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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

A spotty 1970 is forecast for spot television. p23

But '69 was another billion-dollar year for radio. p30

SPECIAL REPORT: The many worlds of local TV. p50

NAB draws a bead on FCC's divestiture plan. p79

CARL B. YLVISSAKER LTH
 C. H. YLVISSAKER LTH
 MOOREHEAD, MINNESOTA
 6/25

April 21, 1969
Screen Gems announced
they had 364 feature films available
for rerun that had never
played on network television.
As of today...



...these stations have already bought them

New York

WABC-TV; WOR-TV

Los Angeles

KABC-TV; KTTV

Chicago

WBBM-TV; WLS-TV

Philadelphia

WFIL-TV; WCAU-TV; WPHL-TV

Detroit

CKLW-TV

Cleveland

WKBF-TV; WUAB-TV

Pittsburgh

WTAE; WPGH-TV

Dallas

WFAA-TV; KDTV

Hartford-New Haven

WNHC-TV; WHCT

St. Louis

KTVI; KDNL-TV; KPLR

Cincinnati

WXIX-TV

Atlanta

WATL-TV

Kansas City

KCIT-TV

Milwaukee

WISN-TV

Dayton-Springfield

WSWO-TV

Wheeling

WTRF-TV

New Orleans

WWL-TV; WVUE

Boston

WNAC-TV; WHDH-TV

San Francisco

KGO-TV; KEMO-TV; KTVU

Baltimore

WBFF-TV

Miami

WPLG-TV

Sacramento

KCRA-TV

Columbus

WBNS-TV

Tampa

WTOG-TV

Providence

WPRI-TV

Buffalo

WGR-TV; WKBW-TV

Norfolk

WVEC-TV

Raleigh

WRAL-TV

Grand Rapids/Kalamazoo

WKZO-TV

SCREEN GEMS



WMAL-TV does more than talk about a problem.



GOVERNMENT OF THE DISTRICT OF COLUMBIA

METROPOLITAN POLICE DEPARTMENT

WASHINGTON, D. C. 20001

Mr. Neal Edwards, General Manager
WMAL Television Network
4461 Connecticut Avenue, N.W.
Washington, D.C. 20008

Dear Mr. Edwards:

It is always a pleasure to thank one of our supporters for the efforts that they put forth on behalf of the Metropolitan Police Department. The skill and energy that you and your entire staff put into our current recruiting drive contributed in no small way to its success. Without a doubt many of the young men and women who have recently joined us first became aware of the opportunities that awaited them within our Department as a result of the imaginative "spots" that you produced and aired for us.

Again, thank you for your assistance, and you may rest assured that it has contributed immeasurably towards making ours an even better city in which to live and work.

Sincerely yours,

Jerry V. Wilson
Jerry V. Wilson
Chief of Police

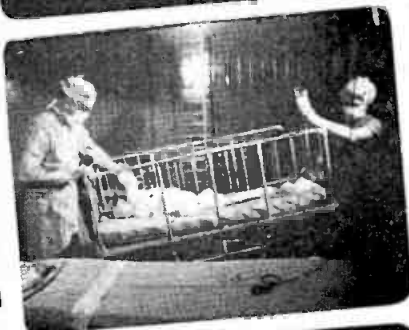


WMAL-TV abc

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

BROADCASTING, June 22, 1970

**TO MAKE
MANY
WHOLE**



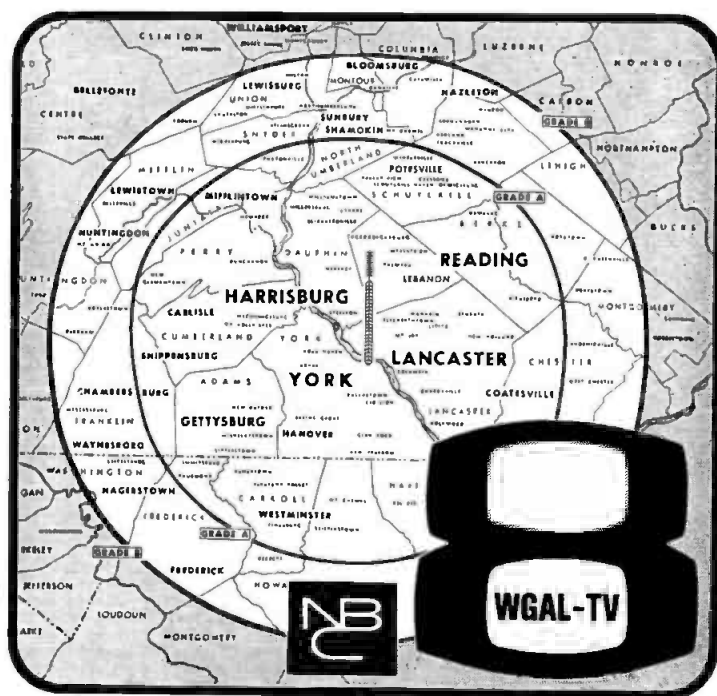
...another community service documentary by WGAL-TV

To herald the dramatic physical and psychological rehabilitative work of the world-renowned Lancaster Cleft Palate Clinic, WGAL-TV writers and cameramen covered the entire treatment process for a typical patient. Their work produced a sensitive, informative and encouraging documentary for showing in prime time. This is just one in a continuing series of special programs prepared by WGAL-TV as part of its good citizenship commitments to the communities it serves.

WGAL-TV

Channel 8 • Lancaster, Pa.

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



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

Power politics

It was on-again, off-again all last week on nomination of Indiana state treasurer, John Snyder, to succeed Kenneth Cox on FCC. There was also talk of his getting another federal job. Supporters of FCC Commissioner Robert Wells for seven-year Cox term and of FCC Broadcast Bureau Chief George S. Smith to get remaining year of Wells term stepped up efforts. Though maintaining silence publicly, FCC Chairman Dean Burch is reported to have put in word for Mr. Wells.

If move of Mr. Smith to short-term assignment should falter, there's chance C. Phyll Horn, engineering assistant to Chairman Burch and in similar job under former Chairman Rosel Hyde, would get that appointment. Mr. Horn is backed by Mormon interests in Republican party.

Via Western Union?

Where is Commissioner Kenneth Cox going after he leaves FCC? He hasn't said, but there may be clue in two recent actions: Last week, according to June 17 public notice, Mr. Cox did not participate in TWX transfer from AT&T to Western Union. On June 10, he did not participate in Telpac sharing case in which Western Union was complainant. It doesn't take FBI full-field search to deduce that, since Western Union is involved in both cases, his future may lie with that company or one of its law firms. (While Mr. Cox's term expires June 30 he can continue in office until his successor qualifies.)

Helping hand

Is it proper for agency of federal government to help citizens attack broadcast licensees? That's question raised by discovery last week that consultant furnished by Community Relations Service of Department of Justice assisted group of local citizens to serve demands on Nashville stations, including city's three VHF's. Middle Tennessee Coalition on Communications has followed pattern set by Georgia group that negotiated with Atlanta stations, with considerable success. Coalition wants more blacks hired by radio and TV and more broadcast attention to minority causes.

Washington spokesman for Justice's Community Relations Service said it would provide no legal assistance or monitoring for local groups. But, he said, one of its functions is to educate

public to rights under laws, including those related to broadcast licenses (which expire in Tennessee Aug. 1).

Author as star

New name has cropped up in speculation over who is to be first director of new U.S. Office of Telecommunications Policy—Dr. Clay T. Whitehead, now White House staff member with responsibilities in area of telecommunications. He did major share of drafting of plan creating new office, also played principal role in preparing White House position on domestic communications-satellite policy.

Because of recent background he would probably go down easier with communications-industry representatives who were up in arms over complete lack of experience in communications matter of man previously mentioned for post. Dr. William Niskanen, who is director of program analysis with Institute for Defense Analysis, is regarded as "dead" as far as OTP job is concerned—principally because of flack members of Congress took from communications industry on rumored nomination.

Tougher bill

House Communications Subcommittee will extend, not retract, scope of Senate-passed political-broadcasting bill. New version of bill is expected to include spending limitations in primaries as well as general elections; extension of discounts to include some nonfederal offices; and tightening of enforcement provisions. Senate provision repealing Section 315 in presidential elections is just about assured of passage, now that House Subcommittee chairman, Torbert Macdonald (D-Mass.), has been won over (see page 28).

New outpost

J. Walter Thompson Co., New York, world's largest advertising agency, is understood to be implementing change in its TV-radio buying procedure, with its Washington office scheduled to place time on stations in Washington, Baltimore and Richmond, Va. Experienced media man from New York probably will be sent to Washington. This is believed to be first time TV-radio will be bought out of JWT's branch in nation's capital.

Execution

WXWR-AM-FM Media, Pa., owned by theological seminary headed by fundamentalist preacher and syndicated radio

personality, Dr. Carl McIntire, face death penalty. FCC is understood to be readying order denying stations' license renewals, principally on grounds station violated fairness doctrine and were used to advance religious, political and other interests of owner rather than needs and interests of community. Hearing examiner recommended renewals, but there is believed solid majority on commission prepared to override that recommendation.

Recovery

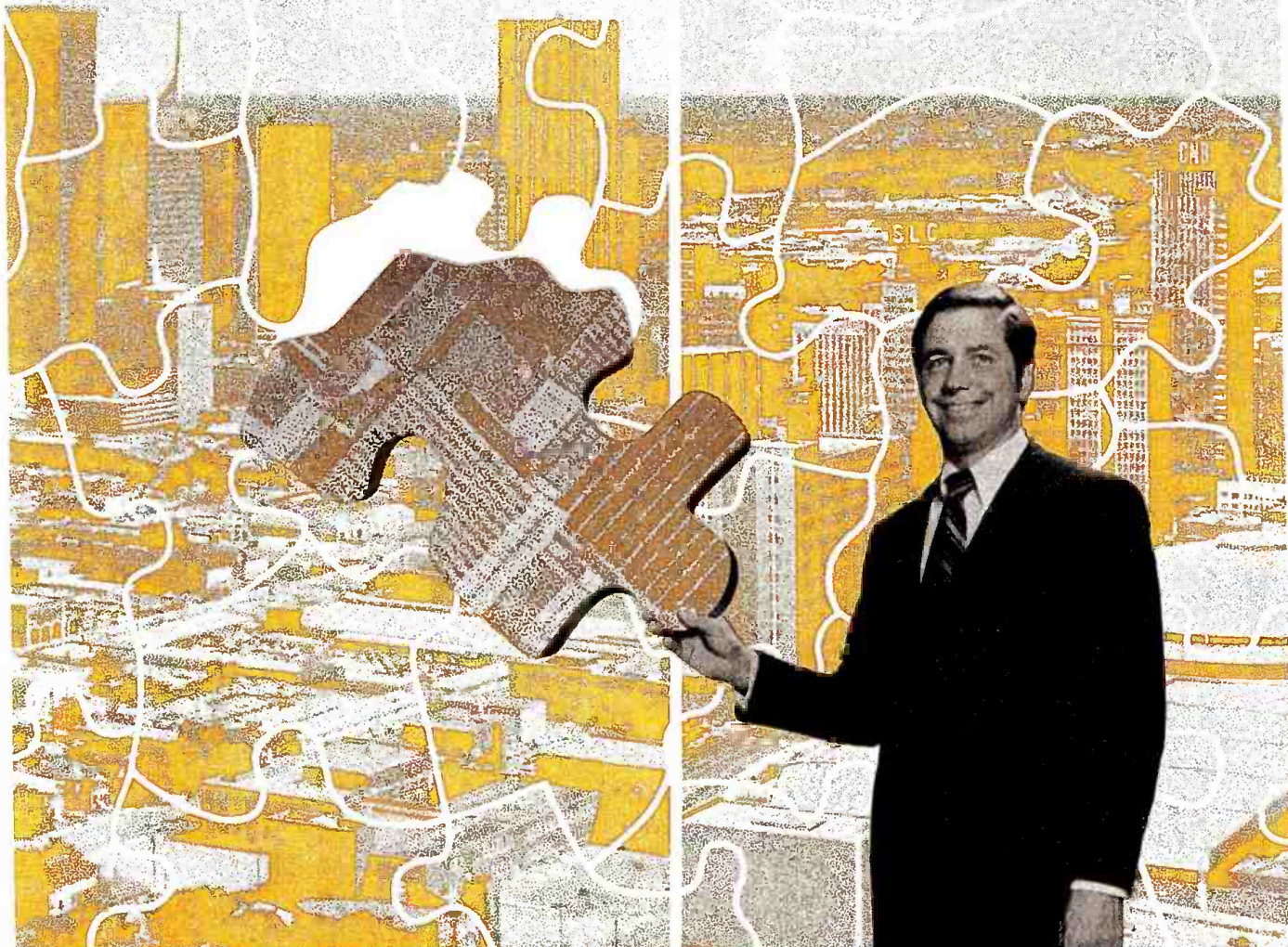
Mutual, which showed \$1 million in operating losses last October, will turn corner and record first black-ink figures in year, radio network's board of directors was told at June 17 meeting in New York. Vic Diehm, WAZL(AM) Hazleton, Pa., who took over interim presidency of network last fall, reported network was "sold out" for July, with bookings insuring profit for quarter.

Inflation

Broadcasters and others regulated by FCC will be told to start paying commission's sharply increased filing fees by mid-August. Staff is scheduled to bring draft of final order incorporating new fee schedules to commission for final action on July 1; fees would become effective 30 days after publication in *Federal Register*. Reports indicate fees will be essentially as proposed by commission in rulemaking issued in February (BROADCASTING, Feb. 24). Aim is to make commission self-sustaining—and agency is seeking \$25-million budget for fiscal 1971. Broadcasters are targeted to bear major burden of that load.

Grown up?

Some key sales executives think spot TV has long been mature enough to abandon policy against selling more than 30 days in advance of start dates. That practice, they recall, was instituted when TV was young and growing rapidly and value of time could rise materially within just few months. Other side of coin is that advance selling calls for special care in selling intervening spots unless they are pre-emptible. Even so, some authorities think stations and reps have more than enough experience to cope and, since they set rates in advance, could profitably make it general practice to sell on them in advance too, as networks do.



When the Dallas-Ft. Worth market is in your television buying plans, better include Ward Huey in the planning. He can put the whole thing or any part of it together for you. It's an everyday occurrence for Ward. He's WFAA-TV's General Sales Manager.

WFAA-TV DALLAS-FORT WORTH

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

Although reports vary, industry sources—including stations and reps—indicate spot-TV business in 1970 is running about even with year-ago levels. General economy is being blamed for current softness. See . . .

A spotty year for spot television . . . 23

ABC announces policy change permitting network to sell time to Democratic and Republican parties to express point of view on controversial issue or solicit funds, if they can afford it. See . . .

More political air time ahead . . . 26

Local and national-regional radio advertising increased comfortable 7.6% in 1969, again topping billion-dollar mark with half of top-100 spot advertisers increasing expenditures. Network spending was down 10.7%. See . . .

It's another billion-dollar year for radio . . . 30

In draft report circulated to members of House Investigations Subcommittee, CBS's role in aborted invasion of Haiti is taken apart, put back together and found to evince little regard for 'accuracy or legality.' See . . .

CBS is censured for Haiti role . . . 36

SPECIAL REPORT examines sampling of locally produced public service TV programs that have garnered national and regional awards. Expensive? Yes. But community prestige carries no price tag. See . . .

Local TV: public service with a capital P . . . 50

Intensive re-evaluation of priorities over past few years at Advertising Council should bear fruit this summer, with one of projects—drive against drug abuse—set for kick-off date of July 8. See . . .

Ad Council reviews its priorities . . . 76

NAB girds itself for battle against FCC's proposal to ban cross-ownership of newspapers and radio-TV. Plan is to enlist industry support, conduct research and retain former Commissioner Lee Loevinger as counsel. See . . .

NAB draws a bead on divestiture plan . . . 79

San Francisco appeals court makes clear that while FCC has plenty of latitude in ordering CATV's to afford non-duplication protection to TV stations, it must consider possibly inferior signal to cable users. See . . .

Court insists on CATV quality . . . 82

Largest bundle of orders and proposals yet in FCC's ongoing effort to develop CATV regulatory policy is due to be delivered this week by commission; 'Public Dividend Plan' already tentatively approved. See . . .

FCC puts final touches to CATV plans . . . 82

Black Efforts for Soul in Television, in relentless campaign for minority-group FCC member, suggests 11 names for vacancy to be created when Commissioner Kenneth A. Cox's term expires June 30. See . . .

BEST campaign for Cox slot continues . . . 84

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Broadcasting

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REPORT TO THE PEOPLE READS LIKE WHO'S WHO



REPORT TO THE PEOPLE, a weekly Sunday evening special affairs production of WFBC NEWS, questions business, political and civic leaders for a clearer, more concise picture of current issues for viewers.

Some of the headline guests during the program's three and one-half years existence have been Senators Mark Hatfield and Ernest Hollings; Governors Robert McNair, George Wallace and Lester Maddox; actress Celeste Holm, national Mental Health Association chairman; Postmaster General Winton Blount; Evangelist Billy Graham; Nobel prizewinner Dr. Charles Townes, inventor of the laser beam, and many other prominent figures.

REPORT TO THE PEOPLE reaches the concerned citizens of Georgia, South Carolina, North Carolina and Tennessee . . . those who realize the importance of being well informed.



wfbc-tv 4!
GREENVILLE, SOUTH CAROLINA



MULTIMEDIA
A station of Multimedia Broadcasting Company.
Affiliated with WBIR-TV, Knoxville, Tenn., and
WMAZ-TV, Macon, Georgia.

REPRESENTED BY KATZ TELEVISION

Bushnell expands in Canada

One of Canada's biggest radio-TV and cable-TV transactions, adding up to over \$85 million in aggregate, is under consideration by Canadian Radio-TV Commission following three-and-half days of hearings in Ottawa that ended Friday (June 19).

Purchaser of 18 broadcast and dozen CATV properties is Bushnell Communications Ltd., Ottawa. It is buying Canadian Marconi's radio-TV stations in Montreal, and Thomson-Davis stations in Ontario, as well as CATV's in Montreal, Toronto, British Columbia and other areas.

Financing for purchases will be provided by \$50-million public-stock offering, \$28 million in bank loans, and \$8-million private common-stock placement.

Bushnell firm now owns CJOH-TV (ch. 13) Ottawa, CJSS-TV (ch. 8) Cornwall, both Ontario, plus 75% of CATV in Hull, Que., and 33 1/3% of CATV in Ottawa (it has applied for permission to acquire additional 50%), as well as film and TV-production center in Toronto and station-sales representation firm, Independent Communications Sales Ltd., with offices in Toronto and Montreal.

Broadcast properties being bought are: CFCF-AM-TV, CFQR-FM and CFCX (shortwave), all Montreal, from Canadian Marconi Co.; CKWS-AM-FM-TV Kingston, CHEX-AM-FM-TV Peterborough, CFCH-AM-TV North Bay, CKGR-AM-FM Timmins, and CJKL(AM) Kirkland Lake, all Ontario, plus three repeater stations, now owned by Thomson-Davis group.

Cable-TV purchases are: National Cablevision Ltd., Montreal, which is 75% controlled by CBS and which serves more than 80,000 subscribers; Metro Cable TV Ltd., Toronto, owned

by Famous Players Canadian Corp. (in turn controlled by Paramount Pictures Inc., subsidiary of Gulf & Western), which has almost 40,000 subscribers: a group of five systems in British Columbia under name of Community Video Co.'s, serving almost 35,000 customers, as well as cable-TV systems in Smiths Falls, Cornwall, Bellville, Aurora and Cebourg, all Ontario.

Bushnell sources say they expect final decision from CRTC "sometime this summer." Bushnell had consolidated net earnings of almost \$730,000 for fiscal year ended Aug. 31, 1969. Stuart Griffiths is president.

Cable pacts planned in N.Y.

Officials of Manhattan's two cable-TV franchise holders, Teleprompter and Manhattan Cable Television, Friday (June 19) endorsed proposed city contracts which, if passed by Board of Estimates following public hearings on July 23, would grant 20-year CATV franchises to both firms and—for first time—allow city to offer on competitive-bid basis similar contracts in other New York City boroughs.

Proposed contracts with Teleprompter and Manhattan disclosed late Thursday would:

- Authorize them to construct and operate "broadband communications facility" in Manhattan. Companies also are permitted to offer other services, such as "burglar alarm and facsimile."

- Require them to expand their 12-channel service to 17 channels by July 1, 1971, and to 24 channels within three years. Of five new channels to be added by next July, two will be reserved by city, two for public use "by as many different persons as is practical," and one for company, either for its own use or for leasing.

- Require both firms to subdivide within four years into 10 different subsidiaries, each capable of receiving community or neighborhood programs different from others. Firms also must provide "reasonable amount" of free time to political candidates.

Each company must pay city 5% of its gross revenues from CATV service and 10% of its gross from all other services. No allowances are made for pay TV unless permission comes from FCC. If it does, city may collect as compensation up to 25% of gross receipts.

Under proposed contracts city also has right to buy systems after 20 years instead of renewing contracts.

Proposed contract also has several crossownership aspects. It bars, for instance, operators of CATV franchises "from owning stock in another CATV system in the city, a television network, or a local television broadcast station, radio or newspaper."

Irving B. Kahn, Teleprompter president, called 20-year contract proposal "tough but fair." Charles F. Dolan, president, Manhattan Cable, welcomed contract, but with reservations. "As a practical matter we believe the city may be demanding too much too soon from the companies." Manhattan Cable and Teleprompter serve estimated 45,000 homes in Manhattan.

Treading carefully

Indiana broadcasters late last week avoided taking stand on FCC-appointment prospect. John Snyder, who is Indiana state treasurer. Reason? All state broadcast licenses are up for renewal Aug. 1. Officials of Indiana Broadcasters Association, which met in Indianapolis June 18-19, deemed it inappropriate to go on record regarding Mr. Snyder, who is hopeful for Kenneth A. Cox vacancy on June 30. It had been reported that IBA would oppose Mr. Snyder (BROADCASTING, June 8).

Rump movement

About half-dozen radio board members of National Association of Broadcasters meet today (June 22) to talk about creation of separate association. Meeting, in advance of NAB full board sessions beginning tomorrow (Tuesday) in Washington, will discuss charges that some NAB campaigns, including its financing of "free-TV" campaign against CATV through \$2,500 monthly retainer to Phil Dean Associates Inc., dissipate "radio funds" without benefits to small-market stations. Resentment remains

over cigarette ban which many feel should not have applied to radio. There's also fear that cut-rate political advertising may hurt smaller stations.

Among those to attend session today at Mayflower hotel: Vic Diehm, president of Mutual, and owner of WAZL(AM) Hazeltown, Pa., (who twice has rejected offer to head independent organization); Edward D. Allen, WDR-AM Sturgeon Bay, Wis.; A. F. Sorenson, WKRS(AM) Waukegan, Ill.; John E. Hurlbut, WVMC(AM) Mt. Carmel, Ill.; and Ben A. Laird, WDUZ(AM) Green Bay, Wis.

Viewing termed up, not down

Critics keep saying people are watching television less, and people keep proving critics wrong. Latest viewing data compiled for Television Bureau of Advertising by A. C. Nielsen Co. shows that in first five months of 1970, average TV home spent six hours 15 minutes per day with television. That's gain of nine minutes over average for same period last year. But TVB authorities take position that minute gains, in themselves, are less important than regularity with which they occur and evidence

they give that, no matter what anybody says, people are viewing more, not less. Three of first five months—January, February, April—established all-time high marks in viewing for those months. and May's average, though second to one earlier May, was up five minutes from last year, to five hours 20 minutes per home per day.

Internal dispute over 214

FCC's Common Carrier Bureau has parted company with commission's Cable Television Bureau in recommendations to hearing examiner in case involving New York Telephone Co. applications for authority to provide channel service to CATV systems in New York city and in two upstate New York communities.

Common Carrier Bureau's principal recommendation, in reply brief Friday (June 19), was that Telco be given two-year authorization to provide service to Comtel Inc., which operates through telephone-company facilities in Manhattan, and is not franchised by city. Bureau would make temporary grant subject to renewal or regular authorization on showing that competition among CATV systems in city is in public interest.

Cable Bureau had also recommended grant, but said grant should be conditioned on Telco's agreement to refrain for nine months from filing additional applications to serve Comtel or any other system not franchised by city (BROADCASTING, June 1). This freeze would be designed to give city time to obtain legislation it needs to regulate systems using telephone-company facilities. Common Carrier Bureau said city would have time before end of hearing to obtain needed legislation without additional nine months.

Common Carrier Bureau agreed with Cable Bureau in recommending grant of application to serve Sterling Information Services in Manhattan. But it would also grant applications to serve CATV systems in Hyde Park and Brookhaven, that Cable Bureau recommended denying. Cable Bureau based recommendation on its conclusion that Telco favored its tariff customers at expense of pole-attachment applicants in those communities. Common Carrier Bureau said that record does not support charge that CATV systems complaining about Telco "were unduly prejudiced" because of any Telco requirement. It also said there was no showing that Telco's CATV customers were parties "to any unlawful conduct" by Telco.

Burch's view on rule

FCC Chairman Dean Burch, speaking before Hollywood Radio and Television Society Friday (June 19), said com-

Week's Headliners

Dick Lawrence, former VP and sales manager of syndication division, United Artists Television, New York, joins Independent Television Corp. there as director of syndicated sales. Mr. Lawrence has also held executive sales positions with Economee Television, and served as general manager of World Broadcasting System, both predecessor companies of United Artists Television.

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

mission ruling limiting prime-time network programing would not create higher quality shows. Chairman Burch also said he felt decision by FCC, which he voted against, would not result in healthy syndication market. "I would not be surprised," Chairman Burch said, "if poorer programing resulted from the decision."

Chairman Burch also believed FCC was "tinkering" with economic factors rather than programing ones. "When we do that," he added, "we are moving in the wrong direction." CBS also presented its views on economic affects prime-time rule would have in filing with commission last week (see page 43). He proposed three alternative areas where he felt commission should get involved more deeply: pay TV, cablecasting and public television.

"In the first two, because of the different economic base when compared to free television, a wider variety of program types can be presented. Those that want to view them can," he said. "With public television, a more substantial funding method is necessary. Their requirements will exceed \$140 million. I think the commission should turn its attention to this alternative as well." Chairman Burch noted that when rule takes effect, he expected many new producers but few new programs.

Benti eyes sabbatical

Joseph Benti, anchorman since September 1966 on *CBS Morning News With Joseph Benti* (Monday-Friday, 7-8 a.m. EDT), may leave show. He is expected to decide this week, with probability he'll take sabbatical starting next month from what network sources call his "grueling" schedule. Some reports have CBS newsman John Hart moving from

Washington to take Mr. Benti's spot. Mr. Benti's show was expanded from half-hour to full hour in March 1969.

They're still talking

Negotiations between Writers Guild of America and Association of Motion Picture and Television Producers continued Friday (June 19). WGA turned down late Thursday final AMPTP offer and instructed its negotiators to return to bargaining table. WGA also authorized walkout in event talks break down (see page 39).

Another round on House access

Proposal to permit broadcast coverage of House proceedings has been reported out by Rules Committee as part of legislative-reorganization bill.

Conditions placed upon broadcast coverage are same ones approved by committee last month (BROADCASTING, May 11): Coverage limited to hearings, and then only with approval of majority of members; four television cameras, operating from fixed positions; no use of broadcast tapes and films for political purposes; no commercials.

Committee said it approved provision "in the firm belief that it is sound public policy." There were no minority views, although some congressmen are known to oppose admission of broadcast cameras to hearings.

Bill is expected to hit House floor during week of July 6. When it does, there is danger that entire bill will be buried under "dozens—even hundreds—of amendments," one source said. Those who oppose legislative reorganization are expected to approve amendment after amendment—in variation on Senate's practice of filibustering—in hope of eventually scuttling whole measure. (Many of amendments themselves will be legitimate attempts to alter bill.)

One of amendments will be proposal to scuttle broadcast-access provision, which is anathema to many congressmen. Most likely source of proposal is Representative H. Allen Smith (R-Calif.)

Sales up at Ampex

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, reported 6% increase in sales for fiscal 1970, ended May 2:

	1970	1969
Earned per share	\$1.34	\$1.35
Revenues	313,582,000	296,319,000
Net income	14,537,000	13,702,000
Shares outstanding	10,845,781	10,172,185

Note: Extraordinary charge of \$2.3 million (net of applicable taxes) equivalent to 21 cents per common share has been made against fiscal year 1970 income. Net earnings and income per common share after this extraordinary charge are \$12.237,000 and \$1.13. Extraordinary charge principally reflects estimated cost of transfer of production of closed-circuit video product to other Ampex manufacturing facilities.

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families who can view
PGW represented
TV stations
will spend \$5,497,000
on regular soft drinks.**

Do you sell soft drinks?

**You can sell more
with spot TV**

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...market by market
...season by season

PETERS-GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

Every democratic institution is nourished by the people.
And its ultimate purpose is the people's well-being.

Seen in that light, broadcasting is one of the most
representative of democratic institutions.

By law, a broadcaster must be
actively committed to the public interest,
convenience, and necessity.

In practice, moreover, broadcasting's ability to bring a
diversity of new ideas, opinions and experiences to
the people is a prime safeguard of the democratic ideal.

Is it any wonder that freedom
of thought and freedom of speech are today inseparably
linked with freedom of broadcasting? And that
in countries where dissent is not tolerated,
broadcasting is state-owned?

What we must remember is that broadcasting is
not a government power. Nor one to be used
indiscriminately or lethargically by the broadcaster.

Simply and solely, it is the power of the
people to communicate with the people.



BOSTON WBZ • WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW • KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KOKA • KOKA-TV
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CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

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and
for the
people

all
things

and
all
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of the
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Datebook®

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

■ Indicates first or revised listing.

June

June 21-24—Convention of *Rocky Mountain Association of Broadcasters*. Featured speakers are FCC Chairman Dean Burch and NBC President Julian Goodman. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake lodge, Wyoming.

June 21-24—Annual convention of American Advertising Federation. Speakers include Arthur M. Wood, president of Sears, Roebuck & Co., Chicago; Sam Thurm, advertising VP, Lever Bros., and Henry M. Schachte, chairman of executive committee of J. Walter Thompson. Program will include four advertising workshops devoted to creative, media, production (broadcast and print) and sales promotion. Pfister hotel, Milwaukee.

June 23-26—Meeting of *National Association of Broadcasters* boards of directors in Washington.

June 24—Stockholders meeting, *LIN Broadcasting Corp.* WAVY-TV Portsmouth, Va.

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

June 26—Annual stockholders meeting *General Instrument Corp.* Hotel Robert Treat, Newark, N. J.

June 26-28—Meeting of *North Dakota Broadcasters Association*. Turtle Mountain Lodge, Bottineau.

June 28-July 1—Summer meeting of *National Association of Farm Broadcasters*. Speakers include Secretary of Agriculture Clifford M. Hardin and FCC Commissioner Robert Wells. Panels will be presented on environment and rural development. Shoreham hotel, Washington.

June 28-July 1—Consumer electronics show at Americana and New York Hilton hotels, New York.

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

June 29—State Department's *National Foreign Policy Conference* for editors and broadcasters, Hilton hotel, San Francisco. Request invitations by writing Director, Office of Media Services, Department of State, Washington 20520.

July

■ July 6-8—First national conference on films and television for children, sponsored by *Center for Understanding Media* under grant from Edward E. Ford Foundation. Commodore hotel, New York.

July 7—Deadline for commercial UHF-VHF's to file new Grade A and B field contour maps with FCC.

■ July 8—Meeting of *New England Cable Television Association*, Holiday Inn, Augusta, Me.

■ July 8—Annual meeting of *Technicolor Inc.* Location to be announced.

July 12-14—Annual summer management conference of *South Carolina Broadcasters Association*. Sheraton Fort Sumter hotel, Charleston, S. C.

July 12-24—Annual management development seminar of *National Association of*

Broadcasters, Harvard University, Cambridge, Mass.

July 13-14—Meeting of *New York State Broadcasters Association*. Otesaga hotel, Cooperstown.

■ July 13-15—Workshop for middle management personnel, *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

■ July 14—Annual stockholders meeting, *Taft Broadcasting Co.* Cincinnati.

■ July 17—Board meeting of *Institute of Broadcasting Financial Management*. WCCO-TV Townhouse, Minneapolis.

July 20—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, previously scheduled for May 4. Location to be announced.

■ July 27-29—Seminar on system design for CATV technicians, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

August

Aug. 20-23—Meeting of *West Virginia Broadcasters Association*. The Greenbrier, White Sulphur Springs.

Aug. 24-Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madsen, executive director film, San Diego State University. Program covers storyboards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.

■ August 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

September

Sept. 11-13—Meeting of *Maine Association of Broadcasters*. Sebasco Lodge, Sebasco Estates.

Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV, Cheyenne, Wyo.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently. Denver.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.

October

Oct. 4-9—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Joseph A. Flaherty, CBS-TV Network, conference chairman. Sessions include two-day symposium on cable TV, under chairmanship of G. Norman Penwell, director of engineering, National Cable TV Association. Hilton hotel, New York.

Oct. 4-6—Meeting of *North Carolina Association of Broadcasters*. Holiday Inn, Charlotte.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

■ Oct. 19-20—Fall conference of *National As-*

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- **Michigan and California:** WGN Televents, community antenna television
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sociation of Broadcasters. Sheraton Blitmore, Atlanta.

■Oct. 22-23—Meeting of Ohio Association of Broadcasters. Neil House, Columbus.

■Oct. 22-23—Fall conference of National Association of Broadcasters. Palmer House, Chicago.

■Oct. 23-31—22nd cine-meeting of International Film, TV-Film and Documentary Market (MIFED) in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED- Largo Domodossola 1- 20145 Milano (Italy). Telegrams: MIFED- Milano- Telex 33660 Fleramli.

■Oct. 26-27—Fall conference of National Association of Broadcasters. Benjamin Franklin, Philadelphia.

November

■Nov. 12-13—Fall conference of National Association of Broadcasters. Monteleone, New Orleans.

■Nov. 16-17—Fall conference of National Association of Broadcasters. Brown Palace, Denver.

■Nov. 19-20—Fall conference of National Association of Broadcasters. Mark Hopkins, San Francisco.

■Nov. 20-22—Annual Radio Program Conference sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference theme, which celebrates Golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

■ Indicates first or revised listing.

OpenMike®

T-L Broadcast's strong support

EDITOR: I read with a great deal of interest your story in the June 15 issue on "Resistance to Divestitures Shapes Up." I noted particularly the attention you paid to the petition by Pierson, Ball & Dowd on behalf of a number of clients, asking the FCC to establish a study force on this broad and complicated question of media ownerships.

Time-Life Broadcast is particularly proud of that proposal and is one of the sponsors of the petition, and I was disappointed to see that your list of signatories did not include our name. I'm sure this was an inadvertence, but because we believe this petition is so important, I would like to call your attention and that of your readers to the fact that Time-Life Broadcast is very much one of the sponsors of the statement.—Barry Zorthian, president, Time-Life Broadcast, New York.

Oops

EDITOR: In your June 1 "Telestatus" report on CATV, Salisbury, Md., is not listed as a market. There are over 16,000 CATV homes available to WBOC-TV's service. But perhaps this is a Nielsen oversight?—Samuel S. Carey, WBOC-AM-FM-TV Salisbury, Md. (Salisbury, Md., was inadvertently listed in the report as Salisbury, N. C. Nielsen reports 13,700 homes as of November 1969.)

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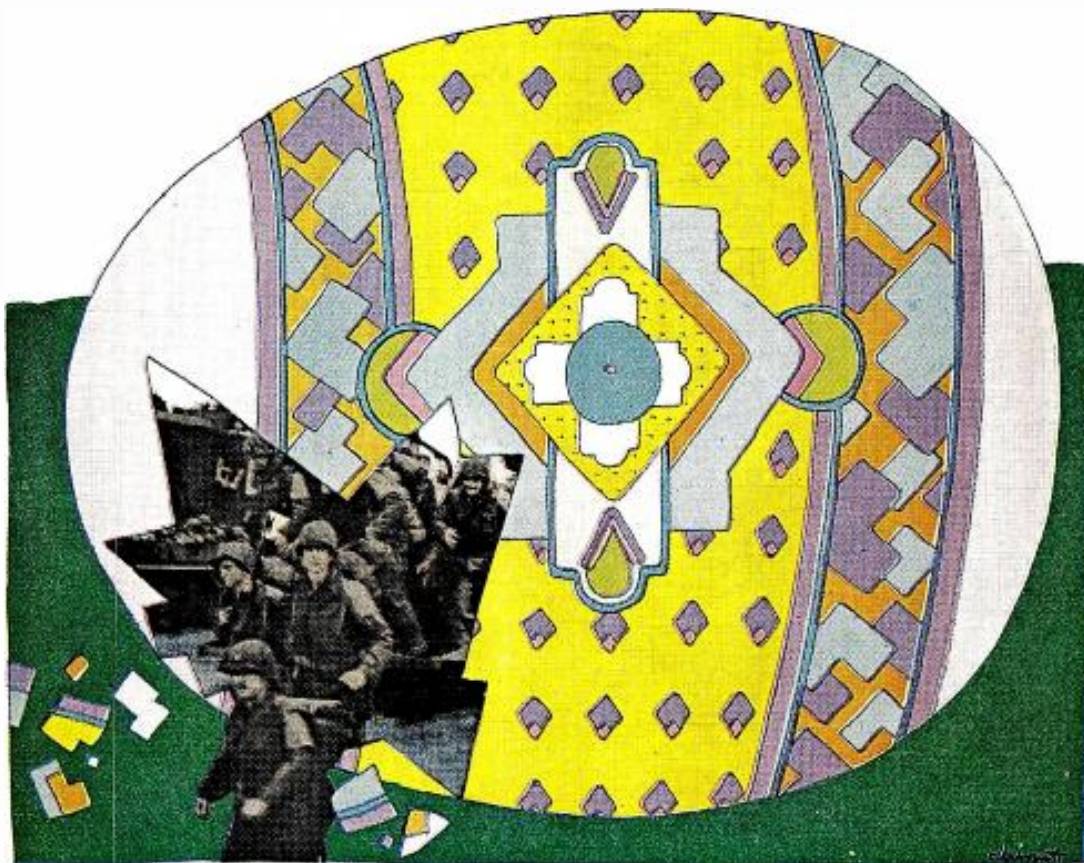
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*Reg. U.S. Patent Office.

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Some newscasters can make an egg hunt on the White House lawn seem like the invasion of Normandy.



You know who we're talking about.
 You see or hear them every day on radio and television.
 They are the "merchants of gloom."
 Guys who can take a nice sweet news story and twist it into an earthshaking calamity.
 They're nice guys. And most of them mean well.
 But the simple truth is they're so used to delivering bad news that when some good news comes along, they make that sound bad, too.
 Unfortunately, if you watch these guys long enough, your outlook on life can get to be a lot like their delivery—gloomy.
 At the ABC Owned Television Stations we think this is wrong.
 We believe there's a way to give people all of today's news and still not make them feel like it's the end of the world.
 You see, we don't have any "merchants of gloom" at our five ABC Owned Television Stations.
 What we have are guys like Roger Grimsby and Tom Dunn in New York, and Fahey Flynn and

Joel Daly in Chicago, to name a few.
 They're tough, objective newsmen.
 They don't sweeten the news. They don't soften it. They're not Pollyannas. They give you the news, and we mean all the news, straight.
 No holds barred.
 No punches held.
 That is their commitment as professional newsmen.
 But they also have another commitment. A commitment to the people who have to listen to today's news.
 So our men do it with a little more warmth.
 A little more understanding.
 And a lot more concern for the viewer.
 That's their style. Their delivery. Call it whatever you like.
 But the fact is, it's working.
 Since the ABC Owned Television Stations have begun showing more concern for the viewer... there have been more viewers. Over one million of them.*
 And there's more coming each day.



We let the sun shine in.
 ABC Owned Television Stations

WABC-TV New York, WXYZ-TV Detroit, WLS-TV Chicago, KGO-TV San Francisco, KABC-TV Los Angeles.

*AUDIENCE INFORMATION BASED ON ABB ESTIMATES. FEB/MAR. '70 VERSUS DEC. '69 NEW YORK, AUG. '69 DETROIT, JAN. '68 CHICAGO, JULY '68 SAN FRANCISCO, APRIL '68 LOS ANGELES. SUBJECT TO QUALIFICATION AVAILABLE ON REQUEST.

Black-oriented radio: the problems and possibilities

By definition, black-oriented radio stations meet special needs and therefore have special advantages to the advertiser. Are today's black stations capitalizing on these advantages by upgrading their program formats to keep pace with primary listeners?

There are some businessmen both on and off Madison Avenue who contend that because the black population is not totally homogeneous, it is impossible for black radio to be satisfactory to all listeners since these stations use one common program format: rock-'n'-roll and spirituals. It is argued that just as in the total U.S. population, different people have different musical tastes within the black community.

Others argue that there has been some significant improvement in the black radio program format within the past few years which makes its presence worthwhile.

Instances of outstanding community-oriented programs are often cited to illustrate how black stations have tried to keep pace with listeners' tastes. These programs may account in part for the consistently high rating and share of audience over the years by black radio stations in such major U.S. markets as New York, Los Angeles, Chicago and Washington.

Despite the encouraging showing of black radio in the major markets, there are isolated weak spots. One in particular deserves examination: Reports show that the all-news stations, while below the audience level of leading black stations, do command a sizable audience in black households during drive time (6-10 a.m.). One vivid example is in the New York market where the black station, which might rank second or third in homes reached during the over-all 6 a.m.-6 p.m. period, shows a weakness in the early morning segment despite the fact that it does program a lot of news as well.

One simple, and perhaps unresearched, reason for the weakness of black radio in the morning drive-time period may be that most black listeners, who turn to general radio in this period, do so mostly for the international news which gets more comprehensive coverage on the all-news stations.

This is not to deny that the black stations do serve similar purposes. But these stations normally devote more time to the coverage of local news in-

volving the black community, working back to more general and international news.

Black-oriented radio has undoubtedly enjoyed a relatively faster and smoother growth rate than almost any other black-oriented medium, especially within the past decade.

Currently, approximately 95% of black Americans own at least one radio, compared to 98% of all whites. Industry sources indicate an estimated 538 radio stations program anywhere from 15 minutes to the entire broadcast day for the black segment of the population. This is an increase from 508 in 1967 and 414 in 1954. Almost one out of five of these stations airs 100% black-oriented programs. A decade ago, only about 50 stations with full-time black-oriented programs existed.

Results of various studies show the relative advantages of black-oriented radio in advertising to black consumers. It is an established fact that the level of recall of commercials on black radio by black respondents is higher than that of the recall of commercials on general radio by white respondents.

Above all, black respondents who listen to radio recall personalities and commercials on black radio to a greater degree than general radio commercials. This, of course, may be a result of a fewer number of black stations and commercials compared to general stations.

The current wave of black awareness in part contributes to the popularity which black radio enjoys today. A reflection of black awareness and pride among college students, for instance, is the formation of "soul clubs" on various campuses for the promotion of

black music and culture, with cooperation from DJ's and other black media operators.

Similarly, most black-oriented stations are totally oriented to their audience. Not content just to play rhythm-and-blues music, they also get involved in their individual communities. This approach undoubtedly creates empathy between the listeners and the stations. Besides entertaining, it makes the black man feel important because it's his station and "these are my people talking."

All these, plus the economic factors, no doubt, contribute to the increased usage of black radio as a supplemental medium by major and local advertisers.

How can black-oriented radio fulfill its purpose? It is logical to assume that the black community has become increasingly aware of its need for a radio service it could call its own—one that is specifically responsive to the community's needs and interests.

As long as black radio recognizes and attempts to fulfill these needs, it will become essential to its community and is bound to grow with that community. It is important that black radio ceaselessly continues to seek new and better ways to serve the community so that it can make itself more and more indispensable to its listeners.

It cannot be over-emphasized that a station's image—its programming, personalities, and performance—not just its rating size, should determine the selection of station buys in the black segment of the market.

An invaluable ingredient the advertiser pays for on black-oriented radio is empathy—which in turn motivates listeners to purchase, because they believe what they hear on these stations.



Raymond Oladipupo is a media buyer/planner at Ogilvy & Mather in New York. He joined the O&M staff in January 1969 as a marketing research analyst. Mr. Oladipupo was born in Western Nigeria, was graduated from Yaba College of Technology, arrived in the U.S. in 1965 and received his bachelor of science degree in business administration in 1968 at Bowling Green University and his master of business administration degree from the New York University Graduate School in 1969.

How to make a movie 460 feet underwater.

Last year, Humble sent 15 geologists in a mini submarine to the bottom of the Gulf of Mexico for a firsthand look at what's down there. Natural resources—oil, for instance—are being depleted on land and we constantly look for new sources.

Our scientists went 100 miles offshore and as deep as 460 feet to take what are believed to be the first videotapes ever recorded—successfully—from a submarine.

This experiment showed that tiny submersibles can help Humble find oil. And they can help others. From them men can map the ocean floor, test water pressures, study marine life. They can help find and develop new sources of food, fresh

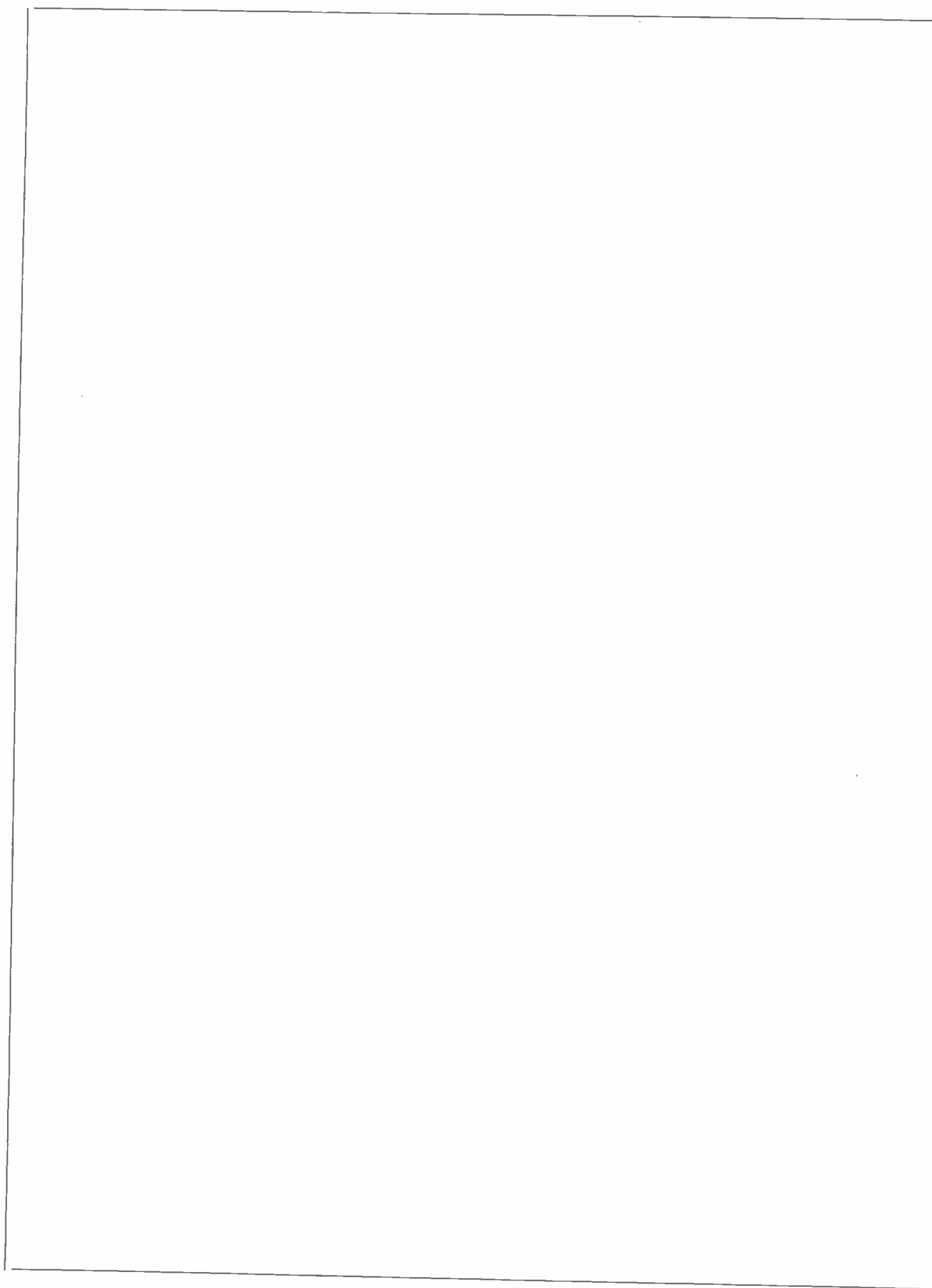
water and minerals that lie beneath the sea. Some day, as a result, man may live, work and play on the bottom of the sea as easily as he does on land.

We're glad Humble could provide some of the first pictures of this frontier of the future. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

Oil & Refining Company . . . Where you get all the extras.



NBC News' Prize Package

NBC News has won seven 1970 awards from the National Academy of Television Arts & Sciences. This package of prizes is particularly notable because it comes at the end of a season in which the leading broadcast news organization has won more than 61 *other* significant awards as well. To cite a few examples:

"Who Killed Lake Erie?" received a George Foster Peabody Award for the special's success in intensifying national awareness of the pollution crisis.

A George Polk Memorial Award was won by NBC News reporter-producer Tom Pettit for "CBW: The Secrets of Secrecy" (on "First Tuesday"), a study of America's experimentation with chemical and biological warfare weapons.

A Robert F. Kennedy Journalism Award went to "Between Two Rivers" (another segment of NBC News' "First Tuesday"), the story of a young Sioux Indian whose efforts to make it in the white man's world ended in failure.

"Arthur Rubinstein" won a Saturday Review Television Award "for a revealing, rewarding and touching self-portrait" of the world-renowned pianist.

Christopher Awards were presented to both "Arthur Rubinstein" and "Sahara," the latter a documentary filmed deep in Africa's land-locked republic of Niger.

Chet Huntley was honored with the IRTS Broadcaster of the Year Award for "integrity, intelligence and sincerity" in reporting the news.

As for the "Emmy" awards, one went to "An Investigation of Teen-Age Drug Addiction—Odyssey House" (a series within "The Huntley-Brinkley Report").

NBC News' "Today" program now in its 19th season, earned its latest Emmy for "outstanding achievement in daytime programming."

Another was won by Tom Pettit for "Some Footnotes to 25 Nuclear Years" (on "First Tuesday"), a documentary on the U.S. nuclear establishment.

Other Emmys were presented to "Apollo: A Journey to the Moon" (for NBC News' coverage of Apollo 10, 11 and 12); and "Solar Eclipse: A Darkness at Noon".

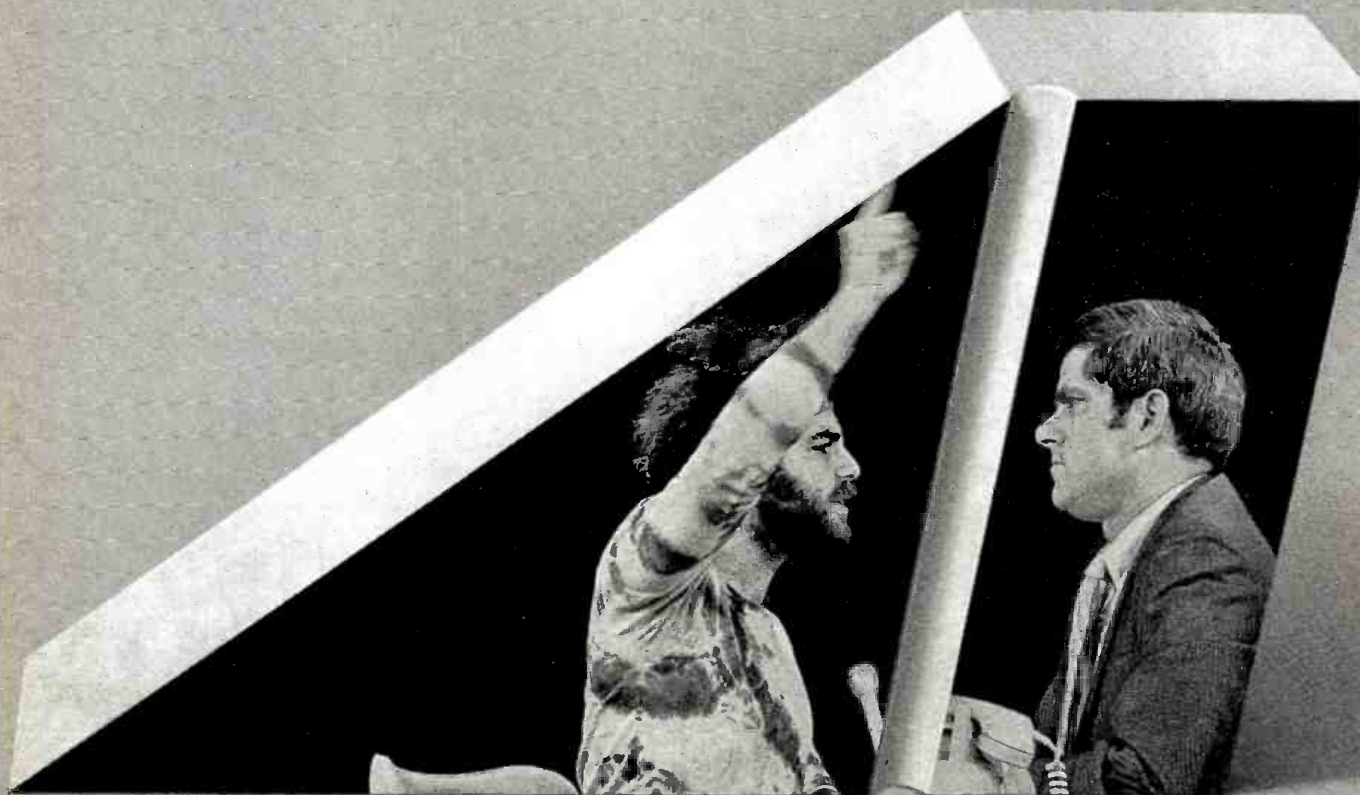
Finally, two Emmys were awarded to the aforementioned "Arthur Rubinstein," one for the program itself and one for its 83-year-old commentator.

It's a long list, and we're proud of every man and woman who contributed to it. They're the *real* prize packages.



National Broadcasting Company

WHAT IS AVCO BROADCASTING?



Avco Broadcasting is the challenging controversies and issues of today . . . on the Phil Donahue Show.

The Phil Donahue Show serves as a volatile catalyst . . . linking viewers, in person or by telephone, with Phil's studio guest. Opinions explode from all directions . . . often with point blank impact.

