October 5, 1970: Our 39th Year: $1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

At FTC harsh new penalties for deceptive advertising

Getting into fighting shape: NAB's conditioning program

Movie majors sue ABC, CBS for triple-damage antitrust

'Telestatus': How to convert metro ratings to TV markets

AND NOW FOR THE BEST CONCERT WORKS
COMPOSED BY STUDENTS UNDER 26

THE WINNERS ARE

For the 18th consecutive year, BMI honors the outstanding works of student composers. The 1969 winners:

ROBERT BOURY, 23
Wheeling, West Virginia

HUMPHREY EVANS III, 21
Washington, D.C.

DANIEL FOLEY, 17
Jacksonville, Florida

ANDREW FRANK, 23
Philadelphia, Pennsylvania

STEPHEN HARTKE, 17
New York, New York

JEFFREY JONES, 22
Los Angeles, California

DANIEL KESSNER, 23
Los Angeles, California

JEFFREY KRESKY, 21
Passaic, New Jersey

GERALD LEVINSON, 18
Westport, Connecticut

DENIS LORRAIN, 21
Montreal, P.Q., Canada

HOWARD LUBIN, 16
Merrick, New York

JOHN DAVID MANN, 15
Westfield, New Jersey

PETER SALEMI, 21
Urbana, Illinois

WALTER SAUL, 15
Chevy Chase, Maryland

DARIA SEMEGEN, 23
Hagaman, New York

DONALD STEVEN, 24
Montreal, P.Q., Canada

PRESTON TROMBLY, 24
Danbury, Connecticut

HUGH M. WOLFF, 16
Washington, D.C.

For full information and entry blanks for next year's competition write Oliver Daniel, **Broadcast Music, Inc.,** 589 Fifth Avenue, New York, N.Y. 10017

BMI

All the worlds of music for all of today's audience

Closed Circuit®

Double jeopardy?

Broadcasting representatives, already uneasy over possible impact of new Office of Telecommunications Policy on regulatory matters affecting them, are finding new cause for concern in research organization being set up to support OTP. New outfit, in Department of Commerce, is Office of Telecommunications, which is taking over bodily Institute for Telecommunications Sciences, formerly part of Commerce's Environmental Science Services Administration. Communications engineers who have broadcasting clients know ITS as agency that regards FCC as having botched frequency management and paid undue attention to broadcasting needs.

ITS attitude is generally seen as reflection of personnel's interest in solely technical aspect of spectrum management. However, some commission engineers profess to see ITS beginning to consider political and economic facts as well. In view of one government communications expert, however, it will be several years before new office has any impact; he feels it lacks basic know-how for policy-advising responsibility. New Office of Telecommunications is to be headed by ex-International Telephone & Telegraph engineer, Armig Kandoian.

Still perking

What is described as "honest difference" on what constitutes "constructive income" is issue being debated with Internal Revenue by tax counsel for Sherman Unger, FCC nominee, whose confirmation hearing by Senate Commerce Committee has been held up by White House. Mr. Unger's counsel says questions should be resolved promptly, hopefully in time for his confirmation as FCC's seventh member prior to anticipated Oct. 15 congressional recess.

Hold on nomination came from White House after Internal Revenue began its study of Mr. Unger's 1968 return in Cincinnati, based on stock transaction when he was in private practice of law in that city, and prior to his appointment with change in administration to general counselship of Department of Housing and Urban Development.

Breathing easier

Now that it's over, third quarter looks pretty good in spot-TV sales, considering state of general economy. Sampling of spot-sales executives indicates it at least looks better than had generally been expected. Some authorities estimate third-quarter spot sales in total showed small plus—1%, 2%, maybe 3%—over same period year ago, though they emphasize that some markets and stations are down while others are up. Now there is some concern for fourth quarter, with some major advertisers reportedly showing reluctance about committing budgets, or committing smaller ones. On brighter side, there is instinctive feeling that "fourth quarter just cannot be a minus," particularly since last year's fourth was when slowdown became apparent and spot-TV gain slowed to about 2%.

Familiar faces

Whether Democratic ticket for 1972 presidential sweepstakes is Muskie and Bayh or another combination, it's likely that two of LBJ's broadcast-oriented lieutenants will be involved. Leonard Marks, Washington attorney and former director of USIA, and John S. Hayes, former president of Post-Newsweek stations and afterward ambassador to Switzerland, already are working in party councils.

Mr. Marks, who returned to his communications law practice last year after serving as head of U.S. delegation to Intelsat conference with rank of ambassador, had worked in Humphrey-Muskie campaign at policy-financial level. Mr. Hayes, since his return from Switzerland last year, has been acting as corporate consultant residing both in Washington and in Florida.

Another big one

Good omen for radio: Montgomery Ward & Co. is currently mailing to its store managers new 27-page radio manual, its first, on how to use radio advertising. Manual, which includes section on advantages of radio as well as tips and aids in planning and scheduling, was prepared with help of Radio Advertising Bureau. Packaged with it is vinyl audio disc on which retail chain's national advertising director recommends manual to store heads and Miles David, RAB president, offers broadcasters' assistance wherever needed. RAB plans to follow with mailing of manual to its member stations, to help them work better with local Montgomery Ward outlets. RAB has helped about dozen chains develop such manuals, including giant Sears, Roebuck. Likely next step is supermarkets, such as A&P.

Free to fly

Gordon Sherman, wealthy angel of such broadcast-baiting enterprises as Citizens Communications Center of Washington, which Albert Kramer, lawyer, heads (see page 60), quit last week as president of Chicago-based Midas muffler empire. But departure from business scene means only that he'll have more time for social activism. That's word Friday from close associate. Mr. Sherman is also contributor to Ralph Nader, Business for the Public Interest, which is housing another citizens group now protesting programing on Chicago stations, and *Chicago Journalism Review*, which focuses on radio and television as well as papers.

Out of world

World Telecommunication Day, "to promote international cooperation in the telecommunication world," will be observed next May 17 under mandate of International Telecommunication Union, Geneva, representing more than 100 member nations. Theme proposed for 1971 is "Telecommunications and Space" to reflect aims of ITU World Space Radiocommunications Conference in Geneva June/July 1971. Administrative council of ITU and its 25th session also selected May 17 as permanent annual celebration date, following precedents established in 1968 and 1969.

Simultaneously, ITU detailed plans for Telecom 71 exhibit to be held in conjunction with world space conference. It will include exhibits covering network planning via satellites, audio-visual media and electronic data processing for benefit of 1,000-plus participants and observers and acquaint representatives of developing countries with telecommunications manufacturers, suppliers, and consultants. Conference runs for six weeks with exhibit running 10 days from July 17 to July 27.

Front line

Radio Advertising Bureau, whose Detroit office has been successful in building auto billings in medium, is expected to announce changes there soon. Detroit vice president, Edward L. Hearn, resigns to become vice president-general manager of KIXI(AM) Seattle. Presently in Detroit is Allen Hundley, RAB's Southwest sales director, from Dallas.

BROADCASTING, October 5, 1970: Vol. 79, No. 14
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

This week, families who can view PGW represented TV stations will spend $503,700 on instant tea.

Do you sell tea?

You can sell more with spot TV

...and we can show you how
...market by market
...season by season

PETERS GRIFFIN WOODWARD INC.

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

WeekInBrief

Federal Trade Commission proposes clamp-down on advertisers violating its rules. If violations are confirmed, they would have to quit advertising for one year or admit in advertising sins attributed to them by FTC. See . . .

On tap this week is meeting of directors of National Association of Broadcasters to vote on reorganization plan aimed at more rigorous defense of industry against attacks from government and private groups. See . . .

In speech to Federal Communications Bar Association, FCC Chairman Burch says recent FCC actions may suggest tougher regulatory mood, not easier one. At related session, newsmen balk at government subpoenas. See . . .

This month's 'Telestatus' contains formula provided by Nielsen Station Index to convert TV spot rating-point goals for central metropolitan cities to those for market areas. See . . .

Group of major motion-picture companies file suit under antitrust laws seeking to bar ABC and CBS from producing any entertainment programs. They claim networks restrict their access to TV program market. See . . .

As commercial broadcasters battle with fairness-doctrine dilemma in presenting controversial political views, Public Broadcasting Service President Gunn offers ETV facilities as solution; asks ideas from both parties. See . . .

CBS/Broadcast Group president warns government officials are creating spectre of 'network censorship' in public mind to open door for government tampering with broadcast news presentation. See . . .

CBS and MCA ask appeals court for one-year stay of FCC's prime-time access rules; NBC joins others in seeking judicial review and asks FCC to stay rule requiring divestiture of domestic syndication operations. See . . .

Rerun of President Nixon's Kansas State University address brings demands for free time on TV stations by Democratic National Committee Chairman O'Brien. DNC and CBS ask court to review FCC's 'Loyal Opposition' decision. See . . .

At briefing conference on media and law, representatives of citizens groups decry lack of public access to media; former FCC commissioner Lee Loevinger attacks FCC's multiple-ownership policy. See . . .

Departments

Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $14.00. Add $4.00 per year for Canada and $6.00 for all other foreign countries. Subscriber's occupation required. Regular issues $1.00 per copy. BROADCASTING YEARBOOK published each January, $13.50 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

effective october 5 and after.

WABC-FM NEW YORK
WLS-FM CHICAGO
KABC-FM LOS ANGELES
KQV-FM PITTSBURGH
KGO-FM SAN FRANCISCO
WXYZ-FM DETROIT
KXYZ-FM HOUSTON
Are represented by:

ABC-FM Spot Sales abc

NEW YORK
CHICAGO
LOS ANGELES

CBS-TV leads ratings war

CBS-TV edged ABC-TV by one-half rating point for first place in 7:30-11 p.m. ratings for week ended Sept. 27—first week that all three networks were showing 1970-71 schedules—in Nielsen 70-market multi-network area (MNA) ratings out Friday (Oct. 2). CBS had average 18.9 rating, ABC 18.4, NBC 16.8.

Seven new programs appeared in top 40: *Flip Wilson* (NBC) was 14th; *Partridge Family* (ABC), 18th; *Mary Tyler Moore Show* (CBS), 26th; *Make Room for Granddaddy* (ABC), tied for 27th; *Arnie* (CBS) 35th; *Men From Shiloh* (NBC), tied for 37th and *Red Skelton* (NBC) tied for 40th.

ABC, whose new programs were making their first appearance that week, had six of top 10, nine of top 20; CBS, three of top 10, seven of top 20; NBC, one of top 10, four of top 20.

ABC's Monday-night pro football did not appear in top 40 but network sources said part of that failure was attributable to fact that MNA's rate time periods, not programs, and pro football starts on West Coast 90 minutes before prime time begins.

