

April 27, 1970: Our 39th Year: 50¢



4/29
Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New FCC rule augurs upheaval in network programming. p19
ANPA president sees all media together in a threatened boat. p28
4A's mull over the trouble spots in advertising. p44
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CUNCORDIA COLLEGE
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MURKHEAD 56560

WSB-TV

ATLANTA, GEORGIA CHANNEL 2-NBC

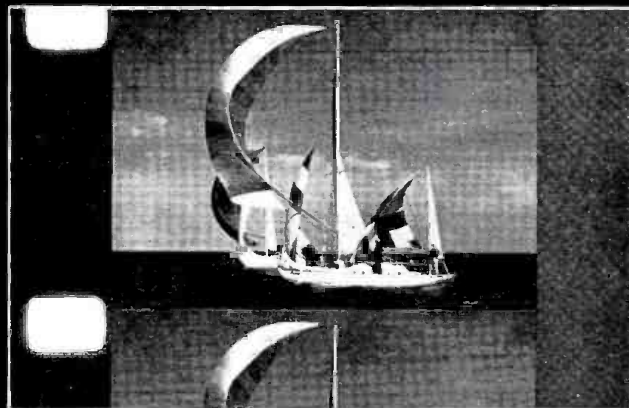
announces the appointment of

TELEREP

as national sales representative
Effective May 16, 1970

Abtography*

uses
black & white...



for
color...
at half
the cost
of color film



*ABTOGRAPHY is a new process which attains high photographic quality and color fidelity for TV filming using standard Plus-X film and black and white processing.

Write for details

abto

ABTO, Inc. / 1926 Broadway, New York, N.Y. 10023 (212) 787-5000

Affiliated with: American Broadcasting Companies, Inc. and Technical Operations, Inc.



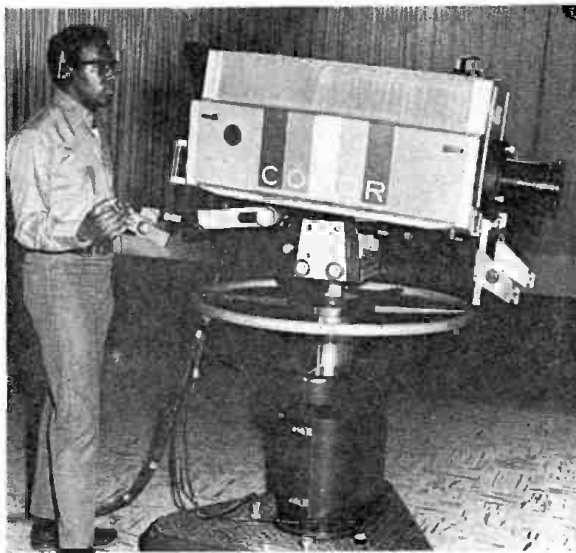
She did something about the weather.

Winter and hard snows are a logical topic of conversation on the Fetzer TV stations in Nebraska. One interview involved a young lady named Cyndi who had prepared a "Blizzard Kit" as a 4-H project. Audience response was overwhelming. The program was repeated several times and a brochure was published called "Cyndi's Blizzard Kit." It received wide distribution among interested viewers. There's a saying that everyone talks about the weather, but no one can do anything about it. Cyndi did. And through community communications, the Fetzer TV stations in Nebraska were able to help many viewers do something, too.

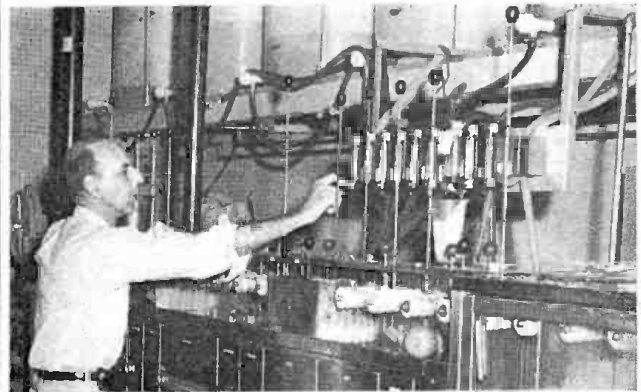


The Fetzer Stations

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



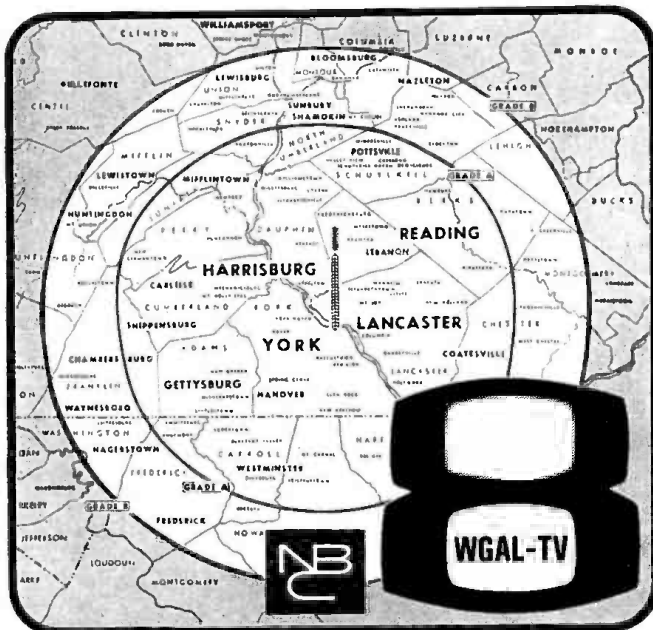
color studio camera



color film processor

WGAL-TV backed by the power of 48%* color penetration

In the great Lancaster, Harrisburg, York, Lebanon market WGAL-TV is color. Whether live, on film, or via color tape recorders — nearly every program of every day is colorcast. Two facts: (1) WGAL-TV has by far the most viewers in its multicounty market; (2) nearly half the sets in the area are color. Color power! It makes your sales prospects brighter in this rich market.



color video tape recorder

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

*Based on Feb.-Mar. 1970 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

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

BROADCASTING, April 27, 1970

Comsat, topside

James McCormack has asked to be relieved of his \$130,000-per-year position as chairman and chief executive officer of Communications Satellite Corp. for reasons of health, terminating five years in office. Former vice president of Massachusetts Institute of Technology and retired Air Force major general, Mr. McCormack, 60, may be succeeded on interim basis, by man he succeeded in 1965—72-year-old Leo D. Welch, New York banker, industrialist, and incumbent Comsat director—until permanent successor is selected.

Comsat, quasi-public corporation created in 1963, now has \$100 million in liquid assets. It's U.S. chosen instrument in international satellite communications but faces competition in domestic field. Under consideration as permanent chairman are Joseph V. Charyk, 50, Comsat president; Leonard H. Marks, 54, Washington communications attorney, one of founding directors of Comsat who resigned in 1965 to become director of United States Information Agency and later became chairman, with rank of ambassador, of successful Intelsat conference in 1968, and Phil W. Buchen, 54, now public member of Comsat board. Mr. Buchen, of Grand Rapids, Mich., was once law partner of Gerald R. Ford, Republican leader of House.

Concentration on cable

FCC will engage in two-day skull session on CATV on May 14-15. Commission reportedly has no hard-and-fast agenda; rather, two days will afford opportunity for discussion "of where we've been and where we're going," in words of one official. Matters sure to be discussed involve proposals in commission's Dec. 13, 1968, over-all rulemaking—among them, proposals to ban crossownership of CATV and other media in same market and to set multiple-ownership limits on cable industry.

Key item left from proceeding is proposal to require CATV systems within 35 miles of city in major market to obtain retransmission permission of distant station whose signals they want to import. However, that item has become hung up in congressional fight over CATV copyright.

Stable of stars

ABC-TV has closed deal for Henry Fonda to star in half-hour dramatic series for next January start. He is third

major star signed this year by ABC for future series (others were Tony Curtis and Shirley MacLaine). Edmund Hartmann is producer-creator for Don Feddersen Productions of program tentatively titled *The Smith Family*, with Mr. Fonda portraying sergeant detective in Los Angeles police force with concern over generation gap in family situation. Henry Fonda was star of *The Deputy* on NBC-TV several seasons ago.

Better buys ahead?

One-to-customer project of FCC has stimulated station trading—particularly in AM and FM—to point where prices are beginning to reflect buyer's rather than seller's market. But brokers see nothing approaching panic. Rule of thumb in "good old days" used to be roughly 10 times net before taxes and depreciation, but in recent years it had been what traffic will bear, having little relationship to earnings and more to potential and payout.

Cited as recent example of better buys is proposed sale of WFIL(AM) Philadelphia for something like eight times net earnings. Sale to group of Philadelphia-area residents in giant Triangle-Capital Cities multiple-market transaction ("At Deadline," April 20) is for \$12.5 million on installment basis of 29% cash, balance over eight years at prime rate. Station grossed \$4 million, earned about \$1.4 million before depreciation.

Credit is due

Spot representatives have long been courting American Express Co. to become more active in spot TV for its credit cards. Company spent only \$24,000 in spot TV last year versus \$1.2 million in magazines. Turnabout is in sight with American Express starting test in 20 major markets. If experiment is successful, look for company to launch nationwide spot-TV campaign in fall. Agency is Ogilvy & Mather, New York.

Big deal

That portion of \$91-million merger of *Los Angeles Times* and *Dallas Times Herald* that is subject to government approval—transfer of *Times Herald's* KRLD-TV Dallas—is before FCC for its consideration this week. So is \$6,750,000 spinoff of Dallas newspaper's AM and FM, to group that includes two sons and daughter of Dallas Mayor John Erik Jonsson. Staff has recommended approval of both sales. But in

case of AM-FM transfer, staff says that, in view of recently adopted one-to-customer rule, approval should be conditioned on buyer's disposing of one of two properties.

Commission action this week is not likely. And some observers see sales—at least KRLD-TV sale—running into trouble, in view of commission's increasingly tough stand on concentration-of-control-of-media issue. In any case, commission may feel some pressure for action, since there is May 30 contract deadline on transfer.

Money tree

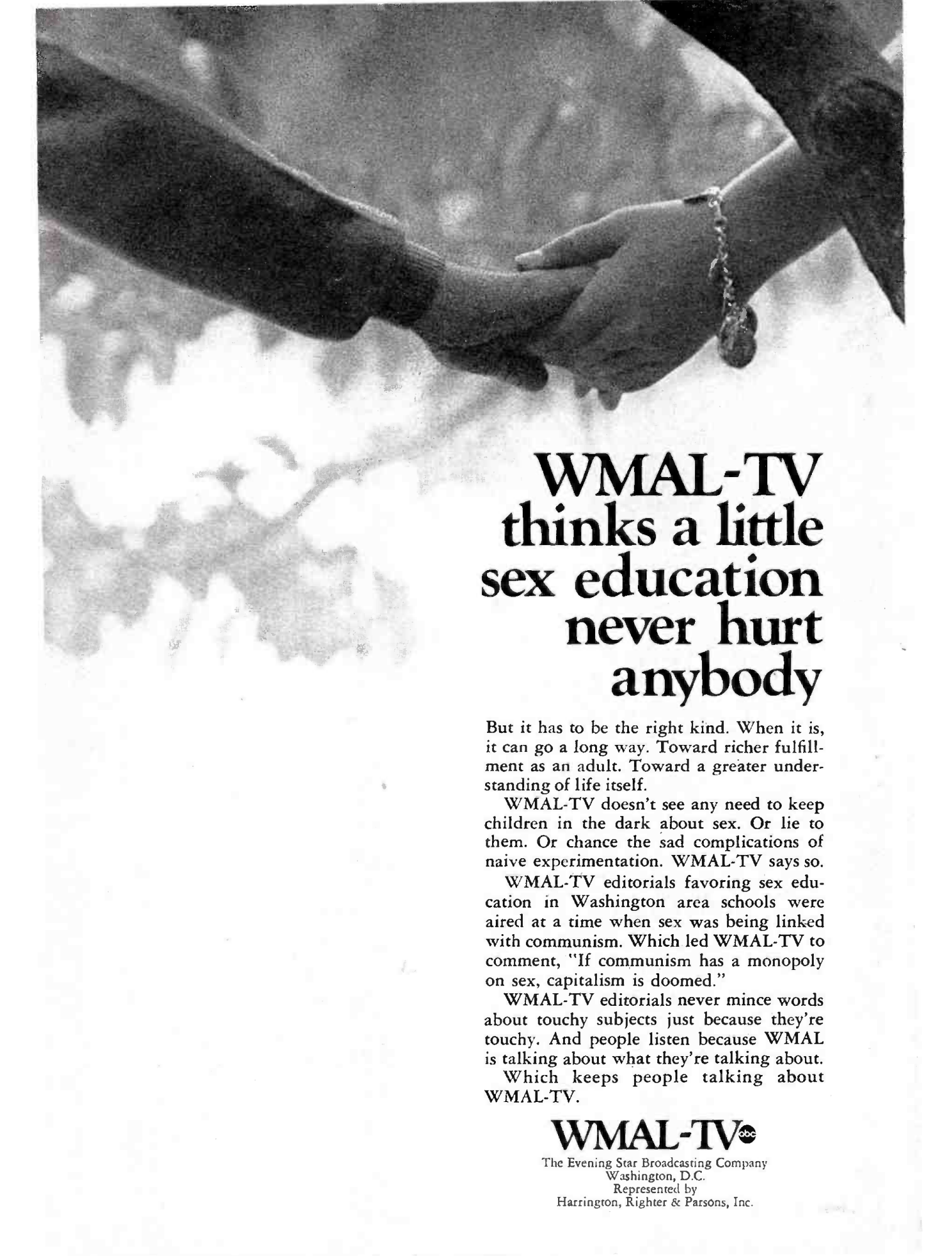
While talk of political influence and news management is emphasized in massive coverage of Washington's educational WETA-TV because of dismissal of its *Newsroom* editor, professional broadcasters are evaluating incident from insider's vantage point. They feel damage has been done noncommercial cause, particularly at time when Corp. for Public Broadcasting financing is before Congress.

And they are surprised by \$50,000 salary reportedly paid editor William Woestendiek, fired because Mrs. Woestendiek became press assistant to wife of Attorney General John Mitchell. If that kind of money, even though it's out of \$750,000 Ford Foundation grant, is paid for subsidized job for single news program, professionals say it's going to provoke second thoughts in Congress and among commercial broadcasters making contributions to ETV.

Help at home

Formation by local retailers, agencies and media of "community advertising coalitions" is expected to be proposed today (Monday) by Harold L. Neal Jr., president, ABC-owned radio stations, to sales promotion convention of National Retail Merchants Association in Houston. "Coalitions" would provide creative help to retailers in selection and use of media.

TV sales people also will have place at Houston convention, but emphasis at start is on marketing approach to retail advertising on radio. Besides Mr. Neal, speakers will be Michael Hauptman, director of retail sales, ABC-owned radio stations; Joseph Ostrow, senior vice president and director of media relations and planning, Young & Rubicam, New York; and Allen Hundley, regional sales manager, Radio Advertising Bureau, Dallas. Suzan K. Couch, director, retail development of CBS-owned TV stations, also is to make presentation.



WMAL-TV thinks a little sex education never hurt anybody

But it has to be the right kind. When it is, it can go a long way. Toward richer fulfillment as an adult. Toward a greater understanding of life itself.

WMAL-TV doesn't see any need to keep children in the dark about sex. Or lie to them. Or chance the sad complications of naive experimentation. WMAL-TV says so.

WMAL-TV editorials favoring sex education in Washington area schools were aired at a time when sex was being linked with communism. Which led WMAL-TV to comment, "If communism has a monopoly on sex, capitalism is doomed."

WMAL-TV editorials never mince words about touchy subjects just because they're touchy. And people listen because WMAL is talking about what they're talking about.

Which keeps people talking about WMAL-TV.

WMAL-TV abc

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

TV networks—still in shock over FCC's move to limit their domination of prime viewing time—examine their options, with CBS and NBC reportedly considering court appeals. Program syndicators still ambivalent on prospects. See . . .

The coming upheaval in programing . . . 19

Congress voices outrage at firing of William Woestendiek from WETA-TV Washington news program on ground his wife's job as press secretary to wife of attorney general could affect program. See . . .

Tempest in an ETV pot . . . 20

William F. Schmick Jr., broadcaster and president of American Newspaper Publishers Association, warns that government controls now regulating or threatening broadcasting encourage encroachment on newspapers. See . . .

All together in a threatened boat . . . 28

President Nixon's scheme to realign and bolster executive branch's telecommunications-management apparatus takes final shape as Congress fails to veto plan and White House moves to select director. See . . .

New OTP plan becomes final . . . 30

FCC rejects request by its Broadcast Bureau that it re-open record in KHJ-TV Los Angeles case to look into charges by purported investor in competing applicant that his name was forged to stock subscriptions. See . . .

FCC annuls forgery claims . . . 34

Ongoing hearing for renewal of license for KRON-FM-TV San Francisco discloses KRON-TV showed steady profits, while commonly owned *San Francisco Examiner* was in red till 1965 combination with rival paper. See . . .

Profits, losses in KRON-TV case . . . 42

Pesky problem of independent media-buying services is hot topic at annual meeting of American Association of Advertising Agencies, along with commercial clutter and advertiser identity. See . . .

Where the agency trouble spots are . . . 44

Department of Justice files \$1-million suit against maker of Geritol and its ad agency, charging violation of 1967 Federal Trade Commission order to cease making certain advertising claims about Geritol products. See . . .

Geritol flap winds up in court . . . 46

NBC, answering 'Life' magazine's claim that recall of its advertising is twice that of TV commercials, criticizes magazine's research as filled with 'exaggeration and misstatement.' See . . .

NBC's dissection rips 'Life's' claims . . . 48

Analysis by J. Walter Thompson Co. gives characteristics of movies bringing in high TV ratings: Take a lengthy color film, with comedy or well-known drama format, and blend in top-rated stars. See . . .

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Broadcasting

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Ask us for the moon. We deliver!

**Before anyone else announced Apollo 13 was in trouble—
before anyone else announced the mission was aborted—
before another network went live — UPI delivered.**

**You judge a newsman on how he reacts in a crisis.
Here are some of the comments on the
UPI broadcast team's coverage of Apollo 13:**

DEAN GRIFFIN, News Director, WJW, Cleveland: "On Monday night, thank God we had UPI. When difficulties began to develop, you were wide awake while the other networks slept. It put us way ahead."

WAYNE SHERMAN, Radio News Supervisor, WHDH-AM & TV, Boston: "We went live with UPI Audio at 10:40 P.M. Monday night and stayed with it throughout. No one else here got on before midnight and we still can't understand what happened to the other services and networks."

DICK STAPLETON, News Director, WWDC, Washington: "Couldn't have been better. Audio and the wire cleaned the networks. (Scott) Peters tremendous. Your men weren't filling like the others, they were reporting."

BOB MANEWITH, News Director, WGN-AM & TV, Chicago: "The TV Networks could

learn from UPI. You put us far ahead of everyone else in town and your people let the astronauts and mission control tell the story."

NORM BREWER, News Director, WMC-AM & TV, Memphis: "UPI Broadcast wire performance was brilliant."

ROBERT J. SCOTT, News Director, KHOW, Denver: "What an absolutely great show your people broadcast during the early hours of the Apollo 13 emergency! I am still receiving calls and letters congratulating us for our coverage—which was primarily UPI."

MARTIN TOBIN, News Director, KIXI, Seattle: "The enclosed clipping from the Seattle Times, which kudos UPI, explains how we were the only station—radio or TV—to carry the story a full hour ahead of everyone."

UPI Broadcasting

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

4A's lift ownership ban

Government has no more power to regulate expression of ideas in broadcasting than in print, former FCC Commissioner Lee Loevinger contended Friday (April 24) in rejecting argument that "public airwaves" concept justifies banning of cigarette advertising on air but not in other media.

FCC's regulatory power has nothing to do with broadcast programming or advertising, Mr. Loevinger asserted. He contended print media, no less than broadcasters, are dependent on governmental privileges whose withdrawal could put them out of business.

Argument, essentially between Mr. Loevinger and Max Ways of *Fortune* Magazine, took place in panel session on "Society in Transition" at annual meeting of American Association of Advertising Agencies (see pages 26 and 44).

In other developments, at annual meeting:

- AAAA overturned membership requirement that had forced resignation of two agencies for ownership of radio stations—Tracy Locke, Dallas, and Reach, McClinton and Co., New York—and of another agency (Kaufman-Spicer, Minneapolis) for ownership of newspaper. In future, AAAA member agencies will not be forbidden to own interests in advertising media, but will be required to disclose any such interests to AAAA, to agency clients and to other media. AAAA officials said experience indicated no unfair bias had resulted from such ownerships, and that AAAA members approved change by about two-to-one margin.

- Secretary of Commerce Maurice H. Stans announced formation of Commerce information advisory committee to advise his department on execution of its information programs, particularly those needing wide base of business participation and support. Members include John Crichton, AAAA president; Archibald McG. Foster of Ted Bates & Co., AAAA chairman; Barton A. Cummings of Compton Advertising, retiring AAAA chairman, and 10 other advertising executives.

- William J. Colihan Jr., former executive of Young and Rubicam, was named senior vice president in AAAA's Washington office, effective May 1. He will succeed Clay Buckhout, who set up Washington office in early 1969 and who retires June 1. Mr. Colihan was executive vice president and plans board chairman at Y&R before leaving in 1958 to engage in public service. He has also been consultant to Corp. for

Public Broadcasting, Center for Political Research, Office of Economic Opportunity and Peace Corps.

P&G still on top

Procter & Gamble spent over \$176 million in network and spot in 1969 to make it top TV spender in Television Bureau of Advertising's list of leading 100 TV advertisers. TVB released list Friday (April 24).

Top-10 advertisers in combined network-spot TV spending were: General Foods (\$88.1 million), Colgate-Palmolive (\$82.6 million), Bristol Myers, (\$76.9 million), R. J. Reynolds Industries (\$63 million), American Home Products (\$62.3 million), General Motors (\$53.6 million), Warner-Lambert Pharmaceutical (\$51.3 million), Lever Bros. (\$50.4 million) and Sterling Drug (\$48.6 million).

No more sharing

WFAA(AM) Dallas and WBAP(AM) Fort Worth have come to parting of ways after more than 20 years of sharing two channels—820 kc (I-A clear channel) and 570 kc (class III-A regional).

Under agreement approved by commission, WBAP, licensed to Carter Publications Inc., will operate on 820 kc; WFAA, licensed to A. H. Belo Corp., on 570 kc. Agreement also provides for \$3.5 million payment by Carter to Belo.

Commission, in announcing approval of agreement Friday (April 24), recalled that two licensees, both broadcast pioneers, had been sharing use of at least one frequency since 1920's. Originally it was 800 kc, from which they were shifted to 820 kc as consequence of North American Broadcast Agreement signed in March 1941.

Relationship of Carter and Belo had become somewhat complicated by then. Carter had acquired Wichita Falls, Tex.,

Oral session on WHDH

U.S. Court of Appeals for District of Columbia will hold oral argument May 25 on appeals of FCC's WHDH decision of Jan. 23, 1969, in which commission denied license renewal for WHDH-TV Boston to WHDH Inc. and granted competing application of Boston Broadcasters Inc. (BROADCASTING, Jan. 27, 1969). Appeals were filed by WHDH Inc. and unsuccessful competing applicants Charles River Civic Television Inc. and Greater Boston TV Co.

station operating on 570 kc, in mid-1930's, and subsequently moved it to Fort Worth.

Carter's operation of one-and-one-half channels was viewed as raising duopoly problem. To solve it, Carter and Belo applied for shared use of 570 kc. Commission granted those applications in 1947.

One way to raise HUT's

Proposal was made to three television networks last Friday (April 26) that feed to central time zone be made uniform throughout country instead of one hour earlier and thereby add to Home Using Television (HUT) level.

Suggestion was forwarded to networks by Peter M. Bardach, vice president and director of broadcast, Foote, Cone & Belding, New York, who pointed out that it appears that FCC will require networks to limit their prime-time entertainment feeds to three hours per night (see page 19). He asked networks to consider this long-standing situation and implement it by next September so that tune-in habits of viewers can be established before FCC policy goes into effect in fall 1971.

Mr. Bardach noted that HUT levels in central time zones are as follows: 50.8% at 6:30-7 p.m.; 56.0%, 7-7:30 p.m.; 62.8%, 9:30-10 p.m., and 60.1%, 10-10:30 p.m. He said that increased audience potential to advertisers in later hour is significant.

Check of networks Friday indicated they had not had opportunity to reply to Mr. Bardach.

Who's conflict of interest?

If one-half of husband-wife team is in news business and other works for government official, is conflict of interest inevitable? Senators and congressmen were quick to answer "no" last week, in expressing their outrage over action of noncommercial WETA-TV Washington, which fired editor William Woeistendick because his wife accepted job as press secretary to Martha Mitchell (see page 20). In speech on Senate floor late last week, Senator Bob Dole (R-Kan.) also replied "no"—and cited cases to demonstrate his point.

Among examples offered by Senator Dole: WETA-TV reporter Walterene Swanson is married to staffer in office of Senator Alan Cranston (D-Calif.); executive producer of *CBS Evening News*, Les Midgley, is married to Betty Furness, who was Lyndon Johnson's assistant for consumer affairs; colum-

nist-commenator Frank Mankiewicz was press secretary to late Senator Robert Kennedy; *Los Angeles Times* editor, Ed Guthman, also worked for Senator Kennedy.

"Should they be fired?" Senator Dole asked rhetorically, and replied: "Of course, all this is nonsense, and we know it. So do the people at WETA. What they have really said and what they mean is clear. It is this: If you work for WETA, don't let any hint of Republican ties show. . . . I resent the implication. I resent the pressures, I resent the blatant dishonesty. And, regardless of party, it should not pass unchallenged."

B&B changes

Maximilian Bryer, vice president in Benton & Bowles' West Coast office, named manager last Friday (April 24). Mr. Bryer, who joined agency in 1951 as radio-TV director, became film producer and subsequently transferred from New York to Los Angeles as head of commercial production. At same time, B&B named Fred MacKaye, with B&B in Los Angeles, as program manager.

FC&B slumps

Foote, Cone & Belding Communications, New York, reported slight billings gain, but drop in net income in first quarter of 1970. FC&B said in report, out Friday (April 24), that lower earnings reflected in part "slightly greater loss from company's cable-TV subsidiary."

For three months ended March 31:

	1970	1969
Earned per share	\$0.04	\$0.06
Gross billings	59,375,000	59,035,000
Operating income	8,902,000	8,851,000
Net income	86,000	135,000

Brief operation

CATV system that began operating last December faces shut down by FCC on charge of violating rules.

Commission issued show-cause order Friday (April 24) against Hampton Roads Cablevision Co., which operates 12-channel cable system in Newport News, Va. System carries local as well as Richmond, Va., TV stations. FCC said commencement of carriage of disputed signals on March 4, in spite of objections filed by two Norfolk area stations violates rules. Under FCC rules, filing of objections automatically stays commencement of CATV operations until matter is litigated.

Hampton Roads notified FCC that it intended to begin in September 1968 and again in January this year.

Objections to carriage of Richmond stations were filed in October last year by WTAR-TV Norfolk and WAVY-TV Portsmouth, both Virginia.

Hampton Roads filed complaint with

Week's Headliners



Mr. Wright



Mr. Alexander

Joseph S. Wright, chairman and chief executive officer, Zenith Radio Corp., Chicago, elected to additional position of president to fill vacancy left by death this month of Sam Kaplan (BROADCASTING, April 6). Mr. Kaplan had succeeded Mr. Wright as president in 1968. Other Zenith promotions are Robert S. Alexander, to executive VP-operations; Walter C. Fisher, executive VP-marketing; Ralph M. Spang, senior VP-finance, and Eugene M. Kinney, senior VP-special electronic products. Mr. Fisher also continues as president of Zenith Sales Co. Executive realignment reportedly is forerunner of Zenith's expansion into new fields, which may include CATV.

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

U.S. District Court in Norfolk, seeking overturn of automatic stay. This is still pending. It also asked FCC earlier this month for immediate resolution; commission denied this in action Friday.

Commission said after current operation is cleared, its CATV Television Bureau will advise whether carriage of Richmond stations is proper.

Hampton Roads CATV is owned by *Newport News Daily News* and *Times Herald* (WGH-AM-FM).

Hot items

National Association of Broadcasters' supply of flowers commemorating 50th anniversary of broadcasting is nearly exhausted. All of some 10,000 broadcaster roses have been sold to members for distribution through various promotion schemes. Of 400,000 packets of mari-gold seeds, only a few remain to be distributed.

Public-service bonanza

Advertising media in 1969 contributed record \$462,218,044 in time and space to nationwide public-services advertis-

ing campaigns of Advertising Council.

Council's annual report issued today (April 27) says various media, including radio, television, newspapers and other, improved their reporting systems, contributing "significantly to this higher figure." Council says that more than 20-billion home impressions were attributed to campaign messages carried by ABC-TV, CBS-TV and NBC-TV, and more than 15-billion listener impressions to messages donated by ABC, CBS, Mutual and NBC. If local radio and TV support were to be added, these estimated circulation figures would be easily doubled, report claims.

Shriner dies

Herb Shriner, 51, Hoosier humorist last seen on network TV in 1967 as guest on NBC-TV's *Andy Williams Show*, was killed last Thursday night (April 23) near Delray Beach, Fla. His wife, Eileen, 43, also died in car crash.

Mr. Shriner probably was best remembered as host of quiz show, *Two for the Money*, which ran 1952-1953 on NBC-TV and was picked up by CBS-TV until June 1956. He also was host of *Herb Shriner Show* on CBS-TV from October to December 1956 and *Herb Shriner Time* on ABC-TV, 1951-1952. He was 1951 summer replacement for Arthur Godfrey on CBS-TV's *Talent Scouts*. Shriners are survived by three children—daughter, Indy and twin sons, Kin and Wil.

Services for Hollis

Funeral services were scheduled yesterday (April 26) for James L. Hollis, 54, board chairman of Rixon Electronics Inc., Silver Spring, Md. Mr. Hollis died April 24 following surgery.

Native of Nebraska, he held executive positions with former Crosley Broadcasting Corp. (now Avco) and its WLW(AM) Cincinnati, Collins Radio Corp. and Page Communications Engineers before joining Rixon in 1954. He became president and chairman of Rixon in 1957. He is survived by his wife, Wilma, and four children.

Evjue, at 87

Funeral services are to be held Monday (April 27) in Madison, Wis., for William T. Evjue, 87, founder and president of WIBA-AM-FM Madison and founder and publisher of *Capital Times* there, who died last Thursday morning (April 23). He had long been active in operations of both stations and paper, airing weekly 15-minute editorial commentary, *Hello, Wisconsin*, until about two years ago when sight failed. He is survived by two sisters and nephew.

KOVR STOCKTON/SACRAMENTO...
highest color TV penetration of
the nation's top 25 TV markets



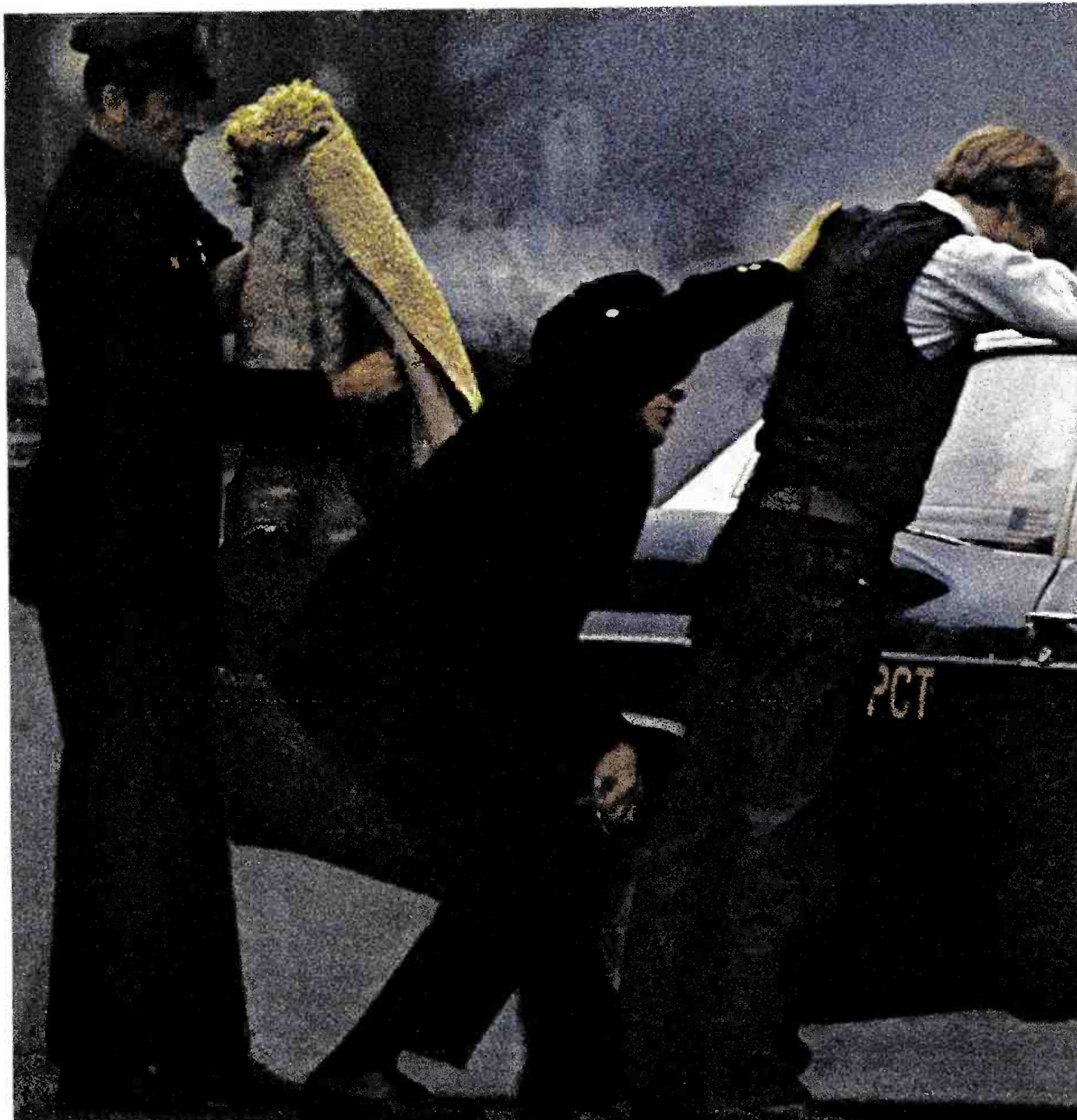
Leading the way with 51% color TV penetration.

Stockton/Sacramento is a big colorful market. Over 262,900 estimated color TV households makes it the nation's 15th color TV market. □ And over 1.7 million total TV homes, over \$5.4 billion in effective buying income, and \$3.2 billion in retail sales makes it a TV market you can't afford to miss. □ Stockton/Sacramento — very big on color — very big on McClatchy Broadcasting's KOVR.

Data Sources: Broadcasting 2-2-70 (Carl Ally Projections) Color TV Est. Households
 Television Factbook 1969-1970, Sales Management — June 1969

McCLATCHY BROADCASTING
 REPRESENTED NATIONALLY BY KATZ TELEVISION





Over one million of our children are in for a unique educational experience this year.

They'll be booked on every charge from joyriding to pot smoking to rioting. And parents will get even more anxious about the problem of law and order.

Unfortunately, the real problem may be that most kids, whether grade schoolers or college sophomores, are instructed about the law only after they break it.

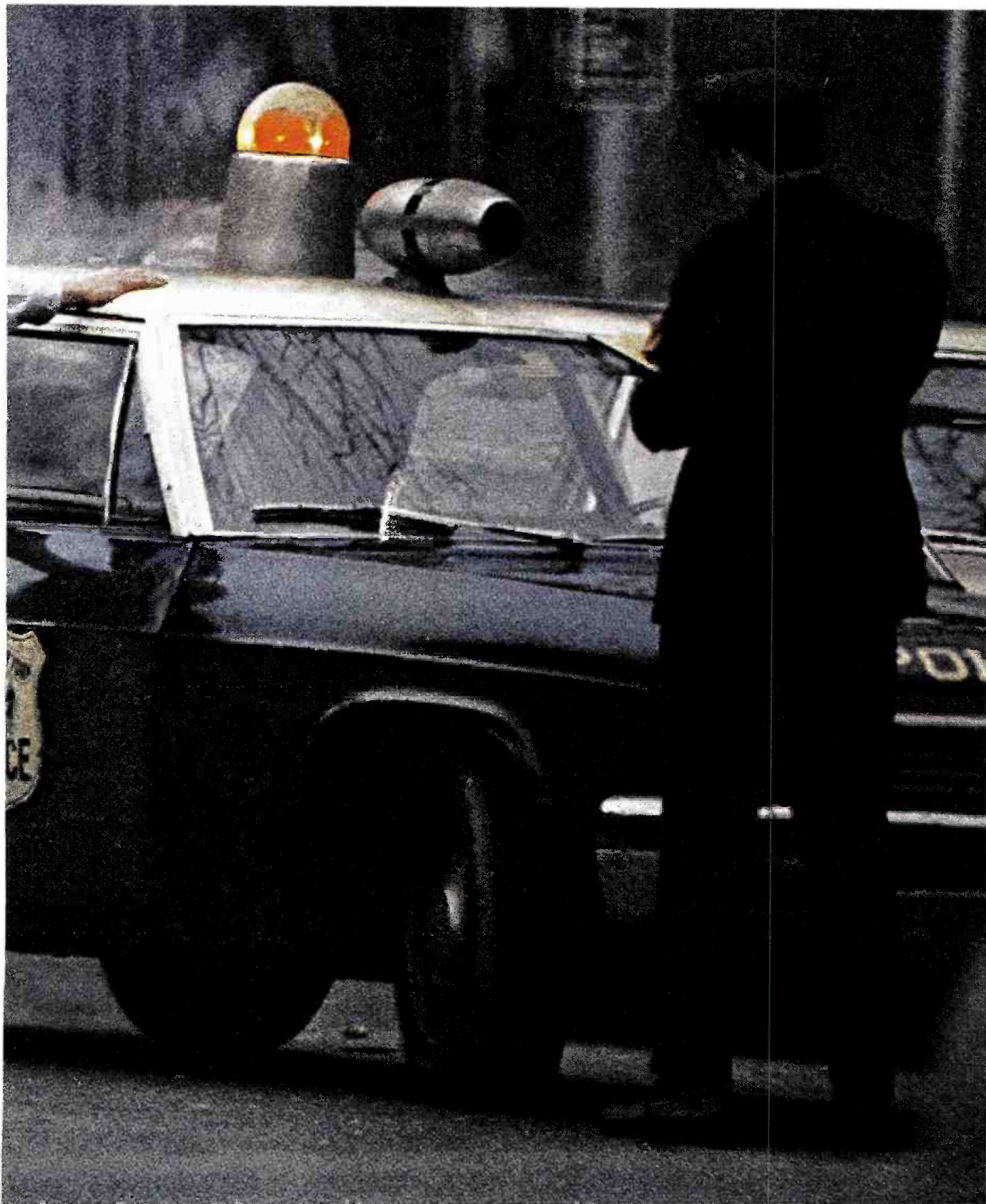
That's one reason Group W's Los Angeles station began an editorial series recommending law be taught in public school. In the hope that textbooks may ultimately take the place of nightsticks.

What's more, such a course could prepare kids to cope with all the legal realities. Like dealing with landlords. Or buying on time without being gouged.

Soon, other Group W stations came out for the idea. And today, the

Los Angeles school district is developing a basic law course. Pittsburgh officials are considering special courses for high school. And the concept has been endorsed by the Governor of Illinois.

Naturally, a broadcaster presents responsible views that differ from his own. But it's surprising how often editorials win support for new causes.



In Boston, for instance, the Group W stations are getting legislators and businessmen to back the idea of easing convicts into society a little at a time, rough work release.

And in Chicago, our station recently on a fight to stop police from keeping

criminal records on people who'd been arrested, then found not guilty.

Broadcasters throughout America are making efforts like these all the time. Because a broadcaster, after all, is part of the community he serves. And through editorials, he can do something more important than report the bad news.

He can help make it better.

GROUP

W WBZ-TV BOSTON • WINS NEW YORK
KYW-TV PHILADELPHIA • WJZ-TV BALTIMORE
KDKA-TV PITTSBURGH • WOWO FT. WAYNE
WIND CHICAGO • KPX SAN FRANCISCO • KFWB LOS ANGELES
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Broadcasting does more than entertain you.

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

■ Indicates first or revised listing.

April

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 video-tape 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—*National Academy of Television Arts and Sciences* New York area awards presentation. Sardi's restaurant, New York.

