



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

A chance for reform in station license renewal
In prospect at NAB: shake-up that could be radical
Burch bugs broadcasters for better kid shows
As usual critics are cold to new television season

Three more national news awards. We take them very seriously.

This isn't the first time we've won national awards. But now it's even more important. Because more and more Americans are depending on television for news. And it's an awesome responsibility.

So it's with pride our news staff accepts the Sigma Delta Chi 1969 Distinguished Service Award for Television Reporting. Plus two of three annual Radio-Television News Directors Association Awards: The 1969 Spct News Coverage Award and the 1969 Documentary Award.

Our aim has always been to be as thorough, accurate and involved as humanly possible in our news reporting. To be recognized for the effort is gratifying.

WCCO **4**
ST. PAUL — MINNEAPOLIS



36112LIBRAAR5184HMK<DEC/71
A H LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MONTGOMERY AL 36112

We challenge your rep.

When times are good, and money's loose, almost any television rep can paint a rosy picture. But when the



purse-strings tighten, "economize" is the watchword, and you have to really

-2.9%

scratch for the business -that's when the difference in reps really shows up.

So let's take a close look at the first five months of this year. Budgets were down, activity slipped, and schedules were shorter.

Spot Sales for the industry were off 2.9%*.

But at HR sales jumped 14.3%.

It didn't happen by accident. We've been in this business for over 20 years. And we've developed a blend of people, facilities, and techniques that really pays off.

Divisionalized Selling: To give your stations broader, more intensive market coverage, we divided the country into three separate divisions. With three separate station lists. And three separate sales



groups. So that every station, advertiser, and timebuyer gets the service he deserves. Obviously, it's working.

Spot Sales

Development: We're the only rep in the business with a full-time team that promotes Spot exclusively at the decision-making level. And we pioneered the

technique of selling specific program types (children's, women's, sports) across-the-board for all our stations.

Research: We've got three separate research groups. One for each sales division. Which means HR clients get more and better information.

When they need it. Like a complete rating report analysis overnight.

Computer Service: HR developed the first — and best — EDP system in the business. And now it's even better. Because we've just added the first overnight computer avail system. Subscriber stations transmit avails instantly to terminals in New York and Chicago. Result: HR salesmen now clear spots faster than ever.

Sales Promotion: Nobody turns out as much as we do. Or does it better. Audience promotion. Trade advertising. Market presentations. Demographic brochures. Buyer contests. You name it.



Recently, we introduced our Idea Exchange Newsletter, where client stations swap effective audience and sales promotion ideas. It's very popular reading.

Special Events: Our "special" team sells a local parade like it's the World Series. They put out on every assignment—not just the easy ones. The proof is in our figures.



Paperwork: We attacked the problem head-on. And created a reporting system that tells HR clients where the business is, and who's getting it. On every piece of business as it breaks. Backed by our weekly Business Breaking Bulletin. (We originated that one, too.) And to give our stations greater pricing flexibility, we pioneered the Grid Card System, which has become a standard industry selling tool.

Personnel: Forty-eight seasoned

sales "pros." Backed by 114 people in twelve regional offices. All divisionalized for maximum

executives with a vested interest in their company. Which means they're actively involved in every



efficiency and effectiveness. So that each HR station gets first crack at the business.

Management: Everybody knows and respects the men who run HR. Chairman Dwight Reed. Vice Chairman Ed Shurick. President Harry Wise. They've got more than 90 years of combined experience at the top. But more important, they're

aspect of its operations.

And management strength doesn't stop at the top. Al Ritter, V.P. National Sales Manager, Phil Corper, V.P. New York Sales Manager, and the managers of our sales teams, regional offices, and departments are all "pros" who supply HR with the best in-depth executive know-how.

There you have it. The reasons why HR challenges your rep, and feels confident about it.

How was your sales curve this year?



*Television Radio Age Business Barometer

HR Television, Inc.

A Galaxy of Availabilities

**GILLIGAN'S
ISLAND**

**JUDD
for the
DEFENSE**

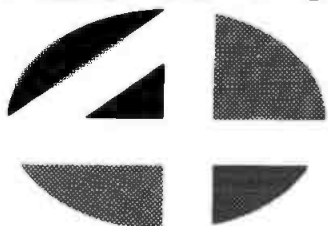
**EYEWITNESS
NEWS**

**NOON
6 p.m.
10 p.m.**

**the
MERV
GRIFFIN
SHOW**

ACT IV

KDFW-TV



DALLAS-FORT WORTH

Whatever your client's requirements may be, KDFW-TV offers choice availabilities in an outstanding line-up of participating programs.

"Eyewitness News" at noon heads up the list for daytime housewives, followed in the afternoon by The Merv Griffin show at 3:30 and Gilligan's Island at 5:00.

Look to the award-winning "Eyewitness News" at 6:00 and 10:00 P.M. for excellent fringe avails.

Then to complete your schedule, prime time spots in "Judd" at 9:00 P.M. Wednesdays and late night buys in top motion pictures on Act IV.

Contact your H-R representative for complete details and avails for your specific requirement.

Clean-up

Extraordinary meeting that conceivably could lead to redesign of TV's commercial structure has been set by group of key broadcasters and other TV leaders for this week in New York. Group apparently was motivated by mounting concern over "commercial clutter" and fear that unless stemmed it will get out of hand. Thinking seems to be, for example, that proliferation first of piggybacks and then of straight 30-second announcements has made TV seem much more commercial than it is, and that if piggybacks are ever allowed to become triggybacks—as Alberto-Culver, for one, reportedly wants to make them—situation might deteriorate beyond repair.

Station representatives have shown increasing concern, and apparently also fear that networks may let down bars to triggybacks and that this would almost automatically open floodgates for spot TV as well. But concern also goes beyond triggyback threat. John Blair & Co., for one, has proposed extensive overhaul to reduce clutter (BROADCASTING, Sept. 7), and it is believed this type of broad approach will be among subjects considered at this week's meeting. Though nobody seems to want to claim sponsorship of meeting, participants are slated to include President Vincent T. Wasilewski of National Association of Broadcasters; NAB Chairman Willard E. Walbridge; President Norman E. Cash of Television Bureau of Advertising; Robert W. Ferguson of WTRF-TV Wheeling, W. Va., who is chairman of NAB TV code board, and about four other broadcasters. Though concerned with code matters, it is not code board meeting.

All the way

Hershey Foods, advertising's most famous holdout, has finally made its plunge, and it looks big by any standard. Though no one will say so officially, reports from number of sources say Hershey has bought prime-time, daytime and weekend minutes in profusion on all three TV networks and is going into network and spot radio as well. Plunge had seemed imminent ever since Hershey appointed Ogilvy & Mather, New York, as its agency 18 months ago, but until now its activity had been limited to TV and radio test marketing initiated last fall ("Closed Circuit," Nov. 24, 1969).

Information pieced together from

variety of sources indicates extensive commitments. CBS-TV buy is said to encompass 174 commercial minutes, virtually all in fourth quarter except for 39-week order in *Captain Kangaroo*, with commercials scheduled for *Lassie*, *Hogan's Heroes*, *Beverly Hillbillies*, *Jim Nabors Hour*, virtually all daytime programs and Saturday-morning children's block. NBC-TV commitment reportedly calls for participations in *Saturday Movie*, *Andy Williams Show*, *Don Knotts Show* and *Men from Shiloh*, plus daytime. ABC-TV purchase is said to be relatively light in prime time but heavy otherwise, with minutes throughout entire daytime schedule and almost all weekend children's shows. Kickoffs: on ABC children's show last Saturday (Sept. 19), CBS's *Lassie* last night (Sept. 20), NBC's *Saturday Movie* this week (Sept. 26). In radio Hershey has bought schedules on ABC Contemporary network and on spot basis in 30-40 markets.

Unger's timing

Sherman Unger and White House may reach decision this week on whether to remove "hold" on his nomination as member of FCC. Nomination has been held up by mutual agreement, both sides say, to await results of Internal Revenue Service audit of his 1968 income-tax return. Audit has gone on longer than expected—it began in earnest in early August—but Mr. Unger, currently general counsel of Department of Housing and Urban Development, now feels review is near its end; he says he has turned over to IRS all records it could "reasonably" want.

If developments this week confirm his optimistic reading, he will stick to original plan and await audit's results. Otherwise, he is expected to suggest to White House that his nomination go forward. He says he is not reluctant to take questions at Senate confirmation hearing on audit he, IRS and White House describe as "routine."

'Tis the season

Use of "dramas" in TV commercials by Representative Richard L. Roudebush (R-Ind.) in effort to unseat Senator Vance Hartke (D-Ind.) have put Indiana stations on legal hot seat: State Republican group forced spots back on air with warnings of contract suits when certain outlets tried to take them off, while Hartke office is considering defamation action against stations airing

spots "known to falsify Hartke record." Mr. Roudebush is using some 20 TV outlets, Mr. Hartke eight or nine. MWB Inc., Indianapolis, is Roudebush TV agency; Zimmer-McClaskey-Lewis, Louisville, Ky., handles Hartke TV.

Strength in numbers

Serious thought is being given to establishment of industry-wide committee to negotiate on behalf of broadcasters in dealings with ratings firms and similar services. Idea apparently was prompted by current dispute between American Research Bureau and large number of group broadcasters (BROADCASTING, Aug. 3 et seq.), on theory some such third-party effort may be needed to heal that rupture to satisfaction of both sides. But in longer run committee might also represent broadcasters generally in dealings with A. C. Nielsen Co. and other firms such as Broadcast Advertisers Reports, new Digisonics and other electronic-logging services. Idea has been submitted to lawyers for clearance before it is pursued further, but at least quasi precedent exists in all-industry TV and radio committees that traditionally negotiate music-performing licenses for broadcasters.

New star

Ralph Nader and his "raiders" will hit TV trail this season with series of exposes to originate from noncommercial WGBH-TV Boston. Eight shows will be fed to 198 noncommercial stations across U.S. General topics will be: deceptive advertising, social and economic implications of advertising, pesticides, pollution, company-owned towns, public-interest law firms and food additives.

In the way

Association of Maximum Service Telecasters, dedicated to preservation of broadcast-TV allocations as they now exist, says that educational FM stations are interfering with TV reception of channel 6 and channels 7-13. (FM occupies frequencies in gap between TV channels 6 and 7.) At AMST request, representatives of Electronic Industries Association, National Association of Educational Broadcasters and Corp. for Public Broadcasting met with FCC engineering officials at FCC last Friday to talk about problem. Chances are AMST will formally request FCC to establish government-industry advisory committee to decide what can be done.

A List of Great Lists.

MAN-ON-THE-STREET'S FAVORITE AMERICAN

MOVIES

Based on a poll taken on two floors of a major N.Y.C. office building, June 1970.



© Metro-Goldwyn-Mayer, Inc. 1939

GONE WITH THE WIND
MIDNIGHT COWBOY
THE AFRICAN QUEEN
THE GRADUATE
CITIZEN KANE
FROM HERE TO ETERNITY
THE MALTESE FALCON
THE SOUND OF MUSIC
DOCTOR ZHIVAGO
SOME LIKE IT HOT
BONNIE & CLYDE
CASABLANCA
DR. STRANGELOVE
PATHS OF GLORY
M*A*S*H
ROMEO & JULIET
2001: A SPACE ODYSSEY

1957 ALL AMERICAN LACROSSE TEAM

Goal Jim Kappler, Maryland
Defense Ben Glyphis, Army
Defense Doug Levick, Princeton
Defense Walt Mitchell, Johns Hopkins
Midfield Joe Seivold, Washington
Midfield Ernie Betz, Maryland
Midfield Jim Brown, Syracuse
Attack Billy Morrill, Johns Hopkins
Attack Mickey Webster, Johns Hopkins
Attack Jack Daut, Rutgers



(Yes, the same Jim Brown)

© 20th Century-Fox

ELEVEN GREATEST Presidents of the United States

A HISTORIANS' CONSENSUS, 1962.

Lincoln
Washington
F. D. Roosevelt
Wilson
Jefferson
Jackson
T. Roosevelt
Polk
Truman
John Adams
Cleveland



Among The Greatest Meals Ever Served

DINNER OF THE THREE
EMPERORS, JUNE 7, 1867

Soups:

Impératrice-Pontanges

Intermediate Course:

Soufflé à la Reine
Filet of sole à la vénoise
Collops of turbot au gratin
Saddle of mutton with
purée bretonne

Entrées:

Chickens à la portugaise
Hot quail pâté
Lobster à la parisienne
Champagne Sherbets

Rôts:

Duckling à la rouennaise
Canapés of bunting

Final Course:

Aubergines à l'espagnole
Asparagus
Casseroles princesse
Iced bombe
Fruit

Wines:

Madère retour des Indes 1846
Sherry 1821
Château-Yquem 1847
Chambertin 1846
Château-Margaux 1847
Château-Latour 1847
Château-Lafite 1848



THE BETTMAN ARCHIVE

FROM "LAROUSSE GASTRONOMIQUE"
BY PROSPER MONTAGNE.
© 1961 BY CROWN PUBLISHERS, INC.

THE WORLD'S GREATEST MOTOR CARS

(According to Jeff Scott of
CBS Radio's "Wheels" series.)



Rolls Royce "Silver Ghost" (1920's)
Duesenberg SJ (1931) shown
Mercedes-Benz 540 K (1938)
Bugatti (1932-1935)
Ferrari (1950 on)
Cord Supercharger (1937)
Stutz Bearcat (1920's)
Marmon "Wasp" (1911)
Jaguar XK 120 (1948)
Hispano Suiza (1928)
Model T Ford (1910-1927)
Cobra (1965)
MG-TC (1947)
Alfa Romeo (1935)
Pierce Arrow (1932)
Lincoln Continental (1941)

TEN OF THE ONLY ELEVEN
WORLD CITIES HAVING OVER
ONE MILLION POPULATION
AND BEGINNING WITH THE
LETTER



Of course, only one to a country.

MADRAS
MADRID
MANILA
MELBOURNE
MEXICO CITY
MILAN
MONTREAL
MOSCOW
MUKDEN
MUNICH



(Visited Montreal, 1932.)

DICK TRACY'S MOST VILLAINOUS ADVERSARIES, 1940-1945

MIDGET AND MAMA
B-B EYES
88 KEYES
PRUNE FACE
FLATTOP
BREATHLESS
SHAKY



© 1970 by the Chicago Tribune. World Rights Reserved.
Shaky Tracy

FOURTEEN OF THE MOST RESPECTED RADIO STATIONS IN THE COUNTRY



WEEI Boston
WCBS New York
WCAU Philadelphia
WTOP Washington
WSOC Charlotte
WSB Atlanta
WIOD Miami
WHIO Dayton
WCCO Minneapolis-St. Paul
WBBM Chicago
KMOX St. Louis
KCMO Kansas City, Mo.
KCBS San Francisco
KNX Los Angeles

By breathtaking coincidence,
all are represented by CBS
Radio Spot Sales. Experts
will note that the four Cox
Broadcasting Corporation
radio stations are now part
of the group.

CBS RADIO SPOT SALES

Additions and corrections will
be welcome. 51 West 52 Street,
New York, N.Y. 10019, or
(212) 765-4321.

Dr. Barry G. Cole, member of Indiana University's radio-TV department, recommends that FCC overhaul license renewal procedures. Commission has made no decision yet, but Chairman Dean Burch is interested. See . . .

Chance of reform in license renewals . . . 21

National Association of Black Media Producers charges all but three of Cleveland's 29 broadcast facilities are racist and warns if steps are not taken to resolve grievances by Sept. 21, stations can expect renewal challenges. See . . .

Blacks issue Cleveland ultimatum . . . 23

AAF Chairman Victor Elting Jr. proposes watchdog council for TV advertising to answer consumer complaints. Funding of \$1.5 million would come from insiders; council would be separate from government and industry. See . . .

Ad review authority proposed . . . 24

That NAB needs face lift is generally accepted, how extensive an overhaul is association's current concern. More funds for professional public and governmental relations and active outside contact by president might help. See . . .

How radical a change at NAB . . . 34

Networks and VHF stations claim FCC proposals, aimed at assuring UHF stations certain amount of network programming, are unnecessary. U's view them as device to overcome competitive disadvantage of V's. See . . .

Networks, V's balk at aid for UHF's . . . 40

WFIL(AM) Philadelphia is last of projected station spin-offs by Capital Cities Broadcasting as result of acquisition of Triangle Publications' properties. Station will go to LIN Broadcasting for \$11.5 million. See . . .

WFIL is sold for \$11.5 million . . . 40

President of WPIX(TV) New York denies knowledge of news distortion in opening of comparative hearing involving station and competing applicant. Other issues expected to extend hearings two months. See . . .

WPIX challenge hearing opens . . . 42

After 13 months in making, merger of two large CATV concerns into biggest cable-TV complex in America is completed with agreement signing by Teleprompter's Irving Kahn and H&B's William Jennings. See . . .

Teleprompter, H&B sign merger . . . 45

As fall program season gets under way, FCC Chairman Dean Burch urges industry to provide children's fare for 'window to the world' not 'babysitter.' He makes no threats but offers government help at IRTS talk. See . . .

Burch pleads for children's TV . . . 46

Look at how some critics rate new network program offerings reveals general apathy toward shows introduced by CBS and NBC. Next at bat is ABC, which introduces its fare this week. See . . .

New season opens on faltering note . . . 48

Departments

AT DEADLINE	9	PROMOTION	58
BROADCAST ADVERTISING	24	WEEK'S HEADLINERS	10
CHANGING FORMATS	53	WEEK'S PROFILE	75
CHANGING HANDS	43		
CLOSED CIRCUIT	5		
DATEBOOK	12		
EDITORIALS	76		
EQUIPMENT & ENGINEERING	55		
FATES & FORTUNES	58		
FOCUS ON FINANCE	56		
FOR THE RECORD	61		
LEAD STORY	21		
THE MEDIA	34		
MONDAY MEMO	18		
OPEN MIKE	14		
PROGRAMING	46		



Broadcasting

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THERE'S A NEW KIND OF RADIO IN NEW YORK

IT LISTENS TO YOU!

There was a crying need for a new breed of radio in New York.

Two-way talk radio all day . . . that will inform and entertain you like nothing you've ever heard before. And not just in the wee hours, or some of the time, but all of the time.

Now on **WMCA DIAL-LOG Radio 57**, you can talk. Even talk back. Air your views, suggestions, opinions, gripes, ideas. All day.

We've turned your telephone into our microphone. So you can speak up and be heard.

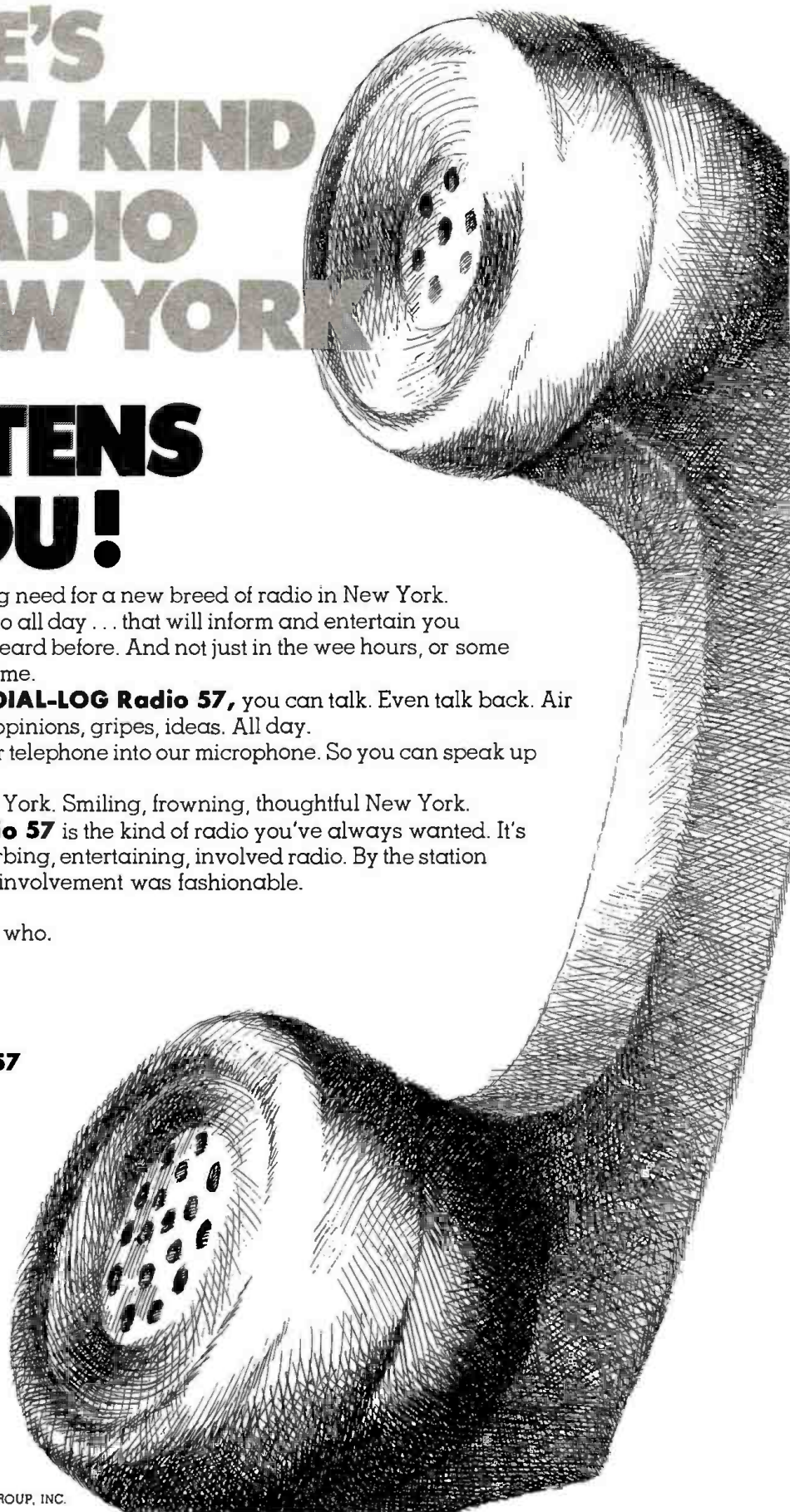
Heard by all New York. Smiling, frowning, thoughtful New York.

DIAL-LOG Radio 57 is the kind of radio you've always wanted. It's a new kind of radio. Absorbing, entertaining, involved radio. By the station that was involved before involvement was fashionable.

Who can benefit?

Just all of us, that's who.

WMCA
DIAL-LOG Radio 57
PL 9-1000



A way to bypass carriers?

WAPA-TV San Juan, Puerto Rico, has petitioned FCC for designation as "authorized user," eligible to deal directly with Communications Satellite Corp., in obtaining satellite transmission service.

WAPA-TV, claiming to be "largest individual user of satellite transmission service in the world," based request for what would be unique authorization to broadcaster on ground that carriers through which it deals have proposed rate increases.

Station, in petition filed Friday (Sept. 18), said effect of proposed tariff, scheduled to become effective Oct. 1, would be "to preclude [its] future satellite use." Carriers connecting WAPA-TV with Comsat terminal are Cable and Wireless/Western Union International Inc., ITT World Communications Inc. and RCA Global Communications Inc.

Rates are now \$520 for first ten minutes of service and \$14.75 for each additional minute. Under proposed tariff, rates would be \$589 and \$20.90, respectively. In addition, terminal would be at San Juan rather than at Cayey. WAPA-TV now uses own equipment to pick up signal at Cayey and relay it to its transmitter.

WAPA-TV says that, using carriers' own estimate of average annual minutes of use, proposed television transmission rates would require it to pay \$169,720 in excess of rates Comsat now charges carriers.

"The effect of this unnecessary tax upon satellite transmission service," WAPA-TV said, "will be to effectively preclude regular satellite television service in Puerto Rico."

WAPA-TV has also petitioned commission to suspend effective date of proposed tariff and investigate rates. WAPA-TV contends carriers have failed to justify increases being sought.

STV firm eyes new hardware

Vue-Metrics Inc., first applicant for subscription-television license, and Artisan Inc., companion company, both of Philadelphia and Washington, have signed letter of intent to acquire from affiliates of Charger Electronics Systems Inc., New York, patent for coded video system to be used in pay-TV operations.

Transaction involves undisclosed numbers of shares of Vue-Metrics and Artisan stock. Patent for Charger system, invented by Harold R. Walker, Charger principal, and developed under

direction of Ira Kamen, Charger president, was issued Sept. 8.

Vue-Metrics has filed with FCC application to establish pay-TV station in Philadelphia (BROADCASTING, July 6); Artisan was formed to conduct pay operations in cooperation with stations and plans to contact TV stations in eligible markets about becoming pay-TV licensees.

Company will install and service decoders, acquire and provide programs and bill and collect charges from subscribers. Sanford C. Curcie, Artisan president, said company plans to use Charger invention for its STV operations and will file for FCC approval of subscription system based on Charger patent.

Covering Nixon overseas

Three TV networks are preparing for extensive coverage of President Nixon's eight-day European trip that starts Sept. 27.

NBC News said Friday (Sept. 18) it will provide four half-hour specials and air live reports by satellite transmission. All half-hour specials will be telecast at 11:30 p.m. EDT. First, on Sept. 27, will show Mr. Nixon's departure, explaining purpose of trip. David Brinkley, John Chancellor and Frank McGee will report President's activities from scene.

ABC News will be TV-pool producer of trip, and will cover during normal viewing hours. ABC said it will offer programs as news events warrant and dictate. Daryl Griffin, ABC's pool producer, is in Europe already on survey trip.

CBS News said it will have full news

contingent of correspondents, reporters and cameramen covering trip. Specific plans on programming and assignments have yet to be announced.

Another call for free time

Edmund G. Brown Jr., son of former California Governor Edmund G. (Pat) Brown, has asked FCC to adopt rule requiring free prime time to qualified candidates for statewide public office.

Mr. Brown, California attorney, is Democratic candidate for secretary of that state.

Mr. Brown contended that policies of commission and TV licensees in providing political time are violation of First Amendment and time is accessible only to those in position to pay "sky-rocketing" costs.

Under Mr. Brown's proposal, TV stations would be required to provide time to candidates in format to be determined by candidates.

He advocates at least five five-minute spots for presidential and vice presidential candidates; four five-minute spots for candidates for U.S. senator or governor, and two five-minute spots for those running for any other statewide public office.

Mr. Brown requested time from 31 major outlets in California and received seven replies, majority of which were favorable.

'Barefoot' star yanked

Scoey Mitchell, black comedian and star of ABC-TV's *Barefoot in the Park*, was ousted from series as of last Friday (Sept. 18).

Emmet Lavery, vice president of busi-

ness, adding that he made no effort to contact WGN.

Dr. Hurst also said WGN has failed to correct such alleged abuses by monitoring broadcasts.

WGN said it will offer time to college in dispute and would have given time if asked, policy always adhered to on controversial issues. Mr. Miller said he tried to verify flag story, but could not reach Dr. Hurst. He then aired report on basis of reliable City Hall source.

Dr. Hurst said his group, since July, has had broadcast media in Chicago under study, move planned earlier in spring.

He said recently he participated in Congress of African People in Atlanta and opportunity for "common approach" strategies evolved.

Black protest hits WGN

Dr. Charles G. Hurst Jr., president, Malcolm X College, Chicago municipal institution, announced Friday (Sept. 18) that petition had been sent to FCC Chairman Dean Burch calling for denial of license renewal of WGN(AM) Chicago and award of facilities instead to Malcolm X Educational Foundation. He said other major stations also are under "investigation" there.

Dr. Hurst said action was precipitated by "inflammatory" remarks on WGN by personality Howard Miller on Sept. 12. He charged Mr. Miller falsely said college had ordered flags of communist nations; ensuing telephone talks with listeners heightened black-white division in community, Dr. Hurst said,

ness affairs at Paramount Television, which is producing show, said Friday: "Continuation of the series by Paramount is under discussion now. If it continues, it will be without Mr. Mitchell."

Mr. Mitchell had completed 12 segments of program as of late last week. If replacement is chosen, studio is not sure how it will achieve transition.

Exact nature of dispute between Mr. Mitchell and Paramount is unknown, but it had surfaced previously. Late last month, Mr. Mitchell was issued ultimatum by studio after unnamed "difficulties," and Paramount was ready to cancel series after eight episodes. That dispute was reportedly settled later.

TV cassette system unveiled

Sony Corp. demonstrated its Video-cassette recorder and player system in public for first time Friday (Sept. 18) at Washington news conference.

News program recorded off-the-air night before as well as material transferred from film were played over four Sony color TV sets and one American black-and-white set; pictures were of remarkably high quality.

Compact system can record off one channel while viewers watch another. Player unit will retail for \$400 and recorder for \$100 to \$150. Hundred-minute and 30-minute cassettes will run about \$25 and \$10 respectively.

Units will be available to industry, educators and government next year, with mass production for home market scheduled to begin late in 1971.

Choate strikes again

"Citizen-lobbyist" Robert B. Choate late last week criticized television industry for permitting "misleading" advertising by cereal manufacturers. He also strongly urged that cereal industry devote more of its television advertising to nutrition education.

Mr. Choate made big splash during Senate Consumer Subcommittee hearings earlier this year by charging that low-nutrition cereals are "huckstered" to children—particularly during Saturday morning cartoon shows—on basis of sweetness, with total disregard for nutritional value (BROADCASTING, July, 27).

James P. McFarland, chairman of board of General Mills, agreed last week that nutrition education in U.S. "has a long way to go" but he defended record of cereal industry in promoting such education, and pledged its willingness to do more. He also praised Food and Drug Administration attempts to establish voluntary food guidelines.

Both men were testifying at hearing called by House Democratic Study

Week's Headliners



Mr. Brower



Mr. Webber

Charles H. Brower, 68, retires as BBDO chairman of board on Dec. 31. Mr. Brower joined George Batten Co. in 1928 as copywriter four months before its merger with Barton, Durstine & Osborn; in 1940 was named VP and member of BBDO board; in 1946 executive VP in charge of creative services; general manager in April 1957 and in December that year, president and chairman of executive committee. He was elected in 1964 as chairman of board and chief executive officer, resigning latter position in 1967.

Gordon Webber, VP, director, broadcast commercial production, Benton & Bowles, New York, appointed VP, manager, creative department. Mr. Webber also has been assigned additional creative responsibilities and will act as copy consultant on many accounts.

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

Group, organization of liberal congressmen.

Hill probes 'stereotypes'

House Communications Subcommittee will hold one-day hearing this week on several House resolutions to halt production and distribution of films which stereotype or demean ethnic, racial or religious groups.

Resolutions, which do not have force of law but do express thinking of House members, call for establishment and rigorous enforcement of radio, TV and motion-picture standards to control production of programs dealing with three categories.

Of two resolutions under consideration, one (H. Con. Res. 304) states that, if industry fails to implement and enforce standards one year after passage of resolution, Congress would act on its own.

Hearing witnesses will include FCC

Chairman Dean Burch and number of House members.

Merger called off

Television Communications Corp., New York, broadcast and CATV owner, and Music Makers Group Inc., New York, have cancelled plans to merge. No reason was given Friday (Sept. 18) for ending negotiations.

Planned acquisition originally was announced June 11 (BROADCASTING, June 15) and entailed an exchange of 419,000 shares of TVC's capital stock for 534,000 outstanding shares of Music Makers' common stock.

Music Makers offers variety of programming, production and commercials services for TV-radio stations. It has a 21% interest in WFEA(FM) Manchester, N.H., and owns nine movie theaters. TVC owns and operates 17 CATV systems. It also owns KNWA(FM) Fayetteville, Ark., and WBNB-TV Charlotte Amalie, Virgin Islands.

New York Broadcasters Club?

Possibility of establishing broadcasters club in New York—place where both in-town and out-of-town broadcasters could meet, eat and relax—is under study by Broadcast Pioneers. Idea was proposed by Pioneers' new president, Charles H. Tower of Corinthian Broadcasting, last week at meeting of organization's board, which promptly authorized him to conduct feasibility study. Working with him are Clair R. McCollough of Steinman Stations and Arthur Hull Hayes, retired CBS Radio president, both board members of Pioneers, and M. H. Shapiro, executive secretary. Present thinking is that if idea appears feasible, Pioneers would sponsor club but not run it.

Comstock on fairness

If FCC will not establish new guidelines to clarify its fairness doctrine, then Congress must do job by passing new legislation, National Association of Broadcasters official said late last week.

Paul B. Comstock, NAB vice president and general counsel, said in speech prepared for delivery to Michigan and Utah Broadcasters Associations that commission, in recent fairness rulings, has gone far beyond its past policy of leaving to broadcasters broad leeway in making journalistic judgments.

If trend continues, he warned, "the commission will find itself on an almost daily basis deciding who shall speak and who shall not speak on what issue and on what broadcast facility."

However, Mr. Comstock added, Congress could solve problem by refining present law or—ideally—by abolishing Section 315 altogether.

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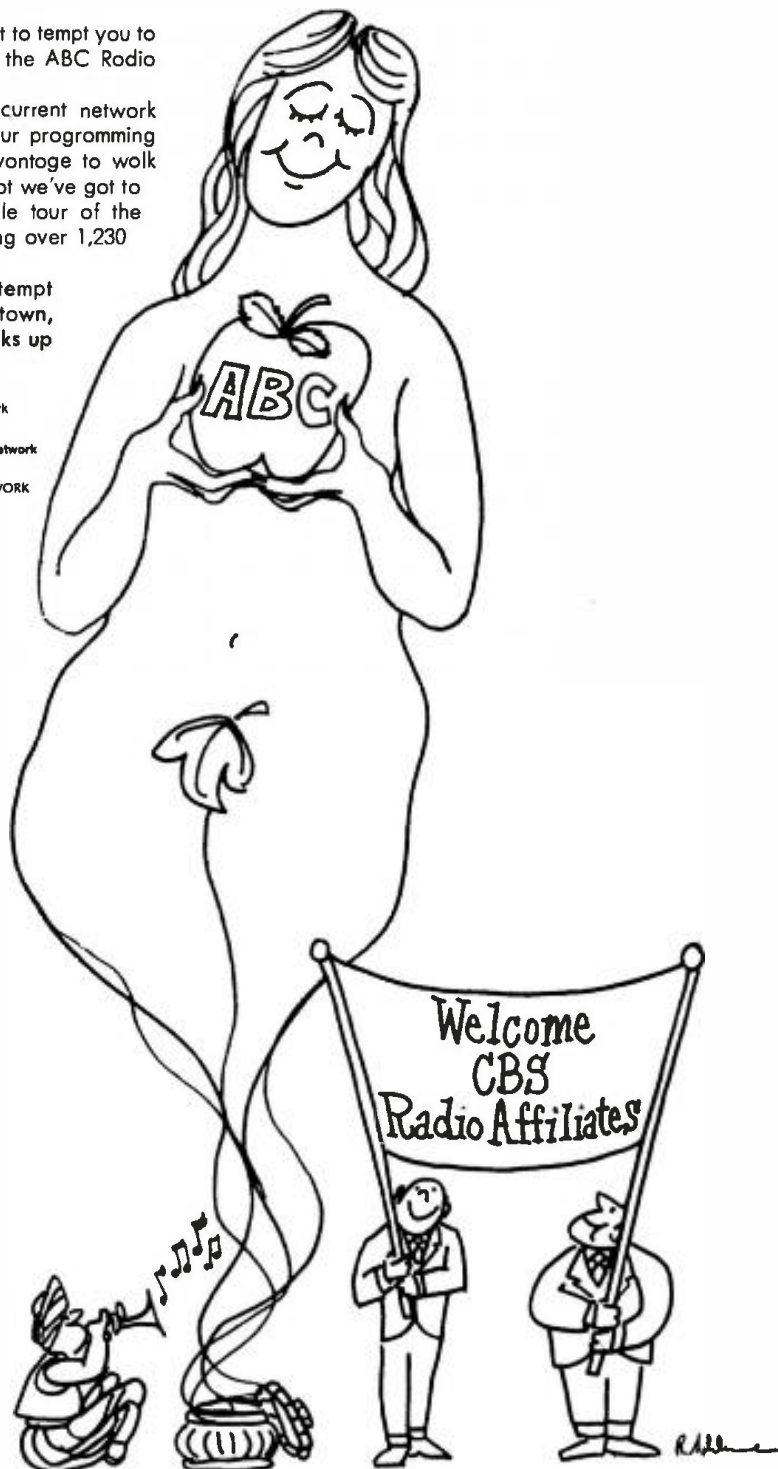
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Datebook

A calendar of important meetings and events in communications

and chairman of the board, Westinghouse Broad-
■ Indicates first or revised listing.

September

■ Sept. 21-22—Annual meeting, *Mississippi CATV Association*. Holiday inn, Jackson, Miss.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Bruce K. Frazier, Box 5387, Fort Worth 76108. (817) 244-3699.

Sept. 21-24—10th annual convention, *Institute of Broadcasting Financial Management*, Statler Hilton, Washington.

Sept. 22—Forum on FCC and television programming, sponsored by New York chapter of *National Academy of Television Arts and Sciences*. Panelists include former FCC Commissioner Kenneth Cox and Donald H. McGannon, president casting Corp. New York Hilton hotel.

Sept. 22—Ninth annual public relations and the media luncheon-symposium held by *Wagner International Photos*. Panel includes Cleveland Amory of *TV Guide*, Martha Deane of *WOR(AM)* New York, and John Nebel of *WNBC-AM* New York. David Frost is moderator. Plaza hotel, New York.

Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.

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

■ Sept. 23—*American Society of Composers, Authors and Publishers* semi-annual West Coast membership meeting, featuring report by ASCAP President Stanley Adams. Century Plaza hotel, Los Angeles.

Sept. 23—Technical Committee of *Association of Maximum Service Telecasters* meets in Washington office.

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

Sept. 24—Meeting of *New Hampshire Association of Broadcasters*. Concord Highway hotel, Concord.

Sept. 24-25—Annual broadcast symposium, *Group on Broadcasting of Institute of Electrical and Electronic Engineers*. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina State Broadcast Associations*. Ponte Vedra club, Ponte Vedra, Fla.

Sept. 27-29—*Nebraska Broadcasters Association* annual convention. Omaha Hilton, Omaha.

Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.

Sept. 28-29—Briefing conference on The Media and the Law, sponsored by *Federal Bar Association, Federal Communications Bar Association and Foundation of the Federal Bar Association* in cooperation with *Bureau of National Affairs Inc.* Mayflower hotel, Washington. Contact briefing conference secretary, 1231 25th Street, N.W., Washington 20037. Telephone: (202) 223-3500.

Sept. 28-29—New dates for fall meeting of *New York State Cable Television Association*. Country House, Syracuse. Previous dates were Oct. 1-2.

Sept. 28-29—Fall display meeting, *Pacific Northwest Cable Television Association*. Hanford House convention center, Richland, Wash.

Sept. 30—Special meeting concerning plan to join *Plough Inc.* with *Schering Corp.* forming *Schering-Plough Corp.*, Memphis.

October

Oct. 1—Deadline for reply comments on *FCC* proposals aimed at making network programming

available to UHF stations, particularly those competing with two VHF's.

■ Oct. 1-2—*Tennessee CATV Association* meeting. Sheraton hotel, Nashville.

Oct. 1-3—Convention of *Tennessee Cable Television Association*. Sheraton-Nashville, Nashville.

Oct. 2-3—Meeting of *North Dakota Association of Broadcasters*. Westward Ho motel, Grand Forks.

Oct. 2-4—West central area conference of *American Women in Radio and Television*. Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television*. Syracuse motor inn, Syracuse, N.Y.

Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.

Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.

■ Oct. 4-9—108th technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Agenda includes CATV symposium; speakers include Irving B. Kahn, president and chairman, Teletrompeter Corp., and Sol Schildhouse, chief of FCC's Cable Television Bureau. New York Hilton.

Oct. 6—Public hearing of the *Canadian Radio-Television Commission*. Bonaventure hotel, Montreal.

Oct. 7—Deadline for comments of *FCC's* proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.

■ Oct. 8-9—Fall convention, *Indiana Association of Broadcasters*. Marriott inn, Fort Wayne.

Oct. 10-13—Meeting of *Texas Association of Broadcasters*. Marriott motor hotel, Houston.

Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner motor inn, Fayetteville.

■ Oct. 12-14—*West Virginia-Mid-Atlantic CATV Association* meeting. Greenbriar hotel, White Sulphur Springs, W. Va.

Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.

Oct. 12-14—First *International Symposium of TV Cassettes*. Ambassador hotel, Los Angeles.

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on *FCC's* proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention. LaSalle hotel, Chicago.

■ Oct. 14-15—*Kentucky CATV Association* meeting. Continental inn, Lexington.

Oct. 14-16—*Advertising Media Credit Executives Association* 17th annual conference. Pfister hotel, Milwaukee.

■ Oct. 15—New deadline for comments on *FCC's* proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities. Previous deadline was Sept. 15.

■ Oct. 15—New deadline for comments on *FCC's* proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Sept. 15.

1970 *National Association of Broadcasters* conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

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*Reg. U.S. Patent Office.

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dustry, I have met many people who couldn't write their way out of a paper bag, yet their following was immense. Conversely, there are many people who are among the most eloquent writers in the world, but put them in front of a microphone or a television camera and they freeze.

I'm not condoning the poor writer, but by the same token let's not be so quick to judge what has to be said by what has been written.

Another point Mr. Kohen's letter brought to mind was one about actually getting a job. How many times has a bright, energetic, hopeful been put down by the line: "But you don't have any experience"?

This line is perfect for the kid trying to break into a network O & O in New York, but I've heard that line from managers and program directors at some of the smallest stations in the country.—*Jim Chirumbolo, president, Multi-Trax Inc., New York.*

A plan for removing 'glut'

EDITOR: Three years ago, in a dispute between our company and American Research Bureau, we warned our fellow broadcasters about the danger point in the "informational glut." We also warned then that the "glut" demanded by agencies in television research was unnecessary.

Now it has become apparent that we broadcasters are paying for things we don't need and are paying exorbitant prices to boot.

Others have suggested it, but I would like to offer the following:

1. Broadcasters should pay 100% of all the costs involved in audience research.

2. All measured markets should receive two large reports per year as well as two broad day-part small reports each year.

3. A committee of broadcasters should be formed to work with the research companies on sample size, delivery dates, type of data, etc.

The first thing, however, is to eliminate the advertising agencies as a client of research companies.

This immediately would allow us to meet with agencies and research companies on a basis that would not cause any legal problems since we would be the only client of the measuring services.

It would be the function of the broadcasters' committee to act as liaison between the measurement services and the agencies so that the research goals become reasonable, meaningful and less expensive in the long run.—*Alan Henry, executive vice president, Sonderling Broadcasting Corp., New York.*

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The risks and rewards of advertising in Alaska

How would you go about acquiring basic demographic information about Alaska? Count the igloos and multiply by four?

Not exactly, because there are no igloos in Alaska—and according to the experts, there were never any igloos in Alaska. Even if there were, national yardsticks wouldn't apply because Alaskans are a special breed. For one thing, they're seven years younger than the national average, with a median age of 23.3. And they're better educated: Alaska has a higher proportion of college graduates than any other state. Alaskans are different.

When I first surveyed the market as a possible base for a brand-new advertising agency, several favorable factors became immediately apparent. First, in spite of its great size, nearly half of Alaska's population is concentrated in one area, the borough of Anchorage. (In Alaska, boroughs are a unit of local government roughly corresponding to counties.) Anchorage, with a service area population of some 130,000 people, is well covered by both print and broadcast media, with five AM radio stations, three FM stations, two television stations, and both a morning and evening newspaper.

Secondly, with the necessity for importing nearly all their goods, and with the resultant freight rates on all commodities, Alaskans provided an excellent market for top-of-the-line goods and services.

Finally, of course, there was the challenge inherent in blazing new trails on America's last frontier, where the wide-open countryside stretches to the horizons, and smog-free air is so clean it hurts your lungs.

But there were numerous negative factors, too. First was the lack of trained advertising people. During our first year in business we were forced to import personnel—most of whom departed for warmer climes when "termination dust" (first snow) appeared on the nearby Chugach Mountains.

Another problem which still plagues professional advertising in Alaska is a dearth of support industries. There is no professional independent sound studio in the state. There are no facilities for processing color motion picture film. There is no commercial four-color press suitable for long-run brochure jobs. There is no professional typographer or

engraver, and no pool of freelance talent from which to draw.

Perhaps the most serious drawback to doing professional advertising in Alaska lies in a lack of understanding among both media and advertisers as to just what an agency's function should be. Since Soapy Smith met his timely end during the Klondike gold rush, a seemingly never-ending procession of promoters and con men have passed through Alaska—many professing to be experts in advertising. And the majority disappeared as quickly as they came, often with the funds which they had separated from Alaskan businessmen. With this sort of experience behind them, it is small wonder that Alaskan advertisers tend to view any new advertising venture with a skeptical eye.

A lack of adequate audience measurement service hampers effective buying of broadcast. Annual surveys are made, but since the media usually respond to these reports with format or program changes—thus immediately negating the results—the reports are virtually valueless by the time they are published.

Since Alaska has no affordable direct television link with the continental United States, television stations in the 49th state must rely upon delayed tape-programming, which often means that Alaskans end up viewing the Christmas specials sometime the following year. Sports events, of course, are old news long before they appear on Alaskan television.

But the problems were overcome one by one. First, we were fortunate enough to be appointed agency for the State's Department of Economic Development, which—with its travel division—is the

largest single account in the state. With this vote of confidence, the barriers began to fall within the business community, with the result that after only two years—and starting from zero—Murray, Kraft and Rockey now has a roster of 20 clients, and annual capitalized billings of \$860,000.

Secondly, we were able to attract enough new Alaskans with various levels of outside training or experience, to form a nucleus of nine persons, skilled in various aspects of the agency field.

Finally, we have seen a marked upgrading in both the quantity and quality of advertising support businesses.

Alaska's very lack of sophistication can be turned to a positive advantage for a new agency. For example, since there were no established rules, we were able to write a few of our own. In the matter of compensation, for example, Alaskan advertisers tend toward the simplistic approach of "whatever's fair". For the most part, therefore, we have been able to abandon time and service charges, production markups, and the like in favor of a system of fees and/or markups aimed at producing favorable gross levels of compensation.

With most of our major client slots now filled, we are now preparing to expand in two directions in order to maintain our growth. These are in the areas of international representation—with particular emphasis on Japan, which has firm trade relationships with Alaska, and on representation of nationally advertised brands within Alaska, where our local knowledge could be of benefit to marketers trying to penetrate the mysteries of the Far North.

All this, and clean air too. That's Alaska in the '70's.



Connell Murray journeyed to Alaska and set up his own small agency in 1968, after nearly two decades in the advertising business. A native Californian and a graduate of San Francisco State College, he worked for several West Coast agencies—including Capel, Pera and Reid, Hoefer, Dieterich and Brown, and the San Francisco office of Young & Rubicam—before launching Murray, Kraft and Rockey in Anchorage. The above article describes some of the problems he encountered in that pioneering venture.