In average ratings, CBS won Monday, Thursday and Friday nights; ABC Tuesday, Wednesday and Sunday; NBC Saturday.

Following are top-40 rankings from MNA report:

(1) *Marcus Welby* (ABC); (2) *CBS Thurs. Movie* (CBS); (3) *Movie of Week* (ABC); (4) *F.B.I.* (ABC); (5) *Here's Lucy* (CBS); (6) *ABC Sunday Movie* (ABC); (7) *Room 222* (ABC); (8) *Johnny Cash* (ABC); (9) *Medical Center* (CBS); (10) *Bonanza* (NBC);

(11) *NBC Sat. Movie* (NBC); (12) *Carol Burnett* (CBS), *Laugh-In* (NBC); (14) *Flip Wilson* (NBC); (15) *Mayberry R.F.D.* (CBS), *Doris Day* (CBS); (17) *That Girl* (ABC); (18) *Partridge Family* (ABC); (19) *Gunsmoke* (CBS); (20) *Bewitched* (ABC), *Mannix* (CBS), *Ed Sullivan* (CBS);

(23) *Glen Campbell* (CBS), *Hawaii Five-O* (CBS); (25) *CBS Friday Movie* (CBS); (26) *Mary Tyler Moore* (CBS); (27) *Mod Squad* (ABC), *Make Room for Granddaddy* (ABC), *Ironside* (NBC); (30) *NBC Monday Movie* (NBC);

(31) *My Three Sons* (CBS); (32) *Love American Style* (ABC); (33) *Bold Ones* (NBC); (34) *Adam-12* (NBC); (35) *Arnie* (CBS); (36) *Mission Impossible* (CBS); (37) *Men from Shiloh* (NBC), *To Rome with Love* (CBS), *Jim Nabors* (CBS); (40) *Hee Haw* (CBS), *Red Skelton* (NBC).

	ABC	CBS	NBC
Top 10	6	3	1
Top 20	9	7	4
Top 30	11	13	6
Top 40	12	*19	*10

* Ties

The IDC problem

CBS-TV New York officials Friday (Oct. 2) postponed until this week policy decision as to how they will proceed in handling optical coded commercials of International Digisonics Corp. for automatic monitoring service despite fact IDC is underwriting transfer of all coded film spots to video tape to avoid any alignment and tolerance problems in film.

IDC's executive vice president, Glenn DeKraker, admitted Friday firm also has volunteered to pay costs of tape transfers for ABC-TV and NBC-TV as well. After meeting with CBS mid-week, Mr. DeKraker had claimed difficulties were not as extensive as reported earlier (story page 21).

Even with all coded commercials on tape, CBS-TV sources indicated, new problems arise with just too much tape and hence some future cutoff date may have to be determined. CBS-TV meanwhile continues to air coded commercials pending legal and technical explorations.

WTIC-TV Hartford, Conn., reported Friday it still is not airing IDC coded spots and will not do so until waiver of FCC rules is obtained. WTIC-TV said most of small number of coded spots received there so far have been out of tolerance and it has transferred to tape at its own expense. Advertisers are cooperating in make-goods for rejected film spots, WTIC-TV said.

Mansur gets approval

Senate late last week confirmed nomination of George F. Mansur Jr., President's choice for deputy director of new Office of Telecommunications Policy.

Senate approval followed 10-minute Commerce Committee hearing on Mansur nomination held earlier in week.

Routine hearing did produce one noteworthy item: Senator John O. Pastore (D-R.I.) asked Mr. Mansur to submit to committee at early date more detailed outline of manner in which OTP plans to implement executive order that established office. Senator also asked for more specific information on areas OTP intends to cover.

United Church again

Office of Communication of United Church of Christ announced Friday (Oct. 2) that it and Black Broadcasting Coalition of Youngstown, Ohio, had

A bit of free advice

Two legal interns who worked in FCC Commissioner Robert E. Lee's office all summer have submitted reports suggesting that commission pull in its horns in its approach to two matters of concern—one of particular concern to Commissioner Lee.

Jack L. Clifford, third-year student at Georgetown University law school, said there is no evidence to warrant adoption of commission proposal to ban newspaper ownership of broadcast stations.

He said more desirable and effective way of establishing marketplace of ideas would be to implement public's "right of access to the communications media," as, he added, Supreme Court did in Red Lion decision on commission's fairness doctrine.

David H. Mamaux, second-year student at Georgetown law school, did paper designed to provide policy guidance on what commission should do about broadcast of drug-oriented and/or indecent songs—matter that has long troubled Commissioner Lee. His conclusion: There is no research to suggest that songs under study cause antisocial behavior, and FCC would be on risky legal ground in banning such music.

Mr. Mamaux said "best action" for Commissioner Lee in connection with drug-oriented lyrics is to encourage formation of Industrial Advisory Board, composed of representatives of broadcast industry and record producers and FCC member, that would seek to promote "real, effective self-regulation" in broadcasting.

Mr. Mamaux found indecent lyric problem harder to handle, said "both the commissioner and the FCC would be well advised to avoid what is legal and social can of worms."

Commissioner Lee said he "kind of" likes reports, but doesn't "endorse or reject any part of them." He noted that interns were not under instructions from him in developing their papers.

More "At Deadline" on page 10

Week'sHeadliners





Mr. Sloan *Mr. Hosking* *Mr. Butler* *Mr. Adduci* *Mr. Lawrence*

Robert L. Hosking elected VP, CBS Television Stations Division, and general manager of WCBS-TV New York, succeeding **Alan P. Sloan,** who becomes VP of CBS-TV Stations Division. Mr. Hosking, who joined CBS in 1958 became general sales manager of WCBS(AM) New York in 1963 and director of TV Stations Division's station services in July 1970. Mr. Sloan was moved into top job at WCBS-TV in February 1969 after service as VP, station services at Stations Division and as executive assistant, CBS/Broadcast Group president. New assignments follow exchange in jobs of **D. Thomas Miller,** now president of TV Stations Division, and **Ralph H. Daniels,** now VP and assistant to Richard W. Jencks, CBS/Broadcast Group president (BROADCASTING, Sept. 28).

V. J. Adduci, senior VP of Aerospace Industries Association, Washington, named as successor to **George D. Butler,** president, Electronic Industries Association there. Mr. Butler plans to return to private industry. Mr. Adduci will be nominated when EIA board of governors meets Oct. 15 and will assume office on Nov. 1.

Dick Lawrence, director of syndicated sales, Independent Television, New York, named VP in charge of syndication. He succeeds **Ken Joseph,** who has been named to similar position at Metromedia Producers Corp. (BROADCASTING, Sept. 28). Prior to joining ITC, Mr. Lawrence was VP and sales manager of United Artists Television, syndicated division.

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

come to terms with WFMJ-AM-TV Youngstown but were petitioning FCC to deny license renewals of five other Youngstown stations: WKBN-AM-FM-TV and WBBW-AM-FM.

Announcement said Office of Communication and Black Broadcasting Coalition had reached employment and programing agreement, signed by Mitchell F. Stanley, manager of WFMJ-AM-TV, that promises more consultation with minority groups on their needs and wishes, more public-affairs programing of interest to blacks, recruitment of black employes and appointment of black community-relations coordinator.

Agreements have been filed with FCC as amendments to WFMJ stations' renewal applications, announcement reported. It said petitions filed against renewal of WBBW-AM-FM and WKBN-AM-FM-TV charge failure to consult with blacks on their needs and interests, inadequate public-affairs programing and lack of effort to recruit black employes.

Rate hikes sought

Cable-television transmission tariffs doubling and tripling those originally filed with FCC in 1965 are being sought in new filing at commission, Illinois Bell Telephone Co. said Friday (Oct. 2). Spokesman thought Illinois Bell may be first among major Bell entities to seek such boosts.

Proposed increases cover Chicago and five downstate communities where CATV systems are operating and using Illinois Bell facilities. No system is operating in Chicago yet, although franchise hearings have been in process for some time and some 14 applications pend. Downstate markets are Dwight, Momence, Morris, Watseka and Springfield.

New Chicago rate for feeder cable in underground conduit will be $135 per quarter mile. Aerial and buried feeder cable downstate will range from $32 to $62 per quarter mile.

Rising costs, development of more sophisticated components and maintenance experience were cited by Edward W. Nissen, Illinois Bell marketing manager, as reasons for new tariff. "CATV rates are not carrying their fair share of the over-all costs providing this service," he said, "and it is unrealistic to have regular day-to-day telephone users shoulder any of the burden of providing CATV services."

A plea for veto

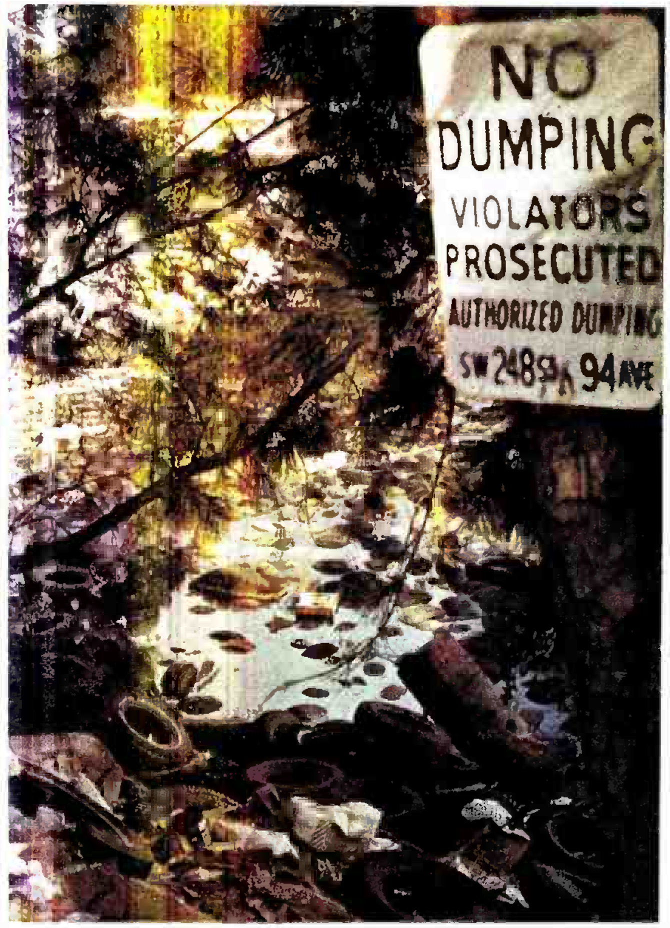
Willard E. Walbridge, National Association of Broadcasters board chairman, sent letter to President Nixon Friday (Oct. 2) urging veto of political-broadcasting bill.