Wives of Viet Cong held prisoners speak of efforts to contact their husbands. Unwed mothers speak of the Sexual Revolution. Tommy Smothers speaks out on network censors and executives. Johnny Carson speaks on late night entertainment. Anthropologist Margaret Mead speaks of marijuana and the law. George Wallace speaks. Dick Gregory speaks. The Phil Donahue Show speaks of today.

The Phil Donahue Show telecast on the Avco Broadcasting stations in Cincinnati, Columbus, Dayton and Indianapolis. Winner of National Association of Television Program Executives and American Legion Auxiliary awards. Another example of community involvement through programming.

Avco Broadcasting . . . a progressive, involved group of twelve stations serving seven cities. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC & WWDC-FM Washington, D.C. and WRTH Wood River/St. Louis. TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis and WOAI-TV San Antonio. Represented by Avco Radio Television Sales, Inc.



BROADCASTING CORPORATION

" . . . shaping the 70's through communication.

A spotty year for spot television

**Most stations ahead, some behind, others even,
as total volume promises to equal record 1969's**

Spot-television business has fluctuated wildly in the recessive economy of 1970 but on the whole appears to be just about holding its own at year-ago levels.

That conclusion emerged last week from BROADCASTING's ninth annual survey of spring business, a canvass of leading station-representation firms and a check of other indicators.

In the station survey, almost six out of every 10 respondents (59%) reported sales at the end of May running above the pace set a year ago, usually by a few percentage points (where percentages were given) but in a number of cases by 20-25% and occasionally by even more. Three in 10 (31%) reported business down, again usually by a few percentage points but sometimes by 20-25%. One in every 10 reported holding even.

Station reps on the whole gave somewhat more conservative reports of both gains and slippages, but with some exceptions they too tended to be near or slightly above year-ago levels.

Well-placed observers felt that, in total, spot-TV sales for the first half of 1970 would match or come within a percentage point or two of last year's first half. And that, they maintained, would be no insignificant accomplishment, considering both the state of the current economy and the fact that last year's first half was up 16% from 1968's.

"We're so used to 10-15% increases that we cry doom when we don't get them, no matter what the reason," said one leading sales executive. Why, he wanted to know, can't TV broadcasters be like radio broadcasters (BROADCASTING, June 1) and consider that they're doing great just to hold even in an economy like this?

It also was apparent from the station returns that many broadcasters, even if their spot sales are lagging, are enjoying substantial gains in local business. But there also were more in-

stances than usual, though still only a few, in which stations reported the opposite result: spot up, local down.

Both stations and station reps reported wide variations in spot business levels, not only from station to station and market to market but also from one month and one quarter to the next.

Some reported good first quarters and bad second quarters; others, the reverse. Some said both were good, some said poor. They were equally inconsistent in evaluating prospects for the third and fourth quarters.

Their general moods tended to vary as widely as their sales reports—though the two were not always synchronized. Some reported gloomy outlooks even though their sales were up, while others were optimistic despite lagging sales.

In total, however, stations that projected full-year results fell into patterns similar to those for current business—54% expected to go ahead of their 1969 marks, 31% looked for declines, 15% thought they would end up about even.

Leading broadcast economists appeared to feel that spot TV, after a steady weakening throughout the second half of 1969, may have hit bottom in January and begun to rise slightly—or at least to have held even—in the ensuing months.

(In contrast, they said, network TV rose steadily throughout 1969 but flattened out in the first three or four months of this year. They were unsure when network TV might begin to move up again but appeared encouraged by the upturn in third-quarter unit sales ("Closed Circuit," June 15.) As for the general economy, they hoped the second quarter, now ending, would prove to be the bottom and that some improvement would begin to appear in the third and fourth, though they did not seem optimistic about any vigorous comeback right away.)

The general economy caught most of the blame from stations and reps for the current softness in all media. Imminent loss of cigarette advertising was considered an important factor in assessments of future spot-TV prospects by some, inconsequential by others. Softness in the automobile market was more widely cited as an important element in the slowdown. Off-rate-card dealing—always by competitors—was cited in several cases. Political advertising prospects were welcomed by some, less heartily so by those who envisioned lower-priced politicals replacing regular commercials.

The 59% of station respondents that reported business currently up were the second smallest proportion in the up

An edge for optimists in 1970 forecasts

Here's one view—the stations'—of what the unsettled economy has done to spot-TV sales this spring and how this compares with earlier springs, based on BROADCASTING surveys going back to 1962. The numbers are the percentages

of station respondents in each year that reported their current spot business was up, down or about the same in relation to sales for the comparable period of the year before. Though fewer currently report gains and more report declines than in any prior spring except 1967, a majority still think they'll finish 1970 ahead of 1969 (story, this page).

	1970	1969	1968	1967	1966	1965	1964	1963	1962
Up	59%	92%	74%	51%	64%	88%	75%	81%	88%
Down	31%	3%	20%	39%	25%	4%	14%	12%	9%
Same	10%	5%	6%	10%	11%	8%	11%	7%	3%

category in the nine years of BROADCASTING's spring survey, and the 31% reporting business down were the second highest on the down side. In the spring of 1967 only 51% said they were running ahead and 39% were lagging (see table preceding page). That year, spot-TV time sales held even with 1966's total of \$871.7 million for the only no-gain year since the FCC started keeping records in 1949.

Respondents in one- and two-station markets appeared to be feeling the spot slowdown much less severely than those in other markets—perhaps, according to some observers, because on average they probably have less spot business to lose. In these markets, 87% said spot was up, 13% said down.

In three-station markets, 52% of the respondents reported themselves ahead, 39% trailing. In markets with four or more stations 50% reported gains and 36% declines.

The survey also found that agency interest in the 30-second length continues to grow. A year ago, demand for 30's and 60's was about even, with 60's ahead in the single mentions and 30's on top if multiple mentions were included. This year, 30's were far out front on both counts.

Following are some typical reports from station reps in BROADCASTING's canvass:

The vice president and general manager of a leading rep organization estimated that sales for the first half had held at 1969 levels, with the first quarter up about 2% and the second quarter down 2%.

He pointed out that the first half

last year was an outstanding one, so that the company's performance during 1970 to date was creditable. He added that volume in 1969 was "spotty" during the second half of the year and he was hopeful that 1970 would show improvement during the second half.

A sales executive for a group-owned rep reported his sales off 8%-10% for the first half, saying it began with a good January, an okay February, and a March "that is where the slip started." He considered March ordinarily his second best month, as very bad. He looked forward to a third quarter, usually soft, that is "even weaker."

"We've felt the pressure of the networks," he lamented, asserting that the networks are discounting, especially distressed summer merchandise, and that advertisers are buying attractive regional-network packages.

Among advertisers who have cut back on his stations are such major spot users as Procter & Gamble, Bristol Myers, Lever and Colgate—"the big guys who were here last year." He said short-term advertisers are holding back, as are most of the tobacco companies. American Tobacco seemed to have dropped out entirely, he said, until only recently when it bought a series of ID's. Brown & Williamson is spending less, and R. J. Reynolds is about level with last year's spending. Lorillard, the one tobacco exception, is buying heavily on his stations.

Business in the first half at a large rep company has been "spotty," with some markets reporting substantial gains and others sharp losses. On an over-all basis, an official estimated, volume was

down slightly from the first half of 1969, perhaps 1% to 2%.

He was not optimistic about the third and fourth quarters but was confident that the company would not slip badly from 1969 levels and might equal them. He felt that budgets from most packaged-goods advertisers were about the same as last year or were down slightly but the number of new-product introductions had lagged.

One bright spot that he singled out was gasoline, with increased activity from Atlantic and Richfield Oil, as well as British Petroleum. He found cigarette business difficult to read, with some companies having invested less and others more than last year.

The vice president and general manager of a group-owned firm with a limited list in major markets reported business in the first and second quarters was off by about 5% each from the corresponding periods of 1969. He estimated that spot TV business generally had declined by about 8% in the top 10 markets during the first half.

He considered it a "good harbinger" that network TV business for the third quarter seems "solid," adding that advertisers probably would turn to spot to bolster their network schedules. He declined to speculate on the fourth quarter but pointed out that there are likely to be a large number of political spots in that period offered at a reduced rate. He indicated that cigarette spending had held up to expectations and said he was "cautiously optimistic" that 1970 would not fall sharply from 1969 levels at this company.

A spokesman for a major firm representing some 60 TV stations reported first-quarter results down 1% to 2% from 1969, and second quarter down 4%. He called the third quarter "the worst" he remembers and estimated it could be down "by as much as 30% or 40%."

The only positive advertising sign he could recall was American Home Products, which he said is bucking the trend with plans to introduce a new nasal spray in the fourth quarter. He said cigarette advertisers are spending much less and he did not anticipate any "last-minute surge" by these advertisers before they are barred from TV.

"Even if it's bullish," he felt, "this year's fourth quarter can't pull you out like in the past."

Optimism came from a group-owned rep who reported a 20% increase in the first quarter, and a 4% to 5% increase in the second quarter and looked forward to a "busy" third quarter and a "very good, active fourth quarter."

One problem, he reported, is advertisers' hesitation to follow initial business with additional flights. They're

Liquor advertisements in television's future?

The president of a major advertising agency suggested before a New York meeting of the American Association of Newspaper Representatives that liquor advertising is "the most likely target" for the television industry in the months ahead.

Alvin R. Kracht, president of J. M. Mathes Inc., noted that television soon will be losing "the mammoth volume" of cigarette advertising and will be seeking a replacement. He claimed that a number of major liquor advertisers already have storyboards prepared and added:

"True, they look at TV advertising with mixed emotions, because it represents an expense they would hope they do not have to undertake in a competitive sense. However, once the dam breaks, all the big ones will go.

"They have been hankering for a more imaginative way of selling than their present code for print allows, and TV sounds good to many of them. And, as you know, a good number of key brands are owned by the firms who have had successful TV experience with other products."

Mr. Kracht was a speaker before the Presidents Day luncheon held June 11 by the American Association of Newspaper Representatives.

There are still stiff barriers to liquor advertising on radio and television. The National Association of Broadcasters code boards invariably reject overtures from liquor firms that propose to plunge into broadcast advertising. And during Senate debate last year on cigarette advertising, several senators—including Communications Subcommittee Chairman John O. Pastore (D-R. I.)—promised to intervene if broadcasters ever tried to replace lost cigarette billings with liquor advertisements.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 7, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 7	Total dollars week ended June 7	1970 total minutes	1970 total dollars
	Week ended June 7	Cume Jan. 1-June 7	Week ended June 7	Cume Jan. 1-June 7	Week ended June 7	Cume Jan. 1-June 7				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 99.4	\$ 2,835.6	\$ 327.7	\$ 7,429.6	80	\$ 427.1	1,927	\$ 10,265.2
Monday-Friday 10 a.m.-6 p.m.	1,662.9	40,065.9	3,020.3	72,198.8	1,839.1	42,399.3	933	6,522.3	9,561	154,664.0
Saturday-Sunday Sign-on-6 p.m.	494.6	24,349.6	1,129.8	32,755.6	690.1	16,497.9	277	2,314.5	6,661	73,603.1
Monday-Saturday 6 p.m.-7:30 p.m.	191.9	5,237.9	731.5	18,885.1	524.6	13,984.9	81	1,448.0	1,771	38,107.9
Sunday 6 p.m.-7:30 p.m.	74.9	2,877.5	200.4	6,405.4	187.9	5,696.5	23	463.2	981	14,979.4
Monday-Sunday 7:30-11 p.m.	5,269.8	125,105.1	5,983.2	163,298.9	5,364.3	161,708.8	428	16,617.3	9,841	450,112.8
Monday-Sunday 11 p.m.-Sign-off	240.6	6,636.3	576.5	9,044.3	715.8	15,317.9	134	1,532.9	2,538	30,998.5
Total	\$7,934.7	\$204,272.3	\$11,741.1	\$305,423.7	\$ 9,649.5	\$263,034.9	1,956	\$29,325.3	42,797	\$ 772,730.9

"holding back on extra spending," he said. As for an over-all appraisal of 1970 prospects, he said, it's "not as good as we had hoped for—it's a damned tough year," but he predicted an advance over 1969.

The vice president of another company, with 47 stations in medium and small markets, said his firm was "even" with the first five months of 1969. The first quarter was "exceedingly soft," he said, but the second "firmed up substantially" for a slight gain. He expected the third to be better than last year and enthusiastically termed the fourth "bullish." He predicted his company would post a 6% gain for the year.

Major advertisers including Procter & Gamble and Lever Brothers have been cutting back on spot and increasing network buying, he said. He saw this as a trend, calling it the result of the "increased efficiency of 'scatter plans' in network buys." He said some advertisers that are expanding their budgets are Colgate, which is "very, very active in the third quarter," and Mars Inc., out of spot-TV for some time but going "substantially in," in the third quarter.

Another major representative, with over 50 stations, reported sales for the first half down approximately 4% from the same period last year. He was optimistic, however, about the next two quarters, calling the outlook "good," and anticipated results slightly ahead of last year's. He expected the late-year sales increases to come from a fourth-quarter "surge" in cigarette advertising before the ban goes into effect Jan. 2, with all other business "normal."

The president of a major firm with a short list of stations reported that business to date was down, but "not dramatically," and added that the bigger

markets had dipped more than the smaller. Paradoxically, he noted, during May "four stations had record months."

He hoped the third and fourth quarters would keep pace with last year's and blamed a complete lack of cigarette advertising this year on any of their stations as contributing to the decline thus far.

The vice president and sales director of a large representative company with a station list exceeding 60 said business to date has been "quite good." The first quarter topped the corresponding 1969 period by almost 5% and the second quarter was ahead by 4%.

In the present economy, he said, he regarded the increases as "very satisfactory," with a large majority of the stations showing gains but a small number in smaller markets trailing behind their 1969 figures. He added that July business "looks good but at this point I can't project beyond that because flights are of such short duration." He was confident that his company would top 1969 by a comfortable margin.

Ottinger may laugh if TV campaign wins

"It's the biggest joke in the world."

That's how David Garth, president, David Garth Associates, the agency handling the TV spot campaign for Representative Richard L. Ottinger in his primary race for the New York Democratic senatorial nomination, last week characterized complaints from Ottinger's three opponents and some news media about the amount of money Mr. Ottinger is spending for TV time.

It was disclosed last week that, up to a week before primary day tomorrow

[June 23], Mr. Ottinger had spent \$327,000 in his TV drive. Mr. Garth last week estimated that, before the campaign ended, the figure would be closer to a "half-million." But, he noted, even that is "only one-twentieth of what (New York Governor Nelson A.) Rockefeller spent in 1956 and 30% of what (New York Mayor John V.) Lindsay spent in 1963 and 1969.

That, he added, is "the reason Democrats, besides Bobby Kennedy, haven't won statewide office in New York. You can't win with a lot of smiles and press conferences. You don't win without the guns," observed Mr. Garth.

Mr. Ottinger's opponents, Paul O'Dwyer, Representative Richard McCarthy and Theodore Sorensen, have spent only a fraction of what Mr. Ottinger has spent on TV.

2 more agencies ask equality on rate cuts

BBDO and Needham, Harper & Steers, both New York, have served notice on the magazine industry that they will insist on rates for their clients that are as low as any offered to other advertisers by the publications.

Their policy statements issued last week reflected concern over reported "rate cutting" in magazines and both agencies referred to the "negotiability" of rates in the broadcast field.

The fact that magazines can readjust sizes according to amounts of advertising while broadcasters must function with inflexible time periods makes "rate-busting" in magazines even less defensible, NH&S said.

Similar moves seeking parity in media buying have been taken by J. Walter Thompson Co. and other agencies.

More political air time ahead

Now two-out-of-three TV networks will sell exposure for party causes

If the Democratic and Republican parties are interested and can afford it, they now have an opportunity to buy time on ABC as well as NBC to express a point of view on a controversial issue or to solicit funds.

Everett H. Erlick, ABC vice president and general counsel, announced a policy change permitting the network to sell time for such purposes, in a letter to the FCC that was made available last week. He said the new policy reflected ABC's belief in the importance of the "continued strength and viability of the two-party system" and of "a wider base for political contributions."

Mr. Erlick's letter was in response to a commission request for comment on a Democratic National Committee petition. The DNC urged the commission to rule that broadcasters violate the First Amendment of the Constitution and the Communications Act when they follow "general policies" that prohibit them from selling time "to responsible entities" like the DNC for the solicitation of funds and for comment on public issues (BROADCASTING, May 25).

NBC already had a policy permitting the sale of time for a discussion of controversial issues. Last month, it sold a half hour to a group of senators of both parties to enable them to express their opposition to the Vietnam war—and to request funds to cover the cost of the broadcast, some \$70,000.

NBC, which made the time available after ABC and CBS refused to sell or give time to the senators, did not take advantage of an opportunity offered by the commission to comment on the DNC petition. CBS, whose refusal to sell time to the DNC led to the petition, was expected to submit its comments on the petition today (June 22).

However, in a statement issued shortly after the petition was filed, CBS defended its policy of refusing to sell time for the presentation of views on controversial issues. It said such a policy—which it suspends during political campaigns—is the only way it can "present controversial issues with fairness and balance and with access to those of differing viewpoints who may be unable to command financial resources required for the purchase of time."

Mr. Erlick, in his letter, said ABC's policy had been to refuse the sale of time for comment on controversial issues or the solicitation of funds "absent special public-interest considerations."

In disclosing ABC's policy change,



Mr. Erlick

he made it clear the change was not complete. He said the network could expect "a flood" of requests for time to comment on controversial issues or to solicit funds if it were to open the door completely to "any responsible entity," as urged by the DNC. "The obvious problems would be, in each instance, compliance with the fairness doctrine and where to draw the line," he said.

But "because the strength and viability of the major political parties are vitally important," he added, "ABC would be prepared, consistent with its other obligations, to accept such orders for time from major political parties as can be accommodated on a reasonable basis."

"At the same time, we propose to continue our general policy against the sale of time for controversial-issue programs and announcements and solicitations for funds, absent special public-interest considerations."

Mr. Erlick did not indicate whether the network would charge its normal rate for such programming, and ABC officials later declined to go beyond what was said in the letter. It's understood NBC charges its normal rate for such programming.

A commission ruling on the DNC petition would not resolve questions being raised by critics of President Nixon who feel the ready access he has to the facilities of the television and radio networks gives him a clear advantage over those who oppose his policies, particularly those involving South-

east Asia.

Last week, the commission received a petition from one of those groups, the Los Angeles chapter of the Business Executives Move for Vietnam Peace (BEM). It asked the commission to rule that the three networks and their Los Angeles affiliates violated the fairness doctrine by refusing BEM or "some other responsible spokesmen" time to respond over their facilities to President Nixon's June 3 address on the allied incursion into Cambodia.

BEM also asked that the commission establish the principle that the fairness doctrine requires that the networks, "after carrying an address such as that by President Nixon on June 3, to make available a comparable block of time in a comparable format immediately following the President's address for expression of the opposing point of view." BEM asked that the commission act before the President's next speech on the war, expected by the end of June.

"By refusing to accord a fair and comparable opportunity for reply to the President's repeated addresses on Southeast Asia, the networks have turned the national television medium into an adjunct of the Presidency," BEM said.

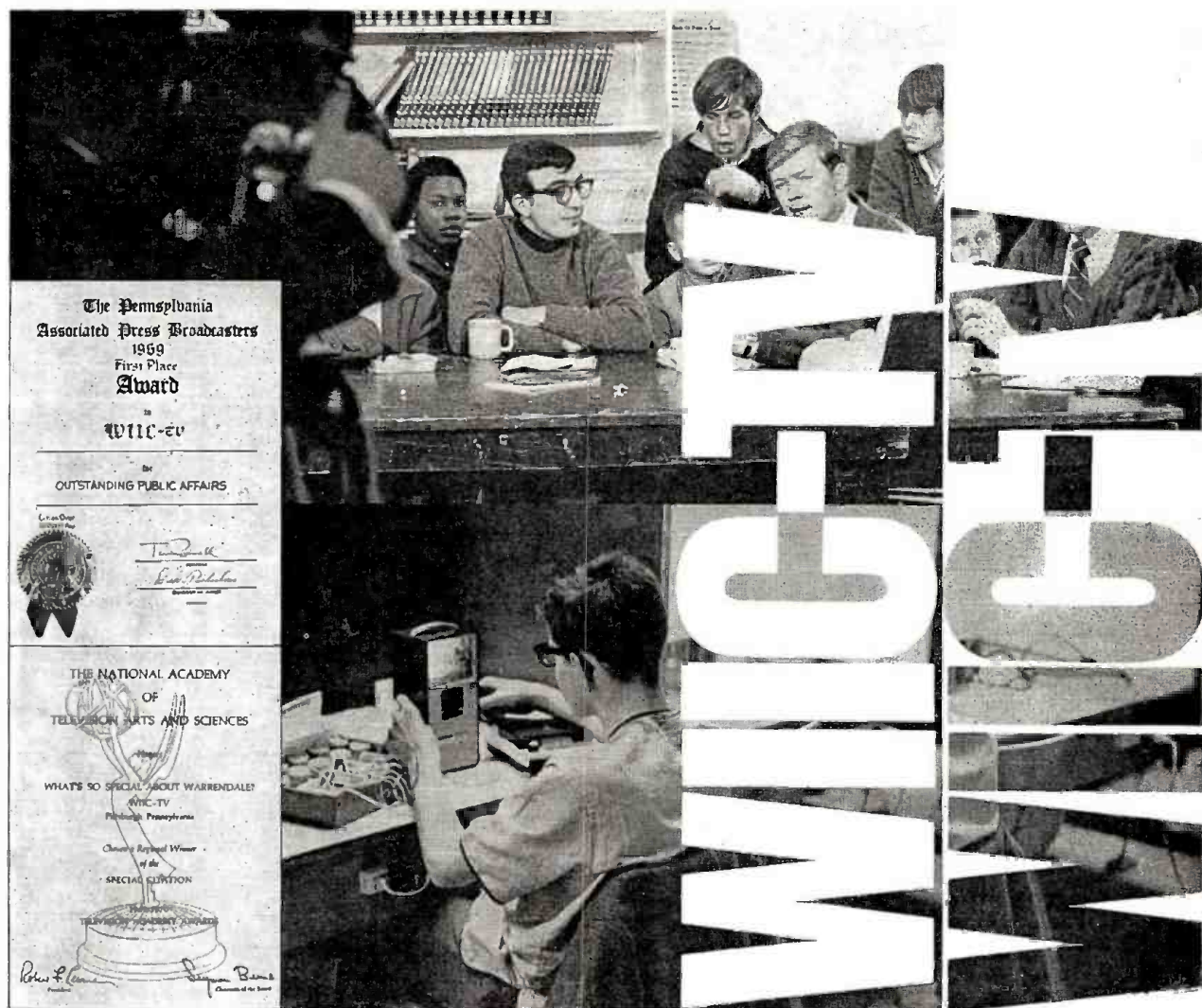
BEM's position is similar to that of a group of Yale professors and law-school students. Last month, they asked the commission to rule that broadcasters are not meeting their fairness-doctrine obligations in connection with broadcast presidential addresses unless they present "views in conflict with those of the President . . . in prime time, by a connected discourse which might be fairly said to apprise the viewers adequately of the contention of the other side" (BROADCASTING, June 1).

BEM's petition was the second one filed with the commission by a BEM group seeking air time to discuss U.S. policy in Southeast Asia. The group's Baltimore chapter in January urged the commission to rule that WTOP(AM) Washington had violated the BEM's freedom of speech by refusing to carry its one-minute spots criticizing involvement in the Vietnam war. It asked the commission to require the station to carry the spots at no cost or to sell time to them (BROADCASTING, Feb. 2). The commission has not yet ruled on the matter.

The politician's guide to Madison Avenue

A guidebook, "Political Campaign Advertising and Advertising Agencies," published by the American Association of Advertising Agencies, is being distributed through the Democratic and Republican National Committees to candidates in this year's elections.

Among other points, the booklet dis-



Reflecting the hopes of kids in trouble.

When news first leaked out that Warrendale was going to be abolished no one questioned the move. Or acted. And why should they, after all, what was so special about Warrendale?

What was so special about a controversial rehabilitation center?

WIIC-TV showed them with a frank and vividly presented special report that later won a special citation from the National Academy of Television Arts and Sciences and the Pennsylvania Associated Press Broadcasters First Place Award for Outstanding Public Affairs.

Kids formerly on their way to becoming hardened pros were shown using innovative instruction methods and advanced teaching technique to learn math and how to read. They were seen producing, directing, filming and acting in their own movies. But even more

important, they were shown with their advisors in group meetings designed to help them cope with their problems.

These special Channel 11 Reports were supported by hard hitting editorials and filmed segments on WIIC-TV's news programs in a continuing effort to encourage the community to save the Youth Center. And it paid off. Because what's so special about Warrendale is what's so special about the community. The ability to recognize the good and fight for it.

A reflection of Pittsburgh WIIC Television



A Communications Service of
Cox Broadcasting Corporation

cusses guidelines for choosing the agency, what the agency will do, and the cost and procedures involved.

In 1968 the 4A's issued "Political Campaign Advertising: A Manual for Advertising Agencies," for use by agencies, not candidates.

Letters from Democratic National Chairman Lawrence F. O'Brien and Republican National Chairman Rogers C. B. Morton endorsing the guidebook are included in the booklet, which also will be made available to all other political parties with candidates for office.

FCC pinpoints reply-time stand

Equal right to buy upheld, but there should be no free answers to paid broadcasts

If a broadcaster sells time to supporters of a political candidate, must he also sell reply time to opponents? If the opponents ask for free time to answer a paid announcement, should they get it?

The FCC has said "Yes" to the first question and "No" to the second.

In a letter to Nicholas Zapple, communications counsel of the Senate Commerce Committee, the commission said its fairness doctrine "is plainly applicable" when supporters of a candidate buy time to discuss either the personalities or the issues involved in a campaign. "Barring unusual circumstances," it said, "it would not be reasonable" for a station to deny the other side its right to buy comparable time.

However, the commission added, "it is our view that it would be inappropriate to require licensees to in effect subsidize the campaign of an opposing candidate by providing . . . free time. Any such requirement would be an unwarranted and inappropriate intrusion of the fairness doctrine into the area of political campaign financing."

The commission's past position has been that licensees may be obligated to provide free reply time to the paid presentation of a controversial viewpoint; if that is the only way to get an appropriate reply on the air. It has held that an otherwise suitable response cannot be rejected solely because no one is able to pay for it. "The public's right to know" has been paramount.

This interpretation was upheld, but narrowed, in the letter to Mr. Zapple. "While we continue our firm support for this general proposition," the commission said, "we believe it should not have applicability in the direct political arena."

Mr. Zapple had requested an inter-

pretative ruling on questions that have come up during congressional consideration of political-broadcasting legislation. He asked how the fairness doctrine would apply in situations where the candidate himself does not appear, but his supporters either speak on behalf of their man and his positions on issues, or criticize the other candidate.

The commission's letter was signed by Chairman Dean Burch and was unanimously endorsed by his six colleagues. Commissioner Nicholas Johnson, in a concurring statement, supported what the commission did say but raised questions about what it left out.

For example Mr. Johnson wondered whether a licensee must present the views of an opposition candidate who does not actually come forward and ask for reply time. And if the candidate—especially in a small, local election—does not ask for time because he cannot pay for it, Mr. Johnson asked, "how is the licensee to avoid putting him on—free" if an affirmative fairness obligation is in effect?

(The political-broadcasting bill was discussed last week during three days of executive sessions in the House Communications Subcommittee. No bill emerged; the subcommittee is scheduled to go at it again tomorrow [June 23]. What did emerge was new support for a repeal of Section 315 in presidential elections, as proposed in the Senate-passed bill; Chairman Torbert Macdonald (D-Mass.), who initially had strong reservations, is now leaning toward the Senate proposal. Meanwhile, the subcommittee decided to scratch the idea of requiring spending limitations on the production costs involved in political advertisements. It is still considering a proposal to limit spending in primary elections. The Senate bill limits only general-election spending.)

Agency appointments

■ Henry J. Kaufman & Associates Inc., Washington, has been appointed to handle Sears, Roebuck and Co.'s broadcast advertising for the Washington-Baltimore-Annapolis, Md., area.

■ Abbey Rents, Los Angeles-based division of Consolidated Foods, has appointed Recht and Co., Beverly Hills, Calif., to handle its account effective July 1. Budget for the rental service firm is said by the new agency to be in excess of the \$250,000 spent last year. According to agency executive Jack Schluter, the majority of the budget will be in print advertising except for the two or three grand openings of new rental outlets when a large portion will be locally placed in broadcast media.

■ American Airlines has named Mc-

Cann-Erickson, Honolulu, George Patterson Pty. Ltd., Sydney, Australia, and J. Hott Ltd., Auckland, New Zealand, to create local advertising and sales promotional campaigns for its new Hawaiian and South Pacific routes. Doyle Dane Bernbach, New York, retains responsibility for all domestic advertising.

■ Warwick & Legler Inc., New York, has been chosen ad agency to promote candidacy of Howard Samuels for Democratic nomination as New York governor.

The FTC frowns on AAMCO advertising

Public hearing is due on practices the agency regards as deceptive

The Federal Trade Commission last week issued a complaint charging AAMCO Automatic Transmissions Inc. with deceptive business practices and false advertising claims.

The FTC charged that AAMCO requires its franchisees to adhere to a fundamentally deceptive "AAMCO plan or method of doing business" and terminates their franchises if they fail to do so.

Many specific aspects of this "method" are contrary to AAMCO's advertising claims and are designed solely to place the customer in a weak bargaining position, the FTC said.

Among the FTC charges:

■ AAMCO shops do not normally repair transmissions with a simple \$4.50 adjustment of bands and linkage, or provide a "safeguard service" for \$13.75, or perform a removal and inspection service for \$23, as the company claims to do in its advertising. In reality, the FTC said, these claims are normally made only as a means of finding prospects. These customers are then subjected to an elaborate and deceptive set of procedures, designed to get them to buy much more expensive repairs.

■ The advertised offer of a \$75 overhaul was misleading, because the actual service is far from complete. It involved only the replacement of gaskets and other "soft" parts, not all worn parts, the FTC said.

■ The company offers no credit or "easy terms". Instead, the complaint charged, AAMCO refers its customers to finance companies, and refuses to return the car to the customer unless he pays in full.

■ What AAMCO calls a "lifetime" guarantee is actually subject to undisclosed conditions, the FTC said.

The complaint will be followed by a public hearing and a formal ruling.

WHAT'S GOING ON HERE?

The days of sit down, shut up and listen are gone in American education.

The nation's public schools are in the middle of a crisis and on the verge of a peaceful revolution.

During May, the NBC Television Stations took a long, hard look at the school system—its problems and some of the exciting new solutions.

A highlight of the month-long project was "Give Us The Children," a 90-minute, prime-time special, narrated by Bill Cosby, which surveyed the bold experiments now forming the basis of tomorrow's education.

A highlight, but hardly the whole story. In all, the NBC Television Stations presented over 250 programs on the American public school system, exploring everything from sex education to street academies to the teaching of brain-damaged children.

It marked the third consecutive year that the NBC Television Stations have joined together in a continuing, month-long program project. As with earlier projects, which examined urban crime and the quality of urban life, the aim was to give a broad view of a national problem—and to stimulate local action. It's the kind of service viewers have come to expect from *each* of the NBC Television Stations.



The NBC Television Stations. Community Service. Community Involvement.

WNBC-TV NEW YORK/WRC-TV WASHINGTON, D.C./WKYC-TV CLEVELAND/WMAQ-TV CHICAGO/KNBC LOS ANGELES

It's another billion-dollar year for radio

Total spending rises 7.6% over '68;
spot and local gain while network drops

Radio achieved a banner year in 1969, with total advertising climbing to an estimated \$1,157,698,000 from \$1,076,251,000 in 1968.

This 7.6% jump in total radio expenditures provided the highlight of an announcement being released today (June 22) by the Radio Advertising Bureau, which noted that both local and national-regional spot investments made comfortable gains over 1968 while network performance trailed by 10.7%.

National spot-radio advertising in 1969 increased to \$353,096,000 from \$332,379,000 while local advertising rose to \$763,679,000 from \$697,103,000 in 1968, according to RAB. The Bureau placed network-radio spending

in 1969 at \$40,923,000, down from \$46,769,000 in 1968.

RAB observed that half of the top-100 spot advertisers increased their expenditures by 15% and almost two-thirds bolstered their spending over 1968. It added that 29 advertisers raised their level of spot-radio investment by more than 50%.

The bureau said that reduction of network-radio expenditures by cigarette brands was a factor in producing an over-all drop in the 1969 network level. It added that if cigarette spending were removed from 1968 and 1969 totals, network radio would show a dip of 6.3%, as opposed to 10.7% with cigarettes included.

Among the spot-radio advertisers

who increased their 1969 investments by more than 50% were American Home Products, Carling Brewing, United Airlines, Standard Brands, Continental Airlines, P. Ballantine & Sons, Blue Cross/Blue Shield and Union Carbide.

Network-radio advertisers who boosted their 1969 spending by more than 50% included Studebaker Corp. (STP division), American Home Products, Armour & Co., Pennzoil Co., General Electric, Union Carbide and Eastman Kodak Co.

Tobacco-product advertising declined in spot radio in 1969 from 1968, according to RAB. Decreases from 1968 were reported by R. J. Reynolds, Lorillard and Liggett & Myers by 32%, 31% and 48% respectively.

TOP 100 IN SPOT

Company/Product	Expenditure
1. General Motors Corp.	\$25,394,000
AC spark plugs	5,000
Buick Div.	2,995,000
Cadillac Div.	787,000
Chevrolet Div.	11,486,000
Fisher Body	1,000
Frigidaire Div.	13,000
GMAC	154,000
GMC trucks	34,000
Guardian Maintenance	907,000
Harrison Radiator	184,000
Oldsmobile Div.	2,085,000
Pontiac Div.	5,406,000
Soap Box Derby	3,000
U.M.S.	608,000
Institutional	726,000
2. Ford Motor Co.	16,545,000
Ford Div.	10,407,000
Ford Trucks	47,000
Lincoln-Mercury	5,319,000
Rent-A-Car	64,000
Corporate	708,000
3. Chrysler Corp.	14,030,000
Airtemp Div.	66,000
Chrysler Div.	2,569,000
Dodge Div.	5,532,000
Dodge trucks	51,000
Plymouth Div.	5,583,000
Simca Div.	156,000
Institutional	73,000
4. American Home Prod. Corp.	12,626,000
Aero Shave	740,000
Aero Wax	3,000
Anacin	2,314,000
Antral	1,000
BiSoDol	265,000
Black Flag	10,000
Brach Candy	274,000
Chef Boy-Ar-Dee	106,000
Denalan	69,000
Drial nasal spray	11,000
Dristan	42,000
Easy Off Window cleaner	16,000
Ft. Dodge agricultural	5,000
Franklin Nut Div.	11,000
Freezone	7,000
Griffin shoe polish	7,000
Heet	11,000
Luck's Foods	12,000
Neet	124,000
Noxon	3,000
Preparation H	8,335,000
Quiet World	111,000
Snarol	111,000
Sudden Beauty	12,000
Triptone	23,000
Wizard air freshner	3,000
5. Sears, Roebuck & Co.	12,400,000
Department Strs.	12,400,000

Company/Product	Expenditure
6. Coca-Cola Co./Bottlers	9,336,000
Ade	17,000
Butternut coffee	62,000
Coke	7,377,000
Fanta	105,000
Fresca	645,000
Hi-C	5,000
Simba	44,000
Snow Crop	330,000
Sprite	264,000
Tab	487,000
7. Pepsico Inc./Bottlers	8,460,000
Diet Pepsi	1,345,000
Fritos	33,000
Golden Age	81,000
Lay's chips	34,000
Mountain Dew	523,000
Mrs. Cubbisons dresses	17,000
Pepsi	6,319,000
Teem	83,000
Tropic Surf	25,000
8. Colgate-Palmolive Co.	7,582,000
Ajax cleanser	112,000
Ajax laundry	11,000
At Once shampoo	32,000
Axion	384,000
BTS shampoo	34,000
Brisk	24,000
Cold Power	710,000
Colgate 100	93,000
Colgate dental cream	437,000
Congestex	1,000
Dermassage	329,000
Fab	386,000
Galaxy	216,000
Grenadier	13,000
Halo	284,000
Handi-Wipes	13,000
Hour after Hour	29,000
Hyperphase	1,454,000
Lustre Cream	1,000
Palmolive liquid	27,000
Punch detergent	534,000
Skin Mist	50,000
Swirl	79,000
Tackle	1,307,000
Ultra Brite	983,000
Vel	39,000
9. American Tel. & Tel. Co.	4,800,000
Combined Bell Systems	4,800,000
10. Bristol-Myers Co.	4,727,000
Ammens powder	1,000
Ban	628,000
Born Blonde	215,000
Bufferin	1,000
Boutique Bright	5,000
California Girl	144,000
Citrisun	27,000
Endless Summer	64,000
Excedrin	436,000
Hi-Lightening	3,000

Company/Product	Expenditure
Luzler Cosmetics	2,000
Midnight Sun	324,000
Neotrend	52,000
No-Doz	237,000
Número Uno	87,000
Nutrament	1,345,000
Psssst	442,000
Score	305,000
Summer Blonde	153,000
Vitalis	155,000
Vote	40,000
Whistle	14,000
Windex	47,000
11. R. J. Reynolds	4,682,000
Brer Rabbit Syrup	4,000
Camel	11,000
Day's Work	214,000
Embra	57,000
My-T-Fine Pudding	1,000
Prince Albert	89,000
Salem	1,245,000
Winston	3,061,000
12. Pan-American World Airways	4,409,000
Air travel	4,409,000
13. Jos. Schlitz Brewing Co.	4,323,000
Burgermeister	791,000
Encore	1,000
Old Milwaukee	582,000
Primo	25,000
Schlitz	2,688,000
Schlitz Malt	236,000
14. American Oil Co.	4,261,000
Amoco gas & oil	2,392,000
Amoco heating fuel	55,000
Standard gas & oil	1,233,000
Standard heating fuel	16,000
Agricultural products	32,000
TBA	533,000
15. Anheuser-Busch Inc.	4,009,000
Asahi beer	2,000
Budweiser beer	2,316,000
Busch Bavarian	1,164,000
Michelob	527,000
16. Carling Brewing Co.	3,869,000
Black Label	3,321,000
Heidelberg	284,000
Stag	264,000
17. Humble Oil & Refining Co.	3,795,000
Enco gas & oil	1,103,000
Enco heating fuel	17,000
Esso gas & oil	2,575,000
Esso heating fuel	61,000
Esso TBA	19,000
Agricultural products	2,000
Corporate	18,000
18. Eastern Airlines	3,603,000
Air travel	3,603,000
19. Wm. Wrigley Co.	3,533,000
Wrigley's gum	3,533,000
20. American Airlines	3,310,000
Air travel	3,310,000

The enhanced Enhancer



The CBS Laboratories' Mark II Image Enhancer — with "crispended comb filter" — delivers spectacular picture clarity. You have to see it to believe it.

The Mark II is the finest yet! It provides truly effective enhancing of both vertical and horizontal detail.

A remarkable CBS Laboratories' innovation, "crispended comb filter" separates chrominance signals from luminance signals — to permit luminance enhancing without chrominance

signal distortion. No degrading of color quality.

What's more — the exclusive "crispending" technique works like an electronic retoucher . . . eliminates unwanted noise . . . preserves picture detail enhancement.

Results? Spectacular! Details are sharper. Colors are cleaner. Pictures have unbelievable clarity.

Models for all cameras and NTSC program line.

You have to see it to believe it. Write us for a demonstration. Or better yet, call us collect: 203-327-2000.

PROFESSIONAL PRODUCTS

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc. 227 High Ridge Road, Stamford, Connecticut 06905

Company/Product	Expenditure	Company/Product	Expenditure	Company/Product	Expenditure
21. Mobil Oil Co.	3,128,000	Bounty products	245,000	64. Phillips Petroleum Co.	1,124,000
Gas & oil	3,050,000	Campbell beans	3,000	Agricultural	94,000
Farm products	78,000	Campbell soups	1,054,000	Gas & oil	1,030,000
22. Sterling Drug	3,028,000	Pepperidge bakery	556,000	65. Atlantic Richfield Co.	1,112,000
Bayer Aspirin	187,000	Pepperidge soups	43,000	Atlantic gas & oil	884,000
Campho-Phenique	164,000	Swansons foods	5,000	Richfield gas & oil	50,000
Cope	6,000	44. Union Carbide Corp.	1,900,000	Sinclair Div.	178,000
d-Con	834,000	Eveready batteries	1,351,000	66. Pearl Brewing Co.	1,092,000
Dr. Caldwell's	1,000	Prestone	416,000	Country Club	587,000
Dorothy Gray Cosmetics	1,000	Sevin insecticide	14,000	Pearl	505,000
Fizrin	176,000	Unel Fiber	119,000	67. American Express Co.	1,092,000
Fletchers Castoria	11,000	45. Stroh Brewing Co.	1,853,000	Credit cards	245,000
Ironized Yeast	4,000	Stroh beer	1,853,000	Money orders	8,000
Lysol spray	690,000	46. Equitable Life Assur.	1,835,000	Travelers checks	647,000
Medi-Quick	207,000	Society of U.S.	1,835,000	Unicard Div.	192,000
Midol	2,000	Insurance	1,835,000	68. Western Airlines	1,087,000
Phillips Milk of Magnesia	14,000	47. Johnson & Johnson	1,653,000	Air travel	1,087,000
Phiso-hex	700,000	Band-aids	32,000	69. Union Oil Co. of Calif.	1,084,000
Stridex	14,000	Baby oil	1,358,000	Union, Pure Oil	1,084,000
Tussy cosmetics	1,000	Baby powder	163,000	70. Associates Investment Co.	1,082,000
Vanquish	16,000	Baby shampoo	4,000	Loans	1,082,000
23. United Airlines	2,989,000	First aid cream	76,000	71. International Coffee	1,020,000
Air travel	2,715,000	Sinactin	20,000	Organization	1,020,000
Freight services	274,000	48. Cities Service Oil Co.	1,627,000	Coffee promotion	1,020,000
24. Montgomery Ward & Co.	2,900,000	Citgo gas & oil	1,627,000	72. Firestone Tire & Rubber Co.	1,006,000
25. Standard Brands Inc.	2,875,000	49. Liggett & Myers	1,572,000	Tires-tubes	1,006,000
Blue Bonnet	18,000	Alpo Div.	81,000	73. Noxell Corp.	976,000
Chase & Sanborn	54,000	Chesterfield	154,000	Body Sharp	11,000
Fleischmanns margarine	1,223,000	L & M	1,075,000	Cover Girl	235,000
Fleischmanns yeast	85,000	Lark	1,000	Noxzema cream	227,000
Planters Nut Div.	167,000	National Oats Div.	20,000	Swing	2,000
Putnam Inn coffee	31,000	Red Man chewing tobacco	209,000	Therablum	123,000
Royal desserts	1,297,000	Union standard tobacco	4,000	Unspecified products	378,000
26. Trans World Airways	2,863,000	Velvet tobacco	28,000	74. Northwest Orient Airlines	975,000
Air travel	2,863,000	50. National Airlines	1,566,000	Air travel	975,000
27. General Foods Corp.	2,862,000	Air travel	1,566,000	75. Swift & Co.	969,000
Awake	85,000	51. American Bakeries Co.	1,528,000	Brown & Serve Sausage	12,000
Burger Chef	226,000	Barbara Ann bread	83,000	Various meats	26,000
Jello	1,238,000	Cook book	8,000	Vigoro fertilizers	931,000
Kool Aid	37,000	Hollywood Diet	14,000	76. Dr. Pepper Co./Bottlers	958,000
Maxim	539,000	Langendorf	269,000	Dr. Pepper	957,000
Maxwell House	472,000	Merita	228,000	Pommac	1,000
Minute Rice	8,000	Tastee	926,000	77. General Electric Co.	954,000
Orange Plus	194,000	52. Charles Pfizer & Co.	1,395,000	Appliances	95,000
Pizza Sticks	35,000	Agricultural	174,000	Commercial & Industrial	225,000
Sanka	7,000	Coty Div.	333,000	Lamps	360,000
Start	20,000	Desitin	38,000	Institutional	265,000
28. Sun Oil Co.	2,839,000	Hai Karate	451,000	Hotpoint Div.	9,000
Sunoco gas & oil	2,362,000	Pacquins	1,000	78. Lever Bros. Co.	926,000
Sunoco heating oil	13,000	Skinny Dip lotion	15,000	Drive	9,000
Sunray D-X Div.	464,000	Unburn	383,000	Good Humor Div.	4,000
29. The Seven-Up Co./Bottlers	2,816,000	53. Pet Inc.	1,375,000	Imperial margarine	11,000
Like-a-lemon	795,000	Compliment	2,000	Lifebuoy	34,000
7-Up	2,021,000	Dairy products	190,000	Lipton Tea	810,000
30. Beneficial Finance Co.	2,648,000	Evaporated milk	4,000	Lipton soups	2,000
Loans	2,648,000	Sego	719,000	Lux liquid	1,000
31. Lorillard Corp.	2,619,000	Scudder Div.	394,000	Main Dish	41,000
Danville	1,000	Stuckey's Div.	66,000	Rinso	4,000
Erik	29,000	54. Plough Inc.	1,341,000	Silver Dust	5,000
Kent	1,562,000	Bleach & White	2,000	Wishbone dressing	5,000
Newport	126,000	Coppertone	417,000	79. Allegheny Airlines Inc.	919,000
Old Gold—Gift Star	832,000	Creolin	8,000	Air travel	919,000
Omega	1,000	Di-Gel	145,000	80. P. R. Mallory & Co., Inc.	914,000
True	68,000	Maybelline	103,000	Duracell batteries	914,000
32. Shell Oil Co.	2,439,000	Mexsana	53,000	81. National Brewing Co.	906,000
Gas & oil	2,260,000	Moroline	2,000	A-1 beer	6,000
Heating fuel	47,000	Musterole	22,000	Altes beer	66,000
Chemicals	128,000	Nix Deodorant	2,000	Colt 45	549,000
TBA	4,000	Q.T. Lotion	127,000	National Bohemian	158,000
33. F & M Schaefer Brewing	2,436,000	Ril Sweet	17,000	National Premium	101,000
Schaefer beer	2,436,000	St. Joseph aspirin	234,000	Regal beer	26,000
34. Delta Airlines	2,368,000	St. Joseph cough syrup	52,000	82. American Dairy Assn.	887,000
Air travel	2,368,000	Solarcaine	151,000	Dairy products	887,000
35. Falstaff Brewing Co.	2,268,000	55. Canada Dry Corp./Bottlers	1,293,000	83. Southland Corp.	876,000
Falstaff beer	1,850,000	Ginger ale	225,000	Adhor Dairies	31,000
Krueger beer	2,000	Sport cola	132,000	7-11 Stores	842,000
Narragansett beer	416,000	Various beverages	763,000	Harbisons Dairy	3,000
36. Heublein Inc.	2,265,000	Wink	172,000	84. International Nickel Co.	876,000
A-1 Sauce	5,000	Liana	1,000	Institutional	876,000
Hamms beer	2,184,000	56. Texaco	1,279,000	85. Volvo Inc.	866,000
Harvey's sherry	72,000	Gas & oil	1,279,000	Volvo cars	866,000
Velvet Gold Malt	4,000	57. Miller Brewing Co.	1,274,000	86. Melville Shoe Corp.	864,000
37. Continental Airlines	2,156,000	High Life beer	1,221,000	Thom McAn shoes	864,000
Air travel	2,156,000	Gittleman beer	53,000	87. The Mennen Co.	845,000
38. P. Ballantine & Sons	2,105,000	58. Seaboard Finance Co.	1,260,000	Men's toiletries	570,000
Beer	2,105,000	Loans	1,260,000	Quinsana	238,000
39. Standard Oil Co. of Calif.	2,017,000	59. Northeast Airlines	1,228,000	Protein 29	37,000
Gas & oil	1,821,000	Air travel	1,228,000	88. Associated Brewing Co.	827,000
Chemicals	166,000	60. CBS Inc.	1,204,000	Drewrys	351,000
Heating fuel	30,000	Records	1,204,000	Pfeiffers	6,000
40. Midas Inc.	1,994,000	61. The Nestle Co.	1,173,000	Piels	292,000
Mufflers, transmissions	1,994,000	Cocoa	2,000	Sterling	178,000
41. Blue Cross/Blue Shield	1,946,000	Decaf	538,000	89. AAMCO Transmissions Inc.	820,000
Medical insurance	1,946,000	Nescafe	117,000	Car transmissions	820,000
42. Royal Crown Cola Co./Bottlers	1,937,000	Nesfea	7,000	90. Air Canada	797,000
Diet Rite	790,000	Swiss Knight cheese	5,000	Air travel	797,000
Gatorade	2,000	Taster's Choice	504,000	91. CPC International Inc.	795,000
Quench	10,000	62. Monarch Wine Co.	1,151,000	(Best Foods Div.)	795,000
RC Cola	1,135,000	Manischewitz wines	1,151,000	Mazola margarine	795,000
43. Campbell Soup Co.	1,906,000	63. Household Finance Corp.	1,127,000		
		Loans	1,127,000		

Company/Product	Expenditure
92. Dial Finance Co.	780,000
Loans	780,000
93. The Borden Co.	764,000
Aunt Janes pickles	36,000
Calo pet foods	74,000
Dairy products	139,000
Frosted Shakes	191,000
Ice cream	69,000
Kava coffee	11,000
Liteline	40,000
Milk	1,000
Realemon	82,000
Smith Douglas Div.	4,000
Wise potato chips	2,000
Wise pretzels	1,000
Wyler soups	48,000
Yogurt	66,000
94. Pabst Brewing Co.	757,000
Blatz beer	211,000
Pabst beer	546,000
95. Pillsbury Co.	750,000
Burger King	721,000
Gorilla Milk	25,000
Potatoes	4,000
96. American Brands Co.	749,000
Carlton	18,000
Lucky Strike	1,000
Ovals	15,000
Pall Mall	1,000
Silva Thins	46,000
Tareyton	668,000
97. G. Heileman Brewing Co.	745,000
Blatz beer	125,000
Kingsbury	48,000
Old Style	386,000
Wiedeman	186,000
98. Eli Lilly & Co. (Eli Lilly Div.)	739,000
Agricultural products	270,000
Greenfield lawn products	469,000
99. Kellogg Co.	726,000
Cereals	719,000
Pop-Tarts	7,000
100. Ozark Airlines	717,000
Air travel	717,000

TOP 100 IN NETWORK

Company/Product	Expenditure
1. General Motors Corp.	\$3,553,000
Buick Div.	668,000
Chevrolet Div.	50,000
Chevrolet trucks	9,000
Deico-Remy Div.-UMS	632,000
GMAC	660,000
Guardian Maintenance	436,000
Harrison Radiator	72,000
Oldsmobile Div.	349,000
Pontiac Div.	275,000
Institutional	368,000
Frigidaire	34,000
2. Ford Motor Co.	3,345,000
Ford Div.	1,248,000
Lincoln-Mercury	1,013,000
Institutional	1,084,000
3. State Farm Mutual Ins.	3,013,000
Insurance	3,013,000
4. Colgate-Palmolive Co.	2,965,000
Axion	1,003,000
Cold Power	548,000
Fab	368,000
Dental cream	216,000
Ultra Brite	830,000
5. Sterling Drug	2,795,000
Bayer Aspirin	770,000
Campho-Phenique	258,000
Cope	860,000
Ironized yeast	254,000
Lysol spray	241,000
Mediquick	108,000
Phillips Milk of Magnesia	304,000
6. Plough Inc.	2,573,000
Coppertone	169,000
Di-Gel	1,920,000
Musterole	169,000
Solarcaine	315,000
7. Studebaker Corp. (STP Div.)	2,355,000
STP Oil Additive	2,355,000
8. Lorillard Corp.	2,185,000
Kent	1,755,000
True	430,000
9. American Home Products	2,036,000
Anacin	607,000
BiSoDoL	184,000
Dristan	36,000
Infra-Rub	30,000
Preparation H	372,000
Quiet World	255,000
Freezone	94,000
Griffin shoe polish	364,000
Brach candy	57,000
Aero Wax	37,000

Nielsen to close its generation gap

In answer to requests it will begin counting older viewers-buyers

The A. C. Nielsen Co. said last week it will extend age groupings in its demographic data in audience reports to include older people.

Phil von Ladau, director of research for Metromedia Television, in recent weeks has pressed both Nielsen and the American Research Bureau to extend their age breakouts.

Mr. von Ladau has suggested that in breaking out age groups of 18-34, 18-49 and 25-49, measurement services are "implying that these are the all-important ages for the average advertiser." He said that this is not the case and has cited breakouts by age group of homemakers of their product usage, showing both the 50-64 and 65-and-plus groups to be pertinent users. In most leading home-product classifications, according to Mr. von Ladau, the 50-64 age group shows as much usage as the 25-34 age group and sometimes more.

As expressed by Mr. von Ladau, "Since the 50-64 represent every bit as good a market as the 25-34, and since the 65-plus represent as good a market as the 18-25, we feel it is high time the older groups were given equal representation in the published figures and so, in the consideration of the buyers."

In his response, G. E. Blechta, vice president of the Nielsen company, said his firm has been "aware of the differences you show in your compila-



Mr. von Ladau

tions" and that Nielsen "will add a couple of columns in '70-'71 that will answer your requests. These will be announced in a week or two."

Of the age-group differences pointed up in the Metromedia letter, Mr. Blechta said, Nielsen has been reporting data "on weighted demographics this year." He said these demographics "attempt to give all age groups emphasis in accordance to some predetermined brand or product target."

He said this "sounds like it should work," but "it doesn't either in the buying of time or the selling of time. Our reason for the lack of use is simple inertia—neither buyer or salesman wants to take time to understand the figure, let alone use it. Hence, we are removing it in the next season."