April 29—Elmer Davis Memorial Lecture sponsored by *graduate school of Journalism, Columbia University*, New York. Lecture will be delivered by Eric Sevareid, 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, *Foot, Cone & Belding Communications Inc.* Ambassador West hotel, Chicago.

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

■April 30—Annual stockholders meeting, *Trans-Lux Corp.* New York.

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*

Television Bureau of Advertising regional sales clinics

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—Downtown 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.

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 WOL(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, New York, 10:30 a.m.

■May 5-6: CBS-TV Network affiliates' conference. Century Plaza hotel, Los Angeles.

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—New deadline for filing comments on FCC's proposed "Annual Report of CATV Systems." Previous deadline was April 6.

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 State University, Pullman.

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

■May 10-13—ABC-TV affiliates convention. Century Plaza hotel, Los Angeles.

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 12—Annual stockholders meeting, *John Blair & Co.* Dorset hotel, New York.

■May 12—Annual stockholders meeting, *Communications Satellite Corp.* L'Enfant Theater, Washington.

■May 13-15—Electronic components conference, sponsored by the *Electronic Industries Association* and the *Institute of Electrical and Electronic Engineers*. Herman Kahn, director of Hudson Institute, and Vladimir Scripkin, minister of electronics industry, USSR, among featured speakers. Statler-Hilton hotel, Washington.

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

■May 14—Annual stockholders meeting, *Rcees Telecom Corp.* Manufacturers Hanover Trust Co., 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—New York chapter of *Broadcast Pioneers' "Fun and Fellowship Festival"* at Luchow's.

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—Annual stockholders meeting, *20th Century-Fox Film Corp.* Scottish Rite Auditorium, Los Angeles.

■May 19—Annual stockholders meeting, *ABC Inc.* New York Hilton, New York.

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

■May 20—New deadline for filing comments on FCC's proposed "CATV Annual Financial Report." Previous deadline was April 6.

■May 20—Annual stockholders meeting, *Outlet Co.* Providence, R. I.

■May 20-22—NBC-TV Network affiliates convention. Waldorf-Astoria, New York.

Radio Advertising Bureau's regional sales clinics

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.

Meyer's criticism answered

EDITOR: President Edward H. Meyer of Grey Advertising, in his attack on television as reported in your April 13 issue, points out: "In just four years, the average nighttime cost per minute rose 18%, a significant increase. But even more significant, the growth in television homes over this same period was only 9%, not enough to offset the increased cost of buying time. The end result has been a yearly increase in cost-per-thousand averaging about 7%."

What Mr. Meyer fails to point out is that during this same four-year period, color homes increased from 10% to 41% penetration, or from just under 6-million color homes to over 25-million color homes.

Color television is virtually a new medium and is giving greater and greater value to the advertiser month by month.—*James O. Parsons, Harrington, Righter & Parsons, New York.*

EDITOR: Remarks of Edward Meyer, president of Grey Advertising, seem to indicate that Mr. Meyer feels television advertising is losing its effectiveness.

However, his statement that more people now leave the TV set when the commercial comes on than did in earlier years would seem to be more of an indictment of the quality of commercials turned out by agencies than it would of television per se.

Perhaps Mr. Meyer intended to convey that agencies were slipping in the area of producing attention-holding commercials. However, when this statement is lumped into a general criticism of television advertising effectiveness, this meaning is not clearly visible.—*Robert F. Hodous, general manager, WHIZ-AM-FM-TV Zanesville, Ohio.*

Where the markets went

EDITOR: In your "Telestatus" of April 6, you compared market definitions and sizes for ADI [American Research Bureau's Area of Dominant Influence] and DMA [Nielsen Station Index Dominant Market Area]. In the course of working with two sets of definitions to give an umbrella list, 10 markets seem to have been incorporated into others. However, since those markets have their own Area of Dominant Influence we would like to point them out to you.

The 10 markets are: Bellingham, Wash.; Biloxi - Gulfport - Pascagoula, Miss.; Greenwood, Miss.; Helena, Mont.; Jackson, Tenn.; Jonesboro, Ark.; Lafayette, Ind.; North Platte, Neb.; Oak

Hill, W. Va., and Pembina, N.D.—*Sherm Brodey, director of communications, ARB, Beltsville, Md.*

(A further note of explanation: Pascagoula is included in a hyphenated market with Biloxi and Gulfport because of an FCC designation. All television homes in Jackson county, Miss., which contains Pascagoula, are, however, credited to the ADI of Mobile, Ala.-Pensacola, Fla.)

Many credits for color checks

EDITOR: A report in BROADCASTING April 6 regarding the development of a "vertical interval reference (VIR)" signal contained some erroneous information, particularly regarding credit for its development.

The VIR signal concept . . . is the result of a broad and intensive industry cooperative effort, coordinated through the Broadcast Television Systems Committee of the Electronic Industries Association. In response to plans of BTS, the engineering department of CBS volunteered to develop a flexible VIR signal-generating equipment, which they did very ably and quickly. However, contrary to recent reports this VIR signal concept and development are not correctly credited to one company or one engineer but instead to a broad industry effort through BTS.—*B. D. Loughlin, Hazeltine Corp., chairman BTS.*

(The BROADCASTING story crediting the development of the VIR signal concept and equipment to Frank Davidoff of CBS came from a member of the BTS subcommittee on field tests.)

Setting the record straight

EDITOR: On page 69 of the April 23 issue, your article, "Looking Ahead to Radio in the 70's," covered quite accurately the comments made by me and others during a National Association of Broadcasters panel discussion. The coverage was thorough and accurate with one exception: It credits a quote made by me to Gene Chenault.

The basic premise of my speech was that the radio industry should consider the product more carefully during the 70's, and as an example, to a question asked me, I stated: "We have a Radio Advertising Bureau. Where is a Radio Programming Bureau?"

A misquote frequently is of little concern, but I am interested in pursuing the possibility of creating an organization to improve the standards and quality of our product, and it could be important that broadcasters recognize that the origination of the idea for a radio programming bureau came from me and not from someone else.—*Ted Randal, president, Ted Randal Enterprises, Hollywood.*

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*Reg. U.S. Patent Office.
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Expo 70 show rates an international sponsor

On Friday evening, March 13, Xerox Corp. became the first American sponsor to present a live TV program simultaneously in the United States and abroad. Both the program and the Xerox commercials were translated, also simultaneously, into the languages of the foreign countries.

The program was a CBS News special of the opening day at Japan's Expo 70, televised live via satellite from Osaka, site of the international exposition. Televised over the CBS network in this country, the hour-long special was fed simultaneously via satellite to 67 stations in 12 countries in Latin America, including Puerto Rico.

Thanks to some talented people and close cooperation among our ad agency, Needham, Harper & Steers, CBS Enterprises and ABC International, the feat was accomplished with hardly a hitch. We believe we have now established guidelines for such truly international sponsorship, but some important questions remain to be answered:

What conditions must prevail for Xerox to do the same thing again? Would sponsoring a show overseas benefit other advertisers?

Beaming a program to foreign countries would obviously be of value only to advertisers who do business in those countries. Xerox markets its products and services throughout the world. Therefore, the overriding consideration for us is to find other programs that meet all the requirements for sponsorship abroad, as the Expo 70 special did.

As an international world's fair, Expo bore considerable interest for viewers in all countries. We felt that foreign viewers would be especially eager to see their pavilions at Osaka, even if only through TV.

Any program meriting international exposure must have similar international significance, and such may be difficult to find. Perhaps it will be an international news or sports event or perhaps a pure entertainment special.

Initially we had investigated the possibilities of beaming the Expo special to Europe as well as to other countries in this hemisphere. But the United Kingdom, Germany and France will not accept sponsored programs. The cost to transmit to the rest of Europe becomes prohibitive.

Because of the time differential,

moreover, European countries would probably prefer to tape any live feed to hold for televising in their prime time. The same results can be accomplished at far less cost, then, by flying tapes to individual European countries.

For these reasons we confined our international network to Latin America. We market there through local branches of the Xerox Latin American division, and time zones are essentially the same as in this country. In addition to Puerto Rico, our Latin American network comprised Mexico, Guatemala, Costa Rica, Panama, Colombia, Venezuela, Brazil, Argentina, Peru, Chile and Uruguay.

Xerox branches in each country were enthusiastic at the chance for local identification with such an event. Each received an on-air billboard, such as "The following special program is brought to you by Xerox de Mexico." The branches bought considerable tune-in advertising and a schedule of on-air promos.

In two countries our offices purchased 10 minutes of air time immediately prior to the telecast to present brief programs about participation of their governments at the Osaka fair. The network in Argentina called a special press conference to promote the telecast. Japanese embassy officials at the conference described the fair to reporters.

CBS News correspondent Charles Kuralt was host-narrator for the special, on location at Osaka. Because Portuguese is spoken in Brazil and Spanish in the other countries, his narration had to be translated into both languages.

To eliminate Mr. Kuralt's voice on the feed to Latin America would also have eliminated the sounds and background color of the fair. It was decided to fade down the English-language soundtrack, superimposing the translations over it.

Alejandro Rey, star of *The Flying Nun*, was the Spanish translator. Dias Leme, a Portuguese announcer employed often by the Voice of America, handled the Portuguese. They worked in adjoining studios at ABC headquarters in New York.

The two translators had no chance to study a script because much of the program was originated live by CBS News. They were forced to work, consequently, much like "instant translators" at the United Nations. To make certain that all went well on the Latin American feed, ABC had five girls on open telephone lines in constant communications with each country. The resulting torrent of voices in English, Spanish and Portuguese might have rivaled the Tower of Babel.

At one point during the program, Mr. Kuralt was conversing in Spanish with a group of Japanese children. A technician in one country squawked excitedly to one of the ABC girls: "Something has gone wrong with the feed. Now we have Kuralt speaking in Spanish!"

In retrospect, we at Xerox believe our international sponsorship was well worth the investment. We plan to continue to be alert for programs to beam abroad, so that we may take full advantage of the international medium that television can be.



Walter L. Olesen is advertising and promotion manager of Xerox Corp., Stamford, Conn. He has been with the company five years following a stint with Johnson & Johnson as group product director and with the advertising agency Atherton & Currier as a copywriter and account executive. At Xerox Corp., Mr. Olesen is responsible for corporate television programing and commercials, print advertising, direct-mail advertising, trade shows and audio/visual and promotion materials.

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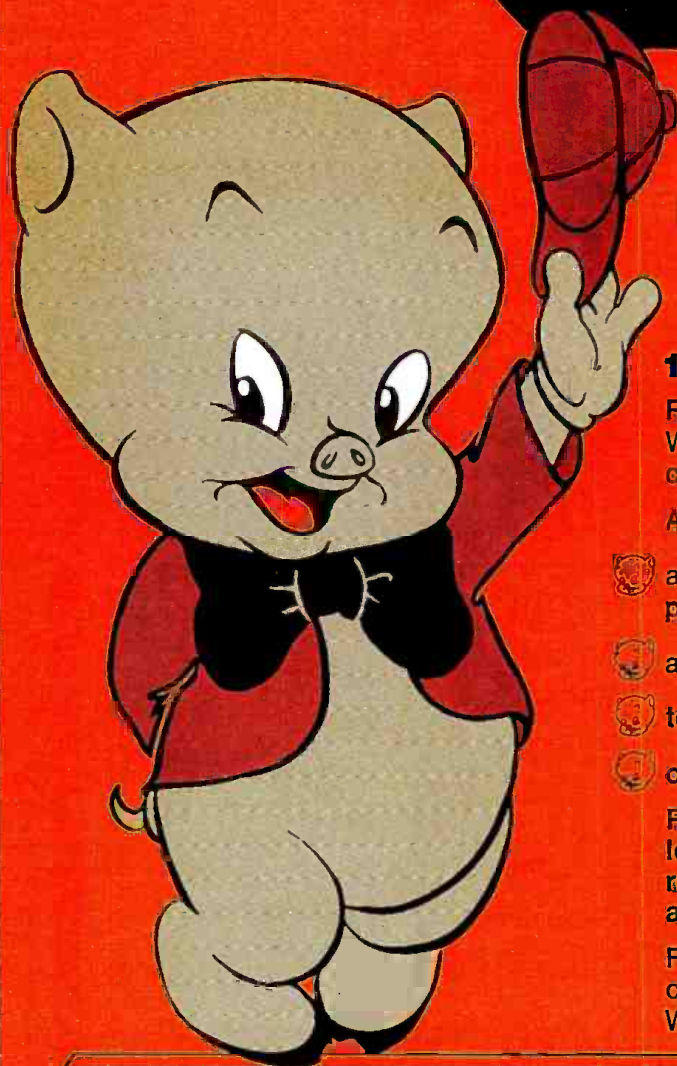
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The coming upheaval in programming

With TV networks cut back in schedules and rights, who moves into production, how do stations fare?

Television broadcasting—composed as it is of a melange of frequently conflicting elements—was vibrating with conflicting reactions last week as it awaited the formality of the FCC's adoption of network regulations described by supporters and opponents alike as certain to be revolutionary in their impact.

The networks, at which the action is directed, were uncertain of their plans; but two, CBS and NBC, were thinking of appeals to the courts. Program syndicators, for whose benefit the rule was designed, were not sure whether to laugh or cry. Affiliated stations were in the main doubtful that significant benefits would come to them. In smaller markets the situation was bleak.

The rule causing these mixed feelings is the commission's answer to what it considers the networks' unhealthy dominance of prime-time programming, 97% of which they own or control. It is designed to promote a strong program-syndication market. And it represents the commission's boldest move yet into programming—the heart of the broadcasting business.

The rule, expected to be issued this week, would prohibit affiliates in the top-50 markets with at least three stations from taking more than three hours of network programming between 7 and 11 p.m. (6 and 10 p.m. central time).

The only exceptions, reportedly, would be special news programs, on-the-spot coverage of news events, and live coverage of sports events that unexpectedly ran into prime time. To qualify for the sports exemption the event must be started early enough to conclude before prime time under normal conditions.

Adding to the rule's impact as a mechanism for holding open prime time to new programming—including local

programming—is a provision barring the use in the freed time of any programs, including feature films, previously carried on any network.

There are other provisions aimed at what the commission regards as the networks' anticompetitive role in programming as exhibitor, syndicator and holder of subsidiary rights. Networks would be barred from domestic syndication, permitted to syndicate abroad only those shows they produce, and prevented from acquiring financial or proprietary interests in independently produced programs.

The rule is the product of a proceeding begun 11 years ago, but only in the past month, in a series of commission meetings, has it begun to take its present shape (BROADCASTING, March 30, et seq.).

The rule was being circulated among the commissioners for their votes last week, and final action and publication of the report and order are due this week. Approval is expected by a vote

of 5-to-2, with Chairman Dean Burch and Commissioner Robert Wells the dissenters.

The networks, faced with the prospect of juggling time periods, were uncertain of how to proceed—in part because of their uncertainty as to when the rule will become effective. The effective date in the rule is Sept. 1, 1971, which, if adhered to, would mean that networks ought to be adjusting their program-development projects now, since they require 18 months lead time.

But CBS and NBC are certain to petition the FCC for reconsideration and, if they lose, they are expected to appeal to the courts, a process that could postpone the institution of the new regulations. (ABC did not join the other networks in opposing the prime-time access rule, although it did object to the other provisions.)

Thus, as one executive said: "What do you do in program development? Do you hold back? If you win in court and you have held back, you have in-

Prospects of a blow to network billings

How much advertising revenue will television networks lose if the FCC makes its new regulations stick? At least \$70 million a year, according to conservative estimates.

Calculating the losses to be expected in the 7-7:30 p.m. period, now occupied by feeds of evening news which most affiliates take in the preceding 6:30-7 period, is difficult because of the erratic patterns of programming to be found on network affiliates. In the 7:30-8 p.m. period, however, clearance of network entertainment programs is general, and calculations from monitoring may be accurately made. According to

Broadcast Advertisers Reports, the three networks took in a total of \$2.7 million in the 7:30-8 p.m. period during a typical October week in 1969.

Network prices are, of course, highest in the fall. To arrive at projections for a year, the lower prices of other seasons must be considered. It has been estimated that total billings of the three networks for a year in the 7:30-8 p.m. period add up to a minimum of \$70 million. That figure includes no revenue at all from the 7-7:30 period.

The networks stand also to lose all the revenues they now get from syndication, by their own or other distribution companies. Reliable estimates put the volume of syndication by networks themselves at \$17 million a year (BROADCASTING, March 30).

sufficient programs ready. It is a delicate question."

But assuming that the networks will eventually be forced to cut back their prime-time programming, program men see no alternative to applying the brakes to program development. Network officials say that only a few commitments thus far have been made for star performers to appear in 1971-72 series.

"We try to create a portfolio of as many as two or three shows for every show that must be replaced," said one executive. "This may have to be cranked down. With fewer shows to go on a schedule, the weaker programs can be weeded out and not replaced. Inevitably, this will mean fewer programs to be developed."

Some network officials, forced into new patterns of thought by the new rule, indicated the networks might react in a manner not designed to please the independent producers whom the new scheme is intended to benefit. Would the networks, which now produce only a minimum number of prime-time programs, one network executive mused, increase their own production? This would enable them to preserve their lucrative distribution of programs abroad; so might the production of feature-length films for network presentation. In either case, the amount of prime time available for independent producers would be reduced.

No one was assuming the networks would continue to feed the now-standard three and a half hours of entertainment programming for the benefit of stations in markets below the top 50 once the rule is in effect—despite the commission's expected appeal to them to do so. The top-50 markets contain 40.6 million of the 58.5 million U.S. TV homes ("Telestatus," March 2).

The producers and distributors of syndicated series and specials were themselves cautious in their estimate of the rule's likely effects. None talked of gearing up for greatly increased production; a number said they would check with stations first to determine their needs—and the prices they can afford to pay.

(Some were looking to factors beyond the rule as sources of encouragement. One said the demand for first-run syndicated material is likely to be accelerated by the increase in independent UHF stations and the start of original programming by CATV systems.)

Generally, the major companies—those that have been supplying programs to the networks—appeared doubtful that the rule would help them; they are convinced that stations cannot afford syndicated versions of high-budget

shows they produce for the networks.

But officials of smaller companies that have been producing specialized programs for syndication were optimistic. They viewed the opening of prime time as a help to them.

Tony Thomopolous, executive vice president of Four Star Entertainment Corp., which has been active for several years in first-run syndication production, believes the rule will make new syndicated offerings more "viable". And he saw it as helping Four Star sell its product—but he stressed that the company does not intend to plunge into production of a large number of new series.

Ed Montanus, director of sales for MGM Television, views the rule as a mixed blessing for his company. He noted that MGM-TV is active in producing and selling to both networks and stations, and added: "The commission's rule may hurt us in our network sales business, but it may help in the syndicated portion."

A number of the syndicators saw the stations themselves as moving in to fill at least some of the freed time—but with news, not entertainment programming. They noted that news is a highly salable commodity and, in prime time, would stand to earn more than it does now in fringe time.

One who shares that view is Herb Jacobs, board chairman of TelCom Associates Inc., which serves Television Stations Inc. as a buyer-consultant on syndicated programming. "I'm certain that stations will move into a local news show at, say, 7:30 to 8 p.m.," he said. "This makes sense."

But he also saw the rule giving impetus to a development already under way—the production of programs underwritten by advertisers and offered to stations on a barter basis. Barton A. Cummings, of. Compton Advertising, who is retiring chairman of the American Association of Advertising Agencies, said the rule will "almost necessarily" have that effect. However, he and other agency sources last week also said it is hard to predict what any client will do.

As for the end product of the rule—the kind of entertainment programming that would fill the time from which the networks would be excluded—Mr. Jacobs and station officials felt that there was little chance it would be up to the high-budget quality now seen. As one broadcaster gloomily said: "The net effect will be only a decline in homes using television."

Observers agreed that the rule would work a special hardship on small-market stations forced to supply their own programming in the freed time. Indeed, many have appealed to the commission not to

Tempest in an ETV pot

Editor's firing at Washington outlet evokes Hill action

William Woestendiek was editor and principal architect of an hour-long news program launched last month by noncommercial WETA-TV Washington. Then two weeks ago his wife accepted a job as press secretary to Martha Mitchell, mercurial wife of the attorney general. WETA-TV officials furrowed brows, thought a moment, and decided that Mr. Woestendiek should be "relieved of his active duties . . . to avoid any possible charge of conflict of interest which might affect the program."

The uproar was immediate: Are non-commercial stations at the mercy of political pressure? Was there outside pressure, perhaps from the Ford Foundation which had funded the show with a \$750,000 grant? Was the action, as one congressman put it, "a threat and an insult to the individual freedom and integrity of all newsmen, not to mention the threat presented to their wives"? Answers may come from Capitol Hill, where the uproar was loudest.

A dozen senators and congressmen had expressed their outrage by the middle of last week; none had risen in sup-

adopt the rule for that reason.

If the purpose of the rule is to force stations to insert "meaningful" nonentertainment material of their own in prime time, said one prominent broadcaster, it will work for the large stations but not the small ones.

A broadcaster prominent in ABC-TV affiliate affairs foresaw another development resulting from the rule that the commission—in its present concern over commercialization—would not appreciate. To recover some of the revenue they will lose in cutting back their programming, he said, the networks may attempt to revive the "fourth minute." Several years ago, ABC-TV requested, and obtained from many affiliates, permission to insert a fourth commercial position in *Batman*.

One element in the concern over the new rule that remains to be fully explored is the legal basis on which the networks might appeal the commission's action to the courts.

However, network executives, in discussing the question, immediately cite the First Amendment issue. They feel the heart of the question is whether the commission can proscribe program-

port of the station's action. Representative William Brock (R-Tenn.) asked the chairman of the House Banking and Currency Committee to hold hearings on the role of the Ford Foundation. Representative Clarence J. Brown (R-Ohio) got an affirmative response from Sigma Delta Chi, the national journalism fraternity, when he asked the organization to conduct its own investigation of the incident. Then the House Communications Subcommittee went into executive session to talk about funding for the Corp. for Public Broadcasting, and emerged with the announcement that it would hold a hearing today (April 27) on the Woestendiek case.

Among those scheduled to testify are Mr. Woestendiek; William J. McCarter, WETA-TV's vice president and general manager; Dr. Max M. Kampelman, WETA-TV board chairman and former aide to Hubert Humphrey; and Fred W. Friendly, former CBS producer now adviser to the Ford Foundation.

Of first importance on Capitol Hill is the role, if any, of the Ford Foundation. Unconfirmed reports initially indicated that WETA-TV had been subjected to pressure from foundation officials, but Mr. Friendly denied the allegations.

The Communications Subcommittee is treating its hearing as strictly a fact-finding excursion, especially where the foundation's activities are concerned.

However, there was no denying the general congressional displeasure at WETA-TV's frank acknowledgment that Mr. Woestendiek was fired solely because of his wife's job.

The indignation crossed political lines. Representative Robert Michel (R-Ill.) called the firing "a hatchet job by liberals on a purely partisan political basis. . . . WETA-TV obviously has become an enclave of the liberal camp, partisan, prejudiced, ruthless, and I suggest, unfit to be the only so-called educational TV in the nation's capital." Speaking from a different vantage point, Senate Majority Leader Mike Mansfield of Montana said: "What's sauce for the goose is sauce for the gander. It's not a question of Mrs. Mitchell; it's a question of freedom of the press."

Mr. Woestendiek was hired by WETA-TV for \$50,000 a year to serve as editor of an innovative news program, *Newsroom*. It employed an informal, round-table format in which staff reporters and several contributing editors discussed major news stories with the "editor," Mr. Woestendiek, and with one another. The Woestendiek program was conceived as a departure from the more traditional broadcast practice.

Four of the contributing editors resigned when they learned of the Woestendiek firing: Tom Wicker of the *New York Times*, Hugh Sidey and Bonnie Angelo of *Time* magazine, and Charles

McDowell Jr. of the *Richmond Times-Dispatch*.

Mr. Woestendiek was formerly managing editor of the *Houston Post*, executive editor of *Newsday* in Long Island, N. Y., and editor of the now-defunct Sunday supplement, *This Week*.

The whole uproar happened to coincide with the Communications Subcommittee's consideration of an administration bill to provide three years of continued authorization for the Corp. for Public Broadcasting.

The subcommittee was reportedly ready to approve authorization of \$143 million over the three years—\$30 million in 1971—but held up that decision to consider the Woestendiek case.

The subcommittee members have been disturbed by the Nixon administration's failure to come up with a plan for permanent financing of CPB (BROADCASTING, April 20). That displeasure may be a factor in today's hearing, since long-term financing is generally regarded as the only way to insure that noncommercial broadcasters are insulated from immediate political pressure.

Late last week, WETA-TV board chairman Kampelman announced that he would withdraw as moderator of one of the station's news programs until an inquiry is completed into whether his long-time association with former Vice President Humphrey jeopardizes the station's impartiality.

ing of a certain type during specified hours.

One point the networks are sure to explore is the commission's authority to regulate them directly. The prime-time-access provision applies to the stations. But the provisions dealing with syndication and program practices apply directly to the networks.

The networks have consistently maintained the commission has no power to regulate them directly. And for many years the commission seemed to agree, as it asked Congress for that authority. But in the rulemaking proceeding now nearing completion, it has asserted that it has that authority (BROADCASTING, Sept. 23, 1968).

The courts may be asked to decide who is right.

TV home for Brewers

WTMJ-TV Milwaukee will be the originating station for a regional TV network package of 26 Milwaukee Brewer baseball games, it was announced last week by the station and Majestic Advertising, Milwaukee, packager of the

broadcast rights. About eight to ten TV stations are expected to carry the scattered schedule of games in color starting May 22. Sponsors are not set. WEMP(AM) Milwaukee is feeding regional radio network (BROADCASTING, April 6).

Reasons in dispute on dropping drug show

Conflicting reasons were offered last week by CBS-TV and pharmaceutical firms for the network's cancellation of the third segment of a three-part series, *Health in America*.

The one-hour documentary had been scheduled for Wednesday (April 22). Instead, CBS presented a special wrap-up of the events of "Earth Day."

The program, according to the network, was expected to probe viewer reactions to drugs, drug advertising, pricing and related matters. Also to have been included was the "anatomy of a drug."

Producer Jay McMullen said the show was called off principally because CBS couldn't find any drug firm willing

to cooperate. He said some expressed fear of reaction from the Food and Drug Administration if some products were promoted.

"We never shot any film because no drug company" would help, agreed Burton Benjamin, executive producer for the show. "We had no access to follow any particular drug."

A couple of drug companies with which CBS had talked and officials of the Pharmaceutical Manufacturers Association in Washington disputed CBS's story.

"We spent an entire day" with Mr. McMullen, recalled an official at the PMA, "and even suggested the names of people" CBS might contact.

"We don't know of any lack of cooperation," commented an official of the Merck Drug Co., Rahway, N.J. "All we heard was that the show wasn't set yet and that it may or may not go on."

PMA officials acknowledged that, "as far as some companies are concerned, there might be objections" pertaining to information on certain drugs being broadcast—for competitive reasons.

Special Peabodys go to Huntley, Crosby

NBC leads network with five citations;
four stations and Voice of America also win

Two special George Foster Peabody awards were given this year to veteran NBC News anchorman Chet Huntley and veteran entertainer Bing Crosby. The honors were in addition to those presented in 12 customary categories during the 30th annual awards ceremonies held last week at the Hotel Pierre in New York.

A commercial network got back into the win column this year in the television entertainment category when NBC's series, *Experiment in Television*, was honored as reaching a "high level of purpose and achievement." Last year for the second time in four years a noncommercial network production, in that case National Educational Television's *Playhouse* series, was picked.

Of the list, NBC offerings received five awards; CBS, two and ABC, one.

The U. S. Information Agency's Voice of America received an award for promotion of international understanding. The programs involved were *USA 69*, a documentary of the top events of the year; *Eagle on the Moon*, a documentary about Apollo 11, and *New York, New York*, a variety show.

Receiving the award for the VOA was Kenneth R. Giddens, director. VOA last was given a Peabody Award in 1963 when the late Edward R. Murrow was director of the USIA.

NBC also received awards in radio education for its "On Trial: The Man in the Middle"; in television education for its documentary *Who Killed Lake Erie?*; in network television special service for its investigative reporter Tom Pettit's work and in special recognition of its long-popular sportscaster Curt Gowdy for sports coverage. "On Trial" was a segment of NBC's *Second Sunday* series which itself won a Peabody last year.

CBS won awards for its documentary, *The Japanese*, in television promotion of international understanding and in the television writing category for its young-people's program, *J.T.*

ABC's award was given, in the television news area, to Frank Reynolds, co-anchorman and commentator on the *ABC Evening News*. He was called a "fresh and engaging personality" who shares the program with his "distinguished colleague, Howard K. Smith."

The popular *Sesame Street* was picked for an award in the television youth or children's program category, and *The Advocates* series was honored in the television education category. Both are carried by NET and *Sesame Street* is being shown on some commer-

cial stations.

The award winners were announced by Dr. Harold Niven, National Association of Broadcasters vice president for planning and development, who substituted for Paul Porter, former FCC chairman and Peabody board member. Medallions and certificates were presented by Dean Warren K. Agee of the University of Georgia's Henry W. Grady School of Journalism which, with the Peabody board, administers the awards. The Broadcast Pioneers sponsor the award ceremony and Roy Danish, president of the Pioneers, presided.

Dean Agee announced that a 30-year collection of Peabody award-winning broadcast tapes, films and records will be made available for scholarly research. The collection will be catalogued and housed in the new \$6.5-million complex housing the broadcasting facilities of the journalism school at the University of Georgia.

The award winners by categories and citations:

Radio news—*When Will It End* (WRNG[AM] North Atlanta, Ga.) was picked for its "mature examination of alleged instances of police brutality and acting objectively to make suggestions to alleviate the problems of the community."

Radio education—"On Trial: The Man in the Middle" (NBC) was cited

for "exceptional use of radio in educating the American public" in this program on which a court trial was staged, the person on trial a symbol of the silent majority confronted by his children the plaintiffs.

Radio promotion of international understanding — Voice of America, broadcast division of the U.S. Information Agency in Washington, was honored for contributing "markedly toward better understanding of this nation, its people and its culture" through its overseas broadcasts covering the Apollo flights, cultural and sports events.

Radio public service—*Higher Horizons* (WLIB[AM] New York) was picked for demonstrating "high dedication to aiding black youth to find jobs, to stay in school and obtain higher education."

Television news—*Newsroom* (KQED-TV) San Francisco) won an award for its "lively approach to television news presentation in a noncommercial hour that permits the reporter to tell his story with emphasis on background and significance."

Frank Reynolds, ABC-TV, an anchorman of *ABC Evening News*, was honored for "his versatility as a newsman and analyst of critical and controversial events." The committee said "there is a quality in Frank Reynolds's work that is reminiscent of Elmer Davis."

Television education—*The Advocates* (WGBH-TV Boston and KCET-TV Los Angeles), a 39-week series of debates of crucial issues on educational television, was cited for succeeding in confronting the viewer with contending opinions and involving the public.

Who Killed Lake Erie? (NBC-TV) was selected for inspiring and intensifying national awareness of the grave pollution crisis. It was termed an outstanding use of reportorial skills to inform and stimulate action.

Entertainment—*Experiment in Television* (NBC-TV), a series exemplifying television as an art form, was given an award for its "inventive, imaginative, original in concept and immensely stimulating," productions. Among the productions were three original plays, a film by and about Federico Fellini and a documentary using film and animation about London today.

Television youth or children's programs—*Sesame Street* (Children's Theatre Workshop, New York) and its director, Mrs. Joan Ganz Cooney, were praised and given the award for demonstrating what "thoughtful, imaginative, creative educators are doing for tomorrow's leadership."

Television promotion of international understanding — *The Japanese* (CBS-TV). In granting this award the committee called the CBS special narrated by former U.S. Ambassador Edwin O.



Mr. Huntley

Reischauer "a thoughtful, enlightening program and an important bridge linking two peoples with different cultures and perspectives."

Television public service—Under this category, for network, Tom Pettit, writer-producer for NBC News, was honored for incisive, accurate reporting, particularly for a special report on chemical warfare that brought about a congressional investigation. *The Negro in Indianapolis* (WFBM-TV Indianapolis), a series on an extensive research project to study the divergent perceptions of the Negro and white man in Indianapolis and the impact of television on the community in relation to civil unrest, was cited for contributing to meaningful dialogue. *J.T.* (CBS-TV) was given an award for "highly creative and imaginative writing and superb production, a landmark in children's television programming."

Chet Huntley of NBC was given his special Peabody Award for "major and always dependable contribution to radio and television for over 35 years."

Bing Crosby was given his special Peabody individual award as "a legendary figure in American broadcasting for over four decades."

Recognizing an increasing significance in sports broadcasting, the committee gave an award to Curt Gowdy, NBC sportscaster. The committee called him "television's most versatile sportscaster." It praised his "winning blend of reportorial accuracy."

FCC specter wins out over 'truth radio'

"'Truth Radio' does not include broadcasting of illegal material," observed R. Peter Strauss, president, WMCA(AM) New York, in explaining cancellation of a two-hour interview with Chicago Seven principal Jerry Rubin.

The show, according to Mr. Strauss, "was peppered with four-letter words, about which none of us at WMCA have feelings, but which the FCC says are illegal." (The FCC three weeks ago slapped a \$100 fine on a noncommercial FM for "indecent programming" [BROADCASTING, April 6]). The program, taped two weeks ago, was to have been aired last Saturday (April 25) on the 11 p.m.-1 a.m. *Alex Bennett Show*. Mr. Strauss also said that, besides obscenities, the show was filled with alleged libel of public officials and "a lot of chatter about marijuana and its use." He said he had asked Mr. Rubin to come back for another interview "with no holds barred," explaining to him that he would bleep out any parts to which the FCC would object. Mr. Rubin refused.

Mr. Strauss, in cancelling last week's show, said: "The edited version simply would not reflect Rubin as the man..."

Collegians reject Lee's 'protection'

IRTS delegates fear curbs on lyrics seek only to 'mold' public

Commissioner Robert E. Lee's April 17 speech on the broadcast of "big-beat, top-100" records stirred considerable thought among his collegiate audience—most of it negative—it appeared last week.

The commissioner, speaking in New York to a dinner meeting of a college conference arranged by the International Radio and Television Society, had said the government may be forced to act soon against the airing of such records (BROADCASTING, April 20).

"Legal safeguards are needed to protect the public against profanity or subversive comments," both of which are abundant in the "top-100 records," he said.

The delegates to the conference—students and faculty members associated with college radio stations and communications departments—sent him an open letter to explain how they felt: "We were initially shocked and then frightened. . . ."

They said the commissioner had expressed the view that "broadcasters do not have the right to program such materials that will tend to erode and/or destroy your (the commission's) conception of the foundation of American society."

"What is left of free speech if your definition does not allow for the possibility of what you consider to be 'profane and subversive' comments through popular music?" they asked.

They said the music about which the commissioner expressed concern "has been adopted by a large audience as a vital part of its life style. To censor that music is to censor the life style of a large segment of the radio audience, a life style which was not created by the communicators in radio. . . ."

The commissioner, they said, is not "seeking to serve the public, but to

Hearing set

Oral argument has been set for 9:30 a.m., April 30 on the FCC's proposal to require networks to make affirmative efforts to place programs not cleared by affiliates on other stations in the same market (BROADCASTING, March 30). The All-Channel Television Society, ABC, CBS, NBC and CBS Television Affiliates Association have each been allotted 30 minutes of participation.

mold it. If someone must censor, let it be the universal censor: the free and open choice of the individuals who comprise the listening public which radio must serve."

Howard G. Mullinack, of Boston, a member of the committee that drafted the open letter, sent a covering letter to the commissioner explaining that the delegates to the conference had been concerned about the speech and felt a reply was necessary.

A news release accompanying the open letter said it was adopted by a vote of 135 "ayes," eight abstentions and no "nays."

Commissioner Lee was away from Washington and unavailable for comment. But an aide said the commissioner would not be surprised by the students' sharp disagreement with his views.

British TV special wins DuMont award

Winner of the 1970 DuMont award and the \$5,000 prize that goes with it is "Papa Doc—the Black Sheep," produced by Yorkshire Television Productions, Great Britain. The program was first broadcast on Britain's independent television network last October and is a first-person report on the president of Haiti, Dr. Francois Duvalier. Alan Whicker is the writer-narrator of the show that has won the first worldwide television journalism competition. The producer of "Papa Doc" is Tony Essex and the program was directed by Michael Blakstad. This year's winner was judged best over seven other semifinal entries, six from the United States and one from Austria.

The DuMont Awards were endowed by Nathaniel R. DuMont, president of the DuMont Foundation and alternate between print and electronic media annually. Last year's winner was Thomas Johnson of *The New York Times*.

Trans-National buys Army football rights

Radio rights to Army football have been bought by Trans-National Communications Inc., New York, in a continuing build-up of its radio coverage of sports events. Twenty-five stations in seven states will carry the broadcasts. Coverage will include all 11 Army contests this fall, including the Army-Navy game in Philadelphia.

Other Trans-National sports coverage includes New York Jets professional football, a 45-station network's current New York Knickerbockers professional basketball, and a five-minute *Whitey Ford Show* in which the former New York Yankee star talks about baseball, a 53-station network.

Take me out to the crystal-ball game?

Sports prediction service expanding from radio to TV; Goode also sees other applications in broadcasting

The sportscaster with his play-by-play used to be content with telling it like it is. Now he's trying to tell it like it will be.

One aid in that endeavor is now being fed to 120 NBC Radio affiliates in the form of brief audio reports whose originator is claiming amazing accuracy in the field of sports forecasting and analysis. With a tip of the hat to a collaborating computer, he lists as major accomplishments picks of the New York Jets over the Baltimore Colts in the Super Bowl and the New York Mets over the Baltimore Orioles in the last World Series.

The man behind it all is Bud Goode, vice president of John Guedel Productions, Los Angeles. Over the last 10 years, he has been collecting data on various sports, feeding it to the Univac computer and producing some surprising answers to why a team wins, rather than merely which one will. Mr. Goode has been experimenting with the sports computer since 1960 and says that by 1968 he had the computer providing a "100% explanatory variance." That is, with almost complete certainty, Mr. Goode was able to produce the factors on a given team that had the greatest effect on whether that team would win or lose.

During the months ahead, Mr. Goode's predictions will analyze the prospects of the baseball teams in the National and American Leagues, discuss what is involved in being a winner on the professional golf tour, estimate the winner's speed at Indianapolis and comment on the Kentucky Derby and the betting of race goers.

Mr. Goode also says he will offer the service to television stations in the top markets. The audio features he provides run from 40 to 60 seconds and are changed daily. As to running out of possible subjects for the reports, Mr. Goode doubts that would happen. In recent reports he has analyzed everything from the effects of the lowered pitcher's mound and smaller strike zone in baseball to the number of rebounds per field-goal attempt in basketball.

Other applications of his computer principle, according to Mr. Goode, include programs that will provide stations with women's news on how to maximize food value in terms of protein, vitamins and minerals while minimizing food costs. The information would be for families of various sizes rather than for an average family. A more obvious use would be in the preparation of stock-market information. Mr. Goode sees the day when comput-

ers will be turning out portfolios for would-be investors.

Of course, even the computer seems to have doubts. At the beginning of the 1969 baseball season, the Mets were a dark-horse choice to win the National League East. But by August, the computer had changed its mind, saying they stood no chance. Mr. Goode noted that if any team could psyche out a computer it could have only been the Mets.

Revamped MPC outlines future program plans

The dust has finally settled at Metro-media Producers Corp., Hollywood. An almost complete change in executive staff is now being followed by announcements of new agreements with production firms and the unveiling of MPC's new programing ideas for the future.

First, A. Frank Reel took over in January as the executive vice president and chief operating officer of MPC, replacing Bud Rifkin. Then Peter H. Engel moved from Triangle stations to become director of special projects and most recently Charles Fries joined MPC from Columbia Pictures as senior production vice president.

Mr. Engel announced the company's plans for programing aimed primarily at syndication but with an eye toward sales to sponsors for placement in markets of their choice. Under consideration or already in production by MPC is a five-minute for-women-only type of program designed for daily use; two 26-week sports shows and two musical specials. Part of the new approach being used by Mr. Engel and MPC involves working with independent producers to develop new properties. Last week, MPC announced it had signed an exclusive, long-term agreement with Dick Berg's Stonehenge Productions, Hollywood. Stonehenge will create and produce with MPC a number of TV

MPC-Stonehenge pact

Metromedia Producers Corp. has entered into a long-term and exclusive production agreement with Stonehenge Productions, Hollywood. Stonehenge will create and produce series, specials and motion pictures for television with MPC. Stonehenge is headed by Dick Berg, who has been producer of the *Chrysler Theater* and *World Premiere* feature films for Universal Television.

series, specials and motion pictures for television.