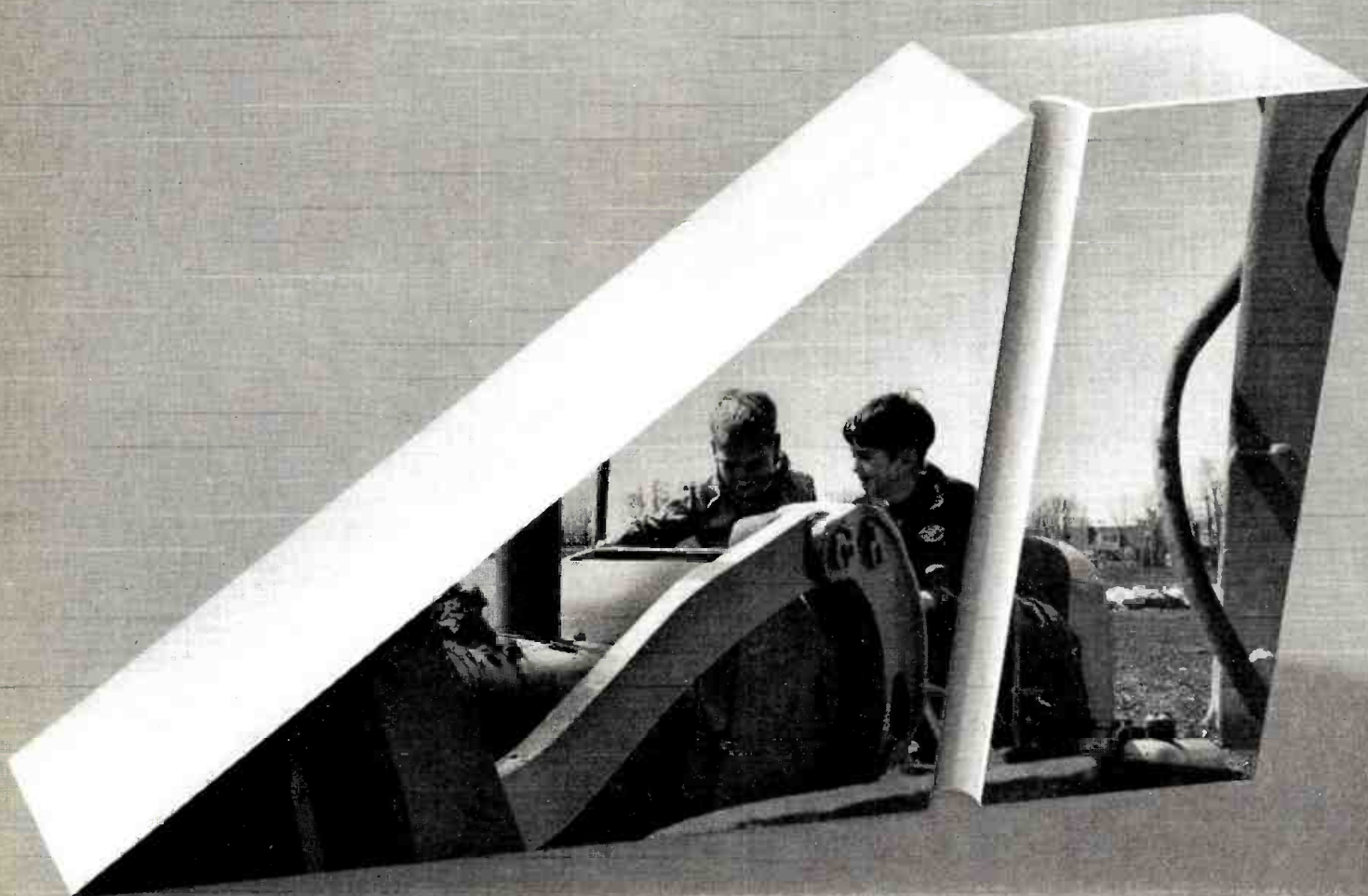


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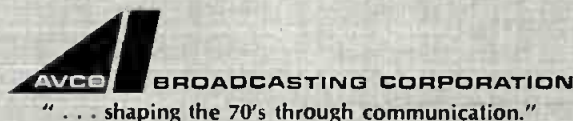
In Columbus, Avco Broadcasting is WLWC and protection for children at play.

Last year a 14 year old boy was crushed while playing at a construction site. He had accidentally started a piece of heavy equipment left unlocked and unattended.

In its Editorial the next day, WLWC urged city and state legislators to require construction companies to install safety locks on unattended heavy equipment. Columbus City Council took immediate action, and passed an ordinance. A bill was introduced into the State Legislature.

WLWC, its Editorial, and its 30 minute News Special, "An Attractive Nuisance" were credited with being prime factors in the crusade to eliminate such tragedies.

Another example of community service. Involvement.



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TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWD Dayton, WLWI Indianapolis, WOAI-TV San Antonio. RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC AM & FM Washington, D.C., WRTH Wood River, Illinois. Represented by Avco Radio Television Sales, Inc.

Chance of reform in license renewals

Now under study at FCC; ways to simplify process so that broadcasters could do it themselves



The man who will play a key role if the FCC modernizes its license-renewal system reported for duty last week. He's Francis R. Walsh (r), former dean of the University of San Francisco Law

School, who is the FCC's new Broadcast Bureau chief. Mr. Walsh, greeted here by Chairman Dean Burch, arrived in time for license-renewal briefing that FCC was given last Tuesday.

The FCC's license-renewal procedures, frequently creaky and often as much a headache to the commission staff as to license-renewal applicants, may be in for a major revision.

The commission spent more than two hours on Monday discussing the matter with Dr. Barry G. Cole, 32-year-old member of Indiana University's radio-television department, who did a summer's research on the FCC's renewal process for a book he is preparing.

Dr. Cole's conclusions are that the commission's renewal procedures—affecting 2,500 stations annually—could and should be speeded up and clarified. He would make use of computers, guidelines and public announcements; what's more fundamental, his recommendations would require the commission to rethink and redefine broadcasters' service obligations—obligations now imposed on an across-the-board basis to broadcasters meeting a wide variety of programming needs.

Dr. Cole says the commission could accomplish much of what he feels needs

doing simply by changing some internal procedures and adopting new ones. But the substantive matters involved would present the commission with difficult and possibly costly projects that would require rulemaking proceedings or extensive inquiries.

Although the commission has not decided yet whether to undertake the overhaul Dr. Cole recommends, it is understood that, if it does, it will retain him as a consultant. Dr. Cole plans to return to Washington periodically from his teaching duties in Bloomington to keep his research up to date.

Chairman Dean Burch is clearly interested in Dr. Cole's proposals. "The present system is difficult to explain to an outsider because it is such a subjective thing," he said. "Yet the industry is entitled to know how we process renewal applications. The renewal process isn't something that should be known only to attorneys."

Indeed, he expressed the hope, as Dr. Cole did in his presentation to the commission, that the renewal process could

be simplified to the point where a broadcaster could complete license-renewal forms himself—without hiring a lawyer.

Dr. Cole suggests eliminating or rewording renewal-form questions that produce answers that, he says, are so vague they are not used in the evaluative process. (One such question he cites deals with the disposition of complaints and suggestions received by the station. Dr. Cole found answers like, "If the complaint is justified, I'll take immediate action.")

He would have the commission formulate specific guidelines to aid the staff in evaluating answers in the renewal form. He also would have the commission publicize—to licensees and the public—its license-renewal standards and expectations. (But he cautions care be taken to make sure the public notices do in fact "clarify the process.")

In addition, he suggests that the commission use computers to speed processing of applications, to permit easy access to data for use in comparative analysis and to allow for better utilization of manpower.

He would husband manpower resources also by directing the staff to concentrate on the renewal applications of licensees who, on preliminary investigation, do not appear to meet commission standards, as well as those serving especially large audiences.

But these are not the proposals whose complexity and cost of implementation are matters of concern to the commission. One proposal that does cause Chairman Burch concern presents what he calls the "threshold" issue.

It calls on the commission, in clarifying its expectations of broadcasters, to face up to the question of whether it will adopt different standards for the different kinds of broadcast service being provided—by the country-and-western FM serving an area in Tennessee, for instance, and by the slickly programmed VHF television outlet in New York.

As Dr. Cole put it to the commission:

"The commission must make a decision concerning formulation of unique standards of performance for specialized broadcast services, particularly those offered by radio stations in large cities."

The proposal dovetails with two observations made by Dr. Cole. In one, he notes that broadcasters would prefer to know what the commission expects of them, and suggests that performance standards would be "more acceptable" if they were (1) relevant to the individual broadcaster's services, (2) based on empirical evidence derived from past performances of similar situations and (3) not automatic conditions for license renewal. In the other, he asserts that renewal-form questions "should be relevant" to a station's operation "and accurately reflect the commission's standards and expectations."

"How do we handle format radio?" Chairman Burch asked in reviewing Dr. Cole's proposals. "I don't think I have the information to make a decision." He also said the commission lacks the data needed to permit comparisons of performance by stations in similar circumstances—"how many television stations in markets over a certain size have more than two newsmen, for instance."

Another question he asked is, "Is it commission policy to require kids listening to a rock-and-roll station to get a certain amount of news and public affairs?" The commission, he notes, has no information on what viewers and listeners think about programing.

If the commission were to adopt standards for news and public affairs coverage, for instance, he said, "you would not want to compare a network VHF in New York with a small-market radio station." Furthermore, he said, there would be a need for "substandards" to account for differences in performance—perhaps a station is losing money, or its news programs, though few in number, require considerable effort in time and money.

Chairman Burch indicated that the principals underlying the proposals could lead not only to the commission recognizing distinctions among different kinds of stations but, perhaps, to different renewal forms for radio and television. "Maybe a short form" would be adequate for radio," he said.

But before the commission commits itself to an overhaul of the renewal process, Chairman Burch said, he would want to know its cost, in manpower, money and time. He also wants to know whether the commission should attempt "the best study possible, or accept the fact it cannot do it all." He said he would like to see options presented.

Both he and Dr. Cole, in separate interviews, stressed that the proposals do not constitute, in Chairman Burch's phrase, "a get-tough policy." Chairman

Burch says he regards them as procedural in nature, designed to speed and clarify the renewal process.

Dr. Cole notes that the commission has never denied a renewal of license solely on programing grounds, and doesn't suggest that it start. He sees the commission as merely "sparring" with stations on the programing issues, and says, "At least the commission should spar with the right stations, not those doing a basically good job." And all stations, he says, should know what it is that might result in their ending up in the ring with the commission.

One indication of the renewal problems troubling the commission was reflected last week in the heavy stream of announcements of renewal applications being granted. They are part of a backlog of applications that had reached a peak of 749 as of Aug. 1, before dipping to a still-substantial 560 last week.

Action on them had been delayed as a result of a commission decision suspending the staff's authority to act within its "subjective judgment" in renewing licenses, and directing it to delay action on radio stations that proposed to carry more than 18 minutes of commercial time per hour and on radio or television stations that did not propose to devote at least 5% of their time to news, 1% to public affairs and 5% to public affairs and "other" programing (religious, instructional and educational).

The commission action was taken not only without notice to broadcasters but, so far as the commercialization issue was concerned, was contrary to policy announced in March 1967. At that time the commission said the staff would re-

new licenses of stations proposing to exceed the 18-minute standard, but on condition they submit a report in 18 months on their commercial practices. (Actually, the instruction allowed the staff to withhold the requirement in cases where the stations' records indicated an inability to sell even 18 minutes of commercial time per hour.)

The new instructions were given at the request of Commissioners Kenneth A. Cox and Nicholas Johnson in connection with their long-standing contention that the commission should adopt new guidelines for the staff to follow in processing renewal applications. Mr. Cox, who left the commission on Sept. 1, and Commissioner Johnson have consistently opposed staff renewals of stations failing to meet the 5-1-5 standard; they said such stations should be asked to explain the public-interest justification for their policies.

The stations affected by the commission hold order are in Alabama, Georgia, Arkansas, Louisiana, Mississippi, Kentucky and Indiana. Only a minority of those whose applications were on the deferred list—about 200, according to one commission official—had failed to meet the commercialization or 5-1-5 standards. However, the time involved in checking the applications to find those 200 is said to have slowed the renewal process.

The commission, with Commissioner Johnson dissenting and Commissioner Robert T. Bartley abstaining, two weeks ago reinstated the staff's authority to renew the stations involved. It acted on the motion of Chairman Burch who was becoming alarmed about the growing backlog and who pointed out that, whatever standards were adopted, would not be applied "ex post facto." The Broadcast Bureau promptly granted 90 renewal applications, including some that had been held up because of the commercialization and 5-1-5 questions.

The commission action in temporarily withdrawing the staff's authority to grant renewals is not the only sign of concern at the commission over its renewal process. There can be uncertainty even in the face of standards.

Last month the commission set a standard for renewal applicants who already had filed an 18-month report—a normal maximum of 18 minutes per hour, with a special ceiling of up to 20 minutes during 10% of their weekly operating schedule, up to 22 minutes during political campaigns to accommodate political advertising (BROADCASTING, Aug. 31). However, the staff is known to feel frustrated by the lack of flexibility in that standard. Indeed, there is some uncertainty whether the commission intended to rule out exceptions.

And it is presumed that the issue will be one of the first controversial matters



Dr. Barry G. Cole, of the University of Indiana's radio-television department, may play a key role in a revamping of the FCC's license-renewal process. He has recommended a number of steps that might be taken in a major overhaul of the process and, if the project is undertaken, it is expected that he would be retained as a consultant.

Blacks issue Cleveland ultimatum

City's radio-TV outlets are told to negotiate or accept possible license-renewal challenges

All but three of Cleveland's 29 radio and television stations have been served with an ultimatum by the National Association of Black Media Producers and "a coalition of ad hoc groups on media." Contact them by Sept. 21 to seek a resolution of their grievances concerning the stations' operations, or face the threat of petitions to deny license renewals.

The ultimatum was served in a two-page resolution, dated Sept. 11, that contained 11 demands and a list of complaints about the stations' programming and employment practices. It is understood that at least some of the stations last week expressed a willingness to meet with the groups.

The Ohio stations are due for license renewal Oct. 1, and the deadline for filing petitions to deny passed on Aug. 31. The commission has on several occasions extended the deadline at the request of citizens' groups, but usually

in cases where the request was made before the deadline had passed and the groups were in negotiations with the stations involved.

The only stations omitted from the list receiving the ultimatum in Cleveland are WABQ(AM) and WJMO(AM), both Negro-oriented, and WVIZ-TV (ch. 25), an educational outlet.

NABMP, composed of some 80 television and film producers, is also behind talks underway since July between a coalition of blacks in Detroit and stations there. Michigan stations' licenses are also due for renewal on Oct. 1, and thus far the Detroit blacks have not filed petitions against any of the stations.

The NABMP and coalition of ad hoc groups in Cleveland, in their resolution, charge that the programming aimed at blacks, who constitute 50% of Cleveland's population, "is inordinately less than programming for the white community at large."

They also claim that the stations do not provide training programs geared to the needs of minority groups, employ "virtually no blacks or minority group members" in policy-making jobs or consult with to any appreciable degree representatives of minority groups about programming.

"Because of the racist orientation of your programming," they add, "you have denied blacks and minority groups the freedom of speech guaranteed in the First Amendment and they have had to resort to demonstrations in getting their messages to the people and to the decision-makers."

The "demands" that the groups say must be "negotiated" are aimed at involving the blacks and other minority groups in all phases of station operations. They call on the stations to step up hiring among minority groups, to hire blacks for policy-making and programming-production jobs and to put them on boards of directors.

They also call for the inclusion of "the legitimate voice of black protest" in public-service and news programming, the elimination of "racist" commercials, and employing black public-relations firms to deal with matters of concern to the black community.

dumped in the lap of the new Broadcast Bureau chief, Francis Walsh (see page 21).

The staff, which is studying the renewal applications of about a dozen stations that would violate the new standard, is not expected to recommend to the commission action on any of them until after Mr. Walsh has familiarized himself with the problem and decided on a proposal.

Ex-cameraman tells of being tailed

Claims harassment as hearings resume on KRON license renewal

When Albert C. Kihn took his minibus on a rock hunt up Blithedale Canyon in Mill Valley, Calif., on March 27, 1969, a shiny green sedan followed right behind the former KRON-TV San Francisco cameraman who had complained to the FCC about channel 4's news practices.

It has been a rocky road for KRON-TV, the NBC affiliate owned by the *San Francisco Chronicle*, ever since Mr. Kihn glanced uneasily into his rear-view mirror.

Mr. Kihn (rhymes with his age, 39)

was the lead-off witness last week as the KRON-TV and KRON-FM license-renewal hearings were reconvened in San Francisco by FCC Examiner Chester F. Naumowicz Jr.

Mr. Kihn said he didn't suspect a thing until the green car, equipped with two antennas and driven by a well-dressed man wearing sun glasses, followed "perhaps as closely as 20 feet behind me."

Last May, shortly after Mr. Naumowicz heard about 100 witnesses give 32 days of testimony on charges raised by Mr. Kihn and former *Chronicle* saleslady Blanche Streeter, the FCC review board ordered further testimony on whether KRON-TV's use of private detectives to investigate the witnesses constituted harassment.

Their complaints were a major factor in the commission's decision in March 1969 to set the KRON license-renewal applications for hearing on issues involving questions of undue concentration of control of media, anti-competitive or monopolistic practices in the newspaper field and managed or slanted news (BROADCASTING, March 24, 1969). The issue involving alleged harassment of the complainants was added later.

As nearly 30 witnesses followed Mr. Kihn to the witness stand last week, what developed was a view of the pri-

vate investigator from a perspective seldom shown by *Perry Mason*, *Mannix* or *The Avengers*—the perspective of the investigated.

Thora Hausmann, a red-haired friend of Mr. Kihn's wife, said she was dated 10 times by a long-haired pollster who turned out to be a detective by the name of Henry Orwitz.

Attorney Charles Cline Moore, representing Mr. Kihn and Mrs. Streeter, and FCC attorney Joseph Stirmer, representing the Broadcast Bureau, argued that the KRON-TV detectives intimidated the complainants and put a spotlight on their private lives. In other action, Mr. Moore has filed invasion-of-privacy suits seeking \$350,000 in damages.

KRON-TV's attorneys brought forth a number of expert witnesses, including former FBI Assistant Director Cortney Evans and San Francisco Police Chief Al Nelder, to show that the investigative techniques are customary, routine and effective ways to find out the "hidden motives," if any, behind the complaints.

Michael Hamel-Green, a former British military-intelligence expert, is a partner in the Neilson-Green detective agency retained by the KRON-TV law firm of Cooper, White and Cooper. He said 1,426½ hours were devoted to surveillance, background investigations and undercover operations required for the

study of the two complainants.

Surveillance of Mr. Kihn began on Nov. 9, 1968, three days after KRON-TV officials learned of his initial protest letter and two months before he took a leave of absence from the news staff. (Mr. Kihn, now a freelancer, testified he could not find regular work.)

Investigators pretended they were conducting employment checks or opinion polls, another detective, Tom Wichelman, said.

He interviewed Mr. Kihn's ex-wife, his present wife's ex-husband and Mrs.

Streeter's ex-mother-in-law, among others.

Mr. Moore accused Mr. Wichelman of making his surveillance all too obvious by playing his car radio so loudly that Mr. Kihn's neighbors complained. While waiting for Mr. Kihn to leave his house, Mr. Moore said, detectives would litter the narrow hillside street with scraps from their bag lunches.

Attorney Robert Raymer of Cooper, White and Cooper, who ordered the investigation, said he wanted "the most discreet and professional" job possible.

At Mr. Moore's urging, Mr. Naumowicz sequestered the bulky dossiers compiled by the detective agency that will keep the contents out of public view.

Charles de Young Thieriot, president of the Chronicle Publishing Co., said Wednesday (Sept. 16) he was not aware of the detectives' investigations until later.

He said he had not been consulted, then added:

"Well, the conclusion I reached was that the investigation had not been terribly successful."

BroadcastAdvertising

Ad review authority proposed

AAF's Elting unveils plan for seven-man council through \$1.5-million assessment of those in TV

The establishment of an independent Advertising Review Council—a step designed to take some of the steam out of mounting advertising criticism, particularly that aimed at television, through innovation rather than repeated defensive reaction—was suggested last week by the chairman of the American Advertising Federation.

Victor Elting Jr., advertising vice president of Quaker Oats Co., Chicago, advanced the plan Thursday (Sept. 17) in a talk before the Chicago Advertising Club. He noted even a conservative such as FCC Chairman Dean Burch has expressed concern about children's TV programing and commercials, an area in which Quaker has considerable interest (see page 46).

The Advertising Review Council, according to Mr. Elting, would be financed by a \$1.5-million assessment of all the affiliated elements involved in television advertising and would include a professional staff to support the work of the seven-member council. Three of the seven members would be from advertising while the others would be representative of other major elements of society. The council would be separate from either industry or government.

Complaints by consumers or groups, Mr. Elting explained, could be filed with the ARC and it would investigate. If an abuse were found, he continued, ARC could bring about correction through publicity and by asking media to decline to carry the advertising. Congress would be asked to accord immunity from anti-trust laws when industry groups met to work out the self-regulatory machinery, he said.

The Elting plan, drafted after talks



Mr. Elting

with Howard Bell, AAF president, is being presented to the AAF ethics committee to initiate action. The AAF chairman indicated he expects refinements and modification but noted the main thrust is to enhance and give new teeth to the many existing industry self-regulating codes.

Mr. Elting cited as one example the code of the National Association of Broadcasters as "an instrument of great potential." He said "ways to strengthen its efficacy deserve serious study."

The AAF official observed: "There are ticking sounds that we hear in all the pressure groups, congressional hearings and other forums that are meeting to decide our fate. Let's defuse them by having the strength and courage to determine our fate for ourselves."

Reviewing the progress of such codes,

the cooperative ventures of the Better Business Bureaus and industry groups such as the AAF, Mr. Elting felt, however, that "we can no longer count on the voluntary course alone to protect us. A few abuses and breaches of good taste are taken by our activist critics as cause to flageellate the whole advertising industry."

Pinpointing the greatest criticism as concerning television, Mr. Elting noted "a number of hearings are already scheduled for this term of Congress where questions about television and TV advertising will be spotlighted."

Mr. Elting said "we can criticize the flamboyant way in which some critics of TV commercialism act and we can go into a panic and worry about the political effects of the hearings," but he suggested it might be wiser to forego delusions and admit "there are problems with TV advertising, just as there are problems in almost every phase of our way of life."

Mr. Elting also agreed that "TV advertising, like everything else in the world, needs help, but what it doesn't need is government over-regulation."

An independent Advertising Review Council, Mr. Elting explained, would "not be a creature of industry, of government, of media, or of any other interest, but a body that combines the broad knowledge and judgment of all concerned. It would be set in motion by the AAF with suggestions for members to come from all concerned elements of our society."

An assessment of a small unspecified percentage of total TV advertising expenditure would be made on each company, advertising agency and medium,



**Caring about others
is a natural part
of growing up**

**-even for a grown-up
steel company**

Martha Clark is a housewife. With a husband and four kids, she's too busy to help other people's kids. But somehow she finds time.

Mrs. Clark is Den Mother to a bunch of disadvantaged boys. Because she cares. She tries to teach them to care, for others. She knows that the day a boy helps somebody who needs it is the day he will start to grow up—inside.

We at Republic have many opportunities to help others. In developing superior new steels and steel products, we continually upgrade old jobs and create new ones. The economic impact created by these jobs spreads across a broad area of modern living. Republic trains the disadvantaged for jobs, too, and helps educate the deserving. Together with our employees, we contribute millions of dollars each year to help those in need of help.

In this our 40th year of business, programs for hiring, training, and helping the disadvantaged are an integral part of Republic Steel. It's one way we demonstrate our conviction that a good corporate citizen cares about the problems of its many neighbors and communities. And does something about them. Republic Steel Corporation, Cleveland, Ohio 44101.



Republicsteel

Mr. Elting proposed, to provide an annual budget of about \$1.5 million.

"Complaints or inquiries from any legitimate group or person would be filed with the review council," Mr. Elting explained, and "it would be empowered to explore each case and deal with the companies, media and agencies involved."

When the council determined that an abuse exists and voluntary compliance with its standards was not forthcoming, he said, the council "would be empowered to bring about compliance in two ways: (1) by publicizing the abuse and its findings, in order to direct public scorn at the violators; and (2) by calling on all media to refuse to carry the specific ads involved (or the producer to refuse to prepare them, in the case of direct mail and other types of media)."

Mr. Elting noted a somewhat similar system has been functioning since 1962 in Great Britain "where strong and active codes of practice are being carried out." The British code, he said, "is explicit and is administered by a committee of people experienced in advertising and drawn from some 17 organizations in the communications field. The working of the code is supervised by the Advertising Standards Authority in England, an independent body set up by the advertising industry to maintain standards of advertising in all media."

Mr. Elting noted the British group is adequately financed and "it has the agreement of media with respect to enforcement. No advertising can appear in England that is not approved" by the committee.

"Unlike almost all the proposals for controlling our industry that come from consumerists and government," Mr. Elting said, the Advertising Review Council concept "need not interfere with the full freedom of any of us in business to pursue our tasks responsibly. It would do for all of us that we want done but cannot do alone—eliminate the pressure to go too far in our zeal because a competitor is using unethical methods."

He further noted the plan "should not reduce by one dollar the income of any agency or medium because we can be sure that the abuser who is blocked from using unsavory methods will find sound methods on which to spend his budgets."

Convention schedule tightened by AAF

A more streamlined convention schedule has been adopted by the American Advertising Federation, according to AAF President Howard H. Bell. The new policy will become effective in 1972.

During even-numbered years the

present national convention and the government affairs conference will be combined into a single meeting in Washington. The first such meeting is scheduled for May 14-17, 1972, at the Shoreham hotel there.

In alternate years the national convention will be rotated between AAF's central and western regions. A version of the government affairs conference will continue in Washington.

Mr. Bell explained that the new policy "is designed to encourage increased participation by AAF membership in one annual national meeting instead of two in even-numbered years."

For 1971 the traditional meeting policy will be followed. The government affairs conference will be held Feb. 1-3, 1971, at the Washington Hilton hotel and the national convention June 26-30, 1971, at the Hawaiian Village, Honolulu.

FC&B analyzes commercial impact

Four percent of adults surveyed admit leaving room during ad message

Commercials, so carefully planned for viewers, are missing their target completely 4% of the time, and hitting only 27% sometimes, a study, "TV Commercials: Who Pays Attention," conducted by the media research department of Foote, Cone & Belding Advertising Inc., New York, reported last week.

On an average night, the survey showed, about three-fourths of persons interviewed watched some television, with women running slightly ahead of men. (An interesting sidelight: 7% queried could not remember whether they had watched the night before.)

Of those who did remember, the study reported, about 69% of the adults were in the room during all commercials. But not all those remaining in the room during the spot messages paid attention to them: 14% of the respondents said they had listened and watched them all; another 66% said they had paid attention to some.

A total of 4% of adults told the interviewer they did not stay in the room during commercials.

The report stated that, being the largest group, the 'somes' tended to be demographically more like the average viewer, that is: male, under 35 years of age, some college or more; professional business, managerial or skilled workers; live not only in the central region of the country but in cities with less than one million population. Those who paid attention to all or none of

the commercials, the survey said, fell into the lower socio-economic groups.

For any one commercial, the report said, the potential audience should be 69-96% as large as the audience to the program to which it is adjacent or which it is within.

The sometime-commercial viewers, the FC&B report found, tend to be the younger, better-educated targets of much of today's advertising. The small percentage leaving the room during commercials, the report suggested, are older, less affluent viewers.

Those who paid the most attention to the advertisements, FC&B found, were often persons for whom many of the commercials were not intended. Those who paid attention to all commercials are older, less affluent, less-educated viewers, the report stated, and not necessarily the best targets for many of the products advertised.

In conclusion, the survey stated: "... not all television program viewers are exposed to, or pay attention to, television commercials. And those who are exposed, or pay attention to, commercials tend to be different demographically from those who do not."

FC&B said this report was the first of a planned series of media research studies, designed to provide the account, creative and media groups with an efficient vehicle for obtaining information necessary for advertising planning.

A minimum of 1,500 interviews are completed, and each month personal in-home inquiries are conducted with adults 21 and over.

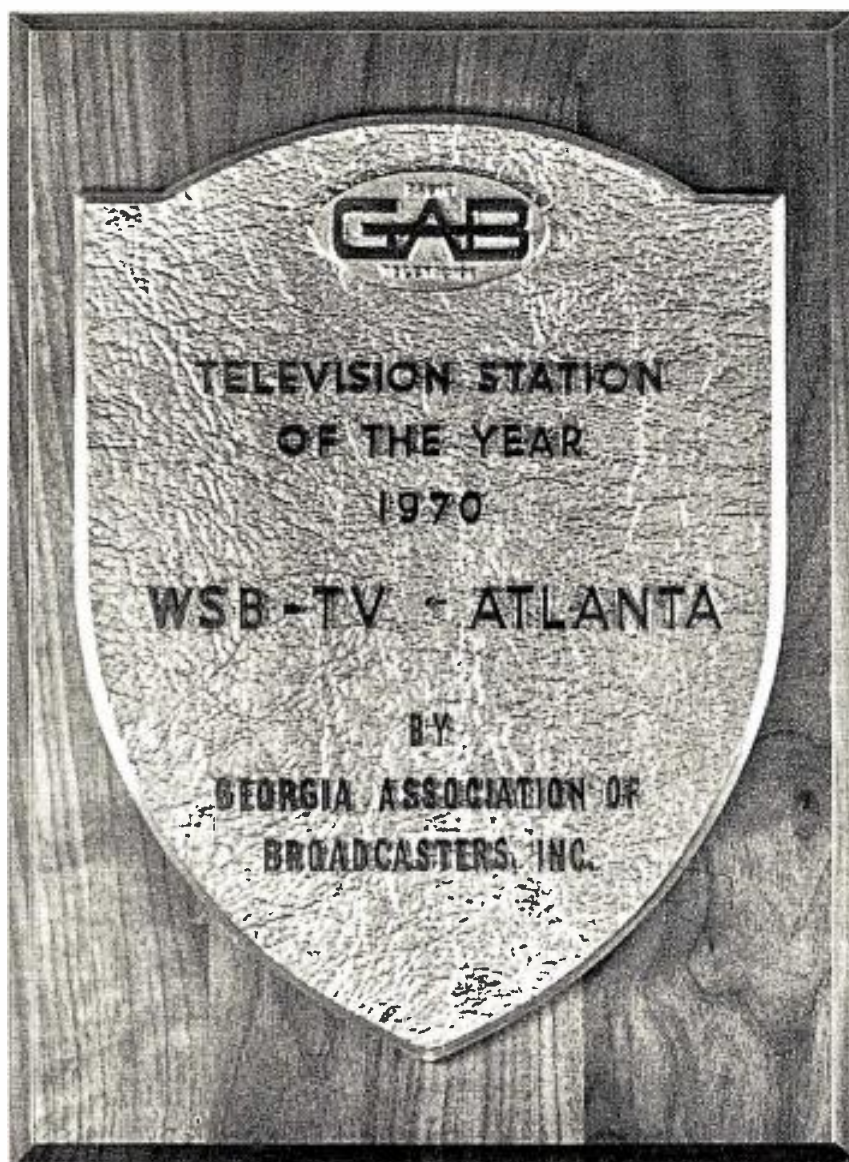
Interviewing for this aspect of the survey was in more than 300 areas from April 1 through April 7, 1970. The Gallup organization supervised the fieldwork, while FC&B's research department performed computer runs and its media research analyzed the data.

Magazine losses to TV bring call for unity

Magazine Publishers Association slapped at the use of television advertising Tuesday (Sept. 15) during its annual meeting in New York.

Stephen E. Kelly, MPA president, urged publishers to stop fighting among themselves and said: "We should band together against our common enemy—television." He cited published reports of TV's gain in its share of the market, while the magazine medium's share has declined.

He maintained, however, that MPA's marketing position was not anti-television. "If it's anti anything, it's anti media mix which doesn't utilize magazines to their full capacity," Mr. Kelly declared.



WSB-TV

A reflection of leadership in Georgia

A reflection of Atlanta

WSB Television

NBC affiliate, Represented by TeleRep

 A Communications Service of
Cox Broadcasting Corporation

Cut-rate political run through House

**Senate passage expected,
so question remains:
Will Nixon veto the bill?**

The political-broadcasting conference report cleared the House last week and headed for almost certain passage in the Senate but a less predictable future at the White House.

The conference report passed 247 to 112, with only 15 more opposing votes than were cast against the original House bill, which would have become effective Jan. 1, 1971. The conference report becomes effective 30 days after signing by the President.

The effective date of the legislation, a red-hot partisan issue before the Labor Day recess, raised hardly an eyebrow on either side of the aisle last week. Because of the lateness of House action, members of both parties agree that there is no chance for the bill to apply to the 1970 November elections.

Representative William Springer (R-Ill.), ranking minority member on the House Commerce Committee, pointed out that, assuming the bill is dealt with rapidly by the Senate and that the President signs it into law (he has 10 days to consider his decision), the bill's provisions cannot become effective until 30 days after signing—probably after the Nov. 3 election date.

FCC Chairman Dean Burch first stated that sentiment in a letter to minority leaders in both the House and Senate (BROADCASTING, Sept. 14). Un-

less Congress has passed the legislation by Sept. 23, said the chairman, the bill's provisions could not affect the Nov. 3 elections.

Sept. 23 in the date now given by many House sources for Senate consideration of the report.

Since the effective date will not be an issue in the Senate, passage is widely anticipated. Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), a prime supporter of the unsuccessful Democratic move to apply the legislation's spending limits to 1970 elections, is expected to back the conference report. He has long been an advocate of controls on political spending for broadcast time.

House Commerce Committee staff members are not so openly sure of the bill's success in the White House. Although most commented that the President would be open to heavy criticism if he were to veto a measure controlling political spending—and they doubt that he will veto it—there was an accompanying note of caution. Mr. Nixon, they said, has kept his feelings on the measure well hidden and House sources admit they have no real idea what he thinks of the bill. Some White House staffers, including Communications Director Herb Klein, have voiced opposition to the bill in the past.

If enacted, the measure would repeal Section 315, the equal-time provision, as it affects the President and Vice President; would require that broadcasters charge political candidates no more than the lowest rate that the station has for that time segment; and would limit candidates' expenditures to the equivalent of seven cents for each vote cast in the state's last general

election for that office, or \$20,000—whichever is greater. Primaries are also covered at exactly half that rate, three-and-one-half cents or \$10,000.

House debate preceding last week's vote was generally routine. There was, however, a note of warning that broadcasters should not attempt to retaliate against the bill's provision by refusing to sell time to political candidates.

This refusal would clearly indicate that broadcasters were not operating in the public interest, according to House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.).

"I, for one," he said, "have great confidence that the FCC will see that such abuses do not occur, and I guarantee that this committee [House Commerce], which has jurisdiction over the FCC, will see to it that any veiled threats . . . will not be carried out."

A preview of future political-time law?

**Voluntary spending limits
leave broadcasters vexed
about enforcement problem**

Ohio's two major candidates for a U.S. Senate seat have agreed to a voluntary limit on broadcast spending—and some of the state's broadcasters think the plan unfairly imposes a police role on some stations.

Representative Robert Taft Jr. (R-Ohio) and his Democratic opponent, Ohio businessman Howard Metzenbaum, have set a \$262,000 ceiling on broadcast spending for the upcoming Nov. 3 general election, to be monitored by Price-Waterhouse in Cleveland.

The \$262,000 figure is equal to seven cents per each vote cast for that office in the last Ohio general election. The seven-cents-per-vote figure also appears in the political-broadcasting conference report passed this week by the House (see this page), and is, a House Commerce Committee source points out, a graphic example of the bill's impact even before it is law.

In another senatorial race—which pits Senator Philip Hart (D-Mich.) against Republican nominee Lenore Romney (wife of Housing and Urban Development Secretary George Romney)—the seven-cent ceiling has also been adopted but with a major difference.

The formula, according to a Hart aide, will not be limited to broadcast but will apply to all media. The total spent on political advertising in Michigan, then, would be \$170,755 for each



Miles W. Kirkpatrick (l), a Philadelphia attorney, was sworn in last week as the 42d chairman of the Federal Trade Commission by his predecessor, Caspar W. Weinberger, now deputy director of the Office of Management and Budget. Mr. Kirkpatrick was nominated

for the FTC chairmanship by President Nixon on Aug. 11 and was confirmed by the Senate on Aug. 24 (BROADCASTING, Aug. 31). The closed ceremony was witnessed by other FTC commissioners, friends of Mr. Kirkpatrick and senior commission staff members.

candidate. As of last week, the plan was still in its early stages and final details had not been completed.

The Ohio plan, which is considerably more complex than that in Michigan, was revealed to stations by mail. A copy of the agreement was forwarded to broadcasters asking for a signed statement of their station's intent to comply voluntarily.

William Graham Jr., research director for Representative Taft, outlined the terms:

Ohio-based advertising agencies for both candidates—The Professionals for Mr. Taft and Marcus Advertising for Mr. Metzenbaum—are to forward to stations two copies of each contract for time. The stations are to send one copy to Price-Waterhouse which audits all radio and TV contracts and keeps a weekly running account of the amounts spent. No record will be kept of which stations receive the contracts, Mr. Graham said.

Each candidate has appointed a representative to insure that the spending limits are not violated. Mr. Taft's representative, Ohio Attorney General Paul W. Brown, and Mr. Metzenbaum's, Columbus Mayor M. E. Sensenbrenner, are to receive the running accounts. Any overspending would be reported to the press. Each representative and Price-Waterhouse would cast one vote in determining when an actual violation has been committed.

Stations are asked to refuse any attempts by citizens' groups or other partisans to buy time advocating either candidate and to accept only those contracts from the two authorized agencies. It is this provision that has evoked the strongest opposition from broadcasters.

Mr. Graham had little doubt that broadcasters would cooperate. "We assume good faith all around," he said, adding that although there is no way to bind stations to the agreement, both candidates assume that broadcasters will abide by the agreement.

That latter assumption, according to some Ohio broadcasters, may be overly optimistic. One group executive commented: "There is some question as to whether it makes sense at all for stations to play policeman and restrict partisans from buying time." He also pointed out that the bookkeeping required to inform Price-Waterhouse of the time buys exceeded the legal requirement that stations make their logs available for public inspection. He added, however: "Unofficially, we will try to cooperate if the candidates force the issue."

Implicit in the rebellion of some broadcasters is the feeling that, as one station executive put it, "broadcasting

Rep appointments:

■ **WKBG-TV Boston, WKBF-TV Cleveland and WKBD-TV Detroit:** Metro TV Sales, New York.

■ **WYNX(AM) Atlanta; WCJW(FM) Cleveland; WRNA(FM) Charlotte, N.C.; KMND-AM-FM Phoenix; WMJR(FM) Fort Lauderdale, Fla., and WMHE(FM) Toledo, Ohio:** Gert Bunchez & Associates, St. Louis.

■ **WAYE(AM) Baltimore:** Bassett & Co. Inc., New York.

is being hit in the head while the excess expenditures go to other media." This echoes a widespread criticism of the political-broadcasting conference report itself. Broadcasters in many areas of the country feel that if there is to be a clamp put on political spending, as in Ohio, the limitation should be extended to all media, thus balancing the scales which they feel are tipped in favor of print. The approach in Michigan would nullify this argument.

The Ohio Association of Broadcasters sent out a bulletin to its member stations advising that the Taft-Metzenbaum agreement "discriminates against the broadcast media" and that there are "many reasons, including some legal ones, why broadcasters should not refuse to accept political advertising" from other than the two authorized advertising agencies.

Mr. Graham said that as yet no plans had been made to check on the extent to which broadcasters cooperate, but, he added, "if it is obvious that there is a breakdown of reporting, we may check the station logs." He added: "The whole thing will break down if the broadcasters don't cooperate."

Miami station will test computerized spot-buyer

The American Research Bureau, Beltsville, Md., has found a volunteer to test its computer-based spot-TV buying system: **WTVJ(TV) Miami.**

The operation, named ARBSEC (ARB spot-exchange coordinator), is designed to store station inventory in a computer and handle spot-TV data. In an effort to overcome traditional resistance of station representatives, ARBSEC specifically provides that representatives, not a computer, will handle preparation of availabilities and submissions to agencies ("Closed Circuit," April 13).

William R. Brazzil, vice president of **WTVJ**, said the station makes extensive use of automation and welcomes the opportunity "to be the first to work with ARB in the initial stages of this advanced new system."

ARB said that, while the information will be used for internal test purposes,

ARBSEC will generate sample reports for the station's management that can be used to aid the station's selling effort.

When ARBSEC is fully operational, planned for the first part of 1971, similar information will be stored for all participating TV stations, along with ARB audience information. Entry of the data, ARB said, takes place only once for each station; it is then updated as needed.

ARBSEC will operate on a demonstration basis late this year, providing service to participating agencies and reps in selected test markets.

ARB also noted that another computer system, ARBACS (ARB account-control system), is undergoing agency tests. ARBACS is designed to offer agencies overnight compilations—using Cybernet system of 32 data centers of Control Data Corp., ARB's owner—at all stages from order-confirmation through payments.

What type agency best for retailer?

Hudson's Pellegrine favors outside firm; Harmon of VIS argues for house agency

Television and radio were underscored as successful advertising media for retailers at a National Retail Merchants Association's workshop and seminar in New York last Tuesday (Sept. 15).

In a panel discussion sponsored by the Radio Advertising Bureau, John E. Pellegrine, advertising director, J. L. Hudson Co., Detroit department store, told of the benefits of its association with Grey Advertising, Detroit, which handles \$2 million in production and media billing for the store.

Last year alone, Mr. Pellegrine said, Hudson bought 13,000 radio spots as part of its over-all advertising. In the first eight months of this year 12,000 have been run.

Discussing the value of using an outside agency, rather than a house agency, Mr. Pellegrine said Grey-Detroit gave Hudson's a marketing plan, developed market strategy, brought objectivity to the store's planning, and studied and researched the marketing of its competition.

Chet Harmon, director, retail broadcasting services, Visual Information Service (VIS), in arguing for a house agency, said it would keep production costs down, give the retailer internal control, and save the agency fee which could be used for more advertising.

Both men, however, said that a large percentage of the advertising budget should be put into radio and television. Mr. Pellegrine pointed out that use of

FOR WHAT THESE TWO YOU COULD BE ON NETWORK

Don't imagine that this is going to be an argument against magazines.

On the contrary. Would we be talking to you from a magazine if we didn't think magazines were worth it?

Actually, this isn't going to be an argument at all.

We'll just present a couple of facts about network radio and ask you to draw your own conclusions.

First of all, do you know what a radio network is?

A recent inquiry about the first advertisement in this series complained that we never really explained network radio. Sorry.

Network radio is a system of communication in which many radio stations are linked together electronically to carry programming from a single source.



The stations are called "affiliates." Each week, they carry a certain amount of network programming, which may consist of:

1. News and special events coverage of a far more extensive scope than most stations could afford to originate for themselves.

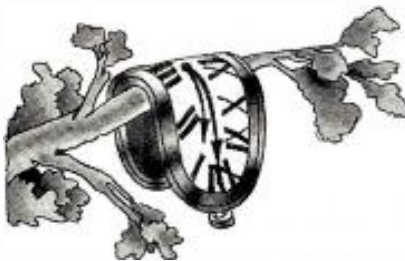
2. Information and lighter features of many kinds.

3. Household names like Arthur Godfrey, Walter Cronkite, Dear Abby, Frank Gifford, of whom there is only one each.

This programming provides the environment for advertisers' messages.

Network radio spans the nation.

The CBS Radio Network, for example, is made up of 247 affiliates. You'll find them listed above our name, over on the right.



Fact #1. For what these two pages would cost you, you could be on network radio for a good chunk of time.

This ad is part of a series we've been running in the following publications:

Look magazine (in which a black & white bleed spread like this costs \$82,500), *Time* magazine (\$53,800), *Newsweek* magazine (\$33,100), *Sports Illustrated* magazine (\$31,400).

Add. Divide by four. And there's your average—\$50,200.

For under that price:

- You can have six 30-second spots a week on the CBS Radio Network for a total of eight weeks.
- Or co-sponsor Walter Cronkite or Harry Reasoner every day, five days a week, for eight weeks.
- Or let Dear Abby tackle your problems five days a week for nine weeks.
- Or buy out the lion's share in our coverage of a continuing news event, as Datsun did for the suspense-filled eight days of Apollo 13.
- Or some other combination, for a length of time your CBS Radio Network account man will gladly specify.



Benefits.

If we hadn't promised to stick with hard facts, we'd trundle out just about here all the intangible image/brand-identification benefits that come to advertisers who run the high-frequency sustained campaigns network radio is so good at.

But a promise is a promise.



Fact #2. The reach of network radio is going to shock you. Or at least surprise you.

Network radio stations reach 71 million different people 18 and over every week.

Stop to calculate a second.

71 million people means 55.6% of all adults.

To reach those 71 million different people, of course, you'd have to be on all network radio stations all day for a week. Even we don't have the nerve to suggest that.

But you might like to know what kind of reach a modest investment like \$39,000 can buy you.

For \$39,000 you can, for example, get a 20-plan (20 one-minute spots, nicely distributed throughout the day and week) on the CBS Radio Network, plus a similar plan on another network.

That combination will have you talking to as many as 23.6 million different adults every week.

23.6 million people over 18. That's 48% more than you can get with a commercial minute on the average primetime network TV program.

Yet the cost is 19% less.

Bonus.

On network radio, you'll get to talk to those 23.6 million different people an average of 3.1 times each.

PAGES WOULD COST YOU RADIO FOR TWO MONTHS.

Fact #3. The following are consistent advertisers on network radio. They make a living.

AMERICAN HOME	GENERAL FOODS
BRISTOL MYERS	GENERAL MOTORS
COLGATE PALMOLIVE	PHILIP MORRIS
DUPONT	R. J. REYNOLDS
FORD	STERLING DRUG
	ETC.

Fact #4. CBS Radio is by far the most popular network.

Of network radio's top 20 sponsored programs among adults, 17 are on CBS.

We average 56% more adult listeners per commercial unit than our nearest competitor.

We have twice as many broadcasts with two-million-plus adult audiences as all other radio networks combined.

Nine out of the top 10 advertisers and all of the top 10 agencies use the CBS Radio Network.



Our leadership in ancillary services could take up a whole separate ad. In the meantime, though, let us mention that we give you a computerized schedule—in advance—of just when and where you can expect your commercials to be delivered, market by market. (This service continues throughout your campaign, by the way.)

And that we have 90%-95% clearance on local outlets.

And that we have the facilities,

should you want them, to put you on the air nationwide by tomorrow morning.



That's about as much of our story as we can squeeze in here. For the cost of these two pages, we hope we've given you something to think about.

Affiliates of the CBS Radio Network.

