the same time, the station's sales, according to Mr. Earl, went from practically nothing to well into the black.

"We recently had something happen to us in Chicago that I think, more than anything, would point up why people believe in us," Mr. Earl says. "Every year, the station presents to the ad agencies a program that tells them about our station. This is not new, every station in the country does it in one form or another. This time, I thought we might just forget about the overt sell and present our station in terms of its present format—that is, music. And the type of music that is today. It was more successful than anyone ever suspected. Salesmen and buyers kept asking us where the 'sell' was in our presentation. To top it all off, we made a sale on the floor at the party in Chicago for some $20,000. To my knowledge, this is the first time that has ever happened. Not only did we feel we had an idea to believe in, but apparently we were able to successfully communicate that idea and belief to others," Mr. Earl continued. "And that is exactly what we believe we are doing off the air in Los Angeles."

The presentation Mr. Earl is talking about involved demonstrating what he considered to be the image of the station, and as a modern "hip" sound, the best way to do that was with a tape-recorded rock concert and light show. "The reaction was just out of sight. Agency people kept telling us how different the presentation was, and how enjoyable," Mr. Earl says. "The subtleties of the presentation required that people think of KHJ as the station, and because the presentation related directly to us, we were able to sell KHJ to the advertisers."

How does he plan to keep his station tops in the tough Los Angeles market? "We hire the best people, not only in terms of air talent, but the guys and gals that work behind the talent. Then keep them enthusiastic about the job they are doing. Sure, paying them a lot of money would do the trick, but people work for recognition, too, and that's what we give them. We don't get complacent in our work. Merely being number one does not insure a similar standing tomorrow. By working hard, we find that it's easier to stay number one than it would be to slip to some other slot and have to fight our way back. We keep innovating. So much so that I dislike the word 'format' when applied to KHJ because that implies something steady and unchanging and that's just not true about us. We use the past as a basis but are continually building new ideas. No one person in the station has to worry about his ideas not being accepted, and he is free to present them to me or the program or news director or whatever."

As Mr. Earl describes it, the best title for him would be catalyst. He motivates those that work for him to contribute their best and the reaction has been dynamic.

Week'sProfile

George Warren Earl—vice president and general manager, KHJ-AM-FM Los Angeles; b. Feb. 14, 1920, Chico, Calif.; promotion director, KCOP(TV) Los Angeles, 1952-53; vice president, Mullins-Earl Advertising, 1954-59; promotion manager, KFI(AM) Los Angeles, 1959-60; advertising-promotion manager, Crowell-Collier Broadcasting Corp., KFWB(AM) Los Angeles, KEWB(AM) Oakland, Calif. (now KNEW), KDWB(AM) St. Paul, 1960-64; general manager, KDWB(AM) St. Paul, 1964-65; general manager, KFRC(AM) San Francisco, 1966-67; general manager, KHJ-AM-FM Los Angeles, 1967; elected vice president 1968; m. Helen Drescher of Los Angeles, Aug. 20, 1946; children—Michael Britton, 22; Susan Lee, 18; Thomas Warren, 14; hobbies—old cars.

Editorials

Work to be done

With parliamentary finesse, abetted by his party's realization that Republicans are better financed than Democrats in this election year, Senator John O. Pastore (D-R.I.) has shepherded through the Senate a bill to equalize campaign expenditures on radio and television. The details are presented elsewhere in this issue, and some of them will attract applause. On balance, however, the bill would create more problems than it would correct.

The bait held out to broadcasters by the bill is a repeal of the equal-time law in its application to candidates for the Presidency and Vice Presidency. Hooray for any measure to repeal any part of Section 315.

Regrettably, however, the bill ties to that bait several hooks that broadcasters ought not to be asked to swallow. One is a requirement that broadcasters charge political candidates no more than the minimum charged to commercial advertisers whose credit is established and who may buy long schedules in great volume. This is discriminatory; it applies to no other media or political services. Still it might be rationalized as a price to pay for the equal-time repeal, if it in turn were not tied into other encumbrances.