Company/Product	Expenditure	Company/Product	Expenditure
10. Chrysler Corp.	1,928,000	18. Liggett & Myers Co.	804,000
Certified Car Care	447,000	Chesterfield	514,000
Dodge Div.	457,000	Allen Products Div.	
Plymouth Div.	469,000	(Alpo dog food)	290,000
Institutional	457,000	19. R. J. Reynolds Corp.	753,000
AirTemp Div.	98,000	Salem	290,000
11. Armour & Co.	1,597,000	Winston	463,000
Frankfurters	734,000	20. Wm. Wrigley Jr. Co.	748,000
Dial soap	863,000	Wrigley gum	748,000
12. E. I. Du Pont de Nemours & Co.	1,375,000	21. American Express Co.	724,000
Botany 200	264,000	Credit cards	264,000
Lucite paint	133,000	Travelers checks	460,000
Rally car wax	594,000	22. Assn. of American Railroads	711,000
Stren fishing line	87,000	Institutional	711,000
Zerex	297,000	23. American Tel. & Tel. Co.	702,000
13. Campbell Soup Co.	1,193,000	Telephone services	702,000
Bounty products	212,000	24. McDonalds Corp.	671,000
Campbell soups	896,000	Drive-in restaurants	671,000
Pepperidge stuffing	85,000	25. The Mennen Company	515,000
14. Quaker State Oil Refining Corp.	1,183,000	Men's toiletries	50,000
Motor oil & additives	1,183,000	Quinsana	465,000
15. Abbott Laboratories	1,054,000	26. Cowles Communications Inc.	484,000
Pream	527,000	Family Circle	11,000
Sucaryl	527,000	Look magazine	473,000
16. Pennzoil Co.	1,031,000	27. General Electric Co.	482,000
Motor oil & lubricants	1,031,000	Air conditioners	144,000
17. Bristol-Myers Co.	908,000	Lamps	269,000
Bufferin	299,000	Small appliances	69,000
No-Doz	307,000	28. Newsweek Inc.	465,000
Vote	302,000	Magazine	465,000
		29. Fawcett Publications	441,000
		Woman's Day	441,000

Company/Product	Expenditure	Company/Product	Expenditure	Company/Product	Expenditure
30. Bankers Life & Casualty	400,000	52. Admiral Corp.	268,000	79. Archway Cookies Inc.	149,000
White Cross Insurance	400,000	Household appliances	268,000	Cookies	149,000
31. Florida Citrus Commission	391,000	52. J. M. Smucker Co.	268,000	80. Kitchens of Sara Lee	146,000
Citrus promotion	391,000	Jams & jellies	268,000	Frozen cakes	146,000
32. 3-M Company	385,000	54. Eyyan Perfumes Inc.	247,000	81. International Harvester Co.	143,000
Misty Harbor raincoats	10,000	White Shoulder perfume	71,000	Cub tractors	143,000
Scotchgard	319,000	Baron toiletries	176,000	82. Philip Morris Inc.	136,000
Tape	56,000	55. Retail Clerks International	237,000	Marlboro	136,000
33. Morton Salt Co.	375,000	Assn.	237,000	83. Shulton Inc.	134,000
Morton salt	375,000	Employees union	237,000	Men's toiletries	134,000
34. Anheuser-Busch	369,000	56. Hartford Insurance Group	230,000	84. National Bowling Council	133,000
Budweiser	221,000	Insurance	230,000	Bowling	133,000
Michelob	148,000	57. Masco Corp.	229,000	84. Pet Inc./Stuckey's Inc. Div.	133,000
35. Meredith Publishing Co.	368,000	Faucets	229,000	Candies & gifts	133,000
Better Homes & Gardens	368,000	58. Glidden Co.	225,000	86. General Tire & Rubber	132,000
36. Wynn Oil Co.	352,000	Paints	225,000	Tires	132,000
Oil products	352,000	59. International Dairy Queen	219,000	87. Eversharp Inc./Schlick Safety	130,000
37. Purex Corp. Ltd.	348,000	Assn.	219,000	Razor Div.	130,000
(Campana Division)	348,000	Ice cream	219,000	Razors & blades	130,000
Cuticura soap & ointment	348,000	60. The Gillette Co.	218,000	88. The Readers Digest Assn. Inc.	126,000
38. Florists Transworld Delivery	343,000	Razors & blades	218,000	Readers Digest	126,000
Association	343,000	61. Miller Brewing Co.	206,000	89. Pan American World Airways	123,000
Flower delivery	343,000	High Life beer	206,000	Air travel	123,000
39. American Viscose	333,000	62. United Van Lines Inc.	204,000	90. Kraftco	122,000
(Div. of FMC Corp.)	333,000	Moving services	204,000	Kraft food products	122,000
Tire fibers	333,000	63. Viking Carpets Inc.	203,000	91. The Seven-Up Co.	121,000
40. J. B. Williams Co.	324,000	Carpeting	203,000	Seven-Up	121,000
Nikoban	163,000	64. V-M Corp.	200,000	92. Lear Jet Industries	119,000
ProSlim	161,000	Radios, stereos	200,000	Stereos	119,000
40. Union Carbide Corp.	324,000	65. Kerr Glass Mfg.	190,000	93. Sears, Roebuck & Co.	118,000
Prestone	324,000	Canning Jars	190,000	Retail Stores	118,000
42. Chas. Pfizer & Co.	313,000	65. Champale Inc.	190,000	94. Eastman Kodak	115,000
Unburn	55,000	Champale	190,000	Film, cameras	115,000
Coty Div.	258,000	65. Ciba Corp.	190,000	95. American Trucking Assn.	109,000
43. Kellogg Company	311,000	Binaca breath freshener	190,000	Institutional	109,000
Cereals	311,000	68. Cumberland Packing	189,000	96. Standard Brands Inc.	108,000
44. Rich Products Corp.	294,000	Sweet 'n Low	189,000	Blue Bonnet margarine	57,000
Coffee Rich	294,000	69. Holiday Inns of America Inc.	189,000	Fleischmann's margarine	51,000
45. Watkins Products Inc.	293,000	Hotel & motel services	189,000	97. Cameo Inc.	104,000
Extracts & spices	84,000	69. Sanford Ink Co.	189,000	Pearl Drops	104,000
Toiletries	156,000	Writing instruments	189,000	97. National Presto Industries	104,000
Household products	53,000	71. Oak Flooring Institute	187,000	Appliances	104,000
46. American Motors Corp.	292,000	Oak flooring	187,000	99. Great American Insurance Co.	102,000
Rambler cars	292,000	72. Jeffrey Martin Labs	184,000	Insurance	102,000
47. General Foods Corp.	285,000	Compoz	135,000	99. Greyhound Corp.	102,000
Maxim	285,000	Psorex	49,000	Freight services	102,000
47. Mutual of Omaha Insurance	285,000	73. The Anderson Co.	182,000	99. Gulf Oil Corp.	102,000
Co.	285,000	Anco windshield wipers	182,000	Gas & oil	102,000
Insurance	285,000	74. Remco Industries	175,000	100. United Airlines	99,000
47. Seaboard Finance Co.	285,000	Toys	175,000	Air travel	99,000
Loans	285,000	75. Chesebrough-Ponds Inc.	166,000		
50. Church & Dwight Co.	277,000	Ponds dry skin cream	166,000		
Arm & Hammer	277,000	76. Renuzit Home Products Co.	164,000		
51. Time Inc.	273,000	Household products	164,000		
Time magazine	273,000	76. Petersen Manufacturing Co.	164,000		
		Vise-Grip tools	164,000		
		78. Moog Industries	151,000		
		Auto parts	151,000		

Panelists differ on role of rock in advertising

The title of the seminar last week was "The Impact of Rock Music on Advertising." But to one of the panelists, Marvin Rothenberg, cofounder of MPO Videotronics, TV commercial producer, the impact is "overrated." He struck the discordant note during a discussion at the Advertising Club of New York.

"The advertising industry follows, doesn't lead," Mr. Rothenberg complained, saying it often follows fleeting tastes and fashions down the wrong road.

"Rock does make a contribution to advertising," he conceded, but he maintained that advertisers too often kill any contribution by overexposure. "Rock music has severe limitations and many teens reject rock as a commercial vehicle," he insisted. "Rock just doesn't make it in business."

A positive view was expounded by Hal Davis, president, Grey & Davis Inc. public relations subsidiary of Grey Advertising. He said agencies are realizing more each day that "rock has a profound influence on every kind of business."

For example, he added, because of rock and its language, agencies have stopped using obsolete terminology in commercials.

Business briefly:

Qantas Airways Ltd., through Cunningham & Walsh Inc., San Francisco, will advertise on ABC Radio's American Entertainment Network program *Paul Harvey News*. Also on ABC; **Florida Citrus Commission**, Lakeland, Fla., through Lennen & Newell, New York, on American Information and FM Networks.

Wilson-Sinclair Co., Chicago, through Campbell-Mithun there, starts radio spot drive in 10 markets through remainder of this year to boost Festival line of meat products. TV drive starts in mid-July.

Reynolds Metals Co., Richmond, Va., plans to use both radio and TV in support of a print campaign for firm's new anti-litter, can-reclamation program Broadcast media use starts in Los Angeles and expands later to other markets. Agency is Clinton E. Frank Inc., Chicago.

Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, is running a

schedule of 300 prime-time network radio spots for its line of Duplex side-by-side freezer/refrigerators. The campaign will run through July 27.

General Electric Co., Hotpoint division, New York, through Compton Advertising Inc., Chicago, will advertise its air conditioners, and **Field Enterprises Educational Corp.**, through Needham, Harper & Steers Inc., both Chicago, will advertise its encyclopedias, on CBS Radio's news and feature programs.

Purchases on CBS Radio include **La-Z-Boy Chair Co.**, Monroe, Mich., through Marvin Hahn Inc., Birmingham, Mich., on *Walter Cronkite Reporting*, 5 p.m. *News* and *Lowell Thomas and the News*, duPont & Co., Wilmington, Del., through N. W. Ayer & Son, New York, for Lucite paint on news and feature programs.

Rep appointment:

■ **WHEN(AM)** Syracuse, N.Y., wow-AM-FM Omaha and KPHO(AM) Phoenix, all owned by Meredith Broadcasting: John Blair & Co., New York.

"It's a joy having you, David Frost"

...Metromedia Television



Metromedia Television salutes *The David Frost Show*... and dynamic David for his success on our stations. David Frost is full of questions, but he really listens when people talk. So they talk... and talk. He has a remarkable ability to draw out revelations, big and small, from famous guests. Viewers love it.

David's guests during recent Hollywood shows originated at Metromedia Television's KTTV included Elizabeth Taylor and Richard Burton, Jack Benny, Lucille Ball, George Burns, Zubin Mehta, Dinah Shore, Lorne Greene, Glen Campbell, Carol Burnett, Henry Fonda, Nancy Wilson, Jack Lemon and a couple dozen

other top stars.

Since Metromedia Television first scheduled Group W's program on its stations across the country, some very nice things have happened... like a total of more than a million viewers per average quarter hour in our combined major markets of Los Angeles, New York and Washington, D.C.

In Los Angeles, KTTV programs Frost 8:30-10 pm across the board, where he outpulls and outpoints Johnny, Merv, Dick and those other talk shows. In New York on WNEW-TV, he tops both Merv and Dick. David on WTTG, the Metromedia Television station in Washington,

D.C., totals more than the combined audiences of Griffin, Carson and Cavett.

One of David Frost's favorite lines to his guests is "It's a joy having you here..." That's just the way Metromedia Television feels about *The David Frost Show*.

(That Emmy was a great joy, too, David!)

MM
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CBS is censured for Haiti role

House report charges network staged scenes and helped promote an illegal invasion plot

CBS's role in an attempted invasion of Haiti has been scrutinized, picked apart, put back together and found to display "very little regard for either accuracy or legality," in a draft report circulated to members of the House Investigations Subcommittee.

The subcommittee, which in the past has consistently been harsh on broadcast news operations, was rougher than ever in its assessment of the Haitian incident. And, once again, the call is going out for legislation that would place stiff curbs on the news judgments and practices of broadcast licensees.

The report makes two basic charges: CBS staged scenes for presentation in a documentary (it was never broadcast), and it encouraged an illegal invasion scheme. "If these acts did not actually involve the network in the conspiracy to violate the U. S. Neutrality Act," the report said, "they came dangerously close to doing so."

These two charges are transformed into recommendations at the end of the report. It calls for "new legislation in the communications field which would accomplish the following objectives: (a) protect the public against falsification and deception in the preparation and presentation of purportedly bona fide news programming, and (b) prohibit the practice of news media involvement in criminal activities."

The recommendations recall those contained in a report issued last year by the same subcommittee in connection with a film, *Pot Party at a University*, broadcast by CBS-owned WBBM-TV Chicago. The more specific legislative proposals contained in that report—and ultimately endorsed by a majority on the parent Commerce Committee—were subsequently introduced as a bill by Representative Harley O. Staggers (D-W. Va.), chairman of the committee and its subcommittee.

The measure, which was introduced in this Congress and is therefore still alive, could be revived as a result of the Haitian probe—"if the subcommittee wants to get mean," as one source put it.

The complex background of the case

may be distilled as follows: CBS made contact with exiles who were running guns into that country in preparation for an invasion. Intrigued by the prospect of gaining an exclusive documentary of the operation, CBS soon found itself in Florida filming the preparations. The network's business department was told to accept without question all bills relating to what was termed "Project Nassau," in order to keep knowledge of the operation limited to a few insiders.

CBS became more and more disenchanted with the project. The network stayed on until December 1966, however, and has acknowledged that some of its money passed directly into the hands of exile leaders. The bill for the project was placed at \$170,000 by CBS and over \$200,000 by the subcommittee. Ultimately, CBS kissed off the op-

Chalk up another war zone—Newark

Richard C. Graf, news director, WNBC-TV New York, reported last week that a Newark, N. J., official had apologized to the station for a group of about 20 persons who attacked NBC and WNBC-TV newsmen at the campaign headquarters of Newark Mayor Hugh Addonizio, who was defeated for re-election on Tuesday (June 16).

In the melee were three newsmen from NBC: Merrick Snopkek, cameraman; Chuck Coates, a member of the Huntley-Brinkley news crew, and Tom Gallagher, a film TV cameraman. Mr. Gallagher was punched in the mouth.

Mr. Graf said that Paul Reilly, deputy mayor of Newark, had apologized for the incident in which one color camera was knocked over and newsmen were taunted with such chants as "you're all Commies." No damage estimate on the camera was available.

Newsmen from other news organizations reportedly were not involved in the fracas which followed final word of Mayor Addonizio's defeat and the election of Kenneth Gibson, Newark's first Negro mayor.

eration as the "nonadventures of a rag-tag crew . . . a gang flouting U. S. law to no purpose," in the words of CBS News Vice President Bill Leonard (BROADCASTING, April 20).

The subcommittee charged that CBS staged scenes involving the training of exiles and the transferring of weapons. It also said the network made direct payments that facilitated the movement of guns, the chartering of a ship and other elements of the plot.

CBS has denied that its newsmen attempted to do anything more than record a legitimate news event. The network has also said the staged scenes were conducted without the knowledge of top officials; that the man responsible was fired; and that, in any event, the scenes were never broadcast.

The subcommittee was not persuaded. Its conclusions are rough:

"The implications of what has been learned are disquieting. To the average viewer, unsophisticated in the intricacies of television production, a network news documentary typically represents a scrupulously objective reporting of actual events shown as they actually transpired. If Project Nassau is any indication, this is far from the actual truth. During the preparation of this news documentary, CBS employees and consultants intermingled and interacted with personages actively engaged in breaking the law. Large sums of money were made available to these individuals with no safeguards as to the manner in which these funds would be put to use. Events were set up and staged solely for the purpose of being filmed by the CBS camera. . . ."

Top network management fares no better in the report. "The CBS News organization, or at least the individuals charged with the immediate supervision of the project, displayed a shocking indifference to the real possibility that their organization and funds were being used to further illegal activities. . . . The control exercised by CBS management in New York over the activities of the producer in the field seems to have been practically nonexistent. In his testimony before the subcommittee, fully three-and-a-half years after the

completion of Project Nassau, the vice president of CBS News in charge of news documentaries [Bill Leonard] was still unaware of some of the more questionable activities of the CBS crew in the field. . . ."

Had the plot been completed, the report said, it "would have produced a crisis for American foreign policy in the sensitive Caribbean area." It noted that six men were later convicted for their roles in the scheme.

If the network had based its decision to get out of the project on "any taint of artificiality or fraud" in the film, the subcommittee said, its actions would have been less reprehensible. Instead, it charged, "the decision was apparently made on the basis that the project was journalistically unsatisfactory in view of the unfinished nature of the enterprise." (The memo from CBS Vice President Leonard, announcing the decision to cancel the project, did refer to the fact that the film was "incomplete." It also commented upon the unsavory character of the conspiracy.)

The one saving fact, for the subcommittee, is that the film was never broadcast. But, the report added: "If the preparations . . . are indicative of what the American public is receiving under the heading of 'news documentaries,' the American public has every right to insist that some assurances are given that staged non-events are not being foisted upon it under the guise of bona fide newsworthy occurrences, and that electronic journalists are not engaging in the very criminal acts they purport to expose. . . . Project Nassau furnishes disturbing evidence that these expectations are not always being met."

WPIX(TV) denies shutting out blacks

Charges of antiblack bias on the part of WPIX(TV) New York in the selection of talent for one of its former rock-and-roll programs were made last week in a deposition hearing by Lawrence K. Grossman, president of Forum Communications Inc., New York, which is challenging WPIX's license.

The accusation was denied immediately by Fred M. Thrower, president of WPIX Inc., who stated there was "no policy of discrimination in hiring talent for *The Clay Cole Show*, as evidenced by the fact that dozens of artists, both black and white, appeared on the program during the years it was on WPIX." He asserted that "any suggestion to the contrary is false."

In his deposition, made in the office of WPIX's New York lawyers, Mr. Grossman said that various members of the production staff of the *Cole* pro-



Mary Yates and sons

Warner Bros. Television has signed producer Mary Yates and her three sons to appear in three one-hour documentaries planned for network showing each year, starting with the 1971-72 season, it was announced last week by Edward Bleier, vice president in charge of network programming and sales for Warner Bros.

Mrs. Yates is the widow of Ted Yates, NBC documentary producer who was killed while covering the Arab-Israeli war in June 1967. She will produce and appear in the three specials, along with her sons, Eames, 14; Teddy, 12, and Angus, 10. They will visit primitive and exotic areas of the world, including Java, Borneo, Madura, Bali; the regions of the Amazon and other areas of South America, and areas of the Himalayas. Earlier this year, Mrs. Yates and her children were featured in a one-hour telecast on NBC-TV, *Three Boys on Safari*, depicting their adventures in Africa.

gram, which was presented on the station from 1963 until 1967, said station officials had mentioned there were too many blacks on the program.

Mr. Grossman also reported he was told that an associate of Mr. Thrower had asked the production staff to submit pictures of talent on the show to ascertain whether too many blacks were hired. He said he also had been advised that during production meetings, instructions were relayed from management that the number of blacks on the program was to be reduced.

Mr. Grossman also said Mr. Cole had given an affidavit claiming "check-

swapping" was involved in the program. He said a record or music-publishing company would pay for an artist's appearance, with the artist's fee and contributions to the American Federation of Television and Radio Artists' pension and welfare fund to be paid out of this money. He claimed WPIX did not adequately announce such arrangements.

Mr. Grossman was questioned by John R. Schoemer Jr., of Townley, Updike, Carter & Rodgers, counsel to WPIX. P. W. Valicenti of the FCC presided.

'Friendly Persuasion' set for TV series, sequel too

Allied Artists Television Corp. disclosed plans last week to expand its activities in various facets of television operation, including distribution, program development and co-production.

Under the supervision of Andrew P. Jaeger, who recently was named president of the TV subsidiary of Allied Artists Pictures Corp., the division's first project will be the development of a one-hour series based on the novel, *Friendly Persuasion*, and its sequel, *Equal For Me and Thee*. In addition, programs under development include series with sports, game and variety show formats.

Allied Artists TV also is holding discussions for the acquisition of a recent off-Broadway presentation, which would be converted into a TV series, according to Mr. Jaeger.

A radio network for Army football

The formation of West Point-Army Football Radio Network for radio coverage of the full U. S. Military Academy football schedule next fall was announced last week by Trans-National Communications Inc., New York.

Coverage will be handled by TNC Networks, a Trans-National division. At the time rights to the games were purchased (BROADCASTING, April 27), TNC said it would have 25 stations in seven states carrying the broadcasts. But currently, TNC said last week, the figures have grown to more than 35 stations in nine states, which the company said will make the hookup "one of the largest collegiate radio sports networks in the East."

TNC said it will cover all 11 Army games, including the Army-Navy clash in Philadelphia on Nov. 28.

Also in operation in the fall will be TNC's "New York Jets Radio Network," with more than 50 stations in 10 states expected to receive the coverage of 16 games, including two pre-season contests.

Nixon follows Agnew with the salve

President appears to try to soothe media after latest charge of biased reporting

Vice President Spiro T. Agnew lashed out at the nation's news media again last week, accusing some unnamed news organizations of slanting news. But President Nixon, later the same day, applied balm to any hurts the media have suffered; he hailed members of a free press "as guardians of freedom."

The Vice President made his attack in a speech Monday morning before the International Federation of Newspaper Publishers, which is composed of publishers of newspapers in the non-Communist world. The President, who spoke informally before the publishers and their wives that night at a White House reception, illustrated his feelings about the media with an anecdote about a predecessor in the White House.

After taking "a particularly brutal beating from the press over several weeks," the former President, who was not identified in the anecdote, received a call from a friend in Congress. The congressman commiserated with the President and expressed the view that it would be "wonderful" to be spared "those nasty cartoons and those critical editorials" every morning.

The former President disagreed, according to Mr. Nixon, for "what really distinguishes our society," the former President said, "is the fact that government leaders . . . can be sure of one thing, the press is a free press and the press can be counted on to hold them to account, as the press sees fit, on the great issues of the day."

So "while we do not always agree with our critics in the press," President Nixon said, he would be unhappy to live in a country without media free to scrutinize his decisions and subject them to the "most effective possible criticism, constructive criticism" so that the public would have a basis on which to judge him.

The Vice President, in his speech, also expressed his devotion to the concept of a free press. And he said that freedom was secure in the U.S. No government official could "by any method — devious or otherwise — succeed in any effort to impose any form of restraint on freedom of the press."

His differences with the news media did not involve their right to criticize him, he said, but his right to criticize them. And what served as the basis for his criticism last week was his contention that the practice of telling both sides of a story "has gone out of vogue in some of the major news organizations

in America."

He warned that media engaging in such one-sided presentation of the news suffer "a loss of credibility as a public institution"—"a heavy price to pay for a fleeting exercise in power or influence."

What he found "extremely frustrating" was that "some of our most influential newspapers and television networks" are presenting only one side of the story of the Vietnam war, providing coverage that is "slanted against American involvement in that war without any attempt at balance."

He did not say which newspapers he



[Basset in *Washington Daily News*]
"I don't care what anyone says . . . you're doing a great job."

has been reading or which networks he has been watching. But he said he has seen paraded all of the reasons the U.S. should not be involved in Vietnam, none why it should; read accounts of American atrocities in Vietnam but virtually nothing about Vietcong atrocities; and been given "horrified accounts" of America equipping South Vietnamese to fight in Cambodia but almost nothing of the fact that they will fight "Russian-equipped North Vietnamese, who have invaded that country, as they did South Vietnam and Laos."

"I submit that it is the mission of the press to *inform* the public, rather than try to *persuade* it" he said; "that the public, given sufficient information, can make a sound decision." He also said it was essential for the media of the

non-Communist world to present a well-rounded picture of events since such a picture will not come "from the controlled media in countries that are hostile" to the U.S. and the countries represented at the international publishers conference.

(To a representative of one network at least, the Vice President, in accusing some newspapers and television networks of one-sided presentations of the news, "is meeting himself coming the other way." The network representative recalled that the Vice President last month, in a *TV Guide* article, criticized networks that present one side of a controversy and then make "a conscious effort" to find a contrary view "and present a new controversy to the public" [BROADCASTING, May 18]).

Although he was resuming his attacks on the media, the Vice President appeared to be attempting to take some of the rough edges off his public image. He did not attack newsmen or media by name, as he has done in the past. And later Monday, at a Republican fund-raising dinner in Detroit, he sought to make clear his attacks on dissenters do not reflect opposition to all dissent.

"We cannot govern with the consent of the governed unless we respect the right of dissent of the governed," he said in Detroit. "But remember, respect for the right of dissent does not mandate agreement with the dissent."

Furthermore, he said, "Just as unity is not an end in itself, dissent is not an end in itself. Here is where I part company with dissenters." He opposes "irrational dissent"—that which "rejects logic and demands change without intellectual challenge"—but feels "rational dissenters . . . have never been more needed than they are today."

He also said he was rejecting the advice of editorial writers "of all shades of opinion to de-escalate the rhetoric." But he indicated that did not mean he intended to engage in "vituperation" or "poisonous invective." Indeed, in that definition, he said, the rhetoric has already de-escalated.

Rhetoric, as he understands the word, means "the use of public discourse to persuade." And there is no need to depress that kind of rhetoric, he said. "We have to elevate" it.

NBC one step ahead on TV-time request

The plot is familiar: Senate Democrats are asking for broadcast time to reply to the President. But the script is a bit different: The Democrats were offered time on one network before they asked for it.

Senate Majority Leader Mike Mans-

field (D-Mont.) initiated the congressional end of the story last week when he sent a telegram to the network presidents, asking for time to answer the President's economic message delivered last Wednesday (June 17) at 12 noon.

"The administration's diagnosis of current economic ills and suggested remedies are debatable," he said. "It is the unanimous view of the Senate majority, therefore, that the American people are entitled to a separate and independent analysis of our deepening economic difficulties."

Meanwhile, in New York, NBC President Julian Goodman had acted on his own before the Democrats' request went out. In a message to Senator Mansfield and House Speaker John McCormack (D-Mass.), Mr. Goodman suggested the time period of 12:30 to 12:55 p.m. this Wednesday (June 24) for a congressional reply. He offered both television and radio time.

"President Nixon, in his address . . . on the national economy," Mr. Goodman wrote, "spoke of the failure of the Congress to act on a number of legislative measures the administration had proposed. The address was carried on the NBC television and radio networks and we believe it is in the national interest to provide an opportunity for congressional spokesmen to discuss these issues."

ABC and CBS had not responded to the Mansfield telegram as of late Thursday (June 18).

The Democrats had served notice, before the President even delivered his address, that they intended to ask for time. Democratic National Chairman Lawrence F. O'Brien, charging the President with "benign economic neglect," said the party was preparing to ask for time to deliver its own report on the economy, "to be presented by the appropriate congressional spokesmen."

Ottinger favors award for war correspondents

Representative Richard L. Ottinger (D-N.Y.) last week introduced legislation that would confer a War Correspondents Hero Award upon the next of kin of journalists who are killed in combat zones.

Introducing the bill (H. R. 18097), Mr. Ottinger noted that coverage of a guerilla war such as the Indochina conflict involves risks and unpredictabilities not present in earlier wars with more clearly defined combat zones.

"It appears to me," Mr. Ottinger said, "that this devotion to duty regardless of personal danger requires a special type of courage, since journalists in combat zones are not ordinarily equipped to protect themselves from unexpected attack."

WGA calls off threatened strike

But writers guild contract runs out as various issues remain unresolved

A bomb scare last Monday night (June 15) did what the networks and the Association of Motion Picture and Television Producers had, up to that time, not done. It stopped the Writers Guild of America from going out on strike. The bomb threat came just before WGA members were to take a strike vote at a Beverly Hills, Calif., hotel.

The guild's contract expired at midnight June 15.

But for both sides, the last two months of negotiations have been filled with offers and counter-offers, charges and counter-charges of unfair practices. The regional office of the National Labor Relations Board has had to call on its Washington headquarters to aid in the investigations it is making of the negotiations.

The issues are clear cut, although the writers say none is more important than another. First is the case of the hyphenates, writers who also function as producers, directors and actors. WGA claims it has the right to represent these writer-executives in negotiations while the networks and AMPTP refuse to accept that claim. According to a spokesman for AMPTP, that part of the writers' demands will be rejected at all times during negotiations. AMPTP says that no guild represents "hyphenates" as "hyphenates."

If a walkout should be ordered, and Writers Guild of America East has already voted its acceptance of a strike call should one be made, the Screen Actors Guild and Producers Guild of America have already said their members will be expected to perform in their respective categories. Statements by both organizations state that members of the two groups will be expected to fulfill contracts as actors and producers.

Implied by SAG and voiced by PGA is the condition that, because of the no-strike clause in their basic agreements, hyphenate members will not be expected to perform any functions beyond those of the respective guilds.

The use of video cassettes is also considered one of the more important issues of WGA. According to a spokesman, the writers do not want to be left out of a potentially profitable entertainment medium. This is especially important since some of the major studios have already agreed to sell motion pictures for use in cassettes. According to the guild, no offers have been made by AMPTP or the networks concerning what residual payments, if any, the writers will be getting from those sales. An AMPTP spokesman

says that from their point of view, cassettes are considered to be motion pictures and residuals will be paid along those lines. According to AMPTP, if a motion picture is "transferred to or packaged in cassettes," they will continue to be treated as theatrical pictures. If those cassettes are then licensed to television, the TV-use payment would be made. Similarly, if TV film, or a show originally written for television, is "transferred to or packaged in cassettes," it will be treated as television film. Should those programs be licensed for home use, it would be considered a theatrical exhibition and theater-use payments would be applicable.

AMPTP also says that as far as it is concerned, CATV is television. Rights and residuals paid for properties written for that medium will continue to be paid as if prepared for free TV. The door remains open in discussions for pay TV, according to the association, "if it becomes a major factor in the industry."

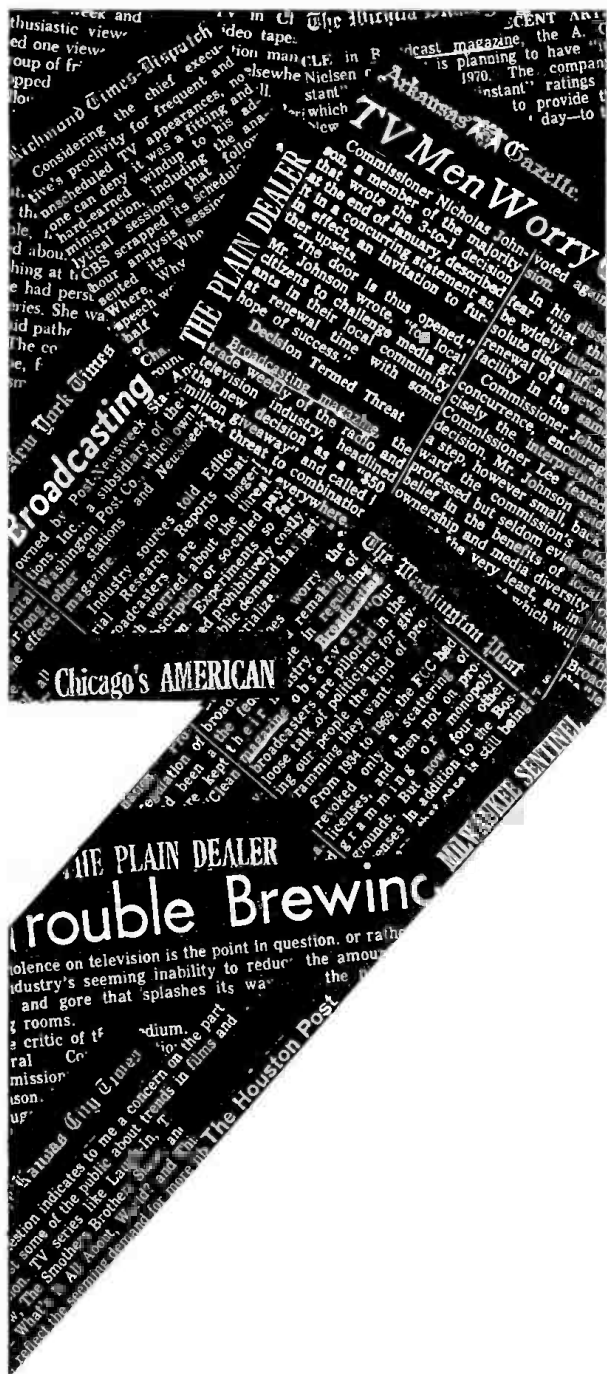
Also included in the writers' demands is an increase in the basic scale being paid for half-hour and hour programs. Currently set at \$1,460 and \$2,640 respectively, scale would be increased 25% by guild demands. This immediate jump in scale is countered by an AMPTP and the network offer of a 12% increase during the first two years of a four-year contract and an 8% hike in the last two years. By guild arithmetic, it is said to equal a total increase of 20% over four years, or 5% per year.

The networks and AMPTP have also offered an increase in TV-film residual payments for an additional four runs over the current five.

That agreement is the same as one accepted by the actors in their latest contract.

Finally, the writers have suggested a change in the basic contribution to their health and welfare fund. Contributions are presently made on a 4½% rate of the hourly wage paid a writer. The hourly figure is much disputed by the guild saying that on that basis, the contributions are much too small. In place of that system, WGA has suggested basing the percentage of contribution on the actual monies paid the writer for his work, a per-job scale rather than per hour.

The last major strike by the Writers Guild of America was in 1960. Yet that walkout, which lasted 22 weeks, was considered "a polite work stoppage" by the guild since there was no picketing. They say that this time, if a



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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

work stoppage is called, be it selective at two studios—Universal and 20th Century Fox—or total, because of an expected lockout by the others, “Hollywood can expect to be ringed with pickets.” Another strike vote was to have been taken Thursday (June 18) in Hollywood.

ABC and affiliates still apart on rule

‘Clarification’ fails to mollify opponents of prime-time cutback

Leonard H. Goldenson, president of ABC Inc., told ABC-TV affiliates last week that ABC had accepted the FCC’s prime-time rule because it seemed “the least objectionable course” in pursuit of program diversity and a far less serious threat to television than wholesale opening up of cable television and pay TV.

Mr. Goldenson gave his views in a letter to George A. Koehler of the Triangle stations, chairman of the ABC-TV affiliates association. The letter was in response to a call from the affiliates for a clarification of Mr. Goldenson’s statement last month that ABC can live with the rule—which limits network affiliates to three hours of network programming in prime time each night—and perhaps even benefit from it (BROADCASTING, May 11).

The affiliates, clearly opposed to the rule and upset by Mr. Goldenson’s acceptance of it, issued the call for clarification during their annual meeting in mid-May. They have since gone on record with a strong protest asking the FCC to delete the rule (BROADCASTING, June 15).

Mr. Koehler said after receipt of the Goldenson letter last week that it “provided the clarification we sought” but that it reflected, in his opinion, a “short-range” view. He indicated af-

filates would receive copies of both the letter and the reply he planned to write.

Mr. Goldenson said three developments had led him to the conclusion that the affiliates challenged. These, he said, were rising operating costs, imminent loss of cigarette advertising revenues and the current economic softness, which could curtail over-all advertising budgets. The points were made in ABC’s comments filed the week before with the FCC (BROADCASTING, June 15).

“I believe that both our network and our affiliates will be stronger during this period of temporary adjustment if we can continue to provide three top-flight hours, with as close to full sponsorship as possible, rather than three and one-half hours where full sponsorship may not be available,” Mr. Goldenson wrote. “Another important factor is that the extra half-hour available nightly to the affiliates should facilitate improved clearances for the shorter network schedule.”

He said he was aware CBS and NBC are opposing the rule (see page 43) but said they “operate from a much broader base” and “have the advantage of larger affiliate line-ups over which to amortize their program investment.”

Mr. Goldenson said ABC had opposed the adoption of any such rule as unnecessary but had indicated that if the FCC felt some action essential to try to promote diversity the three-hour rule “on an interim or trial basis for the next several years was the least objectionable course” and certainly preferable to the original 50-50 plan, “which in our opinion would destroy network television.”

The 50-50 plan would have forbidden networks to produce or acquire ownership in more than 50% of their prime-time entertainment programming.

“We also are mindful of other measures which the commission had and has under consideration designed to foster program diversity, including widespread development of CATV and pay television. Recognizing the FCC’s intent to take action in this area, we believe that

the kind of restriction represented by the three-hour rule would be better for the American system of television than would unrestricted development of CATV and pay television, which could evolve into an entirely different kind of system—one in which the public would be charged for much of what it now receives free.”

Mr. Goldenson said the FCC’s “recent action permitting CATV to originate mass-appeal entertainment programming, as well as reports that mass importation of distant signals into the major markets may soon be permitted, present far more serious threats to our industry than the three-hour rule. ABC, alone among the networks, has vigorously opposed these developments and will continue to do so.”

He also said ABC will actively fight the section of the FCC’s new rule that, aside from the three-hour restriction, knocks the networks out of program syndication and prohibits their acquiring subsidiary rights and interests in programs they do not produce themselves. This section, he said, “presents damaging long-range financial consequences to the network.” ABC formally asked the FCC to delete that section—and also to recognize that the three-hour limit is to operate for an “interim period, pending fuller development of UHF”—in its formal petition.

Mr. Koehler told BROADCASTING the letter seemed to him to take “a short-range view, which disturbs me.”

He said he could understand why the three-hour rule might be considered less objectionable than wholesale expansion of CATV and pay-TV programming but could not understand “why we should settle for the least objectionable course.” Pay-TV and CATV, he said, are “beside the point,” with no bearing on the damage the three-hour rule will do to stations and the limitations it will put on viewer choice of quality programming.

He said he hoped to see ABC-TV the number-one network soon but that he did not see how the three-hour limit



Mr. Goldenson



Mr. Koehler

would contribute to that goal. "If each network has seven or eight half-hours to delete and each one throws out the bottom seven or eight," he said, "I can't see how that will change the competitive positions very much." Nor did he agree that "three top-flight hours" fully or almost fully sold, as opposed to three and a half less fully sold, would either strengthen the affiliates or improve ABC's position.

As for the three developments Mr. Goldenson cited as motivating influences for the network position—rising costs, loss of cigarette revenues and a soft economy—Mr. Koehler said all three are station problems as much as network problems. He also said he could understand ABC's opposing the FCC's limitation on syndication but that "that's not related to the problems of affiliates."

Inflation hits NBC's program costs

**Weekly nighttime tab
put at \$200,000 bigger
next season than this**

NBC-TV estimates its weekly program-production costs in prime time in the 1970-71 season will run about \$200,000 above the 1969-70 level.

Despite the soft general economy, according to NBC-TV President Don Durgin, the network intends to continue to spend substantial monies in programing in order to maintain quality and has no plans to effect production cutbacks.

Mr. Durgin also told a group of station executives at an eastern regional meeting of NBC-TV affiliate promotion managers in New York last week, that NBC's on-going plans include a continuation of a high volume of program specials, at least on a par with the past season's output, if not above that level.

During the meeting, Paul Klein, NBC-TV's vice president-audience measurement, asserted that NBC's forecast is for CBS to finish behind both NBC and ABC "in 18-49-year-old viewers for the '70-'71 season," noting that the fall of 1970 will begin a "year of conversion" for CBS to what he said were "supposedly youth-oriented shows, and conversion is difficult." He said NBC had a built-in advantage in that his network for some time has targeted its programing for the young adult.

NBC's advertising, promotion and publicity executives outlined plans for next season which they said would be extensive and at least equal to promotional efforts of past seasons. During "NBC Week" of Sept. 13-19, the start

Changing Formats

The following modifications in program schedules and formats were reported last week:

■ **WONN(AM)** Lakeland, Fla.—WONN Inc., effective May 11, began operating 24 hours a day, with the exception of from 12 midnight Sunday until 5 a.m. Monday. Previously, the station's sign-off was at 1 a.m., Monday through Thursday, and 2 a.m., Friday and Saturday. Additional hours are filled with expansion of contemporary, top-40 music from previous signoff to 5 a.m. and introduction of country-and-western music from 5 to 7 a.m.

■ **WJFM(FM)** Grand Rapids, Mich.—Fetzer Broadcasting Co., effective May 18, joined the list of stations making the switch to a country-and-western music format. The station switched from contemporary music to 75% C&W.

■ **WKNE-FM** Keene, N.H.—WKNE Corp., effective June 14, expanded hours of nonduplication of WKNE(AM) Keene to include 8:15 a.m. to 12 noon Sunday. Previously simulcasting the AM's religious programing, the new separately programed Sunday morning show features stereo, symphonic and classical-style music. Since May 18, the FM has separately programed progressive rock from 6:30 p.m. to 12 midnight sign-off, Monday through Saturday.

of the network's new season, NBC will run 900 lines of advertising daily on a co-op basis in each of two newspapers in every affiliated station's market, with 600 lines placed daily in the week that follows. In both those weeks, NBC will also have advertising spreads in *TV Guide*.

On-air promotion will include a preview show, *Don Knotts Tells All*, which will serve to introduce the network's five new program series as well as a new segment that will be seen on *The Bold Ones*.

A similar meeting, of the western regional group, was to be held last week (June 19) in Los Angeles.

ABC Films to produce 2-hour TV features

ABC Circle Films has been formed as a subsidiary of ABC-TV to produce two-hour feature films for initial showing on the network, it was announced last week by James E. Duffy, president of ABC-TV.

The new subsidiary will be under the over-all direction of Martin Starger, vice president in charge of programing for the network, while Barry Diller, vice president, feature films and pro-

gram development, East Coast, will be directly responsible for ABC Circle Films.

Mr. Diller said the first films to be produced by the new subsidiary will be ready for telecast during 1971. He said the goal of ABC Circle Films is to produce 13 two-hour features a year for ABC-TV and he expects to achieve that objective within 18 to 20 months. He said staffs for the new subsidiary on both the East and West Coasts will be announced shortly.

The films will be produced on budgets ranging from \$800,000 to \$1 million. These features will be in addition to those produced by ABC Pictures Inc., an ABC subsidiary, whose films are shown initially in theaters.

CBS cites pitfalls in TV production

**Network sees independents
recovering only half of
their prime-time expenses**

Because of the economic realities of the television syndication business, independent distributors of first-run programing can hope to recoup only a little over half of what they would spend to produce an average half-hour program for prime time, CBS has told the FCC in a lesson in the dollars-and-cents basis of viable television production.

The network's analysis of such factors as efficiencies of operation, cost-per-thousand and availability of risk capital was included in its petition for reconsideration of the commission's prime-time rules (*BROADCASTING*, June 15).

Effective Sept. 1, 1971, the rules prohibit affiliates in the top-50 markets from accepting more than three hours of network programing in prime time (7-11 p.m. eastern time). They also bar networks from engaging in domestic syndication and permit them to sell abroad only those programs they produce themselves.

Networks, CBS noted, are able to deliver an audience of the size necessary to pay for high-cost programing and to deliver a complete half-hour program at a cost of only 1.14 cents a home to the advertiser. "It is inherently difficult for a program in first-run, prime-time syndication to duplicate or even approximate this efficiency," the network contended.

At best first-run syndicated programs could not be sold in no more than a "substantial portion" of the top-50 markets, CBS argued, since a number of expensive and less expensive programs

Program notes:

New NET producer ■ Tony Brown, president of the National Association of Black Media Producers and producer-host of *Free Play* series on noncommercial WTVS(TV) Detroit, has been named executive producer of NET's *Black Journal* series. Mr. Brown succeeds William Greaves, who is resigning to devote full time to his film-production and distribution company, William Greaves Productions.

Polluted play-back ■ Metromedia, because of viewer and critics' response, has decided to repeat its 1985, one-hour semi-fictional documentary on pollution, which ran on all of its TV stations in prime time on June 1 (BROADCASTING, June 1). On July 5 Metromedia's WNEW-TV New York, WTTG(TV) Washington and KTTV(TV) Los Angeles will repeat the special. KMBC-TV Kansas City, Mo., will offer the show again on July 6. Other stations again will be offered the show at no cost. More than 20 outlets played the program in its initial telecast.

Syndication habit ■ Initial sales on *The Flying Nun* half-hour TV series in 15 markets have been announced by Screen Gems Inc. Among major-market stations which have bought the show, now completing its third year on ABC-TV, are WNEW-TV New York, KTTV(TV) Los Angeles, KTVU(TV) San Francisco-Oakland, WHIC-TV Pittsburgh, WFLD(TV) Chicago and WSBK-TV Boston.

Space show ■ A program of selected space slides is being offered to commercial and noncommercial TV stations by the U.S. distributors of the Hasselblad

camera used for the photographs. The presentation is 80 slides and a taped narration, running 19 minutes. There is no charge for the loan except shipping and insurance and it may be obtained through Tribune Films Inc., 38 West 32d Street, New York.

MGM goes country ■ *The Hank Williams Jr. Show* will be produced for syndication by MGM-TV, according to Paul Picard, vice president, television, MGM. The one-hour weekly variety-country-and-western music show will feature comedy and music stars from the country-music field. Regulars will include the Dillards recording group. The series will be videotaped on an MGM sound stage, which will be converted to resemble a theater in the round. Some location footage is expected to be incorporated each week. Mr. Picard also stated that negotiations are presently underway for a series with another country-music singer, Merle Haggard.

Marathon programing ■ U.S. Communications Corp., Philadelphia, reports it is launching *The Music Connection*, which consists of a basic ten-hour weekly package of contemporary music, complemented by visual effects, over WATL-TV Atlanta on the weekend of July 11 and 12. The programing, including repeat segments, will be carried over WATL-TV for 15 hours on Saturday and Sunday and will be extended in mid-July to other USC stations—KEMO-TV San Francisco; WXIX-TV Newport, Ky.; WPGH-TV Pittsburgh and WPHL-TV Philadelphia.

Thoroughly modern Jimmy ■ A new format involving shorter programs with

more contemporary content for *Jimmy Fiddler in Hollywood*, syndicated radio feature, was announced by Harry O'Connor Ltd. Inc., Hollywood. Mr. O'Connor will also assume the production and marketing functions for the program heard on 80 radio stations in the U.S. and Canada. Program lengths will be reduced to no more than 60 seconds and will be distributed in packages of 30 per week. Also announced was the expected transfer of all programs to tape cassettes by the end of the year, or as soon as broadcast-quality equipment is available, according to the show's new producer.

News service expands ■ The Radio Spot News Service, Washington, has added a spotmaster playback unit and a phone line to offer expanded service. The new phone is (202) 388-7351. The service changes stories at 4:30 p.m. EDT Monday through Friday.

ASCAP move ■ American Society of Composers, Authors & Publishers moves its West Coast office into new and larger quarters on July 1. The office at 6430 Sunset Boulevard in Hollywood will also house ASCAP's business operation, which covers the Southwest under the direction of John Mandrich. Phone: (213) 466-7681.

NGC to film tour of BS&T ■ The first official visit of an American contemporary music group to eastern Europe will be filmed by National General Television, Los Angeles. The 27-day tour with rock group Blood, Sweat & Tears will include concerts, meetings and exchanges of ideas with local young people in Yugoslavia, Romania and Poland. A benefit concert in Ploesti, Romani,

would be vying for each time period. The most popular program, it estimated, would not be available to more than 60% or 70% of the total potential audience in the top markets because of the checkerboard sales pattern.

In markets below the top 50, CBS said, opportunities for first-run syndicated programs are even more limited due to a lack of national advertiser interest in spot purchases. Thus, the network predicted, the potential audience for any first-run syndicated program—assuming a reach of 70% of the potential audience in top-50 markets and a third of the audience in smaller markets—would be only 58.6%.

Again assuming a 32% share of homes with sets in use, the network continued, the potential viewing audience would be some 6.14 million homes. Noting that advertisers are currently paying on the order of 1.14 cents per home for half-hour prime-time programs, stations would receive a total revenue of approximately \$70,000 for

airing a half-hour show, CBS calculated.

With stations unable or unwilling to spend more than 50% of revenues they receive from advertisers on programing, CBS noted, first-run syndicated programing having the potential of reaching a maximum of 58.6% of the total potential audience could gross but \$35,000 for a first-run distributor—only a little more than half the \$60,000 cost of an average half-hour broadcast.

"Such a revenue return is plainly insufficient on the average to support high-cost, first-run syndicated programing, notwithstanding the availability of prime time," CBS asserted.

The network also observed that the first-run syndication business is a risky one and, like network syndication, will experience its share of failures. On the basis of current network costs, CBS said, financial investment for programing required to fill the void created by the prime-time rules would be over \$3-million per 52-week half-hour series.

"Obviously, small or even large-sized independent producers will not be able to assume the immense financial risks involved," the network further concluded.

CBS also attacked the commission's prohibitions on network syndication or acquisition of syndication rights, arguing that no evidence had been introduced to show that the networks had engaged in misconduct in the syndication field and that the effect of the prohibitions would be to decrease competition in the industry.

The network noted that in the past four seasons it had syndication rights in more pilots that did not evolve into series than in those that were selected for series development and network exhibition.

NBC, in its filing, pointed out that syndication sales of its four most recent syndicated properties "shows that none of the four series was purchased by a higher percentage of NBC affiliates than by affiliates of one or another net-

will benefit flood victims in that country. According to NGTV, the resulting film may be either a television special or a motion picture. In either case, the end product will be distributed worldwide, according to NGTV president Malcolm C. Klein.

Ecology on MBS ■ Mutual has made available to its affiliates a 13-week series of 90-second spots, seven per week, dealing with environmental problems. Father James Skehan, director of the Boston College Environmental Center, hosts the program which began June 8 and will be seen through Aug. 30.

Honoring America ■ NBC-TV will provide day and night coverage of the "Honor America Day" festivities in Washington, July 4, beginning with the religious and patriotic ceremonies from 11 a.m. until about 12 noon and continuing with an entertainment program taped earlier until 1 a.m. Bob Hope will be master of ceremonies for the evening program, which will include well-known entertainers plus music by Fred Waring and the Pennsylvanians. Coverage will be by NBC News.

Now at Lewron ■ The one-hour *Scene 70* syndicated show, taped through Broadcast TV Systems of Cleveland, is now being produced at Lewron's new studios in New York. Noxema and Clearasil are the participating advertisers in the series distribution.

New musical variety ■ Poole Productions, Greenville, S.C., has initiated production of *One Night Stand*, 39 half-hour shows featuring contemporary music. Designed for prime time, the program will contain instrumental, vocal

and comedy groups with special guest stars in each show.

Another British invasion ■ A series of 13 one hour specials will herald the entrance of the British Broadcasting Corp. into American commercial television. The musical variety specials will headline several BBC variety artists including singers Lulu, Cilla Black and Cliff Richard. One feature planned for the show is the incorporation of at least two international or American guest stars. The programs will be co-produced by Four Star International Inc., Los Angeles. As part of the arrangement with the BBC, Four Star's Anthony Quinn, who recently joined the American firm, is in discussions with the BBC about a two-hour dramatic version of *Don Quixote In England*.

New from Heritage ■ Heritage Enterprises Inc., New York, has two television series for children in development, *Hiawatha* based on Henry Wadsworth Longfellow's classic, and *The Khan* which deals with the adventures of a boy and his lion. The company has also completed a pilot film, *Land Of The Dinosaurs*, which will be offered for sale in the fall of 1970 and *The Academy Package*, group of 15 feature films.

Salute to music ■ Washington officialdom will be on hand at historical Ford's Theatre in Washington for the Nov. 18 taping of the NBC-TV special, *America's Music*, scheduled for broadcast Thanksgiving night, Nov. 26, 8:30-9:30 EST. President and Mrs. Nixon, members of the cabinet, Supreme Court and congressional leaders will be invited to the program taping, which will feature

performers from all categories of American music. The American Gas Association, the special's sponsor, contributed \$100,000 to the Ford's Theater Society in exchange for television rights. J. Walter Thompson Co., New York, is the AGA agency.

Tennis anyone? ■ The title matches in the English Wimbledon Tennis Championships will be colorcast via satellite on NBC-TV Saturday, July 4, 12:30-2 p.m., NYT and 5-6 p.m., NYT. Between the two segments, 2-5, p.m. NYT, NBC will broadcast the *Major League Baseball Game-of-the-Week*.

Open for business ■ Modern-Mass Media Inc., Summit, N.J., has been formed to distribute business-sponsored films to TV stations throughout the northeast and to educational and community groups. President of the new company is Ralph J. Del Coro, who has been vice president of Modern Talking Picture Service Inc., New York, which holds a minority interest in Modern-Mass Media through a license agreement.

War repeat ■ *Cities At War*, a three-part series originally broadcast in spring 1969 will be presented on Westinghouse Broadcasting Co. TV stations during July. The one-hour programs, dealing with the wartime assaults and ultimate survival of the cities, were produced by Granada Television of England.

Teetotallers take heed ■ Dean Martin has signed a new long-term agreement with NBC-TV to continue as star and host of *The Dean Martin Show*, it was announced last week.

work or by independents."

ABC said that not of the reasons cited by the commission in support of the syndication ban were "valid or adequately supported; in fact, the record indicates just the opposite." ABC said that while its ABC Films was not a "major business," its earnings served to subsidize the operations of its television network.

Project 7 plans to think very young

The latest in a string of children's programs patterned after *Sesame Street*, was announced by Jesse Sandler, executive vice president of Project 7 Films Inc., Beverly Hills, Calif. *How to Get from A to Z* is a half-hour series of 26 episodes, designed for network or first-run syndication on Saturday mornings, according to Mr. Sandler. The basic plot of the animated series concerns a group of children trapped in alphabetland who must learn to read to escape

a weekly predicament.

Mr. Sandler says that in addition to the television series, a group of books and a number of record albums based on the plot of *A to Z* will also be available. "We would also consider cutting the TV shows down to five-minute segments for use in school districts," Mr. Sandler says. "We anticipate making film strips for in-school use as well."

Project 7 films is a supplier of educational films and a packager of shows for television. The firm's stock began trading over the counter last December.

21 to do NFL games

CBS-TV has signed 21 sports broadcasters to cover National Football League telecasts during the 1970 season. Covering 82 regular-season games, four post-season contests and three preseason games will be Jack Buck, Don Criqui, Jack Drees, Frank Glibber, Lindsey Nelson, Ray Scott and Jack Whitaker doing the play-by-play action; Tom Brookshier, Frank Gifford, Eddie

LeBaron, Andy Musser, Don Perkins, John Sauer and Pat Summerall, as game analysts; and as post-game hosts, Frank Clarke, John Fitzgerald, Bill Mazer, Bruce Roberts, Dick Stockton and Jim Thacker.

Variety artists plan top entertainer award

The latest entry in the awards show derby is one to be presented by the American Guild of Variety Artists, naming the entertainer of the year. Jack Haley, executive first vice president, said AGVA will poll its 10,000 active members for the major honor and nine other categories. A televised award show, probably on CBS-TV, lasting an hour or 90 minutes, will be aired in September or early October, Mr. Haley said.

Site of the telecast will be either Los Angeles or Las Vegas. Beneficiary of the sale of the television rights and commercial time will be AGVA's sick and

relief fund.

Ballots have been mailed to guild members along with a list of possible nominees in each category. However, members may vote for anyone they wish. The only stipulation is that the entertainer voted for must have performed before a live audience in the year from June 15, 1969, to June 15, 1970.

The golden award, presented to an AGVA entertainer who has been performing for the public for 50 years or more, will be the climax of the telecast.

Prime-time rule to hit small markets—Mansfield

Senate Majority Leader Mike Mansfield (D-Mont.) believes "small broadcasters are going to suffer" if the FCC applies its prime-time access rule indiscriminately in large and small markets.

In remarks inserted in the *Congressional Record*, Senator Mansfield said the prime-time rule is only the most recent example of the FCC's tendency to apply over-all rules to all markets.

He said this practice has already created "serious difficulties" for small-market broadcasters.

Of the new rule, Senator Mansfield said: "The penalties imposed on small-market broadcasters by this requirement are quite severe, and broadcasters such as we have in Montana, with limited staffs and facilities, are faced with the necessity of producing, for local origination, up to seven hours per week of additional programs to fill the void created by the commission by forfeiture of network programming."