Mr. Walbridge said bill fails to achieve its "worthy objective" of reducing campaign expenditures because it does not apply to over-all spending. Exclusive focus on broadcasting, he said, makes bill both ineffective and "very unfair to the nearly 700 television stations and more than 6,000 radio stations throughout the nation."

"Our [broadcasters'] concern is not with the political revenues involved," Mr. Walbridge said, "but rather the discrimination against broadcasters and the unprecedented action in setting broadcasting rates. . . . We respectfully suggest that the solution to campaign-cost inequities can be found in the enactment of a realistic Corrupt Practices Act."

Mr. Walbridge noted that broadcasters welcomed provision of bill suspending Section 315 in presidential elections. "But," he added, "the restrictions contained in the bill are too great a price to pay, especially since it does not solve the campaign cost dilemma."

Bill has been cleared by Congress and awaits President's signature, but there is widespread speculation that he may veto it (see page 34).



"Beside the still waters..."

Storer stations are stepping up their fight against those who would despoil the quiet beauty of America's inland waters. In Toledo, WSPD-TV climaxed an intensive anti-pollution campaign with a special documentary featuring Interior Secretary Hickel, followed with a three-hour live presentation of his Department's hearings on Great Lakes pollution. Sister station WSPD Radio drew down a top award for its editorial attacks on dredge-dumping of contaminating materials in Lake Erie. In Cleveland, WJW-TV and WJW Radio cooperated in publicizing the city's Clean Water Task Force in its massive attack on water and sewage problems, editorially promoted passage of a $100-million bond proposal designed to solve them. Detroit's WJBK-TV aired excerpts from, and commended a four-day ecological "teach-in" at the University of Michigan, actively encouraged other faculty and student environmental programs. WITI-TV, Milwaukee, after award-winning documentaries on pollution in Lake Michigan, broadened its attack to include the fouling of Wisconsin's scenic rivers as well.

Such efforts as these, under guidelines laid down for *all* Storer stations, take a lot of doing. But the rewards are great — in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."

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

STORER
BROADCASTING COMPANY

Datebook ®

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

October

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, Teleprompter Corp. and Sol Schildhause, 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 on *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 (Doc. 18937).

Oct. 7—Deadline for comments on *FCC's* proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposals to permit CATV's to import distant signals (Doc. 18937).

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

■Oct. 7-9—Fall convention, *Indiana Broadcasters Association.* Speakers include former FCC Commissioner Kenneth A. Cox, U.S. Information Agency Director Frank Shakespeare and Washington communications attorney Russell Eagen. Durward Kirby will receive "Communicator of the Year" award. Marriott inn, Fort Wayne.

■Oct. 8—Newsmaker luncheon, International Radio and Television Society. Main speaker will be pollster Louis Harris. Plaza hotel, New York.

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. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters.* Mr. President motor inn, Grand Rapids, Mich.

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

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 employes' financial interests in advertised services and commodities. (Doc. 14119).

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 date for commencement of *FCC* hearing on renewal of Frontier Broadcasting Co. for KFBC-TV Cheyenne, Wyo. Previous date was Sept. 15 (Doc. 18797).

Oct. 15—New deadline for comments on *FCC's* proposed rule concerning broadcast announcements of station and network employes' financial interests in advertised services and commodities. Previous deadline was Sept. 15 (Doc. 14119).

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 (Doc. 18928).

Oct. 15—Deadline, *Trans World Airline's* 33rd annual writing and picture competition. Entries address to: 605 Third Avenue, New York 10016.

Oct. 15—Meeting, *New England Cable Television Association.* Shine inn, Chicopee, Mass.

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

Oct. 15-17—Seventh *Hollywood Festival of World Television.* Directors Guild of America Auditorium, Hollywood.

Oct. 15-17—WSM-AM-FM Nashville's Grand Ole Opry 45th birthday/anniversary celebration.

Oct. 16-17—First national symposium on children and television, sponsored by *Action for Children's Television.* Keynote speaker will be Fred Rogers of *Misterogers Neighborhood.* Kennedy Memorial hospital for children, Boston.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television.* Raiderland inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *American Women in Radio and Television.* Pontchartrain hotel, Detroit.

Oct. 17-18—Meeting, *Wisconsin Associated Press Broadcasters Association.* Beaumont motor inn, Green Bay.

■Oct. 18-20—*NBC Radio Network affiliated stations* annual convention. Julian Goodman, president, NBC, Arthur A. Watson, president, NBC Radio division, are among speakers. Mark Hopkins hotel, San Francisco.

Oct. 18-20—*North Central CATV Association* fall conference. Northstar inn, Minneapolis.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, vice president, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society.* Waldorf-Astoria hotel, New York.

Oct. 21—*Pulse* man-of-the-year luncheon honoring Lowell Thomas. Plaza hotel, New York.

Oct. 21-23—*Missouri Broadcasters Association* fall meeting. Plaza inn, Kansas City.

Oct 22-23—Annual fall convention, *Ohio Association of Broadcasters.* Neil House, Columbus.

Oct. 23-25—Southern area conference of *American Women in Radio and Television.* Marriott motor inn, Atlanta.

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

Oct. 24-25—Meeting, *Missouri Associated Press Radio and Television Association.* Holiday inn, Lake of the Ozarks.

Oct. 25-28—Annual meeting, *Association of National Advertisers.* Hot Springs, Va.

Oct. 26—*National Conference on Citizens Rights in Broadcasting.* Panelists include The Rev. Everett C. Parker, Robert Choate, FCC Commissioner Nicholas Johnson, Rep. Robert O. Tiernan (D.-R.I.). Guest of honor is former FCC Commissioner Kenneth A. Cox. Hotel Americana, New York.

Oct. 26-27—Fall convention of *Kentucky Broadcasters Association.* Phoenix hotel, Lexington.

Oct. 27—Meeting of *Connecticut Association of Broadcasters.* Park Plaza, New Haven.

Oct. 28—Deadline for reply comments on *FCC's* proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's (Doc. 18891).

Oct. 28-29—*Virginia CATV Association* fall meeting. Downtowner inn, Danville.

■Oct. 28-30—*Mid-America CATV Association* fall

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).

meeting. Glenwood Manor motel, Overland Park, Kan.

Oct. 29 - Nov. 1—Western region fall conference. *American Advertising Federation.* Casa Royale, Bakersfield, Calif.

Oct. 30—New deadline for reply comments on *FCC's* proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Oct. 1 (Doc. 18928).

Oct. 30 - Nov. 1—Mideast area conference of *American Women in Radio and Television.* Cherry Hill inn, Cherry Hill, N.J.

November

Nov. 2—Deadline for comments on *FCC's* proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators (Doc. 18930).

Nov. 3-6—*New York State Educational Communication Association* convocation. Grossinger's, Grossinger, N.Y.

Nov. 4-7—Annual Western cable television show and convention, *California Community Television Association.* Hotel de Coronado, Coronado, Calif.

Nov. 5-6—Annual fall meeting, *Oregon Association of Broadcasters.* Ramada inn, Portland, Ore.

Nov. 5-7—Eleventh annual conference of *Information Film Producers of America.* Newporter inn, Newport Beach, Calif.

Nov. 7—15th annual Petry promotion seminar, conducted by *Edward Petry & Co.* Astroworld motel, Houston.

Nov. 7-8—Meeting of *Iowa Association of Broadcasters.* Ramada inn/Memorial Union, Ames.

Nov. 7-21—*Sixth Chicago International Film Festival.* Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.

Nov. 8-11—Annual convention, *National Association of Educational Broadcasters.* Sheraton Park and Shoreham hotels, Washington.

Nov. 9-10—Convention, *Eastern chapter, National Religious Broadcasters.* Yonkers, N.Y.

Nov. 9-11—Annual convention, *Broadcast Promotion Association.* Astroworld complex, Houston.

Nov. 10—Public hearing of the *Canadian Radio-Television Commission.* Winnipeg inn, Winnipeg.

Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters convention. Washington Hilton, Washington.

Nov. 11-14—*Sigma Delta Chi* convention. Palmer House, Chicago.

Nov. 12-13—Tutorial seminar on "Technologies In Motion Picture Film Laboratories", cosponsored by *Society of Motion Picture & Television Engineers.* Airport Marina, Los Angeles.

Nov. 13—New deadline for reply comments on *FCC's* proposed rule concerning broadcast announcements of station and network employes' financial interests in advertised services and commodities. Previous deadline was Oct. 13 (Doc. 14119).

Nov. 13-14—Meeting of *Maryland, District of Columbia and Delaware Associations of Broadcasters.* Tidewater inn, Easton, Md.

Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.* Shoreham hotel, Washington.

Nov. 16-20—Annual meeting, *Television Bureau of Advertising,* New York Hilton.

Nov. 20—Meeting of *Kansas Association of Broadcasters.* Radisson hotel, Wichita.

Nov. 20—Third annual fall management seminar, *Kansas Association of Radio Broadcasters.* Radisson hotel, Wichita.

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

Nov. 23—Deadline for reply comments on *FCC's* proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals (Doc. 18937).

December

Dec. 1—Deadline for filing applications with *FCC* for domestic satellite systems to be considered in conjunction with applications filed by Western Union July 30.

Dec. 1—Deadline for reply comments on *FCC's* proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators (Doc. 18930).

OpenMike®

More on missing stamp

EDITOR: The following letter was sent to: Senators Charles Percy and Ralph Smith (both R-Ill.); Senators Harold Hughes (D-Iowa) and Jack Miller (R-Iowa), and Representative Thomas F. Railsback (R-Ill.) and Fred Schwengel (R-Iowa):

"I am enclosing a copy of an editorial from BROADCASTING Magazine of Sept. 14, 1970, which I think pretty much speaks for itself. However, I would like to pass on my personal feelings that it's a sad commentary on our times when the post office can't find its way clear to issue a commemorative stamp on behalf of 50 years of broadcasting.

"This is the same broadcasting that year after year has run millions of public service announcements in assistance to the post office for its early mailing pleas and many other occasions of assistance to the postal department.

"I for one would like to have an official reason given to our station why such a commemorative stamp is not suitable. Your assistance will be greatly appreciated."—*Arthur M. Swift, executive vice president and general manager,* WQAD-TV *Moline, Ill.*

Studying TV violence

EDITOR: Stories on the "blackballing" of some researchers from the surgeon general's Scientific Advisory Committee on Television and Social Behavior (BROADCASTING, June 1 et seq.) omitted some important facts. Unless these facts are considered, the cause of independent and critical evaluation of evidence relating to violence on television (the main subject of the committee's efforts) is hindered rather than enhanced.