Also part of the new look at Metro-media Producers Corp. is an expressed interest in young ideas, though not necessarily from young people. In his first eight days with MPC, Mr. Engel talked with some 42 producers in an effort to unearth new program ideas. Development money will be provided by MPC on approval of the idea, according to Mr. Engel, and producers will be hired on an individual project basis.

First of the new programs to be syndicated by MPC is *The Gathering*, being produced by Allen Ludden. Other shows will continue the documentary trend established by MPC's predecessor, Wolper Productions, and new children's shows.

Black radio-TV network sought by new group

The formation of a black-oriented radio and television network is the ultimate goal for the newly formed Black Video Syndication Network, according to its President Chuck Johnson. BVSN is currently producing and syndicating *Soul Time U.S.A.* featuring popular recording artists, to television stations in five markets, including San Diego where the network is presently headquartered, New Orleans and Washington, D. C. Already prepared for distribution in May is a program on the life of Dr. Charles Drew, black surgeon who perfected blood plasma and techniques for blood transfusions.

Mr. Johnson is in the process of setting up a production facility in San Diego. Most of his department heads will be black and the works of several black producers will be used, but Mr. Johnson, who is himself black, notes that his staff will be integrated.

Plans for the television network call for outlets in some 30 cities with affiliates being primarily UHF stations or cable TV firms. Mr. Johnson expects to provide three hours of programing every day of the week. Typical of the types of shows that will be offered is *Black '70* patterned after the *Today* show. Also under consideration is a quiz show featuring ex-fighter Archie Moore questioning children, a roundtable discussion program and *Penthouse Party*, a variety program similar to *Soul Time*.

The other half of the broadcast proposal is a radio network to provide black stations with news and special features of interest to their listeners.

Mr. Johnson was the general manager of XEGM(AM) Tijuana, which broadcasts into the San Diego market. He is now devoting his full time to the black video syndication network.

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Loevinger sees some value in escapist TV

The "escapist" programming that critics constantly carp about may be performing a vital function in turbulent contemporary society by simply helping the average person retain his sanity.

This defense of media's role in today's "uneasy society" was offered by Lee Loevinger, Washington attorney and former FCC member, in a talk prepared for delivery Friday (April 24) at the American Association of Advertising Agencies' annual meeting at The Greenbrier, White Sulphur Springs, W. Va. (also see page 44).

Mr. Loevinger reviewed the problems besetting society and said the responsibility for solving them belongs to everyone, not media alone. He said:

"The media, especially television, are under almost constant criticism for the quality and character of their content, often with the implication that the media should be leading us toward the solution of our social problems. In fact, those who operate the media have no greater knowledge of or insight into our social problems than others. And no more right or authority to control our course of action or provide solutions to our problems.

"The media can and do provide a means by which we can disseminate knowledge and engage in discourse. How well the media perform this function is quite properly a matter of comment and criticism. but it seems fairly clear to me that the media can do a better job of carrying messages than those whose messages are most often heard do in composing them. . . ."

Mr. Loevinger spoke at a "Society in Transition" session that also was to hear Arthur H. Schlesinger Jr., his-

torian and author; Graham B. Blaine Jr. of Harvard University health services and Max Ways of *Fortune* magazine. David Susskind of Talent Associates-Norman Simon Inc. was to be moderator.

In examining the role of intellectuals, Mr. Schlesinger gave a nod to "television and other forms of electronic communications" as a source of "incalculable effects" past and future on both society and individuals.

IRS views NET films to check tax exemption

Even though an Internal Revenue Service agent was on the premises watching TV programs last week, it was business as usual at the New York studios of National Educational Television.

There was, in the words of James Day, NET president, "very little furor."

At NET, IRS officials in New York confirmed that the agent, Albert Sherman, was assigned to the viewing room to audit 1968 films that had been shown over the educational network. His purpose: to determine if any NET programs had advocated specific legislation. If they had, it was noted, NET's tax-exempt status could be jeopardized.

The emphasis of Mr. Sherman's audit, it was learned, was placed on the NET series, *Your Dollar's Worth*, which, with the cooperation of Consumer's Union, rates and evaluates consumer products and reports alleged malpractices affecting the consumer.

According to Mr. Day, the programs viewed by Mr. Sherman covered a "wide range of subjects" including the race issue, foreign affairs, social issues and science.

Mr. Day reported last week that the audit was "moving along slowly and

routinely," adding that he had assured his producers that it would have "no chilling effect on the shows we do."

Mr. Day indicated that this was the first time IRS had asked to audit films at foundation-financed NET. IRS officials last week called it "routine", with "nothing unusual about this." They noted that most audits are unilaterally instigated by the IRS, but sometimes are also spurred by outside inquiries. There was no evidence that such outside influence was involved in the NET situation, they said.

Mr. Sherman said last week he also considered his assignment routine. He commented, "this is the job, what can I tell you?"

Mr. Sherman's superior in the exempt organizations group of the IRS quoted Section 501 of the IRS Code to explain the NET audit. In effect, he said, the code grants certain organizations tax exemptions under the law, and then follows up by checking operations of these organizations to assure that they act in a tax-exempt manner, including non-advocacy of legislation. It also was noted that, as long as a station abides by the "fairness doctrine," its tax status would not be questioned.

A look at UPI

United Press International's broadcast services now are received by 3,536 TV and radio stations around the world—3,253 of them in the U.S.—according to the annual report of UPI President Mims Thomason, prepared for the UPI business meetings in New York last week. Mr. Thomason also reported UPI's audio service moved into a number of new key markets last year, adding several feature, interview and commentary programs. "Unisides," a slide service for TV stations, gained 22 new

Program notes:

CTW gift ■ The Edwin T. Meredith Foundation presented a \$10,000 gift to the Children's Television Workshop (producers of *Sesame Street*), New York. The foundation is named after E. T. Meredith Sr., founder of Meredith Corp., Des Moines, group station owner and publisher.

Date for Dinah ■ The new *Dinah's Place* weekday series starring Dinah Shore on NBC-TV will start Aug. 3. NBC had announced the morning show earlier in April with Colgate-Palmolive as purchaser of half of the Monday-Friday series (BROADCASTING, April 13).

Bracken adds Ackerman, Papich ■ Bracken Ventures Inc., Los Angeles, has announced merger with two com-

panies headed by Floyd Ackerman and Stephen Papich. The firms will continue to operate from the West Coast as separate divisions of Bracken Ventures. Under the merger agreement, Mr. Ackerman will be the administrative head of the West Coast offices and be in charge of all advertising and public relations for the Bracken companies. Mr. Papich will head the television division. The two new Bracken executives recently produced *Presenting*, a half-hour TV series and have several other pilot projects currently under development.

Happy Days also funny days ■ The homespun humor of "One Fella's Family" and "Just Plain Bill" may once again leave nary a dry eye in the house. Bob Elliott and Ray Goulding, creators of those two vignettes and many others, have been signed to write and act in

36 soap operas for the summer replacement show *Happy Days*, set for Thursday nights on CBS-TV. In order to bring back a sense of realism, Bob and Ray will perform their routines in a vintage radio studio that will be built in studio 43 at CBS's Television City, Hollywood.

Funny soaper ■ Paramount Television is producing the pilot for daily half-hour daytime series, *Holm Sweet Home*, which is aimed for showing on ABC-TV this fall. The program, which is being written by Roy Kammerman, is described as a humorous soap opera that centers around a midwestern family's experience in the age of the atom, the pill and the miniskirt.

More land and sea ■ Olas Inc., Cleveland, announced last week it is producing 50 new one-hour episodes of its color ad-

subscribers, and 78 TV stations subscribed to the updating service in 1969, Mr. Thomason said.

UPI also reported awarding a \$1-million contract to Data Dimensions Inc., Stamford, Conn., for development of an automated system of gathering, editing and distributing news.

WNDT rejects FBI bid for Black Panther tape

Noncommercial WNDT(TV), National Educational Television's New York outlet, reported last week that it turned down a request by the Federal Bureau of Investigation earlier this year for the audio tape or transcript of a program involving the Black Panthers.

William J. Lamb, senior vice president of the station, gave details of his station's contact with the FBI over a Black Panther program telecast on the station.

He said that in January or February FBI agents requested the tapes or transcript of the show. Mr. Lamb said he didn't want the "confidentiality" between his station and the show's participants endangered, and told the FBI he would have to get the participants' approval before giving copies of the show to the federal agency. Mr. Lamb said the FBI then dropped the matter.

Mr. Lamb also clarified his station's confrontation with the New York police officials following a program dealing with the Chicago Seven. One of the Chicago Seven, reportedly Jerry Rubin, was quoted on a March 19 show as saying, as he waved a cigarette around, "now they're arresting people for smoking flowers."

Apparently, Mr. Lamb said, someone in the audience called the police narcotics squad to complain that the individual was smoking marijuana. Of-

ficials then called Mr. Lamb.

Mr. Lamb last week said he had told the police he had "no evidence, no knowledge" of marijuana smoking on the show.

Mr. Lamb called the Panther and Chicago Seven incidents "evidence of the fact that police investigative groups, federal and local, are using media as a source of information in a way not done before." He said this is "not healthy for broadcast journalism or any other journalism" and characterized it as smacking of "interference and intimidation."

Radio news network to offer area coverage

The formation in Dallas of Interstate Broadcasting Co. to cover state and area news for radio, has been announced by James T. Johns, president. The network will begin broadcasting 110 five-minute newscasts per week to its initial station affiliates in Texas and Louisiana on June 1, and is in the process of seeking network affiliations in "at least 40 of the continental states."

IBC will offer two news packages to its affiliates. The first is a five-minute newscast for each state, containing news of interest for that state and specific areas within the state. The second IBC offering is a programming package called Audio Services, designed for the use of large radio stations. It will provide stations with actualities, on-the-spot voice reports of major events, interviews, five-minute sports shows and special-interest features. Ten to 15 closed-circuit transmissions four times a day are planned for the stations to use in their own locally-produced newscasts.

Each of the IBC newscasts may be sold by the local affiliate. The network will make its services available in exchange for a specified number of com-

mmercial clearances each day and commercial time sold by IBC will be aired separately from the network's news programs. The affiliate stations will pay a monthly charge for the services.

The networks offices are located at 10757 Preston Road, Dallas.

Reeves group realigns its production unit

In anticipation of the sale of its videotape production facility in New York to ABC Inc. (BROADCASTING, April 6), Reeves Telecom Corp., New York, has announced a reorganization of its production-services division to concentrate on tape post-production and sound services.

Richard L. Geismar, Reeves president, said that Bruce R. Lang, president of production services, has resigned and John F. Vorisek, who has been executive vice president, will succeed him.

Mr. Lang said he was leaving because "the division in its new context would be better led by others."

Expanded production

Tele-tape Productions, New York, active in commercials production and a facility for outside program producers since 1960, is expanding into TV program series and specials production. Don Redell, vice president in charge of sales and program development, reported that already in production is a five-day-a-week, half-hour syndicated series, *Celebrity Kitchen*, starring actress Nina Foch, and in development are two one-hour entertainment-variety specials. Tele-tape's facilities and technicians are used in the production of such series as the *David Frost Show* (and earlier the *Merv Griffin Show*), *Sesame Street*, and *Beat the Clock*.

venture-travel series, *Of Land and Seas*, for the 1970 fall season. The series, which is distributed by Olas Corp., New York, is now carried in 41 markets. U.S. Olas has produced more than 370 segments during the past five years.

Mauldin animation ■ Bill Mauldin, political cartoonist for the *Chicago Sun-Times* and WMAQ-TV Chicago is experimenting in animated cartoons for television. WMAQ-TV is airing a weekly one-minute cartoon by Mr. Mauldin for which he provides voice-over commentary. Mr. Mauldin gives the station basic artwork and the WMAQ-TV art department adds the animation effects. Syndication prospects are yet to be considered.

Golf tourney ■ The 1970 World Series of Golf at the Firestone Country Club

in Akron, Ohio will be telecast by NBC-TV on Saturday, Sept. 12-13. The match will feature Billy Casper, winner of the Masters tournament, and the champions of the U.S. Open, British Open and PGA Golf tournament yet to be played.

Fore ■ The third and final rounds of the Houston Champions International Golf Tournament will be telecast by ABC-TV on Saturday, May 9 and Sunday, May 10. The network will use 13 cameras to cover five holes.

EUE expands ■ Carl Turk Productions, Chicago, has been acquired by EUE/Screen Gems, the commercials and film division of Columbia Pictures Industries Inc., New York. Carl Turk will operate out of the EUE/Screen Gems Midwest office as executive producer and will

continue to direct TV commercials.

Brennan in 'Rome' ■ CBS is injecting a new touch to *To Rome With Love* in the next TV season by adding Walter Brennan to the cast. He will co-star with John Forsythe and play an Iowa farmer who sells his farm and joins his widower son-in-law in Rome. Series next season will be on Tuesday, 7:30-8 p.m. NYT.

TMI-Hagan's 'Wildlife' ■ Transmedia International Corp., New York, and independent producer Chet Hagan are co-producing three one-hour TV specials, *Wildlife*, for network or syndication. Specials, via TMI-Program-Sales division of Transmedia, are "The Wild Ponies of Chincoteague," "The Once-Proud Bird" about the plight of the bald eagle and "The Elks of Jacksonhole."

All together in a threatened boat

That's how newspaper spokesman now sees plight of all media in face of ownership challenges

The president of the American Newspaper Publishers Association acknowledged last week that newspapers could fall under the government controls that now regulate or threaten broadcasting.

William F. Schmick Jr., who is also president of the Baltimore Sunpapers (WMAR-FM-TV Baltimore, WBOC-AM-FM-TV Salisbury, Md.), linked the regulatory fates of press and broadcast in a "cry to battle stations" issued to the ANPA at its annual convention in New York. "We must recognize," said Mr. Schmick, "that government encroachment on broadcast encourages encroachment on newspapers."

Uppermost in Mr. Schmick's mind was the proposal issued March 25 by the FCC for divestiture of multimedia holdings within individual markets.

He also reminded the assembled publishers of the bill introduced three months ago by Senator Thomas J. McIntyre (D N.H.) to prohibit crossownership of newspapers and television stations in the same metropolitan areas and to limit multiple ownerships of newspapers to five anywhere (BROADCASTING, Jan. 19).

Beyond those threats, said Mr. Schmick, are antitrust actions facing jointly operated newspapers. The Supreme Court has upheld a decision that found two Tucson, Ariz., papers to be in violation of the antitrust laws because of their common operation of non-editorial function. Forty-four ANPA

members are in similar positions, said Mr. Schmick, and can be saved only if antitrust exemptions, already legislated by the Senate, are passed by the House and approved by the President.

"To impose artificial regulatory barriers between newspapers and broadcasting," said Mr. Schmick, "or to attempt to freeze or control the pattern of future development by arbitrary government action is not only unwise, but foolhardy."

"It is probably the one thing that will guarantee the deterioration of our news gathering and dissemination."

But while associating newspapers and broadcasting in the threats to their crossownerships, Mr. Schmick saw them as unlike in their vulnerability to government control of their content.

Broadcasting, he said, had been judged by the Supreme Court, in the Red Lion case, to have "a fiduciary duty to the public." The court directed stations "to serve as vehicles or conduits for the whole range of ideas and viewpoints."

There had been demands, said the newspaper executive, that the FCC's fairness doctrine, which the Supreme Court upheld in the Red Lion case, be applied to newspapers "under the guise of right of access." To suggest such an application to newspapers, said Mr. Schmick, was "totally incompatible with the First Amendment."

But the Red Lion decision, said Mr.

Schmick, does supply a defense for newspapers against the recent proposals to break up multimedia ownerships. In the face of the requirements imposed on broadcasters to vent conflicting views, said Mr. Schmick, "the argument that we must have greater diversity of ownership in order to assume the diversity of viewpoints expressed by broadcasting is simply hollow, and irrelevant as well."

Mr. Schmick had no objection to government action against unlawful conduct, but he opposed the Justice Department's and the FCC's "willingness to break up perfectly legal media combinations, simply because they are there."

The divestiture proposed by the FCC over a five-year period, said Mr. Schmick, provides a punishment for an undefined crime. "And that, ladies and gentlemen," said the ANPA president, "is about as clear a call to the battle stations as we will ever hear."

The ANPA has "several hundred members who have a vital stake in meeting this challenge," said Mr. Schmick, "and ANPA is unequivocally on record with the FCC that the commission has no legal authority to adopt any rule which would declare newspapers as a class ineligible for granting or renewal of a broadcast license."

Mr. Schmick's observations were reinforced by a report issued during last week's convention by the ANPA Federal Laws Committee. In it, the committee warned that "an antitrust cloud hangs over hundreds of newspaper publishers." It cited "the antitrust threat implicit in recent Department of Justice pronouncements and proposals by the FCC."

Referring to the Cheyenne, Wyo., case in which the FCC has ordered a hearing on the renewal application of KFBC-TV to determine whether broadcast interests of the company—which publishes the newspapers in that state's capital and holds other broadcast licenses and a CATV franchise—result in an undue concentration of control (BROADCASTING, June 30, et seq), the committee warned that other newspapers with similar crossownership interests in TV or radio stations in the city of publication "have reason for

Mitchell and Agnew: pincers on the press?

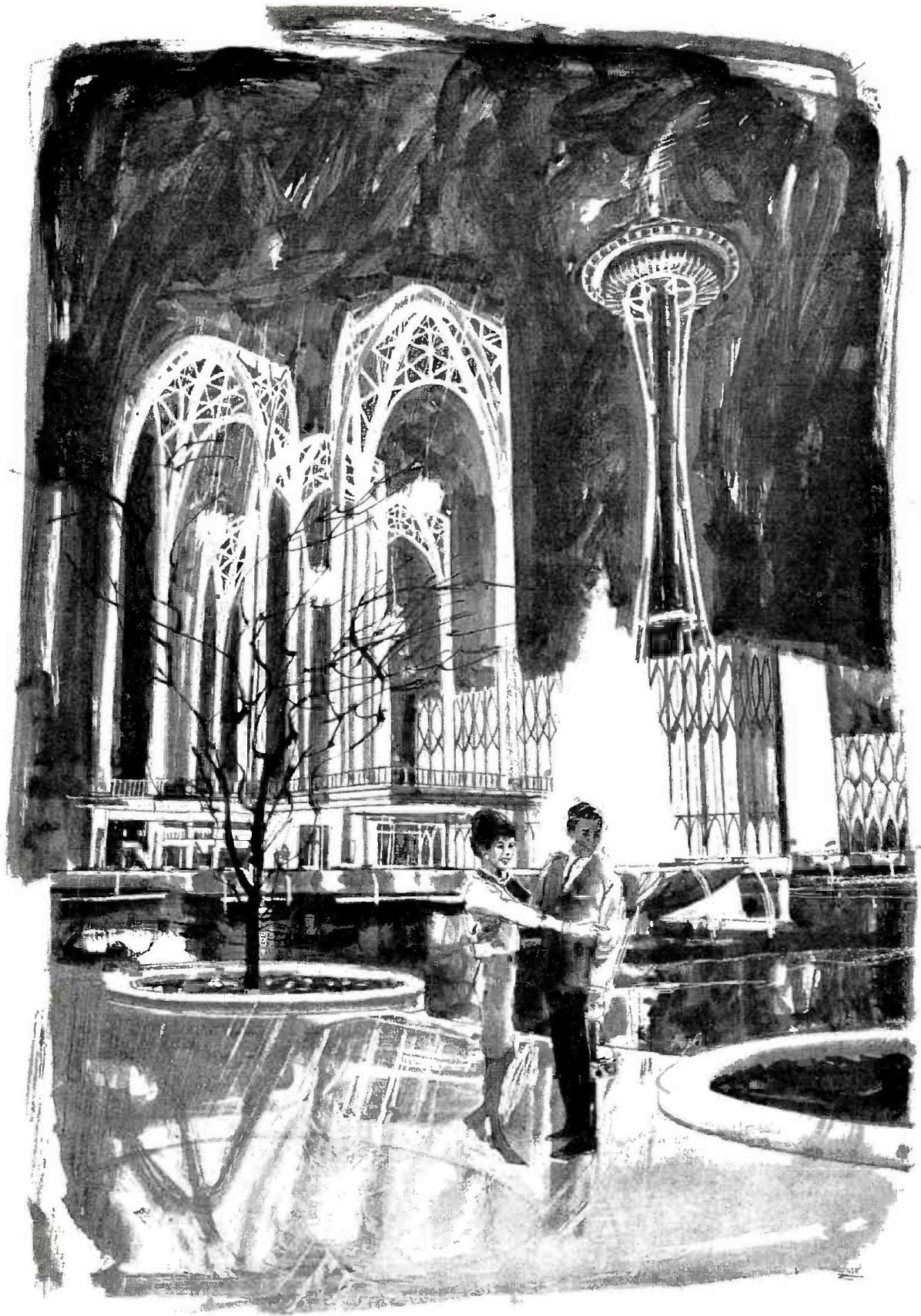
To William F. Schmick Jr., president of the American Newspaper Publishers Association, Attorney General John Mitchell has less than an "unqualified respect for the freedom of the press."

Mr. Schmick, addressing the ANPA convention last Tuesday (April 21) in New York, cited Mr. Mitchell's attempts to subpoena news tapes, films and unedited files and reporters' notebooks.

And, referring to the "drift and tone" of Vice President Spiro T. Agnew's speeches attacking the press, Mr. Schmick said this, too, "can hardly be

squared with an instinctive, unqualified respect for the freedom of the press."

Mr. Schmick said he was concerned with the public's positive reaction to Mr. Agnew's remarks and with Mr. Mitchell's explanation of the subpoenas as an action that, according to Mr. Mitchell, "may have been subject of . . . misunderstanding or implication that the Department of Justice is interfering in the traditional independence and freedom of the press." Commented Mr. Schmick: "It was as if his regret were a second thought, one which occurred to him only after it had been strongly called to his attention that freedom of the press is indeed inviolable tradition."



IN SEATTLE,

radio station KVI delivers Northwestern Washington's largest number of listeners in the age group with the greatest buying potential: people 25 through 49.

KVI

CWB

SOURCE: Unduplicated audience, 6 AM to midnight, total week; total survey area: ARB, October-November, 1969.

Statements regarding audience size and classification are subject to statistical limitations detailed in the printed report referred to above.

concern."

"The zeal of some individuals in government to promote the 'diversification of mass media' theory appears to ignore the facts that newspaper owners in many cases invested when no one else was willing to do so and when broadcast profits were nonexistent. Newspaper owners acquired their broadcast licenses through the established legal processes," the committee said.

In its report, the Federal Laws Committee also reviewed ANPA's activities concerning cable television. Among them were comments "presented to the FCC concerning the far-reaching applications of CATV to future news-dis-

semination techniques." ANPA, for example, voiced concern last year that the FCC's Oct. 24, 1969, order requiring CATV systems, with more than 3,500 subscribers, to originate programming, confronts the press with a "choice between the rock and the whirlpool." ANPA said then that the order would impair freedom of the press if certain rules applicable to broadcasting also applied to cable transmission used by newspapers to disseminate news to their subscribers (BROADCASTING, Oct. 27, 1969, et seq.).

The committee report of last week noted that ANPA "regards the cable as a new mode of news transmission to

which newspapers must have free access, just as they now own trucks. The competitive technological environment will require it."

Another ANPA committee, concerned with mobile radio, described previous ANPA testimony before Congress and the FCC on present and future needs of daily newspapers for additional mobile-radio "interference-free" frequencies.

This effort, said the committee, "requires aggressive vigilance by your committee on mobile radio and more installations by member newspapers if we are to have needed usable channels for the press mobile-radio service."

New OTP plan becomes final

Niskanen touted for director's post; FCC is uneasy over losing some voice in telecommunications policy

President Nixon's plan to reorganize and strengthen the executive branch's telecommunications - management machinery went into effect last week with hardly a ripple of public attention. But beneath the surface the reorganization is engendering some uneasiness.

The FCC appears to feel that a proposed executive order implementing the reorganization plan would crowd it out of some of its statutory responsibilities as regulator of the private sector in telecommunications matters. The commission has suggested that the draft order be amended to take cognizance of its role in developing and implementing telecommunications policy.

And government and industry sources associated with the nonbroadcast side of telecommunications are expressing concern over reports that a "nonprofessional" is to be named director of the Office of Telecommunications Policy, which the reorganization plan establishes in the White House.

The person said to be in line for the key post is 37-year-old Dr. William Niskanen, an economist who is director of programs analysis with the Institute for Defense Analysis, a research company under contract to the Defense Department, and formerly with the Rand Corp. (Observers immediately noted that Dr. Clay T. Whitehead, White House aide specializing in communications matters, is also a product of Rand. And, like Dr. Niskanen, he was with the Santa Monica, Calif., think tank in the early 1960's.)

White House spokesmen last week said they had nothing to report on when an executive order implementing the reorganization plan would be issued or an OTP director named. Dr. Niskanen would say only that "no final decision"

has been made, and that he would not discuss the matter in the meantime.

However, some representatives of the telecommunications industry are sufficiently confident Dr. Niskanen is the White House choice, and sufficiently upset about his being outside the telecommunications field—so much so that they have interceded with members of the Senate in hopes of blocking the confirmation that will be required.

The reorganization plan became effective April 20, since Congress failed to act in the 60 days it had under the law to veto it. It provides the President with considerable authority—in the OTP—for making and administering national telecommunications policy.

The proposed executive order, which was drafted by the Bureau of the Budget and distributed to affected government agencies for comment, in general follows the outlines of the plan submitted to Congress in February (BROADCASTING, Feb. 16). It would transfer to the new office the functions now performed by the Office of Telecommunications Management and give it new duties besides.

The new office would serve as the President's principal adviser on telecommunications policy, would coordinate that policy as well as appropriate activities of the executive branch and formulate its telecommunications policy.

It would also represent the executive branch on telecommunications policy matters, including those involving non-government use of the spectrum, before Congress and the commission. And it would assign radio frequencies to government users and carry out the President's responsibilities under the Satellite Communications Act of 1962.

With much of this the commission

has no complaint. In its comments to the Bureau of the Budget two weeks ago, the commission restated the support for a strong, centralized telecommunications authority in the executive branch that it expressed in its congressional testimony on the reorganization plan (BROADCASTING, March 16).

It expressed approval of a provision assigning the commission a role with the new office in developing a comprehensive long-range plan for improved management of the entire electromagnetic spectrum—government and non-government portions alike.

But, reportedly, it expressed concern about a number of functions the proposed order assigns to the OTP without taking what the commission regards as proper notice of its role in telecommunications matters.

The commission is said to have cited the following functions:

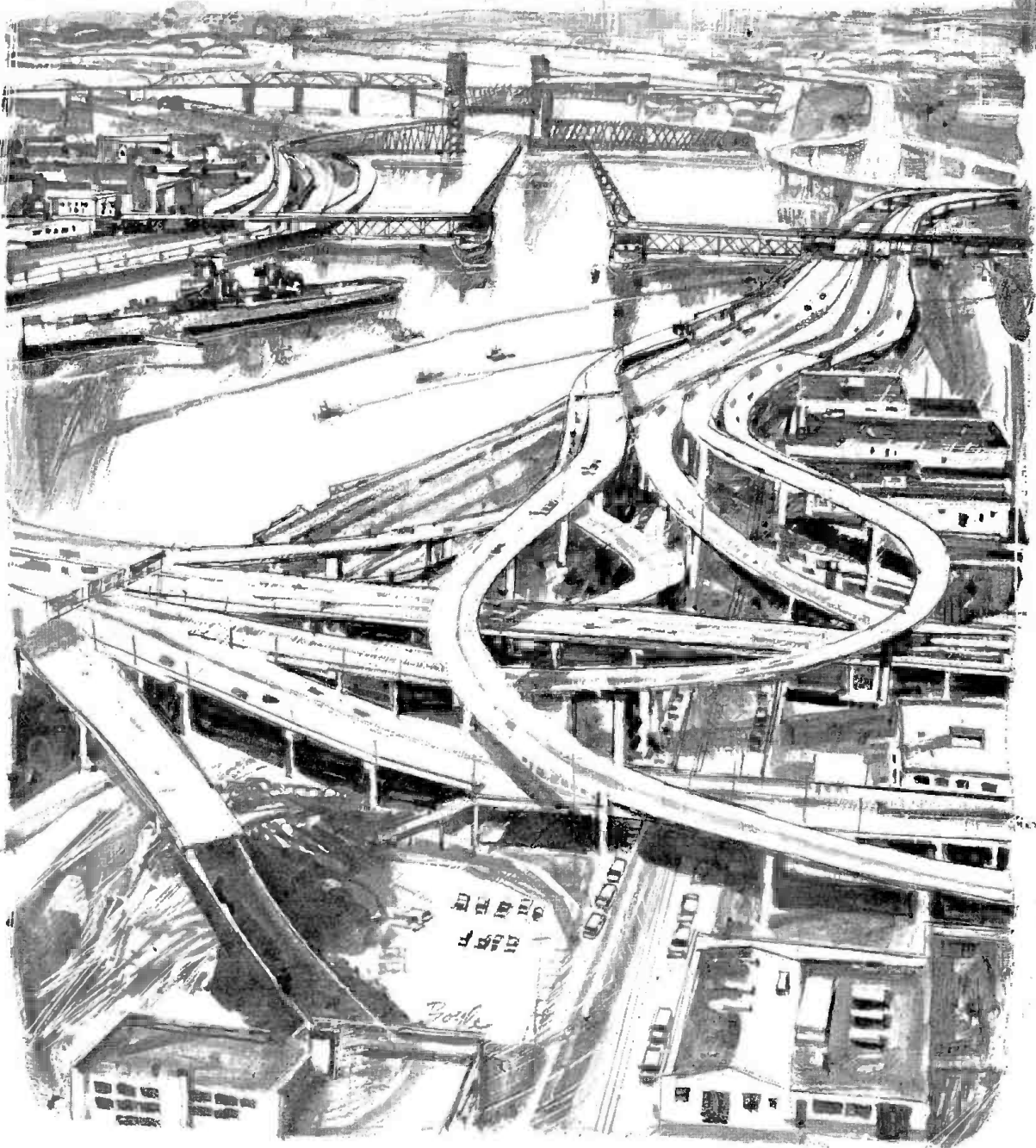
- Conducting economic, technical and systems analyses in connection with national telecommunications-policy formulation and U.S. participation in international telecommunications activities.

- Developing telecommunications plans, policies and programs designed to provide the nation with the full advantage of technological development, serve the national and telecommunications security and permit maximum use of the spectrum through better frequency management.

- Coordinating the development of policy, plans and programs for the mobilization of telecommunications resources, and their use, in emergencies.

- Coordinating federal assistance in telecommunications matters to state and local governments.

The commission reportedly asked that the draft order be amended to di-



IN PORTLAND,

radio station KEX delivers Western Oregon's largest number of listeners in the age bracket that most advertisers prefer to reach: people 25 through 49.

KEX

CWB

SOURCE: Unduplicated audience, 6 AM to midnight, total week; total survey area: ARB, October-November, 1969.

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rect the OTP, in carrying out those functions, to coordinate its activities with the commission and that, on completing its studies, make recommendations to the commission for its "appropriate action" as regulator of the private sector.

Similarly, the commission expressed concern over a provision assigning OTP the job of assessing the impact of the convergence of the computer and communications technologies on telecommunications and data processing. If this function is intended to affect nongovernment as well as government operations, the commission said, the executive order should refer to the commission's role and, so far as nongovernment matters are concerned, direct OTP to make recommendations to the commission.

The commission also sought to make certain its voice is heard in connection with the research and analysis functions to be given to the Department of Commerce in support of the OTP. The functions would be carried out under spectrum-management guidelines laid down by the OTP director.

The commission reportedly said "maximum" benefit could be derived from the research facility if its activities were coordinated with the commission. However, the commission acknowledged that decisions as to any particular program would be an executive-department function exclusively.

The commission even expressed a cautionary note about a provision in the draft order directing the OTP director to establish various advisory committees, including a telecommunications advisory committee composed of nongovernment experts. The commission reportedly expressed an assumption there would be no overlap with functions of the National Industry Advisory Committee, which the commission established to advise it on the use of nongovernment communications facilities in emergencies.

The commission's comments also re-

portedly indicated concern about the possibility that the new office would be given staff and resources at the commission's expense. The commission is said to have expressed the view that it must have the resources it needs to discharge its responsibilities—that the OTP cannot "substitute for the in-house expertise which the commission's continuing decisional responsibilities demand."

The comments were contained in a letter adopted by a 4-to-0 vote, with Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee absent.

Washington meeting set for state presidents

FCC Chairman Dean Burch will be a leading participant in the final roundtable discussion at the 15th annual conference of presidents of state associations of broadcasters to be held April 29-May 1 in Washington. Mr. Burch will attend the Friday morning (May 1) session.

Plans for the conference were virtually complete last week, Alvin King, National Association of Broadcasters' director of station relations said. The conference, sponsored by NAB, opens Wednesday (April 29) with a meeting of the executive secretaries of the state associations. All sessions are to be in the Statler Hilton hotel.

Vincent T. Wasilewski, NAB president, will greet the delegates Thursday morning. Paul Comstock, NAB vice president for government affairs and general counsel, will review the status of broadcasting's relations with Congress. Opening lines of communication with state congressional delegations will be discussed by Hollis Seavey of NAB's government-affairs department; Al Rock, WSMN(AM) Nashua, N.H., president of the New Hampshire Association of Broadcasters; Robert Krueger, KTVB-TV Boise, Idaho, president of the Idaho State Broadcasters Association, and Carl C. Venters Jr., WFAG(AM) Farm-

ville, N.C., president of the North Carolina Association of Broadcasters.

John Summers, NAB chief counsel, will moderate a panel discussion on the FCC, and Richard Schmidt of Cohn & Marks will speak on "Fair Trial, Free Press." Don McClintock, KFBB-TV Great Falls, Mont., president of the Montana Broadcasters Association, will preside at the morning session.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, will be the speaker at the Thursday luncheon. Bob McRaney Jr., president of the Mississippi Broadcasters Association, will preside.

Workshop sessions are scheduled Thursday afternoon. B. J. Russell, executive secretary of the Alabama Broadcasters Association, will conduct the session on legal problems. Arnold L. Zucker, executive secretary of the New Jersey Broadcasters Association, will lead a discussion on state-association financing, and Lennox Murdoch, executive director of the Utah Broadcasters Association, will moderate a session on state-association projects.

A reception for the delegates, NAB staff and government officials will be held Thursday evening.

Friday morning, prior to the final roundtable, the conference will hear a presentation on celebrating broadcasting's golden anniversary by John M. Couric, NAB vice president for public relations. Stockton Helffrich, NAB Code Authority director, will talk about industry self-regulation. James W. Maurer, KWMT(AM) Fort Dodge, Iowa, president of the Iowa Broadcasters Association, will preside at the morning session. The final roundtable with Mr. Burch participating will be moderated by Mr. King.

New CATV combine formed in Texas

A new CATV group has been established and it plans to assemble at least 25,000 connections in the next six months.

The new multiple cable-TV owner is CATV Systems Inc., Dallas, whose president is Ben Campbell, formerly associated with CAS Manufacturing Co., Dallas, manufacturer of CATV equipment. Other principals are John G. Campbell, president of CAS Manufacturing; Allyn F. Taylor, stock broker; Raymond Grace, accountant; Lawrence E. Steinberg, attorney, all of Dallas, and Tom W. Creighton, Mineral Wells, Tex., a state senator and attorney.

John Campbell and Mr. Creighton own cable-TV systems in Jacksboro and Bowie, Texas, both of which have been incorporated into CATV Systems. Mr. Creighton formerly owned the CATV system in Mineral Wells; John Campbell owned systems in Abilene, Athens and Austin, all Texas.

Avco's Murphy urges radio-TV leadership

Of all the problems facing the nation today, one of the gravest is apathy and the broadcasting industry should lead the way in finding an answer, according to John T. Murphy, president of Avco Broadcasting.

Mr. Murphy, speaking to the Atlanta Broadcasting Executives Club April 13, declared the ordinary citizen by himself can do little about air pollution, the drug problem and the housing crisis. Accordingly, Mr. Murphy said he believes broadcasting can have a leading role in solving the problems by motivating the ordinary citizen. He noted

that, unlike the ordinary citizen, business has the know-how, the contacts and the people to get things done.

Mr. Murphy conceded that broadcasters have done much in the way of public service to inspire awareness but he asked "what about those times when there was not action?"

The Avco president, warning against a shrugging of shoulders, gave taped examples of radio presentations that demonstrated community involvement by stations.

Mr. Murphy continued: "If we believe business can be harnessed to public interest as well as self interest then let us act, because philosophy without action is shadow without substance."



FROM SAN FRANCISCO,

radio station KSFO delivers the Bay Area's greatest number of prime-prospect listeners in the average quarter-hour: people 25 through 49 years of age.

KSFO
CWB

SOURCE: Average quarter-hour audience, 6 AM to midnight, total week; total survey area: ARB, January-February, 1970.

Statements regarding audience size and classification are subject to statistical limitations detailed in the printed report referred to above.

FCC annuls forgery claims

It labels as 'misunderstanding' charge of fraud in signatures on documents of KHJ-TV challenger

The FCC has decided not to reopen the record in the KHJ-TV Los Angeles case to check into allegations of a White House aide that his name had been forged to stock-subscription agreements that had been filed with the commission.

The commission said it did not believe the "revelations raise a substantial issue of fraud or forgery warranting a reopening of the record."

The commission's Broadcast Bureau had requested the reopening after obtaining an affidavit from Kenneth E. BeLieu, deputy assistant to the President for congressional relations, who had been represented in Fidelity Television Inc. filings as a director and stockholder (BROADCASTING, Jan. 5).

Fidelity, which is competing with RKO General Inc., present licensee of the channel 9 facility occupied by KHJ-TV, was recommended for the grant in an initial decision handed down by Examiner Thomas H. Donahue in August.

However, the Broadcast Bureau had said the affidavit raised questions which should be examined in a reopened hearing—including questions as to the candor of Fidelity and its officers, and whether Fidelity has the character qualifications to be a licensee.

Mr. BeLieu said he had not signed two stock subscriptions bearing his signature, and had not authorized anyone to sign them. One, dated Nov. 30, 1965, was for 5,000 shares (\$50,000); the other, dated Jan. 6, 1966, was for 2,500 shares (\$25,000). The second was in substitution for, not in addition to, the first.

He said that he had committed himself to a maximum investment of \$5,000—and then, only orally. He also said that he had not been a member of the Fidelity board, although he was listed as one in various Fidelity filings. Mr. BeLieu's name was dropped from the Fidelity application by affidavit filed on April 14, 1966.

The commission, in rejecting the petition to reopen the record, appeared to have been persuaded by Fidelity's pleading opposing the bureau's request. Fidelity acknowledged that Mr. BeLieu had not signed the subscriptions, but said Fidelity officials had signed his name with his authority (BROADCASTING, Jan. 26).

Fidelity also asserted that Mr. BeLieu had agreed to become a director, and had raised no objection on one occasion when he was publicly introduced as one and had signed documents as a direc-

tor.

The commission noted that on Feb. 23, 1966, Mr. BeLieu had provided an affidavit asserting that he was a stock subscriber and had subsequently reaffirmed the validity of the affidavit. It also said that faulty arithmetic rather than attempted fraud was behind Fidelity's representing Mr. BeLieu, from Dec. 2, 1965, to Jan. 12, 1966, as a \$10,000 subscriber to Fidelity's preliminary financing rather than the true \$5,000.

The commission, after checking Mr. BeLieu's answers to questions submitted to him in connection with Fidelity's pleading, said that Mr. BeLieu apparently "did consent to become a member of the board of directors, was duly elected and actually functioned as such, albeit in a limited degree."

As for the forgery question, the commission referred to Mr. BeLieu's statement in response to one of those questions, in which the White House aide said he had not intended "to imply any fraudulent conduct on anyone's part" in describing the use of his name as a "forgery." He said he had meant only that he had not intended to authorize the use of his name on the documents (BROADCASTING, Feb. 24).

Accordingly, the commission said that although Fidelity had been "remiss" in failing to inform the commission that the BeLieu signatures were signed by agents and, in other matters, in "failing to keep its house in order," it did not believe that the "recent BeLieu revelations raise a substantial issue of fraud or forgery warranting a reopening of the record."

The vote was 3-to-1, with Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson in the majority, and Chairman Dean Burch dissenting. Commissioner Robert E. Lee was recorded as not participating. Commissioners H. Rex Lee and Robert Wells were absent.

New NAB group is named to appraise by-laws

A general study of the National Association of Broadcasters' by-laws is expected to be undertaken by a committee appointed last week by Vincent T. Wasilewski, president.

The NAB board at its January meeting in Hawaii instructed President Wasilewski to appoint the committee and begin the study (BROADCASTING,

Jan. 26).