Equipment&Engineering

Meredith moves into microwaves

It's latest entrant in computer-age project to compete with AT&T

A major publishing-broadcasting company has decided to get into the microwave relay business—aimed at interconnecting the principal communications markets for such services as computer data, facsimile, radio and TV, cable TV, voice and teletype messages at rates promised to be "significantly" below those charged now by AT&T.

The new entrant is the Meredith Corp., of Des Moines, Iowa, group broadcaster and publisher of magazines, trade books and text books, manufacturer of geographical globes. It is also in the printing business and more recently in TV program production and packaging.

Meredith is 60% owner, with Microwave Communications of America Inc., Washington, of MCI Midcontinent Communications Inc. (Mi-Com), which applied last week to the FCC for permission to establish a 57-site, 1,600-mile microwave system from Denver through Omaha and Des Moines to western Illinois, and a north-south link connecting Minneapolis-St. Paul to Kansas City, Mo., at a cost of over \$7 million.

MCI-Midcontinent said it plans to offer 72 basic channels, with 20 of them especially designed for data transmission.

The MCI-Midcontinent application is the 13th of 16 planned by Mi-Com with local participants that will eventually cover 71% of the population and 85% of the communications traffic of the country. Under construction is a system linking Chicago to St. Louis; this was the benchmark grant that opened the way for private microwave

systems in competition with AT&T. This system is due to open in the fall.

Mi-Com's chairman, William G. McGowan, said last week that he had had some conversations with broadcasters for the use of MCI facilities, but that nothing had come of them. The MCI group, however, is working with a committee of educators studying how to provide interconnection for educational TV and radio stations, universities, libraries and other educational institutions.

Mr. McGowan estimated that rates would be from 30% to 50% lower than present Bell system charges. He also said, as he had at a news conference last December, that terrestrial microwave systems would be cheaper than a domestic satellite system for the busi-

ness Mi-Com was aiming for, principally business computer services (BROADCASTING, Dec. 22, 1969).

The Mi-Com complex would run 12,500 miles of trunk line, at an initial investment of \$150 million, Mr. McGowan said last week.

Frank P. Fogarty, who recently retired as head of the Meredith broadcasting division, is president of the new microwave firm. Mr. Fogarty explained that "MCI subscribers will have all the advantages of a private microwave system, without the need for heavy investment. Channels will be leased in exact bandwidths desired, with provisions for either part-time or one-way use. Up to five organizations will be allowed to share a single channel, so that even the smallest potential user will be able to afford the service."

The Meredith Corp. is not the only broadcast group in the MCI system. Others are Austin A. Harrison, president of MCI New England Inc. (Boston-New York), who owned KWSM-AM-TV (now KODE-AM-TV) Joplin, Mo., until he sold them in 1957 and who organized and built WIHS-TV (now WSBK-TV) for the Boston Catholic Television Center; Robert H. Young, president of MCI Texas-Pacific Inc. (Dallas-Los Angeles), who at one time was an officer of the Trigg-Vaughn stations, sold in 1967; Robert D. Swezey, president of MCI Mid-Atlantic Inc. (Washington-Atlanta), one-time executive vice president of MBS and for 10 years vice president and general manager of WDSU-AM-FM-TV New Orleans, who is secretary of the Corp. for Public Broadcasting; Sid Richardson Bass, vice president of MCI St. Louis-Texas Inc. and of MCI-Texas-Pacific Inc., who is a principal in the Bass radio and TV stations in the southwest, and Lindsey H. Spight, chairman of the executive committee of MCI Pacific Coast Inc. (Los Angeles-San Francisco), a veteran West Coast broadcaster and station representative (Blair-TV vice president from 1950 to 1958).



Mr. Fogarty

UHF shift proposed to aid land-mobile

FCC notes new plan has caused withdrawals that may hurt ETV progress

The FCC last week, in implementing part of its plan for spectrum relief for land-mobile radio users (BROADCASTING, May 25), proposed reassignment of channel 23 from Philadelphia to Camden, N.J., for educational use, and the assignment of educational channel 36 to Atlantic City for translator use.

The commission last month decided to permit land-mobile sharing of one or two of the lower seven UHF channels in the top-10 markets (for immediate relief) and, for long-range easing of the land-mobile congestion, to reallocate 115 mc of space in the 900-mc band—which includes UHF channels 70-83—for land-mobile use.

The commission last week noted that the land mobile-UHF allocation plan resulted in the withdrawal, for the present, of educational channel 19 at New Brunswick, N.J., with substitution of channel 58; withdrawal of educational channel 18 at Atlantic City with no replacement; and a proposal to delete channel 77 at Glen Ridge, N.J., with no replacement proposal. The commission added the changes "may have a deferring effect on ETV development in New Jersey unless action is taken to find replacements."

FCC Commissioner H. Rex Lee had stronger sentiments recently in his dissenting statement of the commission's plan. The implications of the plan, he said, are "especially disastrous" for educational broadcasting. He added the action leaves both land mobile and broadcasters "sharing not only channels but doubts and uncertainty" (BROADCASTING, June 15).

The commission said studies are being conducted to find a substitute channel for the Glen Ridge assignment, and that the purpose of the present notice of proposed rulemaking is to propose a change in assignments permitting educational-TV service in Southern New Jersey despite withdrawal of the Atlantic City educational assignment.

The commission, noting that some interest has been indicated for use of channel 23 at Philadelphia, said it would consider removing the educational reservation from channel 57 at Philadelphia—now occupied—to make it available for commercial as well as educational use.

The New Jersey Public Broadcasting Authority is ready to start construction and operation of stations on the four ETV assignments in the state, the com-

mission said, and also wants a channel assigned to Atlantic City for translator use to supplement service of the station near Camden to the Atlantic City area. While such an assignment would "severely" limit the coverage area because of mileage separation requirements for the other stations, the commission added the assignment seems appropriate considering the substantial impact the land-mobile relief had on the state's education assignment framework.

Only auto-radio sales showed gains in May

First breakthrough in the 1970 dol-drumms that have afflicted TV-radio set sales by distributors to dealers came last month when auto-radio sales posted a 13.1% increase over May 1969, although January-May sales were still on the minus side, 13.7% below same period. Otherwise all other May indicators continued to carry minus signs, including color TV which was down 19.5% in May compared with the same month a year ago.

In a consumer-product report issued by the Electronic Industries Association today (June 22), the five-month sales figures showed the following:

	Television	
	1970	1969
Color	1,588,054	2,106,203
Monochrome	1,608,623	1,917,707
Total	3,196,677	4,023,910
Radio		
AM home	1,685,457	2,251,430
FM home	891,957	1,333,371
Auto	3,731,220	4,321,871
Total	6,308,634	7,906,672

Audio-signal code proposed

The FCC has suggested rules permitting broadcast stations to identify programs by transmitting coded signals in aural program matter.

The rulemaking proposal, advanced by the Audicom Corp., would amend the rules to permit all AM's, FM's and TV's to transmit brief, inaudible signals carrying coded program-identification information, intended for interception and use at monitoring stations. Information received by each monitor would be stored, the commission said, and periodically transmitted by telephone lines to a central location, where the information would be assembled and analyzed by computer.

The commission, which earlier amended rules to permit the inclusion of visual signals for identification of TV programs and spot announcements, said that the Audicom system, as an alternative to the visual system authorized, deserves serious consideration "since it is adaptable to all methods of broadcasting, and appears relatively simple and inexpensive in application."

British take care on color balance

They are also cited for their advanced use of remote-control systems

American engineers were impressed with the attention paid by British television engineers to achieving balanced color in television broadcasts.

The engineers last week received a commentary from Bernard R. Segal, Washington consulting engineer, and outgoing president of the Association of Federal Communications Consulting Engineers, which held its annual meeting in London last month (BROADCASTING, June 1).

Color balancing, Mr. Segal noted, is done on one master monitor by a specialist without utilizing waveform monitors. In order to simulate actual home observation conditions, the British, he noted, even permit some natural light to enter the balancing room. And, he also noted, black and white monitors use cathode ray tubes having the same color temperature as those used in color monitors, but with the chroma turned off, in order to achieve technical perfection.

In order to maintain the stability of color cameras, he said, both the Independent Television Authority and the British Broadcasting Corp. leave the cameras on 24 hours a day, seven days a week without routine maintenance. The cameras, he commented, are very carefully checked and balanced each morning. Where discrepancies are noted, he said, they are repaired, but only on an "as needed" basis. Color slide and film chains are also balanced through the same master monitor.

"These production techniques," he said, "coupled with the 625-line phase alternation line (PAL) standard on an 8-mc bandwidth system, provide a high resolution picture of excellent quality." PAL receivers, he said, do not have a hue control, eliminating the need for the home viewer to "optimize" flesh tones.

He did notice, however, that there was some flicker due to the British use of a 50-cycle field rate compared to the U.S.'s 60-cycle standard; this was "mildly disturbing" to some of the American viewers, he said.

Discussing the "advances" being made in remote control of TV transmitters, Mr. Segal noted that the British system consists of a number of main transmitting stations for the principal cities and more than 400 repeater stations to serve outlying areas. ITA, he said, has developed a "fairly sophisticated" monitoring and control system that features

2 color cameras vie for next Apollo use

Only RCA and Westinghouse submit proposals for systems for moon trip

The National Aeronautics and Space Administration is studying proposals for color TV systems to be used in coming Apollo trips to the moon, and the semi-finals belong to two manufacturers, RCA and Westinghouse Electric Corp.

These were the only two firms that submitted responses to NASA's request for proposals for color TV systems, including cameras, for use on the moon in Apollo flights scheduled for 1971 and 1972.

Both firms have already developed color TV cameras rugged enough to withstand the shock of liftoff and landing in space missions; both also claim immunity to their cameras from bright scenes, even when pointed directly at the sun.

The RCA camera, shown for the first time last week, uses a silicon intensifier tube (SIT) whose imaging surface consists of almost 400,000 individual silicon

diodes. The SIT, according to RCA, has a brightness magnification never before achieved in a color TV camera. Weighing only 10 pounds and measuring 4 x 6½ x 6½ inches including zoom lens, it is built to withstand temperature ranges from the cold of the lunar night (minus 250° F) to the heat of the moon-day noon (plus 250° F). It is designed to operate automatically so that it could be left behind for moon-to-earth transmissions including lunar module lift-off after the astronauts leave the surface of the moon. This would require, of course, a separate power supply and antenna system.

The RCA camera is designed to transmit at the commercial rate of 30 frames per second, 525 lines per frame. It uses the CBS-developed field-sequential system, whereby color is created by a small segmented color wheel in front of the tube.

The Westinghouse color TV camera failed after 40 minutes of transmission from the moon in the Apollo 12 flight when the astronauts inadvertently pointed the lens into the sun (BROADCASTING, Nov. 24, 1969). Subsequently Westinghouse developed a sun-proof camera that was carried, but not used, in the unsuccessful Apollo 13 mission last April.



Max Mesner, manager of TV camera systems at RCA's Astro-Electronics Division, Princeton, N. J., demonstrates new color TV camera's immunity to damage from bright light.

RCA said it intends to deliver the two color TV cameras, developed under a \$196,500 NASA contract, to NASA this summer. NASA officials said they would decide which cameras to use in the forthcoming Apollo 14 flight before the December scheduled flight.

an initial computer interrogation of each transmitter at sign-on for certain performance characteristics. If the repeater station's signal waveform exceeds allowable tolerances, an alarm sounds and a team is dispatched to find the fault and repair it.

"The British representatives," Mr. Segal said, "were shocked to learn that we dissipate so much of our personnel's energy with the constant logging of essentially the same readings every half hour. . . ."

American TV operators, through the National Association of Broadcasters, asked the FCC in 1968 for permission to operation VHF television transmitters by remote control under the same requirements applying to UHF transmitters. Early last year, the FCC issued a notice of proposed rulemaking that looked toward approving this practice, and comments and replies were filed during the year. No final action has been taken by the FCC in this area as yet.

Technical topics:

Color balance ■ Television Equipment Associates, Bayville, N.Y., has developed three new products, used independently or together to balance a color monitor. The battery-powered Mark III Colorgard balances any

variety of color monitors and jeeped receivers to a common gray scale and color temperature and sells for \$800. Two color monitor comparators, Color-Trak, developed by the BBC's research group, selling for \$65, and the IRT comparator, a development of IRT R. & D., Germany, \$500, set color monitor white balance to a color temperature of D6500° K.

Canadian distributor ■ International Tapetronics Corp., Bloomington, Ill., has appointed McCurdy Radio Industries Ltd., Toronto, as exclusive distributor in Canada for the Tapetronics line of cartridge tape recorders.

Sylvania into CATV ■ Sylvania Electric Products Inc., Electronic Tube Division, Seneca Falls, N.Y., has developed a line of cable-television communications equipment. Sylvania expects to be a full-line CATV equipment supplier and system installer within the next year.

From Turner ■ Turner Co., Cedar Rapids, Iowa subsidiary of Conrac Corp., has published a catalog describing its line of microphones and accessory equipment. Copies can be obtained from Mr. Doug Battin, Turner Co., 909 17th St., N.E., Cedar Rapids, Iowa 52402.

Ampex brochures ■ Two new brochures from Ampex Corp., Redwood City,

Calif., one describing the firm's complete video product line, the other outlining the AVR-1 high-band videotape recorder, are available from the company. Brochures V286 and V281 may be obtained by writing M.S. 7-13, 401 Broadway, Redwood City 94063.

FCC orders carriers: File for CARS by Aug. 1

Carriers that provide microwave service to CATV systems, but no longer qualify as common carriers under FCC rules, must file applications for conversion to the Community Antenna Relay Service (CARS) by August 1, the FCC announced last week.

In 1965 the commission established CARS and adopted a requirement that common carrier microwave applicants must show that 50% of their service goes to unrelated customers. In a 1968 order the commission authorized carriers serving cable systems but failing to meet the 50% requirement to remain operational until Feb. 1, 1971.

Last week's announcement noted that the conversion to CARS should be completed by Feb. 1, 1971 and that application for operation under the service should be filed by the August deadline to allow time for processing and for subsequent installation of equipment.

Educational FM's, TV's honored at Hyannis

Four \$500 awards for outstanding achievement in program promotion and community relations went last Monday (June 15) to a state ETV network and three noncommercial, educational television stations entered in the second annual National Educational Television Promotion Awards competition.

The awards were made in Hyannis, Mass., during a three-day workshop attended by promotion directors from noncommercial, educational TV stations.

The cash awards, from a grant by the Corp. for Public Broadcasting, were presented by NET President James Day to the Maine ETV Network for its program guide; to noncommercial WUHY-TV Philadelphia, for promoting NET's *Sesame Street*; to noncommercial WGBH-TV Boston, for promoting a local series, *On Being Black*, and to noncommercial WCET-TV Cincinnati, for *One Glorious Gimmick*—the station's successful fundraising party pegged to the demolition of the Minsky's local burlesque theater.

Other citations were awarded the Maryland Center for Public Broadcasting; noncommercial stations WPBT-TV Miami; WGTE-TV Toledo, Ohio; KERA-TV Dallas; WVIA-TV Scranton, Pa.; WHA-TV Madison, Wis.; WMSB-TV Onondaga, Mich.; and the South Carolina ETV Network.

Also announced in Hyannis were winners of the 1970 noncommercial radio support grant competition for non-qualified stations. They were KASU-FM Jonesboro, Ark.; WUSF-FM Tampa, Fla.; KMWU-FM Wichita; WMKY-FM Morehead, Ky.; WMEH-FM Orono, Mo.; WBJC-FM Baltimore; KSJN-FM Minneapolis; WFDD-FM Winston-Salem, N.C.; KOAP-FM Portland, Ore.; and KVTI-FM Dallas.

Winners will be added to the "full-time public radio delivery system" as a result of these grants, according to John W. Macy Jr., CPB president. Particular emphasis in the judging was placed on programing, population covered and staff. Each winning station will receive up to \$15,000 to be used to help meet the CPB "policy for public resistance."

In an address to the promotion men, Hartford Gunn, president, Public Broadcasting Service, announced plans to "counter-program wherever we can" to compete with commercial programing in the fall. "We can't buy the ratings and demographic services we need to

do the job specifically," he said, "but we've created good programs. Now we have to get the audience to watch."

Program plans, as outlined for station managers at the conference in New York April 8-10 (BROADCASTING, April 13), were repeated for the promotion men.

Promotion tips:

Auction ■ Educational noncommercial KQED-TV San Francisco raised \$367,243 in its annual auction, to account for approximately 15% of its operating expenses for 1970-71.

'Songbirds' pushed ■ Bell Records, division of Columbia Pictures Industries, reported last week it is spending more than \$100,000 in manpower, advertising, promotion and publicity on behalf of its new Partridge Family recording artists. The family is starring in a new half-hour TV series over ABC-TV (Fri., 8:30-9 p.m.) in the fall.

Going to bat against narcotics ■ Members of the Pittsburgh Pirates baseball team have filmed 10-, 20- and 30-second spots for WHIC-TV there in the

station's campaign against narcotics use. The copy for the spots was written in baseball jargon to attract a larger audience and one spot was filmed in Spanish to be used by the Pittsburgh station with subtitles and also for audio use by WIOD-AM Miami. Both WHIC-TV and WIOD are Cox Broadcasting stations.

In the public interest ■ WPXI-TV New York has launched an on-the-air promotion campaign to help eliminate lead poisoning among children. In cooperation with the New York City Health Department WPXI is scheduling 30-second and one-minute announcements underscoring the need for keeping children away from lead paint. Spots are being made available to other New York TV stations.

Environment in crisis ■ The Federal Water Quality Administration has produced a 28-minute documentary film on the pollution of the American landscape. *The Gifts*, narrated by Lorne Greene, is being distributed free of charge to TV stations through the U.S. Department of Interior and to schools and organizations through Modern Talking Picture Service Inc., N.Y.

You're in First Class Company with WDAY RADIO



Our chief statistician re-did his office with blue-ribbons after finding 22 separate firsts for WDAY-Radio in the latest Fargo-Moorhead Metro Pulse!

You ain't bad when you're #1 in shares and cumme totals from 6:00 AM to midnight, Monday-Friday!

AND—you ain't too bad when you're first in average ¼ hours and cumme totals in them Drive Time periods (6:00AM-10:00 AM, 3:00 PM-7:00 PM)!

Our loyal hayseeds never git squirmy about us . . . they jist keep listenin' and listenin' to be sure we continue to git all them firsts!

Them nice fellas at McGavren-Guild have got lot of first stories to tell ya about WDAY-Radio . . . the 'big edge' station in the fabulous Red River Valley!

Call 'em while your dialing digit is excited, won'cha?

*source: Fargo-Moorhead North Dakota-Minnesota 2 County Metropolitan Area, February-March 1970

WDAY AM-FM/STEREO
RADIO

BOX 2466, NBC, FARGO, N. D. 58102

Local TV: public service with a capital P

Home-grown programs, though expensive to produce, earn community prestige and national recognition

New Orleans citizens have a good idea where their tax dollars go when they break automobile axles on ancient and rutted streets. . . .

Californians now know why their state didn't earthquake its way into the Pacific Ocean. . . .

Local television stations have been instrumental in bridging these communications gaps—and a multitude of others existing in such diverse areas as public welfare, drug abuse and religion—in what is rapidly proving to be an exploding world of local-television activity.

In 1970 most television stations can and do offer locally produced specials, the focus of which has decidedly moved out of the studio and, in some instances, into other nations. Rarely do such programs make money; most stations would be happy just to break even on their public-affairs programing. But prestige in the community carries no

price tag, and community action as a result of such programing is so much icing on the cake.

To look at what television stations in America are doing in public-service programing today, BROADCASTING examined some of the programs that have won national or regional awards between May 1, 1969, and May 1, 1970. Major national awards were presented by the Freedoms Foundation, National Conference of Christians and Jews, American Legion Auxiliary, New York International Film and Television Festival, San Francisco State College, Ohio State University, Catholic Broadcasters Association, American Association for State and Local History, National Academy of Television Arts and Sciences, National Association of Television Program Executives and the Radio-Television News Directors Association.

Many local television stations last year gave extensive attention to how

Americans cope with their environment and how they can improve it. In some instances the reporting on public-welfare issues apparently gave impetus to community action.

A city in crisis—plagued by inadequate funds to provide the usual urban services of police and fire protection, street and housing maintenance, and all of it exacerbated by political inaction—was the focus of heavy documentary reporting by two New Orleans TV stations in 1969. Accordingly, a flock of national and regional awards followed to recipients WDSU-TV and WWL-TV.

WDSU-TV won the national Sigma Delta Chi Award for distinguished service in journalism and a regional award from NATAS. WWL-TV earned an Ohio State Award and a NATPE Award for excellence.

WDSU-TV placed Iris Kelso on a three-month investigative-reporting mission to determine, as independent research firms



KNXT(TV) Los Angeles took its cameras into a South Central Los Angeles ghetto to film *Black on Black*, which

won the RTNDA Edward R. Murrow Television Documentary Award. The 90-minute special featured the words of

ghetto residents telling what it's like to be black, disadvantaged and without hope.

had concluded, why New Orleans was teetering on the brink of fiscal disaster. After reviewing city budgets and interviewing city officials, Mrs. Kelso discovered that the New Orleans financial woes resulted from an inadequate tax base. The city's underfinanced conditions were attributed to its antiquated system of "politically motivated property assessments" based on unrealistically low property valuations.

The project, entitled *City in Crisis*, resulted in a series of 15 five-minute TV and radio reports broadcast in May 1969. Each series segment was aired four times daily on WDSU-TV and several times on its AM-FM counterparts. WDSU-TV also published the series in a 64-page booklet, which was offered free to the public and to influential citizens' groups. By the end of June 1969 the station reported that more than 12,000 copies had been distributed.

Promotion of the series involved heavy schedules of spot announcements and print ads. The *City in Crisis* booklet received additional circulation of an estimated 130,000 homes weekly when it was serialized in the Catholic Archdiocese of New Orleans newspaper, the *Clarion Herald*.

Over-all costs of the project were placed at \$8,000 with the printing of the booklet costing \$5,000. Air time cleared for *City in Crisis* would have brought \$20,000 if it had been sold, WDSU-TV reported, but the series was not sponsored.

WWL-TV chose as its investigative vehicle a year-long Project Crossroads comprising documentaries, editorials and spots—all designed to draw the attention of New Orleanians to the issues facing them in the 1969 election year. The first special, *Where Do We Go From Here?*, was a half-hour prime-time catalogue of the urban illnesses afflicting the city. The station's conclusion was that New Orleans was not keeping pace with other major U.S. cities. A second special, *My House*, explored slum housing and the conditions of despair which it produces.

Both specials earned the 1970 Ohio State award. *My House* took the 1969 NATPE award for excellence in production, whose citation read "an intimate view of slum life in New Orleans, unrelenting in its focus on a hidden community, shattered the ignorance and apathy of its viewers, who might have been unaware of or indifferent to the reality of a community life without hope, and of housing conditions which could never be 'My House'."

WDSU-TV New Orleans received two awards from RTNDA. A regional honor for news reporting was presented for its coverage of the affects of Hurricane Camille, which ripped into southeastern Louisiana and the Mississippi Gulf Coast last August. A second award was presented "for editorializing and for the effective use of editorial cartoons in pro-

viding outstanding service and community leadership." WDSU-TV had aired a series of editorials dealing with the Louisiana state attorney general and his alleged involvement in a scandal related to the bankruptcy of a savings-and-loan institution.

WSB-TV Atlanta earned an Alfred I. duPont-Columbia University Award for continuing news coverage of organized crime in Atlanta and the state of Georgia. The station provided law-enforcement officials with information leading to a lottery raid, which resulted in the arrest of 25 alleged gamblers, including some said to be linked to an international gambling ring. WSB-TV's subsequent continuing crime coverage, employing such ruses as filming gambling activities from a telephone repairman's tent, a converted truck van and an airplane, led to charges against several police officers.

A desert town inhabited by blacks, but plagued with a depleting water well that delivered only a few buckets per day to each of 78 families was the focus of a KOOL-TV Phoenix special. *A Visit to Allenville* won a regional award from NATAS. But it generated statewide aid, to the tune of \$27,000, in obtaining a new water well and filter system for the community.

The special was produced over a 30-day period by KOOL-TV's Bill Miller and Maurie Helle; it detailed the three-year frustrations of the people of Allenville, all of whom owned the land they were living on and few of whom were on welfare, in obtaining a federal government loan to alleviate their water shortage. The special raised the interest of mayors in several adjoining communities, who asked for public donations for Allenville.

WHIC-TV Pittsburgh featured the modern educational and rehabilitation techniques employed at a Pennsylvania delinquent boys center, which was threatened with shutting down due to a lack of funds. *What's So Special About Warrendale?* won for WHIC-TV a special regional citation of NATAS, but more importantly it apparently spurred the Pennsylvania legislature to approve the needed \$1.9-million Warrendale appropriation.

The half-hour program emphasized that delinquent boys are taught to reach a reading-level proficiency quickly, are encouraged to produce and direct their own motion pictures and to engage in group meetings where, with their peers, they explore emotional problems and stresses. The program was sponsored by local gas companies.

A 90-minute probe and analysis of the problems besetting a low-income high-rise public-housing project won for WHYN-TV Springfield, Mass., the regional Tom Phillips Memorial Award for best documentary presented by United Press International. The pro-



Broadcasters also used the television medium for experimentation with new art forms and program formats. Non-commercial KQED(TV) San Francisco was one station in particular which was cited by several national groups for its innovation. The *Music with Balls* program (above) combined electronic music with video-tape overlays of swinging circular sculpture. And KQED also received several awards for its one-hour prime-time in-depth news show, *Newsroom*, which permits the reporter to emphasize background and story.

gram, "The View from Riverview," was six months in the making at a cost of \$3,500 in production expenses.

The program examined the problems of child overpopulation, vandalism, racial tensions, tenant-management frictions, federal red tape and structural, recreational and physical deficiencies at Riverview, all of which turned a new and modern project into a rundown ghetto with soaring vacancy rates despite a community-wide housing shortage. The program was part of WHYN-TV's *Issues 1969*, a public-affairs series sponsored by the Valley Bank and Trust Co. and Western Massachusetts Electric Co.

Noncommercial KEBS-TV San Diego received two national awards for programs on minority and ecological problems. A Brotherhood Award of the NCCJ was given to KEBS-TV's Peter Kaye, director of news and public affairs, for a segment of his *Perspective* series. The segment dealt with San Diego city hiring practices and resulted in an increased ease of contact with and development of sources in the minority communities of San Diego. A second honor, an achievement award from NET, was conferred on the station for *Troubled Waters*, a half-hour documentary about the Santa Barbara, Calif. oil slick crisis.

Programs on minority problems earned several national and regional awards for KPIX(TV) San Francisco. *Whose Museum?*, a half-hour prime-time special, examined the behind-the-scenes struggle over director and staff appointments to the new Oakland,

Calif., museum. The new cultural institution was caught in a battle between minority groups living in Oakland and the "establishment" represented on the museum commission. KPIX examined how the conflict began and why it was challenged by the very people it was dedicated to serve. Shortly after the program was aired, the city appointed the first black woman to serve on the museum commission. The program received a regional special citation from NATAS.

KPIX also received a Broadcast Media Award from San Francisco State College for *The Battle of Busing*, a one-and-a-half-hour prime-time study of the decision-making process involved in whether it was necessary to bus children to achieve integration in the San Francisco schools. Viewers were shown policy-planning sessions by the city board of education and were given arguments for and against the busing plan.

Noncommercial stations KCET(TV) Los Angeles and WGBH-TV Boston, as co-producers of the 39-week series *The Advocates*, received a George Foster Peabody Award for "distinguished achievement in television education." The series used a courtroom forum in which to air controversial issues such as abortion, smog versus the automobile, the use of marijuana and the danger of offshore drilling. Contending points of view were presented by means of adversary proceeding with the intent of generating the viewer's participation. Guest-participants on *The Advocates* included Secretary of the Interior Walter

Hickel, Senators Barry Goldwater (R-Ariz.), Charles Goodell (R-N.Y.), Jennings Randolph (D-W.Va.) and Charles Mathias (R-Md.), Mayors Lindsay of New York and Joseph Alioto of San Francisco, anthropologist Margaret Mead, CBS newsmen Walter Cronkite and the Reverend Billy Graham.

The Great Earthquake Scare, a half-hour documentary aired in April 1969 by KNXT(TV) Los Angeles, contributed much to dispel "wild rumors during a potential panic situation. A comprehensive and well-ordered presentation under difficult circumstances" read the 1970 Ohio State award citation. "Doomsday prophets" had predicted in April that an earthquake would generate along a coastal fault zone extending southward from San Francisco to the Mexican border with the result that this land mass, and its cities and people, would fall into the Pacific Ocean.

KNXT said it couldn't happen and mustered an impressive roster of scientists—among them Dr. Charles Richter, developer of the Richter Scale for earthquake measurement—to explain in calmer tones what seismic activity could be expected to occur in the state. This visual textbook eventually was requested by numerous educators for future classroom instruction.

The Savage Root, a WBZ-TV Boston-produced study of the forms and foundations of violence in America, was selected as a regional Emmy Award winner of NATAS. The program was six months in production as a WBZ-TV crew visited Sing Sing prison, the Fort Dix Army training center, a behavioral



The deprivations and the heritages of the Appalachian poor earned national and regional awards for three broadcasters last year. WOOD-TV Grand Rapids, Mich., received a Gabriel award



for Another America (l), a documentary about hardships and hope in eastern Kentucky. WHTN-TV Huntington, W. Va., received an Ohio State award for The Proud People (c), a special on the



life style, skills and artistry of mountain folk. WJZ-TV Baltimore earned several awards for The Other Americans, a hard look at poverty in the West Virginian coal-mine region (r).



IN PITTSBURGH THERE ARE ALL KINDS OF AWARDS

Quite frankly, we've never even been nominated as Number One House Mother of Slippery Rock State College. But we have received a few other awards these past two months that we're very proud of.

National Press Photographers Association — April, 1970

Picture of the Year Competition
"Coverage of the Black Coalition"

Pennsylvania Associated Press Broadcasters — May 2, 1970

1st Place, Outstanding Reporting
"The 7th Street Bridge Sniper"

Tenth Annual Golden Quill Awards — May 15, 1970

Outstanding Journalism Awards
"The Endangered Ones" and "Pittsburgh Zoo-Fari"
"Mothers and Daughters and Fathers and Sons"
A Series of 4 Editorials on State Government and Finances

AFTRA Awards — May 23, 1970

Paul Long, Outstanding TV Personality of the Year
Ed Conway, Outstanding TV Sportscaster of the Year

Interfaith Award by Tri-State Zionist Region Conference — May 24, 1970

Israeli Documentary, "Shalom"

Dr. Martin Luther King 1970 TV Award — May 8, 1970

Presented by the Music and Arts Guild of Pittsburgh

Citation from Muscular Dystrophy Association — May 11, 1970

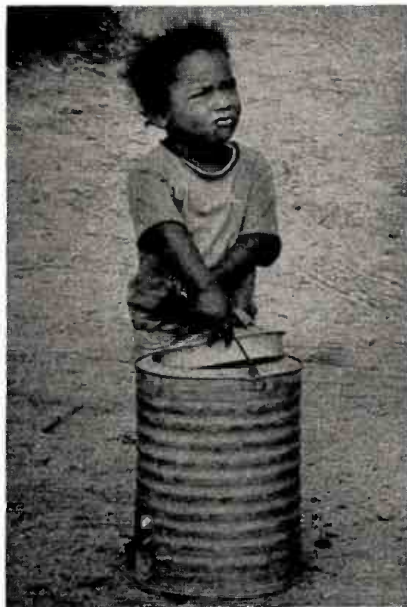
Paul Shannon with his "Adventure Time" program has raised over \$250,000 in eight years.

wtae-tv 4

PITTSBURGH, PA.



Young, Black and Explosive, a KOMO-TV Seattle documentary, examined why street disturbances were caused by young black youth. The special won two NATAS honors.



This youngster no longer has to carry water buckets because a KOOL-TV Phoenix special, A Visit to Allenville, spurred other towns to seek funds for the beleaguered community.



An intimate view of slum life in New Orleans earned Ohio State commendation for WWL-TV New Orleans. The special was one of several in a year-long public-affairs project.

research laboratory in Maine, and drag races in New Hampshire. The program probed the homicide rate, the fictional glorification of murder, racial militants, student activists, the role of sports, TV and automobiles in contributing to violence and the conflict of individualism versus social control. Its theme, according to producer-writer William Hillier, was that "violence may be caused by all these things—and it may be caused by none. We know too little to say for sure. But we do know that remedies, such as more police, more punishment, more law and more order, will not magically cure the sickness of violence."

Broadcasters also opened their facilities to and pre-empted thousands of dollars of air time for programs and spots designed to help the underprivileged get jobs or to air community problems.

Five stations in the South Carolina Educational TV Network received two national awards for their *Job Man Caravan* series now in its second year. With Ford Foundation funding, the network airs a weekly TV series designed to motivate, inform and employ the disadvantaged youth of South Carolina who are predominantly Negro. The series attempts to match job-seekers with jobs as well as create a forum through which black youth can speak out directly.

The half-hour program format uses a soul sound provided by current top soul artists. Also interwoven in the format are announcements of job availabilities, youth interviews, tips on personal hygiene and etiquette, success stories and highlights of South Carolina's outstand-

ing black people.

All production personnel and artists are Negro. The budget for the 52-week schedule is placed at \$200,000 with \$145,000 of it for talent and personnel and the rest for production.

The awards garnered by *Job Man Caravan* were a regional station award presented by NATAS, and the 1969 Brotherhood Award for educational television by NCCJ.

The Mass Media Award presented by NCCJ for "outstanding contributions to better human relations and the cause of brotherhood" was earned by WNEW-TV New York. The public-service effort cited was *Focus*, a series of one-minute spots featuring individuals who have never before had an opportunity to use television as a means of communicating community problems and solutions. WNEW-TV said it has presented over 1,000 spots taped at its studios at no charge; it pre-empted \$5,000 worth of advertisements daily to make guaranteed room for *Focus* spots, which run an average of 14 spots per day, three of which are in prime time.

The National Veterans Administration citation was awarded to KPIX(TV) San Francisco for its regular feature, "Jobs for Veterans," on the 6 p.m. newscasts. For nearly two years KPIX has been airing on a daily basis a Vietnam veteran's picture, name, service experience and training and urging anyone interested in hiring the applicant to contact the U.S. Veterans Assistance Center.

The National Alliance of Businessmen conferred a special award on WOAI-

TV San Antonio, Tex., for its *TV-4 Jobs* series, which attempts to find jobs for unemployables in San Antonio industry.

Some award-winning programs and services last year dealt with legal remedies for the poor and child welfare.

A certificate of merit was awarded by the American Bar Association to WTAE-TV Pittsburgh for its half-hour documentary, *The Heart of the Law*. Produced in cooperation with the Allegheny County Bar Association, the program revealed through dramatizations the scope of legal services available to the poor. Vignette-dramas featured professional actors; case histories were developed using attorneys who function in specialized areas of law for the underprivileged. A juvenile court judge also conducted a case on camera. WTAE-TV reported that after the program was aired Neighborhood Legal Services, the public defender's office, Legal Aid and other free legal services experienced a dramatic upturn in requests and inquiries. *The Heart of the Law* was sponsored by Natural Gas Co.'s in Pittsburgh.

The American Bar Association award was presented to WMAQ-TV Chicago last year for its hour-and-a-half prime-time documentary, *The Quality of Justice*. The program was a year in preparation. It examined the quality of justice in the Cook county courts after four years of judicial reform and discovered after hundreds of interviews with lawyers, judges and legal scholars that several problem areas still remained—the backlog of personal-injury cases, traffic court, criminal court and the selection

It's always tough
to be a hero
in your own
home town.

Takes lots of doing to impress those you live with around the clock each day, every day.

So, when the WFBM Stations received "Caspers" recently (these are THE awards in Indianapolis), there was singing and dancing in celebration. "Casper" stands for "Community Appreciation for Service in Public Enlightenment and Relations." They are awarded by The Community Service Council of Metropolitan Indianapolis.

Sure, WFBM has Peabody awards, Alfred I. DuPont awards, Ohio State awards. But a "Casper!" That's praise from home... where it counts most! And what's more, no less than four members of WFBM's staff were honored by the Community Service Council of

Metropolitan Indianapolis for public service this year.

We don't want you to get the idea that this is the first time. WFBM won "Caspers" in 1969, and in 1968, and in 1967, '66, '65, '64, '63, '62, '61, '60, '59, '58, '57, '55, '54.

What about 1956?

Well, you can't win 'em all!

**the WFBM
STATIONS**



INDIANAPOLIS, INDIANA • REPRESENTED NATIONALLY BY THE KATZ AGENCY

The stations that serve best sell best!

and quality of judges. The program was cited by the ABA "for acquainting the public with the basic values of our legal and judicial systems."

And WDSU-TV New Orleans received a 1969 certificate of merit from the American Bar Association, through its committee on Gavel awards, for the station's documentary, *The New Lawyer*. The program examined the educational requirements for a person to enter the law profession; the station was cited for "constructive reporting of legal news which served to increase public understanding of our system of law and justice."

WBBM-TV Chicago received a regional special citation from NATAS for its special, *The Children Are Waiting*. The program, sponsored by Western Electric, was designed to help place homeless, institutionalized children into foster homes by focusing on families representing major types of foster care. One unusual aspect of the program was a "children's line" telephone format in which viewers could call the station for more information on foster-parent agencies.

WPHL-TV Philadelphia earned a Gabriel award from the Catholic Broadcasters Association for its public-service spot announcement, "Where Are Your Children?" The award cited the station

for reaffirming "the need for parental responsibility. A fast-paced montage illustrating youth violence and troubles vividly asks the subliminal question: Is it happening in your family? The simple straight-forward conclusion provides a public service designed to make the family a responsible voice of society in turmoil." The spot is run daily at 11 p.m.

Broadcasters frequently turned their cameras on the quality of our environment and the minority groups and cultures in our society which time or progress—or indifference—have passed by. Here were some of the award-winning results:

The Slow Guillotine, an hour-long documentary on the effects of air pollution, won a flock of national and regional awards for KNBC(TV) Los Angeles. The program was written and produced by Don Widener and narrated by actor Jack Lemmon. Among its honors were those of the Broadcast Media Awards given by San Francisco State College; a station award from NATAS; a Silver Award from the International Film and TV Festival of New York, and to Mr. Widener the Alfred I. duPont-Columbia University Broadcast Journalism Award for investigative journalism.

Documentaries concerning the junk

and garbage problem in Salt Lake City earned a Sigma Delta Chi Distinguished Service Award in the field of TV editorializing for KCPX-TV there. The programs focused on the junkyard and garbage-dump highway approaches to Salt Lake county and their blight on the landscape.

WNBC-TV New York won several national awards for its filming of *Five Cities*, the highlight of a joint NBC-owned TV stations project. The program, which was filmed in New York, Chicago, Washington, Cleveland and Los Angeles, documented the flight of city residents to the suburbs and the consequences to both city and suburb. The program detailed the fundamental changes in urban living today, contrasting life in the ghettos with that in the suburbs. It won a Broadcast Media Award for excellence in local programming from San Francisco State College and the Grand Award in local television programming from the International Film and Television Festival.

WCBS-TV New York earned a Brotherhood award in the local documentary category from NCCJ for its weekly *Eye on New York* series. The series was cited for its "close and candid look at urban problems and their effect on the lives of individuals."

In 1969 the WCBS-TV series examined

There are 8,000 alcoholics right here in river city... so who cares?

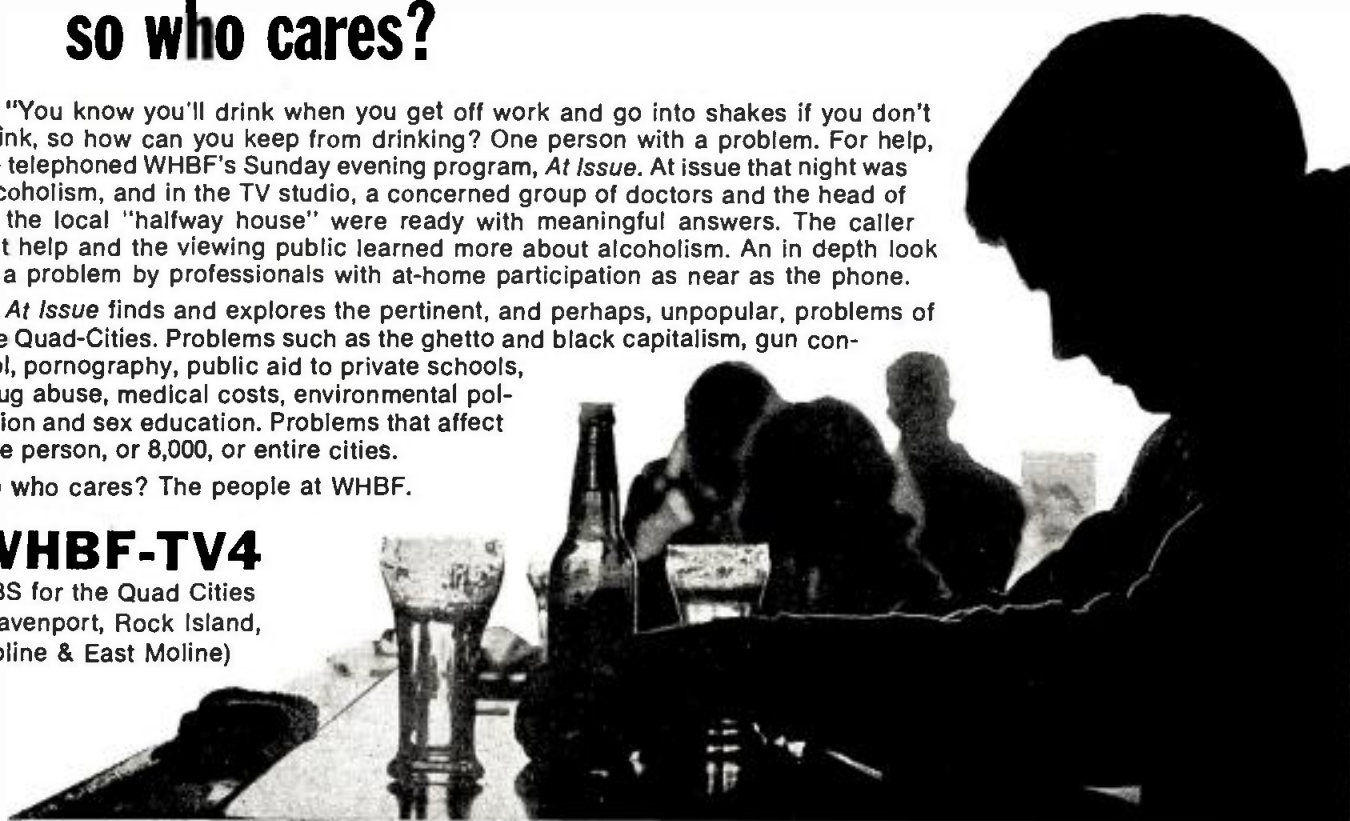
"You know you'll drink when you get off work and go into shakes if you don't drink, so how can you keep from drinking? One person with a problem. For help, he telephoned WHBF's Sunday evening program, *At Issue*. At issue that night was alcoholism, and in the TV studio, a concerned group of doctors and the head of of the local "halfway house" were ready with meaningful answers. The caller got help and the viewing public learned more about alcoholism. An in depth look at a problem by professionals with at-home participation as near as the phone.

At Issue finds and explores the pertinent, and perhaps, unpopular, problems of the Quad-Cities. Problems such as the ghetto and black capitalism, gun control, pornography, public aid to private schools, drug abuse, medical costs, environmental pollution and sex education. Problems that affect one person, or 8,000, or entire cities.

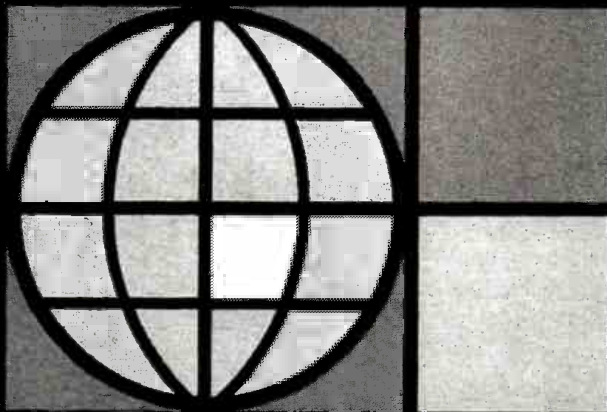
So who cares? The people at WHBF.

WHBF-TV4

CBS for the Quad Cities
(Davenport, Rock Island,
Moline & East Moline)



**we listen.
we report.
we act.
we get involved.
and we'll continue to do so.**



**In Milwaukee, everybody knows
us. And we know everybody.**

WTMJ TV

MILWAUKEE / REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS



the debris-filled waters of New York harbor, the adjustments that had to be made by a 12-year-old Harlem youngster in a private school, conversations with Jackie Robinson and Harry Belafonte on the quality of their lives, the March 1969 troubles at Columbia University, the threat to ocean life posed by DDT, a special tutoring program for underprivileged children, New Jersey's urban problems, New York City's mayoral candidates and the problems of a black physician in New York. Series segments generally averaged 13 minutes in length and had participating sponsors.

The 1969 Edward R. Murrow Television Documentary Award of RTNDA was presented to KNXT(TV) Los Angeles for its 90-minute special, *Black on Black*. The program revealed what it means to be black, disadvantaged and living in a large city ghetto, like South Central Los Angeles. The black community was portrayed through the words of the ghetto residents, who told their own story without the influence or interpretation of an outside narrator.

Another KNXT special on minority groups was *The Siesta Is Over (Revisited!)*, an hour program which received a Robert F. Kennedy Journalism Award in March 1970. The special focused on the social awakening in the Mexican-American community—economically, intellectually and politically—and the problems facing a federally funded educational project (the Malabar school project) designed to stimulate the learning process for primary-grade youngsters in that ethnic group. KNXT

reported that the special resurrected federal funds for the school project, which had faced extinction, and spurred legislative interest in incorporating the project, which had faced extinction, and spurred legislative interest in incorporating the project into all Southern California schools on the primary-grade level for Mexican-Americans.

A third KNXT program on minorities was a series of reports on desegregation through busing in Berkeley, Calif. Series reporter Saul Halpert was cited in April 1970 by the American Political Science Association for "excellence in public-affairs reporting." The series was developed following two court decisions directing the public schools in Los Angeles and Pasadena to desegregate their facilities. KNXT chose a city (Berkeley) where busing was already in effect to show what lessons could be learned from such an experience of another school system.

The Negro in Indianapolis, a four-part documentary series aired in prime time, earned for its producer, WFBM-TV Indianapolis, a Peabody award for public service, the San Francisco State College Media award and a Saturday Review award.

The program was a pictorial digest of an attitudinal survey conducted for the station by Magid Associates. The survey extracted opinions from the white and black communities, about themselves and each other. The TV series used this information to describe the position of the blacks in Indianapolis and then concentrated on his three main concerns—schools, jobs and neighborhoods.

The series was four months in production with total costs, plus unsponsored air time, estimated at \$21,200. The survey alone cost over \$20,000.

KOMO-TV Seattle received a number of national and regional awards for two of its documentaries dealing with minority problems and cultural experiences. *Young, Black and Explosive* earned regional Emmy awards from NATAS in two categories: Station Awards and Special Citations, and a Broadcast Media award from San Francisco State College. The program was initiated after Seattle experienced street disturbances last summer from young black youths. It presented the thoughts, attitudes and anguish of black ghetto residents as they told of a life of prostitution, procurement and hustling. Over a month was spent by the KOMO-TV crew in living with a number of the youngsters involved in the production. Costs to the station in film, station personnel and air time for the one-hour prime-time special was estimated at \$13,000.

Noncommercial WGTW(TV) Athens, Ga., earned a regional Emmy award from NATAS for its special, *Urban Mythology*. The documentary showed the efforts of high-school students and dropouts from ghetto area in Atlanta to express themselves through the film medium. Included in the program were scenes of an original-script conference, the building of scenery, rehearsals and actual filming. The final part of the program consisted of a completed film made by the group.

Two segments of the documentary series, *Perspective*, aired on WRC-TV



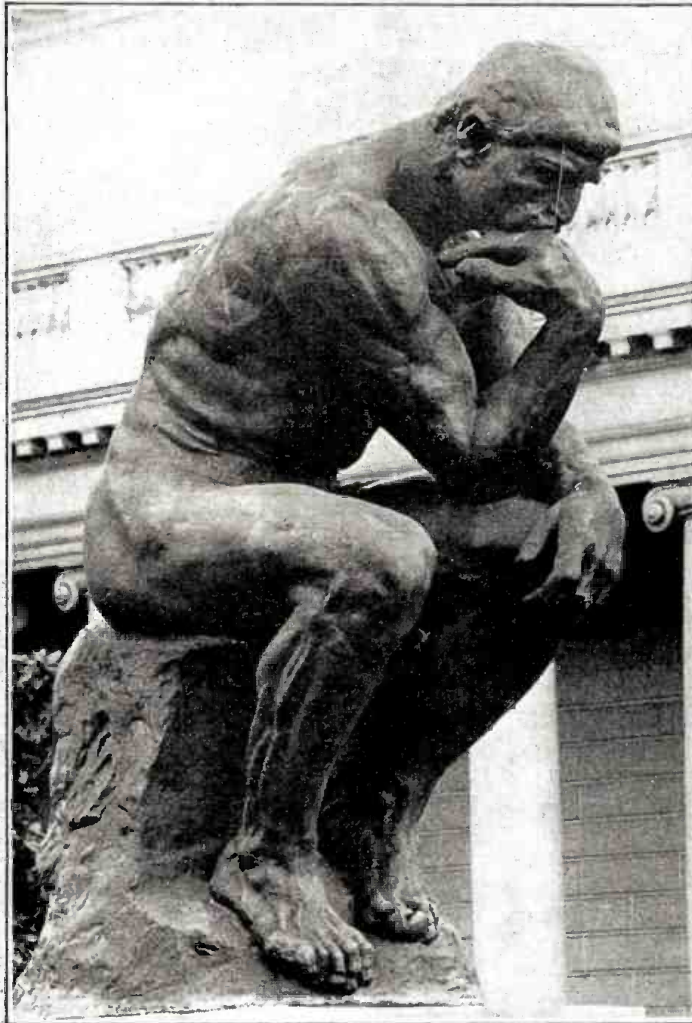
Noncommercial WGTW(TV) Athens, Ga., earned a regional Emmy for its special, *Urban Mythology*, which showed the efforts of ghetto-area students to express themselves through film. Included

in the program were scenes of the students in an original-script conference, the building of scenery, rehearsals and actual filming. The program received a regional Emmy award from NATAS.



Arthritis: Questions and Answers, a half-hour panel discussion on the disease, was produced by WBAL-TV Baltimore and used a telephone call-in format to answer listeners' questions.

the thought-provoker



The Thinker by Auguste Rodin (1840-1917)
Photograph, courtesy California Palace of
the Legion of Honor

When it comes to public affairs programs, *KPLR-TV's Bill Fields Show* brings to mind guests like *Al Capp, Jerome Cavanagh, Congressman William Clay, Senator Thomas Eagleton, Reverend James Groppi, McKinlay Kantor, David Schoenbrun, Chuck Stone, Congressman James Symington, Senator Stuart Symington*... and many others, week after week... guests who bring to our studios something to say and leave our viewers with something to think about.

Think about that.



Nationally represented
by
METRO TV SALES

Washington, and its producer, Bill Leonard, won a flock of national and regional awards. "Journey to a Pine Box" chronicled the lives of Washington citizens on welfare—from birth in a clinic until death and an assembly-line funeral. WRC-TV showed that public assistance controls the lives of 42,000 who need it by demanding constant proof of eligibility, by receipts and red tape, by certificates for food stamps and cards for Medicaid. The program was a regional station award winner of NATAS.

"A New Set of Eyes" explored a youth project flourishing in the inner city of Washington. The project, called the New Thing, trained young blacks in creative writing, still and motion-picture photography and dance "to present messages . . . within a context which gives respect to our values, to our lifestyle, to what we're about. . . ." The program was cited for a Robert F. Kennedy Journalism Award for "outstanding local coverage" in work on "the plight of the disadvantaged in American society"; a Broadcast Media Award from San Francisco State College, and a 1970 Merit Award of the Religious Public Relations Council.

And Bill Leonard, executive producer of *Perspective*, was named a Broadcast Preceptor by San Francisco State Col-

lege.

WHTN-TV Huntington, W.Va., received an Ohio State award for its documentary, *The Proud People*. The half-hour program dealt with the craftsmen of the West Virginia hill country, the weavers, and wood carvers, musicians and the skills and artistry they handed down from generation to generation.

The program was cited by Ohio State for its "highly professional exposition of the pride and life style of mountain folk (which) succeeds admirably in recording the efforts of a few to preserve the heritage of many. Since worthwhile traditions are preserved in time through communication, this program is commended for its anthropological and social significance."

The WHTN-TV documentary also received widespread airing in government and state circles. It was shown by the Smithsonian Institution Division of Performing Arts during its 1969 Festival of American Folklife and in continuous exhibition from June 30 to Sept. 3, 1969. The State of West Virginia currently uses the documentary as part of its cultural enrichment program. And *The Proud People* was exhibited by the U.S. Department of Agriculture at its third annual Cooperative Arts & Crafts Exhibition. Other film prints are being used by the Appalachian Commission.

The poor of Appalachia and the missionary who worked among them were the subjects of a half-hour documentary produced by wood-TV Grand Rapids, Mich., which won a Gabriel award from the Catholic Broadcasters Association of America. The program, *Another America*, focused on the work of Monsignor Arthur F. Bukowski, retired Aquinas College president, who chose to aid the poor of Berea, Ky., rather than serve in South America.

Another America was also aired by the Georgia Center for Continuing Education on their eight-station educational network. Costs of production, staff and air time to wood-TV were placed at \$2,700. In presenting the award the CBA noted: "The combination of idealism and practicality is vividly portrayed in the story of a successful college president who might have completed his years in a secure academic environment, but changed his life pattern to serve as a missionary priest in the remote and backward areas of Appalachia. The simple, straight forward documentary-interview presentation by wood-TV portrays the true nature of the Christian commitment in its application to social needs.

A hard look at poverty in America, with particular attention to the destructive effects of physical and spiritual

WBTV: DIRECTOR OF PUBLIC AFFAIRS

As the television leader in the Charlotte market, WBTV has a big responsibility to its viewers. To produce informative programs on current issues. WBTV creates many community interest programs each year.