The stories noted that the TV networks were invited to pass upon the "scientific impartiality" of a list of candidates for appointment to the committee, and that—with only CBS declining to comment on the list—the final selection included some industry employes and ex-employes. Regrettable as that is (and it may not be without *some* value to involve the networks in the work of the committee), it is not the whole story. A committee is what a committee does. The main task of this committee is to sponsor research and to advise the surgeon general on available scientific findings. The committee's charge specifically excludes making policy recommendations. Therefore, ultimately more important than the committee's composition is the soundness and integrity of the research funded by the committee,

Start talking through our hat.

As a broadcaster, you can't keep your mouth shut.

You've got to portray events. Express opinions. Air ideas.

And, no matter how careful you are, someone somewhere in your vast audience may not like the words you say, the pictures you show, the music you play. And the result can be trouble. Big, expensive trouble.

Which is why we urge you to do your talking through our hat—with Broadcasters' Professional Errors and Omissions Insurance from Fireman's Fund. It's the broadest, the best protection you can buy. Here's why:

1. Unlike other carriers, Fireman's Fund protects you on a virtually all-risk basis rather than named perils.

2. You're guarded not only from traditional hazards faced by your own station, but also a) advertising for your own station, b) news materials prepared by you for use by other stations, c) printed bulletins issued by your station during newspaper strikes.

3. You get an individual policy rating. Most insurers have a single rate structure—but Fireman's Fund tailors the rate to your own programming and past record. Plus, a special rate consideration for more than one station.

4. You're protected against multiple claims. There's one limit per claim; another, higher limit against several claimants in one incident or multiple claims in the course of the year.

5. Lower limits than any other carrier. You can insure yourself against as little as $10,000 per claim; $20,000 annual aggregate. (Why pay for more protection than you need?)

6. You don't have to take a deductible policy. If you want full protection, it's yours. Or, if you prefer, you can take your choice of deductibles: as high as $5,000 and even more.

7. You're provided with legal defense. Your policy provides that we defend you —even if you have a deductible provision.

8. No endless waiting for final judgement to determine your liability. (With some carriers, you often wait. And wait. And wait and wait and wait.)

9. If you need more insurance, your policy provides that we be given first refusal. Which means your additional coverage will be compatible with primary coverage.

So there you have it. Nine reasons why you should start talking through our hat: the hat that represents the biggest insurer of this coverage in the country.

Call the nearby independent agent who represents us. (You'll find him listed in the Yellow Pages.) And tell him: "I want more facts on Fireman's Fund's Broadcasters' Professional Errors and Omission Insurance."

You'll be saying quite a mouthful.

Fireman's Fund American Insurance Companies, San Francisco and the researchers' right to publish independently.

. . . I personally believe that a researcher should either do his research and report freely or sit on the committee, but not both. That is why I declined to be considered for membership on the committee (after my name was mentioned in BROADCASTING as among possible candidates), but agreed to carry out a project for the committee along lines of my own scientific interest . . .

Instead of undermining whatever good might come out of the work of the committee and its support of free research, critics and the public should suspend judgment until the results are in. The test will be the committee's review of the evidence it receives in light of the researchers' own independent scientific conclusions and judgments.—*George Gerbner, professor of communications, Annenberg School of Communications, Philadelphia.*

Hails NAB-RIAA survey

EDITOR: As one very concerned about programing and programing aids, I would like to compliment the National Association of Broadcasters and the Recording Industry Association of America for their concerted effort to improve the relationship between record manufacturers and distributors and the radio industry. I refer to their recently initiated campaign, in survey form, to help both the record rep and the broadcaster (BROADCASTING, Sept. 14).

For too long now have radio stations, particularly in small and medium markets, had difficulty in obtaining the music service they require on a consistent basis. Similarly, many distributors have been wasting time and money by sending singles and albums to stations whose format does not permit air play of many of the records. Basically, the confusion is due to a lack of regular communication between each other as to how they can best help each other. Hopefully, the results of this survey will be useful in eliminating many of these mutual problems.—*John W. Miller, program director,* WOCB(AM) *West Yarmouth, Mass.*

Nice to be needed

EDITOR: Thanks for the profile—[it was] a fine job on a rather difficult subject (BROADCASTING, Sept. 21). . . . Our industry needs you and your publication in these arduous times of trial and conflict. I hope you will continue to probe, jab, needle and encourage broadcasters to get involved deeply in their communities . . . That is the only way we'll have the power to survive.—*Dan McKinnon, president,* KSON(AM) *and* KSEA(FM), *both San Diego.*

BROADCASTING PUBLICATIONS INC.
Sol Taishoff, *president;* Lawrence B. Taishoff, *executive vice president and secretary;* Maury Long, *vice president;* Edwin H. James, *vice president;* B. T. Taishoff, *treasurer;* Irving C. Miller, *comptroller;* Joanne T. Cowan, *assistant treasurer.*

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®
TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building, 1735 DeSales Street, N.W., Washington, D.C. 20036. Phone 202-638-1022.

Sol Taishoff, *editor and publisher.*
Lawrence B. Taishoff, *executive VP.*

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933, Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1946.
*Reg. U.S. Patent Office.

MondayMemo *from Jack Jones, VP-corporate advertising, Mattel Inc., Los Angeles*

The road to improvement in children's programing

Remember the story about the farmer who couldn't get his mule to cross the road? After repeated failures, his friend came up, hit the mule in the nose with a 2 x 4 and whispered into his ear. The mule followed him across the road and when the farmer asked how he did it, his friend said: "I just told him to follow me to some cool water." "But that's what I promised him and he didn't budge," said the farmer. "Aha," winked his friend, "first I got his attention."

Well, the purpose of this article is to try and get the children's TV mule across the road from existing programing to something with more meaningful content . . . before we *all* get swatted across the nose just for attention. All? I say all because children's programing changes will be made faster and more professionally when the networks, the stations, the producers and the advertisers work together toward this end, and we *all* (in varying degrees) are responsible for what's on the air now.

When public and governmental concern became overt, the networks responded by appointing vice presidents in charge of children's programing—all three men highly respected professionals. Very nice. Word also was passed not to expect big changes for a while because previous commitments had been made for yet-to-be-produced programs, and re-runs of existing programs had to be played. So here we are at least two years away from dramatic change in children's programing if the game continues according to existing rules, even though we have all those important new vice presidents.

Now out in the cities where there's close identification with the people (on the local level, right?), the stations have hardly stirred. The quality children's programs in a market are usually on the network affiliate's channel . . . on Saturday morning. Most of the other children's programs during the rest of the week are on independent stations and most of them consist of off-network reruns, old syndicated series and, to be charitable, leave a lot to be desired. The local station's effort to upgrade children's TV over the years has had low priority.

If there seems a sameness to children's programing, chalk it up to the undue dominance of limited-animation cartoons. The cartoon factories (and there aren't more than a handful of good ones) have dominated the scene—and yet other children's program producers are in business. There hasn't been an abundance of creativity flowing from these sources either. They seem to specialize in specials, foreign produced series or programs with no *real* point of difference from what the cartoon factories spew out.

And what about the sponsors—the companies that are paying for and allowing all this to appear—the toy manufacturers, cereal companies, candy corporations, vitamin concerns, makers of shoes, purveyors of soft drinks, etc.? Isn't it about time for these sophisticated advertisers to stop looking at pure circulation figures, skip the ratings, forget the tonnage and ponder what the showcase for their commercial message is going to be? Let's be honest—if more sponsors would be willing to underwrite programs with more cultural content, better writing, new ideas and different formats, the better the chance that they would happen.

The present state of children's TV, as I have tried to point out, cannot be blamed on any single participant in the group that makes it what it is. All of us must share whatever criticism is now being leveled—on target or not. The point I'm trying to establish is that it can be better—much better. All it takes is a recognition of the fact that what is now being presented as children's programing is not acceptable and must be improved—fast.

What's basic to the improvement is a bona-fide commitment by everyone involved. The networks can manifest their commitment by publicly announcing the amount of time to be devoted to new, meaningful children's programs and the number of these programs.

Stations must clear new and improved shows. They must encourage the networks in their quest to upgrade this area of programing; they must do everything in their power to advertise, promote and publicize them; supplement network programing with quality local shows.

Since independent stations gather most of the spot money from children's advertisers, it's incumbent upon them to lead the way on a local basis. And with today's demand for better children's shows, it becomes the producer's responsibility to initiate and not respond. To advocate, not anticipate. To gamble and invest. To make public his wares.

But advertisers can do more. They can go into programing themselves. They do not need the networks to initiate projects. They do not need to wait for local stations to put their finger to the wind for local sentiment, nor wait for them to check license-renewal dates. Advertisers have an option and should not be hesitant in exercising it. Healthy, vital, meaningful commercial TV is important in a free economy. *Sesame Street* is not a one-shot freak phenomenon. People and children will respond to bold, new, exciting programing containing information, culture and education.

If the industry can respond to this challenge, we won't get a governmental 2 x 4 across our collective noses, but rather, we will get an appreciative pat on the back.

Jack Jones joined Mattel in 1961 and is responsible for all the company's advertising commitments, marketing, public relations and licensing activity. His concern with better quality children's shows is reflected in Mattel's advertising strategy: The firm sponsors or co-sponsors In The Know *on CBS-TV,* Hot Dog *and* Mattel/NBC Children's Theater *on NBC-TV and* Discovery *on ABC-TV. Mr. Jones is a member of the Television Committee of the Association of National Advertisers.*

Broadcasting®
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Penalties toughened for deceptive ads

FTC offers Hobson's choice: quit advertising or devote fourth of it to confession of guilt

The Federal Trade Commission last week proposed new and harshly punitive action against advertisers who violate its rules. If the commission can make its move stick, ad volume on radio, television and other media could be drastically affected.

Two consent orders proposed by the FTC last week would require the firms involved to face an unpleasant choice: if the charges were confirmed, the companies could either quit all advertising for one year or make a positive admission—in all of their advertising—of the sins attributed to them by the FTC.

The proposed orders, containing the as-yet-untested language, charged Standard Oil of California with making false antipollution advertising claims for its Chevron gasoline with F-310 and charged Coca-Cola with making false nutritional claims in its Hi-C fruit-drink advertising (see other stories).

The newly proposed requirements would fall most heavily on Standard Oil of California which would be banned from advertising Chevron or any other gasoline brand for one year unless at least 25% of the time during each radio and TV commercial and 25% of the space in each print advertisement was devoted to a disclosure of the FTC findings.