Two issues in particular are expected to be discussed during the study. One, brought up at the Hawaii board meeting, was a suggestion by Julian Haas, KAGH(FM) Crossett, Ark., that the category of director-at-large for FM on the board be eliminated and a new class for small-market radio be substituted. The other issue is the method of election to the television board. Now directors are elected at the television meeting at the convention. There have been proposals that the elections be conducted by mail as is done for the radio board.

Members of the by-laws committee are: Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, chairman; B. Floyd Farr, general manager, KEEN(AM) San Jose, Calif.; William Grant, president, KOAA-TV Pueblo, Colo.; Ben A. Laird, president, WDUZ(AM) Green Bay, Wis.; Wendell Mayes Jr., president, KCBS(AM) Midland, Tex.; Andrew Ockershausen, assistant general manager, Evening Star Broadcasting Co., Washington and A. Louis Read, president and general manager, WDSU-TV New Orleans.

The first meeting of the committee will be May 6 at NAB headquarters in Washington.

NAB steps up drive on spreading CATV

The campaign against cable TV by the National Association of Broadcasters will take to the road in three news conferences set for that many cities and a fourth tentatively scheduled in the next few weeks.

The program is a follow up to a similar meeting in Washington last month that was sponsored by the Free Television News Bureau of NAB. Then attacks were made on unrestricted CATV expansion and the pending copyright bill by William Fox, KFMB-TV (ch. 8) San Diego, Calif., who is chairman of NAB's CATV negotiating committee; Jerry Danziger, KOB-TV (ch. 4) Albuquerque, N.M., and William L. Putnam, Springfield Television stations (BROADCASTING, March 23).

The schedule: Greenville, S. C., April 28, with Robert McRaney Jr., WLBT(TV) (ch. 3) Jackson, Miss., and Wilson C. Wearn, WFBC-TV (ch. 4) Greenville, S. C.

Kansas City, Mo., May 7, with Lawrence H. Rogers II, Taft Broadcasting stations, and Owen L. Saddler, KMTV(TV) (ch. 3) Omaha.

Spokane, Wash., May 18, with Dale G. Moore, KGVO-TV (ch. 13) Missoula, Mont., and either Richard O. Dunning, KHQ-TV (ch. 6) or Wayne F. McNulty, KXLY-TV (ch. 4), both of Spokane.



IN LOS ANGELES,

radio station KMPC delivers the greatest number of Southern California listeners in the age group that is of particular importance to most advertisers; people 25 through 49.

KMPC
CWB

SOURCE: Average quarter-hour audience, 6 AM to midnight, total week; total survey area: ARB, January-February, 1970.

Statements regarding audience size and classification are subject to statistical limitations detailed in the printed report referred to above.

Another spin-off by Capcities

WTEN(TV) goes to Poole Broadcasting for \$19 million

Capital Cities Broadcasting Corp. announced last week the sale of WTEN-TV Albany, N. Y., to Poole Broadcasting Co. for \$19 million in cash, subject to FCC approval.

The sale of the channel-10 CBS-TV affiliate is another step in a complex series of transactions whereby Triangle Publications is selling nine of its broadcast properties to Capital Cities, which must sell two of its TV stations and six Triangle radio stations to comply with FCC ownership rules. Capital Cities announced earlier this month it would sell WSAZ-TV Huntington, W. Va., to Lee Enterprises for \$18 million (BROADCASTING, April 13).

Capital Cities is buying three of Triangle's AM-FM-TV combinations and its program-syndication division in a \$110-million deal. The properties to be acquired are WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven-Hartford, Conn. and KFRE-AM-FM-TV

Fresno, Calif. However, Capital Cities will spin off the radio outlets. It already has agreed to sell WFIL-AM to a group of Philadelphia-area residents and Philadelphia Life Insurance Co. for \$12.5 million, and WFIL-FM to John L. Richer (the station's general manager) and others for \$1 million (BROADCASTING, April 20).

In addition, Capcities has agreed to sell WNHC(AM) to Westerly Broadcasting Co. (WERL-AM-FM Westerly, R. I.) for \$850,000, and WNHC-FM to Robert Herpe, the station's general manager, for \$125,000.

Capcities will also sell KFRE-AM-FM, but has not yet announced a buyer for the stations.

Capcities will presumably complete the whole sequence before submitting all the exchanges for approval by the FCC.

Triangle still holds WFBG-AM-FM-TV Altoona-Johnstown, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WNBZ-AM-FM-TV Binghamton, N. Y., which it reportedly will retain until its sale to Capcities is consummated.

Poole Broadcasting, of which John B. Poole is board chairman, owns WJRT-TV Flint, Mich., and WPRI-TV Providence, R. I. The Poole group bought both stations from Capital Cities

—the Flint station in 1964 for \$6.5 million and the Providence outlet (then WPRO-TV) in 1967 for \$16.5 million.

The broker for the WTEN-TV transaction was Howard Stark.

What's on tap at CBS

Discussions on fall programing plans will be among the attractions during the 1970 general conferences of the CBS television network affiliates in Hollywood on May 5-6. Sessions will take place at the Century Plaza hotel and at CBS studios.

The meetings on the opening day will take place at Studio Center, North Hollywood, and the second-day sessions at Television City, Hollywood. Richard Jencks, president, CBS Broadcast Group, will be the speaker at a luncheon on May 5 and FTC Chairman Caspar W. Weinberger on May 6.

Among the speakers at the conference will be Robert D. Wood, president, CBS-TV and Richard S. Salant, president, CBS News.

Andrews to Callahan

Andrews Research Inc., New York, has new ownership and a new name. Bill Callahan, vice president of the firm for the past year and a half, is the new owner and president of the firm, to be known as Callahan Research Associates Inc. Lee Andrews, owner and president for 22 years, has retired. Callahan Research Associates will emphasize advertising and communications studies, product research, and development and consumer surveys. Mr. Callahan lists Columbia Records, Hallmark Cards, Reach, McClintock & Co., William Esty Co. and BBDO, among his clients.

AFTRA, network talks continue

Negotiators for the networks and the American Federation of Television and Radio Artists scheduled their first national negotiation sessions in more than a month last Friday afternoon (April 24) in an effort to break an impasse that has existed for more than five months.

Both network and union sources indicated that progress has been made in various local and national codes, but that the parties are still apart with respect to proposed pacts in Los Angeles and Chicago. AFTRA has a policy of not signing a master contract until all of its various codes are settled. The former three-year contract expired last Nov. 15.



Broadcaster roses, produced to honor broadcasting's 50th anniversary, will be growing in the famed White House rose garden this year. American Women in Radio and Television presented 50 of the bushes April 10 in a south lawn ceremony. John Davies, special assistant to the President, accepted the bushes for the First Lady, Mrs. Richard

M. Nixon. Here at the presentation are: (l-r) Patty Cavin, RCA; Marion Corwell Shertzer, then AWRT president; Dr. Davies and Virginia Forwood Pate, WASA(AM) Havre de Grace, Md., new AWRT president. The rose, developed by the National Association of Broadcasters, is being distributed by broadcasters.



IN SEATTLE,

radio station KVI delivers Northwestern Washington's largest number of listeners in the age group with the greatest buying potential: people 25 through 49.

KVI
CWB

SOURCE: Unduplicated audience, 6 AM to midnight, total week; total survey area: ARB, October-November, 1969.
Statements regarding audience size and classification are subject to statistical limitations detailed in the printed report referred to above.



IN PORTLAND,

radio station KEX delivers Western Oregon's largest number of listeners in the age bracket that most advertisers prefer to reach: people 25 through 49.

KEX
CWB

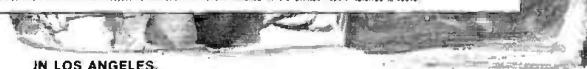
SOURCE: Unduplicated audience, 6 AM to midnight, total week; total survey area: ARB, October-November, 1969.
Statements regarding audience size and classification are subject to statistical limitations detailed in the printed report referred to above.

FROM SAN FRANCISCO,

radio station KSFO delivers the Bay Area's greatest number of prime-prospect listeners in the average quarter-hour: people 25 through 49 years of age.

KSFO
CWB

SOURCE: Average quarter-hour audience, 6 AM to midnight, total week; total survey area: ARB, January-February, 1970.
Statements regarding audience size and classification are subject to statistical limitations detailed in the printed report referred to above.



IN LOS ANGELES,

radio station KMPC delivers the greatest number of Southern California listeners in the age group that is of particular importance to most advertisers: people 25 through 49.

KMPC
CWB

SOURCE: Average quarter-hour audience, 6 AM to midnight, total week; total survey area: ARB, January-February, 1970.
Statements regarding audience size and classification are subject to statistical limitations detailed in the printed report referred to above.

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Buy now, finance later cuts no ice with FCC

Pacific & Southern Broadcasting Co. has been hoping to get FCC approval of an unusual plan for financing the purchase of three AM's and one FM. The group owner wanted to issue a \$15-million stock offering—to be underwritten after the commission approved the three proposed station sales. Last week, the commission replied that prospective buyers are normally expected to demonstrate their financial qualifications before, not after, approval of a sale. It said the plan could not be approved without a hearing on P & S's financial qualifications and other issues.

The firm's proposed financing plan was part of its attempt to acquire WJRZ(AM) Hackensack, N.J., for \$6.1 million from Lazar Emanuel and others; KIMN(AM) Denver and KYXI(AM) Oregon City, Ore., for \$6.5 million from Kenneth E. Palmer, John C. Hunter and others, and KRHM(FM) Los Angeles for \$850,000 from Robert E. Short and Francis Ryan. Mr. Short is the owner of the Washington Senators baseball club.

The commission said P & S was asking, in effect, for "approval of the applications subject to a condition that it will later establish its financial qualifi-

cations"—which it could not approve. It said that with some modifications, the proposal might be acceptable under applicable precedent cases. However, P & S announced late last week that Fox, Wells, and Rogers, its underwriting firm, has asked it to withdraw the pending registration statement in the wake of the FCC's decision.

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

Storer relinquishes Detroit and Miami FM's

Storer Broadcasting Co. announced last week it is selling WDEE-FM Detroit and WJHR(FM) Miami to Bartell Media Corp. for \$1,225,000, subject to FCC approval. The move is the first step in Storer's plan to put all but one of its FM outlets on the block.

Peter Storer, executive vice president of Storer Broadcasting, said: "Our company is in the process of selling all its FM stations with the exception of KGBS-FM in Los Angeles." The other FM's to be sold are WSPD-FM Toledo, Ohio; WCJW(FM) Cleveland, and WPNA-FM Philadelphia. Storer also owns six AM's and six TV's.

Broker handling the Detroit and Miami sales is R. C. Crisler & Co.

Bartell, a publisher of books and magazines, owns WADO(AM) New York, WOKY(AM) Milwaukee and KCBQ(AM) San Diego. It operates CATV systems in Waterville, Me., and Plattsburgh, N.Y., and is applicant for a franchise in New York City. Downe Communications—publisher and CATV operator in Joplin and Webb City, both Missouri, and Miami, North Miami and Commerce, all Oklahoma—increased its ownership in Bartell from 32% to 40% last month (BROADCASTING, March 23).

Journalism honors

Two representatives from the broadcast media and one from the field of advertising will be honored during journalism week of the University of Missouri school of journalism May 3-8 in Columbia. Three of seven Medalist Awards will go to Harry Reasoner, CBS news commentator; Don C. Dailey, vice president and general manager of KGBX(AM) Springfield, Mo., and Margot Sherman, senior VP, McCann-Erickson, New York.

Changing Hands

Announced:

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

- WTEN(TV) Albany, N. Y.: Sold by Capital Cities Broadcasting Corp. to Poole Broadcasting Co. for \$19 million (see page 34).
- WDEE-FM Detroit and WJHR-FM Miami: Sold by Storer Broadcasting Co. to Bartell Media Corp. for \$1,225,000 (see this page).
- KRNO(AM) San Bernardino, Calif.: Sold by Doubleday Broadcasting Co. to Dick and Tom Jones for \$750,000. Doubleday Broadcasting is owned by Doubleday & Co., book publishers. Its stations are KOSA-TV Odessa-Midland, KROD-AM-TV El Paso, KITE-AM-FM Terrell Hills-San Antonio and KDTV(TV) Dallas, all Texas; KDEF-AM-FM Albuquerque, N. M., and KHOW-AM-FM Denver. Doubleday acquired KRNO in 1967 for about \$380,000. Messrs. Jones, father and son, own WQTE(AM) Monroe (Detroit), Mich., and KRON(AM) Kealahou, Hawaii. KRNO is full time on 1240 kc with 1 kw day and 250 w night.
- WONF(FM) Pensacola, Fla.: Sold by Curtis O. Golden to E. O. and Zane Roden and others for \$108,750. Buyers have interest in WBIP(AM) Booneville, WGCN(AM) Gulfport and WTUP(AM) Tupelo, all Mississippi; WBOP(AM) Pensacola, Fla.; WOPI-AM-FM Bristol, Tenn., and WTUG(AM) Tuscaloosa, Ala. WONF-FM is on 101.5 mc with 100 kw and an antenna height of 400 feet above aver-

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Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 66).

■ **KFUN(AM)** Las Vegas, N. M.: Sold by Merle H. Tucker to Sidney Carl Mark for \$175,000. Mr. Mark owns **KAKC-AM-FM** Tulsa, Okla. **KFUN** is full time on 1230 kc with 1 kw day and 250 w night.

■ **KCFH(AM)** Cuero, Tex.: Sold by James Farr, William Knobler and David Schmidt to Robert N. Aylin for \$95,000. Mr. Aylin owns a Houston advertising agency and owns **KOPY(AM)** Alice and **KSWA(AM)** Graham, both Texas. **KCFH** is a daytimer on 1600 kc with 500 w.

Congressman defends delay in FM sale

Representative Clarence J. Brown (R-Ohio), who recently took steps to sell the radio station he has controlled throughout his four-and-a-half years in Congress, says that only the FCC's restrictions on trafficking in broadcast properties prevented him from acting sooner.

In a newsletter to his constituents, the congressman said his ownership of **WCOM-FM** Urbana, Ohio, has helped him in his capacity as a member of the House Communications Subcommittee. But, he added, "I questioned the propriety of continued ownership of the radio station, which I had put on the air before I came to Congress. The only trouble was, federal law prohibits sale of a station within three years of its acquisition. And so no steps to sell the [station] could legally be taken until last year."

Representative Brown added: "I do not feel . . . that members of Congress should be so isolated from the real world that they should have no outside business interests whatsoever. Were such a vow of poverty required, every member would be so dependent upon reelection that he would be tempted to pander to whatever happened to be the majority view of the moment, because he would have nothing to fall back upon. . . . But there is a difference between a man serving on the Agriculture Committee because he has a farm background and serving on a committee where he might benefit from the legislation that committee considers."

WCOM-FM was sold last month to Philip S. Church, Kenneth Arnold and James W. Bissey for \$70,000, subject to FCC approval (**BROADCASTING**, March 23). The station has been licensed to

Brown Publishing Co., a family firm which also owns the **Urbana (Ohio) Daily Citizen** and four weekly newspapers. Mr. Brown put the station on the air in August 1965, three months before his election to Congress.

FCC seeks to clarify order on phone lines

CATV service ban made effective May 1, does not affect existing systems

Because some provisions were misinterpreted, the FCC last week modified slightly its order of last January that prohibits telephone companies from furnishing CATV service directly or indirectly in areas where they furnish telephone service (**BROADCASTING**, Feb. 2).

The order, which was to have become effective March 16—but which was stayed while the commission considered various pleadings—now becomes effective May 1.

The commission said that the order does not require discontinuance of CATV service presently being furnished by telephone companies; the original or-

der gave telephone companies four years to accomplish this severance. It also noted that there is no need to cease providing current CATV service pending the grant of temporary authorizations under Section 214; but that it will, however, dismiss any application for Section 214 authorization for new construction or service contrary to the rules.

The FCC also turned down a number of requests for a stay of the order pending the outcome of litigation. The commission said this wasn't necessary since there should be a court decision before the end of the four years during which telephone companies may continue to operate their cable-TV services. General System Companies has already filed an appeal with the U.S. court of appeals; other telephone companies have indicated that they plan to do so.

In a companion order, the commission announced that it was granting interim authority to telephone companies furnishing channels for CATV systems on or before June 26, 1968 pending action on Section 214 authorizations. It noted, however, that Section 214 applications are for any facilities constructed or services commenced after that date. The 1968 date is the date the commission issued the order requiring telephone companies to secure FCC permission under Section 214 of the Com-

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munications Act to provide facilities for CATV systems.

The FCC's action was taken to overcome what some telephone companies felt applied only to parties involved in the General Telephone Co. of California case. This is the proceeding that resulted in the 1968 commission order requiring telephone companies to secure Section 214 authorizations before constructing CATV channels for cable TV systems. This decision was upheld by a federal appeals court in 1969 and became final after the U.S. Supreme Court declined to review it later that same year.

And in a third action last week the FCC revised its March 17 order establishing an inquiry into the pole or conduit-sharing practices and policies of telephone companies, and the commission's legal authority to assert jurisdiction. It told the hearing examiner to make findings of fact and to certify the record of the inquiry to the commission for decision on jurisdiction and for any further proceedings. It noted also that the inquiry is a rule-making proceeding and not just a general inquiry.

In response to pleadings from the National Cable TV Association and Sterling Communications Inc., the FCC said that the proceeding will be conducted as an evidentiary hearing (rather than as a rule-making proceeding) and that witnesses are to be sworn, rules of evidence are applicable, and cross-examination is to be permitted to all parties. It noted, however, that reasonableness of rates is not an issue.

The commission also stated that neither the Common Carrier Bureau nor the Cable Television Bureau is a party to the proceeding; that it is expected that they will advise and assist the commission in determining policy in the pole attachment inquiry.

All three FCC actions were taken on April 22. Commissioner Robert T. Bartley concurred in denying the stay requested by the telephone companies in the first order and dissented to the revision of the rules. He also dissented to the revision of the pole attachment order. Commissioner Kenneth A. Cox, although concurring in the pole attachment order, said he still believed the matter could be more quickly disposed of by ordinary rule-making proceeding. Commissioner Nicholas Johnson concurred in the clarification to the Section 214 announcement.

CATV data due July 22

CATV franchise holders whose systems are not yet in operation must file copies of their franchises with the FCC by July 22. The commission, in directing the filing of the information, said it would be due 90 days from the date of publication of the commission order in the *Federal Register*.

Negative reaction on fee plans

Broadcasters, common carriers cite 'discriminatory burdens' in proposed schedules

A deluge of comments on the FCC's proposed drastic increase in its fee schedule descended last week from broadcasters, CATV operators and common carriers alike. Understandably, with scant exception, nobody wants it.

The projected fee hikes, which would bring to the commission revenues equaling its proposed \$25 million 1971 budget, are designed to make the commission nearly self-sustaining—a goal sought by the Bureau of the Budget and Congress (BROADCASTING, Feb. 24).

The National Association of Broadcasters told the commission the proposed increases were "illegal and discriminatory" and called for congressional review of the commission's action. NAB said the commission should withhold further action on the proposal pending congressional guidance, noting that in no other federal agency do fees "even approximate the annual appropriations." The association also noted that only Congress has the power to collect and lay taxes and that the "discriminatory tax" represented by the proposal is illegal.

Pointing out that a number of radio-TV stations suffer financial losses each year, NAB suggested that the commission exempt unprofitable stations from the proposed charges or make provision for a liberal waiver policy.

The Association of Maximum Service Telecasters said the policy represented by the proposed fee schedule was "unwise" and that the fees proposed for broadcasters—especially television broadcasters—are "discriminatory and excessive." AMST contended that the proposed fees for television place an inequitable burden on that service as compared to those to be required of land-mobile radio and CATV systems.

AMST especially urged the commission to exempt commercial and ETV broadcasters from having to pay fees when filing petitions for special relief from unwarranted CATV encroachment: "There can be no sound justification for erecting a financial wall around the FCC to shut out public-interest considerations advanced by interested parties."

NBC said the proposed fee schedule discriminates against broadcasting as compared to other FCC-regulated services and imposes on commission licensees all the costs of running the agency, "which should more properly be borne by the general public."

NBC charged that a "value to the recipient" criteria was used by the commission in formulating the proposed

fees to the exclusion of other consideration, such as fairness and equity, direct or indirect cost to the government, and public policy or interest. The fee schedule is also in error in basing charges on stations' rate cards, NBC held, "which in many cases have no direct relevance to the 'value received' by the recipient of the license."

ABC in its comments said the new fees would fall most heavily on those least able to afford them, such as fledgling stations and marginal stations wishing to make technical improvements in their facilities.

But ABC directed the brunt of its criticism against the proposed fees for assignment and transfer applications, which consist of a \$1,000 application fee plus a levy amounting to 2% of the consideration involved for transfers, and the annual license fees, which would be 24 times a radio station's highest one-minute spot rate and 12 times a television station's highest 30-second spot rate.

ABC charged that the fees lacked underlying rationale or explanation and were apparently designed primarily as "revenue-producing" items. "Little, if any, attempt is made to orient the fee schedule to the administrative processing burdens involved in the various applications covered," ABC contended.

The proposed fee schedule in its present form "can hinder the development of certain aspects of broadcasting, and more importantly, has the potential, through increases and expansion, to cripple the industry," ABC warned.

The National Association of FM Broadcasters observed that the increases would seriously deplete the capital resources of many FM's needed for improvement in services to compete with AM's. The association said the hikes would deter new FM applicants, activation of presently unused FM channels, and would undermine the commission's efforts to encourage the growth of FM generally.

Doubleday Broadcasting Co. said the commission's "unprecedented proposal" would place a "confiscatory and discriminatory burden on all licensees," and that the new schedule bore little resemblance to the cost of service rendered to those subject to FCC regulation. Doubleday also cautioned that the "inflationary" increase could "initiate and may improperly justify an expanding bureaucracy."

Corinthian Broadcasting Corp., which is seeking FCC approval for its merger with Dun & Bradstreet, asked that the



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commission exempt from the proposed transfer and assignment fees "applications which are the subject of a binding agreement duly executed before issuance of [the fee notice] Feb. 19, 1970." The Corinthian-Dun & Bradstreet merger was approved by both companies Dec. 3, 1969.

Corinthian also suggested that it would be "most undesirable" for the possibility of any doubt being created in the public's mind that "an affirmative action on any application had any connection with the revenue which such action would produce."

Storer Broadcasting Co. said the new schedule represented a "totally new concept which differs not just in degree but in kind" with the present schedule. Storer said the new schedule was inconsistent with the authorizing statute, Budget Bureau guidelines and the Constitution.

In joint comments a number of licensees, including Cosmos Broadcasting Corp., Fetzer Broadcasting Co. and Plough Broadcasting Co. said the fee proposal was "plainly inconsistent with the public interest and the future of commercial broadcasting." Moreover, the licensees added, "serious constitutional questions regarding the commission's power to lay and collect the 'taxes' proposed by the fee schedule have been raised."

Isolated support for the commission's proposal came from the Office of Communication of the United Church of Christ, which has aided several groups challenging renewals, and the National Citizens Committee for Broadcasting. United Church of Christ found the increases "equitable and fair. Especially in the area of broadcasting, apportionment of fees strikes a reasonable balance between the profitability inherent in broadcast licenses, the value of public rights involved, and the amount of commission attention required to insure that these most important and sensitive media function in the public interest."

NCCB said the proposed schedule was a good "first step" towards even higher fees which would represent the "cost of adequate regulation" and "value to the recipient." NCCB urged the commission to exact special filing fees from networks in connection with the filing of financial statements and other records.

The National Cable Television Association said fees proposed for CATV systems should be "significantly reduced or eliminated altogether." If fees are adopted, NCTA maintained, "new regulatory concepts should be adopted by the commission which give regulatory value to the CATV industry consistent with the commission's statutory obligation to provide a rapid, efficient, nationwide wire and radio communication

P&L entered in KRON-TV case

Statements show station steadily gained, 'Chronicle' lost until '66; hearing near end

KRON-TV has shown profit throughout the last decade while its newspaper counterpart, the *San Francisco Chronicle*, lost money until 1965, the year it combined operations with the rival *San Francisco Examiner*. This was disclosed in financial statements filed in an FCC hearing held in San Francisco into the renewal of licenses for KRON-FM-TV.

In 1960 the figures showed the TV station made \$1.3 million and the *Chronicle* lost \$250,000. In 1961 the station earned \$1.4 million and the paper lost \$218,000. In 1962 the ledger listed \$2.2 million profit for TV and a \$1.2-million loss for the newspaper.

Figures for 1963 were \$1.9 million profit for the TV station and a \$313,000 loss for the *Chronicle*; in 1964, a \$2.3-

million profit for KRON-TV and a \$68,000 loss for the newspaper, and 1965 showed the station earning \$3.1 million and the paper losing \$307,000.

In 1965 printing, advertising and circulation for the *Chronicle* and *Examiner* were combined, with editorial departments remaining separate. The 1966 financial figures showed a \$3.7-million profit for the TV station and a \$1.1-million profit for the newspaper. Profit figures in 1967 were \$2.8 million for the TV station and \$1.6 million for the newspaper.

The latest profit figures shown, 1968, were \$3.1 million for KRON-TV and \$1.7 million for the *Chronicle*.

During the last decade KRON-FM showed losses each year varying from

system."

NCTA charged that the "CATV system of fees is neither uniform, fair, nor equitable when compared with those imposed on other industries," pointing out that if the fees are adopted, the CATV industry will probably be paying "50% in excess of the estimated direct and indirect cost of regulation for fiscal year 1971."

Cable fees should be determined not just on the basis of the cost of regulation to the government, NCTA suggested, but weighted by the "value" of the regulation to the licensee.

Teleprompter Corp., noting that the projected fee increases could place an "annual tax" of \$100,000 on its operation (assuming its merger with H&B American Corp. is consummated), held that the commission could not require CATV's to pay licensee fees since they are not actually "licensees" of the commission. "The commission's CATV rules merely provide minimum requirements which must be met prior to the initiation of services," Teleprompter contended, while actual authorizations for service are granted by state or local governments.

Common carriers also registered disenchantment with the new proposed fees. AT&T said the schedule would "impose an unfair and inequitable burden on the Bell System." While not opposed in principle to increases in flat fees, AT&T said it objected to the 2% grant fees based on a percentage of construction costs, of combined con-

struction and launch costs, or of annual lease costs, saying the impact would be "extraordinarily heavy."

Advancing an alternative proposal, AT&T suggested that the commission relate fees for radio applications to the maximum authorized bandwidth stated in the commission's rules and to interstate channel miles for applications filed under Section 214 authorization. Other applications, AT&T added, could be on a flat fee basis.

Comsat said the projected fees were "too high" and would result in "substantially more revenues from common carrier activities than anticipated by the commission," with satellite and international services bearing a "disproportionate and excessive share of the total."

Negative reaction was also registered by a large number of amateur radio operators.

Media notes:

WMBR to CBS ■ WMBR(AM) Jacksonville, Fla., will rejoin CBS Radio as an affiliated station, effective June 1. The station was affiliated with CBS Radio from 1934 to 1963 and with Mutual Broadcasting System from 1963 to the present. MBS officials said the network is negotiating for another station affiliation in Jacksonville. WMBR is owned by Smithco Broadcasting Inc., Charleston, S.C.

Change over ■ WMAQ-TV Chicago moves its advertising account from Powell, Schoenbrod & Hall, Chicago, to McCann-Erickson there.

\$12,000 to \$24,000.

Three phases of the hearing before FCC Examiner Chester F. Naumowicz Jr. have been completed since the start on March 17. The fourth and last is expected to wind up this week.

An issue concerning detectives shadowing the complainants, Albert Kihn and Mrs. Blanche Streeter, has been appealed. If the appeal is denied by the FCC, a new hearing date later in the year will be set.

The phases already completed are:

- Whether the San Francisco Chronicle Publishing Co. has engaged in monopolistic practices in the newspaper field in the San Francisco Bay area.

- Whether the *Chronicle* has an undue concentration of control of mass communications in the area.

- Whether KRON-TV and KRON-FM have been used to "manage" or slant news and public-affairs broadcasts to advance the interests of the *Chronicle*.

Testimony is now being presented as to whether, in the light of evidence submitted on the first three issues and on the past performance of the station,

license renewals would serve the public interest, convenience and necessity.

Attorney Frank Fletcher of Washington is presenting the *Chronicle* evidence. Had it not been for the hearing the licenses would have been due for renewal in December 1968. During the past week both newspapers in San Francisco have maintained they entered the joint operating agreement to prevent monopoly in the newspaper field rather than to create it.

Charles de Young Thieriot, publisher of the *Chronicle*, and Randolph A. Hearst, chairman of the executive committee of the Hearst Corp., both testified that continued competition in the morning field would have resulted in the elimination of one of the newspapers.

Mr. Thieriot said the papers had been engaged in a "destructive" circulation war and that "it was rather clear to me that we were not both going to survive."

Mr. Hearst said he felt that if the competition continued, there would be only one survivor and therefore "a

monopoly".

Both agreed that Mr. Hearst instigated talks in the fall of 1962 and a subsequent series of conferences and legal meetings culminated in a joint operating agreement announced in September 1965 with the *Examiner* leaving the morning field.

Mr. Thieriot answered a question from attorney Charles Cline Moore by saying he had not heard that Mr. Hearst was about to put \$15 million more into the *Examiner*.

"But I had a seat-of-the-pants feeling that the assets of the Hearst Corp. were considerably larger than the assets of the *Chronicle* Publishing Co."

"I entered into the agreement in order to really insure that two editorial voices would continue in San Francisco independently," Mr. Thieriot said.

Mr. Hearst testified that the *Examiner* and the afternoon *Call-Bulletin* lost a total \$15 million between 1960 and 1964.

Both witnesses testified that KRON-TV did not enter into the newspaper discussions.

FCC's primer is rapped again

It's alleged stations would have to keep up with public 'fads'

The FCC's proposed primer on community surveys "inhibits leadership in communications, stimulates and encourages uniformity instead of diversity, eliminates flexibility to respond to changing conditions, and in general discourages experimentation and innovation."

That indictment of the commission's document, which asks and answers some 38 questions concerning "ascertainment of community problems and broadcast material to deal with those problems" (BROADCASTING, Dec. 22, 1969), has been handed down by Milton Friedman, economics professor at the University of Chicago and a *Newsweek* magazine columnist; Harry Kalven Jr., a law professor at the university and public-service director (on a part-time basis) of WAIT(AM) Chicago, and Maurice Rosenfield, executive director and principal owner of the station.

In joint comments, the three said the primer runs "three serious risks:"

- It discourages leadership in communications by "warning" stations to keep abreast of public opinion—"likely to run to fads and fashions of the

moment"—in designing public-service programming. The "parade of issues across the public stage comes closer than we like to think to entertainment," they added.

- The emphasis on public opinion as a common guiding light for all stations leads to uniformity in public-affairs program choices. "We believe that just the opposite—diversity—should be a major objective."

- The primer fosters inflexibility on the part of stations in responding to changing conditions. A station is encouraged to "stay even with projections of three years earlier and keep its problem programming frozen to what was proposed."

The commission was also urged to consider allowing collective surveys by all stations in the same service area, since "objectively speaking, a given community has only a given set of problems."

Minority pressures now on Detroit media

The National Association of Black Media Producers will announce plans on Wednesday (April 29) to challenge license renewals for Detroit TV and radio stations in an effort to open them to minorities insofar as hiring and programming practices are concerned.

Tony Brown, NABMP president, has called a news conference in which he also will charge the stations with "failure to comply with the Communica-

tions Act of 1934." The demands to be issued are similar to the ones issued in Columbus, Cincinnati and Cleveland, all Ohio (BROADCASTING, April 13, 20). Three stations will not be asked to meet the demands—WCHB(AM), WCHD-FM and WBPR-FM, all black-owned.

Mr. Brown said he will urge the stations to include with their renewal applications on Oct. 1 a willingness to negotiate with NABMP, and added that "if a satisfactory agreement is not worked out by July 4, we will proceed legally to deny the renewal of licenses."

ABC radio networks gain 13 more stations

Thirteen more stations have joined ABC Radio's four network services.

Signing with the American Contemporary Radio Network are: wwwv-FM Detroit, WDIG(AM) Dothan, Ala.; wvov-(AM) Huntsville, Ala.; and woic(AM) Columbia, S.C. Joining the American Information Radio Network are: wQUA-(AM) Moline, Ill.; WNAT(AM) Natchez, Miss.; and KBKW(AM) Aberdeen, Wash.

New affiliates on the American Entertainment Radio Network are: wcco-AM-FM Hartford, Conn.; and wsmg-(AM) Greenville, Tenn. The four new American FM Radio Network affiliates are: KLOQ-FM Lyons-Sterling, Kan.; KGVW-FM Belgrade, Mont.; WGVF-FM Gainesville, Fla.; and WMAZ-FM Macon, Ga. ABC Radio Networks affiliates now total 1,209.

Where the agency trouble spots are

Media middlemen, commercial clutter,
advertiser identity are subjects of 4A's meeting

Independent media-buying services continued to trouble conventional advertising agencies, and some dimensions of the trouble were indicated last week as the American Association of Advertising Agencies spent part of its annual meeting discussing it.

Albert Petcavage of Doyle Dane Bernbach, New York, estimated that outside buying services are "syphoning off" perhaps as much as \$200 million a year in advertiser and agency billings.

Paul C. Harper Jr., of Needham, Harper & Steers, New York, reported that a recent study by his agency indicated that use of buying services had subsided "somewhat" since the mid-1960's and that spot-broadcast billings not placed through recognized agencies "had settled in" at about 10% to 12% of total spot billings "at least for now." He said this represented a "sizable" sum but was far from justifying "the impression so prevalent in many quarters that independent buying services are well along on a complete rout of agencies in the broadcast-buying business."

Mr. Harper said there are "good reasons for the existence of independent buying services," but those he listed were all negative:

"They will continue to offer a supplementary service to certain advertis-

ers—those who consider bargain rates as the pre-eminent qualifier of their buying; those who are content to accept a strong element of pre-emptibility, and those who continue to have misgivings—justified or imagined—about the quality of the media function in their agencies."

Mr. Harper contended that "an advertising agency is, or should be involved in one way or another in the entire communications process of its clients. The involvement of a buying service in the sales process is superficial and transitory. An advertising agency is motivated to consider all the factors—not just cost—that will produce greater advertising impact, because sales is its goal. A buying service is motivated only to consider short-term savings. . . .

"The independent buying services have done us all a good turn in alerting us to the depth of client concern for top-quality media planning and placement. Let's make sure we all respond by strengthening—not weakening—our media capabilities, by promoting our professional assets, not giving them away."

Mr. Petcavage agreed that some big advertisers who had tested outside shops had stopped using them. But the independent services "are far from dead," he said, and developments within the

agency business are brightening their prospects.

Among these developments he listed the profit squeeze on agencies; a trend toward off-rate-card deals by magazines, which opens up new fields for independent services; the growth of "creative boutiques," which have no buying departments of their own, and an apparent failure of top agency management to take a vocal stand against the middlemen.

"On top of all these things," Mr. Petcavage said, "we cannot lose sight of the factors which made outside media-buying services possible to begin with and which are still with us and growing—a softness in media prices, a spreading of that softness to print media and a cloak of secrecy about media rates and media negotiations, as well as gullible advertisers. For all these reasons, I feel that outside media services will be with us, alive and well, for some time to come."

In a different session, Norman B. Norman of Norman, Craig & Kummel, New York, told the Thursday (April 23) luncheon that advertising needs specialist agencies—creative-only and perhaps buying specialists as well—but that it needs them "alive and well" rather than "alive and kicking." Kicking, he said, is what too many of them



Mr. Norman



Mr. Petcavage



Mr. Harper

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 12, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 12	Total dollars week ended April 12	1970 total minutes	1970 total dollars
	Week ended April 12	Cume Jan. 1-April 12	Week ended April 12	Cume Jan. 1-April 12	Week ended April 12	Cume Jan. 1-April 12				
Monday-Friday Sign-on-10 a.m.	\$ ———	\$ ———	\$ 124.5	\$ 1,883.2	\$ 330.3	\$ 4,714.5	95	\$ 454.8	1,241	\$ 6,597.7
Monday-Friday 10 a.m.-6 p.m.	1,655.1	6,387.6	2,983.9	48,200.7	1,940.3	27,021.6	892	6,579.3	2,044	101,609.9
Saturday-Sunday Sign-on-6 p.m.	1,159.2	17,809.3	1,606.2	24,472.8	674.6	10,737.0	319	3,440.0	4,265	53,019.1
Monday-Saturday 6 p.m.-7:30 p.m.	205.4	3,627.0	731.9	13,031.3	732.6	9,567.5	83	1,669.9	1,106	26,225.8
Sunday 6 p.m.-7:30 p.m.	272.0	1,961.4	232.0	4,862.3	181.9	4,265.2	29	685.9	314	11,088.9
Monday-Sunday 7:30-11 p.m.	5,938.0	85,331.2	6,231.3	14,055.6	6,183.9	11,614.8	435	18,353.2	6,350	311,001.6
Monday-Sunday 11 p.m.-Sign-off	1,261.3	4,242.4	345.6	4,964.6	670.1	9,130.5	112	2,277.0	1,488	8,337.5
Total	\$10,491.0	\$139,358.9	\$12,255.4	\$211,470.5	\$10,713.7	\$177,057.1	1,965	\$33,460.1	26,808	\$ 527,880.5

do—against conventional agencies in an effort to get publicity for themselves.

The media were subjected to criticism by John E. O'Toole of Foote, Cone & Belding, New York, in a speech prepared for delivery Saturday (April 25), Mr. O'Toole said that along with agencies and clients the media helped poleax the brand-image concept by glutting the world with messages. "I mean, how many unique, colorful personalities could you remember if you spent a day at a unique, colorful personality convention attended by 364 unique, colorful personalities?" he said. "Yet 364 is the number of messages you encounter in an average day on channel 2 [WCBS-TV New York].

"And now networks want to increase the number of commercial minutes in a prime-time hour. And 30-second units are becoming the standard.

"The result . . . is a terrifying and growing inability on the part of the viewer to identify the brand by means of its unique colorful personality."

Mr. O'Toole cited the General Foods study in cooperation with three magazines as another indication of declining TV commercial recall, but added: "Lest magazines derive too much complacency from that study, let me point out that their advertising pages are not exactly minimal. The November 1969 issue of *Good Housekeeping* carried 257 individual ads.

"Magazines will almost certainly have more ads as cigarettes go out of broadcast, as service and leisure-time advertisers get bigger and as currently under-marketed industries perceive the power of advertising."

Mr. O'Toole also contended that "demographics are becoming obsolete." Today, he said, "what characterizes au-

diences for markets far more accurately than demographic characteristics are personality traits, mental attitudes—lifestyles, if you will—that cross demographic lines as often as they stay within them.

"These characteristics define what we've been calling 'need groups' as opposed to demographic groups—and point the way to advertising appeals and new product concepts."

Consumers are becoming "more people-oriented than thing-oriented," he asserted, and advertising should respond by "infusing the unique identity of the manufacturer" into his messages.

He cited Kraft, Clairol, Dial soap, Hallmark, Campbell's, United Air Lines, Kodak and others whose advertising, he said, bears this "maker's mark" that goes beyond brand image and tells the consumer that "this product or service is brought to you by persons—persons who are standing behind their product, not hiding behind it."

In another Saturday speech Arthur H. Hawkins III, senior vice president and creative director of Ketchum, MacLeod & Grove, New York, maintained that "things aren't changing—they have changed" and that advertisers and agencies had better believe it.

Rock-radio stations often are leaders in their market, he said, not because they appeal only to "teenyboppers and hippies," as some people think, but because they also appeal "to more people of all ages than any of the other stations."

Barton A. Cummings of Compton Advertising, New York, retiring AAAA chairman, was scheduled to close the annual meeting Saturday with an address calling upon agency people at all levels to "stand up and be counted as responsible citizens" by taking more

active roles in the attack on the nation's social problems.

4A's told clients get more for their dollar

Leaders of the country's top advertising agencies were given a new slant on television-commercial production cost last week—one that did not show the trajectory as skyrocketing through the roof.

Sure, they were told, production costs are up. But you are getting more for your money.

This assurance was given by Robert Tunison, vice president of Leo Burnett Co., Chicago, last Thursday (April 23) at the American Association of Advertising Agencies annual meeting at The Greenbriar, White Sulphur Springs, W. Va.

Mr. Tunison recalled the 1968 report of a AAAA committee showing that TV commercial production costs had risen 72% in five years. The trouble with that report, he said, was that it "made no attempt to weigh how much our clients get for their money today."

Among other things they get more of, he said, are footage, editing, sets and locations, color, music, reality, talent and sophistication—"and as a result more attention, interest, involvement and belief on the part of the viewer. And that's the whole ball game."

In Burnett's experience, he said, media costs about 89% while 6.1% goes for commercial production (up 0.3% since 1965) and the rest is for use, including talent fees and prints.