WBTV has already received major awards in 1970. The Freedom's Foundation Award for "Pillars of Freedom," a series of four programs examining the Bill of Rights. The coveted School Bell Award for "What Are They Teaching Our Children?", a program on the teaching of sex in the schools and examining the controversy. The Willard G. Cole Award for "The Doctors Look at Smoking," a documentary reflecting the attitudes of doctors on the issue of smoking versus health. And the Green Eyeshade Award for the documentary on the Cherokee Indians entitled "The Proud and Oppressed."

As an important part of the community, WBTV believes in doing more than is required. That's one reason it has the community's interest.



JEFFERSON STANDARD
BROADCASTING COMPANY
WBT / WBT-FM / WBTV / WWBT
JEFFERSON PRODUCTIONS

With Cowles, Public Service Is Not A Sometimes Thing

We are proud to say that public service has never been relegated to a "have-we-done-anything-recently" concept. Interest in and service to the community is an integral part of every broadcast day. It always will be.

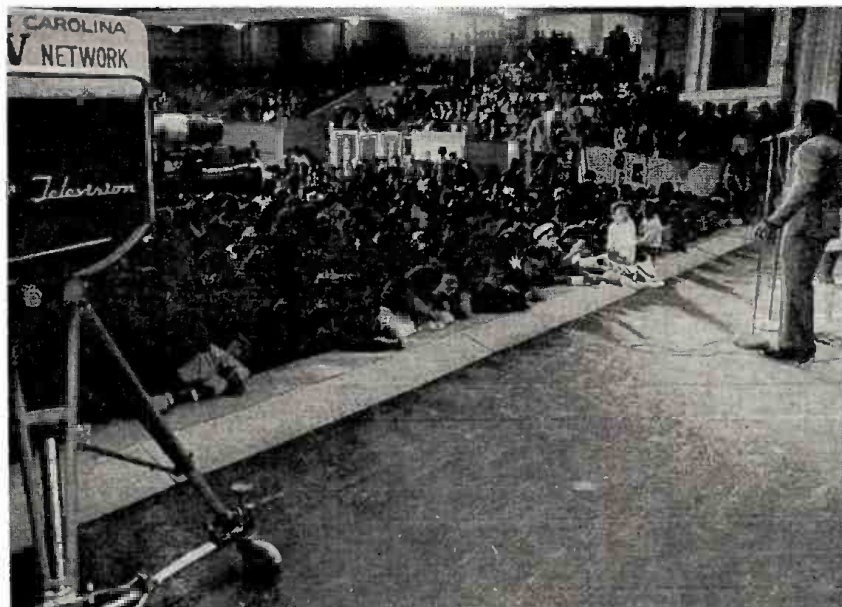


*President, Broadcast Division
Cowles Communications, Inc.*

-
- * DES MOINES, IOWA
KRNT-TV, KRNT-AM
 - * DAYTONA BEACH-ORLANDO, FLORIDA
WESH-TV
 - * MEMPHIS, TENNESSEE
WREC-TV, WREC-AM, WREC-FM
-



The Strung-Out Generation: Heroin in the Streets, a special directed to Detroit youngsters, was produced by wwJ-TV there and earned a Broadcast Media Award.



Five stations in the South Carolina ETV network have been airing for two years an award-winning series, Job Man Caravan, which uses soul entertainers on location. The series tries to match job-

seekers with jobs as well as create a forum through which black youth can speak out directly. All Job Man Caravan production personnel and series artists are Negro.

deprivation upon children, was the subject of an hour-long documentary, *The Other Americans*, produced by wJZ-TV Baltimore. The program won several national and regional awards including the Mass Media Brotherhood Award presented by the NCCJ, a Golden Eagle award from the Council on International Nontheatrical Events (CINE), and a Gold Medal in the Atlanta International Film Festival.

The wJZ-TV documentary, produced by Julian Krainin, explored the worlds of the small farmer, the miner, the American Indian and the hard-core unemployed in Oklahoma, Kentucky and West Virginia coal-mining towns, and rural areas of Maryland and South Carolina. Also featured were medical authorities who discussed some of the concomitant medical problems of poverty, including its relationship to mental retardation and nutrition deficiencies. Singer-actress Eartha Kitt and photographer-author Gordon Parks told of their childhood deprivations. The program was nine months in preparation as a two-man production crew travelled 3,000 miles to film the story.

The fading art of folk music provided WAVE-TV Louisville, Ky., with a focus for a half-hour special, *Listen, It May Be Your Last Chance*, which earned an Ohio State award. The program, narrated by Mary Travers of the contemporary folk trio Peter, Paul and Mary, featured performances of some of the hill people of Kentucky who are dedicated to preserving true folk music.

The special was 19 months in the

filming and cost WAVE-TV \$1,200 in film expenses and \$870 in air time, but it generated some rave notices that are hard to buy. According to the Ohio State citation, the special was "an entertaining and poignant interlude in music and song. The impact of [it] is heightened by cinemagraphic artistry, intelligent narration and refreshing authenticity."

Conveying the message to youngsters about the tragedies of using habit-forming drugs and to their parents the hopes in new medical techniques for heart disease occupied most of broadcasters' public-health programs last year.

KNXT (TV) Los Angeles, for instance, was honored for two programs dealing with public-health issues. The station received the Medical Journalism Award from the American Medical Association in July 1969 for an eight-part series of editorials on drug abuse. The series, *Parents' Handbook on Drugs*, presented in depth a report on the various kinds of drugs, their dangers and probable damaging results from drug abuse.

The National Council on Alcoholism also honored KNXT this year for its one-hour special, *If You Need a Drink*. The program examined the problem of heavy, habitual drinking and provided an action-line telephone number at the conclusion of the broadcast for those viewers seeking additional information or aid. KNXT reported that its special generated more than 2,000 calls to various alcoholism agencies, an 11-fold increase in calls normally received.

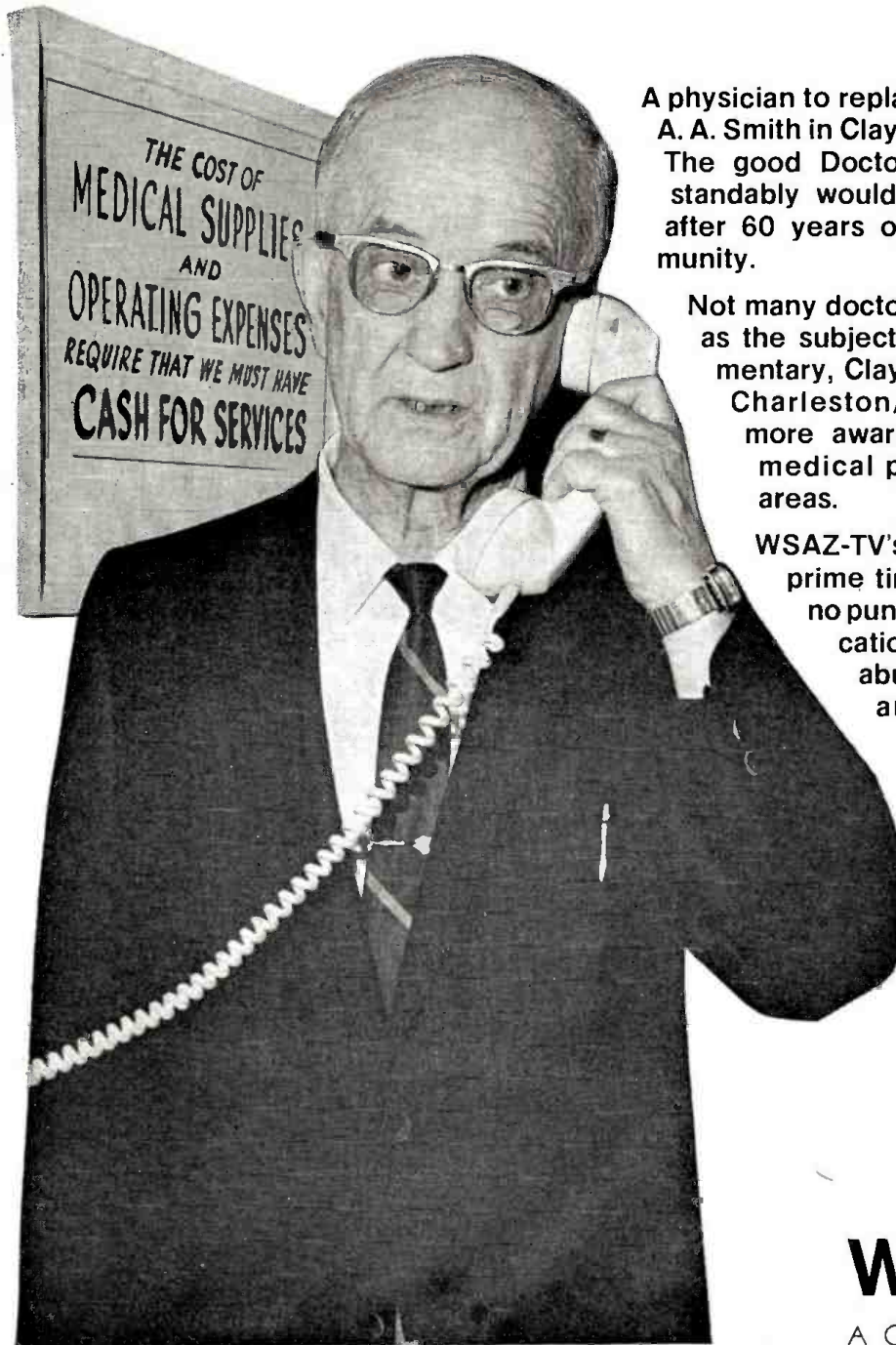
The Strung-Out Generation: Heroin in the Streets, a one-hour prime-time

special produced by wwJ-TV Detroit, earned for the station a Broadcast Media Award from San Francisco State College. The program noted that narcotics are easier for students to buy than liquor, but that youngsters who get hooked cannot get help because there are virtually no treatment facilities. The program carried this warning to its student audience to whom it was specifically directed in promotional material: "... By the end of this year we will have literally thousands of additional young addicts ... more than all those addicted in the inner city in the past 20 years." The wwJ-TV special has since been made available in film form to over 50 interested schools and hospitals, and has been shown to both houses of the Michigan state legislature.

Marijuana to Heroin: A Personal Experience earned for KDKA-TV Pittsburgh a San Francisco State College Broadcast Media Award for excellence. The half-hour special dealt with the problems of using marijuana and how the drug use can ultimately lead to trying heroin. The problems were detailed by two former Pittsburgh addicts, who gave an uncensored view of their personal hell—purchasing drugs, using them, and then trying to kick the habit. The program was aired twice, the second time sponsored by the Natural Gas Co., and was produced at a cost of \$2,500.

A segment of WRC-TV Washington's *Perspective* series, "The Trip Back," explored the kind of existence which a drug addict accepts in his search for funds to feed his habit. The shoplifting, the hustling, the jail terms which

WANTED



A physician to replace 84-year old Doctor A. A. Smith in Clay County, West Virginia. The good Doctor Smith quite understandably would like a few days off, after 60 years of service to his community.

Not many doctors will see this ad. But as the subject of a WSAZ-TV documentary, Clay County's plight made Charleston/Huntington viewers more aware of the shortage of medical professionals in rural areas.

WSAZ-TV's highly rated* monthly prime time documentary pulls no punches. It deals with education, rehabilitation, drug abuse, care of the elderly, and our many other community needs.

Interested physicians may call Doctor Smith. Interested advertisers may call any office of the Katz Agency.

WSAZ-TV
Charleston/Huntington
A Capital Cities Station

*Nielsen reports this documentary series delivers more homes than the market's leading movie, which it preempts.



WCCO-TV Minneapolis-St. Paul sent a two-man team to Vietnam for three weeks to record Minnesotans part in the war. The visual result, *Grunt's Little War*, earned the Sigma Delta Chi

Award, and plaudits from the WCCO-TV audience. As one recent Vietnam veteran noted: "It was the most accurate TV description I have seen of the way things are [there]."



Whose Home-This Holy Land?, an examination of the explosive Middle East situation, earned an NATPE award for program achievement. The special was produced by WLWT(TV) Cincinnati.

surround the drug addict were presented as a background to an introduction of the controversial Methadone maintenance treatment. The program won a 1970 Public Affairs Reporting Award of the American Political Science Association.

A Change of Heart, a case-history formatted half-hour prime-time special on WITI-TV Milwaukee, earned an

award from the Albert and Mary Lasker Foundation. The program, which was sponsored by the Allied Construction Employers Association, covered a time span of about three months, from the first day a heart patient entered Milwaukee's St. Luke hospital for surgery through the time he returned to work and an active life at home.

According to WITI-TV, the program

was aired to dramatize the need for a southeastern Wisconsin regional medical center, to break down the fear many people have of heart surgery by showing an actual operation and its successful post-operative effects, and to demonstrate that Milwaukee doctors are performing some of the more advanced heart-surgery techniques in the world. Air-time costs to the station were placed



WNBC-TV New York received a regional award from NATAS for its prime-time special, *New Voices in the Wilderness*, which depicted changing concepts in community religious life.



New Performers—Chicago-land '69, a one-hour prime-time special produced by WMAQ-TV Chicago, featured entertainer Jerry Van Dyke and local high-school performers.



WXYZ-TV Detroit earned a Gabriel award for its co-production of *Isaac Levi*, a religious opera about an Army chaplain who had lost his faith during the Second World War.

Democracy Thrives...

on local community organizations

We're proud to serve them.



IROQUOIS COUNTY HOSPITAL AUX. - SAN DIEGO MANAGEMENT COUNCIL FOR MERIT EMPLOYMENT - SOI
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YOUTH FOR CHRIST - "TRY SAN DIEGO FIRST" COMMITTEE - PEORIA PLAYERS
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Midwest Television, Inc.

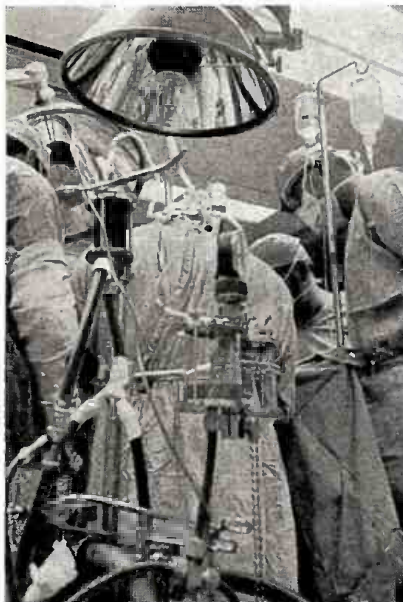
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WCLA 3 | **WMBD-am-fm-tv31** | **KFMB-am-fm-tv8**
Champaign, Illinois | Peoria, Illinois | San Diego, California



WTAE-TV Pittsburgh used professional actors in case-history vignettes to show, in *The Heart of the Law*, that legal services are indeed available to the poor as well as the rich.



A Change of Heart, produced by WITI-TV Milwaukee, detailed the pre- and post-operative days of a heart patient to demonstrate the need for a southeastern Wisconsin regional medical center.



U.S. Army recruits on the Fort Dix, N.J., firing range were part of a WBZ-TV Boston-produced special on violence in America. The award-winning program was titled, *The Savage Root*.

at \$1,800.

WGN-TV Chicago received a \$500 jury award in the Japan Prize International Educational Programme contest for a segment of its *Your Right to Say It*. The program cited was "Legal Aspects of Heart Transplants," which featured newsmen querying the special counsel of the Illinois State Medical Society.

WWJ-TV Detroit won a 1969 Howard W. Blakeslee award from the American Heart Association for its special *Medicine Today: Heart Attack*. The program presented a realistic portrayal of a man stricken by a heart seizure and his subsequent treatment.

And a special commendation from the American Medical Association was given to WSPD-TV Toledo, Ohio, for its series of editorials on the subject of Medicare payments.

A study of sickle-cell anemia, a hereditary noncontagious blood disorder which affects one out of every 10 black people in the U.S., won two awards for WABC-TV New York. The half-hour program was aired as part of the station's regular weekly series on black affairs, *Like It Is*, and featured a discussion of the disease symptoms as well as an in-studio demonstration of the Sickledex, a screening test for the abnormal hemoglobin S. which shows the presence of sickle cells in the blood.

The study received a special regional citation from NATAS and the humanitarian award from the Foundation for Research and Education in Sickle Cell Disease. The award cited WABC-TV for "outstanding public service through

presentation to the television audience of the black experience." Cost of the unsponsored sickle-cell segment was \$8,000.

A six-part feature on kidney dialysis and transplantation aired on WFBM-TV Indianapolis newscasts earned an Ohio State award for its writer, Evie Birge, and photographer, Ralph Grant. The unsponsored series informed the public as to the life-style of a patient on dialysis, how patients feel about the life-giving treatment and the reactions of their families and their doctors. The difficulty of obtaining kidneys for transplants was also explored, with an emphasis on the need for a transplant-donor program and the enormous financial problems of caring for these patients.

Arthritis: Questions and Answers, a one-and-a-half-hour panel-discussion, telephone-forum special, earned for WBAL-TV Baltimore and its community-service manager, J. Sydney King, the Russell L. Cecil Award from the National Arthritis and Rheumatism Foundation. The special noted that over a quarter of a million Marylanders suffer from arthritis, but that the disease can now be controlled by drugs, exercise and sometimes surgery. Quack arthritis cures were also discussed, and volunteers manning studio telephones enabled viewers to phone in questions related to personal involvements with the disease. The panel comprised doctors, a Federal Drug Administration specialist and an arthritis sufferer, Jerry Walsh, whose pro baseball career was ended by the disease. The special was sponsored by The Haus-

wald Bakery.

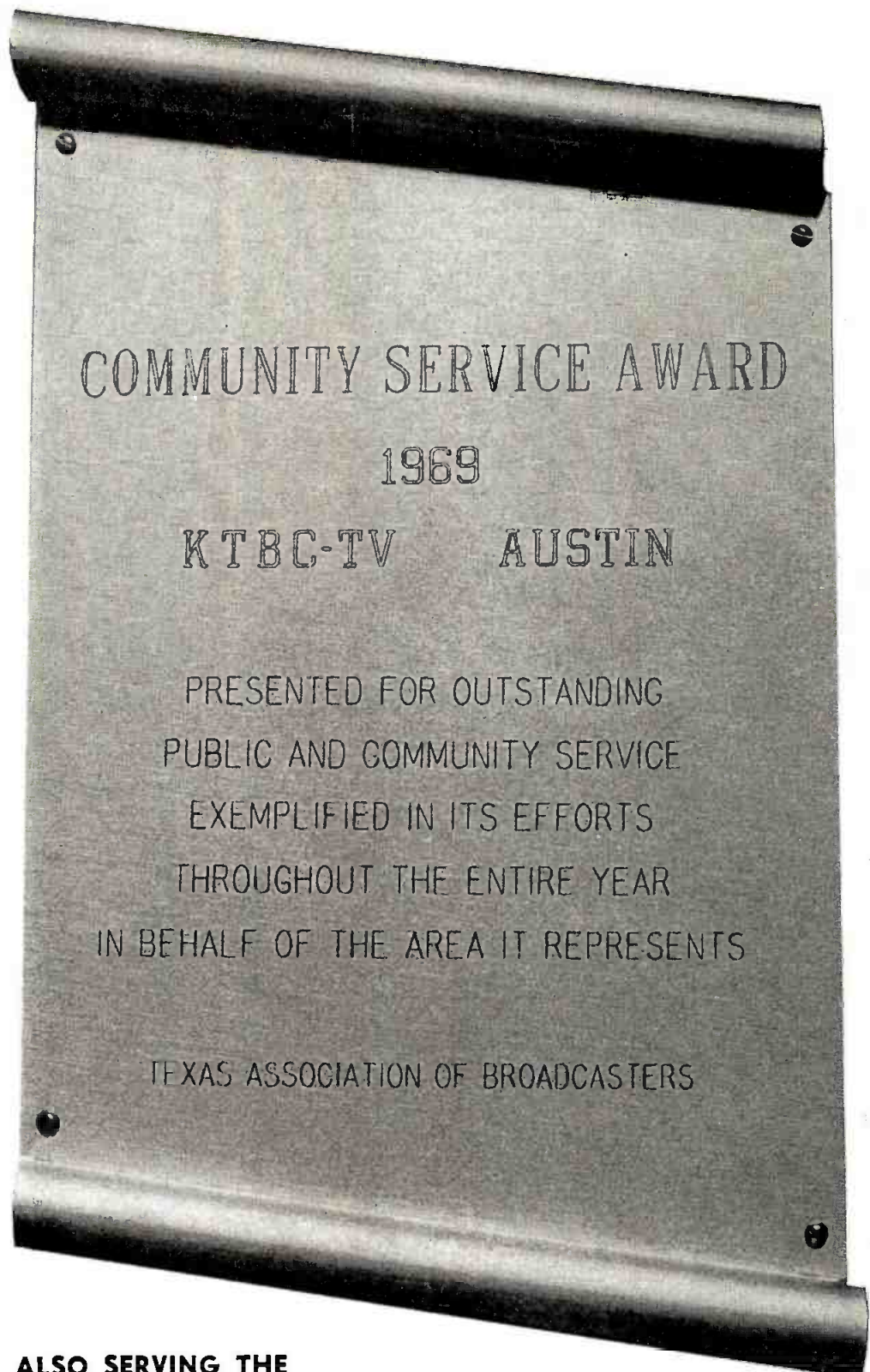
A National Headliner Award was earned by WSB-TV Atlanta and its editorial cartoonist, Bill Daniels, for "consistently outstanding TV editorials." A series of editorial cartoons on Georgia's mental-health practices were said to be a factor in persuading the Georgia general assembly to pass and the governor to sign into law, a bill which protects and insures the rights of mental patients.

The Medical Journalism Award from the American Medical Association was earned by WNBC-TV New York's science editor-meteorologist Frank Field for his *Research Project*. The weekly series informs viewers on research in the medical field of every major disease and ailment. It is sponsored by Blue Cross and Blue Shield in New York.

Broadcasters also emphasized the importance of traffic safety through programs and public-service spots. WLWT-TV Cincinnati received two Alfred P. Sloan awards for its documentaries, *The Last Prom* and *Two Wheels to Eternity*, which dealt with traffic safety. Tom Robertson, executive producer for special projects, Avco Broadcasting Corp., and John Gunselman, director of cinematography, both producers of *Two Wheels to Eternity*, received the creative television producer award. The two specials earned the over-all television safety programming honor.

Two Wheels, a half-hour special sponsored by Bimel-Admiral and W. D. Gradison Co., dealt with the current motorcycling craze and the accompanying rise in motorcycle deaths and injuries. The award citation noted that

Leadership is more than just the numbers...



**LEADERSHIP IS ALSO SERVING THE
COMMUNITY WELL...ALL YEAR LONG.**

KTBC AM | FM | TV ■ AUSTIN, TEXAS

WLWT "continued a weekly quiz program on safe driving, an effective editorial campaign for safer roads and the sponsorship of a safety-activities director who was in great demand as a speaker at schools and civic meetings. This record reflects media dedication of the highest caliber."

An episode of the *Phil Donahue Show*, produced by WLWD(TV) Dayton, Ohio, won an award for "excellence in production and broadcast" from NATPE and Golden Mike Award from the American Legion Auxillary. The episode, *A Plea for Safety*, showed Mr. Donahue interviewing the families of several teenagers who were killed in an automobile accident; the event was reconstructed by talking with a youth who had been a passenger in the car minutes before the crash. (*Donahue* is now in syndication but was local during the time for which it was cited.)

WEHT(TV) Evansville, Ind., received two national awards for its four-year-old daily pictorial-editorial series on traffic safety called *Why*. Ninety-second vignettes pinpoint local and area traffic problems and attempt to bring about a greater public awareness of traffic safety. *Why* earned for WEHT the Alfred P. Sloan Award and the National Safety Council Award.

And broadcasters frequently travelled outside their service areas last year to re-

cord events of particular interest to their home-town viewers.

WCCO-TV Minneapolis-St. Paul sent reporter-photographer team Al Austin and Gordon Bartusch to Vietnam for three weeks to record Minnesotans part in the war. *Grunt's Little War*, a prime-time unsponsored special, cost WCCO-TV about \$6,000 and earned the Sigma Delta Chi Award. It focused on combat soldiers and Marines, showing parts of three missions: a one-day patrol, a four-day sweep with helicopter assault and a 10-day Marine reconnaissance patrol. Also included were films of camp life at several small-fire bases and a rescue by helicopter of a wounded infantryman. Some viewers objected to the special's "twisted and biased reports," but one recent Vietnam veteran told WCCO-TV that "it was the most accurate TV description I have seen of the way things are in Vietnam. Most of us coming home from Vietnam don't like to talk about the war, but we also don't like to hear distorted accounts; so your show filled the gap."

WJW-TV Cleveland received an Ohio State award for its special, *My Country—Right or Wrong*. The program displayed the diversified opinions and viewpoints the average man of the street holds for his country. These opinions were then analyzed and expanded upon by a prominent Cleveland lawyer and

author. Cost of the program for production and unsponsored air time was placed at \$4,000. The Ohio State citation noted that the program was "a dispassionate, articulate examination of a major problem confronting society: the polarized attitudes of youth versus the elders toward our country's current positions and problems. American, foreign and domestic policies are seen from a new perspective."

Three From Illinois, a one-hour prime-time special produced by WMAQ-TV Chicago and sponsored by Commonwealth Edison Co., was honored with two national awards from the American Association for State and Local History and NATPE.

The documentary dealt with historical sidelights in three Illinois communities, detailing the tragedy of poet Vachel Lindsay of Springfield, the rise and fall of the once-booming mining town of Galena, and the pioneer settlement of Bishop Hill.

Also honored for program excellence by NATPE was *New Performers—Chicago-land '69*, produced by Newper Productions in association with WMAQ-TV. The one-hour prime-time special, sponsored by Commonwealth Edison Co., spotlighted the talents of performing-arts students from Chicago area high schools in an original musical production with entertainer Jerry Van Dyke

ONE OF AMERICA'S "REALLY INVOLVED" STATIONS

Weekly Half Hour Programs

MASS FOR SHUTINS
WHERE THE JOBS ARE
DESERT TRAILS
WE CAN AGREE
LEW KING RANGERS



and in PRIME TIME...

"EYE ON TUCSON"

Local Subjects Have Included:

HOW COULD THEY
(Battered Babies)
WHICH WAY TUCSON
(Freeway-Parkway Plan)
AWARENESS HOUSE
(Drug Study)
CAMPUS CRISIS
(University President
Talks to Students)

LET'S LIVE TOMORROW
(Pathology in Action)
ROOM TO LIVE
(Local Housing Projects)
FINAL DECISION
(Study of Suicides)
NOW IS THE TIME
(Air Pollution)

A PETAL FALLS
(School Dropouts)
CHARLIE 13
(Study of Police Dept.)
SURGERY ON A CITY
(Urban Renewal)
THE 3 R'S PLUS SEX
(Sex Education)

KOLD-TV 13

TUCSON, ARIZONA • AFFILIATED WITH
WWJ STATIONS DETROIT & WALA-TV MOBILE



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

\$PEND SMART

in the Land of Milk & Money!

TV 2 *The Resultstation*
WBAY / GREEN BAY

BLAIR TELEVISION 

as host.

WMAQ-TV also garnered a Gabriel award from the CBA for the station's over-all news and public-service programming. The CBA noted that the station "serves the Chicago area with an extraordinarily complete news service giving special attention to weekend news programming. The impressive and balanced array of program formats is an outstanding illustration of broadcast public service." And WMAQ-TV received a special award from the American Meteorological Society for "outstanding public service in disseminating timely weather information, particularly on severe storms." The station has its own weather bureau.

A 60-minute color special, *Whose Home—This Holy Land?*, produced by WLWT(TV) Cincinnati, won for the station an award from NATPE for program achievement. The special, which was sponsored by Tresler-Comet gasoline, Bimel-Admiral and W. D. Gardison Co., examined the complex conditions and human conflicts which underlie the explosive political situation in the Middle East. The Avco Broadcasting Corp. documentary unit traveled 15,000 miles in three weeks to Israel, Jordan and Lebanon to record the story.

An unconventional approach to TV news coverage earned for noncommercial KQED(TV) San Francisco a George Foster Peabody Award and an Alfred I. duPont-Columbia University Award. The daily one-hour prime-time news program, *Newsroom*, was cited by the Peabody committee for permitting "the reporter to tell his story with emphasis

on background and significance rather than simply on what happened. It is unconventional, innovative and highly considerate of the viewer's intelligence."

Spot news coverage of a tragedy that received nationwide attention earned for KNBC(TV) Los Angeles a Radio-Television News Directors Association award. A seven-and-a-half minute film clip told the complete story of the Robert F. Kennedy assassination: from his victory speech in the ballroom of the Ambassador hotel in Los Angeles to death in a kitchen hallway at the hands of Sirhan Sirhan. KNBC reporter Piers Anderton was on the scene with voice-over.

WHDH-TV Boston received recognition from the National Press Photographers Association as the "newsfilm station of the year." And WHDH-TV cameraman, Jack Cryan, earned plaudits from the International Association of Fire Fighters for his film, "Advance and Retreat," showing the hazards of fighting fire in deep snow during a major blizzard.

And the IAF conferred an award on WITI-TV Milwaukee for newsfilm coverage of a five-alarm fire at a Milwaukee lumber company.

Sonya Hamlin, cultural affairs reporter-critic for WBZ-TV Boston and co-host of its *For Women Today* series, received an Ohio State award for her reports on cultural events. The citation noted: "These tiny gems, through consistent excellence of writing and message preparation, manage to be highly comprehensive. . . . A refreshing form of presentation demanding the skill and effort of more conventional programs."

WWJ-TV Detroit received a National Headliners award for "consistently outstanding news coverage" of stories with genuine local interest.

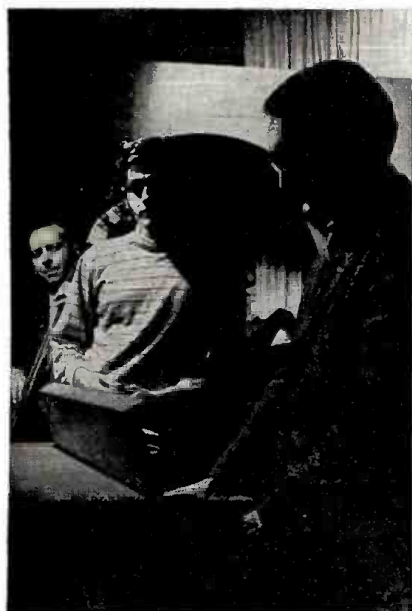
KPRC-TV Houston news photographer, Frank Dobbs, and news editor, Ray Miller, filmed a documentary, *Passage to Purdhoie*, aboard the icebreaker-tanker Manhattan, which won a first prize from the National Press Photographers Association.

Noncommercial KQED(TV) San Francisco earned two Golden Eagle Awards presented by CINE for its *Act Now* documentary, which filmed the varied aspects of the training program of the San Francisco-based American Conservatory Theater, and for its *Ascent*, which explored the world of the mountain climber and his exploits in Yosemite National Park.

KQED also won two NET awards ("unique public service" and cultural programming) for its one-hour documentary, *Berkeley People's Park War*, which detailed police-University of California student confrontations over a mini-park and the clash in values and perspectives of the participants, and for its *Music with Balls* program, which combined electronic music with videotape overlays of swinging circular sculpture.

WTTG(TV) Washington received a mass media award from the American Association of University Women for its daily two-hour local live talk-variety program, *Panorama*.

Noncommercial WOED(TV) Pittsburgh received a National Educational Tele-



We're Young—Growing Up, a 90-minute entertainment special featuring talented youngsters in the Cleveland area, was produced by WKYC-TV Cleveland and earned a Gabriel award.



Oklahoma City broadcasters teamed up to sponsor and present The Stars and Stripes Show, which featured singer Anita Bryant and the Up With People choral group (above). The two-and-a-

half-hour July 4 extravaganza was carried by 63 radio-TV stations in a four-state area. WKY-AM-TV Oklahoma City provided the pickup. The program won a Freedoms Foundation award.

Sunday is always surprising in Buffalo

"Sunday Surprise" is our very special television program where you are apt to see anything from peace movements to piano movements. Headliners, behind-the-headliners...people from all facets of life with something interesting for the viewers of Western New York. We feature them all every week.

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WKBW-TV Buffalo, N.Y.

A Capital Cities Broadcasting Corporation Station.

vision Award for cultural programming with its production for *NET Playhouse* of "Confrontation," a so-called docudrama, a dramatic presentation which is given the flavor of documentary authenticity.

We're Young—Growing Up, a 90-minute entertainment-public affairs special produced by WKYC-TV Cleveland, earned a Gabriel award from the Catholic Broadcasters Association. The special featured talented youngsters and creative people addressing themselves to and performing for their peers.

Segments of WKYC-TV's *Montage* series, half-hour weekly documentaries, earned a number of national and regional awards including those of the International Film and TV Festival (gold medal), San Francisco State College and the American Baptist Convention (four honorable mentions).

KOMO-TV Seattle earned a Broadcast Media award for its half-hour prime-time special, *Mantra*. The program provided a behind-the-scenes look at the creation of a live multimedia experience, produced by the Seattle opera for the Puget Sound school children. Costs to the station were placed at \$7,500, but the special may receive yet more widespread attention. It is expected to be part of the September 1971 opening of the John F. Kennedy Center for the Performing Arts in Washington and is expected to receive airing on the National Educational Television network.

KCPX-TV Salt Lake City received the American Legion Auxiliary's Golden Mike Award "for America's best local television program in the interest of youth." The program cited was a half-hour special. *The Metropolitan Science Fair '69*.

Two programs geared for youth audiences earned national awards for noncommercial WETA-TV Washington. An Ohio State Award was received for *A Matter of Fiction*, a series of informational-instructional programs designed to introduce new works of fiction to young adults and to encourage wider reading for pleasure. An NET Award for outstanding locally produced

children's programming was earned for *Mr. Smith and Other Nonsense*, poetry readings for children enhanced by imaginative original art work and special color effects.

KNBC-TV Los Angeles earned two Broadcast Media honors for *The Hugh O'Brien Awards Theatre*, a special in which dramatic scenes presented by young actors were judged by Hollywood personalities, and for a special, *Whatever Happened to Hollywood?*

A WRC-TV Washington *Perspective* segment, "The First Flickers," traced motion pictures through their infancy, highlighting the early techniques of film pioneers. The program won a Broadcast Media Award from San Francisco State College.

Another *Perspective* segment, "The Crack in the Cathedral Window," dealt with the revolution within the Roman Catholic Church as delineated by three former priests who have since married. The priests discussed their break with church dictates and the adjustments they have accepted as a result of their decisions. The program won the 1970 merit award of the Religious Public Relations Council, the 1970 Public Affairs Reporting Award of the American Political Science Association and the Bronze Medal of the New York International Film and Television Festival.

A regional Emmy award from NATAS was conferred on *New Voices in the Wilderness*, a prime-time special produced by WNBC-TV New York. The program examined the changing concepts and practices of modern religion, including scenes of a rabbi discussing interfaith marriages and why he performs them and a militant black minister discussing black social action. The program was written and produced by Bernard Morris and sponsored by Chock Full O'Nuts.

WXYZ-TV Detroit earned a Gabriel award from the Catholic Broadcasters Association for its co-production with the Jewish Community Council of Metropolitan Detroit of an opera, *Isaac Levi*. The opera related the experiences of an Army chaplain who suffered a

loss of faith after witnessing the horrors of the Second World War. His faith was restored by the piety of a young European refugee about to have his bar mitzvah.

Beggar at the Gates, a documentary examination of the revolutionary changes taking place in religion and church, won for WBZ-TV Boston a Merit Award "for outstanding religious broadcasting" from the Religious Public Relations Council and a Golden Eagle Award from CINE. The program showed the developments in worship, social action and theology which are shaking the foundation of religious traditionalism across America.

Noncommercial WITF-TV Hershey, Pa., received two NET awards and a Brotherhood Award from NCCJ. The NET honors were for *Is Religion Obsolete?*, a series of view-and-talk sessions designed to involve interfaith and congregational discussion groups in major religious questions posed by the program, and for *The Witch Who Stole Thursday*, a children's special designed to expose elementary-school youngsters to all the art forms. The NCCJ award was given for the "So Where Are You, God?" segment of *Is Religion Obsolete?*

Broadcasters also garnered a heavy share of 2,300 awards presented annually by the Freedoms Foundation of Valley Forge for such diverse achievements as letters to editors and patriotic-community projects. Recognition for patriotic broadcast activities was given to "fly your flag" campaigns, editorials and elaborate—and frequently unusual—patriotic programs.

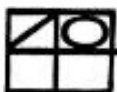
Operation Thanks, a two-part documentary aired by KFMB-TV San Diego, earned a regional award from NATAS for excellence in community-service programming and a Freedoms Foundation award. The documentary was conceived as a Christmas card from the citizens of San Diego to their servicemen in Vietnam.

Part one showed citizens, school children, bikini surfers, taxi drivers, stewardesses in filmed interviews expressing how they felt about service personnel being away from home during the holidays. Interspersed with the interviews were scenes of downtown San Diego decorated for Christmas and the special half-time ceremony filmed during a San Diego Charger-Cincinnati Bengals football game. More than 40,000 people joined in shouting greetings to the men in service while a marching band spelled out "thanks" on the field and a 1,000-voice choir and spectators sang "God Bless America." The film was shown both at home and overseas via the Armed Forces Network.

Creators of *Operation Thanks* then conducted a 10-day tour of U.S. Navy and U.S. Marine Corps installations in Saigon, DaNang and Tokyo; they also

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We find this award especially pleasing since it reflects the relationship of a TIME-LIFE station with the community it serves. And this relationship is happily typical of all our stations.

They have won an impressive number and variety of awards for local coverage. Here are some of them:

The George Foster Peabody Award to WFBM for "The Negro in Indianapolis" and the Saturday Review

National Television Award for the same documentary.

National Gabriel Award to wood for the documentary "Another America."

The Freedoms Foundation of Valley Forge Award to WFBM for the documentary "Voice from the Ballot."

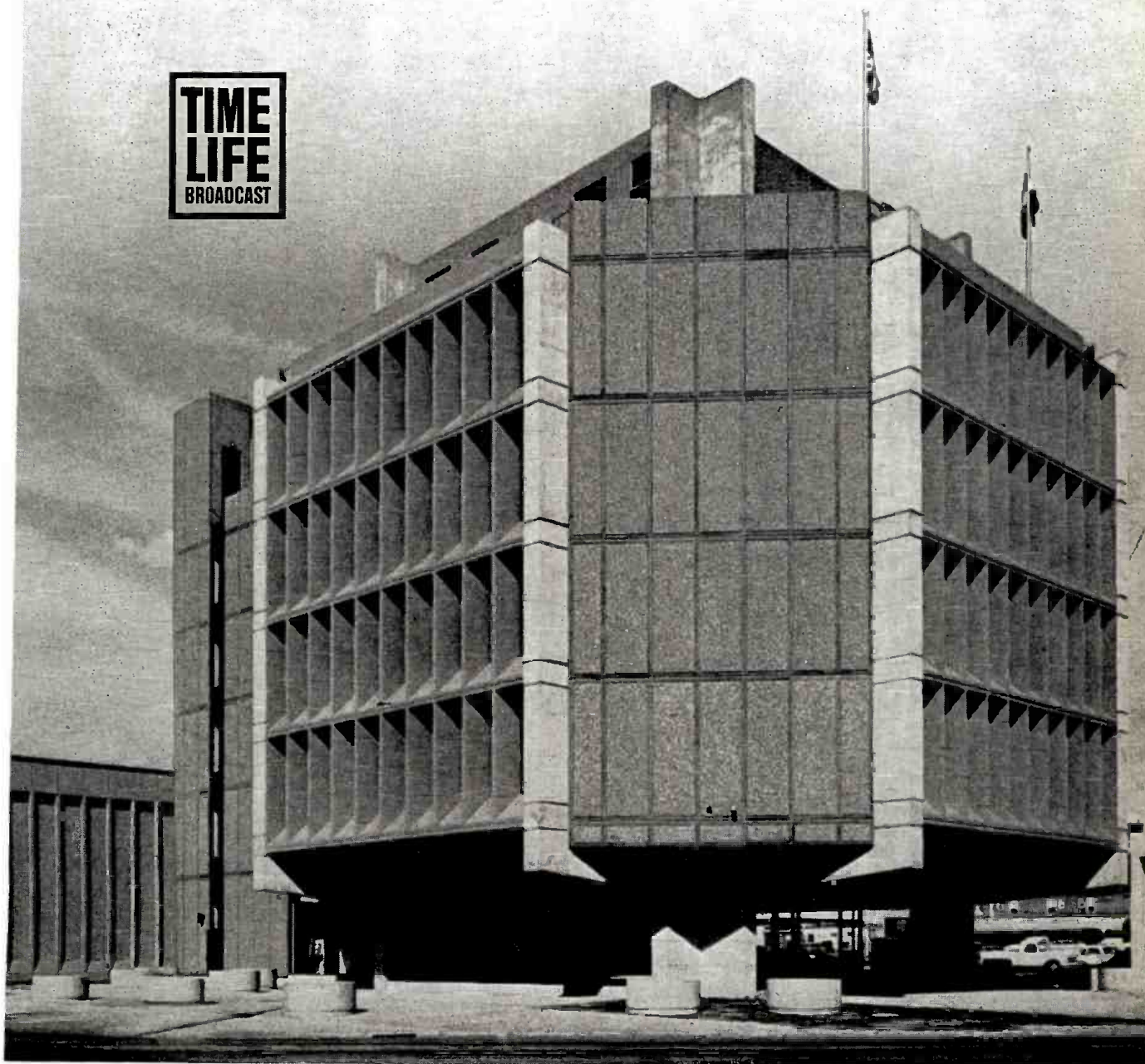
Broadcast Pioneers Award to KLZ for "distinguished contributions to the art of broadcasting."

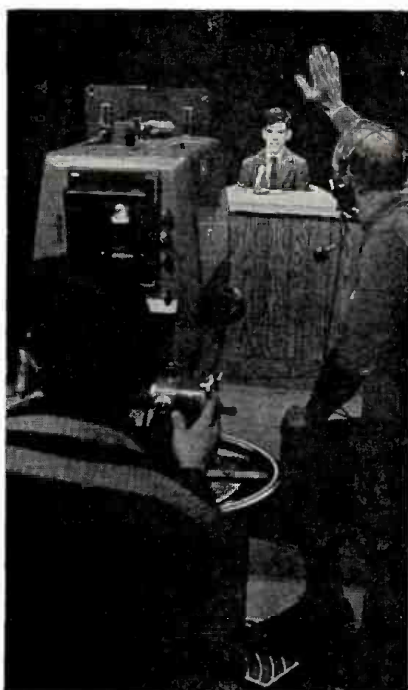
RTNDA award to KOGO for its Rail Transportation series.

We're proud of these, and other awards our stations won in the past 12 months. And even prouder of the influence these stations have on their communities.

Even on the architecture.

DENVER KLZ-TV-AM/FM SAN DIEGO KOGO-TV-AM/FM BAKERSFIELD KERO-TV INDIANAPOLIS WFBM-TV-AM/FM GRAND RAPIDS WOOD-TV-AM/FM





WNEW-TV New York (l) gives, through Focus, individuals an opportunity to use television as a means of communicating

community problems. WTTG(TV) Washington conducts a daily two-hour live talk show in Panorama.

conducted presentations aboard naval carriers Okinawa and New Jersey. The purpose of the tour—involving San Diego Mayor Frank Curran; George Stantis, KFMB-TV program director; Ralph Hodges, production manager, and newsman George Lewis—was to get a film report of the servicemen's reactions to the unusual holiday gesture embodied in *Operation Thanks*. The film report became Part Two of the documentary. Both segments were sponsored by Walker Scott Department Stores.

Oklahoma City broadcasters received the principal award in the Americana category for a collaborative project which may turn into an annual event. A two-and-a-half-hour July 4 patriotic extravaganza, *The Stars and Stripes Show*, was held before an audience of 8,500 in the Oklahoma City fairgrounds and broadcast on 50 Oklahoma radio stations and 13 TV's in that state as well as Kansas, Missouri and Arkansas. The Armed Forces Network aired a video-tape of the show overseas.

Among the featured performers were singer Anita Bryant, composer Jimmy Webb, the Strategic Air Command band, the Up With People choral group and Apollo 10 astronauts Thomas P. Stafford and Eugene A. Cernan. WKY-AM-TV Oklahoma City provided the pickup for both radio and television. Proceeds from the 1969 show and the one planned for 1970 are designated for a "Stars and Stripes Park" and an (Dwight D.) "Eisenhower Plaza" to be built by the Oklahoma City broadcasters.

KNBC(TV) Los Angeles received two George Washington Honor Medals: one

for *Youth and the Police* series, a forum where young people, representative law-enforcement officers and civic authorities meet to discuss such subjects as curfews, drugs, street gangs and the generation gap; the other for an *America the Beautiful* special featuring the Glendale, Calif., Symphony.

WBT(TV) Charlotte, N.C., won a George Washington Honor Medal for its four-part series, *The Pillars of Freedom*, sponsored by Whirlpool Corp. of the Carolinas. The programs were designed to increase public understanding of the American system of law and justice; they presented various implications of the Bill of Rights—what went into its formulation, what changes in interpretation have been made and how modern practical and political implications of the document affect the private citizen. Each program in the series focused on a particular amendment and an associated right or freedom.

WBNS-TV Columbus, Ohio, took two George Washington Honor Medals. One was for its *Columbus Town Meeting*, a weekly hour-long live discussion program on national, international, state and local issues. The program was sponsored by Nationwide Insurance and Columbia Gas of Ohio. A second award was given for a segment of its *Channel 10 Reports* on Buckeye Boys' State. The report detailed the activities of Ohio high-school youngsters learning about democracy through creating their own government at an American Legion-sponsored function. *Channel 10 Reports* was sponsored by Kroger.

WMAO-TV Chicago won a Freedoms Foundation Award for *A People's Thing*, a half-hour documentary which

focused on an effort for urban renewal in a South Side Chicago ghetto area without government involvement, relying instead on community initiative and private funding.

WZZM-TV Grand Rapids, Mich., won a TV award in the "economic education on dynamic capitalism" category. The program—*That Soap Company in Ada*—detailed the success of a nine-year-old soap company which began as a two-man basement operation in Ada, Mich., and whose sole product was a concentrated household cleaning liquid. Program production cost WZZM-TV \$1,600 plus an additional \$1,200 in unsponsored air time.

WSB-TV Atlanta received an Honor Certificate for its presentation of the 1969 "Salute to America" parade, which it organizes and sponsors on July 4 to promote "a resurgence of patriotic spirit and just plain old-fashioned flag waving on this very significant holiday."

Noncommercial WETA-TV Washington received a George Washington Honor Medal for its examination of whether or not the Star Spangled Banner should be replaced with a different and more easily sung anthem. The program was entitled, *Oh Say Can You Sing*.

WAVE-TV Louisville, Ky., earned a George Washington Honor Medal for a film special, *Legion of the Brave*, which chronicled the exploits of the Second Battalion, 138th Field Artillery, unit of the Kentucky National Guard, currently in Vietnam. The unit dates back to colonial-militia days and has seen action in all the wars in which the U.S. has been engaged. WAVE-TV used

old stills of the unit as well as film footage of Vietnam action supplied by the U.S. Army Signal Corps. Cost of production to the station was \$200.

WEAR-TV Pensacola, Fla., won a Freedoms Foundation award for its series on government and history.

WNHC-TV New Haven, Conn., received a George Washington Honor Medal for *Connecticut's Days of Glory*, a special which dealt with July 4 celebrations in three Connecticut communities.

Noncommercial WQED(TV) Pittsburgh received a Freedoms Foundation award for five segments of Leonore Elkus's weekly series, *Women's Window*. The segments were titled "Do You Know That?" and were vignettes on five famous Americans.

WBAL-TV Baltimore earned a George Washington Honor Medal for its *A Child's View of America*. The unsponsored program consisted of familiar patriotic songs illustrated by more than 150 original pictures painted by Baltimore area elementary-school children.

KYTV(TV) Springfield, Mo., received a George Washington Honor Medal for a patriotic-music special, *Their Freedom Thing*, featuring local high-school choral groups.

WGN-TV Chicago won a George Washington Honor Medal for *This is Our Country*, a Memorial Day weekend special featuring the U.S. Air Force Academy Cadet Chorale in a musical salute to the men and women in the armed forces.

WFBC-TV Greenville, S.C., earned a George Washington Honor Medal Award for a segment of its *My America: 1969* series, half-hour documentaries aired in prime time. The segment, "Washington: a Proud Heritage," showed scenes of Washington, D.C. with a narrative and musical background. The WFBC-TV series has been sponsored for two years by the C&S National Bank and supported by heavy on-air and print promotions.

KRLD-TV Dallas-Fort Worth earned a George Washington Honor Medal for its special, *Star Spangled Banner Still Waving?* The program showed scenes of a flag raising ceremony and other wholesome youth activities, with the notation that "they, like hundreds of thousands of others are serving their community, their God and their country in their own way . . . without the glare of publicity. In them lies the hope of a brighter tomorrow."

WKRC-TV Cincinnati won a George Washington Honor Medal for the first of its *Living History Trips* series, "Destination: Washington, D.C."

WHYN-TV Springfield, Mass., received a George Washington Honor Certificate for its Fourth of July pledges. The patriotic 30-second "mini-messages" were aired during the week leading up to

the July 4 weekend. Each spot included on-camera appearances by the staff and management of WHYN-TV reciting the pledge of allegiance, requesting the audience to display the American flag and reaffirming the station's belief in U.S. ideals and heritage.

WSPD-TV Toledo, Ohio, received a Freedoms Foundation award for its July 4, 1969 editorial, "Some Off-Beat Thoughts on Independence Day."

The *George Putnam News* on KTTV-TV Los Angeles received a National Recognition Award for the commentator's "forthright championing of decency, morality and Americanism" and for

his "courageous and consistent support on television of law enforcement and his intellectually competent, constant opposition to the growth of anarchy."

KIRO-TV Seattle won a George Washington Honor Medal for its Call for Patriotism promotion, which cost the station an estimated \$26,000 in air time. Viewers were encouraged to purchase flags, made available by KIRO-TV at below cost, and instructed on how to display them properly. Public-service spots on the history of the flag were run from June 1 to July 4, 1969.

WFLA-TV Tampa, Fla., won a George Washington Honor Medal for a May 1-



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July 4, 1969 campaign called "Pride in America." The purpose of the campaign was to remind WFLA-TV viewers of the values of their American heritage. It featured recitations of the Pledge of Allegiance as spot announcements; 10-second spots for each day relating that specific day in history to a patriotically meaningful event, and IDs featuring "fly your flag proudly" themes. WFLA-TV also offered its viewers free flag decals; more than 10,000 were distributed. The campaign was supported by print and on-air promotion.

WGHP-TV High Point - Greensboro - Winston Salem, N. C., received a Freedoms Foundation award for a "Fly It, It's Yours" flag campaign, which provided American flags at cost to the WGHP-TV viewing public and encouraged their display with heavy on-air announcements.

These were some of the more promi-

nent award-winning programs that received national or regional awards during the year surveyed. Many other programs on numerous stations, while not winning such awards, received local and regional acclaim. But programs, editorials and campaigns are not the only achievements for which television stations are honored.

Stations have also been cited for their creativity in promotion and commercial production.

WBTV(TV) Charlotte, N. C., earned a second prize in the over-all competition for the Television Bureau of Advertising local commercials awards. The award was made for a WBTV-produced Town and Country Ford spot. TVB cited the commercial for its "qualities of demonstration and memorability necessary to make the viewer react to the advertiser's message and intent." The Ford spot also won first place in the TVB automobile-dealers category,

and a second WBTV-produced commercial for Garner's Texas Pete chili won first place in the food-products category.

WSPD-TV Toledo, Ohio, earned a Gold Award from the Broadcasters Promotion Association for its "A Wedding in June" campaign, designed to alert Toledo viewers to the station's change to full NBC programming. Comedian Arte Johnson of *Laugh-In* taped 120 spots utilizing his characterizations, while the station used a heavy radio-spot schedule, newspaper ads, billboards and bus cards from June 1 to June 15 to announce the change. Total cost of the campaign was \$10,000.

WSPD-TV also earned an award from NATPE for its "innovative presentation" and "good use of graphics" in the production and presentation of a segment of its news program.

(The foregoing special report was written by Robert A. Malone, associate editor, Washington.)

Ad Council reviews its priorities

Drug-abuse campaign appears to be dominant in '70, but there are 15 others in planning stage

The Advertising Council undertook a serious housecleaning of its public-service commitments in the last year in what its president, Robert Keim, calls "a review of what we are doing, what we could be doing that we're not doing, and what can give way."

That intensive re-evaluation of priorities, which has been building over a number of years, according to Mr. Keim, should bear its first fruits this summer. Some council projects were swept out in the overhaul, others have been given greater attention, and some new campaigns have been added. It is the first of these new campaigns, a drive against drug abuse, that will be nationally introduced early next month.

The kick-off date for the drug-abuse campaign is July 8, although the project has been in the works for some time. The campaign is officially sponsored by three government agencies—the National Institute of Mental Health, a division of the Department of Health, Education and Welfare; the Bureau of Narcotics and Dangerous Drugs, a division of the Department of Justice, and the Department of Defense—with the participation of a private group, the National Coordinating Council on Drug Abuse Education and Information.

The drug-abuse project has had the support of the Nixon administration, and Bud Wilkinson, who serves as White House liaison with the Ad Council, played a key role in the develop-

ment of this campaign. Compton Advertising is the volunteer agency assigned to it and Thomas B. McCabe Jr., Scott Paper Co. vice president, is coordinator.

The drug industry, too, is watching the development of the drug-abuse program with keen interest, and industry representatives have been meeting with the Ad Council. The drug industry, which has fallen under heavy criticism lately over the disputed effects of promoting drug use—a situation that parallels in some respects the tobacco issue—is "playing it much better than the cigarette people," in the opinion of one observer.

The council is producing 17 drug-abuse spots. One 10-second ID featuring New York Mets pitcher Tom Seaver is completed; the rest are in various stages of production.

Antismoking spots in recent years have eaten into time which would ordinarily be donated to council projects; so much hinges on the yet unresolved future of antismoking spots after Jan. 2, 1971, which is the deadline for broadcast cigarette advertising. The council has pinned its hopes for the drug campaign, in large part, on the assumption that some of this antismoking advertising will disappear with the tobacco advertising, and that the media can be persuaded to fill the gap with drug-abuse material.

Compton calls research instrumental

in the development of a strategy for the drug-abuse campaign. Five separate target audiences were determined, and the agency decided to concentrate on a pre-teen-age preventive campaign. Other target audiences are the youth-through-college group, parents, the inner city, and the military. The underlying theme and the tag line, "Why Do You Think They Call It Dope?" will be common to all five campaigns.