Alabama Birmingham WATV, Dothan WOOF, Gadsden WGAD, Hartselle WHRT, Mobile WKRG, Montgomery WQTV, Selma WAMA, Tuscaloosa WJRD, Tusculuma WVNA Alaska Anchorage KFQD, Cordova KLAN, Fairbanks KFRB, Juneau KJNO, Sitka KIPW Arizona Phoenix KOOL, Tucson KOPO Arkansas Fort Smith KFPW, Hot Springs KZNG, Little Rock KLRA California Bakersfield KBIS, Chico KHSL, Eureka KINS, Fresno KFRE, Los Angeles KNX, Modesto KBEE, Palm Springs KCMJ, Redding KVCV, Sacramento KFBK, San Diego KFMB, San Francisco KCBS, San Luis Obispo KATY Colorado Colorado Springs KVOR, Denver KLZ, Durango KDGO, Grand Junction KREX Connecticut Hartford-Manchester WINF, Waterbury WTBY District of Columbia Washington WTOP Florida Crestview WISB, Delray Beach WDBF, Fort Myers WINK, Jacksonville WMBR, Key West WKWF, Lake City WOSR, Miami WKAT, Orlando WDBO, Pensacola WNVY, St. Augustine WFOY, Sarasota WSPB, Tallahassee WTNT, Tampa WINQ Georgia Albany WGPC, Athens WGAU, Atlanta-Marietta WBIE, Augusta WGAC, Brunswick WMOG, Columbus WRBL, Gainesville WGGA, Macon WMAZ, Rome WLAQ, Savannah WTOG, Thomasville WPAX, Waycross WAYX Hawaii Honolulu KHVH Idaho Boise KBOI, Idaho Falls KID, Lewiston KRLC Illinois Champaign WDWS, Chicago WBBM, Danville WGAN, Decatur WSOY, Peoria WMBD, Quincy WTD, Rock Island WHBF, Springfield WTAX Indiana Anderson WHBU, Indianapolis WXLW, Kokomo WIOU, Marion WBAT, Muncie WLBC, South Bend WSBT, Terre Haute WAAC, Vincennes WAQV Iowa Cedar Rapids WMT, Des Moines KRNT, Mason City KGLO,

Ottumwa KBIZ Kansas Colby KCCX, Pittsburg KSEK, Topeka WIBW, Wichita KFH Kentucky Henderson WSON, Hopkinsville WHOP, Lexington WVLK, Louisville WHAS, Owensboro WOMI Paducah WPAD, Paintsville WSP, Whitesburg WTCW Louisiana Alexandria KALB, New Orleans WWL, Shreveport WKXH Maine Augusta WFAU, Calais WQDY, Dover-Foxcroft WDM, Ellsworth WDEA, Houlton WHOU, Lewiston WCOU, Lincoln WLKN, Machias WMCS, Millinocket WMKR, Rumford WRUM, Sanford WSMR Maryland Baltimore WFBR, Cumberland WUOK, Frederick WFMD, Hagerstown WARK, Salisbury WBOC Massachusetts Boston WEEI, Greenfield WHAI, Pittsfield WBBK, Springfield-Chicopee WACE, Worcester WNEB Michigan Cadillac WWAM, Detroit WJR, Escanaba WDBC, Grand Rapids WJEF, Kalamazoo WKZO, Saginaw-Bay City WSGW Minnesota Duluth KDAL, Minneapolis WCCO Mississippi Meridian WCOG Missouri Joplin KODE, Kansas City KCMO, St. Louis KMOX, Sikeston KMPL, Springfield KTTS Montana Butte KBOW, Great Falls KKGf, Helena KCAP, Missoula KGOV Nebraska Omaha WOW, Scottsbluff KOLT Nevada Las Vegas KLAS, Reno KBT New Hampshire Concord WKXL, Keene WKNE, Laconia WLNH, Rochester WNNH New Jersey Atlantic City WFPG New Mexico Albuquerque KGGM New York Albany WROW, Binghamton WKOP, Buffalo WBEN, Elmira WELM, Gloversville WENT, Ithaca WHCU, Kingston WKNY, New York WGBS, Plattsburgh WEAV, Syracuse WHEN, Utica WIBX, Watertown WWNH North Carolina Asheville WUNC, Charlotte WBT, Durham WDNC, Fayetteville WFAI, Greensboro WBIG, Greenville WNCT, Wilmington WMFD North Dakota Bismarck KBOM, Dickinson KDIX, Fargo KFQD, Grand Forks KILQ Ohio Canton-Akron WOIO, Cincinnati WNOP, Cleveland WERE, Columbus WBNS, Dayton WHIO, Portsmouth WPAV, Youngstown WKBK Oklahoma Bartlesville KWON, Oklahoma City-Norman WNAD Oregon Ashland KWIN, Eugene KERG, Klamath Falls KFLW, Portland KOIN, Roseburg KRRN Pennsylvania Du Bois WCED, Erie WWGO, Harrisburg WHP, Indiana WDAZ, Johnstown WARD, Philadelphia WCAU, Pittsburgh-McKeesport WEDD, Reading WHUM, Scranton WGBI, Sunbury WKOK, Uniontown WMBB, Williamsport WPPA Rhode Island Providence WEAN South Carolina Anderson WAIM, Charleston WSCS, Columbia WNOK, Florence WJMX, Greenville WMRB, Spartanburg WSPA South Dakota Rapid City KOTA, Yankton WNAJ Tennessee Cookeville WHUB, Johnson City WJCV, Knoxville WBIR, Memphis WREC, Nashville WLAC Texas Austin KTBC, Corpus Christi KSIX, Dallas KRDL, El Paso KIZZ, Houston KTRH, Lubbock KFYO, San Antonio KMAC, Wichita Falls KWFT Utah Cedar City KSUB, Salt Lake City KSL Vermont Barre WSNQ, Brattleboro WKVT, Burlington WJOY, Middlebury WFAO, Newport WIKE, Rutland WSYB, St. Johnsbury WTVN Virginia Charlottesville WINA, Norfolk WTAR, Richmond WRNL, Roanoke WFIR, Staunton WAFB Washington Seattle KIRO, Spokane KSLY, Sunnyside KREW, Walla Walla KUI, Wenatchee KUEN West Virginia Beckley WJLS, Charleston WNCN, Fairmont WMMN, Huntington WWHY, Parkersburg WPAR, Princeton WLOH, Welch WOVE Wisconsin Green Bay WBAY, Wausau WXCO Wyoming Casper KATI, Lander KOVE, Sheridan KROE

A note to people reading this in their dentist's office next year.

The list above will probably have changed somewhat. It usually does, since we keep trying to improve the network. WFBR Baltimore and WMBR Jacksonville, for example, just joined recently; WHEC Rochester and WGL Fort Wayne will be coming in around August.

CBS RADIO NETWORK

radio and television brought increases up to 400% in department sales even when the product advertised did not sell.

Abraham & Straus, Brooklyn, N.Y., department store, was grand award winner in the NRMA-TV competition for best television commercials among all retailer entries. Winning commercial was a 30-second color film, "Women's Fashions: City Pantsuits." First prize awards for an individual commercial went to the Outlet Co., Providence, R.I., for "Women's Swimwear," a 60-second spot. A & S also received a first prize for a specific campaign, "Women's Fashions: City Pantsuits," a series of 30-second color commercials.

Grodins, San Francisco chain of men's fashion stores, and its agency, Wyman/Anderson-McConnell, San Francisco, won the grand award in the retail radio commercials competition.

Chicago ad agency merges with Grey

Grey Advertising Inc., New York, and North Advertising Inc., Chicago, will merge, effective Jan. 1, 1971, subject to approval by stockholders of both firms. The merger will result in acquisition of North by Grey, with the Chicago firm renamed Grey-North Inc.

Edward H. Meyer, president and chief executive, Grey, would not disclose financial terms of the proposed acquisition and merger. But he said Donald Paul Nathanson, North's president, would be chief executive officer of Grey-North. Edwin H. Holzer, senior Grey executive officer, will transfer to Chicago to become a member of Grey-North top management. Present North management would remain intact.

Grey-North, Mr. Meyer said, would operate with complete, independent agency facilities, using home-office services when necessary. North's billings, not including income from affiliates and subsidiaries, last year, were about \$23 million. Grey bills in excess of \$200 million.

North ended its affiliation with its New York affiliate, Dodge & Delano, several months ago.

Grey in recent months has bought Guggenheim Agency, San Francisco: formed a medical subsidiary, and acquired billings of ITT Continental's frozen-food division, along with its candy and bread accounts.

Mouthwash ad claims face FTC investigation

The Federal Trade Commission announced last week that it is investigating effectiveness claims made in mouthwash advertising, many of them in radio and TV commercials.

The FTC action follows the release of

Food and Drug Administration findings that eight tested mouthwashes failed to prove medically effective in combating sore throats, common-cold symptoms and bad breath, as was claimed in the product advertising. The FTC will probe advertising of all mouthwash brands.

The FDA is concerned with the truthfulness of product labeling and the testing of products to insure that they meet manufacturers' advertising claims.

The FDA findings were supported by research conducted by the National Research Council of the National Academy of Sciences which, the FDA said, failed to substantiate claims that the mouthwashes were more than "refreshing mouth rinses" (BROADCASTING, Aug. 10). The FDA findings also encompassed eight toothpastes. The present FTC investigation will not cover these products.

Research council testing was limited to only those brands introduced between 1938 and 1962, the period encompassed by a 1963 drug law requiring manufacturers to show that their products are both safe and effective.

The eight brands found to be medically ineffective were: Micrin Oral Antiseptic, Johnson & Johnson; Pepsodent Antiseptic Mouthwash, Lever Brothers Co.; Cepacol, William S. Merrell Co.; Sterrisol, Warner Lambert Pharmaceutical Co.; Betadine, Purdue Frederick Co.; Isodine, Isodine Pharmaceutical Co.; Kadenol Mouthwash and Gargle, Kadenol Corp., and Tyrollaris Mouthwash, Merck Co.

Television Bureau of Advertising figures, which combine dental supplies and mouthwashes, show that the overall category was responsible in 1969 for \$93.4 million in network and spot advertising (\$68 million in network, \$25.4 million in spot). There were no comparable radio figures available.

Individually, Listerine spent \$8.9 million in network TV, \$4.7 million in spot TV and nothing showing in radio; Colgate-100, \$2.7 million in network TV, \$1.395 million in spot TV, about \$58,000 in spot radio, no network radio; Cepacol, only \$2,700 in spot TV; Lavis, \$674,000 in network TV, \$1.5 million in spot TV, no radio; Scope, \$4.6 million in network TV, \$1.3 million in spot TV, about \$134,000 in spot radio, no network radio, and Micrin, \$787,000 in network TV, \$1.3 million in spot TV, no radio.

Responding to the FTC investigation, Colgate-Palmolive, makers of Colgate-100, said "no major claims had been made against their product or the advertising." Richardson-Merrell, makers of both Lavis and Cepacol, had no comment until the commission makes its inquiry.

Warner-Lambert, makers of top-selling Listerine, asserted that "scientific

tests over the past 40 years have clearly proven Listerine's effectiveness" and that it had no plans to alter the product's advertising. Procter & Gamble, which makes Scope, said it was too early to comment.

Fla. congressman urges restraint in pill ads

The death knell may be sounding for TV advertisements which depict the harried housewife transformed instantly into a tranquil beauty simply by popping a pill, according to Representative Paul Rogers.

He announced last week that the National Association of Broadcasters had prepared guidelines that will tone down the advertisement of "mood drugs"—tranquilizers, stimulants and sleeping aids.

Representative Rogers (D-Fla.), a member of the House Subcommittee on Public Health and Welfare, also praised pharmaceutical houses for showing concern over the possible impact that their commercials might have on the drug problem. He said that one company had canceled all of its TV ads while others cut all spots in time slots which had young viewers.

He tempered his praise with a warning that if voluntary cooperation failed to work, legislation would be introduced to require changes in nonprescription pill commercials. He also drew an allusion to congressional handling of cigarette advertising which suggested that something more drastic might be in store if proper cooperation was not forthcoming.

The NAB guidelines are divided into four categories—a general section followed by one each for stimulants, tranquilizers (called calmatives) and sleeping aids.

The general guides warn against over-dramatized product claims, portrayal of immediate relief or over-emphasis of pleasing effects. On-camera pill taking is also to be avoided.

Stimulant advertising should avoid indicating that the product will heighten one's spirits or give a quick lift. Contrasting before and after dramatizations are to be avoided.

In commercials for tranquilizers (calmatives) words such as depression or anxiety are to be avoided as exaggerations of the condition that the pill is designed to alleviate.

Sleeping-pill advertisements are to avoid representing that the product is a direct cause of, rather than an aid to, sleep. Depiction of dependence on a drug in anticipation of the next day's activities is not acceptable.

In all cases, products are not to be compared to prescription medicines.

Although the guidelines do not spe-

cifically include the analgesics—aspirins and headache remedies—which are the largest spenders, Representative Rogers said that he believed guidelines could also be formulated to include them.

Chicago ad agency opens Dallas office

Chicago-based Clinton E. Frank Inc., which has trebled its total billings in the past five years, will open a full-service branch office in Dallas to handle billings of \$12 million, including the Continental Oil and newly acquired Braniff accounts.

Frank already has offices in New York, Los Angeles, Cincinnati and Richmond, Va. The new Dallas office will be in a new suburban complex at 5115 McKinney Avenue.

Each of the Frank branches has a creative and media department, but all soon will be linked through the agency's new Minneapolis Honeywell computer. Frank said this will provide an integrated national media operation. The branches also used the Chicago-based national research resources of the agency.

Donald E. Rutz, promoted to senior vice president, moves to Dallas to head that office. Bruce Kelly, associate creative director in Chicago, also goes to

Dallas to head the creative staff there. Other promotions and transfers to Dallas are John Kacmarek, media director; Edward List, media supervisor; William Barkell, vice president-account supervisor, Continental Oil; David Ault, vice president-account supervisor, Braniff; and Henry Gaudsmith, senior account executive, Braniff.

Business briefly:

Purchases on CBS Radio include **Denver Chemical Mfg. Co.**, Stamford, Conn., through S. R. Leon Co., New York, on *Arthur Godfrey Time*, **American Cynamid Co.**, Wayne, N.J., through Pampel & Associates Inc., New York, for Creslan sweatshirts on news and feature programs, and **The House of Edgeworth**, through Cargill, Wilson & Acree, both Richmond, Va., for Edgeworth's line of smoking tobaccos on *First Line Report*.

Philip Morris Inc., New York, through Leo Burnett, Chicago, for Marlboro cigarettes, has purchased sponsorship on four NBC Radio programs: *Monitor*; *News On The Hour*, *Emphasis* and *John Chancellor Reports*.

Miles Laboratories, Elkhart, Ind., through Clifford Botway Inc., New York, has purchased sponsorship on nine NBC-TV nighttime programs during the 1970-71 season: *NBC Nightly*

News; *NBC Monday Night At The Movies*; *NBC Tuesday Night At The Movies*; *The Men From Shiloh*; *Four-In-One*; *The High Chaparral*; *Bracken's World*, *The Andy Williams Show* and *NBC Saturday Night At The Movies*.

Martha White Foods Inc., home baking products manufacturer, through Noble-Dury & Associates, both Nashville, will run 10- and 30-second television spots in 15 Southern markets and 30-second radio spots on 150 radio stations beginning in October. Theme is "more pride in the making and the baking."

Qantas Airways Ltd., through Cunningham & Walsh, both San Francisco, has purchased a Sept. 29 to Dec. 24 schedule on ABC Radio's *Paul Harvey News* on American Entertainment Network, extending a similar June to September buy, currently running on Tuesday and Thursday morning editions of *Paul Harvey News*.

Maxwell House division of General Foods, White Plains, N.Y., through Ogilvy & Mather, New York, is launching a campaign which includes spot TV to introduce new, improved Maxwell House and Electra-Perk ground coffees. Commercials will first be seen in Cincinnati and Dayton, Ohio, area and metropolitan Detroit, the two test markets in which the coffees are now available.



CBS in Philadelphia ... represented by CBS Radio, Spot Sales.

How radical a change at the NAB?

Countdown now far along on that decisive meeting on how to beef up association's public relations

If some of its most influential members have their way, the National Association of Broadcasters is headed for an overhaul. Only the extent of the shake-out is in dispute. The need for it is a matter of general agreement.

A clearer outline of the changes may emerge from a crucial meeting of the NAB's special public-relations committee early next month. It was after the latest meeting of that committee, on Sept. 3, that the desire for action became evident.

There has been talk of calling an emergency meeting of the NAB's directors to adopt a sweeping program of reform. Indeed, Richard W. Chapin, of Stuart Enterprises, Lincoln, Neb., chairman of the NAB's radio board and member of the public-relations committee, wrote a letter to radio-board members raising the question of a special meeting of the joint board.

As of late last week, however, Vin-

cent T. Wasilewski, NAB president, said he had no plan to summon the joint board into special session. The by-laws of the association require the president to call a board meeting if as many as one-third of the directors petitions him to do so. A five-day notice is required if such a meeting is called.

The next regular meeting of the NAB board is scheduled for the week of Jan. 18 in Palm Springs, Calif.

Some members of the public-relations committee said last week that the committee's plan was all but ready for presentation to the association's directors. Among these members it was indicated that the plan called for the hiring of a public-relations executive to head an expanded PR department.

In these same quarters there had also been talk of looking for a figure of national prominence to serve as chief executive of the NAB ("Closed Circuit," Sept. 14). That talk had, however, been

predicated on the assumption that Mr. Wasilewski had meant to leave upon the expiration of his present contract on Jan. 1, 1972. Mr. Wasilewski later emphatically stated his intention to stick with the job.

Some of the more seasoned members of the public-relations committee said last week that a final plan was far from completion. Clair McCollough, president of the Steinman Stations and a leading figure in NAB affairs for years, was still collecting advice and opinion from networks. He spent several days in New York last week.

Mr. McCollough's network survey was part of the assignment given to a public-relations subcommittee, one of four set up last March to assemble information from different sources (BROADCASTING, March 30).

Willard E. Walbridge, of Capital Cities Broadcasting, chairman of the NAB joint board and acting chairman of the public-relations committee, said last week that the committee faced a taxing assignment at its next meeting to collate the work of its subcommittee and agree on the context of a final report. Writing the report would then take further time, he pointed out. Mr. Walbridge and Mr. McCollough both said they saw little practical value in attempting to advance the date of the next board meeting.

If any consensus can be detected in the talk among public-relations committee members so far, it is that more money should be spent on more professional public and governmental relations. There is also strong belief that Mr. Wasilewski should divorce himself from administrative routine and become more active in his contacts outside the association.

In the expansion of the NAB's public-relations program, the autonomy of the Television Information Office, which operates in New York on an independent budget, has been discussed. Indeed, Roy Danish, director of the TIO, has been mentioned as a possible chief PR executive at NAB headquarters.

Among prominent television broadcasters, however, the continuation of TIO in its present form is seen as a necessity. These broadcasters say that



The Television Information Office will keep its autonomy, whatever is done to expand the National Association of Broadcasters' public relations, according to present signs. Key figures in the planning of the National Association of Broadcasters' public relations are also key figures in the guidance of the TIO, as this picture of the Television Information Committee shows. Seated (l-r) are Vincent T. Wasilewski, NAB president; A. Louis Read, WDSU-TV New

Orleans, member of the NAB's public-relations committee; Willard E. Walbridge, Capital Cities, chairman of the NAB board and of its public-relations committee; Roy Danish, TIO director. Standing (l-r) are J. S. (Dody) Sinclair, the Outlet Co.; Peter Storer, Storer Broadcasting; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; William A. Gietz, WFMY-TV Greensboro, N.C.; and Eldon Campbell, WFBM-TV Indianapolis, Ind.

if TIO were merged into the NAB, the \$630,000 a year it collects in its own membership dues would disappear. There is a common belief, however, that closer liaison between the NAB and TIO is needed.

The NAB is now operating on a budget of some \$3 million a year. It moved last year into a new \$2.6-million headquarters building in Washington.

Here are the members of the public-relations committee and their subcommittee assignments:

Hearings—Richard Dudley, Forward Communications Inc., Wausau, Wis., chairman; James M. Caldwell, WAVE-AM, Louisville, Ky.; Tom Harrell, WSTP-AM, Salisbury, N.C., and Hamilton Shea, Gilmore Broadcasting Group, Harrisonburg, Va.

Research—John F. Dille Jr., Communicana Group, Elkhart, Ind., chairman; Mr. McCollough and Mr. Chapin.

Structure—Grover C. Cobb, Gannett Co. Inc., Rochester, N.Y., chairman; Willard Schroeder, WOOD-AM-FM-TV, Grand Rapids, Mich.; Don C. Dailey, KGBX-AM, Springfield, Mo.; A. Louis Read, WDSU-TV, New Orleans.

Use of Media—Mark Evans, Metro-media, Washington, chairman; Harold Essex, WSJS-AM-FM-TV, Winston-Salem, N.C., NAB television board chairman; Peter Kenney, NBC, Washington, and Robert Thomas, WJAG-AM, Norfolk, Neb.

Mr. Walbridge, as general chairman, had no subcommittee assignment.

Agnew, agencies Johnson target

**He says society,
not music, fosters
use of hard drugs**

FCC Commissioner Nicholas Johnson, sometimes referred to as the commission's enfant terrible, had a busy day in that role in Washington last Thursday (Sept. 17). At 1 p.m. he was having at Vice President Spiro T. Agnew and the establishment, including television, on the subject of the drug culture and rock music. Ninety minutes later he was criticizing the regulatory agencies, including the FCC, while participating in a symposium of the consumer protection committee of the Federal Bar Association.

The commissioner's earlier appearance provided a handy setting for what was a free-swinging rebuttal to Vice President Agnew's suggestion, in a Las Vegas speech earlier in the week, that some music lyrics encourage the use of hard drugs. The commissioner was a panelist in a discussion on Rock Music: Underground Radio and Television,

which was part of a symposium for foreign service officers of the U.S. Information Agency.

The Vice President, the commissioner began, had missed the point. Music isn't the cause, he said. "The real issue," he said, addressing himself to the Vice President, "is not the desirability of hard drugs. The issue is whether you, and the rest of the administration, are—to borrow Eldridge Cleaver's (and VISTA's) phrase—part of the solution, or part of the problem. The question is whether you have done anything to alter the repressive, absurd and unjust forces in our society that drive people to drugs.

"Our entire consumer-manipulating economy is based on a dishonest, destructive exploitation of human emotions and motivations," he said.

"Television teaches—with continuous, air-hammer effectiveness—the dangerous and debilitating lie that the solution to all life's problems and nagging anxieties can be found in a product, preferably one that is applied to the skin or taken into the body."

Commissioner Johnson also said the Vice President should forget the songwriters in his concern about drugs and focus on "the corporate campaign contributors (of both parties) who finance their fat campaign donations with the profits they make from worthless or harmful drugs, and from cigarettes and alcohol that first 'addict' and then kill hundreds of thousands of Americans a year."

The commissioner was in a lower key in his appearance at the bar association committee meeting. There, he made available a 43-page "position paper" on "Consumer Rights, 1970," but touched only briefly on its highlights.

The paper described a theory gone wrong, a theory of an administrative process originally conceived as "the consumer's friend," that over the years has "become frozen while the regulated industries have grown up, developed around the commissions" that were to have pursued the public interest, "and engulfed and dominated them."

He saw the problem of the consumer as not rooted exclusively in regulatory agencies. Rather, he said, it is part of a "malaise [that] spreads across the whole strata of our governmental alignment from state legislatures and county courts to public schools, universities, the draft, the police, the welfare system and even whole cities."

But neither was he excusing the agencies for failing, in his view, to serve the public interest. He noted, critically, that the FCC has thrown roadblocks in the way of citizens seeking to participate in license-renewal proceedings and has found the public interest served by the renewal of licenses of stations

proposing 33 minutes of commercials per hour, no news or public affairs programming, or that have been found guilty of defrauding advertisers.

However, he proposed no drastic overhaul of the regulatory agencies. Rather, he offered three suggestions for strengthening the present regulatory system:

- Assure the agencies more independence by the appointment of able, tough-minded regulators who could withstand the pressures of Congress, the executive and the regulated industries. He suggested, as a starter, the establishment of a prestigious citizens' committee that would maintain and publicize lists of recommended commissioners.

- Provide for "stronger public-interest advocates"—"private attorney general."

- Allow the press greater access to information about the administrative process as a means of keeping the agencies honest.

Making the most of crossownership ban

**CATV firm, citing rule,
asks court to void three
broadcast-held franchises**

Less than three months after its adoption, the FCC rule banning crossownership of CATV systems and television stations in the same market is being cited in a court case. It is being used by a CATV company seeking to block implementation of franchises that three California jurisdictions have granted to a joint venture of Time-Life Broadcast Inc. and McClatchey Broadcasting.

Mineral King Cable Communications, of Tulare, Calif., relies on the order in the state court case it has brought against the joint venture, Sequoia Cablevision, and the three jurisdictions—the county and city of Tulare and the city of Visalia.

Mineral King, one of the losing bidders in each of the jurisdictions, is seeking a declaratory ruling that the franchises are void because the crossownership-ban rule rendered Sequoia "legally incompetent and unable to construct" the systems. The cable company filed its suit after Tulare county and Visalia took no action on its request to be named a "first alternate" to Sequoia in the event Sequoia was disqualified as a franchisee. The city of Tulare has granted Mineral King that designation.

A key issue in the dispute is the date the franchises were granted so far as California law and the FCC's order are concerned.

Under the crossownership-ban rule, CATV systems that are subject to the

A lavish mixture of art and science

Metromedia's Los Angeles center is now in full operation—in probably the most elaborate marriage of modern technology and modern painting and sculpture to be found in any broadcast plant. Not counting the value of the intricate electronic equipment, the building and land add up to an investment of \$15 million.

Designed by Wank Adams Slavin & Associates, New York, the new complex is claimed to be "earthquake proof," a qualification of importance in temblor-prone Los Angeles. The frame is reinforced steel encased in concrete columns. Exterior surfaces are aggregate panels (see photo at right).

All offices for Metromedia's broadcast operations, including KTTV(TV), in Los Angeles are centered here. So are the studios for the station, for the company's own syndicated productions and for rental to others. The biggest sound stage was recently converted briefly to a bowling alley for the shooting of 26 bowling shows in three days.

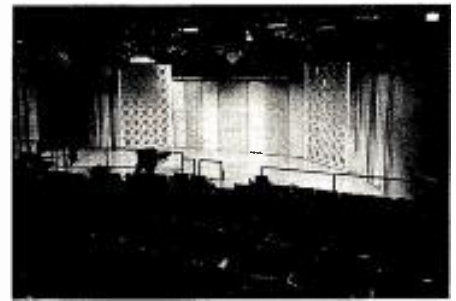
The KTTV operation is computerized. An IBM 360 programs the on-air material, maintains a log, prints out availabilities and billings. For both the station's and outsiders' use, Metromedia maintains three remote units: one four-camera color cruiser, a color-camera unit for news and a microwave unit.



Three-story main building, of 140,000 square feet, houses studios and offices of KTTV(TV), *Metrotape West* and western branch of Metromedia corporation. Steel and concrete frame carries pre-cast panels of stone cast in resin.



Scarcely any wall in the office areas of the Metromedia building is without a display of art, mostly of the op or pop school. Lee Nordness, New York gallery owner, did the collecting under the supervision of Mr. Kluge.



Stage 1 is home to *Truth or Consequences* and has been used for visiting David Frost Show and others. It's one of five stages, including 104-by-124-foot monster that Metromedia claims is biggest TV stage on the West Coast.



This is one of four production control rooms in the Metromedia center. Each commands three video-tape recorders and two telecine islands. Announcer booths and client viewing rooms are attached to each control room.

rule and that received a CATV franchise after July 1, the date the rule was released, were barred from relaying television signals after Aug. 10. Affected systems in operation before July 1 come under the rule on Aug. 10, 1973.

Both members of the joint venture own television stations serving the market involved—Time-Life's KERO-TV Bakersfield and McClatchey's KMJ-TV Fresno. And Mineral King contends that the effective date for each of the three franchises fell after July 1.

Sequoia, however, argues that in each case the municipal authority voted before July 1 to grant it the franchise. Accordingly, its position is that it not only enjoyed the "ownership interest" referred to in the rule but also held the franchise before the cutoff date.

The rule says the Aug. 10, 1973, effective date applies to "ownership interests proscribed herein if such interests were in existence on or before July 1, 1970 (e.g., if a franchise were in existence on or before July 1, 1970)."

In any case, Sequoia may also argue that, regardless of the date the franchises became effective, there is nothing in the rule that would outlaw the franchises or prevent Sequoia from building its systems and providing any service except

that involving television signals. The rule does not specifically require divestiture; rather, it says no affected system "shall carry the signal of any television broadcast station . . ."

The first court skirmish in the case is scheduled for Oct. 8. Mineral King will ask the State Superior Court in Kern county for a preliminary injunction barring the three jurisdictions from implementing the franchises and Sequoia from building the systems or transferring the franchises.

Crossowner ban would hurt public, FCC told

The Evening News Association last week told the FCC the public would "lose far more than it would gain" if the commission adopts its proposal to end crossownership of newspapers and radio-television stations.

The commission proposal would give present licensees five years to reduce their holdings within individual markets to an AM-FM combination, a TV station or a newspaper.

Among other broadcast holdings, the Evening News is the licensee of WWJ-

AM-FM-TV Detroit and publishes the *Detroit Evening News*.

In comments on the proceeding last week, the *Evening News* said "different viewpoints do not flow simply from sheer numerosness of owners, but are also generated by voices reflecting different backgrounds, different knowledge and different experience," adding that the ownership of stations in the Detroit area reflects this diversity.

Broadcasters are compelled by the fairness doctrine to present a diversity of viewpoints, it said, and it would be "regulatory suicide" for any station owner to take a one-sided position on controversial issues or to "blindly" follow the news position of a newspaper.

The licensee maintained that the association of the WWJ stations with the *Detroit News* has made them more aware of the need for objective reporting and public service.

Broadcast journalism is still in its infancy, it said, and "broadcasters still have much to learn from the print media. . . ." It pointed out that under the influence of the *Evening News* "the WWJ stations have been acclaimed for their excellent news and public affairs programing throughout the years. . . ."

In its 50 years of broadcast opera-



A roof garden includes a serene pool fed by a waterfall that is out of picture at near right. Offices of principal executives (including John Kluge, Metro-media president, who makes his headquarters in New York) surround this

area. Receptions are held here for clients and distinguished visitors. Wall-size painting is left of center at rear. Sculpture rises from pool itself, and other works of art are on table-high platform at left of picture.



The video-tape array in the production center includes eight Ampex VTR 2000's and two Ampex VTR 1200's. Four of the machines are equipped for electronic editing. There are also slow-motion machines.



Five of the seven telecine islands are visible here. Installation contains 14 film projectors (three for 35 mm) and nine RCA slide projectors. All film assignments for KTTV are controlled by an IBM 360 computer.

tions in Detroit, it pointed out, it has never sold a station and has taken "the long-term public service route" rather than "a short term 'trafficking' or capital gains route to profit. "Our record in Detroit also fully supports Commissioner Robert E. Lee's view that newspaper owners do a better job of serving as an outlet for local expression," it said.

The licensee added that it has the largest broadcast news staff (44) in Michigan and that the public will lose this comprehensive service if the WWJ stations are separated from the *Detroit News*. The stations would lose newspaper experts in various fields and a valuable source of research material for news and public affairs programming, it added.

CATV franchise award upheld by N.Y. court

The New York State Supreme Court refused last week to block New York City from awarding 20-year franchises to Teleprompter Corp. and Manhattan Cable Co. to provide cable-TV service in Manhattan.

Justice John M. Murtagh denied the

motion for an injunction filed by Comtel Inc., an unlicensed cable-TV service that has been operating in Manhattan since 1966, using New York Telephone Co. facilities.

Justice Murtagh found "no legal basis" for an injunction in Comtel's "cogent and persuasive" arguments for wide competition in the cable-TV business.

He held specifically that the Teleprompter and Manhattan Cable contracts are nonexclusive, that the city "clearly has the power" to enfranchise companies to use the streets for the purpose of laying cables; that the city was not required to award cable franchises by competitive bidding and that Comtel had not demonstrated that either it or the public would be damaged by the contract awards.

Lloyd Frank, attorney for Comtel, said last week his client had not decided whether to appeal the ruling. Comtel, which currently serves mostly hotels and reportedly has about 26,000 subscribers, won a court ruling last year that it does not need a city franchise. In addition, about two months ago an FCC examiner ruled that New York Telephone is a common carrier required to serve a customer—specifically in-

cluding Comtel—whether the customer has a CATV franchise or not (BROADCASTING, Aug. 3).

Comtel's move to block the New York franchises was filed shortly before the city's Board of Estimate conducted public hearings that ended in approval of the Teleprompter and Manhattan Cable franchises (BROADCASTING, July 27, et. seq.).

Officials of Manhattan Cable subsequently announced that its contract had been signed by Mayor John V. Lindsay and delivered. A spokesman for Teleprompter said last week his company, too, was already working under terms of the new franchise.

Manhattan Cable is a subsidiary of Sterling Communications Inc., which is 44% owned by Time-Life Broadcast, a group broadcaster and CATV owner. Teleprompter, already the fourth largest CATV systems operator, completed last week its merger with the largest, H&B American Corp., to take firm hold on the claim to be number one (Story Page 45).

Lamar Life asks court to delay WLBT edict

Lamar Life Broadcasting Co., fighting to hold on to WLBT(TV) Jackson, Miss., has asked the U.S. District Court to stay the FCC's decision awarding interim operation authority of the channel 3 facility to Communications Improvement Inc. Following last week's appeal, the FCC stayed the effective date of its order until 30 days after the court acts on Lamar's motion for stay.

On Sept. 4 the commission authorized CII, a nonprofit group that is not seeking a permanent license, to operate WLBT until a permanent licensee is chosen. The order was to become effective in 30 days. At that time, temporary authorization of Lamar was to end (BROADCASTING, Sept. 7).

Lamar lost its license on order from the U.S. Court of Appeals for the District of Columbia on June 20, 1969. The court's decision overturned commission action renewing Lamar's license. Last December the commission opened the facility to new applicants.

Complaints by the United Church of Christ and local blacks that WLBT discriminated against the large black population in the Jackson area led to the court's decision.

The commission, in granting CII's application, denied bids from Lamar and Channel 3 of Jackson—a joint venture composed of Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc.

Along with Lamar and Civic Communications Corp., three members of the joint venture also are seeking permanent license for channel 3.

L.A. county still tops in population—Census

Preliminary figures released last week by the Bureau of the Census showed that Los Angeles county had retained its position of number one in population among the nation's 3,000-plus counties. Neighboring Orange county, Calif., was 13th in the listing of the largest 25 counties, number 12 among 25 of the

fastest growing counties, and fastest growing of large counties.

Also remaining in second, third and fourth positions in county size were Cook county, Ill., which encompasses much of the city of Chicago; Wayne county, Mich., which embraces much of Detroit; and Kings county, New York, which is Brooklyn borough of the city of New York.

The fastest growing county was Mohave, Ariz., which rose from a popula-

tion of 7,736 in 1960 to 25,110, a 224.6% increase.

As in the 1960 census, the state of Florida had the greatest representation among the top-25 fastest growing counties—seven.

In these figures, independent cities and Louisiana's parishes are considered county equivalents, and all figures are subject to revision before final counts are released, which could possibly cause a few ranking changes.

The nation's 25 largest counties

1970 Rank	County	1970 (prelim.)	1960 Census	Change 1960 to 1970 Number	Percent
1	Los Angeles, Calif.	6,970,733	6,038,771	931,962	15.4
2	Cook, Ill.	5,430,075	5,129,725	300,350	5.9
3	Wayne, Mich.	2,641,805	2,666,297	— 24,492	— 0.9
4	Kings, N.Y.	2,562,245	2,827,319	— 65,074	— 2.5
5	Queens, N.Y.	1,964,147	1,809,578	154,569	8.5
6	Philadelphia, Pa.	1,926,529	2,002,512	— 75,983	— 3.8
7	Harris, Tex.	1,722,336	1,243,158	479,178	38.5
8	Cuyahoga, Ohio	1,702,353	1,647,895	54,458	3.3
9	Allegheny, Pa.	1,590,059	1,628,587	— 38,528	— 2.4
10	New York, N.Y.	1,509,327	1,698,281	—188,954	—11.1
11	Bronx, N.Y.	1,441,403	1,424,815	16,588	1.2
12	Nassau, N.Y.	1,413,012	1,300,171	112,841	8.7
13	Orange, Calif.	1,408,969	703,925	705,044	100.2
14	Middlesex, Mass.	1,388,129	1,238,742	149,387	12.1
15	Dallas, Tex.	1,316,289	951,527	364,762	38.3
16	San Diego, Calif.	1,310,837	1,033,011	277,826	26.9
17	Dade, Fla.	1,259,176	935,047	324,129	34.7
18	Wing, Wash.	1,142,488	935,014	207,474	22.2
19	Suffolk, N.Y.	1,107,786	666,784	441,002	66.1
20	Erie, N.Y.	1,103,413	1,064,688	38,725	3.6
21	Alameda, Calif.	1,057,754	908,209	149,545	16.5
22	Santa Clara, Calif.	1,057,032	642,315	414,717	64.6
23	Milwaukee, Wis.	1,046,268	1,036,041	10,227	1.0
24	Maricopa, Ariz.	963,132	663,510	299,622	45.2
25	St. Louis, Mo.	956,196	703,532	252,664	35.9

¹Combined population of Princess Anne County and Virginia Beach City. County merged with Virginia Beach City in 1962 to form Virginia Beach (Independent city).

The 25 fastest growing counties

1970 Rank	County	Population 1970 (Prelim.)	Population 1960	Percent Increase 1960 to 1970
1	Mohave, Ariz.	25,110	7,736	224.6
2	Vernon, La.	51,034	18,301	178.9
3	Pitkin, Colo.	6,024	2,381	153.0
4	Campbell, Wyo.	14,173	5,861	141.8
5	Collier, Fla.	36,568	15,753	132.1
6	Prince William, Va.	109,616	50,164	118.5
7	Clark, Nev.	270,045	127,016	112.6
8	Sarpy, Neb.	65,430	31,281	109.2
9	Charlotte, Fla.	26,300	12,594	108.8
10	Clayton, Ga.	96,172	46,365	107.4
11	Brevard, Fla.	224,672	111,435	101.6
12	Orange, Calif.	1,408,969	703,925	100.2
13	Jefferson, Colo.	252,232	127,520	97.8
14	Pasco, Fla.	72,597	36,785	97.4
15	Citrus, Fla.	18,244	9,268	96.8
16	Chattahoochee, Ga.	25,511	13,011	96.1
17	Virginia Beach, Va.	166,066	85,218 ¹	94.9
18	Ventura, Calif.	374,410	199,138	88.0
19	Lee, Fla.	102,473	54,539	87.9
20	Prince Georges, Md.	657,710	357,395	84.0
21	Broward, Fla.	612,006	333,946	83.3
22	Anoka, Minn.	153,557	85,916	78.7
23	Dakota, Minn.	138,613	78,303	77.0
24	Boulder, Colo.	130,002	74,254	75.1
25	Montgomery, Tex.	48,950	26,839	74.9

CPB bill faces final House-Senate study

The Senate will go to conference with the House, probably this week, to iron out differences over the House-passed Corp. for Public Broadcasting bill.

The measure authorizes the one-year CPB appropriation of \$30 million, plus up to \$5 million in additional funds which must be matched by money from non-federal sources.

Senate conferees will be Warren G. Magnuson (D-Wash.), John O. Pastore (D-R.I.), Vance Hartke (D-Ind.), Robert Griffin (R-Mich.) and Howard Baker (R-Tenn.). House conferees will be Harley O. Staggers (D-W.Va.), Torbert Macdonald (D-Mass.), Lionel Van Deerlin (D-Calif.), William Springer (R-Ill.), and James Broyhill (R-N.C.).

Senate and House disagreement centers around two points. The Senate version had included the so-called Griffin amendment which called for educational stations to keep in file past audio tapes as a record of conversation which might later evoke controversy. House Com-

merce staff members say such record-keeping imposes an undue clerical and financial burden on the broadcasters.

The House legislation calls for a one-year funding, while the Senate bill provides money for three years. The House, according to one Commerce staff member, decreases the figure to one year to provide an opportunity for considering plans for long-term financing.

Such a long-term plan (HR 19143) has been introduced for the Corp. for Public Broadcasting by Representative Robert O. Tiernan (D-Calif.).

The bill would establish the Public Broadcasting Fund on the books of the Treasury, which would serve as the means for merging funds from several sources and controlling them.

Two types of deposit would be instituted: the amount produced by an excise tax on radio and TV receiving sets and an amount of federal funds matching nonfederal payments to non-commercial broadcasting.

If CATV subscribers later contribute to noncommercial broadcasting as a result of proposals being considered before the FCC, those monies also would

become part of the fund.

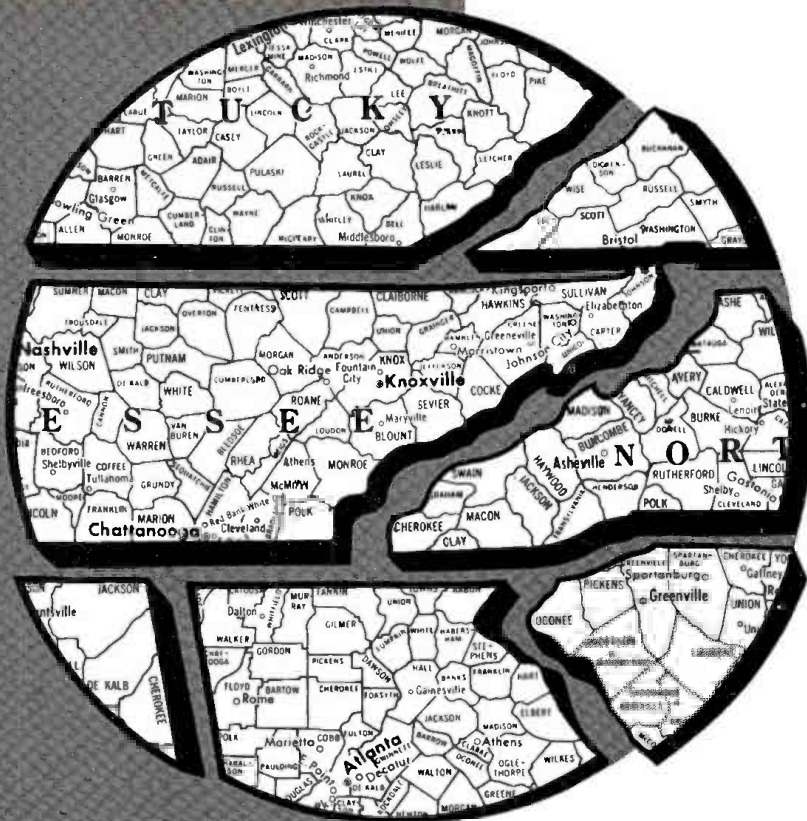
The tax as proposed in the draft legislation is imposed on the manufacturers and importers of radio and television receivers.

The draft provides \$2 of federal funds for \$1 of nonfederal funds in excess of \$50 million, to provide maximum incentive for increasing nonfederal contributions. No matching federal funds are applied to the first \$50 million of non-federal funds.

Analysis of 1969 operations by CPB indicates a total of \$99 million of non-federal revenue for other stations in the system.

The draft bill provides authorization and appropriation for deposits in the fund on a permanent basis. It also provides payment of the amount in the fund to CPB on a continuing basis not involving the annual appropriations process.

According to a CPB study, the group that would pay the proposed excise tax—the more than 98% of families now owning TV and radio sets—would pay the tax when they purchase new receivers or replace existing ones.



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- **HIGHER TOWER**
- **MORE REACH**
- **MORE AUDIENCE***
- **MORE MOVIES**
- **MORE NEWS**

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wbir-tv

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*ARB, February-March, 1970



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WFIL is sold for \$11.5 million

Philadelphia AM joins the LIN broadcast group as Capcities concludes its station spin-offs

Agreement for the sale of WFIL(AM) Philadelphia to LIN Broadcasting Corp. for \$11.5 million was announced last week by Thomas S. Murphy, president of Capital Cities Broadcasting Corp., and Donald A. Pels, president of LIN.

The sale was the last of eight projected station spin-offs by Capital Cities as the result of its \$110-million acquisition of Triangle Publications' properties and brought the spin-off sales total to \$51,455,000. Of that amount \$37 million will be derived from the sale of two of Capcities' own stations. Like all the other sales, the WFIL transaction is subject to FCC approval.

The \$11.5-million purchase price was \$1 million short of the figure reached in an earlier, tentative agreement under which WFIL would have been acquired by a new company in which Philadelphia Life Insurance Co. would own 80% and a group of local residents 20%. That agreement was called off when no more than half of the 20% local block of stock was subscribed, reportedly because of weakness in the stock market and uncertainty about the economy (BROADCASTING, June 29).

Last week's announcement said financing of LIN's purchase price had been "arranged with the seller and a group of New York City banks."

Acquisition of WFIL will give LIN its seventh AM station, the maximum allowance by the FCC. LIN owns KILT-AM-FM Houston, WIL-AM-FM St. Louis, WBBF(AM) and WBBF(FM) Rochester, N.Y., WAKY(AM) Louisville, Ky., KEEL-AM-FM Shreveport, La., KAAV(AM) Little Rock, Ark., WAVY-TV Norfolk-Portsmouth-Newport News, Va., and WAND-TV Decatur, Ill. The company, whose stock is traded over the counter, also operates Starday-King Records and LIN Communications, said to be the largest telephone-answering operation in Manhattan.

Capital Cities' \$110-million deal with Triangle was for WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven, Conn., KFRE-AM-FM-TV Fresno, Calif., Triangle's syndication division and certain Philadelphia real estate (BROADCASTING, Feb. 23, et seq.).

Separately Triangle has proposed to sell the rest of its stations—WFBG-AM-FM-TV Altoona, Pa.; WLYH-TV Lancaster-Lebanon, Pa., and WBNF-AM-FM-TV Binghamton, N.Y.—to George A. Koehler, general manager of Triangle's radio and TV division, for \$16 million, contingent on FCC approval of the

other sales. Mr. Koehler plans to offer the AM and FM stations for sale to groups interested in local radio (BROADCASTING, May 11), but has not yet announced buyers for the outlets.

Capcities' projected spin-offs involve six stations being acquired from Triangle and two stations already owned by Capcities.

Capcities' WSAZ-TV Huntington, W. Va., would go to group-owner Lee Enterprises for \$18 million, and its WTEN-TV Albany, N.Y., to Poole Broadcasting for \$19 million. Poole owns WJRT-TV Flint, Mich., and WPRI-TV Providence, R.I.

Of the Triangle group, WNHC(AM) would go to the owners of WERI-AM-FM Westerly, R.I., for \$850,000; WNHC-FM to station manager Robert Herpe for \$125,000; KFRE(AM) to Walter Lake of McGavern-Guild-PGW for \$875,000; KFRE-FM to Richard A. Ingraham and Richard A. Wagner, Californians with broadcast experience, and Mr. Wagner's father, Richard W., for \$105,000; WFIL-FM to Richer Communications, a group headed by station manager John L. Richer, for \$1 million, and now WFIL(AM) to LIN for \$11.5 million.

WFIL, established in 1922, is on 560 khz with 5 kw.

Networks, V's balk at aid for UHF's

Protest FCC proposal to assure U's network programming

A number of comments on the FCC's combined notice of inquiry and notice of rulemaking concerning the desirability of rules that would assure UHF stations a certain amount of network programming were filed with the commission last week just before the Sept. 15 deadline.