The bill also imposes ceilings on the amount a candidate and his supporters may spend on broadcast advertising (seven cents per vote cast for the office in the preceding general election). This, by itself, would accentuate the discriminatory nature of the bill, but it is compounded by what clearly would become the broadcasters' responsibility to enforce it.

Nowhere in the law is a ceiling-enforcement procedure spelled out. During the debate, references to that subject only confirmed that the FCC was the governmental agency empowered to enforce the Communications Act, of which this would be a part, and that the FCC licenses broadcasters, not candidates. Give this bill as law to an FCC in any election campaign, and the rule putting the monkey on the broadcasters' back would be automatic.

And if these provisions were not burdensome enough, the bill closes with an advisory that broadcasters must make available to candidates a "reasonable" amount of exposure during prime time, leaving to the FCC the definition of "reasonable." It takes no gift of the occult to predict the disasters that would lead to.

A repair job is needed in the House.

A need for facts

There is much evidence of discontent with television among some of its influential users. This is not a particularly new situation, but the climate within which it is developing suggests that broadcasters will find it to their advantage to give some heed to the complaints.

Armstrong Cork's much-publicized decision to drop network television does not, incidentally, merit the sort of introspection we recommend. It is apparent from the reasons offered by Armstrong's advertising vice president that, given the assignment of telling an important segment of Armstrong distributors that national-TV support would be curtailed for a while, he flagrantly over-sold the case.

Much more significant is the concern exhibited by Edward H. Meyer, president of Grey Advertising, and other participants in the TV seminar held by the Association of National Advertisers at Absecon, N.J., last week. The nub of their concern is that "commercial clutter," coupled with rising costs and increasingly outspoken public criticism of TV, is diluting commercial impact. For the most part, this is an old complaint. What really distinguished Absecon was the presence of an FCC commissioner to propose that the government get into the act.

The fact that agencies and advertisers have long protested "clutter" does not mean that their present protests should be ignored, even though piggybacks and independent 30's, the principal causes of "clutter," were the inventions of agencies and advertisers, not broadcasters.

As we have said for years, broadcasters should undertake research to establish definitively the threshold of clutter, not as it appears to broadcasters or advertisers but as it appears to the viewer.

There should also be a forum in which buyers and sellers, preferably at the highest levels, can meet regularly to discuss common problems. Talking together will not resolve all their differences, but it can be far more productive than refusing to talk, and the results will be infinitely more satisfactory to both sides than having the government intrude where it has neither right nor competence.

The right to be wrong

News-conscious Washington (and probably the nation at large) wondered what had happened to network coverage of the Apollo 13 mission after trouble developed last Monday night and there was threat of aborting the flight.

Metromedia's WTTG(TV) Washington did respond quickly and stayed with the story once the emergency developed. ABC-TV cut in about 90 minutes after the first signs of distress. CBS-TV and NBC-TV ran regular programing, evidently because of the belief that successful space flights had become practically routine and that progress of the flight could be covered with spot bulletins.

What was witnessed was a classic example of how independent news judgment works in a free society.

All concerned were exercising their judgment as newsmen. The First Amendment leaves it to the public to decide which judgments are right and which are wrong.

Drawn for BROADCASTING by Sid Hix

"Gentlemen, our new model has passed the acid test . . . sets were placed in motels a week ago and they're still working!"

In the Dallas-Fort Worth Market...

When summer comes, Texans take over the lakes in everything from cruisers to catamarans to canoes. Texans are a fun-loving bunch. Always have been.

They're free spenders, too. So if you have a product or service you think more Texans should have, let WBAP-TV tell the more-than-a-million-household Dallas/Fort Worth market about it.

Why WBAP-TV? Well, we pioneered television in this area. And Texans have a healthy respect for that sort of thing.