The spots directed to youngsters will attempt to counter peer pressure with common sense. An auxiliary campaign designed to reinforce young people who do not use drugs will feature "heroes"; the Tom Seaver spot is the first in that series. Quick, pointed messages will be geared for the older group, high-school and college students, and the inner-city population will hear an appeal to minority-group pride.

In its research, Compton found that the military man who uses marijuana reacts violently to the thought that his girl back home uses pot, and the agency plans a spot that will touch that nerve. Another projected spot, now in storyboard form, asks the GI: "How would you like the guy laying down cover-fire for you stoned?"

While the drug-abuse project seems to consume much of the council's energies these days, it is still only one of 15 major campaigns the council will conduct this year. Three other newly proposed campaigns are nowhere near

this stage of readiness.

▪ Voluntarism is probably the farthest along of the three. Campbell-Ewald, Detroit, a Chevrolet agency, is oddly teamed up with James Morissey, director of advertising and sales promotion at Ford, who will function as coordinator. The project, which is being sponsored by the new National Center for Voluntary Action, has among its supporters President Nixon and Secretary of Housing and Urban Development George Romney.

The voluntarism program, which will encourage the private citizen to volunteer for local public-service projects, "will have its effect on everything we're doing," predicts Mr. Keim.

▪ Population growth has been assigned to the Richard K. Manoff agency for exploration, "to see in their opinion if this is advertisable," Mr. Keim explains. Mr. Manoff has been personally active in population-control causes. While there was some initial apprehension that a population-control campaign might end up knee-deep in controversy, and there was even some fear that opponents of birth control might ask broadcasters for equal time, the council is fully committed to the project.

▪ The food-nutrition-and-health campaign is an outgrowth of the White House conference on that subject last December. The council hopes it will be able to offer educational spots on nutrition as well as spots that will help implement aid programs, such as the federal food-stamp plan. No agency has yet been assigned.

Other campaigns, some of the council's veteran efforts, are taking a new direction this year. The Keep America Beautiful antilitter drive was guided by Lennen & Newell until this year, when Marsteller Inc. was assigned to the project and its thrust shifted to anti-pollution. The campaign has been suspended while plans are being drawn up by the new agency.

Because the whole subject of environment-quality has received sudden massive exposure in the media, a pilot campaign mapped out earlier this year calling attention to the program has been junked because it is already dated. Instead, the council has decided to take a positive approach and will offer a booklet, *100 Ways You Can Stop Pollution*. Robert Keim comments: "Everyone is wringing his hands and predicting the end of the earth and not without justification. We want to say the time for handwringing is past."

The council has mounted a "Scream Bloody Murder" campaign which replaces the seat-belt campaign run in recent years by the Ad Council in collaboration with the National Safety



One face in the crowd causes council problems

Networks and some New York stations are reluctant to air a public-service message because one member of the cast is running for public office.

In the Ad Council's most recent effort for the Urban Coalition over 100 celebrities sing "Let The Sun Shine In" from the Broadway musical, "Hair." Viewers are left to guess who is who while the camera pans the crowd of

notables from sports, entertainment, business and government.

They may have a tough time though spotting Arthur Goldberg, who is running for governor of New York state, in the revised version put out by the Council after Mr. Goldberg declared his candidacy. Close-ups of the former Supreme Court Justice, in the original spot above, have been edited out in the newer version.

But the spot still has failed to gain total acceptance by New York broadcasters.

Council. Drunken drivers are the new target. A 60- and a 30-second spot just released to the networks points out: "It's not the drink that kills on the highway. It's the drunk."

It is estimated that half the deaths on the road are caused by drunken drivers, and while most states have laws that deal with drunken driving, the council feels a need for stricter enforcement. So this campaign is designed to exert pressure on courts and motor-vehicle officials as well as the motoring public. "We find on many campaigns that officialdom is ready to act," says Mr. Keim. "They just don't know if the public interest is there." This campaign, he hopes, will crystalize that public concern.

While the "Lock Your Car; Take Your Keys" campaign is still running, the council and the Department of Justice are considering alternative approaches to the crime problem. Justice would like to move the campaign into other major crime areas, but just which ones have not been determined. One idea under advisement is a campaign to support law enforcement, although caution must be exercised here, observes Mr. Keim, because such adver-

tising "can be misinterpreted in the ghettos, for example. It could be taken as a crack-down kind of thing."

The auto-theft campaign, the council admits, fell short of success. Theft rates continue to rise alarmingly. In Los Angeles and other markets, experiments with saturation were rewarded in the short term, but as soon as stations turned their attention to other public-service campaigns, the auto-theft rate zoomed up again.

These campaigns were undoubtedly the subject of off-the-record briefings held by top Nixon-administration officials for members of the Ad Council, who met at the White House last week in their 26th such annual session. Among the administration speakers were: Mr. Wilkinson; Secretary of State William P. Rogers; Deputy Secretary of Defense David Packard; Attorney General John N. Mitchell; Russell E. Train, chairman of the Council on Environmental Quality; Herbert G. Klein, director of communications; Bryce N. Harlow, counsel to the President; Secretary of Labor George P. Shultz; Postmaster General Winton M. Blount; Secretary of Commerce Maurice H. Stans; Under Secretary of the Treasury Charles

E. Walker; Hamer H. Budge, chairman of the Securities and Exchange Commission, and Maurice Mann, assistant director of the budget.

Seven other Ad Council campaigns are either phasing out entirely or losing their network allocations. Like the campaign for the 1970 census, they have run their course and must make way for newer, more pressing concerns. The campaign to urge cooperation with the Census Bureau was termed a moderate success. The media responded well, notes Mr. Keim, because they were aware "that media stood to benefit from these figures." With the whole idea of a national census under attack from some quarters, "the artful, humorous approach of the campaign helped disarm some of the critics," he adds.

Both forest-fire prevention and zip code spots are being withdrawn from network circulation, although the council hopes stations will continue to air them locally.

Zip code, which received its greatest contributions from the print media, will eventually be phased out altogether. Forest-fire prevention, which is almost regional in its application, will continue on a spot basis.

The Ad Council's campaign to publicize its own activities, a campaign that used radio primarily, is being closed out, and Invite and Welcome Foreign Visitors, a campaign designed to improve the U.S. gold flow, is out after three years. Equal Employment Opportunity is being phased out to make room for "new campaigns in related areas."

The Peace Corps campaign was resigned by the council and Young & Rubicam, when the Peace Corps' new administration decided to take a different recruiting tack.

The council protested that the Peace Corps' efforts to draw volunteers from all segments of the population made the use of mass media impractical. The Peace Corps is now among the campaigns recommended for secondary sup-

port in the council's radio-TV bulletin. radio-TV bulletin.

A major push begun a year ago to curb the inflationary economy proved disappointing, and the Inflation Can Be Stopped campaign has been terminated. Great quantities of mail came in from viewers offended by the "Let's All Be a Little Less Piggy" theme and from individuals who felt the council had unjustly blamed the consumer, rather than labor or government. But the campaign's real downfall was the low level of media acceptance, especially by the print media, which found it hard to position an appeal to restrain spending next to paid advertising.

Media circulation was generally improved last year, up in all categories except television, which was off by 4%. The drop was said to be the result of the competition of antismoking messages for free time. The council's total network-TV circulation for 21 major campaigns in 1969 was 20,742,620,000 home impressions. (Nielsen Television Index, which contributes its services to the council, defines a home impression as one message seen once in one household.)

Despite the decrease in TV circulation, the council counts 1969 as a successful year and credits very well-received film material and a slowdown in spot business.

Local-spot contributions, the council estimates, at least doubles the Nielsen network figure.

Among the five campaigns receiving the most support, circulation increases ranged from 20% to 60%.

The dollar value of all media contributions to those five campaigns were as follows: Eighty-million dollars went to traffic safety, compared to \$50 million in 1968; \$57 million was contributed to the United Fund, up from \$35 million the year before; U.S. Savings Bonds received \$58 million in media contributions in 1969 and \$47 million in 1968; Keep America Beautiful received \$35 million last year and \$21

million the year before; and the Peace Corps received \$29 million last year, up from \$24 million in 1968. In addition to the top five, nine campaigns received between \$12 million and \$25 million in donated time and space.

The total number of home impressions registered by the Ad Council's secondary projects listed in the radio-TV bulletin dropped 12,838,110,000 last year, compared to 13,501,680,000 the year before.

Traditionally the biggest bulletin campaign, the Care food crusade, received over a billion home impressions last year.

The Christmas Seal campaign, Cancer Control month, and the Heart Fund, which also receive heavy support as a rule, were off in their fund-raising efforts last year, probably due to the increased use of related antismoking spots. Mental Health month was up; Girl Scouts was up; the Clean Air and Clean Water information drives were up dramatically.

The Ad Council took a reading, in the past year, of broadcaster reaction to the idea of piggybacking public-service spots.

The response was a forceful don't-do-it; broadcasters claimed they have trouble enough with the paid piggybacks.

The council has not yet given up on the idea, however, and may see if stations are receptive to piggybacking two 30-second spots from the same campaign. The new drug-abuse campaign is the likely guinea pig for that experiment.

The council's trend toward softening its spots is much in evidence in current broadcast material. Fewer spots feature mangled human or automobile bodies, and more take what Mr. Keim calls a "positive tone."

As it is, the Ad Council often gets blamed for a "number of gloom-and-doom public-service announcements" for which it is not responsible, and, says President Keim: "It comes home to roost with us whether we're guilty or not."

Caution is particularly evident in the council's newer campaign dealing with deprived, the ghetto, and the problems of minorities. The emphasis is on solutions rather than what could be an inflammatory dramatization of the problem.

Additions to and deletions from the council's line-up of projects are there for all to see, but these other, more subtle changes are taking place as well. The council used to "wait to be asked to do things," wait to be approached by government or business, with a suggestion, says Mr. Keim, but now a more aggressive Advertising Council is "reaching out a little more."

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NAB draws a bead on divestiture plan

Special Working Group wants extensive study conducted on FCC proposals, seeks to hire Loevinger as its counsel

The National Association of Broadcasters launched a full-scale fight against FCC moves to end crossownership of newspapers and radio-television stations at the first meeting last week of its special committee formed for the task.

Although the NAB group, called a Special Working Group on Media Structure and Service, will conduct its own campaign, it also plans to maintain close liaison with a similar task force formed by the American Newspaper Publishers Association (BROADCASTING, June 15). The first move by each group was a request for extension of the deadline for comments on the proposed rulemaking to require divestiture of multiple broadcast outlets in a single market. The ANPA group requested a six-month extension and the NAB group requested first a four-month extension and then said it would be back for more.

The NAB group declared that "no one federal rulemaking proposal has ever posed such a momentous restructuring of a regulated industry," and that the proposal "represents the most drastic, far-reaching and destructive action to confront broadcasters since the inception of communications regulations."

The NAB group called on the broadcasting industry for a "major commitment" to demonstrate that FCC attempts to end crossownerships of newspapers and radio-TV stations would damage broadcasting's ability to serve the public.

The NAB group will recommend to the NAB board (which meets June 23 in Washington) that the industry make every effort to reverse the FCC one-to-a-customer rule, which prevents broadcasters from acquiring more than one broadcast outlet in the same market (BROADCASTING, March 30) and to oppose the proposed divestiture rule.

In seeking extensions of the deadline for comments both NAB and ANPA indicated they planned intensive research studies, probably by outside researchers, into the whole question of multiownership of mass media. The NAB group also recommended to its board that former FCC Commissioner Lee Loevinger be retained as special counsel. Before joining the FCC Mr. Loevinger was assistant attorney general in charge

of the antitrust division of the Department of Justice, he is currently a partner in the Washington law firm of Hogan and Hartson.

Douglas L. Manship, president of WBRZ-TV Baton Rouge and chairman of the NAB group, said of the divestiture and one-to-a-market actions: "These are some of the most radical and far-reaching actions ever attempted by the FCC. If fully implemented, they will affect not only broadcasters but everyone in the nation. Their ramifications need to be thoroughly examined and understood before such serious steps are considered. We believe the commission should grant time to develop the facts. We are convinced that when the facts are developed, it will become apparent that these actions will damage the quality of broadcast service to the public."

The necessity of research in the field was emphasized by both the ANPA and the NAB units, which noted that arguments for both FCC rules are remarkably without reference to actual instances of abuse by multimedia owners or those with crossownership ties. In addition, a basic contention of the media owners is that such action by a regulatory agency is unconstitutional.

The NAB petition to the FCC said the working group "is now actively engaged in determining the areas and questions to which research should be di-

rected." While much recent research is helpful, it said, the group believes "the proposed structural realignment is of such magnitude that a more far-reaching and comprehensive study is needed if the government is to have sufficient data before it to arrive at a proper decision. . . ."

The NAB asked for the four-month extension to afford its working group adequate time in which to formulate and contract for its desired program of research. Then the NAB plans to file a "petition outlining the full scope of the research to be undertaken and designating a proposed target date for the conclusion of the research."

The NAB group directed its staff to "proceed as rapidly as possible to explore all areas in which research might be required" so that all necessary work may be authorized at an early date. The group acted after hearing a report from John Dimling, NAB vice president for research, on existing research material on the effects of joint ownership and on potential research resources. The group asked Mr. Manship to maintain liaison with the ANPA task force, which is concerned mainly with the newspaper-ownership aspects of the issue.

Both the NAB and ANPA groups have indicated that they will not confine their fight to commission circles. They intend to spend considerable effort opposing the rules in Congress.

In addition to Mr. Manship, those attending the meeting of the NAB groups were: Norman P. Bagwell, vice president, WKY-TV Oklahoma City; Clair R. McCollough, president, Steinman Stations, Lancaster, Pa.; James Moroney, Jr., executive vice president, WFAA-TV Dallas; Charles Gates, vice president, WGN Continental Broadcasting Co., Chicago, representing Ward L. Quaal, WGN president; Frank Gaither, vice president, Cox Broadcasting Corp., Atlanta, representing J. Leonard Reinsch, Cox president; E. R. Vadeboncoeur, president, Newhouse Stations, Syracuse, N.Y., and Edwin K. Wheeler, executive vice president, Evening News Association, Detroit. Members of the NAB executive committee are ex-officio members of the committee with the exception of Grover Cobb, of Gannett Co., who heads the ANPA committee.



Mr. Loevinger

Irked examiner backs WCCO renewal

Declares the commission lacked the facts for hearing order on multimedia issue

An FCC hearing examiner apparently vexed at both the commission and the complainant in the case has recommended that the commission renew the licenses of WCCO-AM-TV Minneapolis without a hearing.

A hearing on the renewal applications "would not produce facts so prejudicial" to Midwest Radio-Television Inc., the licensee, "that it should be forced into further expense of time and money," said the examiner, Herbert Sharfman. It would, he added, merely "be protracted, futile, and inevitably expensive."

The examiner issued his recommendation in an unusual report requested by the commission. He was directed to analyze Midwest's petition for review of the hearing order and oppositions to that petition filed by the Broadcast Bureau and Hubbard Broadcasting Co., and to determine whether any issues of fact relating to issues in the case remain unresolved. Hubbard is licensee of competitor of WCCO-AM-FM-TV, KSTP-AM-TV Minneapolis.

Examiner Sharfman said none of the

issues have been resolved in the sense that the pleadings have been tested in cross-examination. But he said he was satisfied that neither the bureau nor Hubbard would be more successful in a hearing than they were in their pleadings in impairing Midwest's "adequately pleaded factual showing."

And in a jibe at the commission, he said it instituted the case without the first requirement for an adjudicative proceeding—facts.

A key issue in the case is whether Midwest and its owners have an undue concentration of media control in Minneapolis and St. Paul "or any broader geographic area . . ." Midwest is 53% owned by Midcontinent Radio-Television, which in turn is owned in equal shares by a holding company and by Northwest Publications Inc. Northwest is controlled by Ridder Publications, publisher of the *St. Paul Pioneer Press and Dispatch*. The remaining 47% of Midwest is owned by the *Minneapolis Star and Tribune*.

The commission also designated issues to determine whether Midwest used its

newspaper connections to obtain rights to broadcast sporting events, and to determine whether newspaper connections afforded Midwest reciprocal benefits to the disadvantage of competing broadcast licensees.

The examiner said the concentration issue could more appropriately be settled in a rulemaking proceeding. The commission is now considering a rule that would require breakup of multimedia holdings within a community.

And he resolved the other issues in Midwest's favor. He expressed doubt that the bureau and Hubbard, considering the evidence they have amassed thus far in a proceeding that began in March 1969 (BROADCASTING, March 24, 1969), "will ever have enough to refute" Midwest's denials of the charges. Denials were detailed in massive pleadings.

The proceeding originated with charges made by Garfield Clark, manager of KSTP, in a statement filed with the Senate Antitrust Subcommittee opposing a bill to permit newspapers to engage in joint operations without running afoul of the antitrust laws.

Mr. Clark had charged that its newspaper connections gave WCCO(AM) an unfair competitive advantage in obtaining broadcast rights to the games of Minneapolis' professional baseball, football and hockey teams. He also claimed that the Minneapolis and St. Paul newspaper references to local broadcast stations were controlled to favor WCCO and to discriminate against KSTP. Midwest denied the charges.

Hubbard is a reluctant party to the proceeding. After being named a party in the commission's hearing order, Hubbard filed a statement saying it did not intend to make an appearance. It changed its mind, however, after the commission issued an order directing it "to appear and participate actively . . ."

Examiner Sharfman left no doubt he felt that Mr. Clark's statement provided less than a solid basis for FCC action; he called the allegations regarding Midwest "a melange of resentments."

But more striking was the strong language he used in describing the commission's use of the allegations. Instead of asking Mr. Clark for details, he said, "the commission, which evidently did not have and still does not have, facts which would warrant the course, asked Midwest to comment; and finally after receiving Mr. Clark's patronizing response (to the comment), instituted a proceeding . . ."

Furthermore, he said, the specification order the commission later issued to elaborate on Midwest's possible derelictions made it clear "that the commission was trying to satisfy an inquisitiveness awakened by Mr. Clark." He said "it propounded questions which it seemed to think someone in Midwest's position should be obliged to answer. . . . The specification order

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merely certified to the emptiness of the commission's arsenal in everything except curiosity."

Mr. Sharfman went to considerable pains to stress that his report is not to be taken as a defense of newspaper ownership of broadcast properties in general or of the cross-ownership of media interests involved in the Midwest case in particular. Nor was he, he said, "bemused by the host of statements Midwest has elicited from members of the establishment, which will always rally around to support one of their own."

But, he added, the statements Midwest has obtained to the effect that it has exerted "no improper pressure to secure broadcast rights, would be proof against impeachment."

At the conclusion of his 109-page report, Mr. Sharfman raises a question as to whether he should be disqualified from presiding if the commission decides to proceed with a hearing on the renewal applications.

The commission may feel, he said, "that after this report, with its rather uninhibited expressions of opinion on the merits of the controversy, and its evaluation of the pleaders' performance, it would be better that he [Mr. Sharfman] does not preside at the hearing."

Changing Hands

Announced:

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

■ WBSM(AM) New Bedford, Mass.: Sold by George Gray and others to Mrs. Sally Lyons and James McCann for \$850,000. Sellers will retain WBSM-FM New Bedford. Mrs. Lyons is the daughter of Ralph Gottlieb, who with Mr. McCann owns WKBR-AM-FM Manchester, and WTSN(AM) Dover, both New Hampshire. WBSM is full time on 1420 kc with 5 kw day and 1 kw night. Broker: Hamilton-Landis & Associates.

■ WOKJ(AM) Jackson, Miss.: Sold by Mrs. Ann P. McClendon to E. O. and Zane D. Roden and James E. Reese for \$775,000. Mrs. McClendon owns WENN-AM-FM Birmingham, Ala.; WFXM(FM) and WAPT(TV), both Jackson, and 50% of WRBT(TV) Baton Rouge. Buyers have interests in WGCM(AM) and WTAM(FM), both Gulfport, Miss.; WBOP(AM) Pensacola, Fla.; WTUG(AM) Tuscaloosa, Ala., and WOPI-AM-FM Bristol, Tenn. E. O. Roden owns WBIP(AM) Booneville, Miss., and Messrs. Roden have interests in WTUP(AM) Tupelo, Miss. WOKJ is full time on 1550 kc with 50 kw day and 10 kw night.

■ WBKV-AM-FM West Bend, Wis.: Sold

by estate of August C. Berkholtz to Gazette Printing Co. for \$400,000. Sidney H. Bliss is chairman of Gazette Printing Co., publisher of the *Janesville* (Wis.) *Gazette* and owner of WCLO-AM-FM Janesville. WBKV is a daytimer on 1470 kc with 1 kw; WBKV-FM is on 92.5 mc with 32 kw and an antenna 135 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ KLEX-AM-FM Lexington, Mo.: Sold by Ralph Meador to Kenneth A. Meyer and others for \$225,000. Buyers are principals of KFAL(AM) and KTXR(FM) Fulton, and KMTC(TV) Springfield, both Missouri. KLEX(AM) is a daytimer on 1570 kc with 250 w; KLEX-FM is on 106.3 mc with 3 kw and an antenna height of 205 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ KNEZ(AM) Lompoc, Calif.: Sold by H&B American Corp. to Alan Beach and Marvin Chesebro for \$150,000. William M. Jennings is board chairman of publicly held H&B, a multiple CATV owner that is merging with Teleprompter Corp. (BROADCASTING, Aug. 11, 1969, et seq.). H&B is also applicant for channel 16 in Dubuque, Iowa. Mr. Beach, a former employee of KNEZ, has interest in KAVR-AM-FM Apple Valley, Calif. Mr. Chesebro is an attorney and owns an

industrial real estate investment firm. KNEZ is full time on 960 kc with 500 w.

■ WCKD(AM) Ishpeming, Mich.: Sold by Frank Blotter to Robert T. Olson and William J. Blake for \$95,000. Messrs. Olson and Blake own WMPL-AM-FM Hancock, Mich. WCKD is a daytimer on 970 kc with 5 kw. Broker: Chapman Associates.

Approved:

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

■ WLTV(TV) Bowling Green, Ky.: Sold by George A. Brown Jr. and others to D. C. Combs, John M. Berry Sr. and others for \$1 million. Buyers have interest in a finance company, stockyard operation and firm manufacturing feed additives. Mr. Combs owns real-estate, insurance and investment firms and employment agencies. Mr. Berry is an attorney. WLTV, an ABC-TV affiliate, is on channel 13 with 316 kw visual.

New affiliate

KYUS-TV Miles City, Mont., has joined NBC-TV as a full-time affiliate. The Custer Broadcasting Station operates on channel 3 with 10.2 kw visual.

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FCC puts final touches to CATV plans

Nearly all aspects of cable activity—from programing to ownership—may soon be under commission purview

The FCC is scheduled this week to wrap up and deliver to waiting broadcasting and CATV industries the largest package of orders and proposals yet in the commission's effort to develop CATV regulatory policy.

The last major preliminary step was taken last week, when the commission tentatively approved a notice of proposed rulemaking embodying the so-called CATV Public Dividend Plan (BROADCASTING, May 25).

Other elements of the package given preliminary approval earlier (BROADCASTING, June 15) and expected to be issued this week include:

- A rule banning crossownership of television stations and CATV systems in the same market, and prohibiting networks from owning CATV operations anywhere.

- A notice of proposed rulemaking to limit the number of CATV systems a company can own, or the number of

subscribers a company can serve.

- A notice of proposed rulemaking establishing technical standards for CATV systems.

- An order affirming the commission order last October requiring CATV systems with more than 3,500 subscribers to originate programing; it also applies to systems making per-program charges for originated material the same limitations that have been imposed on over-the-air pay-television stations to prevent them from siphoning off programing now seen on free television. The effective date was originally scheduled for Jan. 1, 1971, but this is expected to be moved back to April 1.

In addition, a notice of inquiry, originally drafted as part of the dividend plan, may be issued separately. It deals with the complex question of federal-state-local relationships in the regulation of CATV, and raises the question as to whether the commission should

pre-empt the entire field of CATV regulation.

The document reportedly rejects the idea of commission licensing of CATV systems on the ground that the agency lacks the necessary manpower. However, it suggests that the commission set standards which local municipalities would consider in issuing CATV franchises.

The inquiry reflects commission—as well as CATV-industry concern—over the frequently conflicting standards and rules laid down by states and municipalities. The problem was illuminated recently by a Kansas Supreme Court decision overturning a Witchita CATV ordinance. The court held that the provisions in the ordinance—setting technical standards, fixing charges to subscribers and setting as a franchise fee a percentage of a CATV system's gross revenues, among them—added up to an unreasonable exercise of the city's au-

Court insists on CATV quality

Whose right is to prevail: subscriber's to clear signal, station's to protection?

The FCC has considerable latitude in ordering a CATV system to afford a television station nonduplication protection. But it must take into consideration the possibly inferior signal it is forcing on the CATV system's subscribers.

The Ninth Circuit Court of Appeals, in San Francisco, made this clear in reversing a commission order requiring Cable TV of Santa Barbara Inc., to afford KCOY(TV) Santa Maria, Calif., exclusivity in nearby Santa Barbara. The court directed the commission to hold a hearing on whether the KCOY signal on the cable is comparable to the Los Angeles signals the CATV system would otherwise be free to carry.

The commission had imposed the exclusivity requirement not under 74.1103 of its rules, which provides for such protection for local stations, but under 74.1109, a provision of the rules designed to provide the commission flexibility for dealing with matters not otherwise covered in the rules—as was true

in the KCOY case. KCOY puts a predicted grade-A signal over Santa Barbara, 57 miles away. But because of the intervening Santa Ynez Mountains, the station's signal is not received there off-the-air.

Accordingly, the commission employed 74.1109. Its purpose, the commission said, was to carry out its television allocations policy. In a number of previous cases, the commission had based nonduplication orders on predicted contours when the off-air signals involved did not reach the community where the CATV system was located.

The Ninth Circuit Court, which acted on an appeal by Cable TV, held that the commission was within its authority in using 74.1109 as it did; the court said the commission needs the flexibility the rule provides for dealing with the expanding CATV industry, and it rejected the cable system's argument that the allocations policy does not accord with the nonduplication policy given the station.

The court also upheld the commission in rejecting the arguments of Cable TV and KEYT(TV) Santa Barbara, which had supported the cable system's appeal, that the commission had failed to weigh the detrimental impact the nonduplication order would have on them. The court said the commission's virtually summary rejection of those arguments was what they merited.

But the court was troubled by the lack of commission discussion of the contention that the nonduplication order would force 60,000 cable-TV viewers in Santa Barbara to accept allegedly inferior CBS and NBC network signals. It said the commission should have developed the facts in the matter and the reasons for its conclusions, adding:

"Without such a disclosure . . . 'we are unable to perform properly our duty of judicial review.' Nowhere in two orders in the case, the court said, does the commission state explicitly that it believes the signal to be adequate or at least that it could be up-

thority.

The dividend plan remains essentially unchanged from the outline contained in the staff memorandum that the commission considered last month. CATV systems would be permitted to import up to four distant signals but with the proviso that they delete the commercials from those signals and permit local UHF stations to sell the time made available.

It would also require CATV systems to pay 5% of their gross to the Corp. for Public Broadcasting, provide for compulsory copyright licensing and prohibit local communities from imposing franchise fees of more than 2% of their gross on CATV systems. The copyright provision certainly, and the one dealing with local franchise fees probably, would require congressional approval.

Officials say that the proposal would exempt small systems (probably fewer than 3,500 subscribers) and those 35 miles from a television station from the 5% payment to CPB. The document also contains a number of proposed alternatives on which comment will be requested—whether, for instance, CATV systems should be required to bear half the cost of sub-

stituting local UHF commercials for those on the distant signals, or whether the local station should pay the entire cost.

The notice will also ask whether VHF stations in intermixed markets should be permitted to sell time in the distant signals if they can show they would otherwise suffer serious impact as a result of the CATV system's operation. Originally the proposal provided for VHF station participation in the plan only in all-VHF markets.

The dividend plan would also require CATV systems to dedicate channels to certain purposes—one for news, public affairs and local live originations; and one or more for civic purposes. It would also permit systems to lease channels on a common-carrier basis for such functions as burglar and fire alarms and video shopping.

One proposal that the commission last week shelved indefinitely would have provided some CATV systems with a measure of immediate relief. The Cable Television Bureau had drafted an order eliminating the present procedure under which local stations can block CATV importation of signals from an overlapping market simply by filing a protest. The bureau had proposed that

the staff process such requests pending a determination as to whether the requested service would have an adverse impact on local stations.

However, Commissioner Robert E. Lee reportedly blocked consideration of the proposed order. The commissioner, whose vote Chairman Dean Burch needs to issue the dividend plan for comment, said he would vote against the notice of rulemaking unless consideration of the bureau's proposal was postponed until the conclusion of the rulemaking proceeding.

The notice of rulemaking is expected to be issued by a vote of 4-to-3, with Commissioners Robert T. Bartley, Kenneth A. Cox and Robert Wells in the minority. Commissioner Cox is unhappy over the proposed importation of distant signals; the other commissioners, about the kinds of regulation proposed for the systems.

Can they or can't they tax CATV's?

Ohio appeals court says no, but two towns skirt issue of gross-receipts levy

graded.

The court, therefore, remanded the case with instructions to the commission to hold a hearing on the question of KCOV's signal strength at the Cable TV's headend. The court said the reasonableness of the nonduplication order may depend on how the question is decided.

The case is of peculiar interest at the present time since KCOV and Cable TV had engaged in the arrangement that provided the model for a key aspect of the CATV Public Dividend Plan now under consideration by the commission (see page 82). In September 1968, they engaged in a "tone-switching" arrangement, under which Cable TV carried the programs of the CBS and NBC affiliates in Los Angeles along with those of KCOV but, when duplication occurred, inserted KCOV's commercials for those of the Los Angeles stations ("Closed Circuit," June 15).

This arrangement ultimately led to the proposal in the commission dividend plan to permit CATV systems to import distant signals but to substitute commercials of local stations for those of the distant stations.

The arrangement in Santa Barbara was terminated by the cable system after two months because, it said, it

believed the arrangement was supposed to be temporary, pending a move of the station's transmitter to a site where it could put a better signal into Santa Barbara (a commission order denying such a move is now on appeal in the courts), and because it was receiving many subscriber complaints about poor service attributed to tone-switching. The breakdown of the arrangement eventually led KCOV to petition the commission for nonduplication protection.

Tone-switching gets its name from the fact that the station broadcasts signals that activate switches at the CATV headend that delete the distant commercial and later provide for a resumption of the distant signal.

The complaints involving KCOV, according to the cable system, resulted from the station's inability to keep the switching in phase with the programming on the distant station, even though both were carrying the same program. Programming would be cut into before it broke for a commercial or resumed after the commercial had ended.

However, tone-switching has been shown to work, at least where network programming is involved. KEYT, an ABC affiliate, uses tone-switching to substitute its network programs on the Cable TV system for those of the ABC outlet in Los Angeles, KABC-TV.

Since April, many CATV operators and the cities franchising them have been operating under a cloud of uncertainty as to whether the gross-receipts tax the cities were imposing on the systems was legal. A federal court in Ohio had said such taxes were unconstitutional, but no one could quite accept that, and it was widely assumed the Ohio cities involved in the case, Sandusky and Fremont, would ask the Supreme Court to review the decision and straighten things out.

It was learned last week, however, that Sandusky and Fremont have decided against that route. The city solicitor of Sandusky would not say why. "No particular reason," he said when asked. The city solicitor of Fremont was more candid: "Money."

The court involved, the Sixth Circuit Court of Appeals, in Cincinnati, declared that the Sandusky and Fremont ordinances providing for CATV regulation were invalid on two grounds. One was that they impose a gross-receipts tax on proceeds from interstate commerce "in violation of the interstate commerce clause of the Constitution. . . ." The other was that they do not contain definite standards for regulation and administration.

The brief decision—less than five pages in length—affirmed a federal district-court ruling which held that the cities' ordinances are unconstitutional and enjoined the cities from enforcing the ordinances against the company

bringing the suit, Wonderland Ventures Inc. Sandusky's ordinance provided for a 3% gross tax; Fremont's called on CATV systems interested in serving the city to submit bids based on a percentage of gross receipts for monthly service charges for units of 1,000 or more subscribers.

Although the constitutionality of the gross-receipts tax is in doubt, it is assumed that cities will continue to impose it on CATV systems unless other circuit courts or the Supreme Court eventually concur in it.

The FCC will act on this assumption in the major CATV rulemaking proceeding it is expected to issue this week (see page 82). One of the provisions would prohibit municipalities from charging CATV systems a franchise fee of more than 2% of gross revenues. The commission notice reportedly takes note of the sixth circuit court's decision but asserts that the agency cannot pass on its merits, that it is still a matter for the courts to resolve.

As for the cities directly involved in the sixth circuit court's decision, they do not take the broad view of the case commonly held by commission attorneys and private communications lawyers in Washington. They are proceeding with plans to franchise CATV systems almost as though they did not lose in court.

Sandusky's city solicitor, John Lehrer, said he interprets the decision as applying only to systems operating under leaseback arrangements with telephone companies—as was true of Wonderland in Sandusky and Fremont. He indicated Sandusky would invite bids from firms that will build their own plants, and he said the city expects to impose a fee on gross revenues.

Fremont's attorney, Calvin Bristley Jr., interprets the decision even more narrowly than his colleague in Sandusky. Mr. Bristley regards the circuit court's decision as merely affirming the lower court's decision which, he said, held the city's ordinance to be invalid "only so far as Wonderland was con-

cerned."

Fremont has all but selected a local broadcaster, Wolfe Broadcasting Corp., licensee of WFRO-AM-FM, as its CATV franchisee. It plans to build its own system, and will not be charged a franchise fee. But Mr. Bristley said the lack of a fee was not dictated by the circuit court's decision.

He said the ordinance under which Wolfe will be franchised provides for a gross-receipts fee. However, he said that the lack of a fee will permit "an adjustment" in the charges to CATV subscribers. He said the charges would be higher if a fee were imposed.

BEST campaign for Cox slot continues

Group says minority FCC member would be sensitive to needs; names 11 choices

Despite continuing indications that the White House has other plans, Black Efforts for Soul in Television is stepping up its effort to persuade President Nixon to name a Negro to the FCC.

BEST, which seeks to promote the responsiveness of broadcasting to the needs of blacks, last week released the names of 11 Negroes it has suggested as worthy of consideration for the vacancy to be created when Commissioner Kenneth A. Cox's term expires on June 30.

At the same time, BEST released a statement asserting that its campaign for a black or other minority-group FCC member is based on the premise that, because the seven-member commission "sets standards of ownership, employment, and operations for the use of the public airwaves, it is essential that these policy makers be representative of the broad diversity that exists in America."

BEST noted that since its establish-

ment in 1934, the FCC has had 42 members, all white.

Some of the members of the Senate Commerce Committee, which has jurisdiction over the FCC and will have initial responsibility in the Senate for considering the qualifications of whom ever the President appoints, have endorsed at least the concept of a minority-group member for the FCC.

Several, including Republican members, have expressed their views directly to the White House. One of these senators, Hugh Scott of Pennsylvania, the minority leader in the Senate, transmitted BEST's list of possible candidates to the White House staff several weeks ago. BEST's campaign came to light last month, when the group released a copy of a letter to President Nixon urging him to consider the appointment of a minority-group member to the commission (BROADCASTING, May 11).

Other Commerce Committee members who have written the White House on the matter after hearing from BEST are Senators Daniel K. Inouye (D-Hawaii), Joseph D. Tydings (D-Md.), William B. Spong Jr. (D-Va.), Charles E. Goodell (R-N.Y.) and Marlow W. Cook (R-Ky.).

BEST did not do as well in its effort to obtain National Association of Broadcasters backing for its position. Vincent Wasilewski, NAB president, in a letter to BEST last week, said that "broadcasters believe that individuals possessing the highest qualifications should be appointed to the commission. . . . We would welcome the appointment of an individual of any race to the commission, provided he or she has the essential qualifications for membership on that important body."

BEST's position, as expressed in its release last week, is that the 11 persons it has suggested as possible candidates not only have the necessary education and experience to serve on the commission but, in addition, have the "experience of and sensitivity to America's minorities."

The potential candidates suggested by BEST follow:

Thomas I. Atkins, a member of the Boston city council, executive secretary of the Boston National Association for the Advancement of Colored People and a lecturer on urban politics at Wellesley College.

Joseph W. Baker, of Los Angeles, an attorney and radio engineer, who holds third, second and first class ham licenses.

John Bowen, an attorney and a Republican state senator, from Columbus, Ohio, and member of the board of the Columbus Urban League.

Anthony Brown, of Detroit, executive producer of National Educational Television's *Black Journal* and president of the National Association of

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Black Media Producers.

William T. Coleman, of Philadelphia, a corporation lawyer, and in 1969 an alternate U.S. representative to the United Nations.

Jean Fairfax, of New York, director of the NAACP's division of legal information and community service and president of the Black Women's Community Development Foundation.

Ragan A. Henry, of Philadelphia, an attorney with interests in real estate and industrial development and active in a number of civic organizations.

Timothy L. Jenkins, a consultant to the Republican National Committee and a former law professor at Howard University, in Washington, who is president of a research and development firm interested in environmental planning and community and economic development.

John Kellogg, an attorney and a Republican city councilman of Cleveland.

Ernest LeFontant, director, organizer and general counsel of Independence Bank of Chicago; director, vice president of operations and general counsel of Johnson Products, and counsel for WMPP(AM) Chicago Heights, Ill., a black-owned station.

R. Kenneth Mundy, of Washington,

an attorney with the FCC from 1957 to 1965, and now practicing attorney in Washington.

BEST publicized the list at a time when it appeared that the President was considering the state treasurer of Indiana, John Snyder, for the Cox vacancy (BROADCASTING, June 8). Ab-salom Jordan, national chairman of BEST, noting reports that Mr. Snyder was being offered the post in return for his agreement to drop out of his contest with Representative Richard L. Roudebush (R-Ind.) for the Republican senate nomination, said:

"This appointment is not a political game to the black community. The role of FCC commissioner is to protect the public interest which transcends party politics and broadcasters' profit motives.

New ABC affiliate

Wow(AM) Omaha will become an affiliate of ABC's American Information Network effective July 1. The Meredith Corp. owns and operates the station which broadcasts 24-hours-a-day with 5 kw on 590 kc. Wow was formerly affiliated with CBS Radio, which will be adding KBON(AM) Omaha as a new affiliate, also July 1.

Howard stills eeks FM, will appeal to court

Howard University of Washington has gone to court to appeal the FCC's second rejection of its application to compete for that city's last vacant FM channel (BROADCASTING, June 15).

The university last week filed a petition for review of the FCC order with the U.S. Court of Appeals for the District of Columbia.

The commission's order, denying Howard's petition for reconsideration, was based on rules barring acceptance of applications for frequencies which are already the subject of hearing orders. Currently contending for a construction permit to operate an educational station on channel 207 are the Pacifica Foundation and the National Education Foundation.

In a dissenting statement to the commission's action issued last week, Chairman Dean Burch, joined by Commissioners Robert E. Lee and Robert Wells, acknowledged the need for a cut-off procedure in comparative hearings.

However, Mr. Burch said he saw "no deleterious policy consequences if we adopted a more liberal standard in the

Can You Top This?

IN NEW YORK ON WPIX...

WE BEAT TO TELL THE TRUTH AND THE AVENGERS IN DIRECT COMPETITION AND ALSO TOPPED DOUGLAS, FROST AND CANDID CAMERA*

WE RATE #1 OR #2 IN EVERY DEMOGRAPHIC AMONG ALL WPIX STRIP PROGRAMS†

WE REPLACED HE SAID—SHE SAID AND IMPROVED VIEWER DELIVERY BY 55%‡



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*New York, 8:00-8:30 P.M. Mon.-Fri.

TOTAL PERSONS REACHED

Can You Top This—WPIX	622
To Tell The Truth—WNEW	616
Mike Douglas—WCBS	615
David Frost—WNEW	508
Avengers—WOR	465
Million Dollar Movie—WOR	455
Candid Camera—WOR	393

SOURCE: ARB Feb./Mar. '70

†New York, 8:00-8:30 P.M. Mon.-Fri.

WPIX STRIP PROGRAMMING SCHEDULE,

	WOMEN	MEN	TEENS	CHILDREN
7:30 Beat The Clock	218	141	75	288
8 Can You Top This	195 (#2)	146 (#2)	87 (#1)	194 (#2)
8:30 He Said-She Said	174	86	46	54
9 Felony Squad	172	140	62	47
9:30 NYPD	182	155	67	23
10-11 News	41	42	7	1

SOURCE: ARB Feb./Mar. '70

‡New York, 8:00-8:30 P.M. Mon.-Fri.

	Dec. '69 He Said- She Said	Jan. '70 Can You Top This	Feb./Mar. '70 Can You Top This
Women	157	142	195
Men	110	138	146
Teens	36	63	87
Children	97	183	194
Households	225	270	291
Total persons	399	526	622

SOURCE: ARB Dec. '69-Jan./Feb./Mar. '70

Burch staying loose on multimedia issue

It will be at least a year before the FCC makes its proposed rule to break up multimedia ownerships in single markets, Chairman Dean Burch told members of the Georgia Broadcasters Association last week. If such a rule requiring divestiture of broadcast or newspaper properties comes to a vote, the result is not certain, the chairman added. Mr. Burch indicated he is not certain of his own position on the proposal and that he expects the vote will be close.

Mr. Burch said he was concerned over the possibility that one multimedia owner in a smaller market could lock up the news media but that he had no fear this could happen in larger markets.

The possibility that a final vote on the controversial rulemaking proposal might be delayed even longer was predicted by FCC observers who noted that both the National Association of Broadcasters and American Newspaper Publishers Association last week filed petitions for extension of the deadline for comments, four months in the case of NAB and

six months for ANPA (see page 79).

Speaking later to the same group, NAB Board Chairman Willard E. Walbridge, scored "antibroadcasting activists" for really not understanding what is behind broadcasting and for using the "big lie technique" to destroy broadcasting. Mr. Walbridge urged broadcasters to unite "against those who would destroy us" and to give their congressmen the "true picture of broadcasting as the best reflection of our total society that exists today."

Mr. Walbridge said that one broadcaster at a meeting of the NAB ad hoc committee studying the industry's image (BROADCASTING, June 15) had criticized NAB for having a "closed mind" regarding CATV. Mr. Walbridge observed that NAB long had supported moves to bring outside signals to under-served CATV areas. But he said, "We do oppose vigorously in behalf of a free industry that serves the public with a free service, the CATV unlimited concept that brings in any number of outside signals to markets to dangerously dilute and economically compete against the local radio and television stations that put them in business in the first place. . . ."

non-commercial educational field," which he pointed out rarely involves comparative hearings.

Noting that Howard is a black school in a predominantly black city and that the hearing has not yet commenced, Chairman Burch said he regarded it as "tragic" that the commission had elected not to hear Howard's presentation "because of a technical adherence to a procedural rule in circumstances where waiver has no adverse consequences and can only promote the public interest."

Time hasn't eased NAB board problems

Joint session in D.C. faces agenda of issues vital to radio-TV future

The board of directors of the National Association of Broadcasters surely thought that nearly everything that could go against them had happened by last January when they met in Hawaii (BROADCASTING, Jan. 26) and that only improvement lay ahead. They meet again this week in Washington in an atmosphere that, if anything, is worse.

At the time of the Hawaii meeting broadcasters had reason to feel they were winning very few battles. Cigarette advertising was out, CATV ap-

peared destined to operate without the restrictions broadcasters felt were necessary. One bright prospect was the Pastore bill which would protect licensees at renewal time and which was given some chance of passage. But the Vice President had begun his attacks on broadcast and print news media although many broadcasters believed only the networks really were involved.

This week the joint boards meet in Washington, the first formal get-together since Hawaii, with the exception of informal sessions at the April convention in Chicago. And they face action and proposals even more far-reaching than they protested the previous year.

The Pastore bill seemingly is dead, but at least it has inspired an FCC statement of policy that eased the fears of station owners on renewals.

But other FCC actions, if allowed to stand, would restructure the broadcasting industry.

The commission has adopted its one-to-a-market rule on acquisition of new broadcast properties; it has proposed to force divestiture of cross-ownerships by newspapers or broadcasters in an effort to break up existing multimedia combinations; it has cut back the amount of prime-time network programming a station may carry; it has approved sharp increases in AT&T line charges; it has proposed license fees that would provide it with more than a five-fold increase in revenues; it has put forth a

tentative plan to open major markets to CATV and permit UHF stations to sell time on imported programs and provide a "public dividend" subsidy for educational television.

The joint boards of NAB will meet Tuesday (June 23) and will consider proposals from the just-formed committee on media structure (see page 79) and the ad hoc committee on industry and NAB's public relations that has been holding sessions for several months. High on the agenda is election of chairman for which incumbent Willard E. Walbridge is unopposed.

The joint boards meet again Friday to complete the agenda.

On Wednesday (June 24) the radio board will face a fairly routine calendar with an updating of actions already under way. The only contest in radio board elections is expected in balloting for vice chairman of the radio board with Andrew Ockershausen, assistant general manager and secretary, Evening Star Broadcasting Co., Washington, opposed for vice chairman by John Hurlburt, president and general manager of WVMC(AM) Mt. Carmel, Ill. Richard W. Chapin, executive vice president of KFOR(AM) Lincoln, Neb., is unopposed for re-election as chairman.

A by-laws study committee that met this spring is expected to recommend some restructuring of the radio board, possibly a change in the designations of the directors-at-large.

The television board meets Thursday (June 25) and is expected to spend a great deal of time discussing the prime-time rule and the "public dividend" plan for CATV. The by-laws committee may include a proposal for mail ballot election of board members (they now are elected at the annual convention).

The elections of Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., as chairman and A. Louis Read, president and general manager of WDSU-TV New Orleans, as vice chairman are not expected to be opposed.

Career library on tape

A video-tape library of career development courses, created especially for industry, has been introduced by International Video Institute, Sunnyvale, Calif. Eighteen courses are presently available on tape and were produced by an association of 20 of the nation's leading industrial firms, according to IVI. The courses were taped during a live teaching session taught by specialists in the various fields. Among the areas covered are administration, business management, engineering and technical training, professional review, supervisory development and computer science.

Dissidents win at Technicolor

Board Chairman Frawley is bought out; Saltzman, McKenna assume high posts

Dissident stockholders of Technicolor Inc., Hollywood, announced last Thursday (June 18) they have reached an agreement with the company, thus settling a proxy dispute and placing the rebel group in control.

Under terms of the agreement, Board Chairman Patrick Frawley has resigned his post at the film-processing company; arrangements have been made for the purchase of his stock. The agreement resulted in the resignation of 16 of the 19 incumbent directors and their succession by the dissidents' nominees in the proxy battle for control of the board, according to an announcement in New York.

Harry Saltzman, a film producer who led the dissident group, was named chairman of the executive committee, and William McKenna, former chairman and chief executive officer of Norton Simon Inc. until his resignation last August, was named board chairman. Paul W. Fassnacht remains as president of Technicolor.

The agreement provides that the 557,162 shares of common stock, held by Mr. Frawley, Frawley Enterprises Inc. and other companies with which Mr. Frawley is associated, will be exchanged by Technicolor for 58,084 shares of Frawley Enterprises common stock, 76,347 shares of Warner-Lambert Pharmaceuticals Co. stock and about \$129,000 in cash or notes. At current prices, the transaction has a value of more than \$5 million. The Warner-Lambert shares presumably come from Technicolor's investment portfolio, a spokesman said.

The terms call for the dropping of all litigation regarding the proxy battle. The exchange of securities is subject to ratification by Technicolor shareholders at the annual meeting scheduled for July 8 in Wilmington, Del.

Wells, Rich, Greene sets six-month record

Despite a satisfactory first half of the agency's fiscal year, Wells, Rich, Greene, Mary Wells Lawrence, president, took an apologetic tone last week in reporting on the six months, noting

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

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Incorporated**

**Bache & Co.
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Crédit Lyonnais Corporation

Paribas Corporation

SoGen International Corporation

June 17, 1970.

that new business recently acquired has not reached full billing potential and has resulted in a short-term increase in operating expenses.

The first half of fiscal 1970 marked a new high in earnings, billings and revenues for the agency. Per-share earnings include 19 cents a share from natural-resources investments. For the period ended April 30:

	1970	1969
Earned per share	\$0.57	\$0.51
Gross billings	44,051,295	39,974,384
Operating revenues	6,729,333	6,026,729
Earnings before taxes	1,412,342	1,910,088
Earnings after taxes	900,761	801,361

Company reports:

H&B American Corp., Los Angeles-based group-CATV owner, reported a 13% increase in revenues and a 6% increase in net income for the nine months ended April 30:

	1970	1969*
Earned per share	\$0.18	\$0.17
Revenues	12,301,484	10,865,830
Net income	968,264	917,340
Shares outstanding	5,283,166	5,289,530

* Gives retroactive effect to adjustments made at end of company's fiscal year and includes accounts for entire period of companies acquired in poolings of interest.

MPO Videotronics Inc., New York producer of filmed television commercials

and sponsored films, reported an increase in sales and net earnings for the six months ended April 30:

	1970	1969
Earned per share	\$0.21	\$0.02
Gross sales	8,512,680	8,082,676
Net income	118,979	12,773

Starr Broadcasting Group Inc., New Orleans, group station owner, reported increases in revenues and net income for the nine months ended March 31:

	1970	1969
Earned per share	\$0.59	\$0.31
Gross broadcasting revenues	2,229,762	2,075,379
Net income	272,260	145,062

Rahall Communications Corp., St.

The Broadcasting stock index

A weekly summary of market activity in the shares of 102 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing June 18	Closing June 11	Closing June 4	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	24	23 1/4	27	39 1/4	19 1/4	7,073	166,215
ASI Communications		O	3 1/4	3 1/4	4 1/4	7	3 1/4	1,789	6,262
Capital Cities	CCB	N	24 1/4	25	24 1/4	36 1/4	19 1/4	6,061	133,342
CBS	CBS	N	27 1/4	28	28 1/4	49 1/4	24 1/4	26,512	682,684
Corinthian	CRB	N	24	25	24 1/4	33 1/4	19 1/4	3,384	73,602
Cox	COX	N	13 1/4	13 1/4	14 1/4	24 1/4	10 1/4	5,789	75,257
Gross Telecasting	GGG	A	TK	11 1/4	12 1/4	17 1/4	10 1/4	803	8,632
Metromedia	MET	N	11 1/4	11 1/4	12 1/4	22 1/4	10	5,731	63,729
Pacific & Southern		O	9 1/4	10	9	23	8 1/4	1,636	13,906
Rahall Communications*		O	7 1/4	8 1/4	7 1/4	16 1/4	6	1,040	7,800
Reeves Telecom	RBT	A	5 1/4	5 1/4	5 1/4	15 1/4	3 1/4	2,288	9,427
Scripps-Howard		O	18 1/4	19 1/4	18	24	15 1/4	2,589	40,130
Sonderling	SDB	A	16 1/4	17	18 1/4	34 1/4	10 1/4	991	13,131
Starr Broadcasting		O	8	9	8	18	8	461	3,688
Taft	TFB	N	16 1/4	16 1/4	17 1/4	29 1/4	15	3,585	57,790
						Total		69,714	\$ 1,355,595
Broadcasting with other major interests									
Avco	AV	N	14 1/4	14 1/4	15	53 1/4	34 1/4	11,469	160,566
Bartell Media	BMC	A	5 1/4	5 1/4	6 1/4	14	4	2,292	10,314
Boston Herald-Traveler		O	27	27	25	43	25	574	14,350
Chris-Craft	CCN	N	6 1/4	5 1/4	7	11 1/4	4 1/4	3,660	19,215
Combined Communications		O	6 1/4	6 1/4	7 1/4	16 1/4	6 1/4	1,938	15,020
Cowles Communications	CWL	N	4 1/4	4 1/4	4 1/4	10 1/4	3 1/4	3,969	19,845
Fuqua	FQA	N	11 1/4	10 1/4	11 1/4	31 1/4	9	6,069	54,621
Gannett	GCI	N	21	20 1/4	21 1/4	29 1/4	19 1/4	7,117	140,561
General Tire	GY	N	62	13 1/4	14 1/4	77 1/4	60 1/4	18,434	262,685
Gray Communications		O	4 1/4	4 1/4	5	7 1/4	4 1/4	475	2,019
Lamb Communications		O	3 1/4	3	3 1/4	6	2 1/4	2,650	7,288
Lee Enterprises		A	14 1/4	13 1/4	14 1/4	20 1/4	12	1,957	25,441
Liberty Corp.	LC	N	14 1/4	14	15 1/4	21 1/4	13	6,744	97,788
LIN		O	4 1/4	4 1/4	4 1/4	11	3 1/4	2,174	7,609
Meredith Corp.	MDP	N	19	18 1/4	21 1/4	44 1/4	18 1/4	2,779	56,608
Outlet Co.	OTU	N	12 1/4	12 1/4	13 1/4	17 1/4	10 1/4	1,342	14,762
Plough Inc.	PLO	N	66	61	60 1/4	85	55	6,880	380,946
Post Corp.		O	10 1/4	10	11 1/4	17 1/4	8	713	5,704
Ridder Publications		O	11 1/4	10 1/4	10 1/4	22	9 1/4	6,217	59,062
Rollins	ROL	N	22 1/4	24 1/4	24 1/4	40 1/4	21 1/4	8,029	233,768
Rust Craft	RUS	A	20	19 1/4	21 1/4	32 1/4	18 1/4	1,168	22,192
Storer	SBK	N	16 1/4	15 1/4	17 1/4	30 1/4	14 1/4	4,223	66,512
Time Inc.	TL	N	27	27	28 1/4	43 1/4	25 1/4	7,257	205,010
Trans-National Comm.		O	3 1/4	2 1/4	1 1/4	4 1/4	3 1/4	1,000	2,000
Turner Communications*		O	3 1/4	3 1/4	3 1/4	8 1/4	2 1/4	1,328	4,980
Wometco	WOM	N	16 1/4	15 1/4	16 1/4	20 1/4	13 1/4	5,814	90,117
						Total		116,272	\$ 1,978,983
CATV									
Ameco	ACO	A	6 1/4	6 1/4	7	16	4 1/4	1,200	7,044
American TV & Comm.		O	13 1/4	13 1/4	12 1/4	22 1/4	10 1/4	1,775	19,081
Cablecom-General	CCG	A	12 1/4	10 1/4	10 1/4	23 1/4	7 1/4	1,605	14,445
Cable Information Systems		O	1 1/4	1 1/4	1	2 1/4	3/4	955	716
Citizens Finance Corp.	CPN	A	10 1/4	10 1/4	11 1/4	17 1/4	9 1/4	1,094	11,214
Columbia Cable		O	8 1/4	9	9	15 1/4	8 1/4	900	7,425
Communications Properties		O	6 1/4	6	5	10 1/4	6	644	3,864
Cox Cable Communications		O	14 1/4	15	13 1/4	24	12	3,550	42,600
Cypress Communications		O	10 1/4	10	9 1/4	17 1/4	8	854	8,327
Entron		A	3 1/4	3 1/4	4 1/4	8 1/4	2 1/4	1,320	3,788
General Instrument Corp.	GRI	N	13 1/4	13 1/4	33	30 1/4	11 1/4	6,238	87,332
H & B American	HBA	A	20 1/4	17	17 1/4	30 1/4	12 1/4	5,129	75,653
Sterling Communications		O	4 1/4	4	4 1/4	7 1/4	3	500	1,875
Tele-Communications		O	10 1/4	9 1/4	9 1/4	20 1/4	9 1/4	2,704	25,688
Teleprompter	TP	A	69 1/4	63 1/4	62 1/4	133 1/4	46	1,007	50,723
Television Communications		O	7	6 1/4	5 1/4	18 1/4	5 1/4	2,816	16,192
Vikoa	VIK	A	10 1/4	9 1/4	10 1/4	27 1/4	6 1/4	2,000	16,740
						Total		34,291	\$ 392,707

Petersburg, Fla., group station owner, reported increases in both revenues and net income for the four months ended April 30:

	1970	1969
Earned per share	\$0.17	\$0.17
Gross revenues	3,241,000	1,877,000
Net income	177,000	149,000

Notes: Net income for 1970 includes extraordinary credit of \$5,000; 1969 net income includes extraordinary credit of \$27,000 or three cents per share.