And, predictably, the networks and VHF stations squared off against the UHF operators.

Two months ago the commission asked for comments on a number of questions involved in the matter (BROADCASTING, July 27). The proceeding results from a petition for rule-making filed in November 1969 by Triangle Telecasters Inc. (WRDU-TV [ch. 29] Durham, N.C.) requesting a rule that would bar stations in markets

of three or more outlets from having primary affiliations or right-of-first-refusal agreements with more than one network.

Triangle said WRDU-TV's VHF competition had primary affiliations with two of the networks—WTVD-TV Durham, with CBS, and WRAL-TV Raleigh, with ABC—and maintained WRDU-TV should have a similar arrangement with NBC, which does not have a primary affiliation in the market.

WRDU-TV has agreements with CBS and NBC, but they are subject to prior rights of WTVD. The situation amounts to unfair competition, Triangle had asserted.

In its comments last week, ABC said WRDU-TV's problem does not exist in many markets. "In all but a few (none in the case of ABC) of two-VHF intermixed markets the UHF has a primary affiliation," ABC stated, and added that "it can reasonably be assumed that when UHF conversion and UHF station acceptance reach a certain point, every network will prefer to have a primary affiliate in the larger markets."

ABC had two suggestions: that prohibiting a station from carrying more than a certain amount of network programming from a second network is more likely to be effective, and that in forcing networks to affiliate with U's an exception should be made when the U's facilities are not comparable to those of the V.

CBS also saw "no real problem" and suggested that if there are instances of difficulty with UHF affiliations they should be handled on a case-by-case basis. The forces of competition are more likely to produce a better solution, it stated.

NBC said the need for a rule to aid UHF gain affiliations is "insubstantial and obscure." It said the proposed remedies are "designed to aid a very few private parties. Furthermore, it said, adoption will tangle the FCC in the complexities of network-station affiliations, including clearance of programs, contract terms and advertiser preferences.

It also pointed out that NBC has adopted a policy similar to that of CBS and ABC of withdrawing only after 13 weeks those series programs placed on a "per-program" affiliate and that its policy of giving 28 days' notice will continue to apply.

Capital Cities Broadcasting, owner of WTVD, said it had nothing further to add to its initial response to the petition that triggered the proceeding, but emphasized that the public interest would best be served by continuing to rely on competition to persuade U's to improve facilities and performance.

The gist of comments by XYZ Tele-

WPIX management, he said, was never told to hold to a budget on news. Mr. Flynn was expected to return for further questioning later.

NBC and WPIX news cameras filmed the participants briefly just before sessions after lunch Tuesday, after being turned down at the opening of the morning session.

WPIX is represented by John R. Schoemer Jr., New York attorney, on matters relating to the news issues and by Percy H. Russell and Al McCabe, Washington counsel, on the other issues. Forum is represented by Michael Finkelstein and Martin Blumenthal, New York attorneys. Charles Zielinski of FCC's Broadcast Bureau is assisting Mr. Valentici.

Changing Hands

Announced:

The following sales were reported last week subject to FCC approval:

■ **WFIL(AM)** Philadelphia: Sold by Capital Cities Broadcasting Corp. to LIN Broadcasting Corp. for \$11.5 million (see page 40).

■ **KKAR(AM)** Pomona, Calif.: Sold by Leonard E. Walk and others to Elizabeth M. Schirmer for \$250,000. Mr. Walk owns 50% of **WILD(AM)** Boston; **WAMO-AM-FM** Pittsburgh; **WUFO(AM)** Amherst-Buffalo, N.Y., and **WLTO(AM)** Miami. Miss Schirmer is former employe of **KFMB-TV** San Diego. **KKAR** is a daytimer operating on 1220 khz with 250 w.

■ **WTRL(AM)** Bradenton, Fla.: Sold by Jonathan Fletcher and others to J. McCarthy Miller, Boris Mitchell, William Tewell and others for \$240,000. Mr. Fletcher owns 91% of **KCBC(AM)** Des Moines, Iowa. Messrs. Miller, Mitchell and Tewell own 57%, 19% and 5%, respectively, of **WCOA-AM-FM** Pensacola, Fla. Messrs. Miller and Mitchell own 26% and 22%, respectively, of **WKIS-AM-FM** Orlando, Fla.; sale of **WKIS(AM)** to Susquehanna Broadcasting Co. for \$1,475,000 is pending FCC approval. Mr. Miller also owns 46% of Pensacola Omnivision, CATV system. **WTRL** operates on 1490 khz with 250 w.

■ **WONO(FM)** Syracuse, N.Y.: Sold by Stephen Jacobs, Henry Fogel and others to Bruce A. Houston for over \$100,000. Messrs. Jacobs and Fogel each own 20% of CP for UHF facility on ch. 43 at Syracuse. Mr. Houston owns **WPAW(AM)** East Syracuse and was formerly with Robert E. Eastman & Co., station representatives, in Chicago. **WONO** operates on 107.9 mhz with 10.5 kw and an antenna 490 feet

above average terrain.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 61).

■ **WSYB(AM)** Rutland, Vt.: Sold by Philip Weiss to Vermont Radio Inc. for \$350,000. Vermont Radio, principally owned by Simon Goldman, also owns **WVMT(AM)** Burlington, Vt. Mr. Goldman owns 69% of **WJTN-AM-FM** Jamestown, **WDOE(AM)** Dunkirk, **WGGO(AM)** Salamanca, all New York; **WWYN(AM)** and **WWFM(FM)** Erie, Pa., and **WTOO(AM)** Bellefontaine, Ohio. **WSYB** is full time on 1380 khz with 5 kw day and 1 kw night.

■ **KZIX(AM)** and **KFMF(FM)** Fort Collins, Colo.: Sold by James R. Bellatti, Lewis Pearce, Clee Fitzgerald and Winfrey D. Houston to Dan Lacy III for \$235,000. Mr. Lacy is vice president of Central National Bank in Oklahoma City. **KZIX** is a daytimer on 600 khz with 1 kw. **KFMF** is on 93.3 mhz with 25 kw and an antenna 37 feet above average terrain.

■ **WCOU-AM-FM** Lewiston, Me.: Sold by John Libby and associates to Philip M. Greene and family for \$210,000.

Mr. Greene is former marketing manager for *Time* magazine. Mrs. Greene is author of children's books. **WCOU** is on 1240 khz with 1 kw day and 250 w night. **WCOU-FM** operates on 93.9 mhz with 13.5 kw and an antenna 267 feet above average terrain.

CATV

■ **Soo Electronics Inc.**, South Sioux City, Neb., CATV subsidiary of Minneapolis Star and Tribune Co., has been sold to **KLOE Inc.**, licensee of **KLOE-AM-TV** Goodland and **KAYS-AM-FM-TV** Hays, both Kansas. Terms of the sale were not disclosed. John Cowles Jr., president of Minneapolis Star and Tribune, said that earnings performance of the South Sioux City CATV system under Soo's ownership had not come up to expectation.

■ **Community Tele-Communications Inc.**, subsidiary of Tele-Communications Inc., Denver-based multiple-CATV owner and microwave systems operator, has purchased 80% of **Twenty CATV Inc.**, Carrollton, Ga., for an undisclosed amount of cash. Carrollton cable facility will offer 12 channels as well as a weather channel and local programing. Construction is expected to begin within a few weeks. Lee Cook will be local manager.

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Sloan CATV panel girds for action

Director, 3 staffers named; Dr. Mason, FCC chiefs consult

The Sloan commission on cable communications got set for action last week, appointing a staff director and naming three other staff members.

The commission, set up under a \$500,000 grant from the Alfred P. Sloan Foundation and headed by Dr. Edward S. Mason, former dean of the Harvard University Graduate School of Public Administration (BROADCASTING, June 15), also was reported to have held private sessions last week that included talks with Dean Burch, FCC chairman; Sol Schildhouse, chief of FCC's CATV task force, and Henry Geller, FCC general counsel.

In an announcement being released today (Sept. 21), Dr. Mason said Paul L. Laskin, an attorney and communications consultant, would be the commission's staff director, and that three members had been appointed to the staff. They are Dr. Monroe Price, professor of law at the University of California at Los Angeles; Ralph Lee Smith, reporter and author, and Konrad K. Kalba, research analyst in city planning and urban communications.

Mr. Laskin was staff director of Mayor John V. Lindsay's advisory task force on CATV and telecommunications in New York City in 1967-68, and is a former counsel of the Senate Juvenile Delinquency Subcommittee. He also has served as counsel and consultant to a number of government and nonprofit agencies since 1954.

The announcement also said that during the past summer the Sloan commission has underwritten a number of preliminary studies that will serve as the basis for its further deliberations and

staff work. Commission officials were not available for details.

The commission is expected to evaluate "the promises and threats" of cable television in terms of a profusion of services in such areas as health systems, vocational education, employment services and "a host of [other] urban services for which there has been heretofore no conception."

Dr. Price will be on a partial leave of absence from the UCLA law school during his service on the commission. Mr. Smith's works include "The Wired Nation," a report on cable TV published as a special issue of *The Nation* last May. Mr. Kalba has a master's degree in communications from the University of Pennsylvania, where he is a candidate for a doctorate in city planning.

The commission, composed of 15 members from the academic, business and political worlds, expects to add other staff members and to publish its report by the end of 1971. It is setting up offices at 105 Madison Avenue, New York 10016.

The Sloan Foundation, established in 1934, has interests in science and technology, education, management and related problems of society. Assets at the end of 1969 were put at more than \$302.8 million.

Downe plans to buy CATV operator in Ohio

Downe Communications Inc., New York, through its subsidiary, Downe Broadcasting Inc., plans to acquire Imperial Broadcasting Co., Canton and Louisville, Ohio, CATV operator.

Edward R. Downe Jr., president of Downe Communications, and David J. Lavin, Imperial president, said the agreement to buy the company for an undisclosed amount of Downe stock is subject to approval by municipal authorities and Imperial shareholders.

Imperial's CATV operations include some 11,000 subscribers in a franchise

area of about 30,000 homes. Adding Imperial's homes to those served by Downe will bring the latter's CATV total to about 60,000, or more than three times its present size, according to Richard M. Galkin, president, Downe Broadcasting.

Through its Midwest Cablevision subsidiary, Downe Broadcasting operates CATV systems serving Joplin and Webb City, Mo., and Miami, North Miami and Commerce, Okla.

Downe Communications owns 40% of Bartell Media Corp., which has CATV systems in Waterville and Fairfield, Me., and Plattsburgh, N.Y., and owns and operates AM stations in New York (WADO), Milwaukee (WOKY), and San Diego (KCBQ). The parent firm engages in magazine publishing, financial services, mail order sales and consumer product sales as well as CATV.

ETV network defends its right to reject

Ala. commission drew fire for refusing NET programs on blacks and moratorium

The Alabama Educational Television Commission last week lodged its opposition to petitions asking the FCC to reconsider its action granting the license renewals of eight AETC stations.

A number of complaints had been received by the commission protesting the deletion by the AETC of certain black-oriented programs supplied by National Educational Television (BROADCASTING, July 6, it said.)

In response to commission inquiries, AETC contended it had cut the programs because they allegedly contained "lewd, vulgar, obscene, profane or repulsive material."

The commission had ruled that the matter was a discretionary one of "license taste or judgment."

To buttress its position that some of NET's programing is questionable in nature, AETC made available to BROADCASTING a letter written last February from William R. Smith Jr., executive director of the Mississippi Authority for Educational Television, to both NET and the Corp. for Public Broadcasting. The letter stated that "a large percentage [of NET programing] is prepared in poor taste, contains profanity, obscenity and sexual promiscuity."

AETC said the allegations boil down to the claim that AETC discriminated against blacks by not carrying some of NET's offerings. AETC said it believes



**THEY GO TOGETHER
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vision Inc., a group owner of VHF stations in Colorado, was that "a rule of general applicability is not appropriate" and problems should be dealt with on an *ad hoc* basis.

Triangle Telecasters pointed out a number of additional factors that have developed since it filed its request for rulemaking.

It said WRDU-TV is still operating at a loss with a current deficit of over \$500,000 and that lack of full affiliation has been a disadvantage. It said the carriage by WTVD of all CBS and NBC specials during the week of Sept. 7-13 "undoubtedly gives the appearance of inferiority to the local viewer." It said audience confusion that accompanies pre-emption is compounded since there is no way for WRDU-TV to delete the network promotion on programs it does carry with respect to future network specials it may not carry. It also pointed to the problems of filling these gaps in its programming and the confusion of published television program schedules.

Triangle suggested that, in a market with three stations or less, a VHF primary affiliate should not be permitted to obtain programming from any network other than that with which it is primarily affiliated unless that network has offered a primary affiliation on standard terms to a UHF station in the same market which does not have a primary affiliation. The reverse should apply to networks, it added.

Augusta Telecasters Inc., owner of WATU-TV (ch. 26) Augusta, Ga., said any rule should apply to all markets and call for restriction to one primary affiliation and not merely the right of first refusal or a percentage or number of program hours.

Southeast Alabama Broadcasting Co., license of WDHN-TV (ch. 18) Dothan, Ala., and Western Telecasters Inc., permittee of KCST-TV (ch. 39) San Diego, said a rule limiting networks to one primary affiliation per market would eliminate the competitive disadvantage suffered by UHF's. Western further suggested that a rule be adopted limiting to one network's programs the right of first refusal available to each station—UHF or VHF—in markets with three or more stations.

Sourdough Broadcasters Inc., licensee of KHAR-TV (ch. 13) Anchorage, said it has been unable to obtain a network affiliation because Anchorage has three VHF's and one station has both ABC and NBC affiliation. (The other station is a CBS affiliate.) It urged the commission to adopt a rule prohibiting dual primary network affiliations for any station where there is an independent TV desiring network affiliation.

Group UHF owner U.S. Communi-



Mr. Cronkite goes to Washington

He tells admen that government should respect news independence as advertisers do

Still bristling at federal attempts to restrict TV news presentations, CBS Newscaster Walter Cronkite last week took his case against government pressure right to the seat of power.

Speaking on a Tuesday (Sept. 15) luncheon of the Advertising Club of Washington, Mr. Cronkite contrasted the spirit of today's advertiser with the attitude of federal officials toward news. Advertisers, he said, have "come to accept the independence of news judgment" and have never tried to control the content of the *CBS Evening News*. The federal government, on the other hand, has been "intruding" on the freedom of the press, Mr. Cronkite charged.

Seated quietly four chairs to Mr. Cronkite's left was Herbert G. Klein, White House director of communications, who managed a few nods and smiles along the way.

"Why can't the government wake up to the spirit and intent of the First Amendment the way advertisers have?" asked Mr. Cronkite, admittedly dismayed that he would have to ask such a question.

There is, he stressed, a "total inde-

pendence between advertisers and daily news presentations. There are no rights of approval, no rights of review. And there's more independence [in TV journalism] than in many newspapers and magazines."

Ticking off several governmental actions and calling them a "mockery of the press"—he included Vice President Agnew's barbs, as well as attempts at licensing networks and at subpoenaing notes—Mr. Cronkite observed, "Freedom of the press is not a self-serving struggle (for broadcasters), but a struggle for the people's right to know." He urged his audience to help "prevent any more [restrictions] from being clamped on."

"The threat to one newsman," Mr. Cronkite noted to applause, "is a threat to all."

As for Mr. Agnew's attacks, Mr. Cronkite was reminded that he had felt intimidated when they began and was asked how he felt today.

"We're taking it more in stride," he replied. "You can get used to anything. Even if you stand in a cold shower long enough..."

cations Corp. advocated a rule prohibiting multiple affiliation of V's in three-station markets.

Mediastat offers new radio audience reports

Media Statistics Inc., Silver Spring, Md., announced Sept. 14 a new expanded radio audience report service designed specifically for markets not being measured by either American Re-

search Bureau or Pulse radio surveys.

According to Mediastat spokesmen, the reports, based on enlarged sample sizes, permit four day-part breakdowns for both cumulative audiences and shares. The increased sample base, the company added, makes possible reporting of weekly audiences by detailed demographic groups.

Mediastat said its expanded report has been introduced for 10 markets, with 10 more lined up for the fall.

WPIX challenge hearing opens

Forum seeks license; station president denies knowledge of any distortions of news reports

Detailed questioning into the news policies and problems of WPIX(TV) New York marked the opening last week of the comparative hearing in which WPIX Inc. is seeking to retain its channel-11 license against the competing application of Forum Communications Inc.

Fred M. Thrower, president of the station, testified under questioning Thursday (Sept. 17) that he had not known that a WPIX newscast during the Czechoslovakian crisis in 1968 identified audio reports from a *New York Daily News* writer as having come from a WPIX newsmen.

If he had seen it or known about it, he would have "thought it very strange and would have inquired about it," Mr. Thrower said. He knew WPIX had no newsmen overseas at that time, he said.

He said he did take the news department to task for displaying a swastika on screen while a news account of police violence against newsmen during the 1968 Democratic National Convention and disturbances in Chicago was

being reported by the station.

Both incidents were brought up by Pat W. Valicenti, FCC Broadcast Bureau attorney, who is handling the hearing presentation on issues involving alleged distortion of news by WPIX, degree of management control over news, and what steps management took to exercise control after "disclosure of the facts" related to the news-distortion issue.

Other issues in the hearing, expected to last at least two months, relate to WPIX's past program performance, charges of kickbacks on a music program formerly carried on the station, WPIX's efforts to ascertain community needs, and the financial abilities of Forum Communications, a local group headed by Lawrence K. Grossman, former NBC vice president and now head of his own advertising firm in New York.

James F. Tierney, FCC hearing examiner, is presiding over the hearing, being held in New York in a federal

courtroom reserved for that purpose for 60 days.

The sessions opened Tuesday (Sept. 15) and for the rest of the week dealt primarily and in great detail with problems related first to retention of Consolidated Edison as a basic sponsor of WPIX news, and later with several problems that followed Con Ed's failure to renew.

Mr. Thrower testified to numerous changes in time periods and in format as WPIX sought to achieve acceptable ratings under the guns of competition from newscasts of both network-owned stations and independents.

Among numerous documents FCC's Mr. Valicenti introduced from WPIX files was an internal memo from a former sales manager, E. Blaney Harris, that was highly critical of WPIX newscasts and also of the station's promotion of them. The memo urged livelier news presentations and predicted that if Con Ed dropped its sponsorship "we won't have any news."

Mr. Thrower contended that "we had a good operation all along" and "made substantial improvements all along" and that the news problems stemmed from "competition and time periods."

He later said another problem was late delivery of news film from United Press International. He also told of unsuccessful efforts to hire a giant black reporter of about the size of former pro football star Roosevelt Grier to cover racial violence. He said it was thought rioters would be "less inclined to clobber" a reporter of that size.

Among other WPIX staff memos presented by Mr. Valicenti was an estimate that a revamped newscast moved to 9 p.m. would cost \$2,400 to produce, and if fully sold would yield a gross profit of \$960, as compared with a potential profit of \$2,300 from two one-hour reruns of *Run For Your Life* and \$687 from *Perry Mason* reruns.

In response to another question by Mr. Valicenti, over protests from WPIX counsel, Mr. Thrower testified that he was paid \$70,000 a year in salary, plus incentive bonus that in the past has ranged between \$30,000 and \$50,000. He said he also owns shares of preferred stock on which dividends vary.

Francis M. Flynn, board chairman of WPIX and of its parent Daily News Inc., testified Tuesday morning on questions dealing with his own involvement in WPIX affairs, particularly news. The

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resentation, overglamorization and fraud . . ." Norman Mark, *Chicago Daily News*.

" . . . the writers are guilty of oversimplifying and distorting the intent of legal process . . ." Ron Powers, *Chicago Sun-Times*.

" . . . full of the sullenness that has somehow become associated with dedication . . ." Terrence O'Flaherty, *San Francisco Chronicle*.

" . . . the drama was not all that 'now' . . ." Cecil Smith, *Los Angeles Times*.

" . . . gives every appearance of handily making the grade . . . a professional hour of television . . ." Jack Gould, *New York Times*.

" . . . we got the feeling . . . the trio of legal-beagles were just making another routine Hollywood TV series. They just weren't convincing . . ." Eleanor Roberts, *Boston Herald Traveler*.

" . . . have no particular identity. They're young, sincere, dedicated—and regrettably unmemorable . . . at least its 'happy endings' will be relatively restrained . . ." Harry Harris, *Philadelphia Inquirer*.

" . . . may prove to be a winner as long as the what-happens-next ingredient is highlighted . . ." Ben Gross, *New York Daily News*.

" . . . it should build up a following with the same devotion enjoyed by *The Defenders* and *Perry Mason* in their hey-days . . ." Percy Shain, *Boston Globe*.

" . . . something promising . . . if the young lawyers don't somehow perish in a traffic accident . . . they could somehow survive TV's killing Nielsen ratings . . ." Bob Williams, *New York Post*.

The Men From Shiloh (NBC-TV Wednesday, 7:30 p.m. EDT)

" . . . if you've seen one *Virginian* . . ." Cecil Smith, *Los Angeles Times*.

" . . . [Stewart] Granger, playing a



charismatic character, makes an easy transition to home-on-the-range . . ." Harry Harris, *Philadelphia Inquirer*.

" . . . it was a loose-jointed marathon . . ." Morton Moss, *Los Angeles Herald-Examiner*.

" . . . they have ho-hum mouth . . ." Johanna Steinmetz, *Chicago Today*.

" . . . it would be nice if someone bought the Shiloh ranch from Stewart Granger and turned it into a housing development . . ." Norman Mark, *Chicago Daily News*.

McCloud (Four-in-One NBC-TV, Wednesday, 10 p.m. EDT)

" . . . it played like *Gomer Pyle*, punctuated . . . by gunshot stuff . . . Weaver seemed misplaced . . ." Bob Williams, *New York Post*.

" . . . came sailing across the home screen not entirely in a cloud of glory . . ." Morton Moss, *Los Angeles Herald-Examiner*.

" . . . did open with a novel hero . . . let's wait and see . . ." Ben Gross, *New York Daily News*.



" . . . may prompt the New York Police Department to have a little talk with NBC. A stern Dennis Weaver . . . was all that held the perfunctory trivia together . . ." Jack Gould, *New York Times*.

" . . . may prove memorable chiefly for restoring camp humor to television . . ." Ron Powers, *Chicago Sun-Times*.

" . . . McCloud is as though a computer, programed to turn out grade-B Westerns, suddenly got fed a big city mystery-plotted punchcard by mistake . . ." Johanna Steinmetz, *Chicago Today*.

Empire gets Knicks, Rangers

Empire Sports Productions, Keeseville, N.Y., last week announced acquisition of exclusive broadcast rights outside of New York City to air all New York Knickerbockers basketball games and New York Rangers hockey games. Ray Blomquist, president, said all home games of both teams will be carried plus road games originating from Eastern-area cities. Plans also call for a 15-state network for basketball coverage and the formation of a North Eastern network for the hockey games.

ABC reruns outdraw some of new shows

The Richard Burtons in guest roles and the New York Mets' drawing power in a hotly contested baseball race were among atypical factors that muddled an already spotty ratings pattern in New York last week as the 1970-71 television season opened.

CBS-TV and NBC-TV began programming their fall schedules while ABC-TV, set to start this week, showed surprising numbers Tuesday night for its reruns.

The Burtons appeared on CBS's *Lucy* (Monday, 8:30-9 p.m.), helping the Lucille Ball show come up with a 33.2 rating and 50 share of New York audience in the Nielsens and 28.6 rating and 45 share in American Research Bureau's Arbitrons. (Only the overnight ratings reports in New York were available last week.)

It appeared that the New York Mets, while losing to the Montreal Expos in a crucial National League Eastern Division game, picked off viewers from all three networks on Wednesday night (Sept. 16). Independent WOR-TV in one of its time periods during a peak point in its coverage of the game (9-9:30 p.m.) had an 18.6 Nielsen rating and 30 share.

ABC's schedule, still in the repeat cycle, was able to trounce the opposition on Tuesday (Sept. 15)—19.4 to NBC's 12.9 and CBS's 9.8 in the night's Nielsen averages; 17.7 to NBC's 14.0 and CBS's 9.8 in the Arbitrons. ABC was aided by a *Movie of the Week* which ran "The Immortal," a repeat showing of a TV-movie pilot that is to be seen on a series on ABC this fall, and by *Marcus Welby, M.D.*, a hit show of the 1969-70 season. NBC's new *Don Knotts Show* (Monday, 7:30-8:30) ran behind ABC's *Mod Squad*, though a point in front of CBS's *Beverly Hillsbillies* and *Green Acres* in the Nielsens, but ahead of both ABC and CBS programming in the Arbitrons.

Both Monday and Wednesday nights were tossups between CBS and NBC, with the outcome depending on which ratings one read: Nielsen gave Monday and Wednesday to CBS, Arbitron gave them both to NBC. Both services agreed that ABC was well out of it both nights, but they agreed that ABC had the edge on Sunday (Sept. 13). Sunday, however, was also not "typical" because of CBS repeats and an exhibition professional football game.

Also among new offerings, "The Senator" segment of *The Bold Ones* (NBC, Sunday, 10-11), narrowly missed winning the hour in the Nielsens with a 17.8 rating and 30 share trailing only ABC's movie which had a 18.5 and 14.4.

23 projects scrutinize TV violence

A 12-member group oversees the studies, supported by \$1 million in HEW funds

Twenty-three research projects focusing on the impact of televised violence on the behavior, attitudes and development of children have been funded and are under way, the Department of Health, Education and Welfare's National Institute of Mental Health announced last week.

The institute—a component of HEW's Health Services and Mental Health Administration—arranged for the studies after Senator John O. Pastore (D-R.I.), chairman of the Senate's communications subcommittee, persuaded HEW to allocate \$1 million for research into TV violence and its effect on children.

A 12-member Surgeon General's Scientific Advisory Committee on Television and Social Behavior, also formed at the request of Senator Pastore, is coordinating the studies, working with a small, full-time staff at NIMH.

The studies had their genesis in a December 1969 report of the now-defunct National Commission on the Causes and Prevention of Violence, which among other things conducted hearings on televised violence. The commission called for long-term studies and cited the importance of evaluating the impact of TV violence over an extended period.

Individual reports from the researchers will come in over the next six to 12 months, with an over-all report from the advisory committee expected in approximately one year.

The projects, researchers and funds allowed follow:

"Some Correlates of Television Viewing," Robert Bechtel, Greater Kansas City Mental Health Foundation, Kansas City, Mo., \$39,000; "Adolescent Television Use in the Family Context," Steven H. Chaffee, University of Wisconsin, Madison, \$12,000; "Race Versus Role as Determinants of TV Identification," Cedric Clark, Stanford University, Palo Alto, Calif., \$25,000; "Facial Expression and Media Violence," Paul Ekman, University of California School of Medicine, San Francisco, \$112,000; "Effects of Reality Versus Fantasy in Filmed Violence," Seymour Feshbach, University of California at Los Angeles, \$35,000; "Televised Violence and Dream Content," William D. Foulkes, University of Wyoming, Laramie, \$19,000; "A Summary of Attitudes About Television," Herbert L. Friedman and Ray Johnson, American Institutes of Research, Silver Spring, Md., \$5,000; "Children's Television Viewing Patterns," Catholic University of America,

Washington, \$14,000.

Also, "Analysis of Content and Context of Network TV Drama, with Particular Reference to Portrayal of Violence," George Gerbner, University of Pennsylvania, Philadelphia, \$47,000; "Social Class Differences in Response to Filmed Aggression," Bradley S. Greenberg, Michigan State University, East Lansing, \$96,000; "Analysis of Demographic Characteristics of Viewers of Violent TV," Harold Israel, W. R. Simmons & Associates Research Inc., New York, \$5,000; "Color TV and Child Development as a Basis of Learning," Nathan Katzman, Michigan State University, East Lansing, \$16,000; "TV Violence and Child Aggression," Monroe Lefkowitz, Leo Walder and Leonard Eron, New York State Department of Mental Hygiene, Albany, \$42,000; "Effects of Televised Aggression on Children," Robert Liebert, Fels Research Institute, Yellow Springs, Ohio, \$13,000; "A National Survey of Television Viewing Behavior," Leonard LoScuito and Aaron Spector, Temple University, Philadelphia, \$80,000;

Also, "Children's Use of Television," Jack Lyle, University of California at Los Angeles, \$40,000; "Adolescents, Parents and TV Use," Jack M. McLeod, University of Wisconsin, Madison, \$37,000; "Television Violence and Deviant Behavior," Jennie McIntyre and James

Teevan, University of Maryland, College Park, \$53,000; "Child Violence Perception as a Function of TV Violence," Malcolm MacLean and Martin Rabinovitch, University of Iowa, Iowa City, \$4,000; "Children's Responses to Television Violence," Nathan Maccoby, Donald Roberts and Aimee Leifer, Stanford University, Palo Alto, Calif., \$87,000; "Television Content and Young People's Behavior," Aletha H. Stein, Pennsylvania State University, University Park, \$49,000; "Studies in Film- and TV-Mediated Arousal and Aggression," Percy H. Tannenbaum, University of California, Berkeley, \$146,000; "Effects of Television Advertising on Youth," L. Scott Ward, Harvard University, Cambridge, Mass., \$25,000.

GF pays for repeats of 'Sesame Street'

General Foods Corp., White Plains, N.Y., a major TV advertiser, is allotting \$300,000 to pay for Saturday rebroadcasts of *Sesame Street*, popular children's program, over 20 noncommercial television stations.

John W. Macy Jr., president, Corp. for Public Broadcasting, who made the announcement, said the grant is one of the largest to noncommercial broadcasting by any corporate donor.

Stations were selected because they will be part of special inner city promotion by Children's Television Workshop, producers of *Sesame Street* or because they are in major urban areas or meet other criteria set by CTW.

Complaints on fairness face Chicago stations

The Illinois Citizen's Committee for Broadcasting filed "fairness doctrine" complaints with the FCC last week against nearly all Chicago radio and television stations and asked for prompt consideration in view of license renewals that come up Dec. 1.

The ICCB charged that the stations failed to give the committee free air announcements to inform the public about license-renewal procedures and to solicit comments about the adequacy of programming. Two Chicago stations, WCIU-TV and WNIJ(FM), acceded to the committee's demands (BROADCASTING, Sept. 14).

ICCB is an outgrowth of a group once formed to "save" WFMT(FM) Chicago when the station was to be sold to the WGN Continental Group. The sale was blocked. But last week WFMT was on ICCB's long complaint list at the FCC; it had refused to give free spots.

The ICCB pleading, prepared by Robert Bennett, Northwestern University law teacher who at one time was an assistant to FCC Commissioner Nicholas Johnson, contends that the FCC license-renewal process is by its own nature a controversial issue. The recent renewal protests in Atlanta, Memphis and Nashville are cited as examples.

"The whole tone and tenor of any station's programming," ICCB states, "expresses one side of the controversial issue of whether the station's license should be renewed, viz., the side favoring renewal. One Chicago station continually refers to itself as a 'newsradio,' another as 'the great,' another as 'the big 89' and another as 'Chicago's fine arts station.' Quite naturally a station will choose positive words with which to characterize itself."

Thus, the committee contends, "the other side of this controversial issue had to be told. Citizens must realize that a station is not automatically entitled to renewal of its license . . ."



When FCC Chairman Dean Burch addressed the International Radio and Television Society's luncheon in New York last Wednesday, broadcasting's biggest array of brass turned out. At the three head tables were (l-r):

First tier: Jack R. Howard, president, Scripps-Howard Broadcasting (behind lamp); Irving B. Kahn, president, Teleprompter; John B. Sias, group vice president, Metromedia; Larry H. Israel, chairman, Post-Newsweek Stations; Robert D. Wood, president, CBS-TV; Willard E. Walbridge, Capital Cities Broadcasting, chairman, National Association of Broadcasters; Richard W. Jencks, president, CBS/Broadcast Group; Simon B. Siegel, executive vice president, ABC Inc.; John B. Poor, president, RKO General; Walter D. Scott, chairman, NBC; Chairman Burch; Richard A. R. Pinkham, Ted Bates & Co., president, IRTS; Frank Stanton, president, CBS; Archibald McG. Foster, president, Ted Bates & Co.; Leonard H. Goldenson, president, ABC; Robert Wells, FCC commissioner; Julian Goodman, president, NBC; Ward L. Quaal, president, WGN Continental Broadcasting Co.; Clair R. McCollough, president, Steinman Stations; Mrs. Joan Ganz Cooney, president, Children's Television Workshop; Elton H. Rule, president, ABC; Howard S. Meighan, president, The Catalyst Group; James C. Richdale Jr., president, Corinthian Television Stations; Don Durgin, president, NBC-TV; Thomas S. Murphy, president, Capital Cities Broadcasting.

Second tier: John P. Fraim, chairman and president, Mutual Broadcasting Corp.; Mrs. Virginia F. Pate, WSAW-AM-FM Havre de Grace, Md., president of American Women in Radio and Television; Ralph H. Daniels, president, CBS Television Stations; Frank Gaither, executive vice president, Cox Broadcasting Corp.; William E. Perry Jr., public relations director, National Urban League; Sol Taishoff, editor and publisher, BROADCASTING; Sam Cook Digges, president, CBS Radio Division; Barry Zorthian, president, Time-Life

Broadcast; Edward P. Shurick, vice president and treasurer, H-R Co.'s; Harold R. Krelstein, president, Plough Broadcasting; Max E. Buck, vice president, national sales manager, NBC TV; Harold L. Neal Jr., president, ABC Owned Radio Stations; Raymond W. Welpott, president, NBC Television Stations; Merle S. Jones, chairman, Viacom International; Vincent T. Wasilewski, president, NAB; Maurie Webster, vice president, CBS Radio; Arthur A. Watson, president, NBC Radio; Sol J. Paul, publisher, Television/Radio Age; Charles Dolan, president, Sterling Communications and Manhattan Cable Television; Richard S. Stakes, general manager, Evening Star Broadcasting Co., Washington.

Third tier: Lester W. Lindow, executive director, Association of Maximum Service Telecasters; George A. Koehler, general manager, Triangle Stations; Norman E. Cash, president, Television Bureau of Advertising; J. W. Knodel, Avery-Knodel, president, Station Representatives Association; Miles David, president, Radio Advertising Bureau; W. Russell Barry, vice president, CBS Radio; James E. Conley, vice president, general manager, Meredith Broadcasting; Ward B. Chamberlin Jr., vice president, Corp. for Public Broadcasting; Sonny Fox, president, Sonny Fox Productions; Richard E. Bailey, president, Hughes Sports Network; James Day, president, National Educational Television; Roy Danish, director, Television Information Office; Donald V. Taverner, president, National Cable Television Association; Victor C. Diehm, president, Mutual Broadcasting; Richard C. Block, vice president, general manager, Kaiser Broadcasting; Herb Saltzman, vice president, director of sales, WOR(AM) New York.

Also at the head tables but not in the picture were Richard A. O'Leary, president, ABC Television Stations, and Alan Henry, executive vice president, Sonderling Broadcasting Corp.

Nothing personal, Mr. Chairman, but ...

Burch hears IRTS's Pinkham blast prime-time rule; FCC chairman also opposed it

The major advertising-agency executive who introduced FCC Chairman Dean Burch as featured speaker at last week's International Radio and Television Society luncheon in New York (see separate story) seized the occasion to deliver a short, scathing address of his own. The man was Richard A. R. Pinkham, senior vice president in charge of media and programs for Ted Bates & Co., New York; his subject was the

FCC's move to limit the television networks to three hours of prime-time programming; his tone was one of outrage.

Mr. Pinkham said a large segment of the broadcast business was "appalled" at the FCC's prime-time access rule, and that "some of us who are ancillary members of the broadcasting fraternity are appalled at this particular idea for a different reason than the purely economic one."

The Bates executive, who as president of IRTS introduced Mr. Burch, noted that the FCC chairman had voted against the prime-time rule with one other commissioner, Robert Wells.

"We on the advertising side of the ledger have a subjective interest in maintaining the vitality of the medium. We are customers," Mr. Pinkham said. He added that advertising people want to

see television "become more dynamic, not less . . . audiences more enthusiastic about it, not less . . . [and] programming improving, not deteriorating."

In his opinion, Mr. Pinkham said, "the prospect of requiring local stations to program an additional half-hour of prime time does none of these things." He said that "instead of stimulating the interest and involvement level of the audience," the cutback "will deaden it."

The results of the new rule, Mr. Pinkham said, "would reflect the difficulty of untried producers to get financing. We will not get better shows, just cheaper shows. And although money can't buy quality, it sure as hell helps."

He also noted that under the prime-time access rules are adopted "most local stations will have to resort to low-budget game shows or syndication."

New season opens on faltering note

Critics have few kind words for most new shows; 'Senator,' 'McCloud' fare best in initial week

Critics last week generally greeted the new crop of TV shows on CBS and NBC with more unqualified ho-hums than qualified hurrahs. ABC-TV introduces its fare this week.

Two new offerings—NBC-TV's "The Senator" segment (replacing "The Protectors") in *The Bold Ones* trilogy, Sunday, 10-11 p.m., and *McCloud*—were given fair chances of surviving, principally on the strength of the performances of Hal Holbrook and Dennis Weaver, in the respective title roles.

Two of the entries in the 1970-71 sweepstakes—NBC-TV's *The Red Skelton Show* (Monday, 7:30-8 p.m.) and *The Men From Shiloh* (Wednesday, 7:30-9 p.m.) were accepted mainly as revamped versions of previous seasons' fare.

Mr. Skelton's show perhaps received more reaction than many of the others—partly because of his switch from CBS-TV to NBC-TV and partly because his show has been cut from one hour to 30 minutes of antics.

The Men From Shiloh, formerly *The Virginian*, has a new look—a father-image character in person of Stewart Granger, which some critics felt might be enough to keep the show riding high.

Some critics greeted NBC-TV's *The Don Knotts Show* (Tuesday, 7:30-8:30 p.m.) with such uninspiring evaluations as "continuing gimmick" and "yawn-worthy." And, like its Monday night NBC-TV Skelton counterpart, "familiar." Others gave it a qualified plus.

NBC-TV's *Store Front Lawyers* (Wednesday, 7:30-8:30 p.m.), saga of a group of young attorneys dedicated to helping the poor, earned mixed notices.

Reviewers generally adopted a wait-and-see attitude toward *McCloud* (Wednesday, 10:30-11 p.m.), part of NBC-TV's *Four-in-One* concept.

Here is how some of the critics rated some of the new shows:

The Senator (Bold Ones, NBC-TV, Sunday, 10 p.m. EDT)

"... standard TV drama sustained only by Holbrook's characterization..."



Bob Tweedell, *Denver Post*.

"... better than the movie that spawned it..." Cecil Smith, *Los Angeles Times*.

"... whether action fans... will buy the principal character... is, alas, questionable..." Harry Harris, *Philadelphia Inquirer*.

"... NBC's idea of relevancy (in this case) was somewhat disillusioning..." Jack Gould, *New York Times*.

"... a rather cheap idea..." Bob Williams, *New York Post*.

"... externals carry the burden that belongs to the production..." Morton Moss, *Los Angeles Herald-Examiner*.

"... it has my vote..." Norman Mark, *Chicago Daily News*.

"... a clumsy and grade-B attempt..." Clarence Peterson, *Chicago Tribune*.

"... has the potential to add considerably to the overall ratings of the Sunday night trilogy series..." William Hickey, *Cleveland Plain Dealer*.

The Red Skelton Show (NBC-TV, Monday, 7:30 p.m. EDT)



"... Mr. Skelton appeared ill at ease in his foreshortened format..." Jack Gould, *New York Times*.

"... the bad timing and the overplayed jokes did nothing to support Skelton's reputation as America's greatest clown..." J. B., *Baltimore Sun*.

"... shows remained essentially the same, a potpourri of Red's characters and guest spots..." Eleanor Roberts, *Boston Herald-Traveler*.

"... the conviction remains that Red Skelton at 57 remains one of the finest physical comedians of our time..." Lawrence Laurent, *Washington Post*.

"... it's still the same old Red Skelton. You simply don't change a life-time-style overnight..." Percy Shain, *Boston Globe*.

"... looking back, Red's wasn't a bad show, but it wasn't a particularly good one, either..." James Doussard, *Louisville (Ky.) Courier-Journal*.

"... not a first-rate job..." Margaret Harford, *Los Angeles Times*.

"... I do not find him funny..." Terrence O'Flaherty, *San Francisco Chronicle*.

"... suffers from being wedded to formula..." Morton Moss, *Los Angeles Herald-Examiner*.

"... was off form—way off..." Dwight Newton, *San Francisco Examiner*.

The Don Knotts Show (NBC-TV Tuesday, 7:30 p.m. EDT)



"... began to look like a star submerging..." Dwight Newton, *San Francisco Examiner*.

"... most of the material was terribly thin and familiar..." Bernie Harrison, *Washington Evening Star*.

"... continuing gimmick that had become yawn-worthy even before completion of the first hour: the star as butt..." Harry Harris, *Philadelphia Inquirer*.

"... the opening segment was funny in spots and bears watching until further notice..." Margaret Harford, *Los Angeles Times*.

"... emerged from his first hour on the plus side of the ledger..." Morton Moss, *Los Angeles Herald-Examiner*.

"... the show went on, and on and on..." James Doussard, *Louisville Courier-Journal*.

"... appears in serious trouble..." Jack Gould, *New York Times*.

"... more of a bore than a blast..." Eleanor Roberts, *Boston Herald-Traveler*.

"... first major variety series I can remember which is aimed directly at the toddlers and maybe the pre-teens..." Percy Shain, *Boston Globe*.

"... a winning hour-long NBC series..." Kay Gardella, *New York Daily News*.

"... clearly a hit..." Clarence Peterson, *Chicago Tribune*.

"... listless..." Johanna Steinmetz, *Chicago Today*.

"... both mindless and inoffensive..." Norman Mark, *Chicago Daily News*.

Store Front Lawyers (CBS-TV Wednesday, 7:30-8:30 p.m. EDT)

"... lousy script writers who cater in cliches..." Johanna Steinmetz, *Chicago Today*.

"... should be convicted of misrep-

no other state educational network carries as much local programming as AETC, leaving AETC "particularly vulnerable to the type of attack to which it is now being subjected, since it could not carry all NET programs even if it wished to do so."

"The programs about which petitioners complain are not educational or cultural in the real sense" nor are they automatically acceptable for broadcast, AETC said. Some of the material on *Black Journal* is racist in nature, AETC alleged. Any licensee has an obligation to determine whether a particular program will meet the needs of the public it serves, AETC said. "No one has been censored; no freedom of speech has been denied."

AETC also pointed out that NET "has not adopted or subscribed to any standards of good taste or decency. . . ."

Indictment for theft

Delaware attorney-general David Buckson has sought and won an indictment in connection with the theft of equipment from the now-defunct Delaware Educational Television Network, which failed to win new funding from the state legislature last June. Former acting director of the network, Guy Chessen—who now runs a TV repair business in Milton, Del.—was indicted on four counts of grand larceny. He has been under investigation since June in connection with the missing gear.

Teleprompter, H&B sign merger

Agreement comes 13 months after plan announced;
Kahn made president of largest CATV firm in U.S.

The giant cable-TV complex—the largest in the U.S.—projected by merger of Teleprompter Corp., New York, and H & B American Corp., Beverly Hills, Calif., and which was 13 months in the making, was completed last week in New York.

Irving B. Kahn, chairman and president of Teleprompter, and William M. Jennings, chairman and president of H&B American, signed the agreement that merges H&B American into Teleprompter.

In the surviving corporation, Mr. Kahn retains his titles and Mr. Jennings becomes vice chairman of the board.

Terms of the merger remained the same as when a formal agreement was signed in January (BROADCASTING, Feb. 2). An agreement in principle on the merger was reached in August 1969. In May 1970, the transaction was valued at about \$160 million by Mr. Kahn. Last week, Teleprompter spokesmen said they could not place an immediate value on the transaction because of changes in share prices. He referred to estimates of last spring.

The transaction's closing came Thursday (Sept. 17), just after approval of the Securities and Exchange Commission, an action that had been the only hurdle remaining following approval by shareholders last spring and by the FCC last month (BROADCASTING, Aug. 10).

The agreement calls for H&B to exchange $3\frac{1}{2}$ shares of common stock for each share of Teleprompter common. American Stock Exchange stopped trading in H&B common as of the start of business Friday (Sept. 18). A Teleprompter announcement said H&B shareholders were to receive instruc-

tions by mail on the exchange of shares.

H&B American is the nation's largest CATV operator and Teleprompter is the fourth largest. With the merger, the Teleprompter cable complex will now service more than 400,000 families in 29 states (Teleprompter estimated about 1.3 million viewers in more than 100 systems).

According to the plans announced last week, the Teleprompter board of directors is expanding from 10 to 13 members with the addition of H&B's Mr. Jennings; Jack Kent Cooke, president of California Sports, Inc. and largest single H&B shareholder; and Elliott Averett, president of the Bank of New York.

It was announced that Robert H. Symons, who is vice president in charge of Teleprompter's cable television division, will head the company's newly expanded CATV operations.

Mr. Kahn said the merger was one of the "most significant developments" in the history of CATV and a "major step" in developing broadband communications concepts. Mr. Jennings said the merger's benefits would accrue to shareholders, the industry, and to the public by the pooling of managerial talents.

The SEC clearance concerned a requirement that the merger arrangement be exempted from certain provisions of the investment company act: Channing Growth Fund owns 6.9% of the outstanding Teleprompter stock and owned 4.8% of the outstanding H&B stock. The exemption permitted the exchange of shares irrespective of the inter-company affiliations.

**Delta is
an air line
run by
professionals.
Like Kris
Conrad,
stewardess.
Pretty, alert,
efficient.
Chosen from
25 applicants.
You'll have
a nice trip
because
we have
2,300 Kris
Conrads!**



**Delta is ready
when you are.**

Burch pleads for children's TV

Urges fare creating 'window to the world,'
but makes no threats or demands in IRTS talk

FCC Chairman Dean Burch went to New York last week to offer networks and multiple owners the government's cooperation in providing children's programming that would serve as "a child's 'window to the world' rather than simply a 'babysitter.'"

He was making no demand, threatening no governmental action, he said, in an appearance Wednesday before industry dignitaries at the first fall luncheon of the International Radio and Television Society.

"Rather," he was urging broadcasters to "take up the challenge—really, the opportunity. For in the final analysis only the broadcaster can be truly inventive, and create the various kinds of programming that should and must be tried."

As for the FCC, he said, it should do its part by "fostering the best possible governmental climate" for permitting broadcasters to act on the premise that children "are different" and require "a dedicated, special" programming effort.

The speech was a formal expression of the concern the chairman has vented previously in interviews about children's programming ("Closed Circuit," Aug. 31)—concern given focus by a petition of Action for Children's Television. The petition requests a commission rule banning commercial sponsorship of children's programming and requiring broadcasters to carry at least 14 hours of such programming weekly during specified time periods.

The chairman made a point of avoiding a discussion of the merits of the petition or of the constitutional and policy issues it raises. But he said its consideration by the commission "typifies the quandary which is faced by the regulatory agency in the seventies."