In a commercial, Mr. Tunison said, "the idea and execution of that idea—which costs 6 cents of our clients tele-

vision dollar—is what determines how successful the 89 cents put into media will be. That's no place to economize."

Mr. Tunison also had some ideas for cutting costs:

"One of the smartest, easiest and most effective moves is simply to make fewer commercials or run those you have for a longer period. We and our clients tire of our commercials before the public does . . . make two commercials instead of four, and cut your production in half. Or make all four but run them twice as long. Same result."

"Look for opportunities to make new commercials out of old ones. With the great amount and variety of footage we shoot nowadays, there is often a relatively free commercial lurking in the film files."

Foster, Thiele, Kraft top new AAAA slate

Archibald McG. Foster, president of Ted Bates & Co., was elected chairman of the American Association of Advertising Agencies last Thursday (April 23) as the AAAA opened its annual meeting at the Greenbrier, White Sulphur Springs, W. Va. (see page 44).

He succeeds Barton A. Cummings, chairman of the executive committee of

Compton Advertising, who has been AAAA chairman for the past year.

Edward M. Thiele, vice chairman of Leo Burnett Co., Chicago, was elected vice chairman. Donald B. Kraft, president of Kraft, Smith & Lowe, Seattle, was named secretary-treasurer.

John Crichton continues as AAAA president under a new three-year contract.

Three directors-at-large were elected for three-year terms: John Elliott Jr. of Ogilvy & Mather, New York; Neal W. O'Connor of N.W. Ayer & Son, Philadelphia, and Dan Seymour of J. Walter Thompson Co., New York.

AAAA regional directors were elected for one year as follows:

Eastern Region—Robert S. Marker, McCann-Erickson, New York; Thomas R. Vohs, Chirurg & Cairns, New York, and Harry F. Brian, VanSant Dugdale & Co., Baltimore.

Central Region—Arthur W. Schultz, Foote, Cone & Belding, Advertising Chicago; Phillip E. Bash, Clinton E. Frank Inc., Chicago, and Hugh M. Redhead, Campbell-Ewald, Detroit.

Western—John L. Sugg, Cole & Weber, Portland, Ore.

The following continue on the board: Paul C. Harper Jr., Needham, Harper & Steers, and Victor G. Bloede, Benton & Bowles, both New York, and John S.



Mr. Foster



Mr. Kraft



Mr. Thiele

Pingell, Ross Roy Inc., Detroit.

The following were named to the board's operations committee, to meet monthly when the board is not in session: Chairman Foster, Vice Chairman Thiele, Secretary-Treasurer Kraft, President Crichton and Charles F. Adams of MacManus, John & Adams, James J. McCaffrey of LaRoche, McCaffrey & McCall, and William T. Raidt of D'Arcy Advertising.

Geritol flap winds up in court

Justice files \$1-million suit, charging tonic maker and its agency violated FTC order

The government's 11-year-old battle with the J. B. Williams Co. over its advertising of Geritol liquid and other similar products reached a new arena last week—the U.S. District Court in New York City.

The Department of Justice filed a \$1-million suit against Williams and the Parkson Advertising Agency for promoting Geritol liquid, Geritol tablets and Femiron in television commercials as being effective remedies against tiredness, weakness and nervousness.

The 11-count suit, filed by U.S. Attorney Whitney North Seymour Jr., charged that the advertising violated a 1967 Federal Trade Commission cease-and-desist order. That order, in turn, was a modification of one issued on Sept. 28, 1965, following a proceeding charging Williams and Parkson with violation of the FTC act. The FTC subsequently denied the companies' petition for reconsideration, and on Aug. 11, 1967, was upheld by the U.S. Court of Appeals for the Sixth Circuit.

The government's complaint seeks \$500,000 from each of the defendants.

The FTC statute provides for penalties of up to \$5,000 for each day a cease-and-desist order is violated.

A spokesman for Williams, in response to the complaint, said: "Current advertising is not involved. We have every confidence that the court will find no basis for this charge." The complaint cited a number of commercials alleged to have been broadcast through September 1969, two years after the FTC issued its modified cease-and-desist order.

The companies are alleged to have violated four provisions of the 1967 cease-and-desist order. Two prohibit them from advertising the products as being "generally effective" or as effective "in more than a small minority of persons" experiencing tiredness, weakness and nervousness.

A third prohibits the companies from advertising the products as beneficial in cases other than those caused by a deficiency of one or more of the vitamins contained in the preparation or by an existing iron deficiency or by iron-deficiency anemia. This provision also re-

quires that the advertising state that such medical problems are not factors in "the great majority" of cases of persons suffering from tiredness, weakness and nervousness.

The fourth provision cited in the suit last week prohibits the use of advertisements representing that the symptoms involved "are generally reliable indications of iron deficiency or iron-deficiency anemia."

Schick agrees to drop TV razor comparison

The manufacturer of Schick Krona-Chrome razor blades has agreed to discontinue its present television sales pitch, following a complaint by the Federal Trade Commission.

Under a consent order provisionally accepted by the FTC, Eversharp Inc. would drop commercials that proclaim the superiority of Krona-Chrome blades to plain stainless-steel blades. The trade commission charged that the advertisements are deceptive.

The commercials purport to show a

magnified Krona-Chrome blade and a magnified plain stainless blade after each has been used five times. The Schick blade appears smooth, while the competing blade is badly nicked—allegedly from “corrosion.” The announcer proclaims that Schick blades are of superior durability because they resist corrosion.

According to the FTC, the Schick blades are not “materially superior” to stainless blades during the first five shaves, and the corrosion in the magnified stainless blade would have “no material effect” on its performance. The trade commission’s consent order prohibits Eversharp from “misrepresenting the shaving performance of its blades” and from “disparaging competitive products by untruthful statements or any misleading or deceptive method.”

Under the consent agreement, Eversharp agrees to discontinue the commercials but makes no admission that it has violated the law.

Radio rep reorganizes, creates new top jobs

McGavren-Guild/PGW Radio Inc., New York national sales representative company for radio, today (Monday) is announcing a new organizational structure for the 1970's. Officials said the changes result from continuing studies of the radio rep industry and client-rep management seminars.

As part of the organizational plan, two new top management positions have been created: national sales director and marketing director. Named to the former post was Nick Imbornone, former manager of the Atlanta office. Bob Williams, a former sales manager in New York, was named to the marketing post.

Also announced was extension of PGW's regional and divisional organization to four sales divisions. The new Southern division will be managed by Tony Maisano, formerly a sales manager in New York. The Eastern division will be headed by Ralph Conner, who will also manage the New York office.

New post for Patti

Carmine F. Patti, dismissed four weeks ago as ABC-TV's director of station relations (BROADCASTING, March 30) has joined Savalli/Gates Inc., New York, as vice president and director of TV station relations, a newly created post. In making the announcement, Savalli/Gates president, Joseph Savalli, noted that Mr. Patti would contribute experience and “a network viewpoint” to that endeavor. Savalli/Gates currently represents 60 radio stations and 27 television stations, and approximately 80% of its TV stations are network affiliates.

FTC clamps down on Carnation ad

Affirmative disclosure of product deficiencies called for in complaint

Print and broadcast advertisements for Carnation Instant Breakfast are apparently deceptive both in their statements of fact and in their omission of certain facts, according to a complaint issued last week by the Federal Trade Commission.

The FTC charged that commercials for Instant Breakfast—a powder that is added to milk—falsely imply that the product is “of as much or more nutritional benefit as a breakfast comprised of two fresh eggs, two slices of bacon, two slices of buttered toast and an orange or glass of orange juice.” Another false implication is that “bacon is a good dietary source for mineral nourishment,” the FTC said.

The trade commission was just as concerned with what the commercials allegedly failed to disclose as with what they actually stated. It said Carnation should have made clear that “the nutritive values claimed for Carnation Instant Breakfast result from the nutrients contained in the liquid milk added to the product, together with those present in the product itself.” The advertising makes nutritive-value claims for Instant Breakfast alone, the FTC said.

Carnation should also have explicitly stated that “for good nutrition persons should eat a variety of foods,” the FTC said, rather than suggesting that the regular use of the product is in itself a good nutritional practice.

The FTC's complaint indicates that it has found “reason to believe” that the law has been violated, but does not reflect any final decision. Carnation is given the opportunity either to contest the complaint or to enter into a consent agreement, which would result in discontinuance of the commercials.

Business briefly:

DuPont, Wilmington, Del., through BBDO New York, will sponsor “The New Communicators,” covering two one-hour specials showcasing the creative works of young filmmakers, on NBC-TV on May 23 (7:30-8:30 p.m.) and June 12 (10-11 p.m.). The specials will include about 40 segments selected from about 1,000 films submitted by young filmmakers from all parts of the world.

Arthur Murray Inc., New York, through Kane. Light, Gladney Inc., New York, will place 30- and 60-second radio spots for 225 franchised dance studios. The spots, which have a youth appeal and

incorporate contemporary music, will be carried for 13 weeks in 76 cities, starting May 1.

R. J. Reynolds Tobacco Co., Winston-Salem, N.C., through William Esty Co., New York, has purchased time on ABC Radio's American Information, Entertainment and FM radio networks.

Agency appointments:

■ **Sunbeam Corp., Chicago,** appliance division, names J. Walter Thompson Co. there to handle personal-care products advertising. Sunbeam also gives additional assignments to Foote, Cone & Belding, Chicago, and drops Perrin & Associates there. More than \$2 million in billings is involved.

■ **Midlands Industries, New York,** names Niefeld, Paley & Kuhn, Chicago, to handle national advertising for its newly acquired housewares and gifts divisions. TV and print budget is \$1.2 million.

■ **RCA** has appointed Carl Ally Inc., New York, to handle the advertising for RCA's new operation, yet to be named, that provides servicing of all makes of television sets and other home entertainment units.

Also in advertising:

Moving day ■ Advertising Sales West has moved to new offices at 512 South San Vicente Boulevard, suite 6, Los Angeles. The new phone is 203-653-7494.

Agency evaluation ■ Association of National Advertisers has published a report detailing to advertisers the considerations involved in appraising the performance of advertising agencies. The 68-page report is available at \$5 per copy (\$2 for ANA members) from the Association at 155 East 55th Street, New York 10017.

Aim of Starch service is to pinpoint markets

A new syndicated brand household-usage service, the Roper Local Actionline, has been announced by parent company Daniel Starch & Staff with first reports due for delivery Aug. 15.

Roper will have comparative reports available for the top 50 markets for automobile purchases, beer, cake mixes, deodorants, headache remedies, laundry detergents, paper towels, shampoos, shaving implements, and soft drinks. Each market report, will be based on at least 1,000 interviews, and around 700,000 home interviews will be conducted per year, in spring and fall.

The service will enable advertisers to tailor spot and print buying to the local market, a Starch executive noted, and will provide quick access to information on new product introductions.

Print men whistle bravely in TV's alley

Newspapers' promotion bureau sets campaign to reverse drain of dollars to television

One by one they strode to the podium to voice a common message of doom for TV: "There is growing disenchantment with television among major advertisers and agencies . . . television is going the way of radio. . . ."

Carrying the message were officials of the Bureau of Advertising, the newspapers' promotional arm. One of the officials—Lee B. Templeton, senior vice president for chain and department store sales—dismissed TV as "a problem, an annoyance, and an aggravation. . . . Its influence and its strength have been, in my estimation, badly overstated."

The receptive audience included newspaper representatives attending last week's ANPA convention in New York (see page 28). If they accepted the claims of the bureau as expressed from the podium and in literature distributed in the Waldorf-Astoria hotel, that elusive pot of advertising gold would seem to lie at the end of the print rainbow. Indeed, the theme of the advertising session at Tuesday's (April 21) ANPA meeting was: "Advertising in the 1970's—The Newspaper Decade."

"We have a real opportunity to improve newspapers' share of the national advertising dollar—not only in major markets, but in smaller markets as well," declared Jack Kauffman, Bureau of Advertising president. Then, Dr. Leo Bogart, the bureau's executive vice president and general manager, provided documented "proof," based on bureau analyses, of the imminent demise of TV:

- "Daytime TV viewing by women has declined 15% and adult viewing of network programs has declined about 10% in the past three years";

- TV viewing in multiset homes is about at the same level as in single-set homes, although multiset-home viewers are supposed to be the "most TV oriented";

- The rise in newspaper-advertising investments last year was 19% greater than the combined increases in TV, radio and magazines;

- TV-advertising gains in dollars in all local advertising, which includes retail, were less than one-fifth those achieved by daily newspapers in 1969. (Dr. Bogart quoted estimates by McCann-Erickson that "local ad revenues of daily newspapers gained \$525 million last year, while those of TV rose only \$58 million);

- "TV audiences are being divided and reduced as a result of the in-

creased number of sets per home, the growing number of channels and the spread of cable TV."

Dr. Bogart cited some of the same "growing problems of the television advertiser" that Mr. Kauffman listed during the 1969 fall forum of the Gravure Technical Association in New York. Among the problems cited were: TV billings advancing nearly eight times faster than the number of new homes with TV sets, skyrocketing programing costs and the increasing number of shorter commercials (BROADCASTING, Nov. 3, 1969). (The Television Bureau of Advertising at that time quoted statistics to refute the Bureau of Advertising charges). Dr. Bogart last week claimed TV has been promoting shorter commercials as "virtually equivalent in value to full minute commercials of the past, although common sense, logic and the evidence would suggest the contrary."

Jane Rogers, bureau vice president for department-store sales, narrated a slide presentation and outlined the areas in which the bureau would give more attention to get its projected share of the advertising dollar.

The Bureau of Advertising last week also announced the formation of an "advertising television workshop"—a full-day program, to be held at a later date, which is designed to make newspaper retail-ad salesmen more aware of local competition and to familiarize them with the retail-television business and techniques.

NBC's dissection rips 'Life's' claims

NBC last week detailed an answer to *Life* magazine's claims that recall of ads in *Life* "averages almost twice as high as commercials" on TV. NBC says the research, which *Life* is presenting in newspaper ads, "abounds in exaggeration and misstatement" ("CLOSED CIRCUIT," April 20).

The network criticized the study—from the basic elements of its conception to its conclusions. The study, concludes NBC, "merely presents evidence of how *not* to conduct intermedia research."

Two key overriding weaknesses charged by NBC in the study are:

The "presence of grossly noncomparable creative elements" in the ads tested.

A questionable exposure factor.

Life separated its study into three

parts: one in the Yuma, Ariz., area, one in suburban Pittsburgh, and one in four cities which were identified as Sacramento, Calif.; Youngstown, Ohio; Washington, and Buffalo, N. Y.

In the first study, conducted among cable-television subscribers in Yuma in December 1968-January 1969, half of the sample was given an advance copy of an issue of *Life*. The other half was asked to watch a full-length TV movie, "Georgy Girl." Five test ads or commercials for the same brands were used.

On the following day, respondents were interviewed. Those indicating they were exposed to the magazine or TV were asked questions about recall of each of the test ads or commercials.

The second study—the suburban Pittsburgh test—involved CATV subscribers in 16 small communities. As in the first study, half of the subscribers received advance copies of *Life*, with the other half asked to watch a film, "Walk, Don't Run," which contained commercials for brands advertised in *Life*.

The third test was conducted in four metropolitan areas throughout the U.S. among regular subscribers to *Life* and viewers of five regular TV programs on two successive evenings, none recruited in advance.

One to three days after receipt of their subscription copy, subscribers were called by phone and asked whether they had read it. Those who said they read it "yesterday" were asked the same series of recall questions concerning ads for the five test brands as were asked in the other studies.

In the same study, on the day after each TV program, adults from the general population were called and asked whether they had watched any of the five TV programs the night before. Viewers then were asked to recall questions on the commercials for five brands advertised on the programs.

NBC focuses especially on what it terms "the most serious deficiency of all three studies: a lack of comparability between the ads and commercials tested."

As examples, it was noted that sometimes black-and-white commercials competed with four-color pages, sometimes only 30-second instead of 60-second spots were used, and, it was noted, one commercial showing several varieties of soup had to compete for recollection against a soup ad featuring a pop-art poster with a 50-cent coupon offer.

"Looking at all of the *Life* ads tested," NBC summarizes, "one cannot help but notice strikingly similar creative techniques employed in these ads [all full page] . . . the commercials on the other hand appear to have been selected on a catch-as-catch-can basis, at best."

On the exposure factor, NBC notes

"there is no indication anywhere in the detailed reports of any attempt to establish adequate criteria for determining reasonable comparable exposure," and the network adds:

"To qualify for an interview, respondents claimed to have read or seen any part of the magazine or program on the previous day. Magazine respondents had an opportunity for additional exposure, whereas respondents to the television commercials were exposed only once.

"In both cable-TV tests, respondents had an opportunity to read the issue on the day of the interview, as well as the day before. In the nonrecruited

audience study, respondents not only had an opportunity to read the magazine on the day of the interview, but also two or three days prior to the interview, in addition to 'yesterday.'"

A study of similar samples—those exposed "only yesterday"—NBC reports, indicates more nearly equal recall for the magazine ads compared with TV commercials.

In what it calls the "illusion of validity," NBC criticizes *Life* for reporting "the combined results of two totally different research methods [forced exposure and voluntarily exposed samples]" and for claiming that one method substantiates the other.

Broadcasters liable for false ads?

NAB says consumer-protection laws should penalize the advertiser, not the medium

Legislation to curb deceptive advertising should be explicitly directed against suppliers of goods and services rather than against the advertising media, the National Association of Broadcasters said last week.

In a statement to the Senate Commerce Committee, NAB said proposed consumer-protection legislation before that committee should specify that "no party shall be subjected to suits or actions for damages unless he has actual and not just presumptive knowledge of the deception." It said the medium should be liable "only if its reliance on the accuracy of the advertising copy furnished was not in good faith."

NAB said broadcasters support the concept of truthful advertising and express that support in the NAB radio and television codes. It added that the Code Authority scrutinizes commercials and consults with experts to determine the validity of questionable claims. These procedures were followed for years before the current interest in consumer protection, the NAB statement said.

Unless adequate safeguards are written into the legislation, NAB warned, "mere opportunists" might seize the chance to attack the media. There would be "a great potential for mischief," the association said, if those who are "disgruntled by the news or editorial content of the media" were to use consumer-protection legislation as a means of venting their wrath.

The particular bills that most clearly offer this opportunity are those that would permit consumers to file "class action" suits. Up until now, individuals who felt cheated by, say, a deceptive warranty in an advertisement have technically been able to file suits for damages—but have not done so because the legal cost to an individual would render a lawsuit useless. Some

of the consumer-protection bills now pending in Congress would permit groups of these consumers to band together and file "class action" suits. This would mean that the legal cost to each consumer would be minimized, and the damages levied against firms would potentially be quite stiff.

Capitol Hill sources acknowledged that nothing in these bills prevents broadcasters who carry a deceptive ad from sharing liability with the advertiser.

The principal bills that would provide for a right of class action have been introduced by Senator Joseph D. Tydings (D-Md.) and Representative Bob Eckhardt (D-Tex.). The bills (S. 3092 and H. R. 14585) would amend the Federal Trade Commission Act to permit class action cases in U.S. district courts against practices considered deceptive under the FTC act.

D.C. agency forms new media-buying outfit

A new media-buying service, offering national advertising agencies assistance in radio and television time purchases in the Washington-Baltimore and Richmond, Va., market regions, has been organized by Ehrlich-Linkins and Associates, ad agency, Washington.

The service will be operated by a newly formed subsidiary of Ehrlich-Linkins, Marketplace Media Services, and will be directed by Nella C. Manes, senior vice president and media director.

Rep appointments:

- WTHI-TV Terre Haute, Ind.: Avery-Knodel Inc., New York.
- KWWL(AM) Waterloo and KLWW(AM) Cedar Rapids, Both Iowa: Robert E. Eastman & Co., New York.

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FCC squelches network cues

Commission says signals now used are unauthorized, wants a better system

ABC, CBS and NBC have been signalling and cueing their television affiliates in a manner that degrades the quality of their service, and without required FCC permission.

The commission pointed this out last week in directing the networks to apply for authorization before using their signalling and cueing techniques.

The commission announcement was made in connection with the adoption of a rule permitting the inclusion in television transmissions of coded patterns to permit electronic identification of programs and commercials (BROAD-

CASTING, April 20). The rule was adopted at the request of the International Digisonics Corp., which said electronic coding would permit quick and accurate compilation of information needed by advertisers, agencies, licensees and copyright owners, among others.

The commission noted that comments in the rulemaking proceeding called attention to a matter that it said has troubled it for some time—the three networks' use of certain signalling devices "which, although intended for use only by networks and their affiliates, nevertheless affect to some extent the quality of broadcast service."

CBS uses audible tones while NBC displays a small blank square in the upper right-hand portion of the picture. ABC uses signals in the audible range of frequencies, suppressed to the point where they are inaudible—but the suppression results in a restriction of the frequency range of aural program material, the commission said.

The signals are used to alert affiliates to upcoming special broadcasts or to advise them when they may cut away for local announcements.

The commission said the signals have been used without permission, "apparently on the assumption that no specific permission is required," since they are not intended for the public's use and their transmission is only incidental "to their internal employment by the network."

However, the commission said that all of the signalling systems "cause some degree of degradation of the broadcast signal, and their use is subject to regulation by the commission. . . ." Accordingly, it said, they cannot be used without specific authorization.

The commission also said it is "unconvinced" that signalling cannot be performed in a manner that will not impair service to the public. As a result, it said, any request for an authorization to employ special signals should include a showing that "it is infeasible" to transmit signals within the network by means that do not impair the broadcast service.



All is ready for the construction of an antenna tower to be used by three Minneapolis-St. Paul television stations. The earners gentlemen here at the signing of the construction contract are (l to r): Lawrence F. Haeg, president, and John Sherman, chairman of the engineering committee, both of Telefarm Inc.; W. Robert McKinney,

sales manager of the Crane, Hoist and Tower Division of Dresser Industries Inc., and J. Roger Hayden, sales consultant for Dresser. Mr. Haeg is president, and Mr. Sherman, director of engineering, of WCCO-TV. Telefarm Inc. is owned equally by WCCO-TV, WTCN-TV and KSTP-TV. All will transmit from the 1,375-foot tower.

Bell testing CATV for meter reading

A service that many CATV systems have been promising—meter reading—is being tested by Bell Telephone Laboratories in 100 homes in Holmdel, N.J.

The tests that began last month are being coordinated by AT&T and are to be expanded to other areas later in the year. The tests involve electric, water and gas companies as well as meter manufacturers; the Bell system is providing the communications facilities as well as experimental equipment in the homes and at the utility company's data center.

The meter-reading system connects home meters with utility company computers. Through special equipment, each meter's readings are converted into electrical impulses that are transmitted through telephone lines to the utility's computer for recording and billing.

Meters are read serially late at night when telephone lines are commonly idle. Each reading is obtained in a few seconds. The procedure does not interrupt a call in progress and the subscriber is unaware of the process, according to the Bell System. Bell plans no charge to the subscriber for the meter-reading service.

With a little help from his friends

Robert E. Lee asks Minow to assess—and, hopefully, refute—land-mobile pleas

FCC Commissioner Robert E. Lee has called on an old colleague—former FCC Chairman Newton N. Minow—for help in the commissioner's effort to block land-mobile radio's campaign to gain access to UHF spectrum space as a means of alleviating its own spectrum shortage.

Mr. Minow's election as board chairman of the Rand Corp. was announced two weeks ago (BROADCASTING, April 20). And it is in the role of chairman of the prestigious Santa Monica, Calif., think tank that, Commissioner Lee hopes, Mr. Minow can be of help.

Commissioner Lee, in a letter last week congratulating Mr. Minow on his new post, noted that, while the commission is proposing to permit land-mobile radio to share the seven lowest UHF channels in major markets, the land-mobile-radio operators are asking for outright reallocation of those channels to their industry. They are not interested in the 806-960 mc band, which the commission proposes to turn over to them.

Commissioner Lee said he was looking for "hard facts" to refute the land-mobile-radio industry's contention that equipment that would permit land-mobile radio operation in the 900 mc band would not be ready for "from seven to 10 years."

"As the father of the all-channel bill and the benefactor of UHF viability (discounting some infant mortalities)," Commissioner Lee wrote Mr. Minow, "you are being called upon for your suggestions and efforts to contribute to the solution of a dilemma." Mr. Minow was FCC chairman from March 1961 until May 1963.

The letter does not reflect an interest in hiring Rand; Commissioner Lee does not have the authority to commit the commission to such an undertaking. However, the commissioner indicated to a reporter last week that he would be "grateful" for any volunteer help Rand could provide.

Mr. Minow, who will continue to practice law in Chicago while serving as chairman of Rand, had not seen the letter when asked about it last week—the letter had been addressed to Rand in Santa Monica. But he said he was "flattered" by it and would look into the matter to see "if there is any way to be helpful." However, he avoided any commitments.

The commission appears unlikely to grant land mobile's request for realloca-

tion of the seven lowest channels. In a preliminary vote three weeks ago, it rejected the sharing proposal along with one looking to an eventual reallocation of the seven channels. The staff is now reportedly drafting a plan providing for five-year sharing of two or three of the channels ("Closed Circuit," April 20). The plan is based on the theory that the equipment needed for operation in the 900 mc band could be developed in five year—land-mobile radio's arguments to the contrary notwithstanding.

Despite this apparent setback to land-mobile-radio users' hopes of easing their spectrum shortage by the acquisition of UHF channels, Commissioner Lee and others in the commission worried about UHF are not persuaded that what they regard as the land-mobile threat is ended.

Meanwhile, another member of the commission who joined with Commissioner Lee in blocking, at least temporarily, land-mobile-radio access to the UHF band, was adding no comfort to the land-mobile cause. Commissioner Robert Wells, in speeches before the Missouri Peace Officers Association in St. Louis on Monday, and the Petroleum Industry Electronics Association, in Tulsa, Okla., on Tuesday, agreed that land-mobile users "need additional spectrum."

But "long-term relief," he said, will "probably have to come on the higher frequencies." He also suggested that the levels of eligibility for land-mobile use may have to be changed, asserting that choices may have to be made among various uses—those providing a public service, those in which the public achieves cost savings and those which primarily result in profit for a commercial enterprise.

"Of course, in any system of priorities," he told the Missouri peace officers, "public safety is the highest."

Science degree goes to pioneer Jansky

C. M. Jansky Jr., pioneer radio engineer who retired in 1965 after 35 years as a Washington consultant, has been chosen to receive an honorary doctor of science degree by the University of Wisconsin on June 8. He will also receive an award "for leadership and broadcast pioneering" from the Wisconsin Broadcasters Association on the same day.

Mr. Jansky was a student at the university in 1916 when what is now WHA Madison, Wis., began broadcasting experimentally under the call 9XM.

He built the first power tubes for the station. Previously 9XM had been used to experiment with telegraph signals over the air.

UHF sues RCA in equipment hassle

A UHF television station that ceased operating last month has blamed its demise on equipment and is asking for \$2,650,000 in damages from RCA Corp.

Fredonia Broadcasting Corp., licensee of KAEC-TV (ch. 19) Nacogdoches-Lufkin, Tex., which went dark March 18, filed suit last week in state district court of Angelina county, Tex. It charged that RCA supplied defective equipment, installed and supervised the installation of this equipment, was guilty of negligence and a breach of warranties "so that the television station was unable to function as it was intended and could not be effectively operated or maintained or continue on the air with sufficient continuity or regularity to enable it to operate as a business."

The suit charged that RCA had destroyed the station as a business, caused it to lose viewers and advertisers and its revenue-producing capability.

CATV without cables approved by FCC

The FCC has adopted on its own motion a notice of proposed rulemaking to authorize the use of a cableless system by Laser Link Corp. for local distribution of CATV signals.

In adopting the rulemaking proposal by a 5-to-0 vote (Commissioners H. Rex Lee and Nicholas Johnson were absent), the commission denied a petition by Laser Link for partial reconsideration of a commission order last November establishing a new class of stations in the community-antenna relay service (BROADCASTING, Nov. 10, 1969).

The new stations—called "Local Distribution Service" (LDS) stations—utilize radio waves instead of cable to distribute CATV signals locally.

Laser Link had sought to include in the commission's November order authorization for its own "Filtered Pulse Width Modulation" (FPWM) system for use in the 12.7 to 12.95 gc band. The order—which stemmed from proposals advanced by Hughes Aircraft Co. and Teleprompter Corp.—authorized operation of the LDS system in that portion of the spectrum.

The FCC said Laser Link's proposal for authorization of its FPWM system appears to have merit, but that a new proceeding would be preferable to amending the November order. Comments on the rulemaking proposal are to be filed by May 22; reply comments are due June 5.

Why Storer wanted merger

Michaels tells CAB of heavy losses suffered by its Northeast

Bill Michaels, president of Storer Broadcasting Co., said last Wednesday (April 22) that Storer agreed to the merger of its Northeast Airlines with Northwest Airlines only after its subsidiary became a severe financial drain on the company. Mr. Michaels made the statement before the Civil Aeronautics Board at the first day of its hearings on the proposed merger.

Mr. Michaels said he told Storer chairman George B. Storer that the company could no longer afford to absorb the financial drain of its 86%-owned subsidiary.

Prior to the company's decision in September 1969 to proceed with the merger, Mr. Michaels said Mr. Storer felt he could make the airline turn a profit and "admonished me for a lack of patience." However, Mr. Michaels added that he felt much earlier that the airline's financial outlook was "gloomy."

Mr. Michaels admitted that the possibility of merger was discussed with both Trans World Airlines and with O. Roy Chalk, head of Trans Caribbean Airlines. He added that Trans World later decided against making a merger offer and Northeast rejected the idea of merging with Trans Caribbean.

Northwest was the nation's most profitable airline in 1968 with a profit of \$50 million.

Northeast has lost money in 13 of

its last 14 years.

The merger of the two airlines was valued at \$47 million when it was first announced last November (BROADCASTING, Nov. 17, 1969).

Storer acquired its 86.1% in Northeast through purchases in 1965 and 1966 for a reported total of \$30.5 million. It would receive about \$40 million in Northwest stock if the transaction is approved by the CAB.

TV is bright spot in MGM profit picture

Metro-Goldwyn-Mayer Inc., Hollywood, reported last week a net operating loss of \$1.9 million for the second quarter ended March 12, but a consolidated net income of \$4.9 million, or 84 cents a share for the first half of the 1970 fiscal year.

The \$4.9-million income includes an extraordinary gain of \$6.5 million or \$1.11 per share from sale of three movie theaters owned by the company in South Africa and from sale of motion picture equipment at MGM's Culver City, Calif., studio.

Television programming was one of the items turning a pretax profit—\$681,000—for the first half of 1970. On Jan. 15, James Aubrey Jr., MGM president and chief executive officer, in reporting first-quarter net earnings of \$328,000 or 6 cents a share, expressed optimism about MGM's television production as the key to MGM's financial success in 1970 (BROADCASTING, Jan. 19).

Mr. Aubrey attributed the company's loss in 1969 to "managerial erosion and archaic methods."

In 1969, MGM posted a gigantic \$35 million loss.

Cox Broadcasting down in 1st quarter

Cox Broadcasting Corp., Atlanta, reported last week first-quarter earnings of 25 cents a share, down slightly from the same period last year.

Operating revenues totaled over \$14.2 million with the company's major division—broadcasting—up 3%. Radio, it was reported, showed greater gains than TV. According to J. Leonard Reinsch, president, increased operating expenses in TV programming contributed to this difference.

Cox Broadcasting had reported a 19% increase in operating revenues and a 4% gain in net income for 1969 (BROADCASTING, Feb. 2). Broadcasting revenues in 1969 increased 12%.

Cox owns and operates five VHF stations and four AM's and four FM's in Atlanta, Charlotte, N.C.; Dayton, Ohio; Pittsburgh, San Francisco-Oakland, and Miami.

It also holds a controlling interest in Cox Cable Communications Inc., a leading CATV-system operator.

For the first quarter ended March 31:

	1970	1969
Earned per share	\$0.25	\$0.27
Operating revenues	14,229,107	14,604,891
Pretax income	2,855,941	3,349,062
Net income	1,452,942	1,557,062

Company reports:

Doremus & Co., New York-based advertising and public relations agency, reported a 13% increase in gross billings and a 49% increase in net income for the first quarter of 1970. The company also declared a regular quarterly dividend of 8 cents per share on common stock, payable May 11 to stockholders of record April 30. For the three months ended March 31:

	1970	1969
Earned per share	\$0.26	\$0.18
Gross billings	11,339,195	9,997,033
Net income	112,408	75,567

Note: 1969 figures are restated to reflect acquisition of di Russo Advertising Inc. as a pooling of interests.

Gannett Co., Rochester, N.Y. group broadcaster and newspaper publisher, reported a 7% increase in revenues and an 8% increase in net income for the 13 weeks ended March 29:

	1970	1969
Earned per share	\$0.23	\$0.19
Revenues	35,822,472	33,465,365
Net income	1,656,756	1,366,723
Average shares outstanding	7,117,009	7,103,550

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card publisher, group broadcaster, and group CATV owner, reported increases in sales and

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operating income for the year ended March 31:

	1970	1969
Earned per share	\$2.46	\$2.06
Net sales	50,044,256	47,525,332
Operating Income	2,849,052	2,403,722

Kaiser Industries Corp., Oakland Calif., parent of Kaiser Broadcasting Corp., reported increases in revenues and net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.09	\$0.05
Revenues	72,830,000	62,120,000
Net income	2,797,000	1,559,000

Note: 1969 figures are restated to exclude results from subsidiaries which have been sold. These accounted for earnings of \$3,294,000 or 18 cents per share during the first quarter of 1969.

Kaufman and Broad Inc., Los Angeles-based home builders with CATV holdings through its subsidiary, Nation Wide Cablevision Inc., reported for the first fiscal quarter increases of nearly 50% in income and just over 40% in earnings over last year. The firm also announced an increase in the quarterly dividend from 4 cents to 5 cents and declared the new dividend payable May 11 to shareholders of record April 30.

For the three months ended Feb. 28:

	Feb 1970	Feb 1969
Earned per share	\$0.24	\$0.17
Revenues	28,574,000	19,996,000
Net income	1,382,000	927,000

Norton Simon Inc., Fullerton, Calif., owners of Talent Associates Inc., creators of television programs, reported increases in revenues and net income for the nine months ended March 31:

	1970	1969
Earned per share	\$2.09	\$1.76
Revenues	783,061,000	722,739,000
Net income	27,108,000	23,338,000
Shares outstanding	10,887,000	10,850,000

Note: 1969 earnings per share and average number of shares outstanding have been adjusted for regular 2½% common stock dividend paid shareholders in May 1969.

Publishers Co., Washington-based printer, publisher and broadcaster, reported increases in sales and net income for the year ended Dec. 31:

	1970	1969
Earned per share	\$0.70	\$0.69
Sales	44,278,680	36,927,569
Net income	1,216,345	1,199,606
Average shares outstanding	1,650,116	1,650,116

Reeves Telecom Corp., New York, group broadcaster, CATV operator and TV program producer, reported a 33% increase in revenues but a sharp decline in net income for the year ended Dec. 31:

	1969	1968
Earned per share	(\$1.69)	\$0.32
Revenues	20,173,831	15,147,208
Net income	(3,736,689)	738,148

Note: The company's annual report incorporates full start-up costs on its Realtron real estate service in contrast to an earlier plan to write off only part of the costs each year over a three-year period, which if effected would have showed Reeves with a smaller per share loss (BROADCASTING, Jan. 26).

H&B American Corp., Los Angeles, group operator of CATV systems, reported a 16% gain in net income for the first half of its fiscal year. The merger of H&B American with Teleprompter Corp., New York, will be voted on by H&B stockholders at a de-

ferred annual meeting in May. For the six months ended Jan. 31:

	1970	1969
Earned per share	\$0.13	\$0.115
Revenues	7,973,975	7,125,688
Net income	660,964	569,996
Shares outstanding	5,128,965	4,948,914

Note: Results of operations for the six months ended Jan. 31, 1969, give retroactive effect to certain adjustments made at the end of the company's fiscal year. Figures include accounts for the entire period that companies were acquired in poolings of interests.

Outlet Co., Providence, R.I., department store chain, group broadcaster and CATV owner, reported increases in sales and net income for the year ended Jan. 31:

	1970	1969
Earned per share	\$1.62	\$1.49
Sales	67,590,383	63,646,670
Net income	2,291,462	1,984,727

PKL Co.'s, New York, advertising firm, reported a gain in net income but a decline in gross billings for the year ended Nov. 30:

	1969	1968
Earned per share	\$0.32	(\$0.20)
Gross billings	20,484,285	32,359,808
Net income	232,373	(144,731)

Trans-Lux Corp., New York, which has sold its television division to Schnur Appel Corp. (BROADCASTING, March 9), reported increases in revenues and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.17	\$0.44
Gross revenues	12,368,045	10,050,155
Net income	1,209,340	281,980

Wrather Corp., diversified Beverly Hills, Calif.-based firm, reported increased revenues but a decline in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.55	\$0.82
Revenues	20,685,280	17,184,071
Net income	1,076,838	1,489,271
Shares outstanding	2,160,610	1,760,080

Wometco Enterprises Inc., Miami-based group station owner and leisure-time company, reported that net income rose 20.5% and sales increased 20.4% in the first quarter of 1970. Wometco president Mitchell Wolfson predicted a 10% to 15% increase in profits over 1969's record performance, barring any "major" economic crisis. The company also declared a regular quarterly dividend of 10½ cents on class A stock and 3¾ cents on class B stock, both payable June 15 to stockholders of record June 1.

For the 12 weeks ended March 28:

	1970	1969
Earned per share	\$0.242	\$0.206
Sales	21,268,929	17,656,928
Net income	1,409,137	1,169,399
Shares outstanding	5,616,938	5,680,026

Note: 1970 figures include operations of Hallandale Amusement Co. and Compo Photocolor Inc., acquired June 4, 1969 and Aug. 11, 1969, respectively.

Teleprompter offering

Teleprompter Corp., New York, is considering a public offering of up to \$30 million in convertible debentures to help finance construction of new CATV systems and, possibly, to develop original programming for cable installations. Teleprompter said the proposed offering

hinges upon satisfactory market conditions and other factors. The sale would be underwritten, but the identity of the investment banking firm was not disclosed.

Financial notes:

■ **ABC Inc.** New York, has declared a second quarterly dividend of 30 cents per share on the outstanding common stock, payable June 15 to holders of record May 15.

■ **Corinthian Broadcasting Corp.**, Tulsa, Okla., has declared a dividend of 7½ cents per share on common stock, payable April 30 to stockholders of record April 13.

■ **Technicolor Corp.**, Hollywood, has completed acquisition of the Washington film processing facilities of Byron Motion Pictures for an undisclosed amount of Technicolor common stock. Byron S. Roudabush, president of Byron Motion Pictures, was named president of the new division of Technicolor and will become a director and senior vice president of the parent firm.

■ **Allied Artists Pictures Corp.**, New York, producer and distributor of motion pictures, has filed a registration statement with the Securities and Exchange Commission seeking an offering of \$3,504,000 of convertible subordi-

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nated debentures and 350,400 common stock purchase warrants. It is proposed to offer the securities for subscription by stockholders in units, each consisting of a \$300 debenture and warrants to purchase 30 shares, and at the rate of one unit for each 100 shares held. Offering price will be \$300 per unit maximum.

■ Cable Information Systems Inc., New York, in its first annual report since going public last year (BROADCASTING, Feb. 3, 1969), reported a net loss of \$194,100 or 21 cents per share on revenues of \$950,673 for the year ended Dec. 31. Cash flow was listed as \$141,-

834 and the average number of shares outstanding was set at 929,634. CIS operates CATV systems in Alabama, Florida, Kentucky, New Mexico, Texas and Tennessee with 15,541 subscribers.

■ RPM Inc., Nashville, has filed a registration statement with the Securities and Exchange Commission offering 625,000 common shares for public sale. The company was organized last October to engage in the production of radio and TV commercials, song publishing and record production and distribution. Of the net proceeds of the sale, \$2.15 million will be used for land acquisition and building, \$795,000 for equipment

for video and recording studios, \$155,000 for musical equipment and \$1.7 million for a video van.

■ DEI Industries Inc., Rockville, Md. diversified communications company and owner of United Productions of America, TV program distributor, reported a net loss of \$973,657 or 97 cents per share for the year ended Dec. 31. In 1968 the company listed net income of \$201,850 or 20 cents per share.

■ Computer Image Corp., Denver, has acquired Bob Vogel Inc., Los Angeles, a firm specializing in industrial animation, for an undisclosed amount of stock. Vogel will operate as a wholly

The Broadcasting stock index

A weekly summary of market activity in the shares of 99 companies associated with broadcasting.