Outlet Co., Providence, R.I.-based department-store chain and group broadcaster, reported that sales and broadcasting revenues increased 5.4% but net income decreased 19.1% for the

three months ended May 2:

	1970	1969
Earned per share	\$0.18	\$0.23
Sales and broadcasting revenues	14,840,682	14,086,191
Net income	272,681	337,128
Average shares outstanding	1,334,828	1,332,775

Cypress Communications Corp., Los Angeles-based multiple-CATV owner which last month completed its merger with Harriscop Cable Corp. (BROADCASTING, June 1), reported increases in the company's revenues, net income and cash earnings for the nine months ended March 31:

	1970	1969
Earned per share	\$0.03	(\$0.02)
Revenues	4,085,370	3,398,838
Cash earnings	1,523,295	1,259,301
Net income	48,395	(27,951)
Average shares outstanding	1,887,626	1,856,482

Notes: Figures include results of Harriscop Cable Corp. and Malibu Communications Inc. accounted for as poolings of interests. Excludes operations of Harriscop Transmission Inc. (formerly United Transmission Inc.), which was purchased on March 31, 1970.

Financial notes:

■ RCA Corp. announced that offerings of its \$75 million 9¼% sinking fund debentures due June 1, 1990, and \$75

	Stock symbol	Ex-change	Closing June 18	Closing June 11	Closing June 4	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	11½	11	12¼	31¼	10	5,942	67,561
Disney	DIS	N	128¾	117¼	116¼	158	96¼	5,133	544,098
Filmways	FWY	A	9¾	9½	10¼	18½	8¼	1,700	16,575
Four Star International		O	2¼	2¼	2¼	4	1¼	666	1,832
Gulf and Western	GW	N	14¼	13¾	14¾	20¼	9¾	16,310	191,643
Kinney National	KNS	N	25¼	25¼	26¾	36	21¼	9,067	214,163
MCA	MCA	N	15	15	16	25¾	12¼	8,195	112,681
MGM	MGM	N	16¼	15¼	16¾	29¼	12¼	5,843	81,802
Music Makers Group		O	4¼	3¼	3¼	9	3¼	589	20,615
National General	NGC	N	12¾	11¾	12¼	20¼	9¾	4,910	58,282
Transamerica	TA	N	14¼	14	15¼	26¾	12¾	63,169	963,327
20th Century-Fox	TF	N	10¼	9¾	10¾	20¼	7¾	8,562	79,199
Walter Reade Organization		O	4¼	4¾	4	13¼	3¾	2,342	8,783
Wrather Corp.	WCO	A	6¼	5¾	6¼	10¾	4¾	2,161	11,064
							Total	135,617	\$ 2,371,625
Service									
John Blair	BJ	N	12¾	13	14	23¼	10¾	2,604	31,248
Comsat	CQ	N	29½	30¾	32¾	57¾	25	10,000	286,200
Creative Management		O	5	5½	5¾	14¼	4¼	1,029	4,631
Doyle Dane Bernbach		O	14	14¼	15¼	24¼	14	1,924	28,860
Foote, Cone & Belding	FCB	N	8½	8¾	9¼	12¼	7¼	2,167	17,878
Grey Advertising		O	7	8	7¾	13¼	7	1,140	8,550
LaRoche, McCaffrey & McCall		O	13	13	12¼	17	12	586	7,032
Movielab	MOV	A	3	3	3¼	7¼	2¼	1,407	3,869
MPO Videotronics	MPO	A	6¾	6¾	7	9¾	4¾	556	2,780
Nielsen		O	31	31¼	31	42	26¼	5,299	140,424
Ogilvy & Mather		O	15¾	15¼	15	22¾	15	1,096	16,440
PKL Co.	PKL	A	4¾	4¾	5	12¾	3	739	2,392
J. Walter Thompson	JWT	N	23¾	25	25¾	36	23	2,773	65,165
Wells, Rich, Greene		A	6¾	6¾	7¼	8¼	5¼	1,582	10,473
							Total	32,902	\$ 625,942
Manufacturing									
Admiral	ADL	N	8¾	7¼	8¾	14¼	6¼	5,158	41,264
Ampex	APX	N	19¼	18¼	18	48¼	13¾	10,825	192,143
CCA Electronics		O	3	3	2¾	5	1¼	800	1,600
Collins Radio	CRI	N	15	15	18¾	37¼	14¼	2,968	47,844
Conrac	CAX	N	14	13¾	13¾	32¼	11	1,254	16,808
General Electric	GE	N	68½	66¾	67¾	77¾	60¾	90,884	5,713,877
Harris-Intertype	HI	N	41¾	42¼	46¼	75	36¼	6,357	250,339
Magnavox	MAG	N	24¾	24¾	26¾	38¾	22¾	16,401	397,724
3M	MMM	N	81¾	81	85¾	114¾	77¼	56,093	4,620,380
Motorola	MOT	N	43¼	41¾	3¾	47¼	40¼	6,655	292,820
RCA	RCA	N	21¾	21¼	23	34¾	20	66,757	1,435,276
Reeves Industries	RSC	A	3¼	3	3¾	5¼	2¼	3,446	9,477
Telemation		O	13	12	10¼	24	9	1,080	9,720
Visual Electronics	VIS	A	2¾	2¾	3¾	10¾	2¼	1,357	4,071
Westinghouse	WX	N	65¾	61¼	62¾	69¾	53¼	39,685	2,301,730
Zenith Radio	ZE	N	25¾	24	25¾	37¾	22¼	19,020	475,500
							Total	328,740	\$15,810,573
Grand total								717,536	\$22,535,425
Standard & Poor Industrial Average			84.11	81.09	84.78				

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

Shares outstanding and capitalization as of May 27.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
*New addition to index.

million of 9% nonredeemable notes due June 1, 1975, are being made by a nationwide investment group headed by Lehman Brothers and Lazard Freres & Co., both New York. Net proceeds for the sales will be added to RCA's general funds and will be available for corporate purposes, including further investment in plant and equipment and for working capital requirements.

▪ Zenith Radio Corp., Chicago, an-

nounced last week it will acquire L. Berman and Co., Evansville, Ind., manufacturer of TV and stereo console cabinets, effective July 1. Terms of the acquisition were not disclosed. Zenith has been the Berman company's major customer for the past 10 years.

▪ Cox Broadcasting Corp., Atlanta, has declared a regular quarterly cash dividend of 7½ cents a share on common stock, payable July 15 to stockholders

of record June 29.

▪ Taft Broadcasting Co., Cincinnati, has announced completion of arrangements to borrow \$15 million from a group of institutional lenders for construction of an amusement park and leisure time complex at Kings Mills, Ohio, to be completed by 1972. The lenders will receive warrants to purchase an aggregate of 200,000 Taft common shares at \$30 per share.

Fates & Fortunes

Broadcast advertising



Mr. Zeltner

Herbert Zeltner, senior VP and corporate director of marketing services, Needham, Harper & Steers, New York, named senior VP in charge of NH&S International Division. Mr. Zeltner, who also retains his former title of corporate director of marketing services, will have headquarters in New York. He is responsible for relations with Benson-Needham Univas, world advertising network in which NH&S has interest. Norval B. Stephens, VP international and managing director of Benson-Needham International, London, named VP and deputy director of NH&S New York Division. John D. Kay and Gerald R. Rubin, account supervisors in Chicago office, named VP's. William V. B. Nixon Jr., management representative, NH&S. New York, appointed resident representative to Havas Conseil/Paris. He will work with management of Havas and will represent NH&S interests in Paris. Said Aburish, account director, Ted Bates, New York, joins NH&S in New York as management representative.

Louis E. Scott, senior VP in charge of western offices, Foote, Cone and Belding, named chairman of executive committee, Foote, Cone and Belding Communications Inc., parent of domestic advertising firm. Arthur W. Schultz, Charles S. Winston Jr. and John E. O'Toole, named chairman, vice chairman and president of FCB Communications, respectively.

Richard E. Welsh, Donald F. Baldwin and Richard R. Rundle, with BBDO, named VP's. Mr. Welsh is a director of network services in New York office, Mr. Baldwin is assistant account supervisor in Detroit office, and Mr. Rundle is head of marketing, media and re-

search in Minneapolis office.

Richard S. Flaxman, account supervisor, and David A. Pyle, management supervisor, SSC&B, New York, named VP's.

Barrie C. Spies, VP and creative supervisor. Compton Advertising, New York, named senior VP.

James D. Boaz, VP and general manager, KGSL-TV St. Louis, joins WXIX-TV Newport, Ky., as general sales manager.

Monroe Gensler, general manager, Forbes Advertising, New York, also becomes consultant on retail merchandising and advertising to WMCA(AM) there.

John Roach, radio-TV producer, W. B. Doner & Co., Detroit-based agency, appointed director of radio and TV production. Rick Schiller, assistant producer, appointed radio-TV producer.

William Campbell, local sales manager, WLKY-TV Louisville, Ky., appointed general sales manager.

Eric Harkna and Murray Smith, account supervisors, Kenyon & Eckhardt Advertising, New York, named VP's.

John Weaver, director of TV-radio programming, Ketchum, MacLeod & Grove, New York, named VP. Sever A. Toretti, media director, KM&G, Pittsburgh, named VP.

Len Carey, former president of Compton-Carey, Honolulu, joins Barnes-Champ/Advertising. San Diego, as president and chief executive officer. Gerald F. Champ, president, retires and becomes president emeritus.

Joseph McCluskey, general sales manager, WAYS(AM) Charlotte, N.C., also named VP-sales of Sis Radio, owners and operators of WAYS and WAPE(AM) Jacksonville, Fla.

George B. Morgan, manager of office services, St. Louis office of Gardner Advertising, named VP.

Ira Pruzan, formerly brand manager, Quaker Oats Co., Chicago, joins North Advertising there as account director.

David P. Ferriss, former VP and managing director of international division of Gardner Advertising, New York, joins Ralph H. Jones Co., Cincinnati, as president. He succeeds Peter B. Paddock, who resigns.

George De Mott, assistant VP, Whitehall Laboratories, New York, appointed VP of marketing.

Doris Tobin, formerly with McManus, John & Adams. New York, joins Lewis & Gilman, Philadelphia, as TV/radio producer.



Mr. Novak

Charles L. Rumrill, chairman of board, becomes chairman of Rumrill-Hoyt International, agency's subsidiary.

Ray Daniel, account supervisor, Benton & Bowles, New York, named VP.

John F. Newton, former chief financial officer, American Investors Fund, joins Peters, Griffin, Woodward, New York TV representatives, as VP, finance.

Peggy Owen, associate media director, Noble-Dury & Associates, Nashville, appointed media director. Carol Daniel, media buyer, appointed assistant media director.

Dave Herman, guard with New York Jets professional football team, joins John Blair & Co., New York, as director of sports program sales, newly created position. While still playing football, Mr. Herman is expected to be available to Blair throughout year, except during summer training.

Raymond A. Bates, local sales manager, WLWI(TV) Indianapolis, joins KPLR-TV St. Louis in same capacity.

Frederick N. Belyea, advertising manager for all Uniroyal products in Latin

America, Uniroyal Inc., New York, also appointed advertising manager for Uniroyal's home furnishings, USA. He has headquarters in New York.

John R. Blaney, VP and account supervisor, Ogilvy & Mather, New York, appointed deputy management supervisor on Lever Brothers accounts.

Sean Driscoll, staff producer, Grey Advertising, New York, joins Galfas Inc., commercial production company there, as executive producer.

Tony Masucci, on production staff of Lewron Television, New York-based commercial production company, appointed director of operations.

Ray Winship, executive VP and creative director of Farsight Group Inc., New York, joins de Garmo, McCaffery, agency, there, as VP, director of sales promotion.

Madeleine F. Brown, with Alexander Mackenzie, Dallas agency, appointed media director.

Jeanne Bridgewater, senior account executive, WAIR(AM) Winston-Salem, N.C., appointed sales manager.

Paul O. LaGasse, general sales manager, WJR-AM-FM Detroit, appointed to same position with KPOL-AM-FM Los Angeles. He is succeeded in Detroit by **Richard Rakovan**, general sales manager of WPAT-AM-FM Paterson, N.J. All are Capital Cities Broadcasting properties.

Howard Title, senior art director and **Peter Lubalin**, senior writer, Leber, Katz, Paccione, New York, join Firestone & Associates there as executive art director and copy chief, respectively, in creative department.

Charles Curran, with Doyle Dane Bernbach, New York, joins Clyne Maxon there as account supervisor.

Clark Davis, special projects director, U.S. Communications Corp., Philadelphia, group owner, appointed general sales manager, for USC's WATL-TV Atlanta.

Robert A. Stuart, with Television Advertising Representatives, New York, joins U.S. Communications Corp., Philadelphia, as director of corporate sales.

Don Ringe, writer-producer, non-commercial KCET-TV Los Angeles, appointed director of advertising of newly formed Spencer-Roberts and Associates, Los Angeles.

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KMTV realignment

Arden Swisher, VP and sales manager, KMTV(TV) Omaha, appointed VP and station manager. In other changes at KMTV, **Joe Baker**, general sales manager, appointed general program director. Mr. Baker is succeeded by **William G. Hughes**, station's national sales manager. **Jack L. Katz**, program coordinator, appointed national sales manager succeeding Mr. Hughes.

Media

Mark J. Meagher, executive VP for financial, planning and services, McGraw-Hill Book Co., New York, joins The Washington Post Co., Washington, diversified communications company which includes Post-Newsweek Stations, group owner, in newly created position of VP, finance. He will coordinate financial activities at corporate level.

Warren Potash, sales manager, WKBW(AM) Buffalo, N.Y., appointed general manager of WPRO-AM-FM Providence, R.I. Both are Capital Cities Broadcasting stations.

Richard A. Bonpane, former research director, WTOP-TV Washington joins WCBS-TV as director of research and sales promotion.

Phillip G. Rose, former general manager of KOLO-TV Reno, joins KOLO(AM) Reno as VP and general manager.

H. John Henry, formerly with Round table Associates, Camden, N.J., PR and advertising agency, joins WCAM(AM) there as general manager.

Frank L. Cupples, with Jackson (Tenn.) Sun joins WTJS-AM-FM Jackson, Tenn., as assistant manager. Stations are properties of Jackson Sun Publishing Co.

Douglas R. Clements, general manager WQSN(AM) Charleston, S.C., also named VP of Low Country Broadcasting Co., owners and operators of WQSN.

Emery McCullough, general sales manager, WCWB-TV Macon, Ga., joins Faulkner Radio's WAOA(AM) Opelika and WFRI(FM) Auburn, both Alabama, as general manager of both stations.

Larry D. Bowin, assistant to president of Metropolitan Pittsburgh Educational Television and coordinator of CATV systems carrying signals of Pittsburgh non-commercial stations WQED(TV) and WQEX(TV), named assistant to Donald V. Taverner, president of National Cable TV Association, Washington.

John S. Lotz, formerly general sales manager, WKBF-TV Cleveland, joins WCHS-TV Charleston, W. Va., as general manager. **Curtis W. Butler**, local sales manager, WCHS-TV, appointed station manager. (This corrects item in BROADCASTING, June 15 which was based on incorrect Rollins release.)

Programing

Lee Zuckerman, administrator, film production business affairs, West Coast, NBC-TV, appointed manager, talent and program administration, West Coast.

Kenneth E. Shearer, executive director of Greater Omaha Community Action, joins Welcome Radio, Cleveland-based group owner, as VP for community services. He will have headquarters in Welcome Radio's WSLR(AM) Akron, Ohio. Other stations in group are KBON(AM) Omaha, WOKO(AM) Albany, N.Y., and KTLN(AM) Denver.

Marc Clark, with WLWD(TV) Dayton, Ohio, joins WHC-TV Pittsburgh as producer/director.

Manny Clark, with WGIV(AM) Charlotte, N.C., appointed program director.

John Lanigan, with KNOW(AM) Denver, appointed program director.

Bill Vance, with KCOH(AM) Houston, appointed production chief. **Frank Halison**, air personality with KCOH, appointed program director.

Judi Jedlicka, contributing editor, *City East* magazine, New York, joins non-commercial WLIW(TV) Garden City, N.Y., as entertainment editor/reviewer.

Frank C. Cernese, technician, Reeves

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Telecom, New York, joins Eastern Video Production Services there as editing supervisor.

Joe Wonder, veteran production executive, joins Metromedia Producers Corp., Hollywood, as production manager.

Bob Knox, general manager, WPNA-FM) Philadelphia, joins WPBS(FM) there as director of public affairs.

News

Leon Daniel, correspondent, UPI's Tokyo bureau, appointed manager, Bangkok, Thailand, bureau. He succeeds **John J. Walsh**, who has been reassigned to U.S. **Douglas Gripp**, UPI manager, Stockholm, appointed general European business manager, London. He succeeds **Robert E. Page**, who becomes North-eastern division manager, Boston.

George Goldtrap, producer of local commercials and programing for WBBH-TV Fort Myers, Fla., appointed to newly created position of executive producer of special programing, new department that will create documentaries, new features and entertainment specials.

Dr. Fred Hess, university professor and special lecturer at Hayden Planetarium, New York, also appointed environmental editor for WPIX(TV) there.

Al Helfer, sportscaster and newsman with several networks, joins KRAK(AM) Sacramento, Calif., as sports director.

Gil Fryer, syndicated writer-producer, joins WFTV(TV) Orlando, Fla., as newscaster.

Gary DeLaune, KNUZ(AM) Houston, re-elected president of Texas AP Broadcasters' Association. Others named: **John Moncrief**, KFJZ(AM) Fort Worth, **Bud Little**, KRYS(AM) Corpus Christi, and **Jim Pratt**, KVH(TV) Amarillo, all named VP's, and **Bill Ceverha**, KRLD-AM-TV Dallas, secretary-treasurer.

Charles Stopak, director with WRC-TV Washington, rejoins WMAL-TV there as producer-director in news department.

Dan Sanborn, news director, WONN(AM) Lakeland, Fla., elected president of Florida AP Broadcasters Association.

George Croce, writer-producer-announcer, noncommercial KSLH(FM) St. Louis, joins news staff of KMOX-TV there.

Dick Jones, sports reporter, WFMo(AM) Fairmont, N.C., and **Alexander Cooper**, formerly with WHNC-AM-FM Henderson, N.C., join WITN-TV Washington, N.C. as reporter and weatherman, respectively. **C. L. Perkins**, chief photographer, appointed to head newly opened WITN-TV news bureau in Greenville, N.C.

Richard King, writer-producer with WGN(AM) Chicago, joins WBBM(AM) there as newswriter.

Promotion

Joseph P. Grant, VP of business affairs, Licensing Corp. of America, New York, named president. Licensing Corp. of America is subsidiary of Kinney National Service.

Bob Hahn, former producer and newscaster for KCRA-TV Sacramento, Calif., joins California Medical Association's news bureau to handle TV and radio relations.

Bill Bauer, with KHJ-AM-FM Los Angeles, appointed director of sales promotion/merchandising.

Margery Pilhofer, former news writer with WTCN-TV Minneapolis-St. Paul and publicity director of Minneapolis Aquatennial Association, rejoins WTCN-TV as manager of promotion and advertising.

Robinson B. Brown, director of program promotion, WCCO(AM) Minneapolis, resigns to become expedition photographer for archeological expedition to Mount Ararat in eastern Turkey.

Ray Anderson, in promotion for RCA Records in Pittsburgh-Cleveland-Detroit-Buffalo regions, appointed Los Angeles field promotion representative. He is responsible for radio airplay of RCA product in Los Angeles, San Diego, Phoenix and Honolulu areas.

Equipment & engineering



Mr. Johnston

Donald F. Johnston, formerly VP-marketing, consumer products division of Philco-Ford, Philadelphia, joins Cartridge Television Inc., New York, in same capacity. Firm, subsidiary of Avco, plans to manufacture mass-produced cartridge color TV system. Mr. Johnston will be responsible for all marketing functions for system's hardware and software.

Charles Klein, VP-marketing, Califone-Roberts, equipment manufacturing division of Rheem Manufacturing Co., named to newly created position of VP-market development and planning. **M. D. Schuster**, VP of Wallichs Music City, chain of consumer electronic and music stores in Southern California and Arizona, joins Califone-Roberts as VP-marketing.

Joseph Hannigan, engineering supervisor, Kaiser Broadcasting, New York, joins Transmedia International Corp. there as director of engineering.

Lawrence LeKashman, president of Electro-Voice, Buchanan, Mich., equipment manufacturers, elected corporate

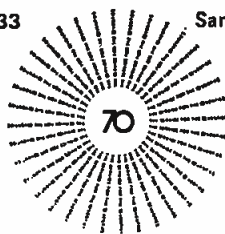
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VP of Gulton Industries, E-V's parent company. His responsibilities include management and direction of all phases of Gulton's Electro-Acoustic Group.

Phillip S. Nichols Jr., in production design for Browning Laboratories, equipment firm in Laconia, N.H., appointed assistant general manager. Mr. Nichols, who was involved in company's work on multiplex receiver designs, will supervise and coordinate engineering, purchasing, production and quality-control facilities.

George P. Vratos, with American Electronic Laboratories, Lansdale, Pa., appointed marketing manager, administration.

Dave Sawyer, chief engineer, KMCD-(AM) Fairfield, Iowa, appointed to similar position with KFKA(AM) Greeley, Colo. Both are properties of Harris Enterprises, Hutchinson, Kan.

H. L. Blatterman and **Curtis Mason**, both VP's-engineering, KFI(AM) Los Angeles, retire July 1 after 45 years each with station. Mr. Mason joined KFI in fall of 1924, Mr. Blatterman in winter of same year. Both were named VP's-engineering in 1968.

Donald L. Wyckoff, with McGraw-Edison Power Systems Division, San Francisco, joins Spencer-Kennedy Laboratories, Boston-based CATV equipment manufacturer, as western regional manager.

David L. Nelson, formerly with Data Measurements Corp. joins Westel Co.,

Mountain View, Calif., as project office manager. **Timothy Murphy**, manager of special communications engineering, Itek Corp.'s applied technology division, Palo Alto, Calif., joins Westel Co. as senior research scientist. Mr. Murphy will work with RF techniques group, investigating advances in technology of video-tape recording.

Allied fields

Milton Gross, member of faculty of Missouri School of Journalism since 1942, appointed acting dean of school upon retirement of Dean Earl English July 1. He will serve in acting capacity until permanent successor to Dean English is appointed.

International

Miguel Pereyra, broadcast engineer, appointed sales manager of newly opened Mexico City sales offices of Jampro de Mexico. Office will sell Jampro TV broadcasting equipment as well as equipment of several other manufacturers. Address is Genova 20, Mexico City.

Deaths

Wilfred N. McKinney, 50, president of KELD-AM-FM El Dorado, Ark., died June 3 in El Dorado after brief illness. He was past president of Arkansas Broadcasters Association. He is survived

by his wife. Mary, two sons and two daughters. Mr. McKinney's wife has been elected by board of directors of Radio Enterprises, operators of KELD-AM-FM, to succeed him as president of stations.

Essie Rupp, 57, station coordinator, WCKY(AM) Cincinnati, died June 13 at Christ hospital, Cincinnati. She is survived by her husband, Edward. Her brother, C. H. Topmiller, was president of WCKY prior to its recent sale to Post-Newsweek Stations.

Sy J. Radzwiler, 49, senior VP, management representative and member of divisional board of Ted Bates & Co., New York, died June 16 in Morristown (N.J.) Memorial hospital after brief illness. He is survived by wife, Adrienne, and three daughters.

Alice Bahman, 65, newswoman and air personality with WIZE(AM) Springfield, Ohio, died June 16 following long illness. She was mother of comedian Jonathan Winters.

Frank Silvera, 55, regular actor in *High Chaparral* TV series, died June 11 in Pasadena, Calif. He is survived by his wife, Jeannine, and one son.

Rev. A. A. Allen, 59, broadcast evangelist, died June 11 in San Francisco. He had syndicated shows on radio and TV and had nondenominational sect located in Miracle Valley, Ariz. He is survived by one daughter and three sons.

ForTheRecord®

As compiled by BROADCASTING, June 9 through June 16 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 authoriza-

tion. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Norton, Va.—Blue Ridge ETV Association Inc. Broadcast Bureau granted UHF ch. 47;

ERP 245 kw vis., 37.1 kw aur. Ant. height above average terrain 1,940 ft.; ant. height above ground 242 ft. P.O. address: Box 15, Roanoke, Va. 24001. Estimated construction cost \$409,559.62; first-year operating cost \$72,900. Geographic coordinates 36° 53' 52" north lat.; 82° 37' 22" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Marcus Cohn; consulting engineer Howard Head. Principals: Samuel P. McNeil, president and Harold W. Ramsey, vice president. Mr. McNeil is food broker; Mr. Ramsey is superintendent. Blue Ridge is licensee of *WBRA-TV Roanoke, Va. Action June 8.

Other actions

■ Review board in Boston. TV proceeding, Docs. 18759-61, denied appeal from ruling of hearing examiner on interpretation of designated issue, filed April 23 by RKO General Inc. Action June 10.

■ Review board in Jackson, Miss., TV proceeding, Doc. 18845, granted motion for reconsideration filed June 9 by Lamar Life Broadcasting Co. to modify order June 8 to provide replies to stated oppositions filed by Lamar be filed by June 19. Action June 10.

■ Review board in New York. TV proceeding, Docs. 18711-12, dismissed appeal from presiding officer's adverse ruling, filed April 30 by WPIX Inc. Action June 10.

■ Review board in New York. TV proceeding, Docs. 18711-12, denied appeal from examiner's order, filed May 5 by Forum Communications Inc.; granted motion to accept supplementary pleading filed May 13 by Forum Communications Inc. Action June 15.

Rulemaking petitions

■ Protaca Industries, Chico, Calif. — Request TV rulemaking to add UHF ch. 24 to

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Summary of broadcasting

Compiled by FCC, June 1, 1970

	Licensed	On Air STA*	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,267	2	12	4,286	79	4,365 ¹
Commercial FM	2,073	0	51	2,124	126	2,250
Commercial TV-VHF	491	2	17	510	13	524
Commercial TV-UHF	131	0	50	181	113 ²	297
Total commercial TV	622	2	67	691	126	821
Educational FM	391	0	24	415	44	459
Educational TV-VHF	76	0	6	82	4	86
Educational TV-UHF	97	0	11	108	12	120
Total educational TV	173	0	17	190	16	206

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Chico, Ann. June 12.

■ University of Maine, Portland, Me.—Requests amendment of TV table of assignments to use ch.'s 6, 13, 26 and 51 at Portland, Ann. June 12.

■ Tennessee Televentures, joint venture, Clarksville, Tenn.—Request amendment of TV rules by assigning ch. 10 at Clarksville, Ann. June 12.

Existing TV stations

Final actions

■ California—FCC granted motion by U.S. Dept. of Justice requesting permission to file brief as friend of court and to participate in oral argument in proceeding on applications of RKO General Inc., for renewal of license for KHJ-TV Los Angeles, and of Fidelity Television Inc., for CP for new TV in Norwalk, Calif. (Docs. 16679, 16680). Action June 10.

■ KFRE-TV Fresno, Calif.—Broadcast Bureau granted mod. of license covering reduction of aural ERP to 35.5 kw; granted license covering changes. Action June 16.

■ KBSA-TV Guastl, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 8; granted mod. of CP to change type trans. Action June 8.

■ KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 9. Action June 9.

■ KWGN-TV Denver — Broadcast Bureau granted CP to change type trans. Action June 11.

■ *WKMJ (TV) Louisville, Ky. — Broadcast Bureau granted mod. of CP to change ERP 794 kw vis., 150 kw aural; change trans. and ant., ant. height 820 ft. Action June 10.

■ *WCPB (TV) Salisbury, Md. — Broadcast Bureau granted mod. of CP to change ERP to 710 kw vis., 149 kw aural; change type trans. and ant.; condition: granted mod. of CP to extend completion date to Dec. 4. Action June 4.

■ WSBK-TV Boston — Broadcast Bureau granted mod. of license covering reduction of aural ERP to 126 kw; granted license covering changes. Action June 12.

■ WXON (TV) Detroit — Broadcast Bureau granted mod. of CP to change corp. name

to WXON-TV Inc. Action June 4.

■ WHTV-TV Meridian, Miss.—Broadcast Bureau granted license covering new station. Action June 8.

■ KCFW-TV Kallispell, Mont. — Broadcast Bureau granted license covering new station. Action June 8.

■ KOLN-TV Lincoln, Neb.—Broadcast Bureau granted CP to install precise frequency control equipment. Action June 10.

■ WGR-TV Buffalo, N.Y.—Broadcast Bureau granted license covering changes; granted license covering use of auxiliary ant. Action June 8.

■ KFVR-TV Bismarck, N.D. — Broadcast Bureau granted license covering changes. Action June 8.

■ WSEE (TV) Erie, Pa.—Broadcast Bureau granted CP's to install new driver. Action June 12.

■ WITC-TV Pittsburgh — Broadcast Bureau granted license covering permit for changes; granted license covering utilization of formerly licensed auxiliary trans. and portions of formerly licensed main trans. as alternate main trans.; use main trans. and proposed alternate main trans. for auxiliary purposes only. Action June 10.

■ WTAF-TV Philadelphia—FCC granted request by Taft Television Corp., permittee of ch. 29 Philadelphia for waiver of rules pertaining to integration of aural and visual transmissions. Taft sought permission to transmit three-part picture consisting of news, time, weather information and live programming with sound consisting primarily of background music. Action June 3.

■ *WVIA-TV Scranton, Pa.—Broadcast Bureau granted CP to make changes in ant. structure and increase ant. height to 1680 ft. Action June 9.

■ KDLO-TV Florence, S. D.—FCC denied petition by TV Signal Co. of Aberdeen, CATV operator, to revoke license of KDLO-TV, ch. 3. TV Signal alleged KDLO-TV failed to include information on renewal application of interest in over 16 different CATV franchises. Action June 10.

■ KTXS-TV Sweetwater, Tex. — Broadcast Bureau granted license covering auxiliary trans. and ant. Action June 8.

■ WSVI (TV) Christiansted, St. Croix, V. I. —Broadcast Bureau granted CP to replace expired permit for changes. Action June 10.

■ WVTU (TV) Milwaukee—Broadcast Bureau granted license covering changes; granted license covering utilization of formerly licensed main trans. at Schroeder Hotel, Wisconsin Ave., as auxiliary trans. Action June 8.

Actions on motions

■ Office of Opinions and Review in Los Angeles and Norwalk, Calif. (RKO General Inc. [KHJ-TV]), and Fidelity Television Inc., TV proceeding, granted request by RKO General Inc., and directed and authorized commission secretary to accept for filing reply brief in excess of page length prescribed by commission rules (Docs. 16679-80). Action June 9.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, scheduled further prehearing conference for June 18, to consider arrangements for hearing in light of recent commission action allowing participation of Cheyenne Enterprises Inc. (Doc. 18797). Action June 8.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of KFBC-TV, granted Frontier's request for extension of time to respond to Broadcast Bureau's written interrogatories; extended to June 15 time to respond (Doc. 18797). Action June 9.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license of KFBC-TV, granted request by applicant and extended to June 15 time for responding to motion to produce filed by Broadcast Bureau (Doc. 18797). Action June 11.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation Percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including, payments to ASCAP and BMI and interconnection charges.

■ WTVY (TV) Dothan, Ala. (WTVY Inc.). Contract dated May 20, 1970, replaces one dated May 19, 1970 (sic); effective May 30, 1970, to Jan. 1, 1971. First call right. Programs delivered to station. Network rate, \$425 (\$475 as of Oct. 4, 1970); compensation paid at 30% prime time.

■ KENI-TV Anchorage (Midnight Sun Broadcasters Inc.). Amendment dated May 6, 1970, amends current contract to reduce network rate from \$200 to \$150 effective Jan. 19, 1970, to May 1, 1971. Compensation to be paid at 30% prime time, multiplied by 30%, for same period.

■ KFAR-TV Fairbanks, Alaska (Midnight Sun Broadcasters Inc.). Amendment dated May 6, 1970, amends current contract to reduce network rate from \$200 to \$150 effective Jan. 26, 1970, to May 1, 1971. Compensation to be paid at 30% prime time, multiplied by 30%, for same period.

CBS

■ Formula: Same as ABC.

■ KCOY-TV Santa Maria, Calif. (Central Coast Broadcasters Inc.). Contract dated Jan. 12, 1969; effective Jan. 12, 1969, to Jan. 11, 1971, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$200; compensation paid at 32% prime time. Deduction is equal to 60% network rate.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication minus, usually, 3.59% for ASCAP and BMI payments.

■ WPSD-TV Paducah, Ky. (Paducah Newspapers Inc.). Contract dated Dec. 1, 1967, replaces one dated Dec. 22, 1957; effective Dec. 1, 1967, to Oct. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$655; compensation paid at 30% of all equivalent hours over 24 hours

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monthly, multiplied by prime-time rate.

■ **KXGN-TV** Glendive, Mont. (Glendive Broadcasting Corp.). Contract dated April 16, 1968, replaces one dated Dec. 16, 1964; effective May 1, 1968, to Dec. 1, 1968. No first call right. Programs delivered to KUTV(TV) Salt Lake City and picked up by KXGN-TV at its expense. Network rate, \$100; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

■ **KMTV(TV)** Omaha (May Broadcasting Co.). Contract dated Dec. 1, 1967, replaces one dated Dec. 5, 1955; effective Jan. 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,050; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate. Deduction is equal to \$68 per hour for full-rate periods.

New AM stations

Applications

■ **Page, Ariz.**—Lake Powell Communications. Seeks 1340 kc. 250 w, 1 kw-LS. P.O. address: Box 790, Blanding, Utah 84511. Estimated construction cost \$6,000; first-year operating cost \$30,300; revenue \$36,000. Principals: Calvin Black, Robert Dale Holmes, Paul Dean Black and Phil Acton (each 25%). Messrs. Holmes and C. Black each own 25% of KUTA(AM) Blanding, Utah. Messrs. C. Black and Acton each own 50% of mining, construction and farming enterprise and food service firm. C. Black owns mining and investments firm. 25% of mortuary and 50% of air-taxi service. P. D. Black owns 31% of oil firm. Ann. June 8.

■ **Wellston, Ohio**—Jackson County Broadcasting Inc. Seeks 1330 kc. 500 w-D. P.O. address: 212 Pearl Street, Jackson 45640. Estimated construction cost \$11,700; first-year operating cost \$31,754; revenue \$36,000. Principals: Lewis E. Davis, president (50.3%), Irene Julia Kovalan, vice president (13.3%), Stephen H. Kovalan (11.7%), et al. Mr. Davis is P.R. consultant for Farm Credit Banks of Louisville, Ky., and owns 51% of program service to Ohio radio stations. Ohio Farm Network Inc. Mr. Kovalan owns 20% of WATH-AM-FM Athens, Ohio. Ann. June 8.

Actions on motions

■ **Hearing Examiner Basil P. Cooper** in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.). AM proceeding, scheduled further prehearing conference for June 10 (Docs. 18782-3). Action June 10.

■ **Hearing Examiner Basil P. Cooper** in Alexander City and Clanton, Ala. (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.). AM proceeding, granted joint request by Martin Lake Broadcasting Co. and Southeastern Broadcasting Co. and continued all procedural dates, including evidentiary hearing scheduled for July 13, to date to be specified at July 16 further hearing conference (Docs. 18782-3). Action June 10.

■ **Hearing Examiner Charles J. Frederick** in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.). AM proceeding, scheduled prehearing conference for June 17 and cancelled hearing now set for July 8 (Docs. 18768-9). Action June 11.

■ **Hearing Examiner Jay A. Kyle** in Yorktown, Tex. (Devitt Radio). AM proceeding, granted petition by Norman Building Corp. and ordered petitioner made party to proceeding (Doc. 18528). Action June 10.

■ **Hearing Examiner Ernest Nash** in Greensburg, Pa. (WHJB Inc.). AM proceeding, rescheduled June 29 prehearing conference for July 8 (Doc. 18868). Action June 8.

■ **Hearing Examiner Chester F. Naumowicz Jr.** in Bentonville, Ark. (Northwestern Communications Corp.). AM proceeding, continued conference to July 14 (Doc. 18869). Action June 11.

Other actions

■ **Review board** in Golden, Colo., AM proceeding, Doc. 18710, granted petition to enlarge issues, filed May 1 by Broadcast Bureau. Action June 10.

■ **Review board** in Sapulpa, Okla., AM proceeding, Docs. 13341-42, 13344, dismissed without prejudice to subsequent reiling as indicated. Joint petition for approval of agreement and dismissal of Sapulpa application, filed Feb. 17 by Creek County Broadcasting Co. and Tinker Area Broadcasting Co. Action June 15.

Call letter application

■ **Clarkston Broadcasters**, Clarkston, Wash-

ington. Requests KCLK.

Call letter actions

■ **Mechanicville Broadcasting Co.**, Mechanicville, N.Y. Granted WMVI.

■ **Sioux Empire Broadcasting Co.**, Sioux Falls, S.D. Granted KCHF.

Existing AM stations

Final actions

■ **KIKX Tucson, Ariz.**—Broadcast Bureau permitted remote control. Action June 5.

■ **KLRA Little Rock, Ark.**—Broadcast Bureau granted license covering auxiliary trans. Action June 8.

■ **KGEI Belmont, Calif.**—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15. Action June 4.

■ **KEGL Santa Clara, Calif.**—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action June 8.

■ **WMYR Ft. Myers, Fla.**—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action June 4.

■ **KTOH Lihue, Hawaii**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only on 1350 kc. 1 kw, with remote control from main studio; trans. location redescribed as Airport Rd., 3 1/2 mile northeast of Lihue. Action June 8.

■ **KFLI Mountain Home, Idaho**—Broadcast Bureau granted CP to increase daytime power to 1 kw. Install new trans., condition. Action June 10.

■ **KWAL Wallace, Idaho**—Broadcast Bureau granted CP to make changes in ant. around system. Action June 4.

■ **KVDB Sioux Center, Iowa**—Broadcast Bureau granted license covering new AM. Action June 8.

■ **KLEO Wichita, Kan.**—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 5610 East 29th Street, Wichita. Action June 5.

■ **WKLO Louisville, Ky.**—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 307 West Walnut, Louisville: conditions. Action June 4.

■ **WDME Dover-Foxcroft, Me.**—Broadcast Bureau granted CP to increase daytime power to 1 kw, install new trans., conditions: remote control permitted. Action June 10.

■ **WMBC Columbus, Miss.**—Broadcast Bureau granted license covering changes. Action June 6.

■ **KFBD Waynesville, Mo.**—Broadcast Bureau granted CP to remove series resistor in present ant. system. Action June 11.

■ **KENN Farmington, N. M.**—Broadcast Bureau granted CP to install new auxiliary trans. and operate by remote control from main studio location. Action June 11.

■ **WBNC Gastonia, N. C.**—Broadcast Bureau granted CP to increase daytime power to 1 kw; install new trans. for daytime use only: remote control permitted. condition. Action June 10.

■ **WBPZ Lock Haven, Pa.**—Broadcast Bureau granted license covering changes: change type trans. Action June 8.

■ **WKOK Sunbury, Pa.**—Broadcast Bureau permitted remote control. Action June 5.

■ **WRAI San Juan, P.R.**—Broadcast Bureau granted mod. of CP to increase MEOV's of proposed directional pattern. Action June 11.

■ **WMUU-AM-FM Greenville, S. C.**—Broadcast Bureau rescinded May 7 grants renewal of licenses. Action June 5.

■ **KHEY El Paso**—Broadcast Bureau granted CP to replace expired permit for changes. Action June 11.

■ **KXOX Sweetwater, Tex.**—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action June 4.

■ **KMO Tacoma, Wash.**—Broadcast Bureau granted license covering changes: studio and remote control location 4501 Pacific Highway, East Tacoma, Wash. Action June 8.

Actions on motions

■ **Chief, Broadcast Bureau**, granted request of CCA Electronics Corp. to extent that date for filing comments in matter of Amendment of Part 73 of rules and regulations concerning AM's to prescribe limit on positive modulation, is extended through

Sept. 3 and time for filing reply comments extended through Oct. 2 (Doc. 18867). Action June 15.

■ **Hearing Examiner Basil P. Cooper** in Nashville (Second Thursday Corp.). AM-FM proceeding, continued prehearing conference to June 26 (Docs. 17914 and 18175). Action June 10.

■ **Hearing Examiner Charles J. Frederick** in Carthage and Jackson, both Mississippi (Meredith Colon Johnston (WECP) and Ford Broadcasting Co.). AM proceeding, granted motion of Ford Broadcasting Company and ordered transcript corrected (Docs. 18487-8). Action June 10.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Honolulu (Hawaiian Paradise Park Corp.). renewal of license of KTRG, ordered Broadcast Bureau, on or before Sept. 4, to serve and file document identifying witnesses for presentation of direct case, and Bureau shall also furnish copies of exhibits in that connection, including transcriptions of any relevant tapes; flink shall operate to terminate asserted right of Bureau to augment or amend Bill of Particulars; scheduled further prehearing conference for Sept. 11 for licensee to indicate whether any procedural problems appear to arise as result of examination of Bureau material furnished Sept. 4, and effort will be made to dispose of any such problems in course of further prehearing conference; at further prehearing conference, Determination will be made as to date for service and filing of licensee's direct case and discrete date for commencement of hearing will be fixed; pending interrogatories and request to inspect documents, respectively, served upon Bureau in behalf of licensee, and related responses of Bureau, deemed to have been mutually withdrawn, without prejudice to further flink as licensee's counsel may hereafter deem necessary and appropriate (Doc. 18819). Action June 11.

Fine

■ **WNGA Nashville, Ga.**—FCC ordered to forfeit \$2,000 for violation of terms of station license by operating at 5:00 a.m. EST rather than 5:45 a.m. EST for period May 1 to May 23, 1968. Action June 10.

Designated for hearing

■ **WKOK Sunbury, Pa.**—FCC designed for hearing application by Sunbury Broadcasting Corp. for license to cover CP for change in facilities. Action June 10.

Call letter applications

■ **WVGT, Cherry Hill Broadcasting Inc.**, Mount Dora, Fla. Requests WYYD.

■ **WEEB, People Communication Corp.**, Rensselaer, N.Y. Requests WQBK.

■ **KTHT, Winston-Salem Broadcasting Inc.**, Houston. Requests KULF.

■ **WSAZ, Stoner Broadcasting System Inc.**, Huntington, W. Va. Requests WGNT.

Call letter actions

■ **KATF, Maricopa County Broadcasting Inc.**, Mesa, Ariz. Granted KMND.

■ **KPOJ, KPOJ Inc.**, Portland, Ore. Granted KPOK.

■ **WITA, Pueblo Broadcasting Inc.**, San Juan. Granted WJIT.

New FM stations

Applications

■ **Sonora, Calif.**—Herold Broadcasting Co. Seeks 92.7 mc. 3 kw. Ant. height above average terrain 64 ft. P.O. address Mono Highway, Sonora 95370. Estimated construction cost \$22,093.31; first-year operating cost \$2,500; revenue \$26,000. Principals: Joseph L. and Charles W. Herold (each 50%). Principals own respective interests in KVML (AM) Sonora. J. L. Herold owns real estate sales firm. C. W. Herold owns grocery interests and real estate firm. Ann. June 9.

■ **West Palm Beach, Fla.**—Guy S. Erway. Seeks 92.1 mc. 3 kw. Ant. height above average terrain 155 ft. P.O. address 5270 N.E. 28th Avenue, Fort Lauderdale, Fla. 33308. Estimated construction cost \$3,300; first-year operating cost \$24,368; revenue \$42,000. Principals: Guy S. Erway, sole owner. Mr. Erway owns WSEB(AM), WANZ(FM) both Sebring, Fla., and 51% of WGMF(AM) Watkins Glens, N.Y. Ann. May 27.

■ **Henniker, N.H.**—New England College. Seeks 91.7 mc. TPO 10 w. P.O. address Proctor Square, Henniker 03242. Estimated construction cost \$19,910; first-year operating

(Continued on page 103)

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Opening for Salesman who can sell radio, middle-of-the-road station, top sports in midwest, salary, commission, contact Max Shaffer, WDAN, Danville, Illinois.

Sales—New AM, Wisconsin metro, air date mid summer (July). Acct. list wide open. Young experienced, apply now. Adding two more stations immediately. Mgm't opportunities. Resume, references, WYNE, Box 92, Appleton, Wisconsin.

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Modern country station is looking for experienced first phone announcers. Opening will exist soon for production-minded DJ's at our No. 1 rated station in the heart of Michigan's "Water Wonderland." Send picture, tape and resume to Box F-157, BROADCASTING.

Northeast. Contemporary Heavy needs 2 creative jocks. Preferably with first tickets. Desire and ability as important as experience. Openings created by staff promotions and expansion. Send tape and resume to Box F-164, BROADCASTING.

Announcer with first phone needed, must have bright morning sound. Send resume, tape, and salary requirement in first letter. This is very desirable northern midwest location. Box F-183, BROADCASTING.

We're a long established station with new facilities in a western Pennsylvania small market and are looking for an experienced all-around announcer with a first class license who will fit our MOR format. Please send resume and 7½ tape. Box F-206, BROADCASTING.

Experienced announcer wanted for short air shift and sales. Wonderful opportunity for right man. Box F-241, BROADCASTING

Announcers continued

Alaska's most popular adult radio station needs professional announcer. No beginners. Adult-MOR format. Starting salary \$825.00. Send tape, resume. To Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska.

Immediate opening for night shift; must have first phone, call manager, KSYL, Alexandria, Louisiana. 318-442-6611.

Immediate opening for experienced announcer ready to move into morning slot in growing market. MOR music and local news format. Good salary, fringe benefits and opportunity to advance. Send tape, resume to Program Manager, WASA, Havre de Grace, Maryland.

Announcer—experienced in MOR format. Good opportunity and good pay in fast growing market with established, successful station. Send tape and resume to John Garrison, WFIX, P.O. Box 7, Huntsville, Alabama 35804.

Announcer-salesman for growing market. Minimum one year experience. Salary and commission. The potential is here. Send resume and tape to Joe Lobaito, WGEN, Geneseo, Illinois.

Wanted—Heavy contemporary disc jockey for #1 Oklahoma City top 40 station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Morning man, . . . pro! Production experience necessary. WVIP has immediate opening for a bright, stable early bird in the Westchester market. 45 minutes NYC. New studios ABC Network, 5000 watt AM . . . stereo FM, ABC net, great opportunity for the right man. America's great suburban stations will pay for the right man. Send non-returnable tape and resume to Bob Bruno, Program Director, WVIP Radio, P.O. Box 608, Mount Kisco, N.Y. 10549. Equal opportunity employer.

Sports director needed for South Eastern Illinois MOR station. Play-by-play and announcing ability. Send resume and tape to L. Beabout, WVLN, Olney, Illinois 62450.

Our cup runneth over. Hudson-Westchester Radio Inc., group operator of famous WVOX/Westchester continues to grow and develop. If you fit our style and are interested in serving and helping the people who will listen to you in the most influential area in America . . . Please apply for our 1st opening in 2 years. VARIETY calls what we're looking for (i.e. information, that is). We offer an opportunity to communicate with some of the great decision-makers of our nation . . . and to help the less fortunate who live midst the plenty. BROADCASTING, The New York Times and The Gallagher Report all seem to agree we've cornered the market on bright, attractive young men. We're looking for two more, including one who can develop into a Program-Operations man. Call 914-636-1460 or better, write a good thoughtful letter today with a tape to our William O'Shaughnessy, WVOX, Pershing Square, New Rochelle, Westchester County, New York 10801.

Jocks—New AM powerhouse, Wisconsin metro. 1st phone experienced jocks, format minded who know when to talk. And newsmen-ticket not required. Tape, resume, references now to Box 92, WYNE, Appleton, Wisconsin.

Technical

Chief engineer for AM directional. Must be familiar with directional system and know audio well. Close to Pittsburgh. Excellent opportunity. Box F-146, BROADCASTING.

Assistant Chief for AM directional. No announcing, sales, etc. Must be capable, experienced and have good employment record. Send current picture, resume, references to Box F-202, BROADCASTING.

Maryland directional needs experienced engineer. Age no barrier if you can do the job. Box F-210, BROADCASTING

Wanted: Chief Engineer for AM-FM-SCA. Send complete information plus salary requirements in first letter to Box F-212, BROADCASTING.

Engineer, 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-364-2100.

News

Bright Authoritative Newsmen . . . One of Illinois' top-rated news departments is looking for a dedicated newsmen who lives, thinks, eats and sleeps news. We offer a fine salary, a full-time company car, and many other fringe benefits. Send us a complete resume, news tape and photo and we'll send you full details in return. Box F-152, BROADCASTING.

Are you ready to move up? Do you have the requisites of a good experienced local radio newsmen? If you can answer yes, then write Don White, WCAP, Lowell, Mass. 01852. Include air check, writing samples, resume pix, salary requirement. WCAP is top-rated. Best equipped station in this metro market. WCAP employees enjoy fullest fringe benefits including profit sharing. If you have real news ability this is your opportunity.

Medium metro Alabama market has opening for news director. Award winning local news operation. New, modern studios and equipment, mobile news units, portable two-way radio, everything needed for a first class local news job. Good pay, excellent fringe benefits. Send resume, tape and photo to WDNB, Anniston, Alabama 36201. No phone calls please.

Southern Indiana. Need immediately an aggressive News Director with some play-by-play experience. Rush audition tape and resume to WITZ, Box 167, Jasper, Indiana.

Cleveland suburban radio needs seasoned writer-reporter with news director potential. Must be strong in municipal affairs reporting. WPVL Radio, 1 Radio Place, Painesville, Ohio, 216-352-3155.

Programing, Production, Others

Major successful midwest group AM, basic contemporary. seeking skilled program director. Willing to pay for qualifications. Small air shift. Must stand rigid character and work references check. Send tape, resume, references, current picture to Box F-243, BROADCASTING.

Production Director. Must know heavy rock, be an expert at tape editing, and limited technical knowledge of equipment required. In top 10 markets. Rare opportunity. Box F-281, BROADCASTING.

Creative, professional production man wanted immediately. Will head established, well-equipped production department. Group headquarters. Good opportunity. Start \$200.00 per week or more for right man. Send tape and resume to Dudley Waller, Radio Station KEBE, P.O. Box 1648, Jacksonville, Texas 75766, or phone 214-586-2211.

Women's Director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa.

Key position for experienced broadcaster with outstanding announcing, writing and production ability. As program director of New Jersey's most powerful station, you will help develop radio's first totally new format in the past five years; will be in charge of a staff of professional announcers; will serve as music director for our three station group, and be directly responsible for quality control and production for one of America's finest regional stations. Previous PD experience helpful but not necessary. Send tape, resume, first letter, or call Mr. Covell or Mr. Hobler, at 609-896-0975.

Situations Wanted Management

Sales Manager, 30, 10 years experience, likes challenge, currently in top 100 market, have worked in top 10, married, 1st phone currently Sales Mgr., West Coast and no where to go. Box F-126, BROADCASTING.

Group radio station owner available July 15. 18 years of TV and Radio promotional, sales, and management experience. 1000% track record. Success in rock, MOR and C&W formats. Must have equity and/or stock option position. Past income for last nine years \$40,000 plus per year. Box F-169, BROADCASTING.

Management continued

An exceptional opportunity to add an outstanding young man to your management team. I am a successful broadcaster who, in the last ten years, has demonstrated that he can motivate people and greatly increase revenues. I have a great sales track record coupled with radio rep management and national sales manager experience with group stations. I would now like to move my family to a medium market and perform as sales manager. Let's talk. I'll call you upon receipt of your letter. Box F-240, BROADCASTING.

Security Calls: Underground Avante-garde FM is for the young and wealthy. I was that until I tried it myself. Ex-part-owner (31, married), Station Manager, Class A FM in Top-20 market needs position with conventional station interested in money—not art. Prefer small market in beautiful physical location. Box F-252, BROADCASTING.

Young man with extensive experience, ready to fully manage small to medium market AM station. Box F-261, BROADCASTING.

Currently general manager, past sales manager, programming, engineering, news, promotion, marketing, production, play-by-play, announcing, family. AM-FM, large or small. Reply in confidence. Box F-284, BROADCASTING.

14 years experience: 8 selling, 3 management. First phone. 502-895-9677.

Sales

Top 30 Markets only. Top Biller, top qualifications. 1/69, took over depressed list (1968): \$21,000 doubled it to \$42,000 in 1969. Currently running 100% ahead of 1969 (thru 5/31/70) with \$7,000 billing for May in 6 station. 160,000 market. Well organized, stable employment history, top industry, client, character references. RAB trained. Age 27, 12 years broadcasting background. 1965 major university graduate. Box F-159, BROADCASTING.

College grad, broadcast degree, 3rd endorsed, ad manager for large retail organization, references and resume, seeking sales-promotion-advertising position, preferably northwest. Box F-256, BROADCASTING.

Prolific producer. National, regional, local. Heavy experience. Family. Small, medium, large markets. Box F-285, BROADCASTING.

Announcers

Talented major market rock jock with background in programming wants medium market PD post. First phone. Box E-126, BROADCASTING.

3rd endorsed—top 40 jock. Experienced—dependable—tight board. Creative—aggressive—21 years—draft exempt. Available immediately. Box F-104, BROADCASTING.

Attention northern and central Ohio. An excellent jock for rock or MOR. Experienced. Box F-190, BROADCASTING.

Play-by-play opening? Or combination? Tired of run-of-mill sportscasters? Receive refreshing take from responsible, energetic, knowledgeable individual who has professional touch. Not interested if you don't place community and station responsibility first. Box F-216, BROADCASTING.