The commission can no longer "slough off a problem" with arguments contending that its action would violate the First Amendment, he said, adding: "They went out with the Red Lion case"—in which the Supreme Court upheld the commission's fairness doctrine with language indicating that the agency has more authority over programming than it had ever seriously claimed.

But, he said, neither can the commission discharge its responsibilities "by attempting, from its bureaucratic tower,

to substitute its collective judgment for the considered judgment of industry members who think that 'the public interest' is more than a phrase to justify multiple ownership and guaranteed profits."

His way, the chairman suggested, occupied "a middle ground."

Industry leaders rejected the suggestion that broadcasting—at least as represented by their respective companies—was failing children. NBC President Julian Goodman, said his network has spent the past two years in revamping its children's programming with a view to upgrading quality, "and is now presenting programs ranging from an animated series based on the works of such writers as Edward Lear and Lewis Carroll to a highly acclaimed half-hour series (*Hot Dog*), which examines and explains to children the origins of common everyday items."

ABC President Elton Rule pointed to that network's *Curiosity Show* as "one of the most ambitious children's projects" ever presented on television. He said ABC is "continuing to place additional emphasis on the area of children's programming."

CBS had no comment on Chairman Burch's speech. But A. Frank Reel, president and chief executive officer of Metromedia Producers Corp., said the broadcasting industry "has shown vast improvement already in children's programming. And, as producers of such network series as *Jacques Costeau* (ABC-TV) and National Geographic Society (CBS-TV), we know that meaningful television need not necessarily be dull." He also expressed confidence the industry would "rise to the occasion without direct government intervention."

Chairman Burch, in his speech, said he was aware of—and happy about—the networks' heightened interest in children's programming. "But I am by no means ready to look forward to the 1971 season as the banner year for children's programming," he added. He was, he said, "questioning the commitment of the broadcasting industry to the area of children's programming."

In suggesting the effort the commission could make in providing the climate most conducive to production of "crea-

tive" children's programming, the chairman refurbished an idea that has been advanced by commission chairmen dating back to John Doerfer in the late 1950's—the network-rotation scheme—though usually in connection with public-affairs or programming for adults.

Under Chairman Burch's version, the networks each would present "outstanding or experimental children's programming" on a rotating schedule—Network A on Monday, Network B on Tuesday, Network C on Wednesday, with the cycle beginning again on Thursday. The chairman said the commission could "facilitate" such a cooperative effort that would enable the networks to avoid the networks "wastefully" bucking heads with one another and to share the responsibility for providing the programming.

He also said multiple owners might wish to cooperate in producing creative children's programming which could then be made available to other stations on reasonable terms. Individual stations might engage in such a joint enterprise, he added.

Nor did he ignore the "significant contribution" that CATV can make, both in making program-originating facilities available to local educational institutions and in obtaining outstanding film series. The contribution may necessarily be small in the beginning, he said, but "it has the potential of great growth and impact."

The chairman, in expressing concern about the kind of programming that was available to children, said the "Children's Hour" celebrated by Longfellow a century ago as the time "between the dark and the daylight, when the night is beginning to lower," has become the time when the housewife preparing dinner uses the television set as a babysitter.

He said he recognized that to a substantial extent television must "just entertain . . . but also to a substantial extent," he added, "it must fulfill its promise as a child's 'window to the world.' To do this—to facilitate the necessary experiments, broadcasters must make a correspondingly substantial commitment of funds and resources. Otherwise, commercial programs such as *J.T.* or *Children's Theater* will continue to stand out as rare occasions."

Make it easy on yourself.

So you're going out to shoot another commercial? Where is it this time? California beaches, Swiss Alps, Amazon jungles, desert sands, or what? You'll be glad you decided on film for a lot of reasons.

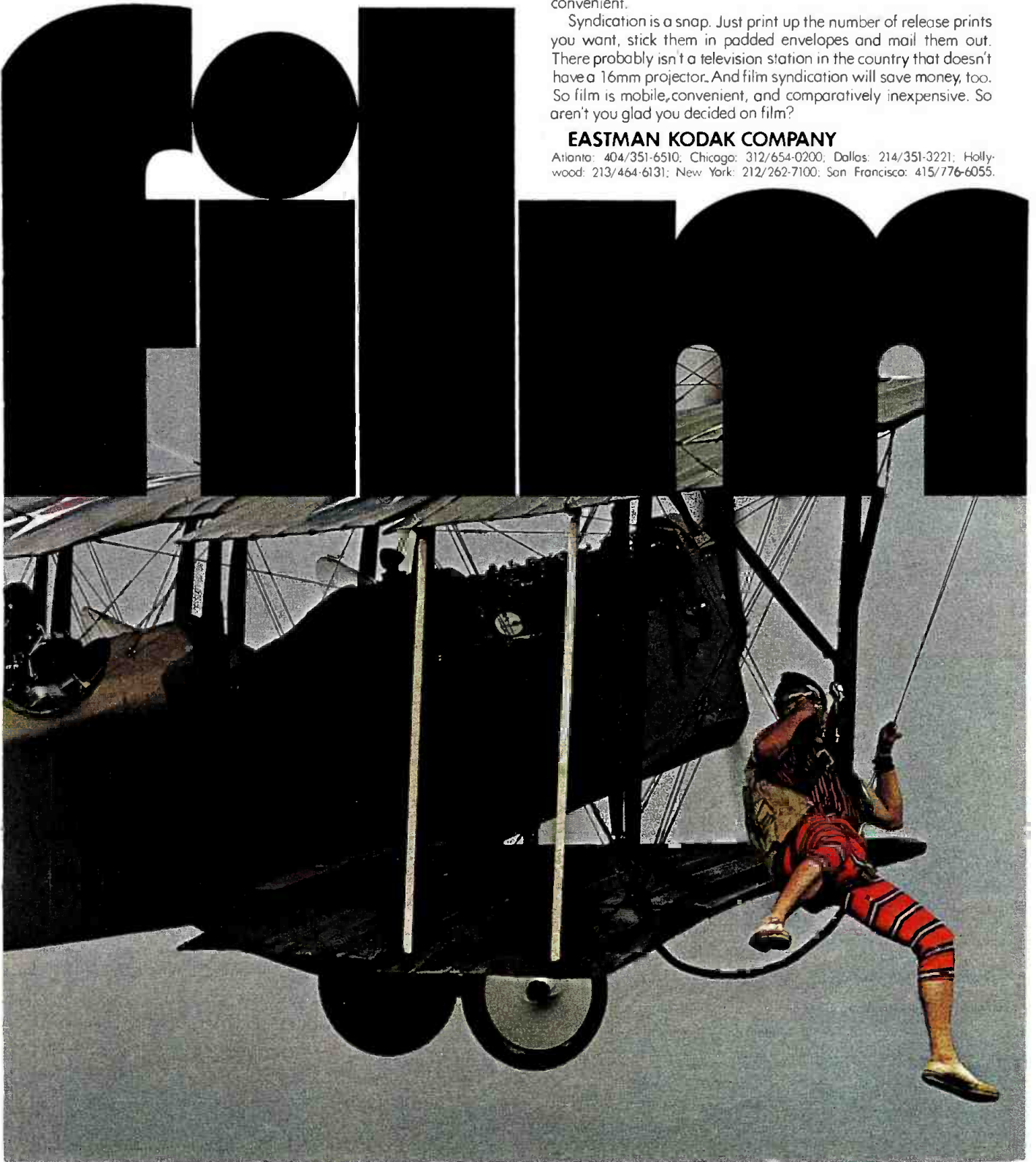
Take the stuff you'll need—a couple of cameras, some cans of raw stock, reflectors, some small camera power packs, etc. That's not hard to take. So film is mobile.

Editing? Easy as pie because you can see what you're doing. And no expensive equipment is involved. So film is mobile and convenient.

Syndication is a snap. Just print up the number of release prints you want, stick them in padded envelopes and mail them out. There probably isn't a television station in the country that doesn't have a 16mm projector. And film syndication will save money, too. So film is mobile, convenient, and comparatively inexpensive. So aren't you glad you decided on film?

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How are IGM's new INSTACART and MOS MEMORY performing?

Let's ask Russ Morgan, general manager of station WTTR, Westminster, Maryland, after six months' experience with the first IGM 500 system to incorporate both Instacart and MOS memory.



Above, general manager Morgan with WTTR's IGM 500 equipment, including 10-step music sequencer, network switcher, automatic logger with verified printout, time announcer, Instacart, and MOS memory.

"Sensationally well," says Russ. "The 200-event MOS random select memory has been flawless."

"It handles a heavy commercial load and allows us to program spot breakers and PSA's as we want them. It has more than enough capacity to allow us to program 6 a.m. to 6 p.m. at one time. It's flexible enough to allow us to add last minute fill-ins without reprogramming."

Thanks Russ. Don't forget that anytime you need more capacity, say 300 events, you can have it as a plug-in at modest cost. Now, how about your 48-tray Instacart, Russ?

"It's been trouble free, also—and the most versatile cart-playing unit on the market. In combination with the MOS unit, it gives us fast programming. And that's not all. We use *one* of the 48 trays for fill music and ID's. It's controlled by the real time switcher while the rest

are controlled by the MOS memory. This saves the cost of another single cart player."

Some IGM 500 system users, Russ, control three or more Instacart trays from separate channels, saving still more money by completely eliminating single cart players. Since all 48 trays can be called on instantly, there's no worry about having time to cue them up.

After three years of investigating automation equipment, Station WTTR is convinced that the IGM 500 system was the right choice. Many other IGM 500 and 600 control systems equipped with Instacarts are now in the field, and many additional IGM MOS memory units are in operation. All are working flawlessly. They add to IGM's ability to match any station's needs exactly, with exclusive modular approach to control and playback equipment.

For "tomorrow's engineering today" in automation equipment,
write or call International Good Music, P. O. Box 943,
Bellingham, Wa. Tel. (206) 733-4567.



Hawks will be heard on WMAQ this season

The Chicago Black Hawks professional hockey team has signed a home-game broadcast agreement for this season with WMAQ(AM) Chicago under which the team buys the time and delivers a complete package including sponsors. The games are sold out.

WMAQ, which will sell its own adjacencies to the 41 games starting Sept. 27, said the Black Hawks have sold sponsorships to Meisterbrau beer through MacManus, John & Adams, Shell Oil through Ogilvy & Mather and the Bismarck hotel through Hagerty & Sullivan. William Wirtz is president of the Black Hawks. His father, Arthur, is president of the Bismarck, among other interests.

Six couples will compete in 90-minute 'Love Game'

A pilot for the longest game show in television is being prepared by Metromedia television and Jack Barry Productions. *The Love Game* is to be 90-minutes long with the pilot program airing on the four Metromedia television stations.

Dick Woollen, vice president in charge of programs at Metromedia, says the show is strictly an experiment to see if this type of program will work. MM is only producing one as a test.

The format involves six couples competing against each other in a general information, nonphysical contest. Three different games are combined in the 90 minutes with only one couple surviving. Celebrity guests will ask many of the questions during the second part of the program.

Jim MacKrell is set as the host of the program that tapes Oct. 2 in Los Angeles.

WCBS abortion newscast draws Catholic protest

A WCBS-TV New York broadcast on abortion last week brought a prompt protest from Cardinal Cooke and seven Roman Catholic bishops of the New York area. They claimed it had conveyed an anti-Catholic bias and ignored moral and ethical questions.

Alan P. Sloan, vice president and general manager of the CBS-owned station, replied in a statement that the newscast, showing an abortion being performed in a Greenwich Village townhouse and presented on the station's 6 p.m. and 11 p.m. news last Monday (Sept. 14) dealt with an issue pending before the New York City Board of Health: whether abortions

should continue to be permitted in doctors' offices.

Mr. Sloan also noted that an interview with a doctor opposing office abortions had been presented the following evening and said that "these two reports presented opposing medical views" on the issue.

Changing Formats

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

■ WKLO-FM Louisville, Ky.—Great Trails Broadcasting Corp., effective Aug. 18, terminated its format of contemporary music with approximately 50% duplication of WKLO(AM) Louisville and began programming a religious and inspirational-type format from 6 a.m. to 12 midnight each day. Gerhard H. Joseph, vice president, told the FCC WKLO(AM) will be duplicated from 6 to 9 a.m. Sundays only. WKLO(AM) operates full time on 1080 khz with 5 kw day, and 1 kw night. WKLO-FM is on 99.7 mhz with 9.3 kw and an antenna 710 feet above average terrain.

■ KDLA-FM De Ridder, La.—Century Broadcasting Co., effective Aug. 24, dropped its good-music album format from 6:30 to 11:30 p.m. Monday through Saturday for a contemporary rock and soul format. Ralph Hooks, president, said the switch was made "to improve the service for the major ethnic group of this area (Negro), which represents about one-third of the total population." KDLA-FM operates on 101.7 mhz with 2.7 kw.

Scheduled for 'Frost': Mr. Agnew vs. students

Vice President Spiro T. Agnew will make his second appearance on the 90-minute *David Frost Show* Friday (Sept. 25) when he debates six college students critical of administration policies.

Produced by Group W Productions for syndication by Group W Program Sales, wholly owned subsidiaries of Westinghouse Broadcasting Co., the show will be taped at 5 p.m. EDT today (Sept. 21) in the David Frost Theater, New York. The program is aired on 72 stations throughout the nation.

The campus dissidents will be chosen today by producers of the Frost show from suggestions made by college newspaper editors, as well as various student organizations. The students, who are not necessarily militant, are considered well-informed and were nominated for their ability to articulate views.

A spokesman for the show said the

debate is an outgrowth of Mr. Agnew's first appearance on the Frost show. The Vice President, he said, was pleased with the response.

Mr. Agnew announced the upcoming debate at a news conference in Albuquerque, N.M., Tuesday (Sept. 15). It received wide coverage and stirred slight controversy. The Vice President said he would confront "militant students" and try to persuade them to work within the political system.

The show's producers, however, said the students would not necessarily be "militant," but instead would be different campus representatives who were critical of the administration.

Positive themes on tap at RTNDA convention

A record attendance of nearly 600 is expected in Denver this week for the annual convention of the Radio-Television News Directors Association—and though the meeting has no specific theme, it is no secret that this year the newsmen expect to devote more time to what is right about their profession rather than giving platform to excessive criticism.

RTNDA will hold Wednesday-Friday workshops on such subjects as the rising trend in use of 8MM film for news, editorializing, personnel policies, minorities in broadcasting, and coverage problems unique to radio and TV news.

Ronald L. Ziegler, White House press secretary, will address the Thursday luncheon meeting; FCC Chairman Dean Burch will speak Friday noon. Colorado Governor John Love will address Wednesday's opening luncheon. Keynote speaker Wednesday is Bill Garry, UPI-TV News, Chicago. James Farmer, assistant secretary, Department of Health, Education and Welfare, leads a Friday panel on minorities.

RTNDA President-elect Jim McCulla, ABC News, Los Angeles, will succeed John W. Roberts, Time-Life Stations, at the closing banquet. Speaker will be Walter Cronkite, CBS News.

Journalism center grants available to 8 Negroes

The Washington Journalism Center is seeking applicants for 16 fellowships in Washington, Feb. 8, 1971-May 20, 1971.

Eight of the fellowships will be awarded to young journalists and eight to young Negroes interested in careers in journalism. The latter grants, awarded through the Ford Foundation, are open to persons without professional experience.

Fellows selected by the center—an independent educational institution—

will attend seminars arranged for them with members of Congress, cabinet members and other government officials, as well as leading Washington reporters, editors and commentators. The fellowships also provide time for either in-depth investigative reporting or internships with Washington news organizations.

Fellowships include a stipend of \$2,500 to cover living expenses; there are no tuition charges.

Deadline for applications is Nov. 15. More information and application forms are available from The Washington Journalism Center, 2401 Virginia Avenue, N.W., Washington 20037.

Program notes:

Racer's edge ■ STP Corp., Des Plaines, Ill., released a new half-hour color film on the Indianapolis 500 race last week to television that is free to stations and may be locally sponsored. Titled *Win, Lose or Draw* and focusing on driver Mario Andretti, film is being distributed by DFI Communications, New York.

Pigskin premonitions ■ Football forecast program segments, for both college and professional games, are being offered this fall to stations by Radio Associates, an interest of William Udell, President, WIMS(AM) Michigan City, Ind., via Broadcast Activities, Arlington Heights, Ill. The 26-week series features Knute Rockne Jr.

First TV showing ■ CBS-TV will air

the firm version of the Rodgers and Hammerstein musical, "Oklahoma," Thanksgiving (Thursday, Nov. 26) from 8 to 11 p.m. EST. Film stars Shirley Jones and Gordon Macrae. Three-hour special will pre-empt *The Jim Nabors Hour* and *CBS Thursday Night Movies*. This is the first television showing of the 1955 film.

Integration analyzed ■ Half-hour serial being developed for NBC-TV by Paramount Television will explore the lives of black and white families living next to each other. Series, *Wanda's World* is under the supervision of Harry Dolan, author of several *Julia* scripts and head of the Watts Writers Workshop in Los Angeles. Caryl Ledner, author of *Ossie*, autobiography, and Annette Welles, former editor of *American Heritage*, created the concept for the serial.

Woman's Lib subject for movie. ■ "The Feminist and the Fuzz," the first movie-for-television on the Woman's Liberation Movement, is being produced for ABC-TV by Screen Gems Inc., Hollywood. Jerry Paris is directing with Barbara Eden and David Hartman starring. JoAnne Worley will play the leader of the Lib movement. Film will be aired during the 1970-71 season.

Shoe boots home another ■ The life and racing career of Bill Shoemaker is the subject of *6,033—Nice Guys Finish First*. The one-hour television special is being produced by Martin

Ritt in association with Bill Shoemaker productions. The jockey rode his 6,033d winner Sept. 7 to become the winningest rider in history. He has ridden horses into the winner's circle to the total of \$43.5 million, including 82 races with purses of \$100,000 or more.

Not just a swamp ■ The present and future conditions of Everglades National Park, Florida, will be examined by NBC News in a special one-hour documentary scheduled on NBC-TV Tuesday, Feb. 16 (7:30-8:30 p.m. NYT). The special, produced in cooperation with the National Academy of Sciences and sponsored by The American Dairy Association, Chicago, will report the dangers to the natural preserve and some of the precautions being taken to prevent the destruction of the Everglades.

Home of the Braves ■ WBEN-AM-FM-TV Buffalo, N.Y., will broadcast games of the new National Basketball Association franchise, the Buffalo Braves, this season. WBEN-AM-FM will carry 30 games. WBEN-TV will telecast ten away contests. Van Miller will handle the play-by-play on both radio and television.

Prison quiz ■ WMAQ-TV Chicago will televise a taped panel quiz in which the contestants are inmates of the six Illinois prisons. The show, *It's Academic*, will be shown late this month. Illinois Governor Richard Ogilvie will be a guest for a brief interview during the final match.

The challenge: higher quality, lower costs

Programing must be 'creative but practical,' ABC-TV's Duffy says

Broadcasters, producers and advertisers must work together to halt mounting TV program costs and at the same time enhance rather than restrict TV program quality and creativity, James E. Duffy, president of the ABC-TV network, said last week.

Time and money saved on the technical side of program production could well be spent in creative developments from which "a more creative, more vital television will emerge," Mr. Duffy told the Hollywood Radio and Television Society in a speech last Tuesday (Sept. 15).

He suggested costs be kept down by eliminating expensive pilots except in special situations, greater reliance on

TV-produced movies that can serve both as original programs and as series prototypes, a cutback in the 35mm, one-camera process and greater use of the technique—which he said ABC-TV is employing with "enormously encouraging" results on two episodes of a series—in which shooting is in 16mm and is accompanied by simultaneous video-taping to expedite editing.

"What's more," he said of the simultaneous 16mm/video-tape technique, "the time process is cut practically in half, both in shooting and editing."

These "are but a few directions we might take," he said, calling on all elements of television to seek solutions together.

"Something has to give, and I believe it is our obligation—the obligation of all of us: broadcasters, producers, advertisers—to seek together the solutions that will make programing costs more reasonable, more realistic, without sacrificing either quality or creativity, but actually upgrading and accelerating."

Among other "monumental problems and monumental challenges" he listed,



Mr. Duffy

in addition to soaring production costs, "a bombardment of criticism not only from without the industry but from within it, encroaching forces that could further erode both a sound and an inspiring system" and "challenges that demand of us a greater inventiveness, a broader creativeness . . ."

Mobile use of UHF is affirmed by FCC

Broadcaster doubts about land-mobile needs are not shared by the commission

The FCC last May, after considerable soul searching, reached a compromise position on opening portions of the UHF share of the spectrum to land-mobile radio. Last week, it refused to budge from that position, and denied broadcasters' petitions for reconsideration.

The commission, faced with studies and arguments contending that land-mobile radio services desperately need additional spectrum space in which to grow, authorized them to operate on one or two of the lower seven UHF channels (14-20) in the 10 largest urban areas. It also reallocated 115 mhz between 806 and 947 mhz, which includes channels 70-83, to land-mobile radio use.

The upper band was of little interest to land-mobile users; they contend that the development of equipment to operate in those frequencies is years from completion. They had hoped for an FCC order authorizing land-mobile radio sharing on all the lower seven channels in the top-25 markets—and that only as a prelude to exclusive land-mobile radio use of those frequencies.

The broadcasters' burden in seeking reconsideration had been carried by the Association of Maximum Service Telecasters, the leader in the fight against giving up any broadcast space to land-mobile radio, and the All Channel Television Society. But the commission was not persuaded by their arguments.

It said it had considered—and been unmoved by—the studies they said demonstrated that land-mobile radio was not in urgent need of additional space. The commission also said that it had taken pains to make sure that the impact of its action on UHF development would be minimized and that land-mobile radio operations on the lower seven channels would not cause interference to UHF service.

And in countering another argument advanced by AMST and ACTS, the commission said that steps have already been taken to permit translator operation, now concentrated in channels 70-83, on channels 14-69. It also said that since land-mobile systems operating in the 900 mhz band will initially be lo-

cated in the large urban areas, it will be some time before many translators now operating in the upper band in sparsely populated areas must be re-assigned to lower frequencies.

The commission order denying reconsideration was adopted by Chairman Dean Burch and Commissioners Robert T. Bartley and Robert Wells, with Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee concurring.

Technical topics:

Separate sales ■ RCA has established separate solid state and tube sales organizations in a move to gain a larger share of the electronics component market. The new sales organizations will be responsible for the sale of all domestic RCA solid state and tube products, except those which are sold through distributor channels.

Ampex sale ■ Combination offering of Ampex VL-7404 broadcast logging recorder and six-month supply of one-inch-wide video tape is being offered by Ampex, Redwood City, Calif., equipment manufacturer. VL-7404 can re-

cord up to 38 hours of video programming along with corresponding audio and time information on 9¾-inch reel containing 3,000 feet of one-inch video tape, company claims. Recorder permits playback in real time, compressed time or still frame. Combination offer is available through the end of October.

Antenna debut ■ American Electronic Laboratories Inc., Lansdale, Pa., has introduced APN-101 BR antenna, featuring broadband, high gain, pyramidal log periodic with frequency range from 1.0 to 12.4 mc. More information is available from AEL, P.O. Box 552, Lansdale, Pa. 19446.

New monitors ■ Sony Corp. of America, Long Island City, N.Y., has introduced two new large-screen color monitor receivers, models CVM-1810 (18-inch) and CVM-2210 (22-inch), for use with video-tape recorders and closed-circuit TV systems. The units provide a high-quality color picture and the back panels accommodate UHF video, extra long-range audio and 8-pin record/playback connectors. Technical specifications: John McDonnell, Sony Corp., 47-47 Van Dam Street, Long Island City, N.Y.

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DDB earnings, income up in 9-month period

Doyle Dane Bernbach Inc., New York, has reported increases in gross income and earnings for the nine-month period ended July 31.

Billings totaled \$209,294,000 in 1970, a 10.3% rise over 1969's \$189,798,000. Gross income, at \$32,-512,000, was 12.3% higher than the \$28,958,000 of 1969.

The firm's board of directors declared a 24-cent per-share dividend on common stock for the current calendar

quarter. Previously, quarterly dividends were 22 cents per share. The dividend is payable Oct. 15 to holders of record on Sept. 30.

Company reports:

Ameco Inc., Phoenix-based manufacturer and installer of CATV equipment,

The Broadcasting stock index

A weekly summary of market activity in the shares of 105 companies associated with broadcasting.

	Stock symbol	Ex- change	Closing Sept. 17	Closing Sept. 10	Closing Sept. 3	High 1970	Low	Approx. Shares Out (000)	Total Market Capitali- zation (000)
Broadcasting									
ABC	ABC	N	29½	27½	27½	39½	19½	7,073	178,593
ASI Communications		O	2½	3	2½	7	2½	1,789	4,920
Capital Cities	CCB	N	28½	28½	26½	36½	19½	6,061	160,617
CBS	CBS	N	30½	31½	31	49½	23½	26,512	778,657
Corinthian	CRB	N	26½	27	26½	33½	19½	3,384	87,544
Cox	COX	N	17½	17½	17	24½	10½	5,789	95,519
Gross Telecasting	GGG	A	11½	10½	10½	17½	9½	803	8,030
Metromedia	MET	N	16½	16½	23½	22½	9½	5,733	89,549
Mooney*		O	7½	6½	6½	8½	4½	250	1,563
Pacific & Southern		O	13½	11	10½	23	7½	1,636	16,360
Rahall Communications		O	11½	10½	9	16½	6	1,040	9,620
Reeves Telecom	RBT	A	4½	3½	3½	15½	2	2,288	7,711
Scripps-Howard		O	19½	19½	18½	24	15½	2,589	45,955
Sonderling	SDB	A	21½	20½	20½	34½	10½	991	18,205
Starr	SBG	M	8½	8½	9	18	7½	4f	4,149
Taft	TFB	N	22	22	19½	29½	13½	3,711	73,312
Total								70,111	\$ 1,580,277
Broadcasting with other major interests									
Avco	AV	N	11½	11½	11½	25½	9	11,469	137,628
Bartell Media	BMC	A	6½	5½	5½	14	3½	2,254	12,104
Boston Herald-Traveler		O	32	33	27½	43	25	574	15,498
Chris-Craft	CCN	N	6½	6½	23½	11½	4½	3,660	21,045
Combined Communications		O	6½	5½	6	16½	6	1,938	11,628
Cowles Communications	CWL	N	3½	3½	4	10½	3½	3,969	13,892
Fuqua	FOA	N	12	11½	10½	31½	7	6,190	58,000
Gannett	GCI	N	25½	25½	25½	29½	18½	7,117	100,492
General Tire	GY	N	17½	17½	17½	20½	12½	18,434	317,987
Gray Communications		O	5½	4	4½	7½	4	475	1,900
Lamb Communications		O	3	3	3½	6	2	2,650	7,288
Lee Enterprises	LNT	A	15½	16	15½	20½	12	1,957	25,930
Liberty Corp.	LC	N	16½	16½	17½	21½	13	6,744	118,829
LIN		O	7	5½	5½	11	3½	2,244	12,342
Meredith Corp.	MDP	N	27	23½	23½	44½	18	2,762	57,312
Outlet Co.	OTU	N	12½	12½	12½	17½	10	1,342	18,117
Plough Inc.	PLO	N	67½	64½	61½	85	55	6,883	420,689
Post Corp.		O	9	9	9½	17½	8	713	6,239
Ridder Publications		O	14½	13½	13½	22	9½	6,217	83,121
Rollins	ROL	N	23½	24½	24½	40½	19½	8,034	199,806
Rust Craft	RUS	A	23½	23½	22½	32½	18½	1,159	24,679
Storer	SBK	N	23½	23½	21½	30½	14	4,223	92,906
Time Inc.	TL	N	34½	36½	36½	43½	25½	7,257	252,181
Trans-National Comm.		O	½	½	½	4½	½	1,000	620
Turner Communications		O	2½	2½	2½	8½	2½	1,328	3,811
Wometco	WOM	N	18½	19	18½	20½	13½	5,817	98,889
Total								116,410	\$ 2,613,883
CATV									
Ameco	ACO	A	7½	6½	5	16	4	1,200	5,100
American TV & Comm.		O	14½	14½	12	22½	10½	1,775	18,638
Cablecom-General	CCG	A	13½	11½	9½	23½	7½	1,605	15,440
Cable Information Systems		O	2½	2½	2½	3	¾	955	2,626
Citizens Finance Corp.	CPN	A	11½	9½	10	17½	9½	994	9,940
Columbia Cable		O	8½	8½	7½	15½	6½	900	6,525
Communications Properties		O	8	8½	8½	10½	6	644	4,669
Cox Cable Communications		O	15½	15	14	24	12	3,550	47,925
Cypress Communications		O	8½	7	7½	17½	6	1,887	14,153
Entron	ENT	A	3½	3½	3	8½	2½	1,320	3,788
General Instrument Corp.	GRI	N	18½	17½	16½	30½	11½	6,250	90,625
H & B American	HBA	A	23½	20½	19½	30½	12½	5,283	99,690
Sterling Communications		O	4½	3½	4	7½	3	1,100	4,675
Tele-Communications		O	11	9½	9½	20½	9	2,704	24,336
Teleprompter	TP	A	74½	67½	62	133½	46	1,161	72,583
Television Communications		O	7	6½	6½	18½	5½	2,816	16,896
Vikoa	VIK	A	10½	9½	7½	27½	6½	2,228	15,596
Total								36,372	\$ 453,185

with Waldie and Briggs, elected VP and creative director.

William H. Friedman, associate director of public relations department, Ketchum, MacLeod & Grove, advertising and PR agency, New York, named VP of agency.

J. Gerald Fortis, VP and creative director, Needham, Harper & Steers, New York, joins SSC&B there in same capacity.

Bruce M. Allen, TV commercial production group supervisor, Grey Advertising, New York, elected VP.

Bart McHugh, with TV programing department, Doyle Dane Bernbach, New York, named VP.

David E. Davis Jr., senior VP and director of planning and special projects on Chevrolet account, Campbell-Ewald, Detroit, appointed director of client services for account.

William F. Sullivan, account supervisor, Benton & Bowles, New York, named VP.

Lew Sherwood and **Dave Wiseltier**, formerly senior VP's and co-creative directors, Daniel & Charles, New York, and **Marvin Schneider**, VP-marketing at agency, join Herbert Arthur Morris Advertising, New York, Messrs. Sherwood and Wiseltier in the same capacities and Mr. Schneider as senior VP and director of marketing.

John McCorkle, assistant national sales manager, HR Television, New York, appointed national division sales manager. **Ken Castelli**, with HR, appointed assistant sales manager of national division.

Joyce Dove, formerly with Dancer-Fitzgerald-Sample, Los Angeles, joins media sales division of Marketing Resources Application, media buying firm, New York, as West Coast senior buyer. She will be based in division's new branch at 1020 North La Brea Avenue, Hollywood.

Alfred G. Grosby, with WAKR-AM-FM-TV Akron, Ohio, appointed national sales coordinator.

Lynn A. Christian, formerly general manager, WPIX-FM New York, joins WVCG(AM)-WYOR(FM) Coral Gables, Fla., as executive VP and general sales manager.

Armand Grez, with John Blair, New York, named national sales manager, KTLA(TV) Los Angeles.

Donald Wilchek, with Paper Mate division of Gillette, Chicago, appointed assistant brand manager for division.

Randy Cantrell, with KTAR-TV Phoenix, joins KOCO-TV Oklahoma City as general sales manager. Both are Combined Communications stations.

Stanton Vogin, local sales manager, WIP(AM) Philadelphia, joins WPEN-AM-FM there as sales manager. **Larry Wexler**, director of sales promotion, Herb Mendelsohn Associates, broadcast promotion and sales firm, New York, joins WPEN as retail sales manager.

Cy Ostrup, VP and part owner, KCKC(AM) San Bernardino, Calif., joins Petry Radio, Los Angeles, as manager. He succeeds **Garry Hollihan**, who retires.

Noel H. Brittain, acting sales manager, KTFI(AM) Twin Falls, Idaho, appointed sales manager.

Richard Keegan, VP, Young & Rubicam, New York, joins Jack Tinker & Partners there as director of account management.

Luther R. Strittmatter, with WKRC-AM-FM Cincinnati, appointed general sales manager. He succeeds **John J. Allonier**, appointed national sales service and promotion manager for WKRC.

William R. Rice, research and associate sales development director, WLS-FM Chicago, appointed general sales manager.

Shirley Palmer joins Seideman, Starrels and Rose, Sherman Oaks, Calif., agency as director of media and marketing.

Robert H. Mendelsohn, with WXYZ-AM-FM Detroit, appointed research-sales development director.

Bill Dahlsten, assistant manager, program director and chief engineer, WIZZ-AM-FM Streator, Ill., joins Grant Webb, New York, station rep, as assistant to president. He was at one time VP, Midwestern district, for Grant Webb in Chicago.

Patrick M. Perrone, with Leo Burnett, Chicago, joins H. Monk & Associates, Rockford, Ill., as copy supervisor in creative services department.

Paule Koreto, with Richard K. Manoff, New York agency, joins Dodge & Delano, there, in senior position in creative department.

Media



Mr. Jones

Freeman Jones, general manager, WSOC-AM-FM-TV Charlotte, N.C., named VP of Cox Broadcasting, Atlanta-based group owner and licensee of WSOC. He will continue in his present capacity at WSOC. **E. William Bohn**, director of personnel and public relations, Cox Broadcasting, also appointed assistant secretary.

George E. Johnson, former sales director, WHAS-TV Louisville, Ky., joins WKYT-TV Lexington, Ky., as VP and general manager.

Robert K. Zimmerman, general manager, WAVA-AM-FM Arlington, Va., named executive VP.

Floyd Eckerson, sales manager, WKTV(TV) Utica, N.Y., joins WUTR(TV) there as general manager. He succeeds **Gordon Gray**, broadcast consultant, who temporarily assumed management of station (BROADCASTING, Aug. 31).

Michael Dillon, director of sales planning, CBS, New York, appointed director of financial planning for CBS Television Stations Division.

David R. Newton, local sales manager, KFMB-AM-FM San Diego, appointed station manager.

Ron Wilson, VP and chief engineer, WDXB(AM) Chattanooga, appointed acting general manager.

Sol Radoff, president, Cream City Broadcasting, licensee of WMIN-AM-FM Minneapolis-St. Paul and WMIL-AM-FM Milwaukee, joins WYLO(AM) Jackson, Wis., as general manager.

Tim Teeter, with KOEL(AM) Oelwein,



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Iowa, joins KCP(AM) Washington, Iowa, as general manager.

Tom Carroll, with WBOS-AM-FM Brookline, Mass., joins WQRC(FM) Hyannis, Mass., as station manager.

Sidney Jordan, formerly in Army, appointed operations manager, WBAL-AM-FM Baltimore.

Bernard Canter, program director, non-commercial WFSU-FM Tallahassee, Fla., joins noncommercial WRTI-FM Philadelphia, as station manager.

Programing

John H. Rook, former president, American Independent Radio, Los Angeles, joins Programing db, program consultation firm, Hollywood, as VP of programing.

E. Grey Hodges, senior VP and general manager, Reeves/Actron, service of Reeves Productions Services, New York, named senior VP of Reeves Productions. **Richard Kugelman**, VP, operations and marketing. **Charles Power**, VP, engineering, named VP, operations and engineering, Reeves Production. **Richard Kugelman**, VP, finance, Reeves Productions, named VP, administration and customer services.

Robert Craver, president, C-TV Corp., mobile-unit leasing firm, New York, joins Transmedia International, New York, mobile production firm, as VP-broadcast services. **Richard M. Helzberg**, secretary, Transmedia, named VP, administration.

William Fultz, formerly with Woroner Productions, South Miami, Fla., and more recently with Mark Century Corp., New York, rejoins the Florida firm as national sales manager for Woroner Productions, Computer Sports Inc., Ben-Scott Recording Inc. and Woroner Films, with headquarters in Palm Springs, Calif.

J. T. Snowden, VP and general manager, WNCT-AM-FM Greenville, N.C., joins SESAC, New York, to represent SESAC in Southwestern U.S. He succeeds **Glenn Ramsey**, who semi-retires and will continue to serve firm on consulting basis.

Alan Sacks, program executive, West Coast, ABC-TV, joins CMA, Los Angeles, as executive in TV division.

L. C. Smith, with WDXB(AM) Chattanooga, appointed program director. **Lloyd Payne**, with WDXB, appointed production director.

Peter Scott, production coordinating, KSFO(AM) San Francisco, named program director.

William H. Rohrer, formerly operations manager and editor, WINS(AM) New

York, named executive producer.

Graham H. Moore, VP and general manager, KNEW-TV San Francisco, joins TCI Programs as western manager. He will be based in San Francisco.

Dori Lenz, community involvement director, WPHL-TV Philadelphia, appointed director of marketing services. She will work on production and marketing of station's special programs.

Rich Evans, with WMT-AM-FM Cedar Rapids, Iowa, joins KCH(AM) Washington, Iowa, as program director.

Bob Kingsley, program director, KGBS(AM) Los Angeles, named assistant program director, KLAC(AM) there.

Fred Muench, producer-director, WDIO-TV Duluth, Minn., joins WTMJ-TV Milwaukee in same capacity.

News



Mr. Frawley

Tom Frawley, chief of Washington news bureau of Cox Broadcasting, Atlanta-based group owner, named VP of Cox. He will continue to serve in his present capacity in Washington.

Ronald C. Beck, manager of program clearance, CBS-TV, New York, appointed manager of program services, CBS News there. **Bob Schieffer**, general assignment reporter, CBS News, Washington bureau, promoted to news correspondent.

Richard F. Buddine, news director, WDEF-AM-FM-TV Chattanooga, joins WLSL-TV Roanoke, Va., in same capacity. All are Park Broadcasting stations.

Warren Kemper, news director, KOHL(AM) Billings, Mont., elected president, Montana Associated Press Broadcasters Association.

Bob Evans, general manager, WELO-AM-FM Tupelo, Miss., elected president, Mississippi Associated Press Broadcasters Association. **Bert Case**, news director, WJTV(TV) Jackson, named VP.

Andrew C. Pearson, television documentaries producer, ABC News, New York; **Claude Courdy**, French Far East Bureau (French national broadcasting system); **Philip S. Balboni**, UPI New England roving reporter, and **Lewis M. Simons**, Malaysia and Singapore correspondent, AP, all among recipients of fellowships in Columbia University, New York, advanced international reporting program for 1970-71.

Richard H. Pyle, AP correspondent in South Vietnam, appointed correspond-

ent in charge at Saigon, succeeding **David Mason**, who is reassigned to Paris as news editor and second-in-command of AP operations in France.

Robert Slater, with UPI state capitol bureau, Trenton, N.J., appointed manager of bureau.

Sherman Bazell, former news director, Kaiser Broadcasting Corp., named news producer, KTVU(TV) Oakland, Calif.

John Parsons, formerly with WABC-TV New York, joins WCBS-TV there as correspondent. **Hal Levinson**, assignment editor and field producer, NBC News, New York, joins WCBS-TV as assignment editor.

Bill Brannigan, with ABC News, Vietnam, assigned to ABC News Middle East bureau, Tel Aviv.

John R. Brooks, with KWTU(TV) Oklahoma City, appointed sports director.

Equipment & engineering



Mr. Cochran

Robert W. Cochran, who has served in various executive capacities with General Electric, including manager of national field sales and new product development manager, joins CBS

Laboratories, Stamford, Conn., as director of marketing for professional products (specialized audio and video equipment). He will have responsibility for all professional products' domestic and foreign marketing programs serving the broadcasting and communications industry, business and education.

Richard R. Peterson, former district manager, Telemation California, named VP, marketing, Telemation, Salt Lake City, equipment manufacturer.

Robert Kotula, with Alan Gordon Enterprises, Hollywood, appointed director of AGE's audio-visual division, which has been expanded to include closed-circuit TV and broadcast television equipment.

Promotion

Lon G. Hurwitz, advertising and promotion director, WPEN-AM-FM Philadelphia, joins WXYZ-AM-FM Detroit in same capacity.

Gary Munday, with KROD(AM) El Paso, appointed promotion-merchandising director.

International

Bruce C. Emonson, president, Caldwell A/V Equipment Co. Ltd., Toronto, subsidiary of CCA Electronics, Glou-

reported decreased sales but lighter losses for the year ended June 30.

During this year Ameco disposed of Remcor and Ameco Cable Inc., two subsidiary operations, which resulted in a net gain of \$426,677 or 36 cents per share. Bruce Merrill, president, said the subsidiaries brought about a net loss of \$309,038 or 26 cents per share prior to termination of their operations.

Mr. Merrill added that Ameco's sales came primarily from the nation's CATV industry, which "while showing promise for the future is having its present

growth restricted by unfavorable federal regulations." He note expected improvements in Ameco's earnings will be "largely influenced by actions to be taken by the FCC in the ensuing months."

For the year ended June 30:

	1970	1969
Earned per share	(\$ 0.38)	\$(0.86)
Revenues	3,193,788	6,249,279
Net income	(457,906)	(1,031,357)
Average shares outstanding	1,200,000	1,200,000

Harris-Intertype Corp., Cleveland, reported increased sales and profits for

the year ended June 30.

Company, which owns Gates Radio Co., Quincy, Ill., manufacturer of broadcasting equipment, had an increase in net income of \$545,000 on an increase in sales of \$40,251,000.

Chairman George S. Divey and Richard B. Tullis, president, said the rate of new-product introduction is increasing in several areas including new transceiver radio systems and TV broadcasting products.

The firm added that on-the-air operation of a new line of color TV trans-

	Stock symbol	Ex-change	Closing Sept. 17	Closing Sept. 10	Closing Sept. 3	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	13½	13½	11½	31½	8%	5,942	59,420
Disney	DIS	N	111½	100¼	105¼	158	89½	5,894	804,842
Filmways	FWY	A	9¼	8½	7½	18½	5%	1,842	13,576
Four Star International		O	2	1½	2	4	1½	666	1,332
Gulf & Western	GW	N	16¼	16½	14½	20¼	9½	15,362	218,909
Kinney National	KNS	N	25½	25¼	24½	36	20%	10,402	249,648
MCA	MCA	N	20	18	16	25¼	11%	8,195	125,957
MGM	MGM	N	20½	17	15¼	29½	12½	5,894	95,778
Music Makers Group		O	2½	2¼	2%	9	2¼	589	1,620
National General	NGC	N	16½	14¼	13¼	20¼	9	4,910	69,968
Tele-Tape Productions*		O	2½	2¼	2%	6¼	2¼	2,183	3,536
Transamerica	TA	N	14½	15	14¼	26¼	11%	63,630	850,733
20th Century-Fox	TF	N	10½	10½	8½	20½	6	8,562	71,664
Walter Reade Organization		O	3½	4	3½	13½	2%	2,312	8,092
Wrather Corp.	WCO	A	7½	6½	5%	10%	4½	2,211	11,873
Total								138,594	\$ 2,386,948
Service									
John Blair	BJ	N	15½	14½	14%	23½	10%	2,605	34,516
Comsat	CO	N	42½	43½	40¼	57¼	25	10,000	390,000
Creative Management		O	8½	7½	6¼	14½	4½	1,075	6,450
Doyle Dane Bernbach		O	21¼	19	20	24½	14	1,924	33,189
Footle, Cone & Belding	FCB	N	8½	7½	7¼	12¼	7¼	2,167	16,794
Grey Advertising		O	8¼	7½	7½	13½	6¼	1,207	8,896
LaRoche, McCaffrey & McCall		O	9½	9½	10	17	9	585	55,575
Movielab	MOV	A	2½	2½	2½	7½	2	1,407	2,983
MPO Videotronics	MPO	A	7	7½	7	9½	4%	558	3,415
Nielsen		O	33	33	34	42	26½	5,299	182,816
Ogilvy & Mather		O	20	18½	20	22¼	15	1,096	20,550
PKL Co.	PKL	A	3½	4	3½	12%	2½	743	2,786
J. Walter Thompson	JWT	N	25	25½	25½	36	21½	2,773	66,552
Wells, Rich, Greene	WRG	A	8¼	8½	9¼	9½	5	1,581	11,652
Total								33,020	\$ 836,174
Manufacturing									
Admiral	ADL	N	8%	8½	8	14½	6½	5,158	42,554
Amplex	APX	N	18¼	18½	16½	48½	12½	10,869	175,208
CCA Electronics		O	2½	3	2½	5	1½	800	2,000
Collins Radio	CRI	N	14½	13¼	13¼	37¼	9	2,968	40,424
Computer Equipment	CEC	A	4%	5	3%	12¼	3½	2,406	9,624
Conrac	CAX	N	14	13½	13¼	32¼	11	1,262	14,664
General Electric	GE	N	81	80	78¼	80¼	60¼	90,884	7,154,388
Harris-Intertype	HI	N	49¼	47	45½	75	36¼	6,357	287,654
Magnovox	MAG	N	30%	37½	32¼	38½	22¼	16,429	552,345
3M	MMM	N	86	85½	85	114¼	71	56,058	4,919,089
Motorola	MOT	N	47¼	48	46	47¼	31	13,334	616,697
RCA	RCA	N	26½	26½	24¼	34%	18½	66,926	1,606,224
Reeves Industries	RSC	A	3½	3	3½	5¼	2½	3,458	10,374
Telemation		O	8½	8¼	9	24	8½	1,080	9,720
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	67¼	65¼	68½	69¼	53¼	39,685	2,599,368
Zenith Radio	ZE	N	32%	32¼	32%	37¼	22¼	19,020	644,207
Total								338,051	\$18,684,540
Grand total								732,558	\$26,555,034
Standard & Poor Industrial Average									
			90.34	90.33	90.09				

N-New York Exchange
A-American Stock Exchange
M-Midwest Stock Exchange
O-Over-the-counter (bid price shown)

* New additions to index.

Shares outstanding and capitalization as of Aug. 27.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
† Trading suspended July 16 by American Stock Exchange.

mitters, among other things, "helped to counter the effect of the economic slowdown."

For the year ended June 30:

	1970	1969
Earned per share	\$ 3.26	\$ 3.20
Net sales	379,597,000	339,346,000
Net income	20,670,000	20,125,000

Financial notes:

■ Starr Broadcasting Group Inc., New Orleans-based group station owner, has filed a registration statement with the Securities and Exchange Commission

offering 60,000 common shares and \$2 million of subordinated debentures for public sale. Sale is in units of \$1,000 debenture and a warrant to purchase common stock at \$1,000 per unit. Of the net proceeds of its offering, \$950,000 will be used to pay indebtedness in connection with purchase of Starr's publishing division; \$3 million for purchase of KEIR-FM Dallas from William Robert Elkins, with balance used for corporate purposes including format changes and start-up expenses upon

assuming ownership of KEIR-FM, subject to FCC approval.

■ Kinney National Service Inc., New York, parent company of Warner Bros., has declared a regular quarterly dividend of 6¼ cents per share on common stock; 22½ cents a share on series A convertible preferred stock; \$1.0625 a share on \$4.25 series B convertible preferred stock and 31¼ cents a share on \$1.25 series D convertible preferred stock, all payable Nov. 16 to shareholders of record Oct. 15.

Promotion

Star names sales firm for 'happy day' promo

Bridal Fair Inc., the national sales subsidiary of the Star stations, Omaha, has been appointed to market the "Have a Happy Day" advertising, promotion and public relations program created by Carson/Roberts Inc., Los Angeles. The on-or-off-the-air campaign is being used by 39 radio stations, one restaurant chain and a group of banks.