	Stock symbol	Ex- change	Closing April 23	Closing April 16	Closing April 9	High 1970	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	26	27½	32½	39¼	26	7,271	242,623
ASI Communications		O	4½	5	5½	7	4½	1,789	10,287
Capital Cities	CCB	N	27½	29½	32½	36½	27½	5,804	204,591
CBS	CBS	N	34	37½	43½	49½	34	26,250	1,161,583
Corinthian	CRB	N	26½	26½	28½	33½	25½	3,384	101,080
Cox	COX	N	19	19½	18½	24½	18	5,789	118,675
Gross Telecasting	GGG	A	13½	14½	15	17½	13½	805	12,172
Metromedia	MET	N	16½	18½	20	22½	15½	5,603	116,262
Pacific & Southern		O	13	14	14	23	13	1,627	23,592
Reeves Telecom	RBT	A	5	5½	6½	15½	5	2,163	14,060
Scripps-Howard		O	21	21½	22½	24	20½	2,589	57,605
Sonderling	SDB	A	20	21½	23½	34½	20	985	25,236
Starr Broadcasting		O	13	13½	13	18	12½	338	4,141
Taft	TFB	N	20½	22½	20½	29½	20½	3,585	79,300
						Total		67,982	\$ 2,171,217
Broadcasting with other major interests									
Avco	AV	N	18½	19½	21½	25½	18½	11,469	260,920
Bartell Media	BMC	A	7½	9½	10½	14	7½	2,292	26,358
Boston Herald-Traveler		O	30	33	33	43	29	574	20,090
Chris-Craft	CCN	N	7	8½	8½	11½	7	3,500	30,625
Combined Communications		O	10	11½	11½	16½	10	1,798	21,127
Cowles Communications	CWL	N	6	7½	7½	10½	6	3,969	32,228
Fuqua	FQA	N	14	14½	16½	31½	13½	5,541	94,197
Gannett	GCI	N	23½	22	24½	29½	22	7,117	181,484
General Tire	GY	N	17½	18	18½	20½	17½	18,122	353,379
Gray Communications		O	5½	5½	5½	7½	5½	475	2,613
Lamb Communications		O	3½	3½	3½	6	3½	2,650	11,925
Lee Enterprises		A	15½	18	19	20½	15½	1,957	38,651
Liberty Corp.	LC	N	18	19½	20½	21½	16½	6,743	139,041
LIN		O	7½	7½	9½	11	7½	2,174	17,653
Meredith Corp.	MDP	N	27½	28½	31½	44½	27½	2,779	85,454
Outlet Co.	OTU	N	15½	16½	16½	17½	15½	1,336	22,378
Plough Inc.	PLO	N	70½	71½	77½	85	70½	6,788	534,555
Post Corp.		O	12	13	14	17½	12	713	9,982
Rollins	ROL	N	28	29½	30	40½	28	8,029	260,943
Rust Craft	RUS	A	23½	24½	25½	32½	23½	1,168	29,784
Storer	SBK	N	19½	21½	23½	30½	19	4,221	103,921
Time Inc.	TL	N	32	35½	35½	43½	27½	7,241	271,538
Trans-National Comm.		O	3½	3½	3½	4½	1½	1,000	3,370
Wometco	WOM	N	19	19	19½	20½	17½	5,812	106,708
						Total		107,459	\$ 2,658,924
CATV									
Ameco	ACO	A	5	7	8½	16	5	1,200	10,500
American TV & Comm.		O	14½	16½	17½	22½	14½	1,775	50,144
Cablecom-General	CCG	A	8	8½	10	23½	8	1,605	17,655
Cable Information Systems		O	1½	1½	2	2½	1½	955	2,025
Citizens Finance Corp.	CPN	A	12½	13½	13½	17½	12½	1,094	16,137
Columbia Cable		O	10½	12	13	15½	10½	900	12,600
Communications Properties		O	8	8½	8½	10½	7	644	5,313
Cox Cable Communications		O	14½	15½	16½	24	14½	3,550	63,900
Cypress Communications		O	10	11½	13	17½	10	854	11,529
Entron		A	3½	3½	5	8½	3½	1,320	6,930
General Instrument Corp.	GRL	N	15½	15½	17½	30½	14½	6,111	122,220
H & B American	HBA	A	15	18½	20	30½	15	4,973	108,760
Sterling Communications		O	3½	4½	4½	7½	3½	500	2,375
Tele-Communications		O	10½	11½	12½	20½	10½	2,704	35,152
Teleprompter	TP	A	59½	73½	84½	133½	59½	1,007	92,896
Television Communications		O	7½	8½	11	18½	7½	2,816	32,384
Vikoa	VIK	A	9	9½	10½	27½	9	2,232	26,784
						Total		34,240	\$ 617,304

owned subsidiary of the parent company which produces computer-generated animated film and video tape. Computer Image Corp. prepares films for educational and industrial use as well as commercials and station identification packages for television.

■ Downe Communications Inc., New York, 40% owner of group-broadcaster Bartell Media Corp., has agreed in principle to acquire Founders Mutual Depositor Corp., which sponsors Founders Mutual Fund and is the investment adviser and principal underwriter of the Gryphon, Apollo and Meridian funds. The acquisition is for a maximum of 500,000 Downe shares and marks

Downe's entry into the mutual fund field.

■ Ogilvy & Mather International Inc., New York, will increase its regular quarterly dividend from 15 cents to 17½ cents per share, payable on May 28 to shareholders of record on May 8.

■ Following announcement that it would be moving into the amateur-film market, Technicolor Inc., Hollywood, has acquired the film-processing facilities of Standard Photo Service Inc., Springfield, Mass., for an undisclosed amount of stock. In a related move, Technicolor also acquired equipment-

manufacturing facilities and a photographic portrait studio for cash. The new acquisition will headquarter Technicolor's eastern operations of the consumer photographic division in the photofinishing field.

■ Transamerica Corp., San Francisco, diversified parent of United Artists Corp. and United Artists Broadcasting, reported net income of \$20,020,000 or 31 cents per share for the three months ended March 31 — a decline from net income of \$24,620,500 or 39 cents per share for the same period last year. The decrease was attributed to a decline in the company's leisure-time business.

	Stock symbol	Ex- change	Closing April 23	Closing April 16	Closing April 9	High 1970	Low 1970	Approx. Shares Out (000)	Total Market Capital- ization (000)
Programming									
Columbia Pictures	CPS	N	16¼	18¼	23¼	31¼	16¼	5,942	141,836
Disney	DIS	N	127¼	134¼	139¼	158	125¼	5,133	771,849
Filmways	FWY	A	9¼	11¼	11¼	18¼	9¼	1,700	20,825
Four Star International	O	O	1¼	2¼	2¼	4	1¼	666	1,832
Gulf and Western	GW	N	14¼	15¼	15¼	20¼	14¼	16,310	273,193
Kinney National	KNS	N	30	33	19¼	36	27	7,738	265,027
MCA	MCA	N	21¼	22¼	23¼	25¼	19¼	8,297	195,975
MGM	MGM	N	25	27¼	25¼	28¼	20¼	5,843	151,918
Music Makers Group	O	O	4¼	5	6	9	4¼	589	3,534
National General	NGC	N	14¼	14¼	17¼	20¼	13	4,515	80,141
Transamerica	TA	N	18¼	20¼	20¼	26¼	18¼	61,869	1,329,053
Trans-Lux	TLX	A	13¼	13	16	23¼	12¼	1,020	17,717
20th Century-Fox	TF	N	13¼	14¼	16¼	20¼	13¼	8,169	145,980
Walter Reade Organization	O	O	6¼	7	6¼	13¼	6¼	2,342	16,980
Wrather Corp.	WCO	A	6¼	7¼	8	10¼	6¼	2,161	17,828
Total								132,294	\$ 3,496,688
Service									
John Blair	BJ	N	16¼		18¼	23¼	16¼	3,006	61,984
Comsat	CQ	N	33¼	32	33¼	57¼	31¼	10,000	367,500
Creative Management	O	O	9¼	11	12	14¼	9¼	918	11,475
Doyle Dane Bernbach	O	O	20¼	20¼	23¼	24¼	19¼	1,924	47,138
Foot, Cone & Belding	FCB	N	10¼	10¼	10¼	12¼	10¼	2,156	22,358
Grey Advertising	O	O	10¼	11¼	11	13¼	10¼	1,140	14,820
Movielab	MOV	A	4¼	5	5¼	7¼	4¼	1,407	7,556
MPO Videotronics	MPO	A	7	7¼	8¼	9¼	7	548	4,742
Nielsen	O	O	36¼	38¼	40	42	36¼	5,299	209,310
Ogilvy & Mather	O	O	21¼	20¼	22¼	22¼	18¼	1,090	24,798
PKL Co.	PKL	A	4¼	5¼	6¼	12¼	4¼	739	5,358
J. Walter Thompson	JWT	N	29¼	30¼	32¼	36	28¼	2,778	86,813
Wells, Rich, Greene	O	O	7¼	9¼	10	13¼	7¼	1,601	18,603
Total								32,606	\$ 882,455
Manufacturing									
Admiral	ADL	N	9	9¼	10	14¼	8¼	5,150	57,268
Ampex	APX	N	23¼	22¼	32	48¼	22	10,825	404,530
CCA Electronics	O	O	4¼	4¼	5	5	4¼	800	4,000
Collins Radio*	CRI	N	20¼	22¼	25¼	37¼	20¼		
Conrac	CAX	N	16¼	20¼	21	32¼	16¼	1,249	30,600
General Electric	GE	N	73¼	75¼	75¼	77¼	67¼	91,025	6,781,363
Harris-Intertype	HI	N	52¼	57¼	64¼	75	52¼	6,351	425,517
Magnavox	MAG	N	32¼	33¼	35¼	38¼	29¼	16,485	603,681
3M	MMM	N	95¼	100¼	103¼	114¼	95¼	56,093	5,980,636
Motorola	MOT	N	92¼	96	106¼	141¼	92¼	6,649	787,907
RCA	RCA	N	25¼	25¼	29¼	34¼	25¼	62,773	1,930,270
Reeves Industries	RSC	A	3¼	3¼	3¼	5¼	3¼	3,443	13,772
Telemation	O	O	11¼	13¼	14¼	24	13¼	1,080	15,660
Visual Electronics	VIS	A	3¼	4¼	4¼	10¼	3¼	1,357	5,930
Westinghouse	WX	N	63¼	68¼	66	68¼	53¼	39,521	2,628,147
Zenith Radio	ZE	N	30¼	31¼	33¼	37¼	29¼	19,020	663,287
Total								321,821	\$20,332,568
Grand total								696,402	\$30,159,156
Standard & Poor Industrial Average			83.04	85.88	88.53				

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

Shares outstanding and capitalization as of April 2.
* New addition to index.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

Where the spot-TV values are in movies

JWT analysis of 'Broadcasting' film roster shows how advertisers can pick top-10 winners from also-rans

When a feature movie is released to television, is it possible to predict whether it will win or lose in the ratings race?

The media research department at J. Walter Thompson Co., Chicago, thinks so, based upon the findings of a study just issued by Ronald B. Kaatz, manager of media research and network broadcast supervisor, and Karen Schmidt, senior media analyst. The study is based largely upon an analysis by Miss Schmidt of all of the movies aired on all three TV networks between September 1961 and September 1969, a detailed roster of which was published by *BROADCASTING* in its Nov. 3, 1969, issue. The list originally was compiled by NBC.

"While a perfect prediction is impossible," the JWT study states, an examination of the network movies and their performance "reveals some distinct characteristics that differentiate the top-rated films from those that also ran."

The JWT study concludes that the films that attracted the largest audience differed from those reaching the fewest viewers in three principal respects:

- "A higher proportion were comedy or had been well known, highly publicized drama."
- "A higher proportion were color and were of the longer length, over two hours."
- "A higher proportion featured 'box-office favorite' stars."

The study also finds that the higher proportion of the top-rated movies came from Paramount and Universal. Networks with the most winners, in order, are NBC, CBS and ABC.

"Movies today are a major part of the network and local television schedules," Mr. Kaatz explains, "and while occasional articles have commented on the performance of films in terms of attracting audience, relatively little has been said about the characteristics of those films that do well on TV versus those that perform poorly."

Using the *BROADCASTING Magazine* roster of the films that played networks in 1961-1969, JWT extracted from this list the films that delivered a 25-and-over rating (high marks) and that delivered a 15-and-under rating (low

marks), and examined their characteristics in detail. There were 74 films in the highest-rated category and 71 films in the lowest-rated category. Each was studied in terms of movie type, production company, stars, length, network and color versus black and white.

One-third of the highest-rated films were comedies, the JWT study discloses. In contrast, comedies accounted for less than one out of every six low-rated features.

"Drama on the other hand, while making up another third of the top hits, was equally well represented at the bottom of the list," the study continues. "A look at the top-10 and the bottom-10 movie drama, however, clearly indicated a difference—with the hits generally well known, well promoted and publicized films, while the misses were less well known properties that had limited appeal at the box office."

The balance of movie types, such as adventure, war, western, musical, were

represented to a smaller degree among both the higher and lower-rated television showcases, the researchers say.

Today's typical network 9-11 p.m. *Night at the Movies* consists of about 96-100 actual minutes of film footage and 20-24 minutes of commercials, station breaks, promos and so forth, the JWT study notes. But how well do the longer films do, those that run until 11:15 p.m., 11:30 p.m. or longer?

"One might assume that the networks would tend to schedule long movies only if they felt they stood a good chance of being successful television fare," the JWT report says, "and this assumption was borne out in our analysis. Thirty percent of the high-rated movies contained 120 minutes or more of actual footage, while only 11% of the low-rated features were of the longer lengths."

There were only eight long films in the low-rated list. Except for "Carousel" they were all lesser known, heavier properties, the JWT study explains, namely "The Leopard," "Lost Command," "Flame over India," "The Unforgiven," "Adventures of Moll Flanders," "Sodom and Gomorrah" and "Inherit the Wind."

The JWT researchers used *Motion Picture Herald's* annual list of the favorite box-office stars to check the performance of movies on TV in this respect. Elvis Presley came out best.

"Forty-seven star appearances were made in those films which earned a 25-and-over rating between September 1961 and September 1969," JWT reports, while "there were only nine star appearances in the movies that earned a 15 rating or less."

The study finds that male stars outnumber females by five-to-one on the high-rated list. "This may reflect the influence of women as television program selectors," it comments, because "more than men, they tend to idolize a star. Picking a man as their favorite, they might make sure to catch every film in which he appears."

More than three-fourths of all hit movies were filmed in color. However, 56% of the low-rated features also were in color, "indicating that other variables

Some movie primers left

Copies of *BROADCASTING's* comprehensive report on the performances of all motion pictures that have played on television networks are still available. The report, providing the data from which the J. Walter Thompson analysis was prepared, was published in *BROADCASTING* Nov. 3, 1969. It contains the following data about every picture performance on a television network between Sept. 1, 1961, and Sept. 13, 1969: title and type of film, producer, date of theatrical release, running time, whether in color or black and white, date and starting time of each run, network, rating, share of audience and package in which it is syndicated if on the station market.

Copies may be ordered from the circulation director, *BROADCASTING*, 1735 DeSales Street, N.W., Washington 20036. Up to five copies, 40 cents each; six through 10 copies, 35 cents each; 11-99 copies, 30 cents each; 100-500 copies, 20 cents each; over 500, 10 cents each.

play a primary role in a motion picture's success on television," the study notes. Five of the top-20 film features were black and white: "Lilies of the Field," "Your Cheatin' Heart," "Something of Value," "Five Branded Women" and "To Kill a Mockingbird."

The JWT researchers observe that the performance of a movie on TV depends upon the film itself and the time slot in which it appears. "Thus, a feature with a high rating in a time period where competition is weak and where its lead-in is strong would deliver substantially lower numbers if scheduled against tough opposing shows and without benefit of a good lead-in," the study says.

"As might be expected then, ABC, which has ranked number three in prime-time ratings over the past year, accounted for only 22% of the high-rated feature films but 62% of the low-rated movies," it notes. "NBC, which introduced films to television with *Saturday Night at the Movies*, accounted for slightly less than half of the top network movies, 46%, with CBS having one out of three, 32%," the study adds.

Other factors also enter the picture, the study claims, "notably the whims of the viewing public on a particular night in a particular season and the promotion and publicity given to a television film. For example, the top-10 films in this study received considerable pre-promotion prior to air date, certainly far more than the bottom 10."

But promotion and publicity do not always guarantee success, JWT observes, citing "Tom Jones," the English box-office hit which grossed over \$17 million at the theaters only to deliver a 17.4 ratings and 29 share of audience in NBC's *Saturday Night at the Movies* slot on Oct. 25, 1969. "'A Man and a Woman,' artistically acclaimed when it arrived here from France and grossing more than \$5 million in the movie houses," the study relates, "managed to obtain only 16.1 rating and 17 share when it ran on ABC's *Wednesday Night Movie* slot on Nov. 5, 1969."

Why do these things happen? The JWT researchers say: "To start with, accelerating box-office prices make it possible for a feature to gross \$5 million with attendance of only 2 million or so adults in the major markets. In contrast, there are 186 million men, women, teen-agers and children in this nation's 58.5 million television homes today and television is a 'mass' medium."

The following charts based on JWT's analysis of the BROADCASTING film roster show the audience popularity of movie types, the ratings of movie dramas, how running times affect film ratings, who are the top box-office stars according to home TV viewers, what effect color has on film ratings, and the audience draw for the top-10 and bottom-10 network-aired movies.



Mr. Kaatz, Miss Schmidt

Paramount had the winners

Production Companies	Movies			
	High-rated Number	High-rated %	Low-rated Number	Low-rated %
United Artists	9	12	23	32
20th Century Fox	10	14	23	32
Paramount	18	24	9	13
Universal	16	22	1	2
MGM	9	12	5	7
Warner Bros.-7 Arts	6	8	3	4
Columbia	5	7	5	7
Allied Artists	1	1		
Amer. Int.			2	2
	74	100	71	100

Laughs go with ratings

Movie types	Movies			
	High-rated Number	High-rated %	Low-rated Number	Low-rated %
Comedy	24	33	11	15
Drama	24	32	26	37
Adventure	5	7	12	17
War	5	7	2	3
Western	4	5	6	8
Musical	4	5	4	6
Biography	2	3	3	4
Mystery	4	5	5	7
Science-Fiction	2	3	2	3

Brevity not spice of movies

Movie length	Movies			
	High-rated Number	High-rated %	Low-rated Number	Low-rated %
120 minutes-plus	22	30	8	11
Under 120 minutes	52	70	63	89
Total	74	100	71	100

'The Birds' on top perch

High-rated Drama	Rating
The Birds (NBC)	38.9%
Cat on a Hot Tin Roof (CBS)	32.2
The Robe (ABC)	31.0
Lilies of the Field (CBS)	30.0
Your Cheatin' Heart (CBS)	29.7
Five Branded Women (CBS)	29.4
Roustabout (ABC)	29.1
Splendor in the Grass (CBS)	28.6
To Kill a Mockingbird (NBC)	28.5
Madame X (NBC)	27.9

Low-rated Drama	Rating
The Leopard (ABC)	11.1%
Ferry to Hong Kong (ABC)	11.4
Mudlark (NBC)	11.6
Pumpkin Eater (ABC)	11.7
Paths of Glory (ABC)	11.7
The Naked Maja (ABC)	11.9
The Defector (CBS)	12.0
Condemned of Altona (ABC)	12.5
The Dirty Game (ABC)	13.0
Mickey One (ABC)	13.1

Elvis top hound-dog

Appearances of Favorite Box-Office Stars	Movies	
	High-rated	Low-rated
Number of times appeared		
Elvis Presley	7	
Rock Hudson	4	
John Wayne	3	
Cary Grant	3	
Jerry Lewis	3	1
Jack Lemmon	3	
Paul Newman	3	1
Richard Burton	2	2
James Stewart	2	
Dean Martin	2	1
William Holden	1	
Tony Curtis	1	
Sean Connery	1	
Lee Marvin	1	
Sidney Poitier	1	
Steve McQueen	1	
Burt Lancaster		3
Doris Day	4	
Shirley MacLaine	3	1
Elizabeth Taylor	2	
Total Star appearances	47	9
Total Movies	74	71
% Total Movies with Stars	64	13

Color isn't everything

Color versus black and white	Movies			
	High-rated Number	High-rated %	Low-rated Number	Low-rated %
Color	57	77	40	56
Black and white	17	23	31	44
Total	74	100	71	100

Highs, lows in film fare

The Top 10	Rating
The Birds (NBC)	38.9%
Bridge on the River Kwai (ABC)	38.3
Cat on a Hot Tin Roof (CBS)	32.2
Great Escape Part 2 (CBS)	31.3
McClintock (CBS)	31.2
Great Escape Part 1 (CBS)	31.1
The Robe (ABC)	31.0
Lilies of the Field (CBS)	30.0
Your Cheatin' Heart (CBS)	29.7
Something of Value (NBC)	29.6

The Bottom 10	Rating
Tunes of Glory (ABC)	10.1%
Prince of Players (NBC)	10.6
The Leopard (ABC)	11.1
Ferry to Hong Kong (ABC)	11.4
Night Fighters (ABC)	11.5
X-15 (ABC)	11.5
Mudlark (NBC)	11.6
Lost Command (ABC)	11.7
Pumpkin Eater (ABC)	11.7
Paths of Glory (ABC)	11.7

Program proposal draws CTV fire

Chercover cites financial drain in procuring higher percent of Canadian fare

Opposition increased last week to Canadian Radio-Television Commission proposals that would require more Canadian-made programming on radio and television. The president of the privately owned CTV Television Network said the proposals would "destroy the existing [broadcasting] system," while another broadcaster suggested they would "seriously damage [program] quality." Both appeared before the CRTC, which has been conducting public hearings on the proposals for two weeks.

Support for the CRTC plans, which would require TV stations to devote 60% of their schedules to Canadian-made programming and AM stations to play at least 30% Canadian music, came from groups representing Canadian actors, producers, directors and writers. Also up for CRTC consideration is a proposal to limit commercial to four interruptions an hour or a total 12 minutes an hour, a proposal which broadcasters find equally distasteful.

CTV President Murray Chercover (see page 73) told the commission that although there is no lack of Canadian talent for the increased program load, there is a lack of funds available to CTV to defray the costs of production.

A study prepared for the network and released to the commission claimed that implementation of the CRTC proposals would cost CTV and its six affiliates from \$12,090,000 to \$13,890,000. Combined profits of the network and its affiliates for the year ended Aug. 31, 1969 were placed at \$9 million.

Stuart Griffiths, president of Bushnell Communications Ltd. (CJOH-TV Ottawa), charged that the proposals would have a deleterious effect on program quality. As alternatives to the plans, he suggested that privately owned stations be allowed either to meet the 60% standard in the 1971-72 season, or program only 50% Canadian. The publicly owned Canadian Broadcasting Corp. should, he said, be required to implement the proposals by this fall.

Another Intelsat bird flies over Atlantic

An Intelsat 3 communications satellite, launched April 22, is scheduled to undergo a series of corrections to place it in proper transfer orbit before it can be shifted into proper synchronous orbit 22,300 miles above the earth.

The new satellite is to be placed over the Atlantic Ocean, giving that area its third Intelsat 3 satellite, although one of them has been having difficulties which started last July during the Apollo 11 mission and the Prince of Wales investiture ceremonies.

The launch was made last week from Cape Kennedy, with the Communications Satellite Corp. paying \$5 million

to the National Aeronautics and Space Administration for the launch and the Delta launch vehicle. Comsat is the manager of the 75-nation International Telecommunications Satellite Consortium (Intelsat).

It was found that the first orbit of the new Intelsat 3 satellite was lower than planned. After corrections, injection into synchronous orbit was to be attempted Saturday (April 25).

In addition to the present two Intelsat 3's over the Atlantic, there is also one over the Pacific and one over the Indian Ocean. Two Intelsat 3 launches, in 1968 and again in 1969, failed to reach orbit due to launch-vehicle failures.

The Atlantic circuit, which includes the U.S. and Europe as well as portions of South America, also is covered by Intelsat 1 (Early Bird) and Intelsat 2. The Pacific also has two Intelsat 2's in addition to the one Intelsat 3.

Each of the Intelsat 3 satellites has a capacity for handling 1,200 voice circuits or four color-TV channels.

Mexican outlet

Norman, Craig & Kummel, New York, will officially open a new partnership in Mexico City May 1 with Agnacio Arellano. The new firm will be called Arellano, NCK Publicidad S. A., with Mr. Arellano as president and general manager. Enrique Gibert, creative director of D'Arcy in Mexico City, will join the NCK partnership as creative director. Billings in the Mexico office are \$1.5 million.

Fates & Fortunes®

Broadcast advertising

William J. Moore, marketing manager for Pall Mall, American Tobacco Co., New York, appointed deputy advertising director for company.

David Scott, creative syndicate head, Ogilvy & Mather, New York, named senior VP. **Jo Smith** and **Ellie Watrous**, O&M copy group head and traffic manager, respectively, named VP's. **Bill Booth**, head of agency's Houston office, also named VP.

Arnold Brown, VP and director of recording, Dancer-Fitzgerald-Sample, New York, named senior VP.

Ted Prevatte, with Noble-Dury/Caro-

lina, Charlotte, N.C., autonomous operation of Nashville-based Noble-Dury

New Intelsat executives named

John A. Johnson, VP-international Communications Satellite Corp., elected chairman of Interim Communications Satellite Committee, governing body of International Telecommunications Satellite Consortium (Intelsat). Mr. Johnson succeeds **Carlos Nunez** of Mexico. Chosen as vice chairman of the interim committee is **Yves Fargette** of France. Both take office July 1.

& Associates, named VP and general manager of Carolina office.

David G. Garfield, research supervisor with *Detroit News*, joins Campbell-Ewald there as senior research analyst on planning and development for all accounts.

Gordon Bellamy, creative supervisor, Dancer-Fitzgerald-Sample, San Francisco, joins Gardner Advertising, St. Louis, in same capacity.

Christopher G. McAuliffe, formerly with KNEW(AM) Oakland, Calif., joins Gross, Pera & Rockey, San Francisco, as assistant promotion director of agency.

Pate AWRT president; Campbell next in line



Mrs. Pate



Mrs. Campbell

Marianne Campbell, director of community affairs for Avco Broadcasting, Cincinnati, was chosen as president-elect of American Women in Radio and Television at organization's annual convention last week in London. She will serve during the 1970-71 term under newly installed President **Virginia F. Pate**, president and general manager of WASA-AM-FM Havre de Grace, Md. Mrs. Pate, who was president-elect, succeeds outgoing President **Marion C. Shertzer** of Ford Motor Co., Dearborn, Mich. **Lois Hanevold**, WSB-AM-FM Atlanta, was elected AWRT secretary-treasurer. Four area VP's, who earlier filled unexpired terms, were elected to serve two-year terms. They are: **Jane Cohen**, WPHL-TV Philadelphia, VP, Midwest area; **Audrey Hunt**, WIS-AM-TV Columbia, S.C., VP, Southern area; **Mary Denman**, KENS-TV San Antonio, Tex., VP, Southwest area; **Janis Marvin**, WOI-TV Ames, Iowa, VP, West Central area.

Elissa LeBeck, assistant director, H-R Television, New York, appointed director of research/data processing.

Howard Kamin, director of media research, Grey Advertising, New York, joins J. Walter Thompson there in same capacity. **Allan Miller**, JWT media analyst, appointed associate director of media research department.

Jerome Medford, research director, Bozell & Jacobs, New York, and **Abby Debach**, project director, Lennen & Newell, New York, join research department of Cunningham & Walsh there as associate director and project director, respectively.

Al Mancinetti, with Warner Bros.-Seven Arts commercial division Hollywood, joins The Haboush Co., there as sales director.

Robert Zschunke, former VP and media director of Earle Ludgin & Co., Chicago, joins Henderson Advertising Agency, Greenville, S.C., as VP and media director.

Harold W. Hoffman, account supervisor in Dallas office of Albert Frank-

Guenther Law, and **Benjamin Ganon** and **Arthur R. Rosen**, account executives in AF-GL's New York headquarters, named VP's in respective offices.

Peter M. Schulte, manager of Chicago office of Robert E. Eastman & Co., representatives, named VP/eastern region sales manager with headquarters in New York. In addition to New York, he will supervise company's sales offices in Boston, Atlanta and Philadelphia. He is succeeded in Chicago by **Jerry Schubert**, assistant manager of Chicago office.

William J. Calvert, former VP and director of operations for WPAT-AM-FM Paterson, N.J., joins WRFM(FM) New York as general sales manager.

John Waugaman, with Radio Advertising Representatives, New York, appointed RAR Midwest sales manager in Chicago. He succeeds **Peter Kadetsky** who resigns. Mr. Waugaman is succeeded in New York by **Craig Magee**, with KYW(AM) Philadelphia.

Louis S. Miano, VP and copy chief, AC&R Advertising, New York, appointed creative director. He succeeds **Susanne Kirtland** who resigns.

Richard Turnbull, senior VP and director of consulting services for American Association of Advertising Agencies, New York, retires. Mr. Turnbull, with AAAA since 1926, will continue in consulting capacity.

Richard W. Stockton, account supervisor, Benton & Bowles, New York, named VP.

Philip H. Howort, assistant to president of Grey International, New York, appointed associate programing director of Grey Advertising's radio and TV department.

Arthur W. Smith, member of creative staff of Aitkin-Kynett, Philadelphia, appointed sales promotion director for agency. He will be primarily responsible for creative direction of radio, TV and sales promotion campaigns for Acme Supermarkets.

Gary S. Fisher, with WHCU-AM-FM Ithaca, N.Y., joins WKOP-AM-FM Binghamton, N.Y. as local account supervisor.

Gian Staiano, art director, Sapan Baer Plyer Lehman, New York agency, named VP and executive art director.

Robert J. Pivec, with WFBR(AM) Baltimore, joins Waltjen Associates, advertising and PR firm there, as VP and account executive.

Media

Theodore A. Jones, former director of revenue for Illinois, joins WGRT(AM) Chicago as president.

James J. McTernan Jr., assistant VP of Penn Central Railroad, New York, joins Communications Satellite Corp., Wash-

ington, as VP-finance and administration.



Mr. McArdle as business manager.

Richard McCarthy, with WTAE-AM-FM Pittsburgh, appointed operations manager.

Freeman R. Jones, director of sales, wsoc-TV Charlotte, N.C., named VP and general manager, wsoc-AM-FM-TV. He succeeds **C. George Henderson** who resigns to go into private business.

John E. McArdle, general manager, WNYS-TV Syracuse, N.Y., named VP.

William D. Higgs, with Gunter & Cooke, textile machinery manufacturers in Durham, N.C., joins WTVD(TV) there

Programing

Leo Silber, lawyer specializing in entertainment field, joins contracts department of ABC-TV, New York, as program attorney. He will be responsible for preparation and administration of agreements between network and suppliers of program material.

William P. Mitchell Jr., financial associate with McAuley Associates, New

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York, joins WTTG(TV) Washington as community affairs director.

Richard M. O'Shea, executive producer with Time-Life Films, division of Time Inc., New York, appointed general man-



Mr. O'Shea

Mr. Morris

ager of division. **Edward L. Morris**, program and promotion executive at noncommercial WTTW(TV) Chicago, joins Time-Life Films, New York, as program director. Mr. Morris has developed number of educational programs in past decade.

William P. Keeney, business manager for Group W Productions' *The Mike Douglas Show*, appointed to newly created position of manager, business affairs, for Group W Productions and Group W Program Sales, New York, wholly owned subsidiary of Westinghouse Broadcasting Co.

Mickey Rich, commercial director presently completing ecology film and supervising TV campaign of Fred Schults, senatorial candidate in Florida, joins Duo Productions, New York production firm, as director.

Kenneth M. Flower, general account executive, Eastern division sales, ABC-TV, New York, joins NFL Films, film representatives for National Football League there, as VP for sales.

Bernie Armstrong Jr., publicity director/assistant promotion manager, WTAE-AM-FM-TV Pittsburgh, appointed program manager of WTAE-AM-FM.

Robert Wynn, producer of TV specials, joins Qualis Productions, Los Angeles as VP in charge of production.

Joseph Shaffer, film supervisor, KTVU-TV Oakland-San Francisco, appointed film director.

Peggy Shaw, manager of international TV sales, Metromedia Producers Corp., New York, joins ABC Films there as manager of international sales. She succeeds **Elena Calmet**, appointed ABC Films' Latin American sales manager.

Jay Schneider, sales service manager, ABC Films, New York, appointed assistant manager of business affairs.

David D. Connell, executive producer, **Edward L. Palmer**, director of research, and **Thomas P. Kennedy**, director of finance and administration, all with Children's Television Workshop, New York, named VP's. Children's Television Workshop is producer of daily TV series

Sesame Street. Appointments are first made since incorporation of Workshop as independent non-profit TV production company (BROADCASTING, April 13).

Rowland Mack, with Armed Forces Radio and Television network in Seoul, Korea, joins WAVE-TV Louisville, Ky., as producer-director.

Bruce M. Cummings, with WLVA(AM) Lynchburg, Va., appointed radio program director.

News



Mr. Hanna

director of news, WCBS-TV New York, resigned effective last Friday (April 24) citing "a personality conflict" and "a deep philosophical difference" with Alan Sloan, VP and general manager of station. Mr. Hanna has disclosed no future plans. No successor has been named.

Don Kordecki, president, WKRW(AM) Cartersville, Ga., and **Aubrey Morris**, news director, WSB(AM) Atlanta, elected president and VP, respectively, of Georgia AP Broadcasters Association.

Ken Booth, news director, KEEL-AM-FM Shreveport, La., elected president of Louisiana AP Broadcasters Association.

Keith Kirkpatrick, associate farm service director, WHO-AM-FM-TV Des Moines, Iowa, appointed farm service director succeeding **Herb Plambeck** who joined Department of Agriculture, Washington, in top public affairs spot (BROADCASTING, March 30). Mr. Kirkpatrick, president of National Association of Farm Broadcasters in 1969, is succeeded as associate farm service director by **Lee Kline**, with who stations.

Alan Smith, managing editor of NBC-TV *Today Show*, appointed manager of election planning, NBC News.

Richard R. Cook, program director, KHVH(AM) Honolulu, also appointed radio news director and receives job title of executive program director.

Bern Rotman, news director, KDKA-TV Pittsburgh, joins WBEN-AM-FM-TV Buffalo, N.Y., in same capacity. He succeeds **Joseph W. Koral**, appointed to newly created position of community services director of WBEN stations.

Kevin Phillips, former special assistant to U.S. Attorney General John Mitchell, joins WTOP-AM-TV Washington as news analyst.

Eduardo Almadrones, assistant director, financial planning and analysis, CBS-

TV, New York, appointed director, financial planning and analysis for CBS News there.

Ray Tannehill, newscaster, KGO-TV San Francisco, joins WHIC-TV Pittsburgh in same capacity. **Sam Nover**, sportscaster with WKBD-TV Detroit, joins WHIC-TV in same capacity.

Sherrye Henry, reporter for WMCA(AM) New York, joins WNDT(TV) Newark, N.J., as newscaster and interviewer.

Dave Ellsworth, newscaster and sports director, WGAR-AM-FM Cleveland, appointed to newly created position of director of news operations.

Mark Hutchins, formerly with noncommercial KSJS(FM) San Jose, Calif., joins KTHO-AM-FM South Lake Tahoe, Calif., as director of local news.

Stephen B. Moore, AP news editor, Helena, Mont., appointed to head AP bureau in Fresno, Calif. He succeeds **John B. White**, who resigns.

Promotion

Lee Rudnick, assistant director, advertising and promotion, WNEW-TV New York, joins KTTV(TV) Los Angeles as director of information services, replacing **Jack Kenaston**, who becomes broadcasting consultant. Both are Metro-media stations.

Saul M. Loeb, PR manager for Philip Morris U.S.A., New York, appointed director of editorial services in corporate-relations department of Philip Morris Inc.

Ivan B. Rich, formerly TV promotion director, WTMJ-TV Milwaukee, joins WXYZ-TV Detroit as assistant director of advertising and promotion.

William G. Mendell, from staff of San Fernando (Calif.) Valley State College, joins KHJ-TV Los Angeles as on-air promotion coordinator.

Joel H. Coler, international advertising and publicity manager, 20th Century-Fox, New York, appointed director of international advertising and publicity.

Equipment & engineering

Gerald Goldman, assistant to senior VP, Teleprompter Corp., New York, appointed systems engineer for Teleprompter's CATV division. His responsibilities include technical assistance to CATV systems, establishment of quality standards for equipment and system operation and training of technical personnel.

Charles L. Range Jr., district sales manager for Altec Lansing, equipment manufacturers with his headquarters in Washington, appointed field sales manager operating from Altec Lansing's headquarters in Anaheim, Calif.

Raymond D. Griffiths, appointed director, western regional sales, for CBS Electronic Video Recording Division, to be moved to Los Angeles May 1. He was manager of Philco-Ford corporate Los Angeles office for aerospace and defense marketing.

Joseph A. Wargo, general manager of audio products, Warwick Electronics, Zion, Ill., joins Jerrold Corp., Philadelphia equipment manufacturers, as director of manufacturing facilities.

George Riesenberger, with NBC, New York, joins Imero Fiorentino Associates as lighting director.

Joseph J. Pascual, manager of inventory and production control, communications and CATV division of Essex International, Decatur, Ill., equipment manufacturer, appointed plant manager of Decatur facility.

J. Neal Browder, studio supervisor, non-commercial WGTW(TV) Athens, Ga., joins WJCL(TV) Savannah, Ga., not yet in operation, as chief engineer.

Robert M. Collins, product marketing manager, Dalmo Victor division of Tex-

tron Inc., Belmont, Calif., electronic aerospace-systems producer, joins Commercial Electronics, Mountain View, Calif., TV-camera designers and manufacturers, as regional sales manager.

Nathaniel B. Boonin, with Vertol division of The Boeing Co., Morton, Pa., joins Belar Electronics Laboratory, Upper Darby, Pa., broadcast-equipment manufacturer, as manufacturing manager.

Edward J. Baum, manager of West Coast office of Electronic Industries Association, Hollywood, also appointed manager of EIA's industrial relations department. His new duties, which are effective May 1, are in addition to his management of West Coast office. He succeeds **Donald H. Stover**, who retires.

Bernard J. Susens, manager, military, premium, direct mail sales, Ampex Corp., Redwood City, Calif., assumes additional duties as national accounts sales manager for consumer equipment division.

Ansel Kleiman, VP of The Telex Corporation, Tulsa, Okla., diversified equip-

ment manufacturer, and division president of company's Telex communications division, Minneapolis, with products including headphones and tape-duplicating systems, named group VP. He also becomes division president of Telex home entertainment group, radio-phonograph equipment manufacturers.

Deaths

Ralph Waldo King, 59, newscaster at KSFO(AM) San Francisco, died April 11 in Oakland, Calif., of cancer. Mr. King joined station in 1944. He is survived by wife, Ruth, one daughter and two sons.

Stanley Cohen, 50, associate media director, J. M. Mathes, New York, died April 9 at home in Livingston, N.J., of heart attack. He is survived by wife, Hedda, one son and two daughters.

Robert J. Lacy, 61, account executive with WCUM-AM-FM Cumberland, Md., died April 21 there after short illness. He is survived by his wife and two children.

ForTheRecord®

As compiled by BROADCASTING, April 14 through April 21 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

Applications

■ Fort Collins-Greeley, Colo. — Mountain State Radio and TV Corp. Seeks UHF ch. 22 (518-524 mc); ERP 110 kw vis., 22.0 kw aur. Ant. height above average terrain 506.6 ft.; ant. height above ground 551.7 ft. P.O. address: 212 South College Avenue, Box 7, Fort Collins 80521. Estimated construction cost \$201,853.13; first-year operating cost \$107,650; revenue \$200,000. Geographic coordinates 40° 28' 12" north lat., 104° 54' 1.2" west long. Type trans. RCA TTU-10A. Type ant. RCA TPU-30J. Consulting engineer Broadcast Maintenance Service, Topeka, Kan. Principals: Robert P. Tone, president, Lowell S. Levine (each 26%), et al. Mr. Tone is mechanical engineer for Gates Rubber Co., Denver. Mr. Levine is owner of charter air service in Minneapolis. Ann. April 17.

■ Greenville, S. C.—Carolina Christian Broadcasting Inc. Seeks UHF ch. 16 (482-488 mc); ERP 221 kw vis., 44.2 kw aur. Ant. height above average terrain 1,149 ft.; ant. height above ground 172 ft. P.O. address: Box 4157 Greenville 29608. Estimated construction cost \$107,350; first-year operating cost \$90,660; revenue \$100,000. Geographic coordinates 34° 56' 28" north lat., 82° 24' 41" west long. Type trans. RCA TTU-12A. Type ant. GE TX-25B. Legal counsel Fisher, Wayland. Du-

ball & Southmayd; consulting engineer Commercial Radio Equipment Co., both Washington. Principals: James H. Thompson, president (60%). J. Dan Lynn, vice president and Harold N. Pettit, secretary-treasurer (each 20%). Mr. Thompson owns printing company in Taylors, S. C., and is pastor there. Mr. Lynn is sales representative for steel company in Greenville, and Mr. Pettit is warehouse receiving and shipping manager in Greenville. Ann. April 14.