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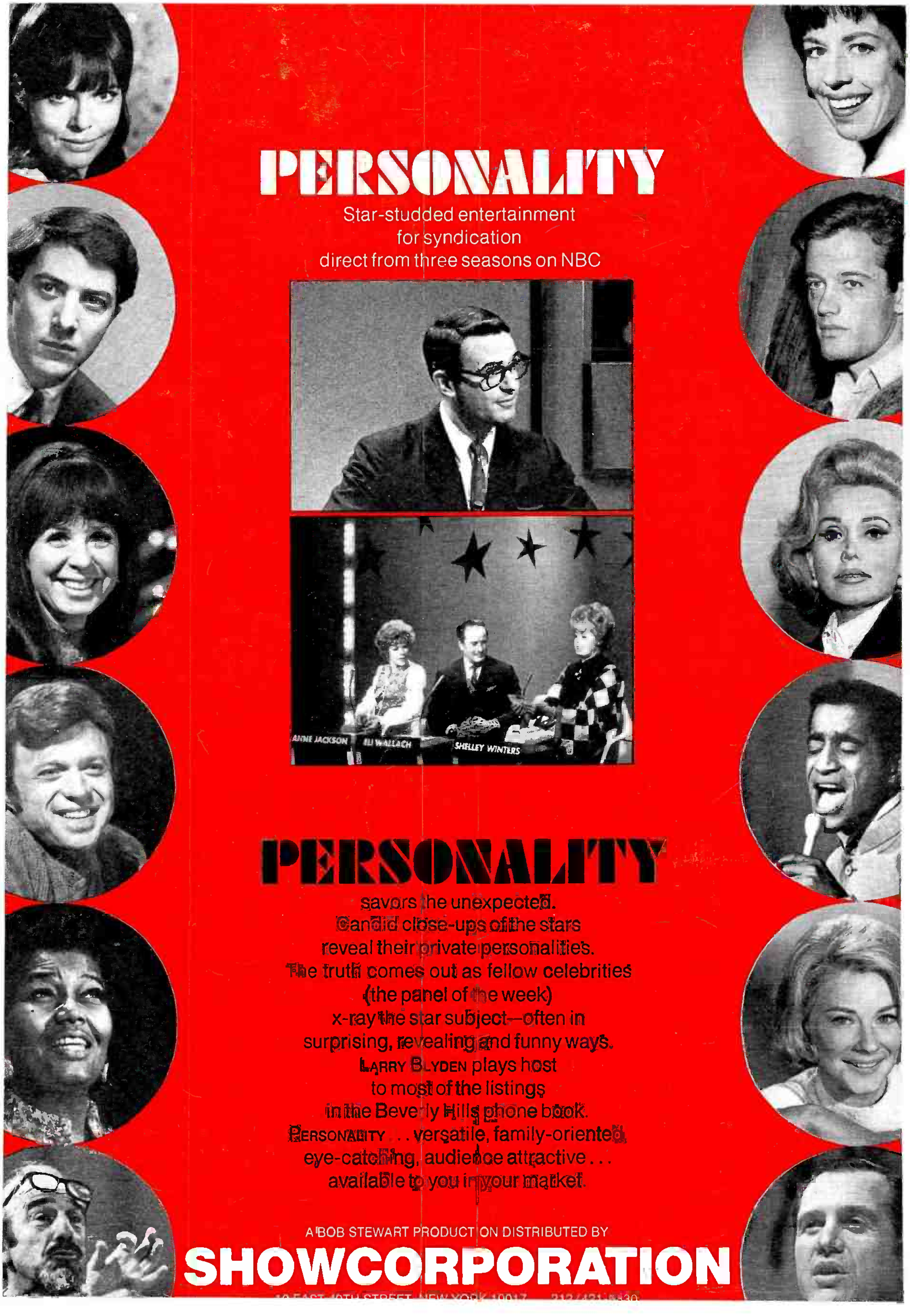
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PERSONALITY
savors the unexpected.
Candid close-ups of the stars
reveal their private personalities.
The truth comes out as fellow celebrities
(the panel of the week)
x-ray the star subject—often in
surprising, revealing and funny ways.
LARRY BLYDEN plays host
to most of the listings
in the Beverly Hills phone book.
PERSONALITY . . . versatile, family-oriented,
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