In the Hi-C case, Coca-Cola would be prohibited for one year from using any type of advertising that stated or implied a nutritive value for any of its products unless the advertising conformed to the same 25% rule.

Standard Oil of California's Chevron and other gasoline advertising would have to disclose that the commission had found the company's previous advertisements for Chevron gasoline with F-310 to contain "false, misleading and deceptive statements, representations and demonstrations" and to state that Chevron products "in fact do not reduce air pollution."

The Coca-Cola advertising would have to state that the FTC "has alleged that the company's previous use of the term 'High-C' to designate high vitamin content was false and deceptive, in that the product was not in fact high in Vitamin C."

The new provisions, according to an FTC attorney, mark one of the commission's first attempts to force public disclosure of deceptive practices. Previously, the FTC has sought only to stop deceptive advertising.

Coca-Cola and Standard Oil of California have served notice that they will fight the FTC complaints.

Antipollution ads for gas questioned

Chevron campaign rapped by FTC; fairness filing by California students

Chevron advertising claims came under assault on both coasts last week—in the form of a direct attack from government and an indirect attack from two collegians who asked the FCC to order time for rebuttal.

First, in Washington, Chevron's claims that its gasoline with F-310 additive significantly reduces pollutants in auto exhaust emissions were branded as false by the Federal Trade Commission. (The FTC also said it was investigating similar claims by other brands, but would not give details).

In California, two law students from the University of California, Berkeley, filed fairness complaints with the FCC against the three networks and three San Francisco TV stations demanding free time to respond to ecological claims made in Chevron gasoline commercials.

The FTC charges, leveled at both its producer, Standard Oil of California, San Francisco, and the gasoline's advertising agency, BBDO, New York, centered particularly on TV commercials which purportedly demonstrate the nonpolluting qualities of Chevron via a "before-and-after" demonstration.

During the commercial, which features former astronaut and now aquanaut Scott Carpenter, in the "before" picture a balloon is attached to the exhaust pipe of a car using a competing gasoline and fills with dense, black smoke. The "after" sequence, taken supposedly after six tankfuls of Chevron, shows the balloon filling with what appears to be clear air.

The FTC complaint charges that the "before" dense black smoke is caused by a gasoline specifically formulated to create an atypically dirty exhaust and that the supposedly clean emission after using Chevron actually contained large amounts of pollutants—including hydrocarbons, carbon monoxide and lead particulates.

The Chevron gasoline with F-310 is advertised, the commission said, as a "major breakthrough" when actually, the additive is a common detergent used for a number of years in a number of gasoline brands. It has no significant effect on engine pollutants, the FTC added, and would therefore not reduce the air pollution caused by motor vehicles, as the advertising claims.

O. N. Miller, board chairman of Standard Oil of California, made it clear in a statement issued by his office in San Francisco that the company would contest the order.

"The commission," he said, "has issued a false and misleading complaint that blindly ignores overwhelming scientific proof developed by independent testing laboratories of the exceptional ability of F-310 additive to reduce automotive emissions.

"Standard will continue to market the product as aggressively as possible."

A spokesman for Chevron in New York said the company is planning to

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Sept. 13, 1970
(net time and talent charges in thousands of dollars)

	ABC		CBS		NBC					
Day parts	*Week ended Sept. 13*	*Cume Jan. 1-Sept. 13*	*Week ended Sept. 13*	*Cume Jan. 1-Sept. 13*	*Week ended Sept. 13*	*Cume Jan. 1-Sept. 13*	*Total minutes week ended Sept. 13*	*Total dollars week ended Sept. 13*	*1970 total minutes*	*1970 total dollars*
Monday-Friday Sign-on-10 a.m.	$	$	$ 126.3	$ 3,824.4	$ 532.3	$ 11,474.5	129	$ 658.6	2,910	$ 15,298.9
Monday-Friday 10 a.m.-6 p.m.	2,974.8	62,069.5	4,792.9	110,410.4	3,082.2	64,313.9	1,645	10,822.9	31,674	236,793.8
Saturday-Sunday Sign-on-6 p.m.	1,087.5	31,474.2	1,994.0	42,572.8	1,738.7	26,530.6	539	4,820.2	9,957	100,577.6
Monday-Saturday 6 p.m.-7:30 p.m.	734.3	8,415.8	888.0	26,363.3	735.7	19,833.7	156	2,358.0	2,875	54,612.8
Sunday 6 p.m.-7:30 p.m.	152.0	4,588.3	297.4	8,884.3	358.0	6,500.6	32	807.4	724	19,973.2
Monday-Sunday 7:30-11 p.m.	7,779.5	185,380.3	8,231.4	231,341.7	10,628.4	231,881.2	822	26,639.3	16,146	648,533.2
Monday-Sunday 11 p.m.-Sign off	460.9	10,659.0	772.3	13,553.6	2,135.0	25,752.3	242	3,368.2	4,212	49,964.9
Total	**$13,162.0**	**$302,587.1**	**$17,102.3**	**$436,950.5**	**$19,210.3**	**$386,216.8**	**3,565**	**$49,474.6**	**68,498**	**$1,125,754.4**

go ahead with release of commercials in the East beginning Oct. 15. The commercial had been shown since early in the year in other parts of the country.

The commission also noted that a building in the background of the TV commercial depicted as a Chevron research center is actually the Riverside County courthouse in Palm Springs, Calif.

The FTC cease-and-desist order would bar such future advertising and also require that Standard Oil of California clearly disclose in all gasoline advertising for the next year that the FTC had found previous Chevron claims to be untrue and did not reduce air pollution (see story page 19).

In a letter to FCC Chairman Dean Burch, the two California students, Alan F. Neckritz and Lawrence B. Ordower—acting for the Boalt Hall Environmental Law Society—alleged that the networks and KGO-TV, KRON-TV and KPIX-TV had failed to fulfill their "fairness-doctrine and public-service obligations" in refusing them time to reply to ecological issues raised by spots for Chevron's F-310 gasoline.

They said the licensees and the networks held that the claims made by Chevron do not constitute a controversial issue of public importance and that, in any event, they had broadcast many programs on pollution. "Several licensees relied on the commission's decision in the Friends of the Earth case," they said, but said that decision is "clearly inapplicable to the F-310 ads."

In that case, FOE—an antipollution organization—had attempted to apply the FCC's 1967 cigarette fairness-doctrine ruling to gasoline and automobile advertisements. FOE leveled a fairness charge against WNBC-TV New York, which had refused the group time to reply to commercials for the products.

The commission subsequently rejected the complaint, maintaining that the cigarette ruling—requiring broadcasters who carry cigarette commercials to devote time to antismoking messages—was a special isolated case. The FCC pointed out that the use of automobiles' does not pose an inherent danger to health and commercials for them do not automatically raise controversial issues (BROADCASTING, Aug. 10).

The students said Standard Oil Co. of California's Chevron ads "leave the public with the impression that by the development of F-310 it is doing everything that is possible and necessary to remedy the car exhaust pollution problem." They pointed out that the Hawaiian State Senate, Consumer Protection Committee and the California Air Resources Board believe that the gasoline's "ecological claims are misleading if not false," and that the Federal Trade Commission is currently investigating the claims.

FTC brands ads for Hi-C 'false'

It says even the name makes deceptive claim of nutritional value

A proposed Federal Trade Commission complaint last week charged Coca-Cola with making false nutritional claims for its Hi-C fruit drinks and also cited the Marschalk Co., New York, the agency that prepared the challenged advertising.

The complaint, issued under the commission's consent order procedure, stated that Hi-C TV and magazine advertising misrepresents the product to be both an economically and nutritionally sensible source of vitamin C and implies that it is a wholesome dietary practice to supplement otherwise unbalanced meals and snacks with Hi-C fruit drinks.

Also challenged were alleged Hi-C claims that the product is made of fresh fruit and that it is particularly high in vitamin C even when compared with other beverages widely known for high vitamin C content, particularly citrus fruit.

Orange juice is more practical nutritionally because it contains significantly more vitamin C than does the same quantity of Hi-C, according to the commission, which added that orange juice is also more sensible economically "because it is often less expensive as a source of vitamin C."

The proposed FTC order not only would prohibit the alleged misrepresentations but would ban use of the trade name Hi-C as misleading and would bar the company for one year from making nutritional claims for other products without clearly disclosing the FTC objections to Hi-C nutrition claims.

Under the consent order, Coca-Cola can either agree to abide by the terms of the FTC complaint without admitting any guilt or contest the charges before a commission hearing examiner whose ruling would be forwarded to the FTC commissioners. .

William C. Mackey Jr., chairman of the board, Marschalk Co., New York, stated that "Marschalk considers Hi-C fruit drinks a delightful, excellent refreshment product which meets diet standards. The statement of the Coca-

Cola food division presents the facts accurately and fairly. Marschalk Co. produced the advertising for the Hi-C line in keeping with the highest professional standards and in no way regards this advertising to be in violation of the FTC."

According to the Television Bureau of Advertising, New York, Coca-Cola expenditures for the Hi-C line of products for the first six months of 1970 were $2,571,000 for network TV and $770,100 for spot TV.

Rep sells January as top spot month

It cites yearly paradox: month of low advertising is month of high viewing

Harrington, Righter & Parsons, television station representative, has been trying for 10 years, without overwhelming success, to sell the idea that January offers some of the best spot-TV advertising opportunities to be found anywhere.

This year it is trying again, with a colorful new presentation, and this time it is setting its sights on the agency and advertiser strategists who have an important voice in allocating budgets. Presentations are getting under way to media planners and the advertising directors and product managers of a number of top companies, including General Foods later this month.

Nub of the presentation is that every January advertising in TV as well as newspapers and magazines falls to a low ebb but TV viewing, going the other way, rises to record levels for the year, with the net result that some of the year's choicest spot availabilities can be had at the year's lowest cost-per-thousand.

Pointing up both the quantity and quality of bargains available in January, HRP counted the number of top-25 prime 30-second announcements that were available for a Jan. 1 start this year in each of seven major markets, and compared these with the number still available on Feb. 15:

WBEN-TV Buffalo, N.Y., had 19 of its top-25 30-second spots available Jan. 1, but only four were left Feb. 15; WTIC-TV Hartford, Conn., had 20, which dropped to four, KHOU-TV Houston went from 17 to three, WTMJ-TV Milwaukee from 13 to one, KPIX(TV) San Francisco from 10 to one, WMAL-TV Washington from 14 to one and WCKT(TV) Miami from 21 to one.

In total, 114 of the top-25 30's in these markets were available for Jan. 1, as opposed to only 15 a month and a half later.