Other actions

■ Chief, Broadcast Bureau, on request by the National Association of Educational Broadcasters, extended through April 20 time to file comments and through April 30 time to file reply comments in matter of amendment of TV table of assignments, Terre Haute, Ind. (Doc. 18808). Action April 14.

■ Chief, Broadcast Bureau, on request by Utah Television Corp., extended through April 28 time to file replies to opposition to joint petition for rulemaking filed by Board

of Education of Ogden City and Utah Television Corp. in matter of amendment of table of assignments, Ogden, Utah. Action April 14.

Action on motion

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., et al.), TV proceeding, denied motion by Wometco Enterprises Inc. (Docs. 10834, 17582-4, 18185-6). Action April 13.

Call letter action

■ Ambassador College, Tyler, Tex. Granted *KWTT(TV).

Existing TV stations

Final actions

■ FCC authorized effective May 25 inclusion of coded patterns in video signal of TV sta-

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tions for electronic identification of programs and spot announcements. Action April 15.

■ FCC denied request by Central California Communications Corp., licensee of California television stations KSBY-TV San Luis Obispo, and KSBW-TV Salinas-Monterey, for waiver of rules to permit KSBY-TV to identify itself as San Luis Obispo-Santa Maria station. Action April 15.

■ WWOM-TV New Orleans—Broadcast Bureau granted CP to change ERP to vis. 501 kw, aur. 50.1 kw; make changes in ant. system: condition. Action April 13.

■ FCC affirmed denial of petition by Capital City Television Inc., licensee of KBLT-TV Helena, Mont., for reassignment of commercial television ch. 10 from Helena to Great Falls, Mont., to allow Capital City to establish satellite TV service on ch. 10 in Great Falls. Action April 15.

Actions on motions

■ Office of Opinions and Review in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, granted petition by Broadcast Bureau and extended to April 27 time to file responsive comments to applicant's petition for reconsideration of commission's designation order released Feb. 26 (Doc. 18797). Action April 15.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. [WFAN-TV], et al.), TV and AM proceeding, on request of all parties scheduled further prehearing conference for April 16 (Docs. 18559-63). Action April 10.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, dismissed reply to RKO General Inc. opposition to petition for leave to amend application filed April 8 by Community Broadcasting of Boston Inc., by separate action in response to opposition filed by Community Broadcasting of Boston Inc. to motion to compel answers to interrogatories filed by RKO General Inc., ruled that response to interrogatory 2 be limited, that interrogatories 3, 6, and 7 need not be answered; that response to interrogatory 22 is adequate, and that objection to interrogatory 8 is overruled (Docs. 18759-61). Actions April 9 and 10.

■ Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], Community Broadcasting of Boston Inc. and The Dudley Station Corp.), TV proceeding, granted joint motion by applicants and continued prehearing conference to May 21; by separate action granted petition by RKO General Inc. to extent that order is modified to specify documents and records to be produced for inspection and copying are limited to those records and documents collected and Produced for Department of Justice in furtherance of civil action in U.S. District Court for Northern District of Ohio. Procedures noted in this order shall be followed in event of disagreement between the parties as to copying of documents and petition is in all other respects denied (Docs. 18759-61). Action April 15.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc., TV proceeding, denied motion by WPIX Inc. to inspect documents addressed to Broadcast Bureau (Docs. 18711-2). Action April 10.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc., TV proceed-

ing, ordered no further response made by Broadcast Bureau to interrogatories 1, 2, 4, 5(a) and 5(b) filed by WPIX Inc.; and ordered Broadcast Bureau to serve responsive answers to WPIX's questions 3 and 5(c) (Docs. 18711-2). Action April 15.

■ Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [WITV-TV], et al.), educational and commercial-TV proceeding, granted petition by Reeves Telecom Corp. for leave to amend application to reflect change in membership of board of directors and various holdings of its shareholders (Docs. 18569-72). Action April 14.

New AM stations

Starts authorized

■ WVLC Orleans, Mass.—Authorized program operation on 1170 kc, 1 kw, DA-D. Action April 8.

■ WASR Wolfeboro, N. H.—Authorized program operation on 1420 kc, 1 kw-D. Action April 3.

Final actions

■ FCC denied request by Thomas R. Andrews, Bridgeport, Mich., for waiver of AM freeze rules and returned his application for new AM to re-establish deleted facilities of WMRR at Marshall, Mich. Action April 15.

■ FCC, in response to petition by Tinker Area Broadcasting Co. for declaratory ruling in reopened Sapulpa, Okla., AM proceeding, authorized all applicants to amend their proposals to comply with current FCC policies and requirements (Docs. 13341, 13342, 13344). Action April 15.

■ FCC denied request by V. M. Preston, Bellaire, Tex., for waiver of interim criteria of AM freeze; returned application for new AM on 1170 kc, 250 w-D. Action April 15.

Other actions

■ Review board in Natick, Mass.—AM proceeding, Docs. 18640-41, granted motion for extension of time filed April 16 by Natick Broadcast Associates Inc. Action April 17.

■ Review board in Jacksonville, N. C.—AM proceeding, Docs. 18549, 18813-14, denied petition for extension of time filed April 17 by Seaboard Broadcasting Corp. Action April 21.

■ Review board in Greenwood, S. C.—AM proceeding, Docs. 18503-04, denied motion to enlarge issues filed Jan. 16 by Radio Greenwood Inc. Action April 16.

Actions on motions

■ Chief, office of opinions and review in San Antonio, Tex. (Howard W. Davis, [The Walmac Co.]) AM and FM proceeding, granted request by Walmac Co. and extended through April 14 time to file replies to exceptions (Docs. 18223-4). Actions April 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawaiian Paradise Park Corp.), AM proceeding, designated Hearing Examiner Arthur A. Gladstone as presiding officer; scheduled prehearing conference for June 1 in Washington and hearing for June 29 in Honolulu (Doc. 18819). Action March 23.

■ Chief Hearing Examiner Arthur A. Gladstone in Stirling and Freehold, both New Jersey (K&M Broadcasters Inc. and Molly Pitcher Broadcasting Co.), AM proceeding, denied motion by Harold M. Gade for reconsideration of chief hearing examiner's order released March 20 ordering record in proceeding to be reopened pending resolution of the commission's notice of inquiry in matter of Primer on ascertainment of community problems by broadcast applicants (Docs. 18292-3). Action April 13.

■ Hearing Examiner Jay A. Kyle in Ponce, P. R. (Radio Antilles Inc. and Zaba Radio Corp.), AM proceeding, dismissed as moot petition by Zaba Radio Corp. to continue hearing (Docs. 18564 and 18566). Action April 16.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, Pa. (Summit Broadcasting, CBM Inc. and Broadcasters Inc.), AM proceeding, granted petition by CBM Inc. to extent that certain procedural dates are extended and hearing is extended to Aug. 17; denied petition in all other respects (Docs. 18489-91). Action April 16.

Call letter application

■ Morgan County Broadcasting Co., Wartburg, Tenn. Requests WECO.

Call letter actions

■ Platte Broadcasting Co., Plattsmouth, Neb. Granted KOTD.

■ Radio Eden, Eden, N. C. Granted WCBX.

■ Putnam Broadcasting Co., Hurricane, W. Va. Granted WPNS.

Designated for hearing

■ FCC set for hearing mutually exclusive applications of Bi-County Broadcasting Corp. (WCRM) Clare, Mich., and Ogemaw Broadcasting Co., West Branch, Mich., for CP's. Informal objection to WCRM's proposal, filed by Ogemaw, was denied. Action April 15.

■ FCC set for hearing mutually exclusive applications of Franklin Broadcasting Co., licensee of WYRN Louisburg, N. C., for change in frequency, and of Radio Mebane-Hillsborough Inc. for a new AM in Mebane, N. C. Action April 17.

Existing AM stations

Application

■ *WWSF(AM) Loretto, Pa.—Seeks CP to change from 1400 kw, 250 w to 1400 kc, 1 kw-D, 250 w-N. Ann. April 16.

Final actions

■ FCC denied application by Star Stations Inc., for review of the chief hearing examiner's ruling denying Star's request for procedural ground rules in commission's inquiry into operations of five Star-owned stations (Doc. 18807). Action April 15.

■ WAGF Dothan, Ala.—Broadcast Bureau granted license covering use of trans. as auxiliary trans. Action April 9.

■ WLIS Old Saybrook, Conn.—Broadcast Bureau granted license covering changes. Action April 16.

■ WMGA Moultrie, Ga.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action April 9.

■ WWCM Brazil, Ind.—FCC denied petition by Albert S. Tedesco asking that his application for proposed change of frequency for WWCM be severed from Kettering, Ohio, AM proceeding and that review board's decision granting change of frequency be affirmed (Docs. 17243-45, 17247, 17249-50). Action April 15.

■ FCC denied waivers of main studio location rules and dismissed applications by Champion Broadcasting System Inc., licensee of WUNR(AM) and WBOS(FM), both Brookline, Mass., for authority to relocate stations' main studios in Boston. Action April 15.

■ WKJR Muskegon Heights, Mich.—Broadcast Bureau granted CP to increase power to 10 kw; install DA-D; change trans-ant. location to 6083 Martin Road, 3.3 miles South of Muskegon Heights; install new trans. Action April 16.

■ WAPF McComb, Miss.—FCC denied rule waiver to permit nighttime operation. Action April 15.

■ KZIA Albuquerque, N. M.—FCC denied request for waiver of AM freeze and returned application for increase in power from 1 kw to 10 kw. Action April 15.

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■ KRPT Anadarko, Okla.—FCC denied request by Allan Pratt Page, one-third owner of Anadarko Broadcasting Co., permittee of KRPT, for deletion of divestiture condition on station's outstanding CP. FCC said Mr. Page must either resign from managerial positions in Public Broadcasting Service Inc. licensee of KGWA(AM) Enid, Okla., or dispose of interest in KRPT. It said he may retain his 10% interest in KGWA, however. Action April 15.

■ KWEY Weatherford, Okla. — Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action April 14.

■ WFLI Lookout Mountain, Tenn.—FCC denied request for waiver of AM freeze; returned application for increase in nighttime power. Action April 15.

■ FCC dismissed petition by DeWitt Radio to deny application for voluntary assignment of license of KCFH Cuero, Tex., from Cuero Broadcasters Inc. to Norman Building Corp. Action April 15.

Other action

■ FCC informed all parties involved in Pacific & Southern Broadcasting Co.'s proposal to finance proposed acquisition of four stations (WJRZ Hackensack, N. J.; KRHM(FM) Los Angeles; KIMN Denver, and KYXI Oregon City, Ore.) through \$15 million stock offering to be underwritten after FCC approves applications, that plan does not have commission approval. FCC requested parties to inform commission as to course of action each intends to take in financing. Action April 15.

Actions on motions

■ Office of Opinions and Review in San Antonio, Tex. (The Walmac Co.), renewal of licenses of KMAC and KISS(FM), granted request by The Walmac Co. and extended through April 16 time to file replies to exceptions (Docs. 18223-4). Action April 15.

■ Hearing Examiner Basil P. Cooper in Fort Smith and Hot Springs, both Arkansas (KFPW Broadcasting Co., Christian Broadcasting Co., Tim Timothy Inc. (KBHS)), AM-FM proceeding, continued further hearing conference to April 30 (Docs. 18241, 18388 and 18591). Action April 14.

■ Hearing Examiner Basil P. Cooper in Nashville (Second Thursday Corp. [WWGM and WEST-FM]), AM-FM proceeding, ordered further prehearing conference for April 23 to consider, but not limited to, possibility of stipulating as to scope and character of evidence to be offered; what witness or witnesses will be called to give either affirmative testimony or for cross-examination, and what documents or other material, including summaries of basic data, may be offered and received in evidence without objection (Docs. 17914 and 18175). Action April 14.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, WELK Inc. [WELK], and WUVA), AM proceeding, granted request by WELK Inc. and extended through May 4 time to file proposed findings of fact and conclusions and to June 1 time to file replies (Docs. 18585-7). Action April 9.

■ 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, denied motion by Times Journal Inc. for continuance of hearing (Doc. 18784). Action April 16.

Fines

■ KCCL Paris, Ark.—FCC ordered Gordon Hixson, owner of station, to pay \$500 fine for operation prior to sunrise time set in station license. Action April 15.

■ WBMA Beaufort, N. C.—FCC notified licensee of apparent forfeiture liability of \$100 for violation of rules by failing to file renewal application within time specified. Action April 17.

■ WVOE Chadbourn, N. C.—FCC notified licensee of apparent liability for forfeiture of \$100 for violation of rules by failing to file renewal application within time specified. Action April 16.

■ WAAK Dallas, N. C.—FCC notified licensee of apparent liability for forfeiture of \$200 for violation of rules by failing to file renewal application within time specified. Action April 16.

■ WGTL Kannapolis, N. C.—FCC notified licensee of apparent liability for forfeiture of \$200 for violation of rules by failing to file renewal application within time specified. Action April 16.

■ WNCA Siler City, N. C.—FCC notified licensee of apparent liability for forfeiture of \$25 for violation of rules by failing to file renewal application within time specified. Action April 16.

■ WCMN Arecibo, P. R.—FCC ordered payment of \$500 fine for modulation in excess of 100% on negative peaks nine times. Action April 15.

■ WKRR Pickens, S. C.—FCC notified licensee of apparent liability for forfeiture of \$200 for violation of rules by failing to file renewal application within time specified. Action April 16.

Call letter action

■ KRKD, Eleven-Fifty Corp., Los Angeles. Granted KIIS.

New FM stations

Applications

■ Carmel, Calif.—Monterey Bay Area Media. Seeks 101.7 mc, 62.5 w. Ant. height above average terrain 591 ft. P.O. address: Carmel Valley Road and Dorris Avenue, Carmel 93921. Estimated construction cost \$43,759.68; first-year operating cost \$38,280; revenue \$42,200. Principals: L. E. Johnson Jr., president (21.4%), William M. Oates, vice president (14.3%), et al. Mr. Johnson is assistant secretary-assistant treasurer of a Salinas, Calif., insurance and real estate company. Mr. Oates has interest in several motels in California. He also has interest in a wine shop, apartments, a restaurant and a Yuma, Ariz., real estate development firm. Ann. April 17.

■ Forest City, Iowa—Douglas E. Eddy. Seeks 102.3 mc, 3 kw. Ant. height above average terrain 217 ft. P.O. address: 147 West K. Forest City 50436. Estimated construction cost \$48,868; first-year operating cost \$35,000; revenue \$36,000. Principal: Mr. Eddy is manager of Forest City pane and glass company. He also has interest in a storage and warehouse firm and in a general contracting-real estate development firm. Ann. April 17.

■ Reno—Elgin Capital Corp. Seeks 106.9 mc, 50 kw. Ant. height above average terrain 2,240 ft. P.O. address: c/o E. J. Haley, 14651 Big Basin Way, Saratoga, Calif. 95070. Estimated construction cost \$60,100; first-year operating cost \$41,840; revenue \$12,250. Principals: Chester W. Newell, chairman-treasurer (45.75%), Harold L. Goldsmith, (26.5%), C. J. List (21.12%), et al. Mr. Newell is chairman of Elgin Capital Corp., an investment and management company in Saratoga. He is also chairman of Newell Industries, Sunnyvale, Calif., magnetic tape recording firm, and has interest in hog raising company. Mr. Goldsmith is associated with Property Investments, Saratoga, and Mr. List is stockbroker with E. F. Hutton & Co., San Jose, Calif. Ann. April 15.

Starts authorized

■ WCLF(FM) Tallahassee, Fla.—Authorized program operation on 104.9 mc. ERP 38 kw, ant. height above average terrain 440 ft. Action April 3.

■ WWSR-FM St. Albans, Vt.—Authorized program operation on 102.3 mc, ERP 3 kw, ant. height above average terrain 215 ft. Action April 3.

Final actions

■ *Denver—University of Denver (Colorado Seminary). Broadcast Bureau granted 90.1 mc, 10 w. Ant. height above average terrain 145 ft. P.O. address: 2056 South York Street, Denver 80210. Estimated construction cost \$18,953.15; first-year operating cost \$6,200; revenue none. Principals: Aksel Nielsen, president of nonprofit, private educational institution, et al. Action April 14.

■ Bath, Me.—Catherine Porter. FCC granted 95.3 mc, 3 kw. Ant. height above average

terrain 175 ft. P.O. address: 20 York Street, Bath 04530. Estimated construction cost \$17,266.80; first-year operating cost \$7,000; revenue \$1,000. Principals: Catherine Porter, sole owner. Mrs. Porter owns WJTO(AM) Bath. Action April 15.

■ Norman, Okla.—University of Oklahoma. Broadcast Bureau granted 106.3 mc, 3 kw. Ant. height above average terrain 151 ft. P.O. address: 900 Asp Avenue, Norman 73069. Estimated construction cost \$14,600; first-year operating cost \$18,079; revenue \$10,000. Principals: John M. Houchin, president, board of regents, et al. Principals control WNAD(AM) Norman. Action April 14.

Initial decision

■ Billings, Mont.—Lee Enterprises Inc. Hearing Examiner James F. Tierney in initial decision proposed grant of 98.5 mc, 25 kw. Ant. height above average terrain 611 ft. P.O. address: 510 Maine Street, Quincy, Ill. 62301. Estimated construction cost \$87,234; first-year operating cost \$65,000; revenue \$50,000. Principals: Philip D. Adler, president, et al. Lee, a publicly held company, is a group owner of newspapers and owns WTAD-AM-FM Quincy, Ill. KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; KHQA-TV Hannibal, Mo.; Quincy, Ill.; WMDR(FM) Moline, Ill., and has interest in KFAB-AM-FM Omaha and WKBH(AM) and WKBT-TV LaCrosse, Wis. Action April 15.

Other actions

■ Review board in Sacramento, Calif., FM proceeding, Doc. 18773, denied motion for stay of hearing date filed April 16 by Town and Country Broadcasters Inc. Action April 17.

■ FCC, in response to a request by K&M Broadcasting Co. for clarification of report and order allocating FM ch. 224A to Catlettsburg, Ky., ordered that K&M's application be retained in hearing status (Docs. 18439, 18440). Action April 15.

(Continued on page 71)

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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/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.

Young man—step up to commercial manager. Good AM near large market. You need 1st phone, announcing ability and determination. Good guarantee plus commission. Near St. Louis. Box D-211, BROADCASTING.

New Jersey suburban station seeks an experienced general manager. Must sell and direct others. Great opportunity for proven salesman who knows broadcasting. Box D-241, 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

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.

Muzak is ripe and saleable. Clean, booming, eastern area needs self starter. Great opportunity. Box D-188, BROADCASTING.

4th largest market FM stereo is seeking a salesman who will eventually manage all sales. Only one who is forceful, makes good presentations, thinks big and commands authority need apply. Box D-203, 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.

Come to Vermont. Present sales staff can't handle the business. If you'd like to assist, call or write Bob Kimel, WWSR AM-FM, St. Albans, Vermont. 802-524-2133.

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

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 looking 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.

Announcers continued

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.

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.

East coast small market announcer, some sales. Send tape, photo and resume. Box D-264, BROADCASTING.

New Jersey easy listening station seeks announcer/newsman with at least one year experience. Send tape, resume to Box D-269, BROADCASTING.

Farm Director with some experience wanted at KOLT, Scottsbluff, Nebraska. High school and some college necessary. Good salary. KOLT is a 5 kilowatt CBS affiliate.

Immediate opening, top wages to experienced top announcer. Send tape, picture and resume to Box 1300, KOLY, Mobridge, So. Dak.

Immediate all nite opening at progressive top 40. Need up tempo 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, WDAK AM & FM, Darlington, South Carolina. Or phone 803-393-4081. No collect calls please.

Experienced jock wanted on Green Bay's number one contemporary station. Must have tremendous production and creative ability. Top salary and fringe benefits. Rush tape, photo, experience and resume to WDUZ, Green Bay, P.O. Box 36. Only real pros need apply.

NBC OGO seeks replacement for phone show host promoted to PD. Rush resume and tape to Bill Ross, WJAS, Pittsburgh 15222.

Experienced morning man with the know how to run an excellent morning show. Preferably, man with first class license, although not necessary. Write or call WLOH Radio Station, Princeton, West Virginia, or Bob Harrison.

Salesman-announcer, experienced for good medium market AM-FM operation. Excellent working conditions, fringe benefits and salary. Send audition tape, snap shot and personal data in confidence. J. A. Gallimore, WSNW, Seneca, S.C.

Ohio MOR needs announcer. Will consider qualified beginners. Third necessary. Contact program director, WTNs, Coshocton, Ohio 43812.

Looking for bright and personable top 40 jock; 25ish with medium market experience who is ready to move up in desirable part of southern California. Resumes to: P.O. Box 5193, San Diego, California 92105.

Leading contemporary station in beautiful Grand Junction, Colo. interviewing for combination PD/dj/production pro sharp on detail. Current PD appointed manager. Company owned by famous entertainment personalities and is now seeking second radio station. Excellent opportunity for a dedicated broadcaster. Call Don Bittle, 303-243-1230.

Announcers continued

1st. Phone Morning Man! or Afternoon Drive Time! —Opening available now! "Modern" Top 40 Country Station enjoys lions share of audience. We are on top in a 3 station (soon to be 4) market! This station has been a spring board for markets like Milwaukee, Houston etc! Staff and Management is young and aggressive. We want a man (1st phone) who can keep our current rating (50%) or increase it—Who can do production and news, and is willing to work for good pay! We are a growing concern with our eyes open for more properties—if you are a pro, and want to swing or a beginner with a good voice and a desire to get ahead contact me. Wayne Stewart, Mgr.—WYNR AM-FM, Brunswick, Georgia. Phone 912-264-3820—No collect calls! P.S. This area 1/2 way between Jacksonville, Florida and Savannah, Ga.—is on the Atlantic Ocean and attracts thousands of tourists each year, its a fun place to live and work!

Sharp, young rock jock for Colorado swinger. Tight board, no screamer. Contact Don Bittle, 303-243-1230.

Technical

Chief engineer needed, experienced AM/FM stereo directional. References required. Box C-408, BROADCASTING.

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.

If you are mature, have a good background and in broadcast engineering; If you are a self-starter and take pride in your work; If you're qualified to handle 5kc D/500w DA night (remote control); If you are, you're worth five figures, a vehicle, plus fringe benefits to us. Rush resume with photo to Bernie Baker, Vice President-General Manager, WDAK Radio, Box 1640, Columbus, Georgia 31902.

Needed immediately. Chief engineer for 5000 watt station in progressive city of 40,000. Pay commensurate with ability and experience. Must be capable of maintenance and repair. Contact Charles R. Simms, WDXI, Jackson, Tennessee 38301, 901-427-9611.

Well equipped Wisconsin station AM and automated stereo FM needs experienced engineer. We can pay top salary if you are an able combo-man. Please do not apply unless you are a qualified technician. Write Nathan L. Goetz, P.O. Box 297, Monroe, Wisconsin. Phone 608-325-3444.

NEWS

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.

Southern California AM/FM in beautiful college town needs experienced newsman with first phone. \$500 to \$600. Send tape, resume and returnable pic, Box D-201, BROADCASTING.

Help Wanted News Cont'd.

Large soul and MOR Midwestern AM-FM needs good versatile newsmen. Write, announce, report. Pay good for young man with experience in smaller markets. Equal opportunity employer. Box D-221, BROADCASTING.

Good midwestern newsmen wanted by management believing local news is programming backbone. Sports opportunity. Dale Low, KLS/KSMN, Mason City, Iowa.

Northern Ohio station in city of 25,000 is looking for an experienced News Director. Send complete information including resume, tape, picture and salary requirements to WTTT, Tiffin, Ohio 44883.

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

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.

Attention group owners. Need a young, experienced, sales oriented man? Presently co-owner GM small midwest market. Desire new challenge as head of your organization. Excellent industry references, 11 years experience. Reply Box D-186, BROADCASTING.

16 years in small to major market, as chief engineer, DJ, program director, now sales manager in medium market. Good record, family man, young. All inquiries answered. Reply Box D-193, BROADCASTING.

Pulse rated #1 in 12-station market. 7 years commercial experience, degree in broadcast management. Managed college station, ready for program directorship at station that believes in program integrity as the key to big sales. Box D-205, BROADCASTING.

Sales manager. South. Would like to manage or head sales for any owner with faith in the forgotten majority: adults. Box D-207, BROADCASTING.

Program director, unpaid general manager for 3 years. Experienced in all departments. Ready for New England front office position. Proven track record with figures. Will come with or without chief engineer and salesman. Available immediately. Box D-220, BROADCASTING.

General manager. Would prefer major adult oriented station with problems. Honest, hard working, responsible family man with good reputation. Fifteen years sales and management experience. Presently sales manager for leading station in top twenty markets. Eager to accept the challenge of General Manager. Box D-234, BROADCASTING.

Sales manager—national—local. Highly successful background in broadcasting. Sales-Management. MOR and contemporary. Seeking sound station medium market. Box D-257, BROADCASTING.

Take charge guy in top 20 with outstanding sales success. Enthusiastic creative pro seeks management or sales management opportunity. Excellent background in finance. Under 35, family, degree. Prefer south or southwest, will consider all areas. Box D-262, BROADCASTING.

Competent large market general manager. Strong competitor under 45. Unquestioned ability, integrity, top administrative, creative, programing talents. High level sales pro. Require bonafide opportunity with ambitious quality ownership. Not adverse to solid FM situation. Excellent reputation for impressive results, progress. Box D-272, BROADCASTING.

William Shaw, general manager, experienced in all phases, solid background, now available. Telephone 301-933-2350.

\$15,000 plus? 15 years radio, management, sales, programing, copy, announcing, 36, married, first phone. Box 341, Worthington, Ohio.

Situations Wanted

Sales

Attention greater northeast. Experienced chief announcer currently at New Hampshire network affiliate. Sales and news my cup of tea. Available immediately. Write Box D-228, BROADCASTING.

Announcers

Well rounded disc jockey. Good news delivery. Draft free. Third class. Will relocate. Box D-120, 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.

Announcer, newscaster, interviewer, bright D.J. Selling sound, personable. Desires some sales. Wants Northeastern seaboard. Box D-141, BROADCASTING.

Contemporary DJ available in June. College grad. Some commercial and college experience. Third endorsed. Reply, Box D-183, BROADCASTING.

Personality top 40 is what I'm into. I believe jock is as important as music. Humor is my way. Ratings show #1 in N.E. regional market. Will relocate, available now. Box D-189, BROADCASTING.

32 year old school principal turned announcer. Experienced, first phone. Box D-190, BROADCASTING.

Ambitious young man, top 40, some experience, part/full time. Draft exempt. Box D-192, BROADCASTING.

Major market country or contemporary. First ticket experience, 28, married. Box D-194, BROADCASTING.

Young, energetic, small market PD looking for medium market MOR position. 2 years college, 4 years experience, 3rd. \$150 minimum. Box D-196, BROADCASTING.

Announcer/newscaster. MOR/country. Permanent. East coast. Tight board. Box D-198, BROADCASTING.

Veteran announcer. 15 years. Dependable, cooperative. Low starting salary and month trial OK. Prefer 5 days. First phone. Smith, 712-758-3122. Write Box D-200, BROADCASTING.

Major markets. Eight years of on-the-air experience, most of it as a top-rated personality with two of the best stations in America—both in top ten markets. Warm, mature, hip voice and delivery. Master of pacing. Good ear. Good writer. Good sense of humor. MOR, top 40 or Progressive. Box D-202, BROADCASTING.

Beginner/3rd endorsed, BA, young married, some experience at college station. Want jock show at small north or southeast station. Special interest and knowledge of early jazz and blues, but will be happy with any type format. Box D-213, BROADCASTING.

Radio announcer, mature experienced. Needs work in Norfolk-Suffolk, Virginia, area. Available June 1. Box D-215, BROADCASTING.

Now #1, medium market MOR. Experience, strong production, college grad, 3rd endorsed. Available June 8 as jock or program director. Box D-216, BROADCASTING.

Top 40 DJ. Personality or Drake. Experienced. Third. Military complete. Box D-217, BROADCASTING.

New York announcer with limited experience. Seeking news/DJ and sales. Solid music background. Crack copy. Presently in south Florida market. Responsible and 3 A. Call 305-836-4401 anytime or write Box D-225, BROADCASTING.

CGW first phone, last position man at top 50, 5kw sales. Box D-226, BROADCASTING.

Attention greater northeast. Experienced chief announcer currently at New Hampshire network affiliate. Sales and news my cup of tea. Available immediately. Write Box D-229, BROADCASTING.

Square at liberty. Good carriage-trade talker, copywriter. 3rd endorsed. Phone code 408, 805, 415 locales preferred. Call 408-758-3097. Box D-232, BROADCASTING.

Available now. First phone announcer with limited experience. Military service complete. Box D-236, BROADCASTING.

Announcers continued

DJ/announcer/news, 3rd endorsed, tight board, good production, sports, 20 months experience, eager. Box D-239, BROADCASTING.

Summer replacement: 18, college student, 3rd class, 3 years air experience, office and copy writing also. 304-863-5022 or Box D-245, BROADCASTING.

Sportscaster presently 8th market. All play-by-play. High school, college, professional. Sports commentary shows. Write all material. Strong on news. Available May 15. Box D-246, BROADCASTING.

MOR personality—PD medium majors only. Contemporary, articulate. Management, production, copy, traffic, news, on-camera TV. Family man. References. Box D-248, BROADCASTING.

Personality, first phone. Looking for top 40 or FM rocker. Box D-249, BROADCASTING.

Showmanship for sale. 11 year Pro can communicate and entertain. Excellent references. Top 30 markets only. Box D-251, BROADCASTING.

Country DJ looking for friendly station. Currently music director at Virginia CGW station. Good news, tight board, some sales. Draft exempt. Can do mod country or "down home", 3rd phone. Box D-255, BROADCASTING.

Available immediately—recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales and promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-462-6027 or write Box D-261, BROADCASTING.

Calling the Colorado area, but will consider other locations. Twelve years of radio background. Announcer with smooth commercial delivery and knowledge of good music, plus experience in gathering, writing and reporting news. Will consider TV. Sober, solid family man of 35. No floater. 3rd class endorsed ticket. Box D-270, BROADCASTING.

Black professionally trained broadcaster. Third endorsed. Two years college. Will relocate. Box D-271, BROADCASTING.

Soul D.J., newsmen. Third endorsed. Draft exempt. Will travel. Call Jim Richardson 312-277-5491.

First phone, four years experience country, MOR, top 40, 22, family man located Detroit-Toledo metro area. Homesick for Kentucky. Employer recommendation: call Jim 313-241-1531 after five.

Announcer and newscaster looking for weekend employment. Four years experience on large college AM-FM station. Presently teaching high school speech in Suffern, N.Y. Call 914-783-4747.

Want back into sports. Experienced all play-by-play. Willing worker. 219-287-0842.

Available immediately . . . young, working personality. Fast mornings, fun afternoons. News and net experience. 4295 Kessler Lane, Indianapolis, Indiana 46220.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

1st Phone, college graduate, broadcast school graduate, draft exempt, love sports, relocate anywhere. John Lauer, 620 Sheridan Rd., Glencoe, Illinois 60022.

Eastern metro PD thrives on creative adult-young adult personality air work and programing. Best references. Morgan St. Cermain, 126 Huntington, Hartford, 203-547-0848.

1st phone, exciting, eager. Seeking rock radio career. Location open. Call Sunshine Paul Krakus, 1-513-825-2430.

MOR up-tempo, news or play-by-play, ex-service man, married, looking for future and home. Curt Richards, 1119 Lafayette, Apt. 10, Denver, Colo. 80218. Ph. 222-5391.

1st phone announcer and/or engineer. Experienced in both. Let tape and resume speak for itself. P.O. Box 3022, Munster, Indiana 46321.

AFTS trained, looking to settle in northeast Ohio with family. Also worked in stereo FM. Third phone. CMR#1, Box 1438, APO Seattle 98742.

Introvert for sale. Experienced on air and smooth production. College grad. Salary open. References available. 1723 West James Visalia, California.

Technical

1st phone. Engineer/maintenance/announcer. 10 years experience. Prefer Florida or S.E. Call 305-269-4677 or write Box D-136, BROADCASTING.

Situations Wanted

Technical continued

1st phone. Administrative chief. Combo. 20 years experience. West preferred. Box D-173, BROADCASTING.

Top notch engineer seeks chief engineer/director of engineering position with stable operation. Substantial experience all phases AM/FM, some TV. BSEE degree, \$18,000 minimum, permanent. Box D-210, BROADCASTING.

Group chief engineer seeks new challenges. \$15,000 minimum. Box D-235, BROADCASTING.

Experienced chief engineer, mid 20's. Excellent MOR announcer, maintenance, copy writing, production. Recent technical school graduate. Wife and I seeking larger market. Responsible and energetic. 206-784-5928.

Chief engineer-announcer. Negotiation by telephone, verification. 1-215-748-8640.

News

Experienced, newsmen available. \$200.00 week. 717-755-2743 or Box D-160, BROADCASTING.

Professional broadcaster seeks change. Experience in news and sales, looking for news or program director slot. Midwest only. Box D-187, BROADCASTING.

Attention South, Southwest, West Coast majors: newsmen 12 years experience—dependable—college degree wants air shift or writer-editor slot. Box D-197, BROADCASTING.

Newsmen, dedicated newsmen desires position at a station where news means something. Experienced, first phone man, is ready to dig, write and deliver news for you. Write Box D-204, BROADCASTING.

Sportscaster desires position with year round play-by-play. Eight years experience all phases of radio. 28, married. Box D-209, BROADCASTING.

Newsmen—recent college graduate with major in radio, television, film seeking break in industry. Have simulated professional experience as writer, reporter and announcer. Have complete resume and tape. Box D-230, BROADCASTING.

I know how to write, edit, produce and deliver a creative, professional newscast. Now producing and anchoring major market #1 rated news show. If your station needs a news director-anchorman, write now. Box D-231, BROADCASTING.

Weather man wants to relocate. Highly rated member of A.M.F. currently with station in top 5 major markets. Is interested in market of 750,000-1,000,000 east, west but preferably south. Box D-247, BROADCASTING.

Newsmen, sportscaster, community-oriented programmer, 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.

Responsible newsmen, Graduating college, June. B.A. degree R-TV, broadcast journalism. Seeking start in small-medium market. Air experience. Single, 26, veteran, third. Resume, tape, photo upon request. James Huska, 7740 Balboa Blvd. Apt. 24, Van Nuys, Calif. 91406.

Programing, Production, Others

Promotion/public relations . . . 4 years experience major market radio, host two public affairs programs, 1 year experience as director of publicity for agency, master of education degree, author of trade articles, absolute top references, salary open, will relocate. Box C-275, BROADCASTING.

Girl Friday. Sales, copy, air work, temporary permit. Will relocate. Box D-174, BROADCASTING.

Male copywriter wishes relocate Connecticut. Request resume, samples. 203-658-6196 or Box D-250, BROADCASTING.

West coast P.D. Sick and tired of shoestring operations. Does great radio, and good TV, on no money at all. Think what a budget might mean. Young, intellectual, experienced all phases good music, MOR, progressive, & top 40, live and automated. Ex-newsmen, worked U.S. & overseas, documentaries. Forget the fact that this is also a first phone morning man, and we can talk creative radio in five figures. Small, dull, and schlock operators, go fly a kite. Serious pros write to Box D-253, BROADCASTING.

First phone announcer . . . 7 years experience, looking for program director slot on west coast. Will consider all replies. Tape, resume, and related material on request. Box D-256, BROADCASTING.

Programing, Production, Others

continued

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.

Corporate staff position open for ambitious, young man interested in accumulating group management background. Candidates should be 25 to 30 with college degree. Minimum 3 years sales experience in medium or large market necessary. Send resume and salary requirements to Box D-222, 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.

Upper midwest, medium market has immediate opening for experienced TV salesman. Excellent account list and growth potential. Group operation offering good pay and excellent fringe benefits including retirement program. Send complete resume to Larry M. Harris, General Sales Manager, KAUS TV, Box 577, Austin, Minnesota 55912.

Announcers

Opportunity open with progressive TV station in a top 30 mid-south market for youthful experienced on-camera announcer. Preferably with some weather reporting experience. Send resume and tape to Box D-242, BROADCASTING.

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.

Two first class engineers for radio-TV operation in medium Wisconsin market. Experience desirable. Good salary and fringe benefits. Send resume and phone number. Box D-240, BROADCASTING.

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., WNHG, 135 College Street, New Haven, Connecticut 06510.

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.

NEWS

"Experienced" writer-researcher for documentary unit. Must have journalism degree or comparable experience. Contact Gene Strul, WCKT TV, Miami. PL. 1-6692. An equal opportunity employer.

Programing, Production, Others

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.

Art director. We need a pro. Busy major market independent. Box D-237, BROADCASTING.

Operations director—Should know traffic, production, FCC rules, needs organizational and administrative skills, contact: WSNS-TV, 430 W. Grant Pl., Chicago, Ill. 60614. 312-929-1200.

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.

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.

Announcers

Announcer with news, sports, weather, commercial experience wants to move into top 30 markets. Married, stable, reliable. Box D-163, BROADCASTING.

Television Situations Wanted

Technical

First phone, college graduate, interested in production and engineering. No experience but is ambitious and hard working. Box D-191, BROADCASTING.

First phone, maintenance expert, strong on engineering, transmitters. Box D-199, BROADCASTING.

Assistant chief of major market station looking for chief's position in midwest area. Experienced with studio and transmitter installation, and with day to day operation. Box D-244, 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.

News director-anchorman position wanted by recalled Army officer due to be released soon. Degree in Communication Arts. Ten years in radio and television news as reporter-editor-anchorman. Resume on request. Box D-195, BROADCASTING.

News director currently employed in major market, seeks challenge, will rebuild your last place news department. Box D-212, BROADCASTING.

Mature, stable, experienced announcer/newsman seeking anchorman or legman position. Competent, steady approach. Presently in major market. Clean. Box D-243, BROADCASTING.

Creative TV journalism professional. Four years TV-R, top 30 market, anchorman/reporter/producer. Box D-252, BROADCASTING.

I'll make your news program the most distinctive, attractive, and professional-looking package in town. Experienced producer-editor, writer, and reporter. Only interested in a station which is seriously concerned with news. Box D-263, BROADCASTING.

Programing, Production, Others

Bool 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.

5 years radio-television experience. Top 10 market, 4 years college. Seeking move up. Box D-119, BROADCASTING.

Live media & love it. Degree, first phone, radio exp. Want career in TV prod.-prog. Age 23, married, child. For resume write Box D-206, BROADCASTING.

Director seeks position with fast paced production department. 4 years production experience; variety, commercials, news, documentaries. 3 years film experience. Resume and references. Box D-208, BROADCASTING.

Program director. Creative, intelligent, talented, award-winning, modest, PD; 15 years successful experience, commercial, educational TV. Box D-233, BROADCASTING.

Production East. Three years studio and remote experience, including directing. Vet. Degree. Married. Box D-254, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

5 KW-FM transmitter. Operable. Reasonable. Hi-band 6 element FM antenna. Box D-214, BROADCASTING.

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 AFPS, and their catalogues/indexes, with or without their libraries. Want also 16" acetate air-checks 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—Heliex, 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 4 1/2 camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

Sale 3 spd Gates turntable \$200. Also 6 300-600 Daven attenuators with cue \$25. Box D-162, BROADCASTING.

CATV & ETV operations. Packard Bell model 9200 TV camera. All solid state circuitry. Vidicon with 4:1 electric zoom lens. Operated about 150 hours. Best offer accepted. D-267, BROADCASTING.

ITA type RC-1A remote control system: Complete with 20 position studio and transmitter units. Used in FM operation four (4) years. You need it, we got it, make us an offer. Box D-268, BROADCASTING.

H J 7-50 Andrews Heliex 1 1/2" 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.

Used 200' galvanized Truscon tower complete with insulators and associated hardware. Excellent condition. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Fla. 32301.

For sale. A pair of Schafer Model SA-100 spot locators equipped with Ampex 351 record and playback. Make offer, Frank Carman, KLUB, Salt Lake City.

Avionics, Inc., WP-101 C Band radar, ideal for broadcasting weather radar, \$4,900.00. Terminal bldg. Lunken, Airport, Cincinnati, Ohio 513-871-6222.

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.

Let major market personalities write for you. Fresh up-to-the minute hit 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.