Merrill Barr, general manager of HapDay Industries, said the 14-man Star sales staff would provide improved national exposure of the format. The Happy Day package includes 21 logos for program intros and leadouts, about 200 comedy vignettes every 13 weeks, a program of graphics for mixed-media advertising, sales and merchandising plans, and a line of related merchandise—from match books to beach towels.

Promotion tips:

Fifty fighting years ■ MPO Videotronics, New York, has filmed over 400 color spots for the American Civil

Liberties Union, to be used on TV starting in mid-September. The 60-, 30- and 10-second spots have been sent to ACLU's affiliates across the country where they will be placed as public service announcements on local TV outlets. The spots have as their theme ACLU's 50 years in the defense of civil liberties.

San Diego seminar ■ The fifth annual public service seminar sponsored by KOGO-AM-FM-TV San Diego, the Junior League of San Diego and the Union Tribune Publishing Co. there begins Oct. 1. The seminar is designed to assist clubs and civic organizations in the correct method of preparing materials for radio, television and newspaper public service use. Sessions will be conducted by KOGO and Union Publishing executives and will include TV graphics and production, newspaper public service and the "do's and don't's" of TV interviews.

Cypress branches out ■ Cypress Communications Corp., Los Angeles-based multiple CATV owner, has adopted a new logo featuring a "highly stylized"

cypress tree. Cypress merged with Hariscope Cable Corp. last May, thus becoming one of the largest cable operators in the country. However, "we specifically asked the designer not to try to connote cable television in our logo," commented Marc B. Nathanson, director of marketing. "After all, we don't even know what the words 'cable television' will mean in ten years."



United Fund jingle ■ Kops Monahan Communications radio group of New Haven, Conn., has developed a jingle for United Funds and Community Chests to use in their fall campaigns. Local Community Fund offices will be provided with copies of the jingle. Kops Monahan Communications stations are WAVZ(AM) and WKCI-FM, both New Haven, and WTRY(AM) Troy and WDKC-FM Albany, both New York.

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Broadcast advertising



Mr. Ephron

department manager, and Jerald Mitty, media planning supervisor, named

Erwin Ephron, VP, director of media, programming and media research, Carl Ally Inc., New York, named VP, director of marketing services. Fred Chernin, research project director, becomes research de-

media department manager.

Reginald H. Satterwhite, associate advertising manager, toilet goods division, Procter & Gamble, Cincinnati, joins Clyne Maxon, New York, as senior VP for marketing services and member of executive committee.

Richard Sheppard, supervisor, broadcast buying section, Campbell-Ewald, Detroit, appointed manager of section. He is succeeded as supervisor by Alan R. Foraker, senior timebuyer.

Albert Sprung, research account supervisor, Lennen & Newell, New York,

named VP and associate research director.

Tom Lisker, formerly creative group head, Dancer-Fitzgerald-Sample, New York, joins Klemtner Casey, agency there, as creative director and senior VP.

Rona M. Levelin, creative supervisor, and **Arnold Blumberg**, executive art director, Foote, Cone & Belding, New York, elected VP's.

R. A. Presnail, executive art director, Waldie and Briggs, Chicago, elected VP with responsibility for administration of art department. **Hugh T. James**,

■ Kankakee Valley Broadcasting Co., Knox, Ill.—Granted WKVI.

■ Somerset Valley Broadcasting Co., Somerville, N.J.—Granted WBRW.

Designated for hearing

■ Humboldt and Union City, both Tennessee—FCC set for hearing applications of Communications Associates Inc. and Quality Broadcasters for new AM on 1190 kc with 500w-D (quality with DA). Action Sept. 9.

Existing AM stations

Final actions

■ WWCO Waterbury, Conn.—Broadcast Bureau granted CP to move trans. site approximately 220 ft. Action Sept. 9.

■ WWDC Washington—In reply to letter by Miss Mollie Kenaceh and other members of Washington chapter of Women's Strike for Peace, commission ruled that no further action is warranted at this time on request for reconsideration of staff action of May 15, which found no basis for denying renewal of license of WWDC. Action Sept. 9.

■ WIGL Miami—FCC returned application by Mission East Co., licensee, to change trans. site and facilities and denied request for waiver of rules (stations at spacings below minimum separation). Action Sept. 9.

■ KKAH Kailua, Hawaii—FCC granted request by Mauna Kea Broadcasting Co., licensee, for waiver of rules (minimum requirements for effective radiated power). Action Sept. 9.

■ KNCB Vivian, La.—FCC denied request by North Caddo Broadcasting Co., licensee, for waiver of "freeze" criteria of rules and returned amendment. Action Sept. 9.

■ WGAN Portland, Me.—Broadcast Bureau granted CP to change MEOV's on directional radiation pattern; condition. Action Sept. 3.

■ WKMF Flint, Mich.—Broadcast Bureau granted CP to install new trans. for use as alternate main-N and auxiliary D. Action Sept. 3.

■ KWEB Rochester, Minn.—Broadcast Bureau granted CP to change D directional pattern from four-tower design to three-tower design; condition. Action Sept. 9.

■ WBEN Buffalo, N.Y.—Broadcast Bureau granted CP to install new alternate main trans. Action Sept. 9.

■ WHVL Hendersonville, N.C.—Broadcast Bureau granted CP to make changes in ant. system. Action Sept. 9.

■ WBUX Doylestown, Pa.—Broadcast Bureau granted CP to change ant. trans. and studio location to 0.2 mile south of intersection of Ferry and Rickert Roads, Doylestown. Action Aug. 31.

■ WMUU Greenville, S.C.—FCC notified Bob Jones University, licensee, that efforts to comply with equal employment provisions of rules have not been adequate; directed licensee to submit within four weeks, specific equal employment opportunity program to achieve compliance. Action Sept. 9.

■ KVIL Highland Park, Tex.—Broadcast Bureau granted mod. of license to operate by remote control from main studio location, Park Cities Bank building, 3315 Preston Road, Highland Park; conditions. Action Sept. 3.

■ WCVF Culpeper, Va.—Broadcast Bureau granted CP to make changes in ant. system (increase height and side mount FM ant. near top; conditions. Action Sept. 3.

■ WLEO Ponce, Puerto Rico.—Broadcast Bureau granted CP to install new alternate main trans. at Central Constancia Road, Ponce, on 250 w, non-directional U. Action Sept. 3.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Clare and West Branch, both Michigan (Bi-County Broadcasting Corp. [WCRM] and Ogemaw Broadcasting Co.), AM proceeding, granted petition of Bi-County and dismissed application; dismissed Ogemaw's petition to dismiss Bi-County's application and granted request of Ogemaw, suspended presently established procedural dates; postponed hearing now scheduled for Sept. 22 to date to be set by subsequent order and scheduled prehearing conference for Sept. 22 (Docs. 18834-5). Action Sept. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted petition by Rock City Broadcasting Inc. for leave to amend application to include corrective engineering information (Docs. 18901-2). Action Sept. 1.

■ Acting Chief Hearing Examiner Herbert Sharfman in Milton-Freewater and Hermiston, all Oregon (Country Radio Broadcasting Inc. and Hermiston Broadcasting Co. [KOHU]), AM proceeding, designated hearing examiner Chester F.

Naumowicz Jr. as presiding officer; scheduled prehearing conference for Oct. 15 and hearing for Nov. 18 (Docs. 18965-6). Action Sept. 2.

Fine

■ WAPE Jacksonville, Fla.—FCC ordered Brennan Broadcasting Co., former licensee of WAPE, to pay forfeiture of \$9,000 for broadcasting lottery information and failing to identify sponsors of paid announcements for dance promotions in station's logs. Action Sept. 9.

Call letter applications

■ KKID, Conejo Broadcasters Inc., Thousand Oaks, Calif.—Requests KGOE.

■ KLIR, KLIR Inc., Denver—Requests KRKS.

■ KSND, Big Wind Broadcasting Co., Seattle—Requests KUUV.

■ KPEG, Bellevue Broadcasters, Spokane, Wash.—Requests KEZE.

Call letter actions

■ WIXX, Broward County Broadcasting Co., Oakland Park, Fla.—Granted WEXY.

■ KLSI, Salina Radio Inc., Salina, Kan.—Granted KINA.

New FM stations

Applications

■ Oakdale, La.—Louisiana Broadcasting Service seeks 104.9 mc, 1.5 kw. Ant. height above average terrain 230 ft. P.O. address Highway 10 East, Oakdale 71463. Estimated construction cost \$11,180; first-year operating cost \$6,500; revenue \$8,000. Principals: Cyril W. Reddoch (50.66%), and C. Winsett Reddoch (49.34%). Messrs. Cyril and Winsett Reddoch own 50 2/3% and 49 1/3%, respectively, of KREH(AM) Oakdale, La. Cyril Reddoch owns 66 2/3% of KWWM(AM) and KSTV(TV) Stephenville, Tex.; purchase of remaining interests pending FCC approval. Ann. July 31.

■ Hillsdale, Mich.—Flynn Enterprises Inc. seeks 92.1 mc, 3 kw. Ant. height above average terrain 103 ft. P.O. address 170 North West Street, Hillsdale 49242. Estimated construction cost \$12,996; first-year operating cost \$4,000; revenue \$4,000. Principals: Fahey J. Flynn, sole owner. Mr. Flynn owns WCSR(AM). Ann. July 29.

■ Columbia, Mo.—Contemporary Media Inc. seeks 98.3 mc, 3 kw. Ant. height above average terrain 84 ft. P.O. address Box 1460, St. Charles, Mo. 63301. Estimated construction cost \$31,339; first-year operating cost \$72,000; revenue \$60,000. Principals: Michael S. Rice, president-treasurer (60%), and Malcolm R. Rice, vice president (40%). Messrs. Rice own respective interests in KIRL(AM) St. Charles, Mo. M. S. Rice is general manager of KIRL. M. R. Rice has interest in general contracting company. Ann. July 29.

■ Anaconda, Mont.—Magicland Broadcasting Inc. seeks 97.7 mc, 210 w. Ant. height above average terrain 950 ft. P.O. address 1501 East Park Avenue, Anaconda 59711. Estimated construction cost \$12,600; first-year operating cost \$17,600; revenue \$20,000. Principals: Rex K. Jensen, president, et al. Principals own KANA(AM) Anaconda. Ann. July 21.

■ Tulsa, Okla.—American Christian College Inc. seeks 98.5 mc, 100 kw. Ant. height above average terrain 582.8 ft. P.O. address 2808 South Sheridan Road, Tulsa 74129. Estimated construction cost \$59,029.83; first-year operating cost \$52,104; revenue \$48,000. Principals: Dr. Billy James Hargis, president, et al. Ann. July 21.

■ Columbia, S.C.—Frank D. Ward Inc. seeks 93.5

mc, 3 kw. Ant. height above average terrain 210 ft. P.O. address 3715 Oakleaf Road, Columbia 29206. Estimated construction cost \$27,981.45; first-year operating cost \$40,000; revenue \$75,000. Principals: Frank D. Ward, sole owner. Mr. Ward is broadcast consultant. Ann. Aug. 13.

■ *Rapid City, S.D.—South Dakota School of Mines seeks 88.1 mc, 10w. Ant. height above average terrain 100 ft. P.O. address East Street, Joseph Street, Rapid City 57701. Estimated construction cost \$3,600; first-year operating cost \$1,600; revenue none. Principals: Ron Christensen, chairman, board of control of student association, et al. Ann. Aug. 19.

Final actions

■ *Vincennes, Ind.—Broadcast Bureau granted Board of trustees, Vincennes University, 91.3 mc, 0.1 kw. Ant. height above average terrain 515 ft. P.O. address 1002 North First St., Vincennes. Estimated construction cost \$7,275; first-year operating cost \$2,033; revenue none. Principals: Mathew E. Welsh, president, et al. Mr. Welsh is lawyer. Action Sept. 2.

■ Clinton, Iowa—Valley Broadcasting Co. Broadcast Bureau granted 97.7 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address 124 4th Avenue, South, Box 875, Clinton, Iowa 52732. Estimated construction cost \$25,000; first-year operating cost \$12,000; revenue \$15,000. Principals: Robert Z. Morrison, president (51%), et al. Principals own KCLN(AM) Clinton. Action Aug. 13.

■ Ocean Springs, Miss.—Charles H. Cooper. Broadcast Bureau granted 103.1 mc, 3 kw. Ant. height above average terrain 295 ft. P.O. address 461 Glen Valley Way, Gulfport, Miss. 39501. Estimated construction cost \$9,955; first-year operating cost \$16,804; revenue \$18,000. Principals: Charles H. Cooper, sole owner. Mr. Cooper owns broadcast engineering service and is technical training instructor at Keesler AFB, Miss. Action Aug. 31.

■ San Marcos, Tex.—Advance Inc. FCC granted 103.7 mc, 90.5 kw. Ant. height above average terrain 600 ft. P.O. address 1011 West 11th Street, Austin, Tex. 78703. Estimated construction cost \$68,400; first-year operating cost \$40,000; revenue \$48,000. Principals: R. Miller Hicks, sole owner, Mr. Hicks owns business development and consultant firms, 20% of KJOE(AM) Shreveport, La., 33 1/3% of metal building contractor, 25% of shopping center development and has interest in KTOD-FM Sinton, Tex. Action Aug. 26.

■ *Seattle—Nathan Hale high school. Broadcast Bureau granted 89.5 mc, TPO 10 w. P.O. address 10750 30th Avenue, N.E., Seattle 98125. Estimated construction cost \$3,345; first-year operating cost \$2,265; revenue none. Principals: Lawrence Edward Adams, communications department head, et al. Action Sept. 2.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Rogers, Ark. (Robert E. Sanders and KAMO Inc.), FM proceeding, designated Basil P. Cooper as presiding officer and scheduled prehearing conference for Oct. 12 and hearing for Nov. 16 (Docs. 18973-4). Action Aug. 28.

■ Acting Chief Hearing Examiner Herbert Sharfman in Big Bear Lake and Banning, both California (Mountain Broadcasting Inc. and Stolte Inc.), FM proceeding, designated hearing examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for Oct. 15 and hearing for Nov. 23 (Docs. 18967-8). Action Sept. 2.

■ Acting Chief Hearing Examiner Herbert Sharfman in Camarillo, Calif. (Camarillo Broadcasting Co. and Hot Air Radio), FM proceeding, designated Millard F. French as presiding officer and scheduled prehearing conference for Oct. 14 and hearing for Nov. 16 (Docs. 18969-70). Action Sept. 2.

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■ Acting Chief Hearing Examiner Herbert Sharfman in Leisure City, Homestead and Goulds, all Florida (Resort Broadcasting Inc., Seven League Productions Inc. and Fine Arts Broadcasting Co.), FM proceeding, designated hearing examiner Jay A. Kyle as presiding officer; scheduled prehearing conference for Oct. 14 and hearing for Nov. 16 (Docs. 18956-8). Action Sept. 2.

■ Acting Chief Hearing Examiner Herbert Sharfman in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, designated Isadore A. Honig as presiding officer and scheduled prehearing conference for Oct. 16 and hearing for Nov. 23 (Docs. 18975-6). Action Sept. 2.

■ Acting Chief Hearing Examiner Herbert Sharfman in Naples, Fla. (Recreation Broadcasting of Naples Inc. and Naples Image Inc.), FM proceeding, designated hearing examiner James F. Tierney as presiding officer; scheduled prehearing conference for Oct. 15 and hearing for Nov. 18 (Docs. 18961-2). Action Sept. 2.

■ Acting Chief Hearing Examiner Herbert Sharfman in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, designated Forest L. McClenning as presiding officer and scheduled prehearing conference for Oct. 14 and hearing for Nov. 16 (Docs. 18971-2). Action Sept. 2.

■ Acting Chief Hearing Examiner Herbert Sharfman in Valdosta and Lake Park, both Georgia (Christian Radio Fellowship Inc. and Florida-Georgia Interstate Inc.), FM proceeding, designated Ernest Nash as presiding officer and scheduled prehearing conference for Oct. 14 and hearing for Nov. 16 (Docs. 18963-4). Action Sept. 2.

■ Acting Chief Hearing Examiner Herbert Sharfman in Tulsa, The Village and Oklahoma City, all Oklahoma (Oklahoma Broadcasting Co., Southwestern Sales Corp., All American Broadcasting Corp. and KTOK Radio Inc.), FM proceeding, designated hearing examiner James F. Tierney as presiding officer; scheduled prehearing conference for Oct. 26 and hearing for Nov. 23 (Docs. 18951-5). Action Sept. 2.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, on request of parties scheduled special hearing conference for Sept. 4 (Docs. 18634-5). Action Sept. 3.

■ Hearing Examiner James F. Tierney in Harriman, Tenn. (Folkways Broadcasting Inc. and Harriman Broadcasting Co.), FM proceeding, set procedural dates and scheduled evidential phase of proceeding for Dec. 15 (Docs. 18912-3). Action Sept. 2.

Other action

■ Review board in Harriman, Tenn.—FM proceeding, granted request for brief extension of time to file reply, filed Sept. 4 by Folkways Broadcasting Inc. (Docs. 18912-13). Action Sept. 9.

Rulemaking petition

■ FCC proposed amendment of FM table of assignments to reassign ch. 287 from Forest City, N.C., to Gaffney, S.C., and to reassign ch. 235 from Cleburne to Arlington, both Tex. Action Sept. 9.

Call letter applications

■ Lan-Jol Enterprises, Yuma, Ariz.—Requests KALJ(FM).

■ Gateway Broadcasters Inc., Porterville, Calif.—Requests K100(FM).

■ Herold Broadcasting Co., Sonora, Calif.—Requests KVML(FM).

■ Valley Broadcasting Co., Clinton, Iowa—Requests KCLN(FM).

■ Charles H. Cooper, Gulfport, Miss.—Requests WOSM(FM).

■ SBG Enterprises Inc., Pulaski, Tenn.—Requests WMGL(FM).

Call letter actions

■ Mountain Home Broadcasting Co., Mountain Home, Ark.—Granted KTLO-FM.

■ Bethany Broadcasting Co., Thompson, Ga.—Granted WTHO-FM.

■ Stuart Noordyk, Fremont, Mich.—Granted WSHN-FM.

■ Pemberton Broadcasting Co., Granada, Miss.—Granted WRIL(FM).

■ Northwest Missouri State College, Maryville, Mo.—Granted *KXCV(FM).

■ Ozark Broadcasting Co., Salem, Mo.—Granted KETU(FM).

■ Swamp Fox Broadcasting Co., Marian, S.C.—Granted WATP-FM.

Designated for hearing

■ Searcy, Ark.—FCC set for hearing applications of Horne Industries Inc. and Tellum Broadcasting

Co. of Searcy Inc. for new FM's on 99.3 mc with 3 kw at Searcy. Action Sept. 9.

■ Wailuku, Hawaii—FCC designated for hearing mutually exclusive applications of John Hutton Corp. and Kirk Munroe for new FM's on 95.1 mc. Action Sept. 9.

Existing FM stations

Final actions

■ WCCF-FM Punta Gorda, Fla.—Broadcast Bureau granted request for SCA on 67 kc. Action Sept. 9.

■ WDFH(FM) Chicago—Broadcast Bureau granted CP to change trans. location to John Hancock building, 875 North Michigan Avenue, Chicago; install ant.; make changes in ant. system; ERP 4.5 kw; remote control permitted. Action Sept. 8.

■ KRWL-FM Carson City, Nev.—FCC granted request by Thornton L. Audrain, receiver in bankruptcy for Carson City Broadcasting Corp., for reinstatement of application for CP to replace expired permit for KRWL-FM and designated application for oral argument before review board. Action Sept. 9.

■ KWGO-FM Abernathy, Tex.—FCC granted application by Abernathy Broadcasting Co. to change location of KWGO-FM to Lubbock, Tex., decrease ERP to 44 kw and increase ant. height to 740 ft. Action Sept. 9.

■ KBFM(FM) Lubbock, Tex.—Broadcast Bureau granted CP to change trans. location to 933 Ft. Southwest of intersection of 84th Street and Avenue J., near Lubbock; change studio location to 800 East Broadway, Lubbock; install ant.; make changes in ant. system; ERP 1.8 kw; ant. height 540 ft. Action Sept. 8.

■ WBKW(FM) Beckley, W.Va.—Broadcast Bureau granted request for SCA on 67 kc. Action Sept. 8.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fairmont, Minn. (KNUJ Inc.), FM proceeding, petition to dismiss application filed by applicant, cancelled prehearing conference now scheduled for Sept. 3 (Doc. 18829). Action Sept. 2.

■ Hearing Examiner Leonore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN(FM)] and Communicom Media), FM proceeding, granted requests by Communicom Media and WHCN to extent that all procedural dates in June 10 examiner's order are suspended, including date for commencement of hearing; further ordered that as soon as review board acts on Communicom's pending appeal, further prehearing conference will be called to establish new schedule of dates (Docs. 18805-6). Action Sept. 2.

Call letter applications

■ KUZZ-FM, Chaparral Broadcasting Inc., Bakerville, Calif.—Requests KZIN-FM.

■ KABC-FM, American Broadcasting Co., Los Angeles—Requests K11A-FM.

■ KGO-FM, American Broadcasting Co., San Francisco—Requests KSFX-FM.

■ WLS-FM, American Broadcasting Co., Chicago—Requests WXAI-FM.

■ WRSV(FM), Radio Skokie Valley Inc., Skokie, Ill.—Requests WCLR(FM).

■ WXYZ-FM, WXYZ Inc., Detroit—Requests WDAI-FM.

■ KBUB-FM, Philip D. Doersam, Reno—Requests KGLR(FM).

■ WABC-FM, American Broadcasting Co., New York—Requests WRIF-FM.

■ WZIP-FM, Margaret S. Sudbrink, Cincinnati—Requests WWEZ(FM).

■ KQV-FM, KQV Inc., Pittsburgh—Requests WDVE-FM.

■ WBVB(FM), Inspiration Time Inc., Union City, Pa.—Requests WCTL(FM).

■ KXYZ-FM, KXYZ Inc., Houston—Requests KAUM-FM.

■ KTWD(FM), Bellevue Broadcasters, Spokane, Wash.—Requests KEZE-FM.

■ WTOS(FM), Margaret S. Sudbrink, Wauwatosa, Wis.—Requests WEZW(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following: K08FR and K12GX, both Aztec; K02AG, K09AK, and K11AM, all Eagle Nest and rural area, all New Mexico; K03AW Glenwood Springs, Colo.; and K73AE Redmond, K79AJ Redmond and Prineville; and K81AW Redmond, Prineville and Madras, all Oregon. Actions Sept. 8.

■ Broadcast Bureau granted renewal of licenses for following and co-appealing auxiliaries: KADL(AM) Pine Bluff, KBJ(AM) Fordyce, KDQN(AM) DeQueen and KGKO Benton, all Arkansas; WISZ-FM Glen Burnie, Md.; WKPO(AM) Prentiss, Miss.; WKYW(FM) Frankfurt, WMOR-AM-FM Morehead, WPKE-AM-FM Pikeville, and WSEX(FM) Somerset, all Kentucky; WNIK-AM-FM Arecibo, Puerto Rico; WTAB(AM) and WKSM(FM), both Tabor City, and WFTC(AM) and WRNS(FM), both Kinston, all North Carolina; and WPM5(FM) Indianapolis. Actions Sept. 11.

■ Broadcast Bureau granted renewal of licenses for following and co-appealing auxiliaries: KOTN-AM-FM Pine Bluff, KVEE-AM-FM Conway, KXAR(AM) Hope, and KOSY(AM) Texarkana, all Arkansas; WAIN-AM-FM Columbia, WGOH(AM) Grayson, WHIR(AM) Danville, WMSK(AM) Morganfield, WMTA(AM) Central City, and WSAC(AM) Fort Knox, all Kentucky; WBLR-AM-FM Batesburg, S.C.; WBMA(AM) Beaufort, and WCSL(AM) Cherryville, both North Carolina; WCSI-AM-FM Columbus, WCVL(AM) Crawfordsville, WLFI-TV Lafayette, and WROZ(AM) Evansville, all Indiana; WDEF-AM-FM Chattanooga, WKRM(AM) Columbia, WORM(AM) Savannah, and WSLV(AM) Ardmore, all Tennessee; WDMS(FM) Greenville, WBLE(AM) Batesville, WMAG(AM) Forest, WORV(AM) Hattiesburg, and WSUH(AM) Oxford, all Mississippi; and WLUV(AM) Haynesville, WFPR(AM) Hammond, and WNP5(AM) New Orleans, all Louisiana. Actions Sept. 11.

■ Broadcast Bureau granted renewal of licenses to following and co-appealing auxiliaries: KPBA(AM) Pine Bluff, Ark.; WBKK(AM) West Point, WCRY(AM) Macon, WJAT-AM-FM Swainsboro, WKLY(AM) Hartwell, WMTM-AM-FM Moultrie, WVLD(AM) Valdosta, and WWGS(AM) Tifton, all Georgia; WBMS(AM) Black Mountain, N.C.; WDXV(AM) Sumter, S.C.; WEXR(AM) Fayetteville, WETB(AM) Johnson City and WMCH(AM) Church Hill, all Tennessee; WERH(AM) Hamilton, and WFEB(AM) Sylacauga, both Alabama; WIEL(AM) Elizabethtown, and WKOA(AM) and WKOF(FM), both Hopkinsville, all Kentucky; WNSL-AM-FM Laurel, WOKK(AM) Meridian, WLSM(AM) Louisville, and WVM1(AM) Biloxi, all Mississippi. Actions Sept. 15.

■ Hearing Examiner Chester F. Naumowicz in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted petition of witnesses to testify to extent that upon request of petitioners immediately prior to appearance of employees who are to testify in proceeding, order suitable to then-prevailing circumstances will be issued (Doc. 18500). Action Sept. 1.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following: WSUB-FM Groton, Conn., to Jan. 16, 1971; WFXM(FM) Jackson, Miss., to Feb. 17, 1971; KAWL-FM York, Neb., to Dec. 20; WDLC-FM Port Jervis, N.Y., to Nov. 15; WCOS-FM Columbia, S.C., to Dec. 29. Actions Sept. 4.

■ WYDE Birmingham, Ala.—Broadcast Bureau granted mod. of CP to change MEOV's for N direction pattern; condition. Action Sept. 3.

■ KBSC-TV Corona, Calif.—Broadcast Bureau granted mod. of CP to change ERP to vis. 447 kw, aur. to 67.6 kw; change type trans. and ant.; ant. height 2780 ft.; granted mod. of CP to extend completion date to March 3, 1971. Action Sept. 3.

■ KBVL(FM) Boulder, Colo.—Broadcast Bureau granted mod. of CP to change trans. and ant.; remote control permitted. Action Sept. 8.

■ WJCT(TV) Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to March 9, 1971. Action Sept. 9.

■ WMCU(FM) Miami—Broadcast Bureau granted mod. of CP to change ant. height to 890 ft. Action Sept. 8.

■ WYEA-TV Columbus, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to March 9, 1971. Action Sept. 9.

■ WGNU-FM Granite City, Ill.—Broadcast Bureau granted mod. of CP to make changes in transmission line; change ant. Action Sept. 8.

■ WURD(TV) Indianapolis—Broadcast Bureau granted mod. of CP to extend completion date to March 9, 1971. Action Sept. 9.

■ WBFF(TV) Baltimore—Broadcast Bureau granted mod. of CP to change ERP to vis. 1350 kw, aur. 269 kw; change type ant.; ant. height 900 ft.; condition; granted mod. of CP to change name of permittee to Chesapeake Television Inc.; granted mod. of CP to extend completion date to March 4, 1971. Action Sept. 4.

■ Dowagiac, Mich.—Broadcast Bureau granted mod. of CP to change trans. location to 1.3 miles West of Marcellus Road, on McKenzie Road, 2 miles East of Dowagiac; make changes in ant. system; remote control permitted. Action Sept. 2.

■ WKMF Flint, Mich.—Broadcast Bureau granted

chester City, N.J., elected to board of directors of CCA.

David E. Lyman, general manager, CKXL(AM) Calgary, Alberta, Canada, appointed general manager, CKY-AM-FM Winnipeg, Man., Canada. Both are Moffat Broadcasting Ltd. stations.

Allied fields

Irwin S. Elyn, attorney-adviser in Broadcast Bureau's renewal and transfer division, FCC, Washington, appointed chief of transfer branch, office which is responsible for processing all applications for assignments of licenses.

Dr. Harold Mendelsohn, professor and director of research, University of Denver department of mass communications, appointed chairman of that department.

George Ward, Hollywood production executive, appointed manager, radio division, First Church of Christ Scientist, Boston.

Stephen M. Brooks, staff announcer, WGAY(FM) - WQMR(AM) Washington, appointed special assistant to director of Chicago region of U.S. Postal Service. He will be principal adviser on com-

munity and media relations for Illinois and Michigan.

Deaths

Thomas H. (Buck) O'Neil, 83, retired AP editor who founded AP's broadcast news desk in New York in the early forties, died Sept. 14 at Sancta Maria hospital in Cambridge, Mass., after brief illness. Mr. O'Neil, an AP editor for 34 years, had been in charge of the broadcast news desk for 10 years before he retired in 1951. Before that time, he directed AP's early news reports for afternoon newspapers. He is survived by two brothers and two sisters.

Edmund P. Flynn, 71, president of his own PR and advertising agency in New York, died of cancer Sept. 8 in St. Vincent's hospital, New York. He also had early radio program, *Up and Around New York Town with Ed Flynn* on WINS(AM). He is survived by his wife, Beatrice, son and daughter.

Dennis J. O'Neill, 66, retired advertising executive, died Sept. 6 in St. John hospital in Cleveland. He had been with D'Arcy Advertising in Cleveland, where he was VP and head of creative services, for over 25 years.

Nathan Berlin, 62, died in Veterans hospital in Salt Lake City following long illness. He had served in news department of noncommercial WNYC(AM) New York, and was director of information at New York World's Fair in 1938-39. He also wrote scripts for *Superman* radio series. He was last with Adamson & Associates, Salt Lake City agency, as account executive. He is survived by his wife, Caroline, and daughter.

Janet French, 50, senior copy writer, SSC&B, New York, died Sept. 10 at Memorial hospital, New York. She is survived by three children.

C. F. (Harry) Daugherty, 74, chief engineer, WSB-AM-FM Atlanta from 1925 until retirement in 1960, died Sept. 9 in Atlanta.

Chester Morris, 69, motion picture and television actor, died Sept. 13 of overdose of barbituates in New Hope, Pa. He had appeared in such series as *Studio One*, *Checkmate* and *Rawhide*.

John McCall, 46, air personality and music director, WGH-FM Newport News, Va., died in Newport News of lung cancer. He is survived by sister and brother.

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As compiled by BROADCASTING, Sept. 8 through Sept. 15 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, PSA—presunrise service authorization, N—night, MC—megacycles, mod.—modification, N—night, PCA—presunrise service authorization, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Final actions

■ Mt. Vernon, Ill.—Soilcom Inc., FCC granted VHF ch. 13; ERP 316 kw vis, 31.6 kw aur. Ant. height above terrain 757 ft; ant. height above ground 795 ft. P.O. address: 101 West Broadway, Box 645, Mt. Vernon, Ill. 62864. Estimated construction cost \$1,826,600; first-year operating cost \$448,300; revenue \$925,000. Geographic coordinates 38° 44' 52" north lat.; 88° 57' 29" west long. Type trans. RCA TT35FH. Type ant. RCA TW12-A13R. Legal counsel Fly, Shuebruk, Blume and Gaguine, New York; consulting engineer Paul Godley Co., Upper Montclair, N. J. Principals: Kenneth M. Bayer, president (7.19%), Dale F. Rainsberger, vice president (9.25%), Coyne Mateer, secretary (4.43%), C. E. Brehm, treasurer (7.19%) et al. Mr. Bayer owns finance company, oil and gas producing concern and owns 33 1/3% and is chairman of board and president of Bank of Illinois, Mt. Vernon. Mr. Rainsberger is former general manager of WMIX-AM-FM Mt. Vernon. Mr. Mateer has banking interests. Mr. Brehm owns oil drilling and production firm, livestock ranches and has numerous other business interests. Action Aug. 11.

■ Traverse City, Mich.—Northern Entertainment Inc. Broadcast Bureau granted UHF ch. 29; ERP 371 kw vis, 73.9 kw aur. Ant. height above aver-

age terrain 1,293 ft; ant. height above ground 1,243 ft. P.O. address: 11941 Seneca Drive, Warren, Mich. 48093. Estimated construction cost \$898,250; first-year operating cost \$1,290,025. Geographic coordinates 44° 44' 54" north lat.; 85° 04' 13" west long. Type trans. GE TT57B. Type ant. GE TY203A. Legal counsel Wilmer, Cutler & Pickering, Washington; consulting engineer John F. X. Browne & Associates Inc., Troy, Mich. Principals: Thomas W. Kiple, president (6.57%), Paul S. Hussar, secretary manager of *WSHJ(FM) Southfield, Mich. Mr. Hussar is account representative for life insurance firm. Mr. Calcutt has 35% interest and is partner in law firm, owns 35% of automobile dealership, owns 30% and is president of State Savings Bank, Frankfort, Mich., and has numerous business interests. Action Aug. 5.

■ Columbia, Mo.—Channel Seventeen Inc. Broadcast Bureau granted UHF ch. 17; ERP 226 kw vis, 32.6 kw aur. Ant. height above average terrain 1,144 ft; ant. height above ground 1,053 ft. P.O. address: 3 Ladue Ridge Road, Ladue, Mo. 63124.

Estimated construction cost \$332,500; first-year operating cost \$107,800; revenue \$150,000. Geographic coordinates 38° 46' 25" north lat.; 92° 33' 02" west long. Type trans. RCA TTU-12A. Type ant. Ampex BR 30. Legal counsel Alfred A. Speer, St. Louis; consulting engineer none. Principals: Richard E. Koenig, president (55%), and Robert H. Koenig, vice president-treasurer (45%). R. H. Koenig owns 91.7% of manufacturer of electrical switching devices. R. E. Koenig is engineer for KSD-TV St. Louis. Action Aug. 28.

Actions on motions

■ Hearing Examiner Leonore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co. et al), TV proceeding, granted in part motion by Lamar Life and ordered that channel 3 Inc. produce documents in category 6, but not in categories 1, 2, 3, 4, 5, 7, 8, and 9 (Docs. 18845-49). Action Sept. 3.

■ Chief Hearing Examiner Arthur A. Gladstone in

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164



Summary of broadcasting

Compiled by FCC, Sept. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,290	2	3	4,295	79	4,374 ¹
Commercial FM	2,116	0	27	2,143	136	2,279
Commercial TV-VHF	495	2	14	511	12	524
Commercial TV-UHF	144	0	36	180	1122	297
Total commercial TV	639	2	50	691	124	821
Educational FM	404	0	18	422	42	464
Educational TV-VHF	76	0	7	83	6	89
Educational TV-UHF	99	0	10	109	14	123
Total educational TV	175	0	17	192	20	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.), TV proceeding, granted petition by Alabama Television Inc., for leave to amend application to reflect change of employment by one of its principals and withdrawal of principal as stockholder and proposed employee of applicant (Docs. 15461, 16760-1, 16758). Action Sept. 4.

■ Chief Hearing Examiner Arthur A. Gladstone in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co. et al.), granted motion by Birmingham Television Corp. WBMG-TV and ordered documents enumerated to be produced for inspection and copying within 10 days of release of order at place mutually convenient to parties (Docs. 15461, 16760-61, 16758). Action Sept. 3.

Other action

■ Review board in Jacksonville, Fla., TV proceeding, granted motion for further extension of time, filed Sept. 4 by Florida-Georgia Television Inc., New Horizons Telecasting Co., Florida Gateway Television Co. and Community First Corp. (Docs. 10834, et al.). Action Sept. 9.

Call letter applications

■ Soilcom Inc., Mount Vernon, Ill.—Requests WIEW-TV.
■ Channel 41 Inc., Battle Creek, Mich.—Requests WUHQ-TV.

Call letter actions

■ State Board of Education, Boise, Idaho—Granted *KAID-TV.
■ SRC Inc., San Angelo, Tex.—Granted KBUK-TV.
■ Guam Education Telecommunications Commission, Agaña, Guam—Granted *KGTF-TV.

Existing TV stations

Final actions

■ FCC reinstated CP's, call signals and extension applications of WBBU-TV Buffalo, N.Y.; WGTC-TV St. Paul; KHBC-TV Denver; KCTR-TV Rochester, Minn.; KJHP-TV San Bernardino, Calif.; KGSF-TV St. Louis; and KXO-TV El Centro, Calif. Actions Sept. 9.
■ WNBC-TV New York—FCC ruled, in response to complaint by Port of New York Authority, charging NBC Inc. with violation of fairness doctrine and personal attack rules in four-part *Probe Report* series over WNBC-TV, that station has met fairness obligations. Action Sept. 9.

Actions on motions

■ Chief, Office of Opinions and Review in Jackson, Mich. (Jackson Television Corp. WKHM-TV), TV proceeding, granted petition by Broadcast Bureau and extended to Sept. 17, time to respond to petition for reconsideration (Doc. 18699). Action Sept. 3.
■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Inc.), TV proceeding, granted request and rescheduled prehearing conference for Sept. 15 (Docs. 18906-7). Action Sept. 4.

Call letter applications

■ WLTV-TV, Professional TV Systems, Bowling Green, Ky.—Requests WBKO-TV.
■ KVET-TV, Channel Twenty-Four Corp., Austin, Tex.—Requests KVUE-TV.

Call letter action

■ KMPH-TV, Pappas Electronics Inc., Tulare, Calif.—Granted KTOO-TV.

Designated for hearing

■ WISH-TV Indianapolis—FCC ordered hearing on application for CP and waiver of overlap rule by Indiana Broadcasting Corp., licensee. Action Sept. 2.

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 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 20% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WNHC-TV New Haven, Conn. (Triangle Publications Inc.) Amendment dated Aug. 7, 1970 reduces network rate by 6½% effective Jan. 1, 1971.

■ WMAL-TV Washington (Evening Star Broadcasting Co.) Amendment dated Aug. 7, 1970 reduces network rate to \$1,683 effective Jan. 1, 1971.

■ WEAT-TV West Palm Beach, Fla. (Gardens Broadcasting Co.) Amendment dated Aug. 7, 1970 reduces network rate to \$210 effective Jan. 1, 1971.

■ WQXI-TV Atlanta (Pacific & Southern Inc.) Amendment dated Aug. 7, 1970 reduces network rate to \$1,169 effective Jan. 1, 1971.

■ WMAZ-TV Macon, Ga. (Multimedia Inc.) Amendment dated Aug. 7, 1970 reduces network rate to \$611 effective Jan. 1, 1971.

■ WQAD-TV Moline, Ill. (Moline Television Corp.) Amendment dated Aug. 7, 1970 reduces network rate by 6½% effective Jan. 1, 1971.

■ WREX-TV Rockford, Ill. (Gilmore Broadcasting Corp.) Amendment dated Aug. 7, 1970 reduces network rate to \$701 effective Jan. 1, 1971.

■ WTVW-TV Evansville, Ind. (Evansville Television Inc.) Amendment dated Aug. 7, 1970 reduces network rate to \$880 effective Jan. 1, 1971.

■ WBLG-TV Lexington, Ky. (WBLG TV Inc.) Amendment dated March 17, 1970, replaces one dated Dec. 15, 1967; effective June 2, 1970 to Dec. 31, 1970. First call right. Programs delivered to station. Network rate, \$250; compensation paid at 30% prime time.

■ WABG-TV Greenwood, Miss. (Mississippi Telecasting Inc.) Amendment dated Aug. 7, 1970 reduces network rate to \$304 effective Jan. 1, 1971.

■ WCCB-TV Charlotte, N.C. (Mecklenburg Television Broadcasting Inc.) Amendment dated Aug. 7, 1970 reduces network rate by 6½% effective Jan. 1, 1971.

CBS

■ Formula: Same as ABC.

■ WPLG-TV Miami (Post-Newsweek Stations-Florida Inc.) Contract dated Aug. 13, 1970, replaces one dated Jan. 14, 1970; effective Sept. 1, 1970 to Aug. 31, 1971. Programs delivered to station. Network rate, \$1,250; compensation paid at 30% prime time.

■ WAGA-TV Atlanta (Storer Broadcasting Co.) Amendment dated Aug. 13, 1970 extends contract two years effective Sept. 11, 1970 to Sept. 10, 1972.

■ WJBK-TV Detroit (Storer Broadcasting Co.) Amendment dated Aug. 13, 1970 extends contract two years effective Sept. 11, 1970 to Sept. 10, 1972.

■ WJW-TV Detroit (Storer Broadcastings Co.) Amendment dated Aug. 13, 1970 extends contract two years effective Sept. 11, 1970 to Sept. 10, 1972.

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.

■ WYEA-TV Columbus, Ga. (Eagle Broadcasting Co.) Amendment dated Aug. 14, 1970, extends contract period. New period to run from Aug. 30, 1970, to Aug. 30, 1972. If station is not on air by Jan. 1, 1971, agreement shall be terminated.

New AM stations

Final actions

■ Flagstaff, Ariz.—FCC denied request by Arizona Board of Regents, Northern Arizona University, for waiver of provisions of rules (AM freeze) and returned application for new AM at Flagstaff as unacceptable for filing. Ann. Sept. 10.

■ Las Vegas—FCC denied supplemented petition by Radio Nevada to amend application for new AM and to reopen hearing record for acceptance of amendment (Doc. 16115). Action Sept. 9.

■ Youngstown, Ohio—FCC denied request for review of decisions by review board, filed by Media Inc., whose application for new AM in Youngstown is designated for hearing with competing application for new AM in Ellwood City, Pa. (Docs. 17768-9). Action Sept. 9.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.), AM proceeding, on request of Post-Newsweek Stations, Florida Inc., licensee of WCKY Cincinnati, intervenor in proceedings, postponed procedural dates specified in July 30 order without date and cancelled Sept. 28 hearing to await further order of hearing examiner (Docs. 18856, 18858). Action Sept. 3.

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted petition by Jud Inc. for leave to amend application to delete exhibit 2 to original application and substitute new exhibit 2 (Docs. 18768-69). Action Sept. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Whitley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, designated hearing examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for Oct. 13 and hearing for Nov. 16 (Docs. 18959-60). Action Aug. 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Lewisburg and White Sulphur Springs, W.Va. (Valley Broadcasting Co.), AM proceeding, designated Frederick W. Denniston as presiding officer and scheduled prehearing conference for Oct. 12 and hearing for Nov. 16 (Docs. 18977-8). Action Aug. 28.

■ Hearing Examiner Forest L. McClenning in Buffalo, Minn. (Buffalo Broadcasting Co. et al.), AM proceeding, granted motion by Herbert Gross and extended time for filing opposition to motion to dismiss; granted petition to accept late appearance filed by Herbert Gross and denied motion by Broadcast Bureau to dismiss application (Docs. 18842-44). Action Sept. 3.

■ Hearing Examiner Chester F. Naumowicz Jr. in Sunbury, Pa. (Sunbury Broadcasting Corp.), AM proceeding, scheduled further prehearing conference for Sept. 8 (Doc. 18876). Action Sept. 1.

Other actions

■ Review Board in Blue Ridge, Ga., AM proceeding, denied appeal from order of hearing examiner, filed July 27 by Copper Basin Broadcasting Inc. (Docs. 18526-27). Action Sept. 9.

■ Review Board in Circleville, Ohio, AM proceeding, granted motion to enlarge issues filed June 11 by Post-Newsweek Stations, Florida Inc. (Docs. 18856-18858). Action Sept. 9.

■ Review Board in Youngstown, Ohio, AM proceeding, granted to extent indicated and denied to extent indicated, appeal from presiding officer's adverse ruling, filed July 27 by Media Inc. (Docs. 18768-69). Action Sept. 9.

Call letter applications

■ Bethel Broadcasting Inc., Bethel, Alaska—Requests KYUK.

■ RCR Ltd., Asheboro, N.C.—Requests WQSA.

■ Lincoln County Broadcasting Co., Fayetteville, Tenn.—Requests WIXC.

Call letter actions

■ Bethany Broadcasting Co., Thompson, Ga.—Granted WTHO.

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mod. of CP to extend completion date to Feb. 14, 1971. Action Sept. 2.

■ **KMSP-TV** Minneapolis—Broadcast Bureau granted mod. of CP to change ERP to vis. 229 kw, aur. 33.9 kw; change type trans. and type ant.; ant. height 1440 ft. Action Sept. 3.

■ **KBMA-TV** Kansas City, Mo.—Broadcast Bureau granted mod. of CP to change aur. ERP to 100 kw; change type trans.; redescribe trans. and studio location as 3017 Summit Avenue, Kansas City; condition. Action Sept. 4.

■ **K70FF** Neligh, Neb.—Broadcast Bureau granted mod. of CP to make changes in ant. system of UHF translator. Action Sept. 8.

■ **W11AJ** Franklin, N.C.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Aug. 31.

■ **KBJS** Sallisaw, Okla.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 27. Action Sept. 9.

■ **K71AZ** Gold Beach, Ore.—Broadcast Bureau granted mod. of CP to change type trans. of UHF translator. Action Sept. 3.

■ **KATU(TV)** Portland, Ore.—Broadcast Bureau granted mod. of CP to extend completion date to June 30, 1971. Action Sept. 9.

■ **WHVT(FM)** Hendersonville, Tenn.—Broadcast Bureau granted mod. of CP to change trans. location to: Campbell Road 0.6 miles west of Dickerson Park, near Goodlettsville, Tenn.; specify studio and remote control point as 361 West Main, Hendersonville; change trans. and ant.; remote control permitted. Action Aug. 31.

■ **KNUS(FM)** Dallas—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action Sept. 8.

■ **WCUL(FM)** Culpoper, Va.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft.; condition. Action Sept. 9.

■ **W81AC** Danville, Va.—Broadcast Bureau granted mod. of CP to change type trans. of UHF translator. Action Sept. 8.

Other actions, all stations

■ Chief Hearing Examiner Arthur A. Gladstone concerning applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., designated Herbert Sharfman as presiding officer and scheduled prehearing conference for Oct. 12 and hearing for Nov. 16 (Doc. 18950). Action Aug. 28.

■ Chief, Broadcast Bureau on request by National Association of Broadcasters, extended to Oct. 15, time to file comments and to Nov. 13, time to file reply comments to notice of tentative report and order of broadcast announcement of financial interests of broadcast stations and networks and their principals and employees in service and commodities receiving broadcast promotions (Doc. 14119). Action Sept. 8.

■ Chief, Broadcast Bureau granted request by counsel for Greater Indianapolis Broadcasting Co., Hudson-Westchester Radio Inc., OK Broadcasting Corp. and Texas Star Broadcasting Co., and extended through Oct. 15 time to file comments, and through Oct. 30 time to file reply comments, in amendment of rules to provide for licensee control of matter broadcast during telephone interview programs. (Doc. 18928). Action Sept. 11.