Similarly, HRP took the top-100 evening minute positions in each station and found that, of the 700 total on the seven stations, 313 were still available for Jan. 1 but only 38 for Feb. 15.

Looking at it another way, HRP cited Broadcast Advertisers Reports (BAR) figures from a week of monitoring in 75 markets in January 1970 and a week in February 1970 to show the relatively low volume of advertising in the first month as compared with the second.

Thus the number of spots for desserts went from 378 in a week in January to 1,664 in a week in February; for coffee from 6,373 to 7,546; dog food, 2,686 to 4,342; frozen juices, 163 to 561; household paper products, 3,080 to 5,637; hair spray, 2,231 to 3,160; oil and shortening, 2,302 to 3,310; and aspirin, 1,104 to 4,010.

The presentation, packaged as a happy Chinese New Year greeting, starts off: "You don't have to be Chinese to make big noise in January," and concludes: "cunning Occidental doesn't need abacus to see that January TV spots are great bargain: year's highest viewing levels, year's lowest cost-per-thousand, year's best choice availabilities."

Plymouth sets the scene

Plymouth has "adopted" actress Anne Randall (above), a stage family of five and Monroe, Mich., for its 1971 commercials. The spots will use the same actors playing the same roles in the same location, giving continuity in Chrysler-Plymouth's advertising.

All commercials feature "Mama" played by veteran actress Lillian Adams. Miss Randall, who plays the part of Ethel, the engineer, has appeared in ABC's *Mod Squad*, and in several movies.

Peter A. Dow, advertising manager, said the campaign is the result of "extreme favorable reaction" to a 1970 Plymouth Barracuda commercial which featured "Mama" interrogating her son about his new car, which she called a "Bannanacuda."

Digisonics violated standards, says BAR

Possible competitor reports 'technical failure' in complaint to FCC

Phil Edwards, chairman of Broadcast Advertisers Reports, asked the FCC last week to enforce its rules on encoding of TV commercials, order "illegal commercials" off the air and notify stations that they risk FCC sanctions if they fail to observe the rules.

He said BAR had been informed "by certain of your licensees" that some commercials encoded by International Digisonics Corp. of Chicago, a new electronic monitoring firm, fail to meet the FCC's technical requirements.

BAR, which monitors commercial television in 75 top markets by audio tape-recording, is a potential competitor of Digisonics in the electronic monitoring field. It has developed a system called Videomatics.

Mr. Edwards claimed in his letter, sent to FCC Chairman Dean Burch with copies to the other commissioners and to network presidents and, among others, to Vincent T. Wasilewski, president of the National Association of Broadcasters, that commercials encoded by Digisonics had "strayed far from the technical limitations" that IDC specified in FCC proceedings on the issue.

Meanwhile, International Digisonics last week denied "emphatically" a report of a "growing number" of complaints by broadcasters against television commercials encoded by IDC on the basis that the technical standards do not always meet FCC standards ("Closed Circuit," Sept. 28). The IDC codes permit automatic commercial monitoring.

Following a meeting with CBS-TV engineering executives in New York on Wednesday, Glenn DeKraker, IDC executive vice president, stated Thursday that he had been assured that CBS has not advised any agency to refrain from submitting encoded commercials.

Mr. DeKraker indicated the concern may have arisen over certain minor incidents. He explained "there are two known complaints that involved start-up problems of optical house code placement tolerances and station alignment practices. Furthermore, these minor problems are being resolved without difficulty."

The IDC official claimed "all net-

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Memorandum

FROM: Sol Taishoff

TO: All broadcasters and those in the allie arts

SUBJECT: "Eyewitness 50th Anniversary -- November 2"

What? Another 50th Anniversary special?

No. What we have planned, awaiting the right moment, is not just another souvenir, to be put away with the spoon from Atlantic City.

Our regular November 2 issue will contain the most authentic retrospective obtainable. Most of it will come from the eyewitness as-they-happened accounts in 80 bound volumes of BROADCASTING.

Here's how the assignments are being handled:

Senior Editor Morris Gelman has spent the past nine months researching the story of broadcasting. He has talked with hundreds of broadcasting's leaders, taped uncounted hours with the men who lived those exciting 50 years. He will write the over-all lead story. Spiced with anecdote and personal recollections of these statesmen, his account will cover the wingspread of today's broadcast media.

Senior Editor Emeritus Bruce Robertson is preparing a week-by-week running account of the highlights of radio and television. This chronology begins with Marconi's first wireless signals in 1895, links up with the first issue of our magazine on October 15, 1931, and carries on to publication date.

For the first three decades there was radio alone. Then came the new dimension -- television. It had a difficult incubation because of World War II, and other equipment and allocation complications. The Big Freeze came in 1948 and the thaw four years later. During that span there were 108 pre-freeze VHF's on the air. Millions of Americans demanded more TV. This dramatic episode of the first 108 will occasion special treatment in "Eyewitness".

We feel this issue will have lasting value for every television or radio advertiser, every agency that handles television or radio advertising, every station representative, network, station, station broker, library, college or high school. Every member of Congress, the Executive Branch and relevant government agency executives will need it.

This is a once-in-a-half-century opportunity for astute entities in radio and television to get lasting exposure in every significant segment of broadcasting, private and public, industry and government.

There will be bulk copy offers and form overruns for promotion pieces at little more than cost.

It's the golden opportunity.

Closing date: October 23.

Your questions are invited at your nearest BROADCASTING office.

works and stations except one—a station in New England—are broadcasting encoded commercials currently numbering over 400, for a growing list of advertisers." Another IDC official indicated talks "are under way with that station to work out differences."

IDC representatives also contended there is presently no legal problem involving questions as to whether Digisonics logging disagrees with the station affidavit because at this point in time the monitoring report is not a substitute for the affidavit though ultimately stations might choose to make it so. Advertisers use the reports for many other purposes than merely to corroborate whether, over a period of time and not each instance, spots are as ordered.

Example: Sponsors buying large run-of-schedule packages use the reports to learn how well their spots were placed and to measure whether their ROS buys turn out to be as efficient as planned.

In his letter to Dean Burch, Mr. Edwards also noted that Digisonics had been represented in the FCC proceedings by Newton Minow, former FCC chairman, and that Lee Loevinger, a former FCC commissioner, had been Mr. Minow's Washington representative in the case.

He said that a preliminary prospectus filed by Digisonics with the Securities and Exchange Commission in the latter part of 1969 showed Mr. Minow as a director of the company and also as having received, in Mr. Edwards' words, "for services rendered, and at no cash cost, 5,000 shares of the company's stock" at a time when others were paying 15 cents a share.

Mr. Edwards said that "because one of its directors is a former chairman of the commission with an insider's knowledge of the commission's vulnerabilities, International Digisonics Corp. does not have the right illegally to use the broadcast spectrum for private gain.

"International Digisonics Corp. has evidently maneuvered the commission and its licensees into unwittingly breaking the rules. If the commission should acquiesce in this practice, then with silent assent it will have taken a giant step toward Mr. Minow's long-heralded 'vast wasteland' where pictures jiggle and dance around."

He said that to the best of his knowledge neither Digisonics nor advertisers and agencies using encoded commercials have advised stations that the commercials are encoded or received licensee consent to transmit them, despite FCC's requirement of consent. He enclosed a copy of a letter he said BAR sent to all stations in July asking permission to broadcast BAR-encoded commercials over their facilities. Other BAR officials said the letters brought mixed replies, some giving consent, others refusing it, with varying degrees of vehemence.

P&G dethroned in spot TV

GF's $13.3-million spending in second quarter breaks 15-year monopoly on number-one ranking

General Foods nosed past Procter & Gamble to become spot-TV's number-one client in this year's second quarter, according to the Television Bureau of Advertising's second-quarter report being issued today (Oct. 5).

The figures, compiled for TVB by Broadcast Advertisers Reports, show a GF investment in spot TV of $13.3 million, an increase of $2.6 million over the same quarter of 1969.

Procter & Gamble, allocating $13.2 million to spot TV, dropped into the number-two slot, after being first ever since TVB began issuing its spot-TV reports in the fourth quarter of 1955.

TVB reported that over-all spot-TV investments for the second quarter totalled $350.7 million, with 1,503 regional and national companies advertising 6,906 brands.

Nighttime television, usually the biggest revenue producer, again took over first place in over-all spot-TV expenditures—$109 million, representing 31% of the total—after running second to early-evening television for the last quarter of 1969 and the first quarter of 1970. Early evening garnered 28.5% of the revenues, followed by daytime with 20.4% and late night with 20.0%.

Five companies appear for the first time in the top-100 listings for the quarter. They are: American Express, ranking 44; Gulf & Western Industries, 64; Marshall Cavendish Ltd., 77; A.D.A. Oil Co., 88; and Westinghouse Electric, 98.

The 30-second commercial now accounts for 63.4% of total dollars invested in spot-TV during the April-through-June period, reported TVB, followed by 60-second spots, which account for 25.9%, and 20-second, 5.2%.

The food products category again ranks number one, with investments totalling $82.3 million. Toiletries-toilet goods is a distant second at $42.2 million; soaps, cleaners, polishes, $27.2 million; confectionery-soft drinks, $25 million; household equipment and supplies, $21.4 million; and automotive, $20.6 million.

Following are the top-100 national and regional spot-TV advertisers and their estimated expenditures for the second quarter of 1970.