Prizes- Prizes! Prizes! National Bards for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write, or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

MISCELLANEOUS

continued

Community minded stations using NEWSBEAT ideas for 6 months are hooked. They stay on and on. . . Fresh, stimulating, timely. Editorial, feature, investigative, business angles. Proven since 1966. Twice monthly. 6 month trial special, \$10. News-Feature Associates, 1312 Beverly, St. Louis, Mo. 63122.

Computerized FM frequency search. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

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 206-622-2121.

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 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 Ceary 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.

INSTRUCTIONS continued

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, 10600 Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

American Institute of Radio offers the nation's finest quality course for your first class license in three to 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 School 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.

Spokane F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 509/624-6878.

Are you interested in a professional announcing career in radio? Graduate with 3 months of actual broadcast training as KSVP-AM and KSVP-FM modern radio stations in Artesia, New Mexico. Most modern studios and finest equipment. School of broadcast training is approved by the New Mexico state board of education, and is New Mexico's only broadcast school. Room and board available and placement assistance after graduation. Learn by actual doing at KSVP-AM and FM stereo. Get the facts today. Write for information to: Dave Button, Manager, 317 West Quay, Artesia, New Mexico 88210.

See our display ad under instruction on page 70. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

RADIO HELP WANTED

Sales

RADIO SALESMAN

Successful major West Coast market AM-FM needs aggressive, young professional who could work effectively with either agencies or clients. Excellent advancement opportunities with respected broadcast group. Creative sales department with outstanding production back-up. Two years radio sales experience required. Send picture and resume to:

Box D-219, Broadcasting.

Announcers

ANNOUNCER

50 KW clear, contemporary MOR, Savvy Traffic Personality Education, Experience, Pro Involved in show, music, community, Master at Combo timing. No phone calls now, please. Air-check resume, whatever you think we'd find interesting.

Hugh Barr, Program Director

WHAS Radio

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We're probably the roughest broadcast school in the country.

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Help Wanted Announcers cont'd

AFTERNOON PERSONALITY

WLW, Cincinnati, Ohio, (50,000 watts NBC) up-tempo, M.O.R. is seeking a humorous, entertaining, contemporary afternoon personality. Top compensation package available to the person selected. Send resume and tapes to:

Cliff Hunter, Program Director
AVCO Broadcasting Corporation
140 W. Ninth Street
Cincinnati, Ohio 45202

An equal opportunity employer M/F.

Programing, Production, Others

Public Affairs Director

New York City FM station. New position with expanding broadcasting firm. News background, production capabilities essential. Familiarity with New York City area helpful. Send resume, salary requirements in confidence.

Box D-227, Broadcasting.

Situations Wanted Announcers

AT LIBERTY BILL JAEGER

Proven results in Baltimore for the past 14 years. I have the background, experience and talent. If you're a M.O.R. in major market I can bring these assets to you. Middy or drivetime.

BILL JAEGER—301-655-4723

Programing, Production, Others

"SHOP-AT-HOME!"

Radio Promotion

For medium—Small markets. Keeps home folks At Home—Away from bigger cities—to do their shopping. PHONE US COLLECT—HEAR ACTUAL TAPED PRESENTATION. Easy to sell. Little work. Entire promotion on tape tailored to each station and city, including taped sales presentation for selling promotion locally. Help your city and merchants—make a nice profit. Our rates are inexpensive. Call today for complete information.

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AGENCY AND PRODUCTIONS, INC.

Shenandoah Building, Roanoke, Virginia
Phone (703) 342-2170

TV—Help Wanted—Sales

UNIQUE OPPORTUNITY FOR GENERAL SALES MANAGER

A midwestern independent UHF station looking for key man in Sales Management. Excellent money, stock options available. Must have outstanding track record in sales, experience in sales motivation, and willingness to work hard to build a top-notch working organization. Send complete resume:

Box D-266, Broadcasting.

INDEPENDENT TELEVISION STATION PRESENTS UNIQUE SALES OPPORTUNITY

A midwestern independent UHF looking for men to staff sales department. Experienced in independent UHF sales important. A good track record, top references and a proven history of hard work provides an opportunity for excellent money. Complete resume requested.

Mr. Roy Conder

WSWO-Television

P.O. Box 1366

Springfield, Ohio 45501

TELEVISION ACCOUNT EXECUTIVE

We are a top rated network affiliate in one of California's fastest growing and most beautiful areas. Currently in our sixteenth year of operation under the same ownership.

We are expanding our local sales staff, and would like to hear from qualified television account executives. You may have many years of experience, interested in relocating in our area; or you may have a few years of experience but anxious to "move up" in television sales.

You will receive a guarantee based upon your experience, as well as a commission incentive plan plus expenses.

We are an expanding company, and there is room for promotion if you are a producer. If this position is of interest to you, write immediately with complete details as to your work history, references, and current income. All replies confidential.

Box D-223, Broadcasting.

We are an Equal Opportunity Employer

SALES DEVELOPMENT ACCOUNT EXECUTIVE

We are a top rated network affiliate in one of California's fastest growing and most beautiful areas.

We are ready to expand our sales efforts to include local and national sales development presentations.

This man must have sales experience and be thoroughly versed in ARB/NSI research as well as general Marketing research methods.

Presentations will be made with top management, and calls will range from a local retailer to a regional product, to a national advertising manager and/or account executive.

This position will most likely be filled by a man of some years in the television industry; however, we will definitely consider young experienced applicants.

You will receive a guarantee commensurate with your experience, a commission incentive plan plus expenses. If interested, write immediately with complete details as to your experience, references, and income record.

All Replies confidential.

Box D-258, Broadcasting.

We are an Equal Opportunity Employer.

Television continued
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:

- Market Analysis
- Market Planning
- Product Review
- Customer Service

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.**

TV MANAGER

Management opportunity for TV Sales Manager ready to move up. Top midwest market. \$35,000.00 salary and bonus on profit. We are not a group, but, have ownership possibilities. Send resume to Box D-259, Broadcasting, for confidential consideration.

Technical

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF transmitters, television tape or color studio equipment, we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, nine paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. Tomkiewicz, RCA Service Company, Building 204-2, Cherry Hill, New Jersey. We are an equal opportunity employer.

RCA

Programing, Production, Others

PROGRAM DIRECTOR-TV

Needed experienced pro for growing group in a hustling market. Unless you can document five years progressive programing don't apply. We need someone on the upswing in a top-ten market. Write in confidence, giving salary history.

Box D-238, Broadcasting.
An Equal Opportunity Employer.

BROADCASTING TV PROMOTION MAN

Must possess several years experience in broadcasting. Qualified to write good promo material. Salary in five figures. Please forward complete resume in confidence, giving salary history.

Box D-260, Broadcasting.
An Equal Opportunity Employer

Television
Situations Wanted Management

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(Continued from page 64)

■ FCC Executive Director Max D. Paglin authorized Cape Cod Broadcasting Co., applicant for FM in Barnstable, Mass., to inspect annual financial reports filed for WCOD-FM Hyannis, Mass., for 1967, 1968 and 1969. Action April 17.

■ Chief, Broadcast Bureau, on request by Triangle Broadcasting Co., extended through April 30 time to file reply comments to notice of proposed rulemaking adopted Feb. 18 in matter of amendment of FM table of assignments, Drew, Miss. (Doc. 18801). Action April 14.

Call letter application

■ Wisconsin State University, La Crosse, Wis. Requests *WLSU(FM).

Call letter actions

■ Georgia State University, Atlanta. Granted *WRAS(FM).

■ Northwest Mississippi Junior College, Senatobia, Miss. Granted *WNJC-FM.

■ Louisiana State University, New Orleans. Granted *WWNO(FM).

■ Taylor Aviation Inc., Hammondsport, N.Y. Granted WEKT(FM).

Existing FM stations

Application

■ *KCWS-FM Ellensburg, Wash.—Seeks authority to operate transmitter by remote control from Allen apartment building, 16th & E Streets, Ellensburg. Ann. April 10.

Final actions

■ Broadcast Bureau granted mod. of CP's to extend completion dates of following stations: KUKI-FM Ukiah, Calif., to Sept. 20 (Doc. 18222); KCHV-FM Denver to July 5; to June 1; KOA-FM Denver to July 5; *WUSF(FM) Tampa, Fla., to Sept. 1; KBBX(FM) Seattle to Oct. 9. Actions April 17.

■ Broadcast Bureau granted requests for SCA on sub-carrier frequency of 67 kc for the following FM's: WHFI Birmingham, Mich.; KRGH Las Vegas; WFIL-FM Philadelphia; WMIL-FM Milwaukee; WFMH Milwaukee. Action April 13.

■ KPCC-FM Pasadena, Calif.—Broadcast Bureau granted remote control. Action April 8.

■ KJML(FM) Sacramento, Calif. — FCC denied motion by Town and Country Broadcasters for stay of hearing date on application for renewal of license. Hearing is scheduled for April 20 in Sacramento. Action April 20.

■ WLVB(FM) Hartford, Conn.—Broadcast Bureau granted mod. of CP to change studio location to 750 Main Street, Hartford; operate by remote control from proposed studio location; change type ant.; make changes in transmission line. Action April 13.

■ WBBM-FM Chicago — Broadcast Bureau granted CP to change trans. location to 875 North Michigan Avenue, Chicago; install trans.; change type ant.; make changes in ant. system; ERP 6 kw; ant. height 1,180 ft.; remote control permitted; granted CP to install alternate main trans. Action April 14.

■ WKFM(FM) Chicago—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ant. height 549 ft. Action April 14.

■ WKDN-FM Camden, N. J.—FCC denied request for waiver of minimum separation requirements of rules to permit acceptance of application for change in transmitter site and facilities; returned application. Action April 15.

■ WGR-FM Buffalo, N.Y. — Broadcast Bureau granted request for SCA on sub-carrier frequencies of 70.75 kc, 55.25 kc, 39.75 kc and 24.25 kc. Action April 13.

■ WJLE-FM Smithville, Tenn. — Broadcast Bureau granted mod. of CP to change type trans. and ant. Action April 13.

■ KTXN-FM Victoria, Tex.—Broadcast Bureau granted CP to replace expired permit. Action April 17.

■ WWOD-FM Lynchburg, Va. — Broadcast Bureau granted CP to replace expired permit. Action April 17.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Sacra-

mento, California (Town and Country Broadcasters Inc.), renewal of license of KJML(FM), denied request by applicant for postponement of hearing which is scheduled for April 20 in Sacramento (Doc. 18773). Action April 15.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.), FM proceeding, rescheduled further hearing for June 22 (Docs. 18288 and 18290). Action April 16.

Fine

■ WWBD-FM Bamberg-Denmark, S. C. — FCC notified licensee of apparent liability for forfeiture of \$200 for violation of rules by failing to file renewal application within time specified. Action April 16.

Call letter applications

■ *KCBL-FM, Colorado State College, Greeley, Colo. Requests *KUNC-FM.

■ KZYM-FM, Missouri-Illinois Broadcasting Co., Cape Girardeau, Mo. Requests KFMP(FM).

Call letter actions

■ *WMKY-FM, Morehead State University, Morehead, Ky. Granted *WMKY(FM).

■ WMGW-FM, Regional Broadcasters Inc., Meadville, Pa. Granted WZPR(FM).

■ KFMZ(FM), Robert W. Sudbrink, Pasadena, Tex. Granted KYED(FM).

■ KITE-FM, Doubleday Broadcasting Co., San Antonio, Tex. Granted KEXL(FM).

Other actions, all services

■ FCC terminated rulemaking proceeding proposing ban on broadcast of cigarette advertising (Doc. 18434). Commission said that in view of enactment of public law 91-222, there was no reason to continue with proceeding. Action April 15.

■ FCC ordered that licensees must retain applications and other material in their public files for period of seven years under terms of rule amendment adopted by commission. Amendment becomes effective May 25. Action April 15.

■ FCC denied request by LVO Cable Inc. for extension of time to file petition to deny proposed transfer of control of Corinthian Broadcasting Corp. from John H. Whitney to Dun and Bradstreet Inc. Time for filing against transfer expired April 9; LVO sought extension to April 28. Action April 15.

■ FCC denied petition filed by Anthony R. Martin-Trigona of Champaign, Ill., asking reconsideration of commission decision dated Sept. 5, 1969, dealing with two complaints against WLS Chicago, ABC Inc. and various television stations. Action April 15.

Translator actions

■ Golden Empire Broadcasting Co., East and West Quincy, Calif. — Broadcast Bureau granted CP for new VHF TV translator to serve Quincy on ch. 11 by rebroadcasting of KHSL-TV Chico, Calif. Action April 14.

■ KMSO-TV Inc., Missoula, Montana—Broadcast Bureau granted CP for new VHF TV translator to serve northside of Missoula on ch. 3 by rebroadcasting of KGVO-TV Missoula. Action April 14.

■ Broadcast Bureau granted renewal of licenses for following stations: K08CR, K10DC and K12CP, all Danville, Wash.; K04AE, K06AB, K09AE and K11AH, all Long Creek, Ore.; K04FA Lakeview, West Side and New Idaho District, all Oregon. Actions April 16.

CATV

■ Review board in Irons Mountain, Md., CATV proceeding, Docs. 17510-16, 17531-32, granted Broadcast Bureau's petition for extension of time filed April 16. Action April 20.

■ Desoto County Cablevision Inc.—Requests distant signals from WUSF-TV and WLCY-TV, both Tampa-St. Petersburg, Fla., to Arcadia, Fla. (Tampa-St. Petersburg, Fla. ARB 31). Ann. April 16.

■ Orange Cablevision—Requests distant signals from WUFT(TV) Gainesville, WEDU(TV) Tampa-St. Petersburg, and WUSF-TV Tampa, all Florida, to Orlando, Fla. (Orlando-Daytona Beach ARB 58). Ann. April 16.

Summary of broadcasting

Compiled by FCC, April 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
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 Includes two licensed UHF's that are not on the air.

■ **Frontier Cablevision Inc.**—Requests distant signals from KTEN(TV) Ada-Ardmore, Okla.; KAKE-TV and KARD-TV, both Wichita, Kan.; KTVT(TV) and KFWT(TV), both Ft. Worth-Dallas, and KDTV(TV) Dallas-Ft. Worth, to Stillwater, Okla. (Oklahoma City, ARB 51). Ann. April 16.

■ **Danville Cablevision Inc.**—Requests distant signals from WRFT-TV Roanoke, Va.; WRAL-TV Raleigh-Durham, N. C.; WTVD-TV Durham-Raleigh, N. C.; to Danville, Va. (Greensboro-Winston Salem-High Point, N.C. ARB 45; Roanoke-Lynchburg, Va. ARB 67). Ann. April 16.

■ **FCC** directed all parties who hold franchises for CATV systems which are non-operational as of April 16, whether franchises are exclusive or nonexclusive, to file copy of each franchise with FCC within 90 days of date of publication of this public notice in Federal Register. Action April 15.

■ **FCC** denied petition by National Cable Television Association Inc. for review of action denying its request to inspect alleged documents or records underlying proposed schedule of fees in Doc. 18802. Action April 16.

■ **FCC** denied petition by Laser Link Corp. for partial reconsideration of commission's report and order released November 14, 1969, establishing new class of stations called Local Distribution Service (LDS) stations in the community antenna relay service (Doc. 18452). LDS utilizes radio waves to distribute CATV signals locally instead of cable, which is presently used. Action April 15.

■ **FCC** ordered Vic's TV Cable Service to cease and desist from operation of its CATV system at Carmel Valley, Calif., in violation of program exclusivity rule requirements. Action April 15.

■ **FCC** waived hearing requirements of CATV rules for carriage of distant signals to allow Continental Cablevision of Ohio Inc. to carry signal of WUAB(TV) Lorain, Ohio, on its CATV system serving Tiffin. Action April 15.

■ **FCC** gave notice that initial decision, released Feb. 25, proposing termination of order to show cause directed against Pottsville Trans-Video, CATV operator at Pottsville, Minersville and Schuylkill Haven, all Pennsylvania, became effective April 16 (Doc. 18690). Action April 16.

■ **FCC** authorized Tri-Cities Cable TV Inc., operator of CATV systems at Petersburg, Colonial Heights, and Ettrick, all Virginia, to carry distant signal of WYAH-TV, ch. 27, Portsmouth, Va., for period of six months as limited experiment under retransmission consent requirement of proposed new CATV rules in Doc. 18397. Action April 15.

Ownership changes

Applications

■ **WZAM(AM)** and CP for new FM (call letters not yet assigned) Mobile, Ala.—Seek assignment of license and CP from Duke Broadcasting Corp. to Broadcast Enterprises Inc. for \$237,500. Sellers: Walter A. and Anna A. Duke. Buyers: E. M. Johnson, president, et al. Buyers own WMMN(AM) Fairmont, W. Va. Ann. April 14.

■ **KMAG(FM)** Fort Smith, Ark.—Seeks transfer of control of The Valley Corp. (100% before, none after) to Horace C. Boren (none before, 100% after). Consideration: Between \$60,000 and \$70,500, de-

pending on adjustment equal to cash flow deficit. Sellers: Everett Tucker Jr., secretary, et al. Buyer: Mr. Boren owns KMUS(AM) Muskogee, Okla., and KWHN(AM) Fort Smith, Ark. Ann. April 14.

■ **KZOT(AM)** Marianna, Ark.—Seeks assignment of license from Robert B. Whitaker Sr. to W. N. McKinney and Jerone Orr for \$45,000. Principals: Mr. McKinney controls KELD(AM) El Dorado, Ark., and Mr. Orr is manager of that station. Ann. April 16.

■ **WMPI(FM)** Scottsburg, Ind.—Seeks assignment of license from Howell B. and Mildred J. Phillips and Dallas D. and Neva J. Montgomery to Vogel-Bell Corp. for \$55,000. Principals: William R. Vogel, president (62.9%), et al. Mr. Vogel is majority owner of WGNB(AM) Murfreesboro, Tenn.; WAMA(AM) Selma, WHOD-AM-FM Jackson and WBLO(AM) Evergreen, all Alabama. He is buying WULA(AM) Eufaula, Ala., subject to FCC approval. Ann. April 17.

■ **WSTL(AM)** Eminence, Ky.—Seeks assignment of license from J. W. Dunavent to WSTL Radio Inc. for \$65,000. Principals: Fred A. Grewe, president (80%) and Shirley M. Grewe, secretary-treasurer (20%). Mr. Grewe owns 95% of WEIF(AM) Moundsville, W. Va., and is sole owner of WQTW(AM) Latrobe, Pa., and WPAR(AM) Parkersburg, W. Va. Ann. April 10.

■ **WKOX-AM-FM** Framington, Mass.—Seek transfer of control of WKOX Inc. from Richard E. Adams (100% before, none after) to Fairbanks Broadcasting Co. (none before, 100% after). Consideration: \$449,500 in cash and note for \$1,100,500. Buyer: Richard M. Fairbanks, sole owner. Mr. Fairbanks owns WIBC(AM) and WNAF(FM), both Indianapolis, and controls WRMF-AM-FM Titusville, Fla. Ann. April 17.

■ **WBCH-AM-FM** Hastings, Mich.—Seek transfer of control of Barry Broadcasting Co. from Angle M. Olsen, Lawrence F. Loucks, Ray C. Spotts and Mrs. Angus MacLeod (as a group 100% before, none after) to Kenneth Radant, Richard M. and Rose D. Cook, et al. (as a group, none before, 100% after). Consideration: \$60,536. Principals: Mr. Radant is self-employed farmer; Mr. Cook is editor and publisher of Hastings Press Inc. Ann. April 6.

■ **WXXX(AM)** Hattiesburg, Miss.—Seeks assignment of license from Echo Broadcasting Corp. to Triple X Broadcasting Co. for \$110,000. Seller: Ed Cantrell. Buyer: Charles D. Saunders. Mr. Saunders owns WLEF(AM) and WSWG-FM, both Greenwood, Miss., and WHHM(AM) Henderson, Tenn. Ann. April 10.

■ **KDFL(AM)** Sumner, Wash.—Seeks assignment of license from Puyallup Valley Broadcasting Co. to Valley Communications Corp. for \$65,500. Seller: Brian Calkins. Buyers: James E. Weese, president, J. Edward Johnson, vice president, F. Waldemar Carlson, treasurer, Frederick O. Frohmader, secretary and Richard D. Forster (each 20%). Mr. Weese owns jewelry store and has real-estate interests. Mr. Johnson owns drive-in restaurant. Mr. Carlson is real-estate salesman and Mr. Frohmader is attorney. Mr. Foster was formerly salesman and announcer for KBKW(AM) and KXRO(AM), both Aberdeen, Wash. Ann. April 10.

Actions

■ **KERN-FM** Bakersfield, Calif.—Broadcast Bureau granted assignment of license from Edward E. Urner and James L. Norman to Reliable Broadcasting for \$75,000, plus assumption of liabilities. Principals: Donald K. Allen, president, et al. Principals own

KLYD(AM) Bakersfield. Ann. Nov. 26.

■ **WFOX(FM)** Gainesville, Ga.—Broadcast Bureau granted assignment of license from Hall County Broadcasting Co. to WLBA Inc. for \$125,000. Seller: Ernest H. Reynolds Jr., sole owner. Buyer: Norfleet R. Johnston, sole owner. Mr. Johnston owns WNRJ(AM) Gainesville and has other business interests. Action April 15.

■ **KFUN(AM)** Las Vegas, N. M.—Broadcast Bureau granted assignment of license from Roadrunner Broadcasting Co. to Mark Way Inc. for \$175,000. Sellers: Merle H. Tucker, president et al. Buyers: Sidney Carl Mark, president (60%), and Patricia Greenfield Mark, vice president (40%). Buyers own KAKC-AM-FM Tulsa, Okla. Action April 16.

■ **KSWS(AM)** Roswell, N.M.—Broadcast Bureau granted assignment of license from executors of estate of John A. Barnett, deceased (as a group, 100% before, none after) to Roswell Broadcasting Inc. (none before, 100% after) for \$37,500. Sellers: Frances Maye Barnett, Paul B. McEvoy and John A. Barnett Jr., executors. Buyers: John A. Barnett Jr., president (39.5%), Frances Maye Barnett, vice president (37%), and Paul B. McEvoy, secretary-treasurer (23.5%). Action April 14.

■ **WMBA(AM)** Ambridge, Pa.—Broadcast Bureau granted assignment of license from Miners Broadcasting Service Inc. to Bride Broadcasting Inc. for \$200,000. Sellers: Joseph L. Maquire, president, et al. Sellers own WFAM(AM) Pottsville and WLSH(AM) Lansford, all Pennsylvania. Buyers: John W. Bride, president-treasurer, Marjorie McHenry, vice president (each 40%), James McHenry, vice president, Marmack Inc. (each 9%), and Marjorie Ober McHenry (2%). Mr. Bride owns 10% of WJAB(AM) Westbrook, Me., and is account executive for WEDQ(AM) McKeesport, Pa. Mr. McHenry is in investment banking. Marmack Inc. is family corporation with holdings in securities and real estate. Action April 14.

■ **WUNO(AM)** Rio Piedras, P. R.—FCC granted transfer of control of San Juan Broadcasting Corp. from W. M. and Hope Carpenter and William and Ramon De La Cruz (as a group, 100% before, none after) to Mooney Broadcasting Corp. (none before, 100% after). Consideration: \$1,642,000. Principals: George P. Mooney, president (28%), et al. Principals own WKGN(AM) Knoxville and WMAK(AM) Nashville, both Tennessee, and WBSR(AM) Pensacola, Fla. They are also buying WPDQ(AM) Jacksonville, Fla., subject to FCC approval. Action April 15.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through April 21. 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*.

■ **Clermont, Fla.**—TM Communications Co., Los Angeles (multiple-CATV owner) has been awarded a non-exclusive franchise.

■ **New Port Richey, Fla.**—Six firms have applied for a franchise: TM Communications Co., Los Angeles (multiple-CATV owner); Teleprompter Co., New York (multiple-CATV owner); Storer Broadcasting Co., Miami (multiple-CATV owner); Pasco Cablevision Co., New Port Richey, Fla.; Coaxial Communications Inc., Alachua, Fla., and Farris E. Rahall Co., St. Petersburg, Fla.

■ **Palm Beach, Fla.**—Teleprompter Co., N.Y. (multiple-CATV owner) has applied for a franchise. Standard charge for the service is to be \$4.95 per month if the franchise is granted.

■ **Kokomo, Ind.**—Telecable Corp., Norfolk, Va. (multiple-CATV owner) has applied for a franchise.

■ **Glens Falls Village, N.Y.** (corrected item)—Champlain Cablevision, reported April 20 as Champlain Broadcasting Co., has applied for a franchise. The firm already has a franchise for the city of Glens Falls (BROADCASTING, June 2, 1969).

■ **Appleton, Wis.**—Telecable Corp., Norfolk, Va. (multiple-CATV owner) has applied for a franchise. By ordinance, the city would receive an annual permit fee of \$500 plus 2 per cent of the annual gross receipts from the firm winning the franchise.

Murray Chercover has been keeping Canadian public transportation in business this month. The Toronto-based president and managing director of CTV Television Network Ltd. has commuted frequently to Ottawa to keep tabs on government proposals which threaten to reshape the Canadian broadcasting industry.

First, there was a Canadian broadcasters' convention, which was moved up a week in order to give urgent consideration to a Canadian Radio-Television Commission plan to increase Canadian-only programming content on the media. Then, there was the CRTC hearing on the proposal which would, among other things, require TV broadcasters to fill 60% of their prime-time with Canadian-made programs.

Mr. Chercover also was scheduled to testify before the Senate committee on the mass media, which for months now has been looking into every facet of magazines, newspapers, wire services, radio and television. And finally, Mr. Chercover was to appear before the broadcasting committee of the House of Commons. Presumably, the question of letting radio-TV into the House and its committees is one of the issues that is to be brought up; CTV has been pressing to permit such coverage in Commons for a long time.

But the chief concern of Mr. Chercover is the proposed 60% Canadian content rule. Of Canada's three TV networks, the greatest impact of such a rule would be on CTV. For example, the Canadian Broadcasting Corp.'s English TV network would have to add only about three hours a week of Canadian programs in prime time to meet the requirement. CTV, on the other hand, would have to find seven-and-a-half hours every week.

Murray Chercover says he doesn't think the 60% requirement will promote the aim of fostering the Canadian identity and that the plan places too much emphasis on quantity with no reference to quality. He notes that advertiser interest can diminish in low-quality shows and that Canadian viewers near the U.S. border can always switch to American channels to watch programs costing \$200,000.

But Mr. Chercover is frankly worried about cost of the CRTC plan. Part of his concern must stem from the limited resources available to CTV. The privately owned network has an annual operating budget estimated at around \$15 million, which compares to the \$166.5 million budget estimated for the CBC in 1970. CTV, although it is now operating in the black, does not seem to be looking for any additional financial obligations.

Despite the difference in the financial resources of CTV and the CBC, Mr.

Government tinkering with media keeps CTV boss on the go

Chercover's network is giving the CBC's English counterpart a run for its money in the programming arena. According to CTV, its network captured eight out of the top-10 shows in Nielsen major-market ratings for January, which cover ratings in major markets where both CTV and CBC-TV have affiliates.

Co-production, a technique in which Mr. Chercover strongly believes, is becoming a more important factor in CTV's prime-time schedule. An eight-week variety series—which will replace *The Andy Williams Show* this summer—stars Ray Stevens and is to be co-produced in Canada with CTV using the facilities of CTV's Toronto affiliate, CFTO-TV. *The Barbara McNair Show*, currently in syndication in the U.S., will also be produced at CFTO-TV

for the 1970-71 season. The *McNair* series will be a co-production between Winters/Rosen Productions, Los Angeles, and CTV. CTV has already produced with Metromedia Producers Corp., Hollywood, a one-hour drama called *Mirror, Mirror Off The Wall*. Mr. Chercover and former MPC President Bud Rifkin were co-executive producers of the project. (It should be noted that the co-productions could qualify as Canadian content.)

Mr. Chercover's direct interest in co-production is not surprising when his background is taken into account. He was born in 1929 in Montreal of parents who moved to Port Arthur, Ont., to supply horses to the lumbering and mining industries when Murray was only 3 years old. After he entered high school he became interested in the high-school drama club. His resonant voice also caught the attention of the young announcers at CFPA(AM) Port Arthur, where he was enlisted to announce, sell and write commercials, pull records, and look after the library.

At 17 he went to Toronto to attend Lorne Greene's Academy of Radio and Television Arts. Then he went to New York on a drama scholarship to the Neighborhood Playhouse School of Theater in New York.

For the next five years he worked in summer stock, off-Broadway and in television. He directed live drama for *Cosmopolitan Theater* on the former DuMont television network.

In 1952 he returned to Toronto as producer-director of drama for CBC-TV. There he was associated with such programs as *General Motors Presents*, *Playbill*, *Space Command* and *On Camera*.

Then he received an offer to join CFTO-TV Toronto as executive producer of programming. By 1962 he had become vice president, programming, for CFTO-TV as well as chairman of programming for the Independent Television Organization, Toronto, which developed programs for independent TV stations.

In 1966 he joined CTV as executive vice president and general manager. And last September, after the resignation of Gordon Keeble as board chairman, Murray Chercover became head of the network as president and managing director.

The job keeps Mr. Chercover quite busy. But when he has the opportunity, he is an art collector, a builder of reproductions of antique furniture, a theater goer, a pilot and a builder of radio-controlled model airplanes. He became interested in flying model airplanes in competition several years ago and in 1963 he became the Canadian champion. Murray Chercover has little time to fly those planes today.

Week's Profile



Murray Howard Chercover—president and managing director, CTV Television Network Ltd., Toronto; b. Aug. 18, 1929, Montreal; drama producer-director for Canadian Broadcasting Corp., Toronto, 1952-1960; joined CFTO-TV Toronto as executive producer, 1960, becoming director of programming, 1961, and vice president, programming 1962; joined CTV network as executive vice president and general manager, 1966; named president and chief operating officer, 1968; named president and managing director, 1969; m. Barbara Ann Holleran of Atlanta, Aug. 8, 1953; children—Hollis Denny, 6; Sean Peter, 3.

Editorials

One for the books

The president of the American Newspaper Publishers Association last week sounded a "call to the battle stations" to contest government threats to break up multimedia ownerships. Two weeks earlier the same cry of alarm and summons to action went up from the president of the National Association of Broadcasters. If these official utterances, both made at national conventions of the respective associations, are to be taken at face value, the combined forces of the most powerful media in the country are about to descend on Washington and sweep the destructionists out of office.

We are not at all sure that the promise will be realized. It was almost exactly a year ago that the same ANPA president, William F. Schmick Jr., head of the Baltimore Sunpapers and their associated broadcast properties, issued approximately the same warning at that year's ANPA convention. At about the same time the same NAB president, Vincent T. Wasilewski, was calling for legislative help to give a reasonable measure of protection to incumbent licensees against challenges from newcomers with no other media holdings. To judge by the record of events, calls for battle at national conventions exert negligible effect.

Only one measure of relief has come from government in the year between calls for battle. The FCC issued a policy statement giving licensees preference over rival applicants if the incumbents can show a record of substantial service. Actually, the policy statement merely restored the practice that the FCC had followed for years before it voted, in a freakish 3-to-1 decision, to take WHDH-TV from the Boston *Herald-Traveler* and give it to a competing applicant that had no other media ties.

But if the WHDH case has been set aside as a precedent for eliminating crossownership in individual challenges to existing licensees, other FCC actions have only enlarged the crossownership issue. The one-to-a-customer rule and the divestiture-of-crossownerships rulemaking give the latest calls for battle a new urgency. And across town at the Justice Department, antitrust actions against joint newspaper operations further complicate the scene.

So what kind of battle should be undertaken?

It should be clear to everyone with a newspaper or broadcast station that there is a serious body of belief that multimedia combinations of any size in any market are wrong. That belief obtains no matter what party happens to be in power in Washington.

It is a belief that can be successfully challenged only by a showing that multimedia combinations can perform a higher service than fragmented ownerships can. Such a showing can be made only by a serious, professional study of existing ownerships and future needs.

Indeed that kind of a study was what FCC Chairman Dean Burch invited during his speech to the NAB convention earlier this month. In the ownership proceedings he asked broadcasters to submit "facts and data upon which a decision can be reached—a decision which historians will judge as correct." He was asking for a reason to vote against divestiture when he added: "It is not enough for the commission to make a decision because of a faint and ephemeral hope of improvement. Neither is it enough for you to simply condemn and criticize."

If a battle is to be joined by the NAB and ANPA on the same side, they ought to commission a work that will command more than transitory acknowledgement. As Mr. Burch said, historians ought to be impressed.

Other work to be done

To suggest, as we did above, that a factual study is needed to turn aside the threatened divestiture of media is not to imply that no political action is needed in Washington. Political action is equally needed, as Dale G. Moore, a new member of the NAB's television board, has pointed out.

Mr. Moore, of KGVO-TV Missoula, Mont., in presiding over a secondary-market panel at the NAB convention, said broadcasters should make government relations a "full-time job." Mr. Moore said the broadcaster owed it to himself and his public to educate officials at local, state and federal governments in the problems and achievements of radio and television. He accused broadcasters of failing to respond effectively when wrongly criticized.

The man from Montana was right, of course. Maybe he should head a congressional action group.

An eye on the piper

Whether it's the advertiser or the donor, the charge is heard again that he who pays the tab calls the shot.

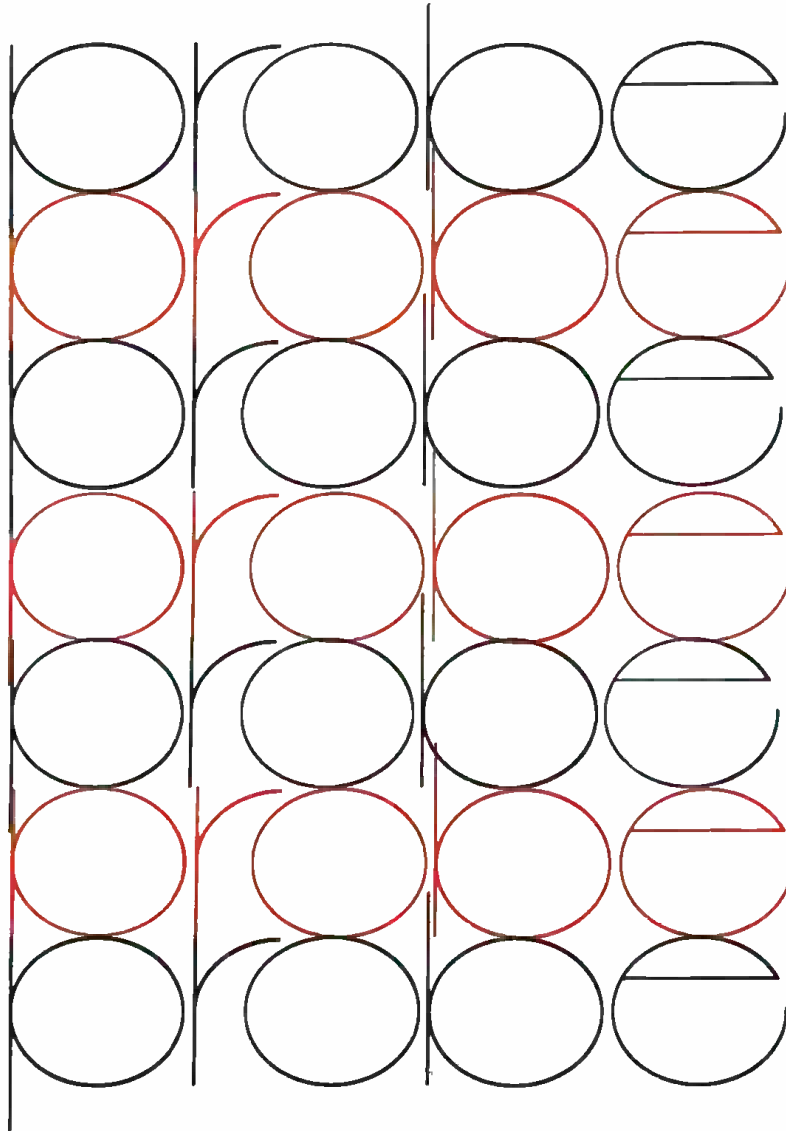
That's what the dust-up is about at WETA-TV Washington, the ETV operating under the gun of officialdom and of the biggest corps of news people in any city.

It isn't essential to produce proof that William Woestendiek was fired as editor of *Newsroom* because Fred Friendly or McGeorge Bundy of the Ford Foundation, which underwrites the experimental program with a \$750,000 grant, objected to Mrs. Woestendiek's becoming press agent for Martha Mitchell, the outspoken wife of the attorney general. It is enough to infer that WETA management thought that its liberal benefactors would appreciate the dismissal. Now the House Communications Subcommittee is going to investigate news management by spouse association.

This incident is a clue to what's in store when national, interconnected ETV, through the Corp. for Public Broadcasting, becomes full-blown, underwritten through government funding or some other combination of imposts. The politics involved in the WETA firing is amateur ward-heeling compared to what can happen when the funds run into the heavy millions.



Drawn for BROADCASTING by Sid Hix
"I know what the FCC said, but do we have to run Rin Tin Tin and The Cisco Kid in prime time?"



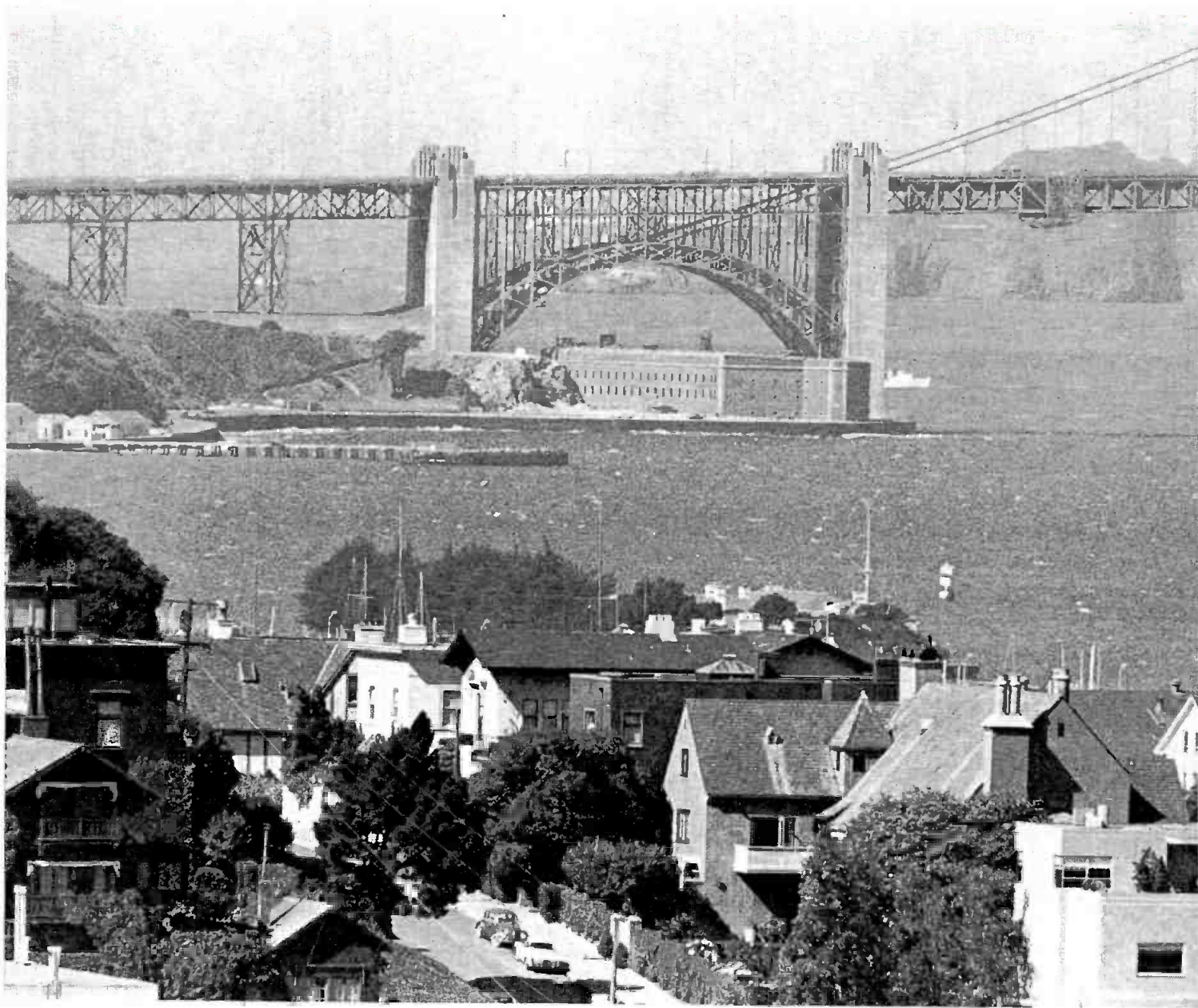
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