Translator actions

■ **Hopi Indian Tribe**, Polacca, Ariz.—Broadcast Bureau granted CP's for new UHF translators, to serve Hopi reservation, Ariz., on ch. 70 by rebroadcasting KTVK(TV) Phoenix, ch. 72 by rebroadcasting KAE(TV) Phoenix, ch. 74 by rebroadcasting KOOL-TV Phoenix, and ch. 76 by rebroadcasting KTA(TV) Phoenix. Action Sept. 2.

■ **K74DM** 8 Mile Ridge and Royal Gorge, both Colorado—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Sept. 8.

■ **K09GE** and **K13AV**, both Sargents, Colo.—Broadcast Bureau granted CP's to change type trans. of VHF translators. Action Sept. 3.

■ **Wand Television Inc.**, Danville, Ill.—Broadcast Bureau granted CP for new UHF translator to serve Danville on ch. 68 by rebroadcasting WAND(TV) Decatur, Ill. Action Sept. 4.

■ **K13IB** King Springs, Galpin, Glasgow and Tampico, all Montana—Broadcast Bureau granted mod. of license covering change in primary TV of VHF translator to KXMD-TV Williston, N.D., via K79AV Nashua and Fort Peck, both Montana. Action Sept. 2.

■ **K79AV** Nashua and Fort Peck, both Montana—Broadcast Bureau granted CP to change primary TV of UHF translator to KXMD-TV Williston, N.D.; change type trans. Action Sept. 2.

■ **Nebraska Educational Television Commission**, Fairbury, Neb.—Broadcast Bureau granted CP for new UHF translator on ch. 78 by rebroadcasting KUON-TV Lincoln, Neb. Action Sept. 2.

■ **Glenwood TV Club**, Glenwood, N.M.—

Broadcast Bureau granted CP for new VHF translator to serve Alma, Glenwood, Pleasanton and Mulecreek, all New Mexico, on ch. 5 by rebroadcasting KOLD-TV Tucson, Ariz. Action Sept. 4.

■ **W83AL** Greene, Del., and Schoharie and Otsego counties, and Andes, all New York—Broadcast Bureau granted CP to make changes in ant. system of UHF translator. Action Sept. 8.

■ **City of Hazen, N.D.**—Broadcast Bureau granted CP's for new VHF translators to serve Hazen on ch. 7 by rebroadcasting KFYT-TV Bismarck, N.D., and ch. 9 by rebroadcasting KXMC-TV Minot, N.D. Action Sept. 2.

■ **K81AF** Wallowa Valley, Ore.—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Sept. 8.

■ **W74BF** Canadian, Lipscomb and Higgins, all Texas, and Arnett, Okla.—Broadcast Bureau granted CP to change type trans.; make changes in ant. system. Action Sept. 8.

■ **K76CT** Hood River, Ore., and Bingen and White Salmon, both Washington—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Sept. 8.

CATV

Applications

■ **GT&E Communications Inc.**—Seeks distant signals of WGN-TV, WCUI-TV, WFLD-TV and WTTW(TV), all Chicago, to Charleston, Ill. (Campaign-Decatur-Springfield, Ill. ARB 72). Ann. Sept. 11.

■ **Universal Cable Vision Inc.**—Seeks distant signals of WCIX-TV and WJAX-TV, both Miami, to Winter Haven, Auburndale, Eagle Lake and Lake Alfred, all Florida (Tampa-St. Petersburg, Fla. ARB 31 and Orlando-Daytona Beach, Fla. ARB 65). Ann. Sept. 11.

■ **Gerity Broadcasting Co.**—Seeks distant signals of WSMB(TV) Onondaga-East Lansing; WCMU-TV Mt. Pleasant; WTVS(TV), WKBD-TV and WXON(TV), all Detroit; and WJMY(TV) Allen Park-Detroit, all Michigan, and CKLW-TV Windsor, Ont., to Midland, Mich. (Flint-Saginaw-Bay City, Mich. ARB 46). Ann. Sept. 11.

■ **Gerity Broadcasting Co.**—Seeks distant signals of WSMB(TV) Onondaga-East Lansing; WTVS(TV), WKBD-TV and WXON(TV), all Detroit; and WJMY(TV) Allen Park-Detroit, all Michigan, and CKLW-TV Windsor, Ont., to Midland, Mich. (Flint-Saginaw-Bay City, Mich. ARB 46). Ann. Sept. 11.

■ **Conestoga Television Cable Co.**—Seeks distant signal of WOR-TV New York to Boyerstown borough, Bally borough, Bethelville borough, Washington township and Colebrookdale township, all Pennsylvania (Philadelphia ARB 4). Ann. Sept. 11.

Final actions

■ **Arcadia, Fla.**—FCC granted request by DeSoto County Cablevision, operator, for waiver of hearing requirements of rules and for authorization to carry distant signals of WLKY-TV and *WUSF-TV both Tampa-St. Petersburg, Fla. Action Sept. 9.

■ **Bastrop and Ruston**, both Louisiana—FCC denied requests by Seemore TV Co., Bastrop, and by Ruston Seemore TV Co., Ruston, for waiver of program exclusivity requirements of rules. Action Sept. 9.

■ **Bryan, Tex.**—FCC referred complaint by Midwest Video Corp., CATV operator at Bryan, directed against Community Cablevision Corp., which operates competing system at Bryan, to Federal Trade Commission for action. Action Sept. 9.

■ **Mineola, Tex.**—FCC denied request by Texas Community Antennas Inc., operator, for waiver of program exclusivity requirements of rules and directed operator to comply with rules within 30 days. Action Sept. 9.

Initial decision

■ **Hearing Examiner Isodore A. Honig** in initial decision in Dayton, Wash. CATV proceeding, proposed issuance of order requiring Touchet Valley Television Inc., owner and operator, to cease and desist from further violations of carriage requirements of rules with respect to signal of KNDU(TV) Richland, Wash. (Doc. 18825). Ann. Sept. 8.

Actions on motions

■ **Hearing Examiner Charles J. Frederick** in Wilkes-Barre, Pa. (Teleservice Co. of Wyoming Valley). CATV proceeding, granted motion and extended to Sept. 11 time to file responses to certain interrogatories and motion to produce (Doc. 18923). Action Sept. 4.

■ **Acting Chief Hearing Examiner Herbert Sharfman** in Santa Maria, Calif. (Central Coast Broadcasters Inc.), CATV proceeding, designated hearing examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for Oct. 26 and hearing for Nov. 23 (Doc. 18949). Action Sept. 2.

■ **Hearing Examiner Herbert Sharfman** in Pine Grove, Pa. (Pine Grove TV Cable Service), CATV proceeding, on request of Broadcast Bureau rescheduled prehearing conference for Sept. 24 (Doc. 18926). Action Sept. 4.

Ownership changes

Applications

■ **KPIN(AM)** Casa Grande, Ariz.—Seeks assignment of license from Casa Grande Broadcasting Inc. to KPIN Inc. for \$75,000. Sellers: Bernard D. Bennett, president, et al. Buyers: Augustus L. Bailey Jr., president, and George H. Thomas, vice president-treasurer (each 50%). Messrs. Bailey and Thomas are advertising, promotion and publicity director and assistant promotion manager, respectively, for WCPO-TV Cincinnati. Ann. Aug. 3.

■ **KPAZ-TV** Phoenix—Seeks transfer of control of Spanish Language Television of Arizona Inc. from Julius Altschul, trustee (100% before, none after), to Glad Tidings Church of America Inc. (none before, 100% after). No consideration involved. Principals of Glad Tidings Church: Lindell A. Edmonds, chairman of board, et al. Mr. Edmonds owns retirement home and apartment units. Ann. Aug. 4.

■ **KRIZ(AM)** Phoenix—Seeks transfer of control of Shamrock Broadcasting Inc. from John L. Wheeler and James Manning (jointly 100% before, none after) to Doubleday Broadcasting Inc. (none before, 100% after). Consideration: \$530,809. Principals of Doubleday Broadcasting: Doubleday & Co., 100%, voted by Nelson Doubleday, executive vice president-secretary or John T. Sargent, president. Doubleday & Co. is publishing firm owning subsidiaries in publishing, book sales, book clubs, mail order sales, film production and broadcasting. Doubleday Broadcasting owns CATV system at Odessa, Tex., and KDEF-AM-FM Albuquerque, N.M.; KHOW-AM-FM Denver; KITE(AM) Terrell Hills, Tex.; KEXL(FM) San Antonio, Tex.; KOSA-TV Odessa, Tex.; KRNO(AM) San Bernardino, Calif.; KRQD-AM-TV El Paso; KDTV(TV) Dallas. Ann. Aug. 7.

■ **KWUN(AM)** Concord, Calif.—Seeks assignment of license from Concord Radio Broadcasters Inc. to Adler Communications Inc. for \$235,000. Sellers: Norman Kestner, president, et al. Buyer: William Adler, sole owner. Mr. Adler is former general manager of WEAU(AM) Evanston, Ill. Ann. Aug. 7.

■ **KFRE-FM** Fresno, Calif.—Seeks assignment of license from Triangle Publications Inc. to Stereo Broadcasting Corp. for \$105,000. Sellers: Triangle is group station owner and publisher. Buyers: Richard A. Ingraham, president (51%), Richard A. Wagner, vice president, Richard Wagner Sr. (each 14.29%), et al. Mr. Ingraham is chief engineer for KREP-FM Santa Clara, Calif., and owns real estate brokerage, real estate development and investment firm and formerly owned 50% of KLGS(AM) Los Gatos, Calif. Mr. Wagner Sr. owns 50% of greenhouse farming concern. Mr. Wagner Jr. is announcer for KNTV-TV San Jose, Calif. Ann. Aug. 7.

■ **KGOL(AM)** Palm Desert, Calif.—Seeks assignment of license from Duggay Corp. to Bear Broadcasting Corp. for \$125,000. Sellers: Harry Trenner, president, et al. Sellers own KCK(AM) San Bernardino, Calif. Buyers: Jerry A. Jolstead, president (75%), Maurice Bernstein, secretary-treasurer (15%), Jack Patterson and Wilson D. Coates (each 5%). Mr. Jolstead is former general manager of KMEN(AM) San Bernardino. Mr. Bernstein owns retail men's shop. Mr. Patterson is air traffic controller. Mr. Coates is retired. Ann. July 8.

■ **KKAR(AM)** Pomona, Calif.—Seeks transfer of control of West Coast Communications Inc. from Leonard E. Walk (80% before, none after) and Armand Kovitz (20% before, none after) to Elizabeth M. Schirmer (none before, 100% after). Consideration: \$250,000. Principals: Elizabeth Schirmer is former employee of KFMB-TV San Diego. Ann. Aug. 26.

■ **KPCO(AM)** Quincy, Calif.—Seeks assignment of license from Plumas Broadcasting Co. to William E. Stamps for \$2,500. Sellers: Albert H. Endicott and Edward L. and Betty J. Neil. Buyers: Mr. Stamps owns KPQD(AM) Crescent City, Calif. Ann. July 28.

■ **KEWB(FM)** Redding, Calif.—Seeks assignment of license from Shasta Intercom Inc. to Olysses S. Bartmess for \$2,500. Sellers: Gerald Davis, president, et al. Buyer: Mr. Bartmess is land speculator, machinist and owns KAVA(AM) Burney, Calif. Ann. July 31.

■ **KPOP(AM)** and **KPIP(FM)** Roseville, Calif.—Seek sale of stock from Donnelly C. Reeves (81% before, 73% after) to Gene Ragle (100% before, 18% after) for \$6,800. Ann. Aug. 3.

■ **KRPM(FM)** San Jose, Calif.—Seeks assignment of license from Audio House Inc. to Contemporary Communications Corp. for \$240,000. Sellers: Edward W. Meese, president, et al. Buyer: Melvin Gollub, vice president-secretary, and Ronald Cutler, president-treasurer (each 50%). Mr. Gollub owns and Mr. Cutler is employed at WIF(AM) Philadelphia. Ann. July 31.

■ **WWJB(AM)** Brooksville Fla.—Seeks transfer of control of Brooksville Broadcasting Service Inc.

Programing, Production,

Others continued

Public affairs and current events producers to fill two vacancies on radio services staff of state university. Seek candidates who are interested in careers in educational radio and are sold on the use of radio for informal education and cultural enrichment. Must have ability to interview, write, research, and voice educational radio programs. Must be able to generate and develop program ideas. Must be well-informed, intelligent and creative. Experience and B.A. required, and M.A. preferred. Salary starts at \$7,000+, depending upon experience and qualifications. An equal opportunity employer. Send resume, tape, and photo to Ray Shirley, 1345 Circle Park, University of Tennessee, Knoxville, Tennessee 37916.

Situations Wanted

Management

Television/radio general manager in small market wants to move up. Have ability and financial figures to prove it. Box J-389, BROADCASTING.

Seeking challenge, as general mgr., P.D., or any mgmt. position where I can be creative for you. Nationally respected programmer w/ #1 track record looking for organization ready to make money. Southwest or South. All size markets considered. Box J-15, BROADCASTING.

Attention station owners: Three men presently employed in major Eastern market seek association with a station interested in Christian format. Work as a team—chief engineer, operations manager and sales manager. Will consider any location. If interested in a good team, write Box J-78, BROADCASTING. All replies held in confidence.

From a dismal loser, to a prestige money maker. It's on the record. I can do it for you. Midwest or southwest. Small or medium market. For resume, write to Box J-115, BROADCASTING.

General manager/sales manager—mature. Small, medium market—thorough knowledge station operation—AM/FM. Long experience, local, retail, regional selling. Finest industry and personal references—Box J-134, BROADCASTING.

Gen. mgr. offers the winning combination. Hard work, dedication, experience, and honesty plus a desire to make money. 13 years experience covers all markets, all formats. Heavy sales. Excellent references. Presently employed. . . . Box J-137, BROADCASTING.

Young aggressive general manager wants to join station or station group in management-sales. Employed in metro area of large market. Married. Check my background! Box J-140, BROADCASTING.

Modern country—manager with sales credentials from Madison Avenue to local market. Seeks equity as incentive to develop a leading station. Resume to qualified respondent. Box J-141, BROADCASTING.

Manager—heavy sales success—program rating success—a real trouble shooter—if you have signal—I'll solve the problem—top 40 my number—write Box J-155, BROADCASTING.

Mature manager and/or sales manager available, radio or TV. Excellent track record, references; experienced training sales staff, others. If you need tireless-working idea man to build business audience, profits, I'm your guy. Civic, promotion, sports and news-minded—also ad agency experience. Interested Southeast only. Call 601-366-2585, evenings or write Box J-170, BROADCASTING.

Honest, successful selling manager wants to work for you. 26 years announcing, programing, sales and handling people. Box J-181, BROADCASTING.

Tired of searching for good management? See Aaron Johnson display ad.

Homesick Southerner! 16 years management sales & programing. First ticket. 36, married. Box 525, Delaware, Ohio.

Why fight it? See Aaron Johnson display ad.

Sales

Can't keep good personnel? See Aaron Johnson display ad.

Why fight it? See Aaron Johnson display ad.

Announcers

Female announcer/disc jockey/newscaster-versatile/creative 3rd endorsed/experienced. Available immediately. Box J-1, BROADCASTING.

Disc jockey—newscaster, control board. Experienced. Dependable. Creative. Versatile. Box J-57, BROADCASTING.

Announcers continued

Professionally trained announcer, married, will relocate. 18 months experience. Ambitious, versatile and hungry. Box J-114, BROADCASTING.

Dependable 11-years pro desires medium market MOR—I'm your man and am ready to prove it. Box J-132, BROADCASTING.

Top 40 . . . 4 years experience . . . B.A. . . . third . . . Box J-138, BROADCASTING.

Female dj-newscaster, young, dependable, versatile, experienced, professionally trained, tight board, 3rd endorsed. Box J-142, BROADCASTING.

Big voiced, music, production pro. wants larger market, top 40 or up tempo MOR. Box J-143, BROADCASTING.

Trained professionally, some experience, 3rd, college graduate, knows today's music. Box J-144, BROADCASTING.

Rock jock, 3rd endorsed, tight board. Heavy style! Box J-146, BROADCASTING.

Available now. First phone announcer. Age 34, 6 yrs. experience, mature voice and attitude. Modern country or MOR. Box J-156, BROADCASTING.

Experienced first phone announcer wants position with security, stability, and equitable salary. Also good copywriter. Box J-171, BROADCASTING.

First phone. Young enthusiastic beginner. Top 40 or MOR. Tight board. Prefer West Coast. Box J-175, BROADCASTING.

Bright personality dj. Enjoy rock and up-tempo MOR music. Experienced. Military complete. 3rd endorsed. Available immediately. Have tape and photo ready. Box J-180, BROADCASTING.

1st phone mature non-drinker wants experience. Full time or will commute 175 miles weekends for part time gig. Rich Schweitzer, 2804 1/2 Broadway, San Diego, Calif. 92102-714-235-9694. After 5 P.M.

Looking for a major market station with progressive outlook—I have over three years experience, do creative production looking to do creative air-shift. Call 219-743-4611.

7 yrs radio/tv personality; midwest, resume, avail. Oct. 4, R. L. Jung, Rt. 2, Lawrence, Mich. 49064, 616-674-8581.

D.J., newscaster, experienced disc jockey-newscaster-announcer. Tight C.B.O. O.P., dependable, versatile. Will relocate, preferably coastal regions. Reply: Dennis Muschett, 24 Sayre St., Eliz., N.J. 07208.

D.J. announcer available now. Recent broadcasting school. Degree. Broad professional music background. Write C.G.D. 1516 Fernwood Dr., Oakland, California 94611 or phone: 415-635-0604.

First phone with B.A. degree and year and 1/2 experience available now. Contact Harry Harrison 817-274-7898. Single and draft deferred.

MA, young, married, very ambitious, experienced. Wants announcing/production spot. Prefer east coast. Call Steve: 518-785-9941.

Bob Case has enthusiasm plus first ticket, broadcasting school graduate. Nine months board experience draft exempt can speak Spanish. Live and ready now to rock in a creative broadcasting adventure. Call 714-279-1691.

Personality, desires change to medium/major market. At 25¢ a word, I can't afford to say anymore. 217-223-2951.

Contemporary radio . . . 12 years experience, three as pd . . . now leaving (my decision) pd position at #1 station. Background includes host of tv dance party, promoter of over 30 stage shows, mostly rock . . . Excellent personal and credit references will be included with my tape and resume. 30 years old, married, two children. Three years in present market. First phone with complete engineering knowledge. What are your programing/dj requirements? I am interested. Ron Brandon . . . 7514 Donder Road . . . Richmond, Virginia . . . 703-270-6638.

1st phone soon . . . 3rd endorsed now . . . broadcast school grad, public contact experience, 2 yrs college, stable young family man . . . Detroit area preferred, but will consider all opportunities. Call Pete 313-581-5316.

Brown grad, age 27, 1st phone, draft exempt. Needs 1st position anywhere in U.S. Contact M. L. Wittkop, 3623 Davison Rd., Des Moines, Iowa 50310.

First, announcer-engineer seeks position west coast. 23, 2 1/2 years experience. Box 99, Redwood Valley, California.

Technical

Automation specialist. Seeks managerial or group chief challenge. Box J-51, BROADCASTING.

Experienced chief, AM/FM, maintenance, proofs, construction. Northeast preferred. Box J-79, BROADCASTING.

Experienced chief engineer-announcer, \$140 week current earnings, available. Box J-89, BROADCASTING.

Chief engineer—construction—maintenance—AM/FM directionals—proofs—Eastern states. Box J-182, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box J-184, BROADCASTING.

Wanted: Chief engineer, 15 years experience—all phases, maintenance, proofs, construction, directionals. Available now. Merle Watrous 216-688-7863.

News

College grad, draft exempt young newsman . . . intensive investigative reporting wants News Director position in major market suburb . . . east only. I'm a digger and a believer in radio news. Interested? Box J-49, BROADCASTING.

University Wisconsin R-TV degree, desire news position, short on experience but capable and talented, 24, service fulfilled, Box J-50, BROADCASTING.

Radio or TV: Newsman seeking responsible position in major market. Experienced in gathering, writing, editing, investigative reporting. Four years radio news, four production and board. 30, married, family. Prefer East Coast. Hard worker. Reliable. Box J-113, BROADCASTING.

13 years, college degree, want air shift, mild climate. Box J-124, BROADCASTING.

Major market anchorman, news supervisor. Desire move now. Will consider position medium market news director. Tape, resume on receipt job description. Box J-127, BROADCASTING.

B.A.—Hist-Pol. Sci., draft exempt—legal background—desires news position or announcing. Capable and earnest. Box J-151, BROADCASTING.

Chet Huntley is alive and living in Montana . . . (but he's not available) . . . I am. I may not look like C.H. . . . I don't read like C.H. . . . I'm not even an anchorman . . . but I'm probably the best unemployed investigative newsmen in my house . . . maybe even in my block! Box J-173, BROADCASTING.

College graduate, B.A. English, with broadcast training seeks radio and/or TV news opportunity. Have journalistic experience, third phone, good voice/diction, and packed suitcase. Military completed. J. Heitz, 26 Harman Terrace, Dayton, Ohio 45419. (513) 293-3463.

Seeking news position in any Mountain Standard Time state now. Almost four years experience. Good voice and delivery. Write John Philip, 600 C Street, Charles City, Iowa. Or call 515-228-4634.

Programing, Production, Others

Attention small groups: Now in top ten . . . looking to lead your group to greater success with proven formula. I'm not just a PD . . . I'm an operations specialist, with broad based background. Looking to stay. If you have ever wished you could afford an experienced professional I may be your man. You will find my proposal invigorating. Box J-145, BROADCASTING.

Effective programmer with 10 years dedicated experience. Desire #2 spot in medium market that needs detail man. Present position secure, but have reached top of this ladder. Box J-154, BROADCASTING.

11 years experience all phases radio-tv airwork, production, programing, operations plus management. Top voice quality. Seek opportunity within 50 miles N.Y.C. Box J-158, BROADCASTING.

Major market no-talent wishes to join major market MOR. Talent deficit due to: eight years radio-television experience, all phases, culminating in major market; six years education, culminating in masters degree; two years government experience, culminating in honorable discharge; ten years reading situation wanted ads in this magazine, culminating in inferiority complex! Tape and resume upon request. Box J-163, BROADCASTING.

Bright creative PD at medium market station looking for new home, background covers all phases radio. Former play-by-play and TV sportscaster. Call after 6 p.m. at 319-366-3832.

Situations Wanted

Programing, Production, Others

continued

Immediately, top 15 market P.D., 8 years. experience first phone, college, knows music, sports, news, promotion. Draft deferred. Presently top 40, would prefer MOR. Looking for personality position not time-temp. Salary negotiable. Will accept P.D., production, or jock. Excellent references. Steve Warren, 900 Peachtree Rd., Apt. D, Claymont, Delaware.

Television Help Wanted

Management

Director of marketing for broadcast service business seeking to expand list of television clients. Chicago base. Limited travel. \$35,000.00 salary and incentive. Contact Box J-65, BROADCASTING. Completely confidential.

Vice President operations for a 200,000 home system under construction—subsidiary of MSO. \$25,000 per annum to start. Send resume to Chairman, P.O. Box 968, Alachua, Florida 32615.

Announcers

Major TV station in the top 40 markets currently accepting videotaped screenings from experienced TV announcer applicants. Must be versatile and personable. Excellent community. Send resume, including salary requirements, to Box J-36, BROADCASTING.

Wanted: Weatherman-reporter, strong on-air weather presentation. Meteorology background helpful. Opportunity in medium Pacific Northwest market. Moving into new studio facilities. Send photo, tape, and resume. Reply to Box J-161, BROADCASTING.

Technical

Senior television engineer. Must have strong maintenance background with the latest solid state broadcast color television equipment. Send resume to: Ronald Lask, Chief Broadcasting Engineer, Television section, University of Illinois, Medical Center, P.O. Box 6998, Chicago, Illinois 60680.

Wanted to employ, television transmitter operator, maintenance if qualified, 40 hour week, some overtime. Modern, well equipped full power VHF with RCA TT 50 AH transmitter, good working conditions, paid vacation, salary open and depends on experience and qualifications. Call Bob L'Roy at 512-964-3634 or write KLRN-TV Star Route 2, New Braunfels, Texas.

All color VHF station needs technician/operator. Learn and work with the latest solid state equipment. Experience desired but will consider training ambitious beginner. Contact Bob Swayze, Chief Engineer, WJRT-TV, P.O. Box 12, Flint, Michigan 48501 or call 313-239-6611. An equal opportunity employer.

Studio maintenance engineer for NYC-UHF station. Must be thoroughly experienced and familiar with GE & AMPEX color broadcast equipment. Union scale with salary commensurate with experience. Send resume to: Fred M. Samuel, Chief Engineer, WXTV Channel 41, 641 Main St., Paterson, New Jersey 07503 or call (201) 345-0041. An equal opportunity employer.

News

Experienced newsman with editorial skills for station in Texas Gulf Coast city. Box H-395, BROADCASTING.

Capable, experienced newsman wanted for permanent position handling news, sports and weather on radio and TV. Must gather, write, edit and broadcast news with good air delivery. Knowledge of photography helpful. . . . Send complete resume with references and recent VTR or audio tape with photo. Box J-33, BROADCASTING.

News director—top 40 market, network affiliate. Send resume Box J-139, BROADCASTING.

Newsman for N.W. Ohio R-TV outlet. Must live and love news. Call or write: News Dir. Bob Schwartz, 419-223-2060, WIMA, 223 N. Main St., Lima, Ohio 45802.

Programing, Production, Others

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 H-380, BROADCASTING.

Programing, Production,

Others continued

Wanted: Continuity director for key NBC outlet in capital city. Must be thoroughly familiar with all department functions and must be strong on development of creative commercials. Good salary plus company benefits. Write Jack Hoskins, Program Manager, WICS TV, 2680 East Cook, Springfield, Illinois.

Television

Situations Wanted Management

Do you need a person experienced in management and engineering to put your construction permit on the air? Broadcaster with ten years experience in engineering and operations available October 1. Box 90202, Atlanta, Georgia 30344.

Sales

Aggressive Ohio broadcaster wants sales management or sales. Married with family. Background will stand rigid investigation. Box H-393, BROADCASTING.

Creative account executive seeks sales management opportunity, proven record. Age 40, radio-tv sales experience. Income \$12,000 year. College plus 10 years sales experience. Impasse with present employer. First phone. Sales first, creative production second. Highest references. Resume on request. . . . reply Box J-153, BROADCASTING.

Announcers

This experienced talk show hostess and interviewer wants to relocate. Personality plus. BA, grad, good voice. Box J-133, BROADCASTING.

Television weathercaster. Professional meteorologist, 2 years experience in large market area. Box J-187, BROADCASTING.

Technical

Experienced first phone operations engineer. 9 years experience small market TV. Looking for advancement. Qualified all phases of TV including production and directing, supervisory material. Prefer relocating midwest area. Will consider all areas and offers. Box J-82, BROADCASTING.

Chief engineer, experienced in AM, FM, VHF, UHF and color, available Oct. 1. Box J-152, BROADCASTING.

Progressive chief engineer and operations manager desires change. Ten years experience. Box 202, East Point, Ga. 30344.

News

Anchorman—experienced news producer with on-camera background seeks anchor position with editor's duties. Box J-92, BROADCASTING.

News director, now at network O&O in top five market. More awards than other stations in town combined. Wants return to smaller market, hopefully in midwest. Top references from present employer. Box J-149, BROADCASTING.

T.V. news director, aggressive, award winner. Eighteen years experience in radio-TV news. Successful anchorman, non-drinker, married. Now in midwest major market. Box J-150, BROADCASTING.

Journalism graduate, B.A., seeks position with small aggressive UHF news staff. One year experience in TV news. Draft deferment. PDE member. Hard worker, creative. Specialties—documentary production. Box J-162, BROADCASTING.

1. Director of information and Captain, U.S. Air Force. (Just completed). 2. Fully qualified broadcaster. 3. Wrote, directed and anchored daily TV newscast. 4. B.S.—Broadcasting. 5. Will relocate immediately. Box J-164, BROADCASTING.

Anchor man, reporter experienced professional. Currently employed as a network Editor-producer. Want anchor slot. Box J-183, BROADCASTING.

TV field reporting job sought by newsman with over four years experience in radio news. Presently news director of 4-man staff. College grad (BA); 25; single. Have the reporting ability, presence and voice to make transition to TV. Box J-186, BROADCASTING.

Solid news background. Anchor, director or combination. News is my business. Is it yours? Box J-188, BROADCASTING.

Programing, Production, Others

Director available. Three years commercial and educational experience. MA candidate, first phone, West preferred. (408) 373-0565. Box H-315, BROADCASTING.

Television producer-director with outstanding credits at network and local levels is seeking management opportunity in the area of production, programming, or operations. Sixteen years television background and experience among other qualifications. Opportunity and growth potential are primary considerations. Box J-136, BROADCASTING.

Producer/director—2 years experience, 4 years in radio plus management. Experienced in all phases of production including lighting, set design, and writing for film and videotape. Talent experience also. Married, college degree. Looking for position in CATV, ETV, commercial TV, or independent facility. Resume available. Box J-148, BROADCASTING.

11 years experience all phases radio-tv airwork, production, programming, operations plus management. Top voice quality. Seek opportunity within 50 miles N.Y.C. Box J-157, BROADCASTING.

Professional broadcaster, stable, mature, personality plus. Two speeds: Work hard—play hard, not a clock watcher, available immediately for news or production. Box J-165, BROADCASTING.

Young aggressive and fully qualified in programming and production. B.S.—broadcasting. Will relocate immediately. Box J-166, BROADCASTING.

Think me! '68 grad. BA in television; 24, draft exempt; 2 years heavy experience in all facets TV production, studio/remote. Presently employed, seek better opportunity. Write now! Box J-168, BROADCASTING.

Female, 1970 B.A.; broadcasting. Seeks position in T.V. Experience as researcher and associate producer for E.T.V. station. Available now. Will relocate. Box J-172, BROADCASTING.

Production manager, producer-director, 12 years experience in commercial and educational TV, seeks challenging position. Excellent organizational skills, innovative and creative. Strong in documentaries. Box J-177, BROADCASTING.

Ability, creativity, productivity, stability, formed over nine solid years commercial radio and non-commercial television experience add up to a valuable addition to your staff. Production, direction, public affairs including three years on camera moderator, writing, P.R., operations my bag. Eastern seaboard preferred. Address Box J-190, BROADCASTING.

Youth director and storyteller with broadcast training—seeks TV children's programming position. Larry Johnson, 3621 Oakland, Minneapolis, Minnesota 55407.

Producer/director/production manager, age 32, creative, energetic. Relocate south, southeast, Atlanta-Miami, etc.; others considered. Current network studio engineer/cameraman. 3 yrs. experience director/producer in locals. 1 1/2 years. Publicity/production assistant major film studio. Graduate Pasadena Playhouse College of Theatre Arts. Apt. #15, 2130 N. Beachwood Dr., L.A., Calif. 90028. Ph. (213) 463-1227.

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.

We will pay you cash, top \$ for 45's, LP's and tapes. Call LO7-6310, M. W. Hellen, 15 N. 13, Philadelphia, Pa. 19107.

Wanted: used UHF TV transmitter 12.5 KW or up. Box J-167, BROADCASTING.

Used 50 kw Ampliphase radio transmitter complete first class condition. Box J-185, BROADCASTING.

Need microwave sound duplexing equipment RCA TSD-2B. Also, wave guide switches, couplers, and adapters for RCA TVM-1C. Box J-189, BROADCASTING.

120 to 130 foot galvanized FM tower. Self supporting or guyed. Also stereo STL system. Contact Lyle Richardson, KUDE, Oceanside, Calif.

Wanted video STL link. Specify price, condition, and frequency. Write Al Kahn, WAGR, Lumberton, North Carolina.

FOR SALE Equipment

Rigid Transmission Line—6 1/8" -50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

from William W. Johnson (100% before, none after) to Hunter-Knight Broadcasting Inc. (none before, 100% after). Consideration: \$25,000. Principals of Hunter-Knight: William A. Hunter, vice-president (38.5%), Phillip M. Knight, president-treasurer (19.5%), et al. Mr. Hunter has interest in WDOT(AM) Burlington, Vt., and WBAZ(AM) Kingston, N.Y. Mr. Knight is salesman and announcer for WDOT. Ann. Aug. 7.

■ **WTRL(AM)** Bradenton, Fla.—Seeks assignment of license from Fletcher-Mitchell Corp. to WTRL Broadcasting Inc. for \$240,000. Sellers: Jonathan Fletcher, president, et al. Buyers: J. McCarthy Miller, president, Boris Mitchell (each 40%), Jessie K. McKendree, vice president-assistant secretary (10%), William Tewell, secretary, and Gordon Towne, vice president-treasurer (each 5%). Messrs. Miller, Mitchell and Tewell own 57%, 19% and 5%, respectively, of WCOA-AM-FM Pensacola, Fla. Messrs. Miller and Mitchell own 26% and 22%, respectively, of WKIS-AM-FM Orlando, Fla. Sale of WKIS(AM) to Susquehanna Broadcasting Co. is pending FCC approval. Mr. Miller owns 46% of Pensacola Omnivision, CATV system. Ann. Aug. 7.

■ **WQXM(FM)** Clearwater, Fla.—Seeks transfer of control of FM Enterprises Inc. from William A. Stephens (100% before, 51% after) to Clark Broadcasting Corp. and Ken-Sell Inc. (none before, each 24.5% after). Consideration: \$10,000. Principals: John T. Rutledge owns 40% of WLOF(AM) Orlando and WLOQ(FM) Winter Park, both Florida. Joseph S. Field Jr. is president of Ken-Sell, licensee of WTRK(AM) and WPBF(FM) West Palm Beach, Fla. Seller intends to file application to transfer additional interest to Clark and Ken-Sell, giving each 33 1/3% ownership for additional \$25,000. Ann. July 27.

■ **WKAT-FM Miami**—Seeks assignment of license from WKAT Inc. to SJR Communications Inc. for \$175,000. Sellers: Ucola Katzentine, pres., Sidney Lewis, VP and general manager, et al. Sellers own WKAT(AM). Buyers: San Juan Racing Association, 100%. Buyer is publicly held company and owns El Comandante race track in San Juan, Puerto Rico, has real estate holdings there, and owns WUST(AM) Washington, WJMD(FM) Bethesda, Md., and WKLS(FM) Atlanta. Edward Cossman is president of San Juan Racing Association. Ann. Aug. 7.

■ **WETH(AM)** St. Augustine, Fla.—Seeks assignment of license from D & R Broadcasting Corp. to Gatorland Broadcasting Inc. for \$60,000. Sellers: Rea L. Holman, vice president, et al. Buyers: Thomas W. Sims, president (25%), Dr. Charles B. Crow Jr., vice president (10%), Marion B. Grant, secretary-treasurer (33%) and William A. Grant Jr., board chairman (32%). Mr. Sims does freelance work in public relations, sales promotion and advertising. Dr. Crow practices internal medicine. Mr. and Mrs. Grant have interest in WWWB-AM-FM Jasper, WWWW(AM) Russellville and WWWF(AM) Fayette, et al. Alabama. They also have interest in Jasper CATV system. Ann. Aug. 5.

■ **WFDR-AM-FM Manchester, Ga.**—Seeks assignment of license from Jerry Willis, trustee in bankruptcy for Radio Manchester Inc. to Jack Whiteborn for \$115,000. Mr. Whiteborn previously owned 50% of stock in bankrupt Radio Manchester Inc. Ann. Aug. 7.

■ **WAYX(AM)** Waycross, Ga.—Seeks transfer of control of Radio Station WAYX Inc. from Beattie Williams Mayo (37 1/2% before, none after), Eva Williams Jennison, 37 1/2% before, none after) and The First National Bank of Columbus (Ga.) (25% before, none after), to Pioneer Broadcasting Corp. (none before, 100% after). Consideration: \$60,000. Ann. Aug. 7.

■ **KKUA(AM)** Honolulu—Seeks assignment of license from Hercules Broadcasting Co. of Hawaii Ltd. to KOI(KUA) Radio One Corp. for \$405,000. Sellers: Manning Slater, president, et al. Sellers own KRAK(AM) and KRAQ(TV) Sacramento, Calif. Buyers: H. G. Fearnhead, president-treasurer (19% before, 33 1/3% after), R. S. Wilson, vice president-secretary, Lloyd Martin, vice president (each 33 1/3%). Mr. Fearnhead has interests in Oakhurst, Calif., CATV system, and travel agency. R. S. Wilson is retired and was former vice president-general manager of KXTV(TV) Sacramento, Calif. Mr. Martin owns 77% of general contractor. Ann. Aug. 3.

■ **WGLC-AM-FM Mendota, Ill.**—Seeks assignment of licenses from Jel-Co Radio Inc. to Agri-Voice Inc. for \$145,000. Sellers: John F. Hurlbut, president, et al. Mr. Hurlbut is buying WSAB(FM) Mt. Carmel, Ill. Buyer: Michael Ross, sole owner. Mr. Ross is station and sales manager of WGLC-AM-FM. Ann. Aug. 7.

■ **WKJG-TV Fort Wayne, Ind.**—Seeks transfer of control of WKJG Inc. from John Dille Jr., Walter R. Beardsley and Truth Publishing Co. (as a group, 100% before, none after) to Television Communications Corp. (none before, 100% after). Consideration: 540,000 shares of TVC stock. Sellers: Messrs. Dille and Beardsley own Truth Publishing Co. and WKJG-AM-FM Fort Wayne and WSJV(TV), WTRC(AM) and WFIM(FM) Elkhart, Ind. Buyers: TVC is publicly held company and group CATV operator. Alfred R. Stern is president. TVC also owns WBNB-TV Charlotte Amalie, Virgin Islands, and KNWA(FM) Fayetteville, Ark. Ann. Aug. 4.

■ **KWBG(AM)** Boone, Iowa—Seeks transfer of control of Boone Broadcasting Co. from Mary and Harold Garvey (jointly 100% before, none after) to Everett G. Wenrick (none before, 100% after). Consideration: \$136,000. Principals: Mr. Wenrick formerly owned 33 1/3% of KTTN(AM) Trenton, Mo. Ann. Aug. 7.

■ **WSWS(AM)** Berea, Ky.—Seeks assignment of CP from Regional Broadcasting Co. to Shain Broadcasting Co. for \$1,008. Seller: Stephen W. Staples, sole owner. Mr. Staples owns WFLW-AM-FM Monticello, Ky. Buyers: Honus S. Shain Jr., et al. Mr. Shain owns Shain & Young Electronics Inc., Caneyville, Ky., distributors of broadcast equipment and manufacturers of radio control consoles. He is also chief engineer for WMTL-AM-FM Leitchfield, Ky. Ann. Aug. 7.

■ **WCAO-AM-FM Baltimore, WPLO-AM-FM Atlanta, WCOF-AM-FM Boston, WJID-AM-FM Chicago and WMPF-AM-FM Memphis**—Seek transfers of control of Plough Broadcasting Co. from Plough Inc. (100% before, none after) to Schering-Plough Corp. (none before, 100% after). No consideration involved. Transfer is result of consolidation of Plough Inc., Memphis—manufacturer of cosmetics, toiletries, proprietary drugs and household products—with Schering Corp., Bloomfield, N.J., manufacturer of ethical drugs. Under consolidation plan, Schering stockholders will exchange stock for Schering-Plough shares on one-for-one basis, receiving 16,118,866 shares or 64% of the stock. Plough shareholders will exchange their stock on ratio of 1.3 to 1. They will own 9,004,951 shares or remaining 36%. Abe Plough, president of Plough will be board chairman of new company. W. H. Conzen, president of Schering, will be president and chief executive officer. Consolidation has been approved by both boards and will be submitted to shareholders of both companies Sept. 30. Ann. Aug. 7.

■ **WBSM(AM)** New Bedford, Mass.—Seeks assignment of license from Southern Massachusetts Broadcasters Inc. to Your Good Neighbor Stations Inc. for \$850,000. Sellers: George Gray, president (65%), et al. Mr. Gray has interests in WTCX(FM) St. Petersburg, Fla. Buyers: Sally J. Lyons (90%) and James M. McCann, vice president (10%). Mr. McCann holds interests in WKBR(AM) Manchester and WTSN(AM) Dover, both New Hampshire. Ann. Aug. 4.

■ **WRLM(FM)** Taunton, Mass.—Seeks transfer of control of Audio-Air Inc. from O. Arthur Nero, Theodore R. Thayer, Peter B. Gay, Edmund J. Brennan and Ralph F. Mealy (as a group 51.1% before, none after) to John F. and Lucy A. McCarthy and Joseph and Doris I. Quill (as a group 48.9% before, 100% after). Consideration: \$32,620. Ann. July 28.

■ **WFMK(FM)** East Lansing, Mich.—Seeks assignment of license from Panax Corp. to WFMK Inc. for \$169,744.44. Sellers: Mr. and Mrs. Ned Arbury, et al. Mr. and Mrs. Arbury are principal owners of WQDC(FM) Midland, Mich. Buyers: Ronald G. Liggett Jr., president-treasurer (40%), Francis A. Martin, vice-president (15%), et al. Mr. Liggett is lawyer; Mr. Martin is general manager of WFMK(FM). Ann. Sept. 4.

■ **WMGO Canton, Miss.**—Seeks transfer of Canton Broadcasting Co. from American Public Life Insurance Co. (100% before, none after) to Ralph O. Williams (none before, 51% after) and John Noel Pass (none before, 49% after). Principals: Mr. Williams is partner in cattle ranch and owns mechanical contracting firm. Mr. Pass is program director and announcer on WMGO. Consideration: \$65,000. Ann. July 13.

■ **WKOR(AM)** Starkville, Miss.—Seeks assignment of license from Golden Triangle Radio Corp. to Garry V. Hughes for \$200,000. Sellers: Charles K. Irby, president. Buyer: Mr. Hughes has interest in construction companies, shopping centers, farm and restaurant in Mississippi. Ann. Aug. 7.

■ **KLEX-AM-FM Lexington, Mo.**—Seek assignment of licenses from Lexington Broadcasting Inc. to KLEX Inc. for \$225,000. Seller: Ralph E. Meader, sole owner. Buyers: Kenneth E. Meyer, secretary-treasurer, Inks A. Franklin, vice president, and Thomas A. Barneby, president (each 33 1/3%). Messrs. Meyer, Franklin and Barneby own 12.14%, 4.9% and 6.92% of KMTCTV Springfield, Mo. Messrs. Meyer and Franklin each own 33 1/3% of KFAL(AM) and KKCA(FM) Fulton, Mo. Messrs. Meyer and Barneby each own 31.1% of KTXR(FM) Springfield, Mo. Ann. July 16.

■ **KWKI(FM)** Kansas City, Mo.—Seeks transfer of control of FM Broadcasting Inc. from William S. Morris, John B. Ewing Jr. and Albert J. Yonke (each 14% before, none after) to Communications Fund Inc. (48% before, 90% after). Consideration: Not indicated. Principals of Communications Fund: Richard J. Miller, president (51.91%), et al. Communications Fund owns KADI-FM St. Louis; KXLW(AM) Clayton, Mo.; 49% of WMAS-AM-FM Springfield, Mass. Ann. July 28.

■ **KBMY(AM)** Billings, Mont.—Seeks assignment of license from Billings Broadcasting Co. to KBMY Broadcasting Co. for \$210,000. Sellers: Kenneth Nybo, president-general manager, et al. Buyers: Howard L. and Stanley G. Enstrom (each 50%). Messrs. Enstrom own respective interests in building construction and commercial properties

leasing firm and applicant for new AM at Wheaton, Ill. H. Enstrom is consulting engineer. S. Enstrom owns industrial and commercial photography firm. Ann. Aug. 7.

■ **WRLH-TV Lebanon, N.H.**—Seeks transfer of control of Upper Valley Television Broadcasters Inc. from Nelson A. Crawford (100% before, none after) to Scannix Radio Enterprises Inc. (none before, 100% after) for \$76,650. Principals of Scannix: Scott R. McQueen, president and treasurer (43%); Theodore E. Nixon, vice president and secretary (39%), et al. Mr. McQueen is an announcer and in management at WCVR(AM) Randolph, Vt. Mr. Nixon is former manager of WCVR. Ann. Aug. 4.

■ **KMAP(AM)** Albuquerque, N.M.—Seeks assignment of CP from R. Edward Ceres to Centaur Broadcasting Inc. for \$5,300. Principals of Centaur: S. Gerald Moliner, president-treasurer (66 2/3%), and Richard H. Friedman, vice president (33 1/3%). Mr. Moliner is former president of KFMX-FM San Diego, Calif., and is president of KRCH-FM St. Louis. Mr. Friedman is vice president of KRCH-FM and was former vice president of KFMX-FM. Ann. Aug. 7.

■ **WINR-TV Binghamton, N.Y.**—Seeks assignment of license from Binghamton Press Co. to Stainless Inc. for \$780,000. Sellers: John R. Purcell is treasurer of Binghamton Press Co., publisher of newspaper in Binghamton and licensee of WINR(AM) that city. Buyers: Henry J. Guzewicz, president (38.41%), et al. Stainless is in business of constructing antennas for radio and TV stations. Ann. Aug. 4.

■ **WPAC-FM Patchogue, N.Y.**—Seeks assignment of license from Adams-Getschall Broadcasting Co. to W.B.L.I. Inc. for \$175,000. Sellers: Keith E. and Jimmie Lee Putrebe. Sellers own WHRF-AM-FM Riverhead, N.Y., and WPAC(AM) Patchogue. Keith Putrebe has interest in KWKY(AM) Des Moines, Iowa, and Jimmie Putrebe has 25% interest in applicant for new AM at Catonsville, Md. Buyers: Beck-Ross Communications Inc., 100%. Principals of Beck-Ross: Martin F. Beck, president, George M. Ross, vice president-secretary-treasurer, A. William Lee, vice president. Mr. Beck is president of WGLI(AM) Babylon, N.Y., and Mr. Lee is vice president and general manager of WKMF(AM) Flint, Mich. Mr. Ross is New York attorney. Ann. Aug. 7.

■ **WWOW(AM)** and **WFIZ(FM)** Conneaut, Ohio—Seek assignment of licenses from Louis W. Skelly to Contemporary Media Inc. for \$155,000. Principals: Donald Bruck, president (55%), Louis C. Oswald, vice president (15%), Raymond E. Firmant, vice president (5%), et al. Mr. Bruck is former general manager of WJMO(AM) and WCUY(FM) Cleveland Heights, Ohio. Mr. Firmant is salesman for WAKR-TV Akron, Ohio, and Mr. Oswald owns Cleveland advertising-public relations firm. Ann. Aug. 7.

■ **WAEF(FM)** Cincinnati—Seeks assignment of license from North Cincinnati Broadcasting Co. to Berkshire Radio Inc. for \$300,000. Sellers: Alvin W. Fishman, et al. Buyers: Harrison M. Fuerst, president (52%), and Esther Fuerst, secretary-treasurer (48%). Mr. Fuerst holds interests in WSLR(AM) Akron, Ohio, is president and director of WOKO(AM) Albany, N.Y., and KBON(AM) Omaha. Ann. Aug. 12.