Rank	*Parent Company Name*	*2nd Quarter 1970*
1.	General Foods	$13,261,200
2.	Procter & Gamble	13,198,300
3.	Colgate-Palmolive	10,348,600
4.	Bristol-Myers	7,830,500
5.	American Home Products	6,201,000
6.	Warner-Lambert	5,348,900
7.	Lever Brothers	5,225,300
8.	Gillette Co.	4,491,600
9.	William Wrigley Jr. Co.	4,483,000
10.	Coca-Cola	4,191,000
11.	Kellogg Co.	4,094,800
12.	General Mills	3,953,100
13.	Kraftco Corp.	3,878,000
14.	General Motors Corp.	3,817,000
15.	International Tel & Tel	3,817,000
16.	Alberto-Culver	3,807,600
17.	Nestle Co.	3,604,200
18.	Johnson & Johnson	3,209,500
19.	Loews Theatres	3,174,600
20.	C.P.C. International	3,135,400
21.	PepsiCo. Inc.	3,126,500
22.	R. J. Reynolds	2,998,600
23.	Standard Brands	2,866,300
24.	Sterling Drug	2,779,000
25.	Standard Oil Co. of Ind.	2,744,300
26.	Scott Paper	2,667,000
27.	Philip Morris	2,607,400
28.	Norton Simon	2,554,700
29.	Carnation	2,457,300
30.	Shell Oil	2,433,100
31.	Miles Laboratories	2,332,300
32.	American Can	2,068,800
33.	Carter Wallace	2,065,700
34.	Triangle Publications	2,027,400
35.	Royal Crown Cola	1,996,600
36.	Jos. Schlitz Brewing	1,981,800
37.	Deluxe Topper	1,950,700
38.	Standard Oil Co. of N.J.	1,938,700
39.	UAL Incorporated	1,833,300
40.	British-American Tobacco Co., Ltd.	1,803,300
41.	Quaker Oats	1,772,900
42.	Ralston-Purina	1,750,200
43.	Heublein	1,698,100
44.	American Express Co.	1,665,900
45.	American Airlines Inc.	1,652,600
46.	Anheuser-Busch	1,644,300
47.	Chesebrough Ponds	1,622,900
48.	Mobil Oil	1,576,400
49.	Atlantic-Richfield	1,574,300
50.	Seven-Up	1,553,700
51.	Union Oil of Calif.	1,493,100
52.	Greyhound Corp.	1,416,000
53.	S. C. M. Corp.	1,391,600
54.	Volkswagenwerk A. G.	1,377,600
55.	Falstaff Brewing	1,367,500
56.	Campbell Soup	1,357,400
57.	Swift & Co.	1,353,000
58.	H. J. Heinz Co.	1,272,600
59.	Mars, Inc.	1,262,300
60.	Morton-Norwich Products	1,258,400
61.	Borden Co.	1,228,300
62.	National Biscuit	1,210,700
63.	Toyota Motor Distributors	1,208,300
64.	Gulf & Western Industries	1,200,600
65.	Eastern Air Lines	1,195,700
66.	Nissan Motor Corp.	1,173,000

Rank	Parent Company Name	2nd Quarter 1970
67.	Rio Tinto-Zinc Corp.	1,170,100
68.	Clorox Co.	1,154,800
69.	General Cigar	1,136,200
70.	Associated Brewing Co.	1,127,400
71.	Investors Funding Corp.	1,124,800
72.	Avon Products	1,112,100
73.	Sun Oil	1,110,100
74.	Mattel, Inc.	1,107,400
75.	Doctor Pepper	1,103,500
76.	Liggett & Myers Tobacco	1,102.400
77.	Marshall Cavendish Ltd.	1,051,800
78.	Max Factor & Co.	1,051,100
79.	Standard Oil Co. of Calif.	1,035,000
80.	STP Corp.	1,032,100
81.	Carling Brewing	1,018,300
82.	American Tel. & Tel. Co.	1,015,700
83.	Daimler-Benz A. G.	998,000
84.	Eastman Kodak	995,500
85.	Toyota Auto Dealers Assn.	989,700
86.	E. & J. Gallo Winery	977,800
87.	Chas. Pfizer & Co.	968,500
88.	A. D. A. Oil Co.	967,800
89.	Interstate Brands Corp.	963,700
90.	Squibb Beech-Nut	947,000
91.	Pan American World Airways	931,900
92.	Plough	929,700
93.	William Bishop Co.	924,900
94.	Phillips Petroleum	921,000
95.	Quality Bakers of America Corp.	917,500
96.	F. & M. Schaefer Brewing	914,100
97.	Trans World Airlines	908,400
98.	Westinghouse Electric	898,300
99.	Ford Motor	885,500
100.	Sunkist Growers	875,300

Interpublic trims top executives' wages

An economy ax has chopped executives' salaries of all U.S. units in the Interpublic Group of Companies.

Robert E. Healy, president and board chairman, said the reduction would be 10-20%, depending upon the compensation range. Effective last Thursday (Oct. 1) through the last quarter of 1970, the slash would be reflected first in the Oct. 15 paycheck.

In a memo dated Sept. 30, Mr. Healy stressed that Interpublic was strong and client relations never stronger. "We've gained new clients, but new business doesn't produce revenue overnight," he said. The problem, he said, stemmed from reduced ad budgets by clients.

Pointing out that there have been some staff reductions, Mr. Healy said: "We have not conducted large, massive layoffs as have some agencies."

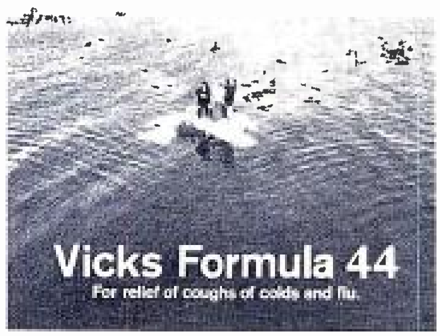
Professionals and executives in the $20,000-$25,000 bracket are getting a 10% cut; $25,000-$40,000, 15%, and $40,000 and higher, 20%.

Describing the action as regrettable and unpleasant, Mr. Healy said: "We believe it is the best way to partially offset lost revenues from decreased budgets and increased costs, while trying to keep our services professional and our staff intact."

McCann-Erickson, largest of the 11 companies in the corporation, is agency for Buick and General Motors trucks, both affected by the Detroit strike. Other agencies are Erwin Wasey, Jack Tinker & Partners, Marschalk Co. and Pritchard Wood Associates.

Mr. Healy concluded the notice with an appeal for ideas to reduce expenses. He asked: "Do you really have to take that trip? Is that telephone call absolutely necessary?"

These all add up, he said, adding that employes would be shocked at the amount spent on such items. "Expenses like these hurt, and hurt bad. We have yet to stop inflation and there is an unsettled strike in Detroit."



'Odd Job' coughs way to shipwreck

A man who may be making a career out of a "bad cold" is back this fall coughing for Vicks Formula 44.

He is Harold Sakada, who graduated several years ago from the role of the villainous karate expert "Odd Job" in a James Bond movie, "Goldfinger," to a more sympathetic role of a coughing and sneezing-with-gusto husband in commercials for Vicks.

The story-line of his spasmatic destruction was such a whooping success over the past three years that Benton & Bowles created four new 30-second commercials. In the first spot, which started last Thursday (Oct. 1) on network TV, Odd Job and his wife are relaxing on a sailboat. He begins to cough uncontrollably and destroys the boat with karate chops.

First to go are the masts, then the cabin, then the railing, and on and on. His wife and the captain run to get Formula 44, Odd Job swallows it, his coughing is relieved, and theme "Vicks gives you the strength to keep your cough under control" is heard as the trio floats away on the wreckage.

Ron Frankel was copywriter for the new campaign; Bob Neidhart, art director, and Si Merrill, producer.

Sponsors lining up for 'Christmas Is'

Banks, utility companies, candy concerns and food chains are among local advertisers signing with TV stations in sponsorship of Lutheran Television's animated half-hour color TV special, "Christmas Is." The show is to be telecast from Dec. 15 to 25 (BROADCASTING, Sept. 7).

Martin J. Neeb Jr., executive director of Lutheran TV, said in New York last week "We have 127 clearances on stations now and 50 to 60 more pending" and that 10 cable-TV systems have committed for the program. He said most stations are scheduling the show "between 5 p.m. and 7 p.m." Stations have the right to use three open minutes in the program for commercials or public service announcements. Lutheran TV is retaining a one-minute spot within the program to offer viewers a free 16-page cartoon book version of the program.

It was speculated that Lutheran TV may seek to have "Christmas Is" shown annually. Mr. Neeb, in New York for a meeting with a "major advertising agency," said a national advertiser is interested in showing the program on a TV network—to be selected—on the day after Christmas (Dec. 26 is a Saturday). Fee paid will be used to reduce the investment made by the church in the program. It budgeted "in excess of $150,000" for production of the show. The budget was in addition to the $1 million allocated by Missouri Synod of the Lutheran Church for radio-TV programing (*Lutheran Radio Hour* on radio, *This Is the Life* on TV).

AMF will sponsor business news show

American Business Briefing, a one-hour TV special, will be sponsored by AMF Inc., New York, in prime-time presentations Nov. 15 on WNEW-TV New York, WGN-TV Chicago and KTTV(TV) Los Angeles.

"With the advent of more-than-one-TV-set homes, resulting in a swing towards programing for specific audiences, an authoritative, informative business news program has much to offer," Eldon E. Fox, AMF VP-corporate programs, said last week.

On-camera editor will be John Daly, former ABC-TV news chief and foreign correspondent. Robert Trout, CBS-TV and radio news analyst and reporter,

IF THIS IS ALL YOU KNOW ABOUT THE FIRST AMERICANS . . .

DON'T MISS THE AMERICAN INDIAN TV FESTIVAL ON CHANNEL 2.

THE NATIVES ARE RESTLESS . . . .

. . . and we aired their frustrations in prime time over three successive nights, From the Little Big Horn to Alcatraz, more than five hours of compelling drama and dialogue about this nation and its tribes of disenfranchised natives.

The response was just as dramatic. . . . .

"This is the most meaningful presentation I have seen on T.V. since we bought our first set in 1950."

"It took a good deal of independent spirit."

"It is programs as "Man in Exile" that justify T.V."

"Why didn't they teach this when I was in school?"

"It hurts."

Maybe some of our citizens don't care a plug-nickel for the fate of the First Americans . . . but we do!

A reflection of San Francisco

KTVU Television

Represented by TeleRep

2 KTVU

CBC A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: KTVU San Francisco-Oakland, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsburgh will be the special European correspondent and Rolf Kaltenborn, security analyst, and former professor of economics and finance, Columbia University, will be the special commentator. The last is the son of the late H. V. Kaltenborn.

The program, produced by Spectrum Associates, New York, will explore industry's role in coping with environmental problems; the competition to win the mini-car market: the stock market's trend features: personalities in the business news and late bulletins. Part of the hour will be devoted to views of 1970 and a forecast of business and economic developments as interpreted by financial analysts.

Samples, dates listed by ARB

33-market October survey, shortened to 3 weeks, begins

The American Research Bureau announced last Thursday (Oct. 1) the sample sizes and mailing dates that it must meet or not miss by much if it wants to avoid the rebates it promised earlier in its dispute with stations protesting its price increases (BROADCASTING, Aug. 31).

The October survey covers 33 markets and is now under way. It is due for completion on Oct. 20. The scheduled mailing dates vary by market, but range from 14 to 20 working days following the close of the survey and seven to 13 working days after the cut-off of diary acceptance.

Dr. Peter Langhoff, ARB president, also noted that, although ARB normally surveys for four weeks, the October study is being compressed into three weeks "in response to broadcasters' wishes" and that this "increases the load of diary processing since the same number of diaries must be processed in a shorter time."