First phone—mature announcer. Married. Fourteen years stability. Prefer good music AM or FM. Any market. Call 219-456-2449 or write Box F-239, BROADCASTING.

Help! Top 40 or Progressive Rock. Soon! Please! Box F-245, BROADCASTING.

AFRTS veteran station manager seeks MOR, C&W board shift. 24, single, school grad, 3rd endorsed, 2 years college. Tight board, creative production, personable on and off air, 12 months C&W experience, 8 months TV news. I can give you the sound that sells. Can relocate after October 15th. Box F-247, BROADCASTING.

Top 40 Personality. Experienced . . . veteran . . . third . . . immediately . . . Box F-250, BROADCASTING.

Quality music format! First phone. Audience 35-59. Broadcasting twenty one years. Age 47. Prefer nights. \$175.00, married. 219-436-8731, Fort Wayne, Indiana. Box F-254, BROADCASTING.

3 for 1 Sale! 1st class jock, production, copy. Military completed, relocate. Box F-264, BROADCASTING.

Top notch announcer with personality and ambition seeking permanent home in MOR radio or radio-TV. Mature, married, Broadcast Degree, third endorsed. Box F-265, BROADCASTING.

Radio-TV announcer. Long experience radio and newspaper reporting. Mature family man. Box F-266, BROADCASTING.

Announcers continued

Professionally trained female announcer, musical background, strong on production. Northern California preferred. Box F-267, BROADCASTING.

First class license, references, experience. Prefer contemporary format. Box F-268, BROADCASTING.

Young, British, experienced, heavy voice, good production, tight board, heavy rock, groovy MOR. N.Y.C. School graduate. Go anywhere, tape, resume, photograph available. F-270, BROADCASTING.

Sports announcer 1 yr. experience. Would like to move with sports minded station. Where sports and play-by-play are important part of programming. 23, married. Box F-273, BROADCASTING.

Young, experienced female announcer. Creative, versatile, tight board, third endorsed, MOR, NYC school graduate, resume, tape, available. Box F-274, BROADCASTING.

Professional announcer, copywriter, news, production. Experienced. Versatile. Married. Dependable. Permanent. Available immediately. Tihrd. Box F-279, BROADCASTING.

Experienced announcer. Third Phone. Draft exempt. Will relocate. Mike Johnston, 330 Elm Ave., Woodlynne, New Jersey. 609-962-5452.

Experienced, top flight, announcer, newsmen, 3rd endorsed, tight board, Bill Wade Grad. Willing to relocate, draft exempt. Tape, resume, and references upon request. John Moissant, 230 Ridgewood Ave., San Francisco, Calif. 586-7173 or 332-5519.

Army Lieutenant, soon to be discharged, desires to return to DJ work. Two years professional experience plus one year as Army TV producer-director. Tight board. Mature, sound, bright, lively, enthusiastic. College grad, age 23. Third endorsed. Willing to relocate. Contact Lt. Jeff Benton, 215-MU8-1373.

Black jock. Digs R & B, rock, jazz, MOR, top 40. Third endorsed. Single. Military completed. Beginner, but baby I sound like a pro!! Let tape tell it like it is!! Professionally trained in New York. Will relocate anywhere. Come on, sock it to me!! Write Dean Reynolds, 1231 Sheridan Avenue, Bronx, New York, 10456.

D-1st phone wants job at top 40 station, in two or four year college town in California. Wants to further education while working. Prefer night shift. Very dependable. Also experienced music dir. and copy writing. Permanently deferred. Will send air check and resume upon request. Phone 1-714-757-2538.

1st Class Summer 1970—stable—family, BS radio/polysci, 7 yrs. announce/sales. Western USA. Southwick, 715 Peggy, LaPuente, Calif. (213) 330-0904.

Draft exempt, third phone. Broadcast school graduate. 23, College. Keith Falk, 1580 Sunnyvale Ave., Walnut Creek, California 94596, 415-935-0441.

Beginner? 1st class license—single—will travel (preference) announcer at Rock station. Bill D'Anna—Falls Creek, Pa. 15840.

First phone seeks play-by-play. Available now. Draft exempt. Write Dean McMann, 901 Audrey Lane, Prescott, Arizona 86301.

Ambition-plus. Desire combo or engineering in Florida. Will relocate. First class ticket and dynamic voice. Reply: Bill Howard, 62 Jewel Street, Rochester, N.Y. 14621.

Deejay-announcer, 6 months experience, seeks deejay position with station in midwest or northeast. Knows all types of music. Knowledgeable in sports. Air checks available. Contact 212 FI 7-5149 after 8 p.m.

Announcer desires position. Experienced in Country Music, sports and news. Joseph Mock, 1112 16th St. N.W., Washington, D.C. 737-3089.

Broadcasting school grad with 3rd endorsed seeks contemporary MOR. Knows music, and willing to relocate. Tight board. Interested in play-by-play. Draft exempt. Tape, resume and photo on request. Tom Weed, 303 Frederick Street, San Francisco, California 94117, (415) 982-9640.

Technical

First phone. Radio/Television transmitter engineering. Extensive experience. Night shift preferred. Reasonable pay; go anywhere. Box F-214, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box F-249, BROADCASTING.

Chief Engineer/Announcer seeks position in Penna. or mid-Atlantic. College degree in electronics. Experience in construction, maintenance, AM & FM Directionals. Box F-252, BROADCASTING.

Technical continued

Radio production engineer. 8 years experience wants freelance work N.Y.C. area. Writing and production mngmt experience. Call (212) 691-0880 or (212) 573-1774.

First class licensed engineer. AM-FM transmitter, and control room operation. Good reference for one year & four months employment. Phone 215-748-5640.

Technician/Engineer—no paperhanger, no spender—1st class troubleshooter—12 yrs electronics/8 yrs top d.j., 27, family Box 515, Petersburg, Va. 23503

News

Mr. Inside and Mr. Outside. Two of radio's finest. Long on experience and creativity. Now running large northern newsmen. Will run, or strengthen yours. Major warm weather stations, where news counts. Fall or sooner. Box F-125, BROADCASTING.

3.0 to 21.1 in just two months! Telephone-talk show host did that and much more. I am interested in doing a TV and/or Radio talk show in major market. Attention 50 kw's how about half-talk half-music all night to aid your A.M. ratings. There aren't many top flight talk men around nowadays . . . I'm one of them. Salary open, all contacts in strict confidence. Box F-219, BROADCASTING.

Professional broadcaster seeks change. Experience in news, production and sales. Midwest only. Box F-257, BROADCASTING.

Experienced first ticket looking for medium to small market for permanent position. Prefer Connecticut or New England area. Box F-258, BROADCASTING.

Professionally trained female; newscasting, specialty continuity writing; 3rd, extensive musical background, California preferred. Box F-259, BROADCASTING.

Midwest native, great on local news, sales, audience participation. Fiftyish, now Southeast . . . Box F-278, BROADCASTING.

Broadcasting pro, college and professional sports. NBC News, sales, play-by-play all major sports. West coast radio-TV preferred. Larry Myers, 26071 Marina Drive, Rolling Hills, California 90274, 213-375-1140.

Third phone beginner looking for first job. Resume and tape on request. Call Robert Banks, 503-981-4721. Write 234 E. Lincoln, Woodburn, Oregon 97071.

Programming, Production, Others

Copywriter, prefers New England area 203-658-6196 or Box F-21, BROADCASTING.

Sports play-by-play: dependable, good voice, 8 yrs. experience pro, college, prep basketball, baseball, football, hockey. College grad also experienced in management, sales, programming. Box F-211, BROADCASTING.

Program Director . . . efficient, sensible, hard-working 28-year-old family man. 11 years' programming modern country with results. Desire position in medium or major market. Excellent references. 209-439-2989. Box F-260, BROADCASTING.

Experienced writer—all media of communications. Good contact man. (New England). Box F-269, BROADCASTING.

Available now: music programmer for hip rocker. Can help launch new operation or put present operation together. Rock music expert with uncanny years-in-the-making ability to pick hits and heavies. Did music two years for collegetown rocker which had been out-of-touch with its audience; worked wonders for them, will for you. All locations considered; Northeast preferred. B.S. Radio-TV, plus diversified experience. Information, resume contact Ron Kobosko, 320 Clifton Boulevard, Clifton, N.J. 07013.

Television Help Wanted Management

TV Business Manager. Must take charge of 7 man department and all statements, forecasts, billing, receivables, payroll, etc. Only strong experience desired. Group VHF in top 15 market. Excellent fringe benefits including stock option. Send resume and salary requirements to Box F-233, BROADCASTING.

Well established management consulting firm can offer an outstanding career opportunity in our expanding broadcast division. Man selected will direct total marketing program for solicitation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to Dr. White, Box F-255, BROADCASTING.

Television Help Wanted

Sales

Young aggressive local professional TV salesman for leading VHF network station in 50-size market located in city of 300,000 in mid USA. Station recognized for award-winning creative ability of staff which means chance for profitable creative selling. Opportunity to work with established active and good potential accounts. Sales bonus plan, profit sharing plan, excellent medical insurance coverage, paid vacations and opportunity for advancement. Box F-195, BROADCASTING.

Help Wanted Announcers

Pennsylvania VHF needs strong commercial/news announcer. Excellent pay; talent fees; fringe benefits all company paid. Send VTR, detailed resume. Tape returned. An equal opportunity employer. Box F-248, BROADCASTING.

Technical

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.

Experienced first class engineers for educational station. Must be reliable. All new equipment. Contact Dennis Dunbar, Chief Engineer WSKC TV, P.O. Box 954, Binghamton, N.Y. 13902.

TV engineer with experience as switcher or maintenance. Must have first class FCC License. All color RCA equipped major market Northern California in dependent. Call collect chief engineer, 916-452-8221.

NEWS

Television station needs experienced Consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box F-251, BROADCASTING.

WIRL-TV has an immediate opening for 5:30 p.m.-10 p.m. Anchor Man. Must be experienced. Contact Ralph Smith, News Director, immediately. Box F-253, BROADCASTING.

TV Anchor/Reporter . . . Experienced anchorman needed for expanding early and late weekend newscasts on number one rated northeast station. Must have ability to write and shoot/eat 16 MM equipment. Send resume, salary requirements, and recent off-air video tape to Box F-263, BROADCASTING.

Wanted young, aggressive asst in sports department of a VHF NBC affiliate in southeastern state capital city. Applicant should have strong air ability as well as proficiency with SOF and DOF cameras, editing and writing experience. Applicant will produce major college weekly coaches basketball show as well as cover local high school, college and professional sports. Send tape or SOF resume and samples of writing to Dick Edwards, WIS Television, Columbia, S.C.

TV newsmen, strong on air. Good salary. Great recreation area. Small university town. No floaters. Over thirty preferred. Contact: Mr. Don Ryan, Promotion Manager, WLUC TV, P.O. Box 460, Marquette, Michigan 49855. Phone 906-475-4161.

Leading southeast VHF seeking outstanding newsmen. Should be well versed in air work, writing, reporting, and film work. Salary open for right man. Excellent opportunity. Contact Al Fleming, News Director, WTVM, Columbus, Ga., 404-322-8328.

Programing, Production, Others

Station in top 5 market needs director, experienced in program and commercial work. Excellent opportunity for man in small or medium market. Send resume, salary requirements to Box F-242, BROADCASTING. An equal opportunity employer.

Producer-Director, must have experience in producing commercials, newscasts and live shows. Send complete information including salary requirements first reply to R. C. Richmond, WBBH-TV, 3719 Central Ave., Fort Myers, Florida 33901.

Continuity writer-supervisor—Person with creative ideas, who can write and follow through with production of spots. Will also be in charge of Continuity Department. Write or call, Operations Manager, WIRL-TV, Peoria, Ill.

Programing, Production, Others

continued

Position Open—Executive Producer in educational television at new East Coast state network production center. Exceptional creative opportunity. Excellent production facilities. Salary \$12,357+ yearly, but negotiable. Equal opportunity employer. Master's degree, open circuit production, and some educational experience required. Starts at once. If qualified and interested, please call ITV Project Director, (301) 356-5600.

Television

Situations Wanted Management

Attn. Station Manager. If you're looking for a top general sales manager, consider these facts. At 34, I have 10 productive years in broadcasting. From local sales I moved to local sales management. I invested 4 years with a major TV rep. Now, as a successful station Nat'l sales mgr. I'm ready with ideas, experience and an excellent record. Box F-98, BROADCASTING.

Available now—twenty years experience—general manager, sales, operations, programing and production. Size and location of market less important than growth opportunity. Excellent trade, personal references. Will consider all stimulating propositions. Box F-246, BROADCASTING.

Management. Presently VP & GM. Excellent record, station being sold. 16 years sales, sales-management, management Professional, cost-conscious. Family-man, community-active. Prefer large market. consider others. Box F-230, BROADCASTING.

Sales

Sales management pro with singular talent . . . increasing profits. Excellent record attracting national dollars. Strong in building retail revenues—welding local in cohesive, competitive team of doers . . . not excusers. References? You bet! Box F-296, BROADCASTING.

17 years experience in production and operations management. Seasoned pro now wants experience in sales. Help me prove I can become one of your top producers Call J. R. at 919-637-3879 for further information and interview.

Announcers

Broadcasting pro, college and professional sports. NBC News, sales, play-by-play all major sports. West coast radio-TV preferred. Larry Myers, 26071 Marina Drive, Rolling Hills, California 90274, 213-375-1140.

Technical

Engineering manager. 21 years all phases. Heavy construction experience. Able to manage large dept. Experienced in budgets, union negotiations, etc. Looking for solid station or group, top references. Box F-275, BROADCASTING.

NEWS

Dedicated young professional will bring respect, loyalty, spirit and ability to your news operation. ±1 rated anchorman. Good appearance, delivery, production and demographics. Inquiries for news director-anchorman will receive thorough consideration and prompt reply. Box F-91, BROADCASTING.

Aggressive college graduate, former Army Information Officer, seeks young progressive news operation. Some talent desired. Box F-129, BROADCASTING.

Television news director—13 years experience cameraman to administration 17 man department. Editorial, documentary awards Major market. Box F-130, BROADCASTING.

Television newsmen presently employed in top 25 market . . . BA Degree in Communications . . . Married . . . 27 . . . Experienced in all phases of broadcast news . . . color VTR and references on request. Box F-167, BROADCASTING.

Award-Winning (1969 Los Angeles Press Club) newspaper reporter, 31, wishes to switch nearly three years indepth news experience to television reporting. BA, MA. Will relocate. Box F-170, BROADCASTING.

Available September: Crack writer-researcher, network feeder, experienced anchorman and news director (both media), specialist at public affairs/editorials. Have Masters Degree in Journalism. Now working on Doctorate (and teaching) at top journalism school. Prime references broadcasting and academe. Excellent voice/appearance. Box F-171, BROADCASTING.

TV News Director/Anchorman available. 17 years experience including recent network correspondence. Would consider anchor work only. Box F-220, BROADCASTING.

News continued

Street Reporter: Black, excellent background, Master's degree-journalism. Box F-236, BROADCASTING.

Top broadcast journalist now with number 1 radio in number 9 market want back into television. Much experience; on air, street, desk, AFRTS overseas correspondent, college grad. Box F-272, BROADCASTING.

Award-winning news producer, top 10 market station, seeking career advancement. Expert qualifications, recommendations. Box F-283, BROADCASTING.

Programing, Production, Others

Documentaries, numerous awards, cinematography, editing, ideas, producer. Box F-194, BROADCASTING.

Producer-Director, 26, just returned from Vietnam and seeks challenging position in commercial or ETV. 2 years graduate school in TV production experienced all phases. Will consider associate producer-assistant director in top market. Salary open, will relocate. Resume on request. Box F-237, BROADCASTING.

Versatile, enthusiastic young radio announcer with experience in news, pr, programing, prod. Seeks opportunity in television. Single, draft exempt, B.A. in Brct. Box F-276, 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.

Wanted to buy—Ampex VR 2,000 or 1,200 include options and asking price. Box F-92, BROADCASTING.

Used Allen Mod/Demod model 1114 for VR1000—Ken Blue, Sacramento State College Television, 6000 Jay Street, Sacramento, California 95819.

FOR SALE Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

RCA TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc. Box 396, Montgomeryville, Pa. 18936. Tel. 215-855-0970.

5kw FM transmitter. Solid state exciter. 5 bay horizontal antenna. Good condition. Box F-94, BROADCASTING.

RCA SDX Transmitter, Final 692-R. Exceeds FCC Standards. Cream puff. Operating as main. Can see. Changing location. Need space. \$3,000. FOB WEEB, Southern Pines, N.C.

I.T.A. 10,000 D FM Transmitter. Excellent condition. Presently operating 101.5 mc. Reason for sale: Going to higher power. Spare parts and plate transformer can be generated at 5KW. Contact C. E. Edward L. Bryant, c/o WJCW FM Radio, Box W, Johnson City, Tennessee 37601, phone 615-926-6167.

Symmetra-Peak Model SP-58-1A. Perfect condition, used 2 years. New \$225.00 now \$125.00. Write KRDU Radio, P.O. Box 157, Dinuba, California 93618. Phone 209-591-1130.

C.B.S. Laboratories Volumax 400 Automatic peak controller. Perfect condition, used 2 years. New price \$650.00 now \$350.00. Write KRDU Radio, P.O. Box 157, Dinuba, Calif. 93618. Phone 209-591-1130.

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

Numerous Type 5820 camera pickup tubes @ \$25.00 each, as is, FOB Mpls. Also 10,000' of monochrome TK-31 camera cable in 200' lengths. Best offer. Contact WCCO-TV, Director of Engineering, 50 South 9th Street, Minneapolis, Minn. 55402.

Audiomation Labs stereo system in racks, four years old, three 14-inch decks, solid state carousel, cartridge playback, sequencer, announcer T, fader, perfect condition, \$3,500 FOB. WMVG, Milledgeville, Georgia.

Schafer Automation Model 600-145 Tapes—6 Ampex 351 playbacks—I Ampex make-up—Remote console—Cables—More, \$3,500. You haul, 208-342-8901.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"1970 Test Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

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(Continued from page 97)

cost \$4,000; revenue none. Principals: William C. King, chairman, board of trustees, et al. Ann. June 9.

■ **Scottdale, Pa.**—L. Stanley Wall. Seeks 103.9 mc, 325 w. Ant. height above average terrain 781 ft. P.O. address Box 122, Luxor, Pa. 15662. Estimated construction cost \$5,355.52; first-year operating cost \$19,000; revenue \$36,000. Principals: L. Stanley Wall, sole owner. Mr. Wall is general manager of WTRA(AM) Latrobe, Pa., and part-time announcer for WZUM(AM) Pittsburgh. Ann. June 1.

■ **Sioux Falls, S.D.**—Sioux Falls College. Seeks 90.1 mc, TPO 10 w. P.O. address 1501 S. Prairie, Sioux Falls 57101. Estimated construction cost \$4,335.73; first-year operating cost \$500; revenue none. Principals: R. P. Jeschke, president, board of trustees, et al. Ann. June 9.

■ **Norfolk, Va.**—Virginia Cultural Foundation Inc. Seeks 89.5 mc, 28.8 kw. Ant. height above average terrain 400 ft. P.O. address Box 6314, Norfolk 23508. Estimated construction cost \$61,875; first-year operating cost \$30,000; revenue none. Principals: M. Lee Payne, chairman of board, et al. Ann. June 9.

■ **Longview, Wash.**—Lower Columbia College. Seeks 89.9 mc, TPO 10 w. P.O. address 1600 Maple Street, Longview 98632. Estimated construction cost \$9,477; first-year operating cost \$8,270; revenue none. Principals: Dr. David Story, president-secretary, board of trustees, et al. Ann. May 27.

Final actions

■ **Waverly, Iowa**—Cedar Valley Broadcasting Co. Broadcast Bureau granted 99.3 mc, 3 kw. Ant. height above average terrain 179 ft. P.O. address Box 307, Waverly 50677. Estimated construction cost \$17,000; first-year operating cost \$6,700; revenue \$10,000. Principals: John W. Talbott, president, et al. Principals own KWVY(AM) Waverly. Action June 10.

■ **Canton, Mo.**—Lewis County Broadcasting Co. Broadcast Bureau granted 102.3 mc, 3 kw. Ant. height above average terrain 175 ft. P.O. address 2501 Vermont Street, Quincy, Ill. 62301. Estimated construction cost \$7,144.50; first-year operating cost \$7,521; revenue \$8,000. Principals: Francis L. and Frances M. Hollon (each 50%). Francis Hollon is engineer for WGEM-AM-FM-TV Quincy, Mrs. Hollon is registered nurse. Action May 25.

■ **Maryville, Mo.**—Northwest Missouri State College. Broadcast Bureau granted 90.5 mc, 100 kw. Ant. height above average terrain 510 ft. P.O. address: c/o Dr. Robert P. Foster, Maryville 64468. Estimated construction cost \$92,286.95; first-year operating cost \$18,000; revenue none. Principals: Board of Regents, State of Missouri. Action June 10.

■ **Billings, Mont.**—FCC notified that initial decision released April 15 granting application of Lee Enterprises Inc. for new FM on ch. 25.3 in Billings became effective June 4 (Doc. 18514). Action June 11.

■ **Aguadilla, P.R.**—Ricardo Vega. Broadcast Bureau granted 92.9 mc, 5.9 kw. Ant. height above average terrain 205 ft. P.O. address Box 647, Aguadilla 00603. Estimated construction cost \$9,839.01; first-year operating cost \$19,928; revenue \$22,800. Principals: Ricardo Vega, sole owner. Mr. Vega is an electronic engineer. Action May 7.

Actions on motions

■ **Hearing Examiner Charles J. Frederick** in North Syracuse and Syracuse, both New York (WSOQ Inc. and Eastern Associates). FM proceeding, scheduled prehearing conference for June 25 (Docs. 18667-8). Action June 9.

■ **Hearing Examiner Jay A. Kyle** in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station, Inc.). FM proceeding, granted petition of Delaware-Gahanna FM Radio Broadcasting Station Inc. for leave to amend application in certain financial respects (Docs. 18308-18793). Action June 10.

Call letter application

■ **Cape Cod Broadcasting Inc.**, Barnstable, Mass. Requests WORC(FM).

Call letter actions

■ **Albert S. Medlinsky**, Lancaster, Calif. Granted KOTE(FM).

■ **Thomasville Broadcasting Co.**, Thomasville, Ga. Granted WRTG(FM).

■ **Copiah-Lincoln Junior College**, Wesson, Miss. Granted WWCL(FM).

■ **Xavier University**, Cincinnati. Granted WVXU-FM.

Existing FM stations

Final actions

■ **KPFA(FM)**, Berkeley, Calif. — Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location; ERP 29.5 kw; ant. height 1,110 ft. Action June 5.

■ **KVHS(FM)**, Concord, Calif. — Broadcast Bureau granted CP to make changes in trans. equipment. Action June 9.

■ **KMJ-FM Fresno**, Calif. — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action June 8.

■ **KUDE-FM Oceanside**, Calif. — Broadcast Bureau granted CP to change trans. location to San Marcos Mountain, 3.2 miles east of Vista, Calif.; change studio and remote control location to El Camino Rd. and Canyon Dr., Oceanside; change trans., make changes in ant. system; ERP 10 kw; ant. height 950 ft., change ant. Action June 10.

■ **KPPC-FM Pasadena**, Calif. — Broadcast Bureau granted CP to change trans. location to Flint Peak, Glendale; operate by remote control from 99 S. Chester Street, Pasadena; change ant. and trans.; make changes in ant. system; ant. height 660 ft.; ERP 25.5 kw. Action June 10.

■ **KPPC-FM Pasadena**, Calif. — Broadcast Bureau granted CP to install auxiliary trans. Action June 11.

■ **KTIM-FM San Rafael**, Calif. — Broadcast Bureau granted CP to install new ant. Action June 9.

■ **KWBI(FM)**, Morrison, Colo. — Broadcast Bureau granted mod. of CP to extend completion date to Dec. 5. Action June 8.

■ **WORJ-FM Mount Dora**, Fla. — Broadcast Bureau granted mod. of SCA to make changes in programming. Action June 11.

■ **WLCY-FM Tampa**, Fla. — Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 100 kw; ant. height 390 ft. Action June 5.

■ **WREK(FM)**, Atlanta — Broadcast Bureau granted request for SCA on 67 kc. Action June 5.

■ **WWEL(FM)**, Chicago — Broadcast Bureau granted CP to change trans. location to John Hancock Center, 875 N. Michigan Ave., Chicago; install new ant.; make changes in ant. system; ERP 6.2 kw; ant. height 1150 ft.; remote control permitted; condition. Action June 9.

■ **KLFM(FM)**, Ames, Iowa — Broadcast Bureau granted request for SCA on 67 kc. Action June 10.

■ **WNES(FM)**, Central City, Ky. — Broadcast Bureau granted CP to install new trans. Action June 11.

■ **WMKY-FM Morehead**, Ky. — Broadcast Bureau granted CP to change frequency 90.3 mhz, change trans. location to Triangle Hill 3 miles east southeast of Morehead; remote control permitted from Combs Building, 3d St., Morehead; install new trans. and ant. make changes in ant. system, ant. height 510 ft., ERP 50 kw. Action June 10.

■ **WCCM-FM Lawrence**, Mass. — Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system, ERP 50 kw, ant. height 400 ft.; remote control permitted. Action June 10.

■ **WJGS(FM)**, Houghton Lake, Mich. — Broadcast Bureau granted CP to change trans., ERP 64 kw. Action June 10.

■ **KSJR-FM Collegeville**, Minn. — Broadcast Bureau granted CP to install new ant.; make changes in ant. system; remote control permitted. Action June 9.

■ **WDSK-FM Cleveland**, Miss. — Broadcast Bureau granted mod. of CP to make changes in ant. system. Action June 9.

■ **WNTI(FM)**, Hackettstown, N.J. — Broadcast Bureau granted CP to replace expired permit. Action June 9.

■ **WPAY-FM Portsmouth**, Ohio — Broadcast Bureau granted CP to install new trans. and ant.; remote control permitted. Action June 5.

■ **WIOV(FM)**, Ephrata, Pa. — Broadcast Bureau granted mod. of CP to extend completion date to December 1. Action June 8.

■ **WLBG-FM Laurens**, S.C. — Broadcast Bureau granted mod. of SCA to make changes in equipment. Action June 9.

■ **KNUS(FM)**, Dallas — Broadcast Bureau granted CP to change trans. location to Remond Dr. at Hartsdale, Dallas; change remote control location to Hunter Farrell Rd., 0.45 mi. E/Meyer, Dallas(Day), and S. of Seyenne, 1.7 mi. E/downtown, Dallas (Night); install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 520 ft. Action June 5.

■ **KDNT-FM Denton**, Tex. — Broadcast Bureau granted CP to install ant.; ERP 100

kw (hor.), 44 kw (vert.); ant. height 265 ft.; remote control permitted. Action June 5.

■ ***KTAI(FM)**, Kingsville, Tex. — Broadcast Bureau granted license covering new FM non-commercial educational station. Action June 8.

■ ***WGTB-FM Washington** — Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ERP 14.5 kw; ant. height 45 ft. Action June 4.

Actions on motions

■ **Hearing Examiner Lenore G. Ehrig** in Hartford and Berlin, both Conn. (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, set certain procedural dates; ordered hearing to begin Sept. 14 in Hartford at location to be specified; further ordered Communicom Media's informal telegraphic request for indefinite postponement denied (Docs. 18805-6). Action June 9.

■ **Hearing Examiner Jay A. Kyle** in Sacramento, Calif. (Town and Country Broadcasters Inc.), renewal of license of KJML(FM), granted request by applicant, and rescheduled June 15 hearing for July 6 (Doc. 18773). Action June 9.

Call letter applications

■ **WBSM-FM**, Southern Mass. Broadcasting Inc., New Bedford, Mass. Requests WGCY(FM).

■ **KBKN(FM)**, Broken Arrow Broadcasting Co., Broken Arrow, Okla. Requests KTBA(FM).

Call letter actions

■ **KRKD-FM**, Int. Church of the Foursquare Gospel, Los Angeles. Granted KFSG(FM).

■ **WMRI-FM**, WMRI Inc., Marion, Ind. Granted WMRI(FM).

■ **KPOK(FM)**, KPOJ Inc., Portland, Ore. Granted KPOK-FM.

Renewal of licenses, all stations

■ **Hearing Examiner Chester F. Naumowicz Jr.** in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV continued June 16 conference until June 18 (Doc. 18500). Action June 8.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KAMO(AM) Rogers, Ark.; KGHM(AM) Brookfield, Mo.; KNWA(FM) Fayetteville and KWCB(AM) Searcy, both Arkansas; WAQY(AM) Birmingham, Ala.; WBUT-AM-FM Butler, Pa.; WBYG(AM) Savannah, Ga.; WCEF-AM-FM Parkersburg, W.Va.; WCHJ(AM) Brookhaven, Miss.; WNCN(AM) Elizabeth City, N.C.; WCOJ(AM) Coatesville, WCPA(AM) Clearfield and WDAD(AM) Indiana, all Pennsylvania; WDBM-AM-FM Statesville, N.C.; WELD(AM) Fisher, W.Va.; WEQR(FM) Goldsboro, N.C.; WESY(AM) Leland, Miss.; WFHK(AM) Pell City, Ala.; WFMO(AM) Fairmont and WGBR(AM) Goldsboro, both North Carolina; WHNY(AM) McComb, Miss.; WISR(AM) Butler, Pa.; WIVY-AM-FM Jacksonville, Fla.; WJJJ(AM) Christiansburg, Va.; WJMI(FM) Jackson, Miss.; WKBC-AM-FM North Wilkesboro, N.C. Actions June 10.

■ Broadcast Bureau granted renewal of licenses for following: WSRM-AM-FM Durham and WSVM(AM) Valdese, all North Carolina; WTIO(FM) and WTP(AM) both Charleston, W.Va.; WTMA-AM-FM Charleston, S.C.; WWIN(AM) Baltimore; WWWW-AM-FM Jasper, Ala.; WYNK-AM-FM Baton Rouge; WZKY(AM) Albemarle, WKTC(AM) Charlotte and WLTC(AM) Gastonia, all North Carolina; WMAJ(AM) State College, Pa.; WMAP(AM) Monroe, WNCN(AM) Siler City and WOHS-AM-FM Shelby, all North Carolina; WOKJ Jackson and WPMP-AM-FM Pascagoula-Moss Point, all Mississippi. Actions June 11.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WPLO Atlanta to Oct. 30; KVFD-TV Fort Dodge, Iowa, to Dec. 29; WHYN-TV Springfield, Mass., to Dec. 9; KRVN Lexington, Neb., to Dec. 5; WKVM San Juan, P.R., to Dec. 5; KWSI Pullman, Wash., to Nov. 29. Action June 9.

Other actions, all services

■ General Counsel on request of Association of Federal Communications Consulting Engineers, extended to June 18 time to reply to oppositions to petition for rulemaking in

matter of amendment of Part 1 of rules and regulation with respect to requirement for engineers to practice before FCC. Action June 9.

■ FCC proposed rules permitting broadcast stations to identify programs by transmitting coded signal included in aural program material in notice of proposed rulemaking. Action June 10.

■ FCC denied application by National Committee for Effective Congress for review of ruling issued by Broadcast Bureau Feb. 4 which found NBC did not violate fairness doctrine in report on hearings on proposed Campaign Broadcast Reform Act of 1969. Action June 10.

CATV

Final actions

■ Manatee, Fla.—FCC denied request by General Telephone System for action against Manatee Cablevision Inc., CATV systems in Bradenton, Fla., and Manatee county, Fla., on General's allegation that Manatee Cablevision was building or placing in operation new CATV distribution facilities in Manatee county in violation of earlier agreement (Doc. 18610). Action June 9.

■ Findlay, Ohio—FCC granted petition by Continental Cablevision of Ohio Inc., CATV operator, for waiver of hearing requirements of rules and for authority under interim procedures to import distant signal of WUAB(TV) Lorain. Action June 10.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Newport News, Va. (Hampton Roads Cablevision Co.), CATV proceeding, continued evidentiary hearing to July 20 (Doc. 18841). Action June 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Whitehall township, North and South Whitehall townships, Pa. (Parkland Cable TV Inc.), CATV proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer, scheduled prehearing conference for July 21 and hearing for Aug. 18 (Doc. 18872). Action June 8.

Translator actions

■ K06CK Redstone and Upper Crystal River Valley, both Colorado — Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action June 6.

■ K07FL, K09FQ and K11FQ Thompson Falls and Thompson River area, Mont.—Broadcast Bureau granted CP to change type trans. and increase output powers of VHF translator. Action June 8.

■ W09AS Burnsville, N.C. — Broadcast Bureau granted license covering new VHF translator and specification of name as Multimedia Inc. Action June 8.

■ K02BT Chinook, Zurich, Fairview and Clear Creek, all Montana—Broadcast Bureau granted CP to change type trans. and make changes in ant. system of VHF translator. Action June 12.

■ K08BH Des Moines, N.M. — Broadcast Bureau granted CP to replace expired permit for changes in VHF translator. Action June 12.

■ K02FT Gold Hill & Tolo-Seven Oaks, both Oregon—Broadcast Bureau granted license covering changes. Action June 8.

Ownership changes

Applications

■ KNEZ(AM) Lompoc, Calif.—Seeks assignment of license from H & B Communications Corp. to KNEZ Inc. for \$150,000. Sellers: Charles M. Trimble, president, et al. Buyers: Alan Beach and Marvin M. Chesebro, president (each 50%). Mr. Beach owns 10% of KAYR-AM-FM Apple Valley, Calif. Mr. Chesebro is attorney and owns industrial real estate investment firm. Ann. June 11.

■ WSLC(AM) Clermont, Fla.—Seeks assignment of license from Fidelity Broadcasting Corp. to Lake County Broadcasting Corp. for \$55,000. Sellers: Ben B. Moss, sole owner. Buyers: J. Olin Tice Jr., president (80%) and J. Olin Tice Sr., vice president (20%). J. Olin Tice Jr. is 50% owner of Walliser-Tice Inc., New York, radio-TV brokers. He also owns WCAV(AM) Cayce, S.C. J. Olin Tice Sr. formerly owned 77% of WBER(AM) Moncks Corner, S.C. He now owns J.O.T. Productions Inc., Columbia, S.C., firm dealing with theatrical presentations, and equipment and sale of records. Ann. June 11.

■ WSCM(AM) Panama City Beach, Fla.—Seeks transfer of control of Community

Service Broadcasting Inc. of Panama City from Theodore M. Nelson (70% before, none after) to Walter C. Sherman (none before, 70% after). Consideration: \$67,365.88. Principal: Mr. Sherman is manager of Sherman Shipyard, Panama City. Ann. June 11.

■ WGYL(FM) Vero Beach, Fla.—Seeks assignment of CP from Seaborn Rudolph Hubbard to WGYL Radio Corp. Principals: S. R. Hubbard, president (100% before, 80% after) and Miriam Q. Hubbard, secretary-treasurer (none before, 20% after). Mrs. Hubbard owns 50% of real estate investment and rental firm and 50% of collection agency. No consideration involved. Ann. June 11.

■ WABR(AM) Winter Park, Fla. — Seeks transfer of control of Norfolk Broadcasting Corp. from Louis H. Peterson (80% before, 50% after) to Jon C. Peterson (20% before, 50% after). Principals: Jon C. Peterson owns 80% of WETO(AM) Deland, Fla., and has other business interests. Consideration: Not indicated. Ann. June 11.

■ WBMP(FM) Elwood, Ind.—Seeks assignment of license from Heart of Hoosier Land Inc. to Heart of Hoosierland Co. for \$110,000. Sellers: Howell and Mildred Phillips, jointly, and Dallas and Neva Montgomery, jointly (each 50%). Sellers own respective interests in WIFN-FM Franklin and WMPI-FM Scottsburg, both Indiana. Buyers: Stanley L. Barton, president-treasurer (95%), and Scott Ridener, secretary (5%). Mr. Barton is salesman for WAT(AM) Indianapolis. Mr. Ridener is general manager for WBMP(FM). Ann. June 11.

■ WWJS(FM) Falmouth, Ky. — Seeks assignment of CP from Warren J. Shonert to Penco Broadcasting Inc. for purpose of corporate reorganization. No consideration involved. Principals: Warren J. Shonert, president (100% before, 65% after). Jeffrey H. Shonert, vice president (none before, 5% after). Genevieve H. Shonert, secretary (none before, 25% after). Genevieve G. Shonert, treasurer (none before, 5% after). Ann. June 11.

■ WNVL(AM) Nicholasville, Ky.—Seeks assignment of license from Katherine G. Peden to Greater Kentucky Broadcasting Corp. for \$80,000. Seller: Katherine G. Peden, sole owner. Buyers: Walter E. May, president, C. D. Roberts, vice president, Hobart Clay Johnson, secretary-treasurer (each 16.6%), et al. Messrs. May, Roberts and Johnson own 55%, 10% and 15%, respectively, of WPKE-AM-FM Pikeville, Ky., and 16.6% each of CP for new AM at Louisville, Ky. Mr. May owns 50% of CP for new AM at Jellico, Tenn. Ann. June 9.

■ WOKJ(AM) Jackson, Miss.—Seeks assignment of license from Jmac Jackson Corp. to Tri-Cities Broadcasting Co. for \$775,000. Sellers: Ann P. McLendon and First National Bank of Jackson, Miss., executors for John M. McLendon, deceased. Sellers own WENN-AM-FM Birmingham, Ala., WFXM(FM) and WAPT(TV) both Jackson, Miss., and 50% of WRBT(TV) Baton Rouge. Buyers: E. O. Roden, president (45.4546%), James E. Reese and Zane D. Roden, vice presidents (each 27.2727%), E. O. Roden owns WBIP(AM) Booneville, Miss. Messrs. Roden have interests in WTUP(AM) Tupelo, Miss. Buyers have interests in WGCM(AM) and WTAM(FM) Gulfport, Miss., WBOQ(AM) Pensacola, Fla., WTUG(AM) Tuscaloosa, Ala., and WOPI-AM-FM Bristol, Tenn. Ann. June 9.

■ WSYB(AM) Rutland, Vt.—Seeks assignment of license from Philip Weiss to Vermont Radio Inc. for \$350,000. Seller: Philip Weiss, sole owner. Buyers: James Broadcasting Co., 100%. Simon Goldman, president, et al. Buyers own WDOE(AM) Dunkirk, WJTN-AM-FM Jamestown, and WGGO(AM) Salamanca, all New York; WVMT(AM) Burlington, Vt.; WWYN(AM) Erie, Pa.; WTOO(AM) Bellefontaine, Ohio. Ann. June 3.

Actions

■ WJRD(AM) Tuscaloosa, Ala. — Broadcast Bureau granted transfer of control of Cooper Radio Inc. from James W. Harris (100% before, none after) to Drucl City Broadcasters Inc. (none before, 100% after). Consideration: Stock and employment agreement with Cooper Radio totaling \$20,000. Buyers: Earl Goodwin, president, William B. Surface, vice president, Kathryn Tadel, vice president, and Robert J. Martin, secretary-treasurer (each 25%). Mr. Martin formerly owned WAMA(AM) Selma, Ala. Kathryn Tadel owns Gadsden, Ala., drug store. Mr. Surface owns Boringreen Farms Inc., Montevallo, Ala., and Mr. Goodwin has interest in the Agricultural and Industrial Sales Corp., division of Allied Products Corp. Action June 12.

■ KCHJ(AM) Delano, Calif.—Broadcast Bureau granted assignment of license from Jean Goss Johnes, administratrix of Charles Herman Johnes estate, deceased (100% be-

fore, none after), to Jean Goss Johnes (none before, 100% after). Action June 8.

■ KNJO(FM) Thousand Oaks, Calif.—Broadcast Bureau granted assignment of license from Thousand Oaks Broadcasting Co. to KNJO Inc. for \$70,000. Sellers: Irving Schaffner, president, et al. Buyers: Alan Fischler, president (25%), and John H. Poole, vice president (75%). Mr. Poole owns 13.37% of WDIO-TV Duluth and WIRT-TV Hibbing, both Minnesota. Action May 28.

■ WLTW(TV) Bowling Green, Ky.—Broadcast Bureau granted assignment of license from Argus Broadcasting Co. to Professional Telecasting Systems Inc. for \$1 million. Sellers: George A. Brown Jr., chairman of board, H. L. Lester, president, et al. Buyers: Lincoln International Corp., 100%. Principals of Lincoln and Professional: D. C. Combs, president (35%), John M. Berry Sr. (30%), Frank J. Hildenbrand estate (15%), et al. Mr. Combs owns real estate, insurance and investment company, 89% of two personnel placement companies. Mr. Berry Sr. is an attorney and owns real estate holdings and farm. Lincoln owns or controls a finance company, stock yard operation and manufacturer of feed additives. Action June 11.

■ WCNL(AM) Newport, N.H.—FCC granted assignment of license from Chandler Enterprises to Eastminster Broadcasting Corp. for \$90,000. Seller: Chester C. Steadman Jr., sole owner. Mr. Steadman owns WBRL(AM) Berlin, N.H., and 90% of WJAB(AM) Westbrook, Me. Buyers: Herbert Miller, president, Philip Lamoy, vice president, Samuel Bronstein, treasurer, James Fokas, assistant treasurer, and Arthur Atkinson (each 20%). Buyers own WOTW(AM) Nashua, N.H. Action June 10.

■ KTOD(AM) Sinton, Tex.—Broadcast Bureau granted assignment of license from Sinton Broadcasting Co. to Dynamic Broadcasting Corp. for \$130,000. Sellers: G. R. Ramsower, Monica Z. Ramsower, Vincent J. and Margaret C. Schmitt (each 12.4%) and James W. Bixler and Jerry Fullerton (each 25%). Application pending for transfer of 25% interest from Jerry Fullerton to G. R. Ramsower. Sellers own KTOD-FM Sinton. Buyers: Charles Ronald Rogers, president, Neal L. Spelce Jr., vice president-assistant secretary, R. Miller Hicks, vice president-treasurer, J. Sam Winters, secretary, and Walter Caven, chairman of board (each 20%). Sellers own KJOE(AM) Shreveport, La. Messrs. Spelce and Rogers each own 20% of KWKC(AM) Abilene, Tex., and are investment firm partners. Mr. Hicks owns business development and consultant firms, 33.4% of metal building contractor and 25% of shopping center development. Mr. Winters is partner in law firm. Mr. Caven is railroad representative. Action June 9.

■ KALL(AM) and KQMU(FM) Salt Lake City and KGH(AM) Billings, Mont.—Broadcast Bureau granted assignment of licenses from Salt Lake City Broadcasting Inc. and transfer of control of Copper Broadcasting Co. from Salt Lake City Broadcasting Inc., respectively, to Communications Investment Corp. for purpose of corporate reorganization. No consideration involved. Principals: George C. and Wilda Gene Hatch (each 50%). Action May 11.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through June 16. 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*.

■ *Millbrae, Calif.* — A franchise has been granted to Nation Wide Cablevision Inc., a wholly-owned subsidiary of Kaufman and Broad Inc. of West Los Angeles (multiple-CATV owner). The facility will offer 27 channels.

■ San Clemente, Calif.—San Clemente Cable TV has been given permission to raise its monthly customer service rate from \$4.50 to \$5.50.

■ Concord, N.H. — Telecable Inc. (multiple-CATV owner) has applied for a 20-year franchise. The company has been operating in Concord under temporary permits.

■ *Odessa, N.Y.* — A franchise has been granted to Montour-Watkins Television Cable Corp. (multiple-CATV owner).

■ *High Point, N.C.*—Carolina's Cable Inc., High Point, has been granted a franchise.

■ Columbus, Ohio—Goodson-Todman Cablevision Inc. (multiple-CATV owner) has applied for a 10-year franchise.

Next week Tele-Rep Inc. will engineer something of a coup in the station-representation field—it will take over the handling of the Cox television stations. When you discuss this acquisition with John Hopkins, president of the broadcast division of Chris-Craft Industries Inc. and board chairman of its Tele-Rep, he tends to oversimplify it. He tells you that Tele-Rep's stability and organization practically sold themselves; however, he neglects to mention that the company's structure and policies are largely a product of his own expertise.

Experts are made, not spontaneously generated, and Mr. Hopkins is no exception. He is a veteran of 34 years in broadcasting, beginning in Fort Worth with a part-time announcing job that he hoped would catapult him into a singing career. "That's what I thought I wanted to be—a singer," Mr. Hopkins recalls.

"But after a year of announcing, I changed my mind."

Today as president of the broadcast division of Chris-Craft, he oversees the operations of its KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN(TV) Minneapolis-St. Paul as well as Tele-Rep Inc., New York.

The stations are independents, giving Mr. Hopkins a chance to put to use talents he acquired in 15 years of working with similar television operations. Each of the Chris-Craft stations maintains a respectable share of the total audience in its city.

All three concentrate on off-network programs, many of which, like *Star Trek* and *Batman*, are repeating earlier network successes on the Chris-Craft independents.

But successful programs do not necessarily mean profitable operation, and Mr. Hopkins knows it. "The philosophy has been not to make an immediate profit by cutting back expenses," Mr. Hopkins relates. "Rather, our profit picture is the return on an investment made many years before. We pay higher salaries to get better quality both on the management side and in the performing areas. Then, too, we invest in the best equipment and programs possible. While this costs us a great deal initially, we look at it as an investment, and anticipate profits along into the future," he says.

Those returns have been coming in for several years. Revenues of the broadcast division of Chris-Craft have increased from \$13.4 million in 1967 to almost \$19 million in 1969. Profits over the same length of time have increased from just over \$6 million to \$9.5 million. Business analysts have noted the success of the division, also. Standard and Poor's Index reports that the percentage of total profits contributed by

John Hopkins: The broadcaster who launched Tele-Rep

the broadcast division is far greater than its percentage of the company's total sales.

"The broadcast stations have been the major contributor to profits of the corporation for several years," Mr. Hopkins says. "The reason for this, however, is because the other divisions are more directly affected by fluctuations in the national economy, than is ours."

Mr. Hopkins, who says he is never satisfied to merely sit and do his job, and who enjoys the challenge of operat-

ing his division, has guided it into a new area—station representation. His reasons are quite simple. "Naturally, I felt our own firm could do a better job for our station," Mr. Hopkins says, "but I got tired of the way the old-line representatives operated. Their turnover was too high. We never got to really know who was handling our station and he never got to know us." As a result, Chris-Craft announced the formation of Tele-Rep on Jan. 1, 1969. Mr. Hopkins points out that 18 months later, he still has the same people working for him. "We'll also show a profit this year, something we hadn't anticipated until 1971," Mr. Hopkins emphasizes. "In 1971, we'll triple this year's income," he figures.

That acquisition of Cox TV stations as clients for Tele-Rep officially takes place July 1.

Mr. Hopkins sums up the reasons for the acquisition this way: "One of reasons they decided to go with us after so many years with their previous firm was because I could guarantee them that we had stability within our organization," Mr. Hopkins says. "I could show them that our staff had grown larger but that those who started with us were still there. Secondly, contrary to the way some others may operate, we have limited ourselves to no more than 14 stations at any one time. This allows us to give each station personalized, individual attention. We never ignore any of our stations as a result," he says.

Mr. Hopkins notes that Tele-Rep was created with the same policy in mind as had been followed with the television stations.

"We spent a great deal of money to establish the company, hiring the best personnel we could find," he says. "We knew that our investment would be returned once we had built our reputation and it became more wide spread."

Reflecting on his years in broadcasting, Mr. Hopkins tends to consider television as an ever-changing medium but one that is a mirror of society, not a maker, as some critics have claimed. "TV may be bolder than in past years," Mr. Hopkins says, "but it's only reflecting society's tastes. It never intended to sensationalize. The medium brings information, education and entertainment to its audience," Mr. Hopkins notes, "but whether any of it is good or bad depends on your point of view. TV doesn't make the news, it only reports it."

Mr. Hopkins frankly admits he is not a joiner, concentrating on the requirements of his position as head of the broadcast division. However, any infrequent leisure time is usually spent in a round of golf, conquering his local course with the aid of an eight handicap.

Week's Profile



Jefferson Denson (John) Hopkins —president, broadcast division, Chris-Craft Industries Inc.; president and general manager, KCOP(TV) Los Angeles, and board chairman, Tele-Rep Inc., New York; b. Oct. 7, 1918, Mesquite, Tex.; program director, KPLT(AM) Paris, Tex., 1936-38; announcer, KFJZ(AM) Fort Worth; announcer, actor, writer, director, Texas State Network, 1938-40; U.S. Army, 1940-45, attaining rank of major; newscaster, KFJZ 1946, becoming salesman, 1948-53; VP and general manager, KFDA-AM-TV Amarillo, Tex., 1952-54; VP and general manager, KTOK(AM) Oklahoma City, 1954-55; commercial manager, KFJZ-TV, 1955, named president and general manager, 1960; president and general manager, KCOP, 1962; president of broadcast division, Chris-Craft, 1964; elected to board of directors of Chris-Craft, 1969; board chairman of Tele-Rep, 1969; m. Billie Marie Warren, May 19, 1941; child—Ronald, 16; hobbies—golf.

Editorials

Mouth or mouthpiece?

Spiro T. Agnew was at it again last week, accusing "some of our most influential newspapers and television networks" of slanting their war coverage to emphasize the case against American involvement in Vietnam.

Mr. Agnew's forum this time was a meeting of the International Federation of Newspaper Publishers in Washington. It could have been almost any gathering almost anywhere. Since he discovered the magic of media criticism in that first speech last Nov. 13 in Des Moines, Iowa, and suddenly achieved the prominence life had previously denied him, Mr. Agnew has replayed the theme time and again.

The question that has been asked since the Des Moines outing and never satisfactorily answered is whether the Vice President is speaking only for himself or reflecting policy of the Nixon administration. The question still nags, despite President Nixon's assurance to the same federation of publishers that he has unwavering respect for the principles of free journalism. It may be inferred that he also has unwavering respect for his loquacious Vice President, although that feeling may have been sternly tested later last week when Mr. Agnew criticized an appointee that Mr. Nixon had just named to a commission to investigate campus unrest.

Absent an explicit Nixon disassociation from the Agnew line, the suspicion will spread that the administration is committed to a program of disciplining the major journalistic media. That suspicion is accentuated by recent proposals advanced at the FCC to dismember all multimedia ownerships within individual communities, to reduce the power of television networks and to unleash cable television at the expense of broadcast television.

The longer the Agnew talk and the FCC action go on, the more difficult it will be to disbelieve the existence of a plan to enfeeble the media that Mr. Agnew keeps saying are abusing him and his colleagues.

Think bigger

Spot-television business over the years has climbed in strides so consistently strong that broadcasters find any slowdown hard to accept. This conditioning no doubt accounts for much of the current concern over spot-TV softness and how long it may last. Without minimizing the obvious fact that there is a softness whose duration is not predictable, however, we suggest that all is not as bleak as it seems to some.

We base this attitude in part on findings in BROADCASTING's ninth annual survey of spring business, reported elsewhere in this issue. The survey and other indicators suggest that for first six months of 1970, spot TV in total will equal or come close to 1969's first half. In contrast with past gains, that may sound like disaster, but in cold reality it's a goal that a lot of other businesses in the current economy would aspire to. Beyond that, it is obvious that many stations are not only doing better this year, but doing a lot better. While that is small consolation to those doing worse, it is reassuring for spot-TV business as a whole.

Things could indeed be worse—and conceivably may become so. Nobody can predict what will happen, for instance, when the hassle to replace spot and network cigarette business begins in earnest. Much will depend on what turns the economy takes—or doesn't take—in the coming months.

But broadcasters have no more reason than other business-

men, and probably less reason than most, to bemoan the present or despair of the future. They might even learn, like one respondent in our survey, that in times like these there is something to gain from "promoting harder and selling harder and doing better follow-up."

The broadcaster who said that also said he is doing more business this year than last and expects a gain for the year, to boot.

Ed Petry's integrity

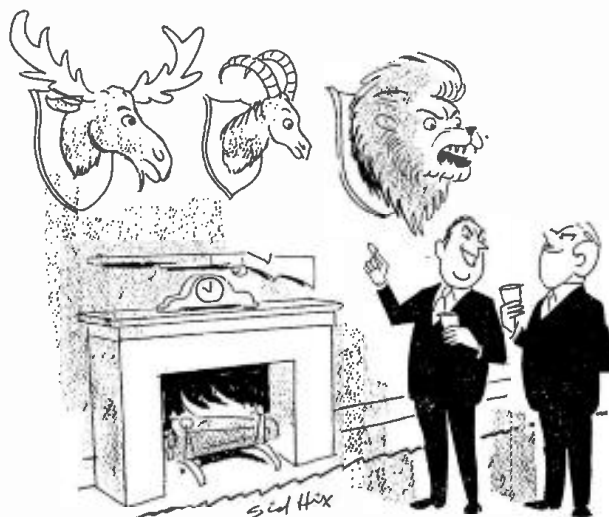
Edward Petry, who died 10 days ago after a valiant fight against throat cancer and resulting complications, didn't invent national station representation. But he did more than anyone else to rescue it from the bargain basement. His byword was integrity—in sales, in performance and in sanctity of the rate card.

Ed Petry learned how to compete in the rough and tumble of New York. He was a Madison Avenue habitue from the early days of spot, and was the first account man to buy direct from stations—those Bulova time signals in the 1930's—in competition with the then nonexclusive brokers who represented both advertisers and stations and collected commissions both ways. It was this experience that led to the formation of the Petry company. From then on the Petry company went first class.

The Petry company was sold to its employees seven years ago. Ironically, Ed Petry's principal partner, Ed Voynow, died four years ago of the same dread malady.

A few days ago, one of the old-line Petry stations—KPRC-TV Houston, made a bold move that reflected the Petry teachings. Jack Harris, president and general manager, said henceforth the "fine print" would appear on the face of the contracts in red ink, to attest that there are no secret rates, rebates or agreements (BROADCASTING, June 15, 1970).

Ed Petry would have relished a return to the basic ethic of the rate card as a means of restoring the confidence of both advertisers and agencies in the broadcast media against the modern counterparts of the nonexclusive brokers—the "I can get it for you wholesale" buying services.



Drawn for BROADCASTING by Sid Hix
"As one broadcaster to another, there's a certain FCC commissioner I'd like to see up there!"



A simulcast that paid off at \$5,000 an hour.

When the northern Michigan chapter of the Boy Scouts of America was faced with a \$9,500 operating deficit, they called on the Fetzer stations in Cadillac for help. The result was - a two-hour live radio and television broadcast that enlisted the cooperation of everyone from the Governor of Michigan to local businesses and performers. The appeal raised nearly \$10,000 to cover the immediate deficit, and pledges continued arriving for weeks. People who help other people sometimes need help themselves. We're pleased that community communications could play a part in providing it.



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

If you lived in San Francisco...



...you'd be sold on KRON-TV