■ **KLPR(AM)** and **KJAK(FM)** Oklahoma City—Seek assignment of licenses from Big Chief Broadcasting Inc. and Little Chief Broadcasting Inc., respectively, to SGI Inc. for \$875,000. Sellers: L. M. Jack Beasley, president, et al. Sellers own KFAY(AM) and KKEG(FM) Fayetteville, Ark. Buyers: Edwin J. Sossen, sole owner. Mr. Sossen owns 50% of Oklahoma City advertising agency. Ann. July 6.

■ **KVIN(AM)** Vinita, Okla.—Seeks assignment of license from Vinita Broadcasting Inc. to Green Country Broadcasting Inc. for \$150,000. Sellers: Gene Humphries, president, et al. Buyers: Ralph L. Weir Jr., president (40%), et al. Mr. Weir Jr. owns 80% of KJCK-AM-FM Junction City, Kan., and has numerous CATV interests. Ann. July 13.

■ **KLBM(AM)** La Grande, Ore.—Seeks assignment of license from Inland Radio Inc. to KLBM Inc. for purpose of corporate reorganization. No consideration involved. Principals: Gordon L. Capps, president, et al. Principals own KSRV(AM) Ontario, Ore., and KEEP(AM) Twin Falls, Idaho. Ann. Aug. 3.

■ **KDUN(AM)** Reedsport, Ore.—Seeks assignment of license from Wayne A. Moreland to Communications Broadcasting Inc. for purpose of incorporation. No consideration involved. Wayne A. Moreland, sole owner. Ann. July 16.

■ **WFIL-FM Philadelphia**—Seeks assignment of license from Triangle Publications Inc. to Richer Communications Inc. for \$1 million. Seller: Triangle, owned by Walter H. Annenberg, is group owner of stations and is publisher. Buyers: T. Richard Butera (68.7%), John L. Richer, president and board chairman (10%), et al. Mr. Butera is partner in two Pennsylvania real estate firms, director of insurance holding company and director of pollution control company. Mr. Richer is station manager of WFIL-FM. Ann. July 31.

■ **WEEO(AM)** Waynesboro, Pa.—Seeks assign-

(Continued on page 73)

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—\$2.00 minimum.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Manager-Sales manager for medium market North Carolina AM. Must be employed now in the southeast and be able to sell, promote and supervise. Also looking for a man with the same experience and ability to take charge of separate FM. If you are looking to move up to management and aren't afraid to work, send resume and references to Box J-19, BROADCASTING.

Major Chicago FM opportunity for a strong general sales manager. Your confidence respected. Box J-22, BROADCASTING.

Major Southeastern market #1 rated station needs a selling sales manager. Excellent base plus bonus, company paid profit sharing and major medical, hospitalization. Will be 50,000 watts in about 60 days. Send complete resume to Box J-28, BROADCASTING.

FM mgr. needed immediately. Top 3 market. Salary \$30,000 plus bonus. Send resume to Box J-64, BROADCASTING.

Southern Ohio stations need an assistant general manager-sales manager. Must know sales promotion and be able to handle overall station direction. Send resume with references. Box J-91, BROADCASTING.

Manager, strong on sales, programing, Las Vegas, full time. Box J-135, BROADCASTING.

Help Wanted Sales

Salesman with production and news experience. Salary plus commission, many fringe benefits. 10,000 watt MOR in Central Pennsylvania. Box H-371, BROADCASTING, or call Bob Manning 717-286-5638.

Experienced radio time salesman needed. Wonderful opportunity for right man. Also need experienced announcer or combination announcer-salesman. Good salary, fringe benefits and ideal working condition. Box J-191, BROADCASTING.

Sales . . . 3rd ticket . . . some announcing. KHIL . . . Wilcox, Arizona . . .

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLSS/KSMN. Mason City, Iowa.

Sales manager . . . young, aggressive, loves to sell and work for top market C&W station. Must be able to announce and have ticket also. Call 218-927-3322. Immediate opening.

No. 1 contemporary station (Pulse, April, May 1970) needs two account executives to earn \$15,000 per year. Earliest postmark gets priority. Salary, commission, bonus, excellent fringe benefits. Send qualifications to: Mr. Aden McElveen, 8 Portland St., Worcester, Mass. 01608, 617-799-0581.

Announcers

Modern country jock wanted by powerful midwest station. We are looking for strong personality with thorough knowledge of C&W music and lots of enthusiasm. Good salary and fringes. All replies confidential. Send complete resume and tape. Box J-38, BROADCASTING.

First phone. Contemporary MOR medium market. Nice company fringe benefits. \$125 to start. Send tape . . . resume . . . Box J-107, BROADCASTING.

Top rated Illinois 5,000 watt full-time station looking for sharp, creative, community-minded entertainer to handle afternoon drive and some production duties. Send resume and tape to Box J-121, BROADCASTING.

Experienced DJ-announcer. Sports background helpful. Contemporary format. Must know pop music. Virginia city. Send tape, resume. Box J-147, BROADCASTING.

New Jersey MOR seeks experienced announcer who can write local news. For interview send tape and resume to Box J-169, BROADCASTING.

Announcers continued

Experienced MOR and top forty announcer for Texas border full time station. Bilingual and sports helpful. Write Box J-179, BROADCASTING.

We are expanding and need experienced big voiced first ticket DJ for contemporary format and news must be capable of advancing to PD. Box J-192, BROADCASTING.

First phone announcer with big voice who is able to communicate with Mexican-American community for news department. Must be capable of news gathering, writing, editing. The finest place to live in the U.S. A once in a lifetime opportunity. Contact Lyle Richardson, KUDE, Oceanside, Calif.

Major market east coast rocker searching for night time heavy. Excellent references and stable work record required. Good opportunity for mature and dedicated pro. Send tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Va. An EOE.

Want: announcer with third endorsed. Prefer man from Virginia or Carolinas. Experience helpful but will train right man. Send tape, picture and resume. No collect calls. Preston Young, Station Manager, WHLF AM-FM, South Boston, Virginia 24592.

We are adding a full time announcer/newsman to our staff. Send tape and resume to WHTG, Eatontown, N.J. 07724.

Personality . . . aggressive, thinking, intelligent. Send tape resume to Jeff Kaye, Program Director, WKBW Radio, Buffalo, New York 14209. All references will be checked.

Immediate opening—1st phone—announcer-newsman WMIC—Sandusky, Michigan.

Suburban Cleveland MOR needs a professional who knows how to talk with—not at—an audience. We're looking for a showman who can help us pull ratings as high as our downtown competition. Above-average pay, working conditions, plus major-market exposure. Many of our grads are in the top 10. If you're ready, here's your chance. Beginners need not apply. First ticket helpful, but not necessary. Rush photo, tape, resume to: Mike Linder, WPVL, 1 Radio Place, Painesville, Ohio 44077.

We need a good morning announcer. Hospitalization and other benefits. Send resume, air check, credit references and desired salary. 3rd class ticket needed. News and sports experience would help. Address W. P. Gumm, Jr., WRJN, Radio Park, Racine, Wis. 53405.

Expanding our staff. Good voice with first phone wanted by newspaper affiliated MOR AM-FM stereo stations located in Indiana's lake region. WRSW AM-FM, Warsaw, Indiana 46580. Dial 219-267-3111.

1st phone . . . heavy weight network . . . MOR station resort Florida . . . afternoon drivetime . . . great opportunity . . . for stable family man . . . good pay . . . fringe benefits . . . 305-278-1420.

Small market radio, need 1st phone who would like to do sales and service work, preferable 30 or over, no limited age, good working conditions, beautiful location to live for the right person. Send all correspondence to Dr. C. C. Smith, 389 Glenn Avenue, West Liberty, Ky. 41472.

We are a good organization, now with two stations, looking for well trained 1st phone announcers . . . excellent equipment, new facilities at both stations . . . realistic salary, Western Pennsylvania area. Experienced only . . . apply to Mr. Loughry, P.O. Box 81, Brownsville, Pa. 15417, or phone 412-785-3450.

Wanted: Announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station in Virginia. Opportunity for sales. Position available immediately. Call 703-629-2509 day, 703-647-8493 night.

Wanted—announcer—lower Rio Grande Valley.—Contact Edgar Clinton, 345 South 7th, Raymondville, Texas.

Wanted . . . experienced first phone announcer. Good salary. Near large city. Good operation. Extra revenue if you can do sports & sales but not absolutely necessary. Manager 314-586-B577.

3rd phone, immediate opening, southeastern NY state 50,000 watt FM easy listening format. Send tape, resume & photo P.O. Box 511, Beacon, N.Y. 12508.

Technical

Chief engineer—Low pressure job in adult oriented station. Best suited to an older man who knows how to keep a small station perking and wants a congenial adult atmosphere. Box J-2, BROADCASTING.

Chicago stereo station seeks capable chief engineer. Reply in confidence. Box J-21, BROADCASTING.

Chief engineer for AM directional \$13,000 to start. Must be thoroughly experienced, dependable and a hard worker. Able to supervise good engineering staff. Send resume, references and recent picture to Box J-193, BROADCASTING.

Experienced chief engineer for AM & FM operation. Modest announcing shift with MOR music. Clean operation. Practically new equipment. Immediate opening. Send full details to Mason Dixon, KFTM Radio, Fort Morgan, Colorado.

First phone men for transmitter WAMD, Aberdeen, Md. 21001.

News

Experienced play-by-play with heavy local news. Excellent opportunity for medium market pro to build news and sports department of this 100-thousand market. Excellent equipment, mobile unit. Top pay, fringe benefits, advancement potential. Tape, resume and salary requirements first letter to Box J-176, BROADCASTING.

News director needed by area's top-rated adult station. Top man will be rewarded with good pay, good equipment, mobile car, and fringe benefits. Must be experienced and ready to live local news. Rush air-check, references, and salary requirements first letter. Box J-178, BROADCASTING.

Communications director for small S.E. Iowa market. Join a station that doesn't copy everyone else and a company that appreciates good people. Salary above average. Opportunity unlimited. Send tape and resume to Tim Teeter, KCII Radio, Washington, Iowa 52353. No phone calls.

Award winning, news-dedicated east coast rocker expanding news operation has opening for reliable, mature professional. Excellent references required. Send tape, resume and pic to Dick Hudak, WEAM, Box 589, Arlington, Va. An EOE.

News director wanted. Big station in small town with large coverage. Must sound like a pro and be able to supervise three other people. Journalistic sense is a must. Strong emphasis on local news. Hours are long and the work is hard. Good reward for those that can prove they have it. Group owner. Network affiliation. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

Midwest top 20 market station with heavy news commitment needs experienced radio journalist with smooth delivery. Must be able to write, rewrite, work to phone and street. Send tape, resume, writing samples and photo to news director, WUBE, Box 1232, Cincinnati, Ohio 45201.

Major market group looking for heavy sounding news men to fill positions in Denver and Kansas City. Must be able to dig, write and report on air. Mobile news experience helpful. Send air check, resume with salary requirements to J. T. Moran, News Director, 7075 West Hampden Ave., Denver 80227.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box J-105, BROADCASTING.

Good contemporary small market station in central Pennsylvania has opening for experienced personality, strong production. Excellent fringe benefits, group ownership. Resume and tape. Box J-109, BROADCASTING.

At the age of 28, Dan McKinnon became one of the youngest major-market station owners in the country when he acquired KSON(AM) and KSEA(FM), both San Diego. Eight years later, seasoned but still boyish in appearance, he seeks to represent the industry's "young Turks" on a national level—as a member of the National Association of Broadcasters board of directors.

Mr. McKinnon, who was elected to the NAB board in March, brings to the job a set of strong views and an uninhibited willingness to express them. He fears that broadcasting's leaders are in danger of losing touch with Congress, the FCC and other broadcasters to such an extent that the business may end up being more regulated than it is now.

In response to this problem, he says, his principal goal as a board member is to make broadcasters in his district aware of current problems. At his own expense he recently sent a letter to all the broadcasters in his 16th district—not just the NAB members—outlining what the board had discussed at its last meeting. He went further, offering suggestions on how they could get back in touch with Congress and their own communities (one of those suggestions, obviously, was to consider joining NAB.)

"If broadcasters band together, they can have more impact—do more good for the community—than any daily newspaper no matter where they are," he says.

His second goal is to get broadcasters to take the initiative on legislation that affects their industry. "So far, we've been the whipping boys of the White House, Congress and the FCC. They propose rules to us—put us on the defensive. The actual path of suggested rulemaking should be the other way, with the commission on the defensive."

If broadcasters continue to sit back and play defense, he says, they may soon find that there are so many regulations limiting their activities that they can no longer remain in business. They "spend their time running around putting out the small fires here and there," the young station owner says, "but they forget about the building that's decaying and will cause the biggest fire of all."

The example of government power that presently troubles Mr. McKinnon most of all is the new schedule of filing fees adopted by the FCC. "How many people, either in broadcasting or out," he asks, "realize that the FCC has the power to raise the fees solely at its own discretion? Under the present legal setup, they could double this year's \$25-million budget in 1971 and get it approved by Congress simply by saying they would raise the money from those they regulate."

His solution, and one he is trying to get NAB to back, is to have Congress

On-air and off Dan McKinnon speaks his mind

immediately establish a ceiling on the fees imposed by regulatory agencies. This would mean that the commission would have to get congressional approval before creating a new fee structure.

"By not setting that limit in the first place, Congress has passed the taxation function over to the FCC," he says, "and that is unconstitutional."

Mr. McKinnon considers extended FCC control the result of an expanded

Week's Profile



Clinton Dan McKinnon—president and owner, KSON(AM) and KSEA(FM), both San Diego, Calif. and part owner KIII(TV) Corpus Christi, Tex.; b. Jan. 27, 1934, San Bernardino, Calif.; B.A., University of Missouri, Columbia; helicopter rescue pilot, U.S. Navy, 1956-59; ad salesman, photographer, reporter, assistant editor, North Shore Sentinel, San Diego, Calif., 1960-62; purchased KSON, 1962 and KSEA, 1964; started KIII, 1964 with brother, Michael D.; board of directors, California Broadcasters Association, 1964-70; on board of Country Music Association, 1965-68; CMA treasurer, 1965; elected to board of National Association of Broadcasters, 16th district, March 1970; m. Virginia Sines of San Diego, Dec. 22, 1956; children—Holly, 9, Sherri, 7, Scott, 6; hobbies—photography, flying, rodeo riding.

public awareness of broadcasting's power—a realization he believes is dawning on more and more station owners as well. As the public's reliance on the broadcast media increases, so does the interest in regulation, he says.

Dan McKinnon's freewheeling expression of his views is not confined to industry matters. He frequently takes to the air as an editorial voice on KSON and KSEA, in the belief that the opinions of management should be spoken by management. And since the stations began editorializing on ballot propositions in San Diego, he says, every one has been resolved as its editorials suggested it should be.

"Either the station has a tremendous influence on area voters," Mr. McKinnon says, "or we had an uncanny knack for predicting."

At the conclusion of each KSON editorial, that station gives a phone number and invites listeners to comment on the positions taken by Mr. McKinnon. So far, he says, the practice has elicited more agreement than controversy.

On a national level, the newly elected director of NAB has, as one of his first projects, gotten the board to approve a resolution urging NAB to produce and distribute editorial research material to member stations. In this way, those who want to speak out as broadcasters would have some initial ammunition with which to work.

Dan McKinnon got into the broadcasting business on the recommendation of his father—Clinton Dotson McKinnon, who represented San Diego county in the U.S. House of Representatives from 1948 to 1952. "My grandmother had died and left me some money," he recalls, "and when I asked my father how I should invest it, he suggested a radio station." The recommendation was particularly interesting in view of the fact that the family fortune was built on a foundation of community newspapers.

Today, however, he obviously sees no reason to regret his acceptance of that advice. In addition to the two radio stations, he is part owner of KIII(TV) Corpus Christi, Tex., with his brother Michael; a successful businessman, and an enthusiastic if sometimes critical booster of his industry.

Away from work, he is actively involved in community affairs, and also finds time to enjoy some unusual extracurricular activities. Recently he did the still photography for a Time-Life television special on Aegir, an underwater habitat off the Hawaiian coast. He has flown jets, raced sports cars and at one time held the record for the highest number of rescues by a Navy helicopter pilot—62. When asked about it, he merely smiles and says, "I'll do anything."

The man offstage

FCC Chairman Dean Burch revealed himself last week to be a man of worthy motives and a victim of bad advice.

His speech to the International Radio and Television Society in New York was in large part an exhortation to improve the quality of programing for children. No one will quarrel with that.

But it was also obvious that in some parts of his speech Mr. Burch was speaking at the persuasion of others whose philosophy of broadcast regulation is more repressive than his own—or than his own has up to now been understood to be. "Ladies and gentlemen," said the chairman, "I will tell you very candidly: The FCC of the seventies cannot slough off a problem with the old and loved constitutional arguments; they went out with the Red Lion case."

In that remark Mr. Burch was echoing someone else: Henry Geller, the FCC's general counsel. Mr. Geller, an indefatigable worker for more government control, issued a secret memorandum a year ago advising that the Supreme Court decision in the Red Lion case had so diluted broadcasting's First Amendment rights that the FCC could now establish quotas for categories of programing (BROADCASTING, Sept. 15, 1969). Though Mr. Burch did not explicitly say so last week, it must be assumed that he is convinced that the commission could, if so minded, prescribe the volume of children's programing to be carried.

Mr. Burch wasn't very clear in describing the role he was proposing for the FCC in the improvement of children's shows. He seemed to be suggesting that the commission would act as a coordinator of a rotational system among networks to schedule noncompetitively. Similar offerings have been made by predecessors. He also hinted that by cooperating with the government the networks could be spared prosecution for the antitrust-law violations they would be committing. But that is about as far as he went.

The hope must remain that he intends to go no farther. But that hope is tempered by the knowledge that Mr. Geller is due to become special assistant to Chairman Burch when Richard E. Wiley moves in as general counsel in the next week or so.

Assignment: danger

Broadcast journalists who meet this week in Denver have more to consider than freedom of information, equal access or censorship.

The hazards of broadcast journalism, both physical and conceptual, should be of great immediate concern to the 25th international convention of the Radio Television News Directors Association. Ownership and management, as well as news executives and reporters, should be made aware of these realities.

The physical hazards are exposed almost daily at home and abroad. Vietnam and Cambodia are not formal wars with battlefields and front lines. This is booby-trap, guerrilla warfare. News crews are ambushed, captured and even killed as if they were combatants.

At home what has happened on campuses and in central cities is jungle warfare of a different stripe. Mobile units with cameras, lights and microphones and other gear seem to invite physical attack.

Now the other side. Because of the public's acceptance of, and reliance upon, broadcast news and commentary, and exposure given officials from the President down, the FCC is

spending more time in efforts to interpret an unworkable fairness doctrine on a case-to-case basis than it is on fundamental policy. This windmill-tilting, provoked by mischief-making politicians and radical minorities of both the right and left, was never contemplated as a function of government when Congress enacted the Radio Act in 1927 and the Communications Act in 1934.

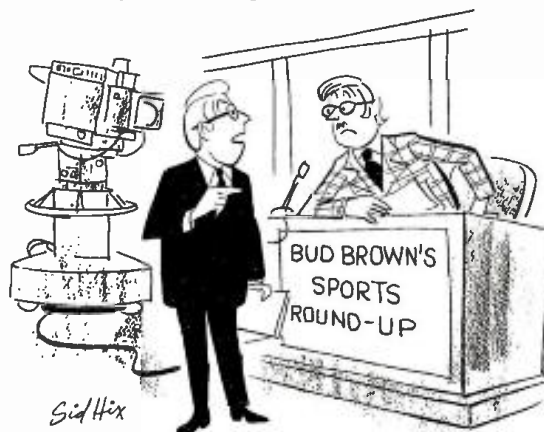
These conditions here and abroad point up television's and radio's awesome responsibilities as primary news media. Responsibility for news cannot be left to program directors, unless they are trained journalists. The news executive, like the program director and the commercial manager, should report to top management and ownership. Local and public-affairs involvements of stations are the factors that figure most frequently in license-renewal contests. Greater responsibility must be borne by those charged with the control of news and public affairs. They must be men of competence, courage, judgment, and, above all, integrity.

Decision now

Sherman Unger, whose nomination to the FCC has been pending almost two months, is enduring a sort of double jeopardy. Not only is he the object of a meticulous audit of a federal income-tax return, an ordeal that has shortened the lives of untold numbers of taxpayers, but also he is the victim of suspicions that have fed on the delay in his confirmation. Unless Mr. Unger is guilty of serious transgressions, of which no evidence has come to light, he deserves a better shake.

Mr. Unger has said, as reported in this publication a week ago, that he wishes his confirmation hearing to be held. Presumably he would be prepared to describe the differences he is having with Internal Revenue and to defend his honest intentions in the return under dispute. If, as seems to be the case, Mr. Unger and the auditor are at odds over interpretations, he shares a position that has been occupied by persons of the highest reputation in the land.

The Senate Commerce Committee ought to proceed to a hearing with dispatch. It is not only Mr. Unger's reputation that is suffering. A seat is vacant on a critically important agency, and another appointee's future is also involved. Perhaps the Senate has forgotten that Mr. Unger was appointed to the unexpired term to be created by the simultaneous appointment of incumbent Commissioner Robert Wells to the full term left by the now-departed Kenneth Cox.



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(Continued from page 67)

ment of CP from TV Cable of Waynesboro Inc. to Raystay Co. for purpose of corporate reorganization. No consideration involved. Principals: George F. and Marian B. Gardner. TV Cable of Waynesboro is contemplating public offering and principals do not want assets of WEOO included in company. Ann. Aug. 11.

■ WLOW-AM-FM Aiken, S.C.—Seek assignment of licenses from Radio Aiken to Carousel Radio Inc. for \$175,000. Sellers: Robert S. Taylor, president, et al. Mr. Taylor has interest in WAID-AM) Walterboro, S.C. Buyers: W. Randall Davidson, president (34%), Finley A. Kennedy, vice president and Joseph W. Byrne, secretary-treasurer (each 33%). Mr. Davidson is manager and has 0.67% interest in WLOW-AM-FM. Mr. Kennedy practices medicine in Aiken. Mr. Byrne owns 34% of WHCC(AM) Waynesville, N.C., and has other business interests. Ann. July 31.

■ WMTU-TV Memphis—Seeks voluntary assignment of CP from Memphis Telecasters Inc. to Springfield Associates for expenses not to exceed \$28,000. Sellers: Harold W. Twisdale, David L. Steel Jr., et al. Messrs. Twisdale and Steel each own 25% of WRTU-TV Richmond, Va. Buyers: William L. Putnam (25%), Roger L. Putnam (25%), James E. Ferguson Jr. (25%), and George Mitchell (25%). All principals hold interest in Springfield Television Broadcasting Corp., group owner. Mr. R. Putnam holds interest in machinery company. Ann. Aug. 4.

■ KAPE(AM) San Antonio, Tex.—Seeks assignment of license from Bexar Broadcasting Inc. to S. S. Broadcasting Inc. for \$275,000. Sellers: Maxwell Marvin, president, et al. Sellers own applicant for new FM at San Antonio. Buyer: Center Atkins Jr., sole owner. Mr. Atkins owns advertising agency in San Antonio. Ann. Aug. 7.

■ KVNU(AM) Logan, Utah—Seeks transfer of control of Cache Valley Broadcasting Co. from Red Bullen, executor of estate of Herschel Bullen Jr. (40.3% before, none after) to Red Bullen (30.5% before, 40% after) and Bullen family. No consideration involved. Ann. Sept. 4.

■ WHAP(AM) Hopewell, Va.—Seeks assignment of license from Eastern Broadcasting Corp. to Radio Hopewell Inc. for \$367,500. Seller: Roger A. Neuhoff, president, et al. Mr. Neuhoff controls WHUT(AM) Anderson, Ind., WCVS(AM) Springfield, Ill., and is buying WBOW(AM) Terre Haute, Ind. and WOHI(AM) and WRTS(AM) East Liverpool, Ohio. He is also applicant for new FM in Anderson, Ind., and with others is buying WHHO-AM-FM Hornell, N.Y. Buyers: Roy D. Wooster Jr., president-treasurer (4%), Roy D. Wooster Sr. and Margaret B. Woodster (each 48%). Roy D. Wooster Jr. is vice president of South Atlantic Division of Borden Inc. Roy D. Wooster Sr. is former chairman of board of Borden Inc. and is director emeritus of company. Buyers own WRON(AM) Ronceverte, W. Va., and WEEW(AM) Washington, N.C. Ann. Aug. 7.

■ WTFI(FM) Norfolk, Va.—Seeks assignment of license from Andre Evans to Christian Communications Inc. for \$21,664.38. Seller: Andre Evans, sole owner. Buyers: Lowell L. Davey, executive director (20%), Keith H. Davey, board member (20%), William J. Miller, president (20%), Charles Yates, vice president (20%), Ashby Woodlief, secretary-treasurer (20%). Lowell Davey owns tree stump removal firm; Mr. Miller owns used car auctioning firm; Mr. Yates owns door installation firm. Ann. Aug. 7.

■ WGOE(AM) Richmond, Va.—Seeks assignment of license from Dixie Broadcasting Corp. to My Staff Inc. for \$130,000. Sellers: Stanley H. Fox, Irwin L. Fox and Seymour L. Dworsky, jointly 100%. Sellers own WIZS(AM) Henderson, N.C., WRMT(AM) Rocky Mount, N.C. and WEYE(AM) Sanford, N.C. Buyers: James S. Beattie, sole owner. Mr. Beattie owns business investment and brokerage firm and secretarial school. Ann. Aug. 7.

■ WYTI(AM) Rocky Mount, Va.—Seeks transfer of control of WYTI Inc. from Lester L. Williams (100% before, none after) to William E. Jefferson (none before, 100% after). Consideration: \$90,500. Principal: Mr. Jefferson is sales manager for WYTI. Ann. July 28.

■ KSND(AM) Seattle—Seeks assignment of license from Am-Com Inc. to Big Wind Broadcasting for \$550,000. Sellers: Riley R. Gibson, president, et al. Mr. Gibson owns 56.7% of KYOS(AM) Merced, Calif. Buyers: Davis Broadcasting Co. (80%), Philip C. Davis, president (15%), et al. Davis Broadcasting is licensee of KWIZ-AM-FM Santa Ana, Calif. Davis Broadcasting is owned by W. Thomas Davis and Philip C. and Carolyn Lyle Davis jointly (42.5% each), et al. Buyers own KLOK(AM) San Jose, Calif. Mr. Davis has interest in 12 CATV systems. Ann. Aug. 3.

Actions

■ WULA-AM-FM Eufaula, Ala.—FCC granted transfers of control of Dixie Radio Inc. from C. A. McClure (91%), et al. (100% before, none after) to Vogel-Montgomery Corp. (none before, 100% after). Consideration: \$110,000. Principals of Vogel-Montgomery: William R. Vogel, president (55%), John D. Swartzbaugh, secretary (10%), et al. Mr. Vogel owns 66% of WGN-S-

(AM) Murfreesboro, Tenn., 71% of WAMA(AM) Selma, 68% of WHOD-AM-FM Jackson and is applicant to purchase 68% of WBLO(AM) Evergreen, all Alabama. Mr. Swartzbaugh owns 28% of WAMA, 16% of both WHOD-AM-FM and WBLO. Action Sept. 2.

■ **WLPR(FM)** Mobile, Ala.—Broadcast Bureau granted assignment of license from Mobile Broadcast Service to Sound Broadcast Corp. for \$96,500. Sellers: E. Howard Smith and Howard L. Smith. Sellers own applicant for new AM at Mobile. Buyers: Nicholas C. Panayiotou, president, W. Maurice Tonsmiere, treasurer (each 40%), Herbert P. Feibleman Jr., vice president, and John L. Harris Jr., secretary (each 10%). Mr. Panayiotou is co-owner of restaurant. Mr. Tonsmiere owns real estate and insurance agency. Mr. Feibleman is attorney. Mr. Harris is operations manager for WKRC-AM-FM-TV Mobile. Action Aug. 26.

■ **WSLA-TV** Selma, Ala.—Broadcast Bureau granted voluntary assignment of CP from Selma Television Inc. to Central Alabama Broadcasters Inc. for \$100,000. Seller: Frances U. Brennan, sole owner. Mrs. Brennan owns WBAM(AM) Montgomery, Ala. Buyer: Charles F. Grisham, sole owner. Mr. Grisham holds interest in WHMT-TV Huntsville, Ala. Action July 16.

■ **KBUZ-AM-FM** Mesa, Ariz.—FCC granted transfers of control of Retherford Broadcasting Inc. from W. S. Retherford (100% before, none after) to Number One Radio (none before, 100% after). Consideration: \$600,000. Principals of Number One Radio Edwin G. Richter Jr., president, H. Lee Druckman, secretary-treasurer (each 26.54%). Frank Kalil, vice president (15.64%), et al. Principals own KAIR(AM) Tucson. Mr. Richter owns 25% of WYTV Inc. Youngstown, Ohio, 20% of Grass Hills, Calif. CATV system and 25% of cattle feeding management firm. Mr. Druckman owns investment firm and is president-chairman of board of El Cajon, Calif. CATV system. Action Sept. 3.

■ **KMAG(FM)** Fort Smith, Ark.—FCC granted transfer of control of The Valley Corp. (100% before, none after) to Horace C. Boren (none before, 100% after). Consideration: \$60,000. Sellers: Everett Tucker Jr., secretary, et al. Buyer: Mr. Boren owns KMUS(AM) Muskogee, Okla., and KWHN(AM) Fort Smith, Ark. Action Aug. 26.

■ **KPAT-AM-FM** Berkeley, Calif.—FCC granted assignment of license from KPAT Inc. to Horizons Communications Corp. of Calif. for \$1,427,350. Sellers: Dickens J. Wright, president, et al. Buyers: Edward W. Wood Jr., chairman of board, Jerome Feniger, president, William Mulvey, secretary, Messrs. Wood, Feniger and Mulvey own WRIV-TV Riverhead, N.Y., and each 25% of WALK-AM-FM Patchogue and WRIV(AM) Riverhead, both New York. Action Sept. 9.

■ **KBBQ(AM)** Burbank, Calif.—Broadcast Bureau granted transfers of control of George E. Cameron Jr. Communications from the late George E. Cameron Jr. (100% before, none after) to Bank of America National Trust & Savings Association, Palm Springs Branch, Frank Todd, trust officer and executor (none before, 100% after). Action Aug. 4.

■ **KNEZ(AM)** Lompoc, Calif.—Broadcast Bureau granted 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 KAVR-AM-FM Apple Valley, Calif. Mr. Chesebro is attorney and owns industrial real estate investment firm. Action Sept. 1.

■ **KNOB(FM)** Long Beach, Calif., and KCNA(FM) Henderson, Nev.—Broadcast Bureau granted assignment of license from John R. and Jeanette B. Banoczi to Pennino Music Inc. for purpose of incorporation. No consideration involved. Principals: John R. and Jeanette B. Banoczi (each 50%). Action Aug. 18.

■ **KCBH(FM)** Los Angeles—FCC granted assignment of license from A. A. Crawford to Able Communications of California Inc. for \$1.6 million. Sellers: Arthur A. Crawford, sole owner. Mr. and Mrs. Crawford are applicants for former facilities of KRLA(AM) Pasadena, Calif. Buyers: Able Communications Inc., 100% (owned 100% by Noel Fund Inc.) Principals of Noel Fund: Louis Marx Jr., president, and Dan W. Lufkin, vice president (each 50%). Messrs. Marx and Lufkin, among other businesses, own oil and investment interests. Action Sept. 9.

■ **WAQB-FM** Atlantic Beach, Fla.—Broadcast Bureau granted assignment of license from Louac Inc. to WKTX Inc. for \$100,000 (price includes transfer of WKTX(AM) Atlantic Beach). Seller: William F. Acks, sole owner. Buyers: See WKTX below. Action Sept. 3.

■ **WKTX(AM)** Atlantic Beach, Fla.—Broadcast Bureau granted transfer of control of WKTX Inc. from American Dielectrics Corp. (100% before, none after) to Gerald Brown, William Bivens, Jack Donnell (each none before, 29 1/3% after), George Johnson and Donald Davis (each none before, 6% after). Consideration: \$100,000 (price includes assignment of WAQB-FM Atlantic Beach). Sellers: William F. Acks, sole owner. See WAQB-FM above. Buyers: Messrs. Brown, Bivens and Donnell are employees of KWK(AM) St. Louis. Mr. Johnson owns advertising agency. Mr. Davis

is P.R. director for chemical and drug manufacturer. Action Sept. 3.

■ **WWBA-AM-FM** St. Petersburg, Fla.—Broadcast Bureau granted assignment of license from Myer Feldman and Edward Winton to WWBA Inc. for purpose of incorporation. No consideration involved. Principals: Myer Feldman (90%) and Edward Winton (10%). Action Aug. 27.

■ **WIFN(FM)** Franklin, Ind.—Broadcast Bureau granted assignment of license from Voice of Johnson County Inc. to Vogel-Douglas Corp. for \$130,000. Sellers: Howell B. Phillips, president, et al. Sellers own WBMP(AM) Elwood and WMPI(AM) Scottsburg, both Indiana. Buyers: William R. Vogel, president (62.7%), John D. Swartzbaugh, secretary (9.2%), A. Dale Hendrix (4.1%), et al. Messrs. Vogel, Swartzbaugh and Hendrix have interests in WAMA(AM) Selma, Ala. Messrs. Vogel and Swartzbaugh have interest in WHOD-AM-FM Jackson, WBLO(AM) Evergreen and WULA(AM) Eufaula, all Alabama. Mr. Vogel also has interest in WGNB(AM) Murfreesboro, Tenn. Action July 15.

■ **KCI(AM)** Washington, Iowa—FCC granted assignment of license from Washington Home and Farm Radio Inc. to Washington Radio Inc. for \$125,000. Sellers: George Volger, president, Ralph J. Bitzer, Sam Burke, et al. (as a group, 100%). Mr. Volger owns 49.7% of KWPC-AM-FM Muscatine, Iowa. Mr. Bitzer owns 20% of KTGR-AM-FM Columbia, Mo. Mr. Burke owns 50% of KIRX-AM-FM Kirksville, Mo. Buyers: Alver G. Leighton, president (68%), Donald Schiel, vice president, H. D. Shanklin (each 8%), et al. Messrs. Leighton and Shanklin own 68% and 8%, respectively, of KOUR(AM) Independence, Iowa. Messrs. Leighton and Schiel own 40% and 20% respectively, of KLGR(AM) Redwood Falls, Minn. Mr. Leighton owns KDLM(AM) Detroit Lakes, Minn. Action Sept. 15.

■ **KNIR-FM** New Iberia, La.—Broadcast Bureau granted assignment of license from Techeland Broadcasting Inc. to KNIR-FM Inc. for purpose of corporate reorganization. No consideration involved. Action Aug. 7.

■ **KREH(AM)** Oakdale, La.—Broadcast Bureau granted sale of stock from Ralph Hooks (33 1/3% before, none after) to C. Winsett Reddoch (16% before, 49.33% after). No consideration involved. Part of partnership termination proceeding. Mr. Hooks owns KDLA-AM-FM DeRidder, La., previously owned 51% and 24%, respectively, by Cyril W. and C. Winsett Reddoch. Pending FCC approval is sale of stock from Cyril W. Reddoch (66.67% before, 50.67% after) and Ralph Hooks (33.33% before, none after) to C. Winsett Reddoch (none before, 49.33% after). Action Sept. 7.

■ **WCOU-AM-FM** Lewiston, Me.—FCC granted assignment of licenses from Androscoquin Radio Corp. to Mid-Maine Communications Inc. for \$210,000. Sellers: John C. Libby, president, et al. Phillip M. Greene, president, and Constance C. Greene, vice president (each 50%). Mr. Greene is former marketing manager for Time magazine. Mrs. Greene is author of children's books. Action Sept. 15.

■ **WKOX-AM-FM** Framington, Mass.—Broadcast Bureau granted transfer of control of WKOX Inc. from Richard E. Adams (100% before, none after) to Fairbanks Broadcasting Co. (none before, 100% after). Consideration: \$449,500 in cash and note for \$1,100,500. Buyer: Richard M. Fairbanks, sole owner. Mr. Fairbanks owns WIBC(AM) and WNAP(FM), both Indianapolis, and controls WRMF-AM-FM Titusville, Fla. Action Sept. 8.

■ **KHDN(AM)** Hardin, Mont.—Broadcast Bureau granted assignment of license from Hardin Broadcasting Co. to Empire Broadcasting Corp. for \$40,000. Principals of Hardin Broadcasting Co.: Edward W. Christiansen, president, Robert H. Wilson, secretary, James D. Kelly, treasurer (each 10%), et al. Principals of Empire Broadcasting Corp.: Eldon Menzel, president (12.9%), Eugene L. Russell, vice president (8%), Russell L. Culver, secretary and treasurer (6.8%), et al. Buyers own KFLN(AM) Baker and KPWD(AM) Plentywood, both Montana. Action Aug. 4.

■ **WNJU-TV** Linden-Newark, N.J.—FCC granted transfer of control of New Jersey Television Broadcasting Corp. from all stockholders of N. J. TV Broadcasting Corp. (jointly, 100% before, none after) to Screen Gems Broadcasting Corp. Consideration: \$8,100,000. Sellers: Herbert T. Green, executive vice president, et al. Buyers: Columbia Pictures 89%, et al. Buyers own KCPX-AM-FM-TV Salt Lake City. WAPA-TV San Juan, P.R., and 33 1/3% of WOLE-TV Aquadilla, P.R. WVUE-TV New Orleans. Action Sept. 9.

■ **WALK-AM-FM** Patchogue, N.Y., and WRIV(AM) Riverhead, N.Y.—Broadcast Bureau granted transfer of control of Island Broadcasting System from Jerome Feniger (24.5% before, none after), Edward W. Wood (24.5% before, none after), Chester Huntley (24.5% before, none after), and William Mulvey (24.5% before, none after) to Horizons Communications Corp. (none before, 97% after). Messrs. Feniger, Wood, Huntley and Mulvey control 97% of stock of New Horizons Communications Corp. and jointly transfer holdings in licensee to corporation. Action Aug. 29.

■ **WSPK(FM)** Poughkeepsie, N.Y.—FCC granted assignment of license from Star Broadcasting Corp. to Lance Communications Inc. for \$125,000. Sellers: Oliver Lazare, treasurer, et al. Sellers for-

merly owned WKIP(AM) Poughkeepsie. Buyers: Robert E. and Alford H. Lessner, vice president-treasurer and president, respectively (each 32%), Lorraine Lessner, chairman of board (15%), George Lessner, secretary-vice president (16%), and Robert A. Outer, vice president sales (5%). Messrs. R. E. and A. H. Lessner each own 30% of WBNR(AM) Beacon, N.Y. L. and G. Lessner each own 20% of WBNR(AM). Messrs. Lessner each own 25% of motion picture and recording studios and of Liberty Magazine Copyright Library. Action Sept. 2.

■ **WNOB(FM)** Cleveland—Broadcast Bureau granted transfer of control of Northern Ohio Broadcasting Co. from Philip M. Kerwin (53% before, none after) to Multicom Inc. (none before, 53% after). Consideration: \$120,000. Principals of Multicom: Laurence Goldstein, president (9.1%), Jared G. Winger, vice president (8.8%), et al. Principals own WELW(AM) Willoughby, Ohio. Action Aug. 31.

■ **WDDL-FM** Scranton, Pa.—FCC granted transfer of control of Lane Broadcasting Corp. from Virginia M. Padgett and D. Stewart Padgett (jointly 9.82% before, none after) to Douglas V. Lane (42.7% before, 52.52% after). Consideration: \$4,000. Action July 24.

■ **WHYZ(AM)** Greenville, S.C.—Broadcast Bureau granted assignment of license from John H. Fleet, receiver for Media Inc., to WHYZ Inc. for \$300,000. Principals: Dexter L. Stuckey Sr., president (35%), et al. Mr. Stuckey formerly held interests in furniture companies, restaurant, automobile dealership and WKYB(AM) Hemingway, S.C. Action Aug. 31.

■ **WPIP(AM)** Collierville, Tenn.—Broadcast Bureau granted assignment of license from Piper Broadcasting Co. to Albert L. Crain for \$55,000. Seller: Paul P. Piper Jr., sole owner. Buyer: Albert L. Crain, sole owner. Mr. Crain owns radio jingle production firm. Action Aug. 11.

■ **KEGG(AM)** Daingerfield, Tex.—Broadcast Bureau granted transfer of control of Beamon Advertising Inc. from G. L. Brogotti, A. C. Anderson, Bascom Perkins (jointly 91% before, none after) to James Don Taylor and Rural C. Taylor (none before, 70% and 21%, respectively, after). Consideration: \$56,500. Principals: Messrs. R. C. Taylor and J. D. Taylor are general manager and assistant general manager-salesman, respectively, of KEGG. Action Aug. 18.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Sept. 15. 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*.

■ *San Andreas, Mokelumne Hill, Murphys and Ebbetts Pass, all California*—Group TV Co. of Ventura, Calif., has been granted a franchise to serve communities in Calaveras county.

■ *Ypsilanti, Mich.*—Michigan Communications Group Inc. has requested renewal of franchise which expired last month because of financial problems in starting construction and posting a \$150,000 performance bond. The expired franchise, granted May 21, 1969, had a fee of 5% of gross receipts the first year, 6% the second year and 7% the third year, with a minimum guarantee of \$1,200 per year. The proposed monthly rate is \$5.

■ *Columbia, Mo.*—Three firms, two of which had been denied franchises by the city council, a third which had been rejected by public vote after franchise approval by council, have re-applied for franchises. The companies: CATV of Columbia Inc. (firm rejected by vote), International Telemeter of Columbia Inc. and Tiger Cablevision, all Columbia.

■ *Omaha*—Four firms have applied for a franchise. The four: LVO Cable of Omaha, Omaha Cable TV Inc., Cable Vision Corp. and Coaxial Communications of Omaha, a subsidiary of Coaxial Communications Inc. of Gainesville, Fla.

■ *Lockport, N.Y.*—Cable Television Inc., Niagara Falls, N.Y., has requested a franchise.

■ *Mt. Kisco, N.Y.*—Saw Mill River Cablevision Corp. (multiple-CATV owner), has been granted a nonexclusive franchise.

■ *Walhalla, Seneca and Clemson, all South Carolina*—Keowee Cable Vision Co. has been granted a non-exclusive franchise. Installation fee will be about \$10 for the first set and \$1 for each additional set. Subscribers will pay about \$5 per month.

■ *Waukesha, Wis.*—Joseph L. Bralick, of Waukesha, has requested a 20-year exclusive franchise. He would pay the town either 5% of the monthly gross receipts or \$200 plus 2% of the monthly receipts, whichever is greater.

FOR SALE

Equipment continued

Turbo-jet electric cars—new-exciting Christmas promotion! \$79.50 each. For every 6 you get one free! Exclusive market protection. S.O.S. 270 North Crest Rd., Chattanooga, Tennessee. Phone 404-866-3855.

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For Sale: ATC Gates 55—automatic cart machine \$1500.00. KTCF Route 2, Sioux City, Iowa.

Blaw-Knox H-40 non-insulated, self-supporting FM-TV tower. 453 feet high. All lighting included. James Eberhart Jr., C.E. WCXL(FM) 110 Government Place, Cincinnati, Ohio 45202. 513-621-6960.

30 sections of RCA MI-19387—6 1/8"—50 ohm, 20 feet lengths, rigid transmission line with hangers, line can be bought F.O.B. Rockford, Illinois, inexpensively. Write or call WTVO, Box 470, Rockford, Illinois 61105—1-815-963-5413 Extension 20.

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.

GE 50 kw transmitter BT-50-A1 complete with associated equipment including cabling, 3 ea. 280 ft. and 2 ea. 160 ft. guyed towers, transmitter shack, etc. To be offered for sale by public bid. Available late 1970 for disassembly and removal from location near Sacramento. Arrangements to inspect the facility, currently operating, and to request copies of the Bid form, contact immediately B. N. Brown, Sacramento Municipal Utility District, P.O. Box 15830, Sacramento, California 95813. (916) 452-3211, ext. 576.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"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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Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

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.

Second year—the Rockne Reports. Football forecast, with Knute Rockne, Jr., and the "Perfesser" Howie Murdock. Two ten-minute programs each week—a college forecast and a professional forecast—13 weeks. Contact Broadcast Activities, Arlington Heights, Illinois 312-392-3880.

Feedback newsletter—one liners, intros, promotions. Usable samples, \$3. Newsfeatures, 1312 Beverly, St. Louis, Mo. 63122.

Deejay Manual—A collection of one-liner comedy pieces for sparkling D.J.'s. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept. B) 1735 East 26 Street, Brooklyn N.Y. 11229.

How to write professional commercial radio copy and news stories. Every writer and salesman should have a copy. Give one to your accounts. Send \$1.00 for booklet to John Heverly, 1220 Boren Ave., Seattle, Wash. 98101.

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ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

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American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2 1/2 to 3 1/2 weeks. New classes start every Monday. Housing can be arranged for \$12-15 per week. Total tuition \$330. 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-0469 or 889-2480.

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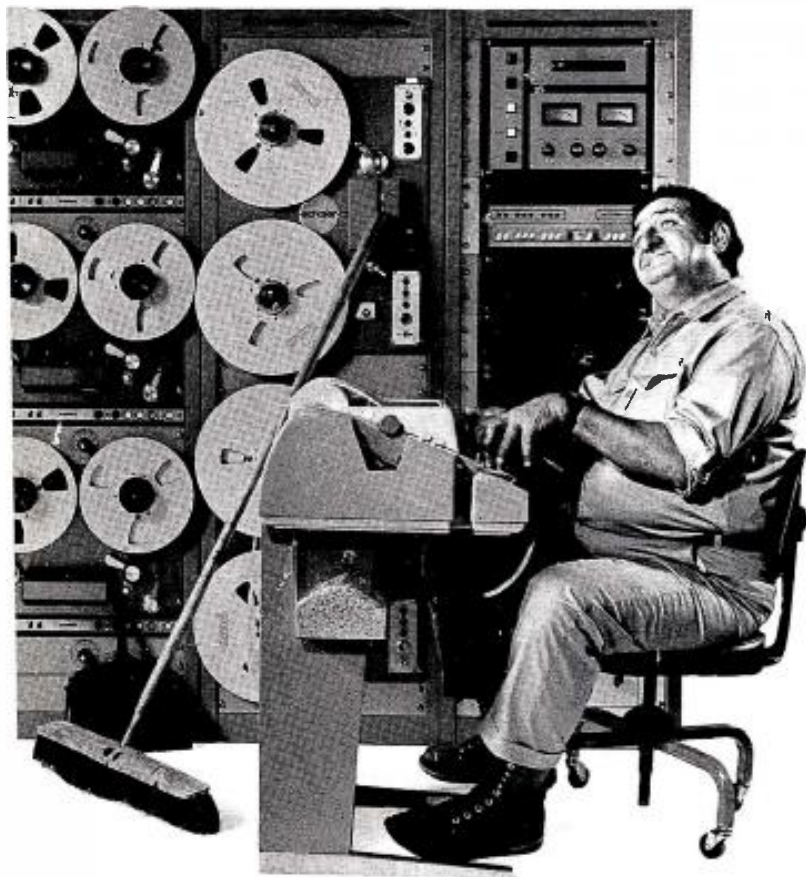
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