He also said changes in report format largely suggested by broadcasters have required a good deal of program rewriting, but "we are well on schedule and feel fully confident that we shall meet our delivery dates."

The sample sizes and mailing dates were announced in keeping with Dr. Langhoff's earlier promise that they would be announced Oct. 1 and ARB would pay rebates wherever it failed to come within specific limits in meeting them. Sample sizes and late delivery have frequently been singled out for criticism by stations in the past. A similar rebate policy was announced for the reports in the November sweep, mailing dates and sample sizes for which are due to be announced Nov. 1.

ARB said that if mailing of October and November reports for a market falls behind the published schedule by more than five standard working days, each subscribing station in the market will receive a 10% rebate based on the pro-rata net charge per survey report. For each additional working day of delay, 20% of the net price to the station will be added to the rebate up to a total of 20%. Beyond that, delivery protection in the station contract will govern.

If the in-tab diaries in the area of dominant influence (ADI) for any market fall below published quotas by more than 10%, the subscribing stations within the ADI are to get a 5% rebate based on the pro-rata net charge for survey report. An additional 1% rebate will be granted for each two percentage points reduction in the in-tab total in excess of 10%.

For the October report, the rebate offer applies to all 33 markets covered, except New York, which was omitted from the original offer because stations there "operate under special conditions."

The October schedule, by market:

Market	*ADI quota*	*Mail*
Atlanta	705	11/15
Baltimore	724	11/9
Boston	1108	11/8
Buffalo	753	11/17
Chicago	1371	11/11
Cincinnati	696	11/13
Cleveland	1056	11/10
Columbus, Ohio	580	11/13
Dallas-Fort Worth	862	11/14
Denver	625	11/17
Detroit	1090	11/11
Hartford-New Haven	694	11/10
Houston	736	11/17
Indianapolis	765	11/12
Kansas City	656	11/15
Los Angeles	1355	11/9
Memphis	632	11/15
Miami	684	11/15
Milwaukee	692	11/14
Minneapolis-St. Paul	766	11/16
Nashville	610	11/16
New Orleans	586	11/17
New York	*	*
Philadelphia	1344	11/8
Pittsburgh	971	11/10
Portland, Ore.	649	11/17
Providence	654	11/11
Sacramento-Stockton, Calif.	659	11/12
St. Louis	851	11/12
San Francisco	1090	11/13
Seattle-Tacoma	729	11/14
Tampa-St. Petersburg, Fla.	653	11/16
Washington	944	11/9

* The New York market is not covered by the rebate offer lor late delivery or sample reduction.

Business briefly:

General Foods Corp., Birds Eye division, White Plains, N.Y., through Young & Rubicam, New York, will launch a national campaign on network and spot TV and in print for its five international vegetables beginning this fall. Vegetables had been distributed regionally since 1968. Thirty-second spots will be used.

Ideal Toy Co., through Helfgott & Partners Inc., both New York, will sponsor a one-hour animated musical special, *Mouse On The Mayflower*, on NBC-TV Thursday, Nov. 26 (at the conclusion of a National Football League game, approximately 3 p.m. NYT).

American Tobacco Co., through SSC&B, both New York, is launching a varied campaign to introduce its new menthol cigarette, Maryland 100's. Advertising, which started Tuesday (Sept. 29) in newspapers, will be followed immediately in network TV and national magazines.

Quaker Oats Co., Chicago, will sponsor three one-hour specials during the 1970-71 season. Two will focus on the mysteries of the animal world, the other will offer a new perspective on the assassination of Abraham Lincoln. Wolper Productions Inc., New York, is preparing two of the colorcasts, *Say Goodbye*, scheduled for Tuesday, Dec. 8 (7:30-8:30 p.m. EST) and *They've Killed The President!* scheduled for Friday, Feb. 12 (7:30-8:30 p.m. EST). The third is *The World of the Beaver*, an Anglis TV Production, London, scheduled for Friday, Jan. 8 (7:30-8:30 p.m. EST). Adeom, Chicago, is agency for Quaker Oats.

Synchronex Corp., through Scali, McCabe, Sloves Inc., both New York, has launched a heavy consumer advertising schedule for its new Synchronex Mark I sound-on-film system. The campaign will include ABC-TV network game shows *Let's Make A Deal* and *The Newlywed Game*. Other TV advertising will be on the syndicated TV game shows *Beat The Clock* and *Truth or Consequences*. The campaign also includes some national magazines.

Dairy group changes Chicago ad agencies

American Dairy Association, Chicago, announced last week that its $10-million national advertising account will be moved to Leo Burnett Co., Chicago, effective Jan. 1. Compton Advertising, Chicago, has handled the account since 1961.

"Compton has been an effective agency for ADA," according to M. J. Framberger, ADA general manager. "However, in view of a declining market for dairy products and the complex conditions in the industry today," he said, "Burnett was selected because of its demonstrated ability to analyze and solve difficult marketing problems."

ADA at its annual meeting earlier this year set a goal to increase the per capita consumption of milk products by 25%. Burnett was chosen especially to achieve this goal, it was explained, after a number of major agencies made presentations.

High hopes for lean and hungry NAB

Action due this week to get association off its Washington monument and into streets

Directors of the National Association of Broadcasters have been summoned to a special meeting this week to vote on a reorganization plan that could lead to radical changes in personnel and structure. The aim is to replace fat with muscle at a time when broadcasters are beset by attacks of unprecedented ferocity from government and private groups.

The plan was drawn by the association's special public-relations committee and approved by its executive committee at meetings in Washington last week. In outline it calls for the creation of three line divisions, government relations, public relations and station relations, with an executive vice president at the head of each. The line chiefs would report to Vincent T. Wasilewski, president.

While the Washington-based NAB is undergoing this overhaul, according to the planners, the New York-based Television Information Office will reorient itself. The autonomous TIO, which since its formation in 1959 has tried principally to reach the intellectual elite, is expected, in the words of one public-relations-committee member, to "lower its sights." The TIO will be asked to take the pro-television message to a broader audience.

The public-relations and executive committees agreed that TIO should retain its autonomy. If it were absorbed into the NAB, the reasoning went, its present underwriters would be disinclined to continue their support at present rates. TIO now takes in about $630,000 a year, $75,000 from the NAB, $75,000 each from the three television networks and the rest from stations. NAB dues paid by networks and stations are separate.

Though TIO would go on its own way, it would be expected to maintain close liaison with the NAB public-relations department, according to the plan. There has been little coordination between the two in the past.

At their meeting this week, which is scheduled to begin at 9:30 a.m. Thursday (Oct. 8) in Washington, the NAB boards will be asked to approve a budget supplement of about $100,000 for the rest of this fiscal year, which ends next March 31. Much of that will be allocated to public relations, which is now budgeted at about $150,000 a year—not counting the contribution to TIO or special appropriations for such projects as the current promotion of broadcasting's 50th year.

The total NAB budget for this year is $3.15 million.

For the fiscal year beginning next April 1 the expectation is that the total budget will need to be increased by no more than $150,000, despite the anticipated addition of high-salaried officers and expansion of operations. The theory is that some current activities may be trimmed or eliminated without harm to the over-all cause.

The 1971-72 budget will be a matter for board decision at its regularly scheduled midwinter meeting, which begins next Jan. 18 in Palm Springs, Calif.

Assuming the boards approve the reorganization this week, the implementation will be charged primarily to Mr. Wasilewski. It will be up to him to make the hard decisions on personnel.

At the meetings last week it was generally agreed that the organization would look outside for the executive vice president in charge of public relations. No names were mentioned. Roy Danish, the TIO director, will reportedly stay in that job.

Paul Comstock, now NAB's vice president in charge of government relations and general counsel, was regarded as a

NAB cable committee gears up for action

Among the committees spawned by the National Association of Broadcasters is one called the "Future of Broadcasting Committee." To those unacquainted with the broadcasting business, the name might suggest nebulous but thoroughly lofty visions of tomorrow. To those who know it, however, the committee is a precisely focused, eminently hardheaded collection of broadcasters dedicated to the prevention of unrestricted growth of cable television. With that end in mind, the committee has begun to move.

Now being established is an elaborate grass-roots infrastructure, designed to produce closer communication among individual broadcasters, local communities and Congress on the question of CATV regulation. The committee has appointed regional coordinators, who in turn pick state chairmen to work with local broadcasters. The local objective is to make civic and professional groups aware of the alleged dangers to conventional broadcasting posed by cable TV. The ultimate objective at the national level is to transfer primary oversight of the cable industry from the FCC to Congress.

The committee will meet with regional coordinators and state chairmen in Washington late this year to map strategy for the coming 92nd Congress. Its position will be that the potential power of cable television, and the potential threat to over-the-air broadcasting, require the setting of regulatory patterns by Congress. Last week two committee members—Chairman Dale G. Moore, KGVO-TV Missoula, Mont., and Jack Harris, KPRC-TV Houston—met with the NAB executive committee to discuss plans and objectives.

The committee succeeded the negotiating committee set up last year to work with the National Cable Television Association toward a compromise solution of the two industries' differences. The talks broke down, and the committee was finally disbanded this year.

The present committee is, if anything, more hard-line on cable than its predecessor. In addition to Messrs. Moore and Harris, the members are David H. Baltimore, WBRE-TV Wilkes-Barre, Pa.; Richard D. Dudley, Forward Communications Inc., Wausau, Wis.; Terry Lee, Storer Broadcasting Co., and Fred Weber, Rust Craft Broadcasting Co. Executive committee members serve ex officio.

The regional coordinators are the six committee members themselves and four other broadcasters: Hamilton Shea, Gilmore Broadcasting Co.; Richard Chapin, Stuart Enterprises, Lincoln, Neb.: A. Louis Read, WDSU-TV New Orleans, and Carl Fisher, KUGN(AM) Eugene, Ore.

logical choice for the executive vice presidency in charge of government relations. In the proposed structure a general counsel and a vice president in charge of government liaison would report to the executive VP.

Among some members of the public-relations committee there was talk of looking for a figure well known in Washington—"an ex-senator, for example," as one said—to head the new government-relations division. Others, however, emphasized that all talk of names was purely speculative and informal.

Also to be filled is the third executive vice presidency, in charge of station relations. Reporting to him will be a vice president in charge of television, a position now held by William Carlisle, and a vice president in charge of radio, now Charles Stone.

How the functions and personnel of such existing departments as research and engineering would be redistributed was not immediately made clear, although it was assumed that research would go into the new station-relations division.

In the expansion of the station-relations division is seen the mechanism for larger participation in NAB projects by individual members. The division would recruit and indoctrinate broadcasters in political techniques, especially in contacts with their own legislative delegations. As one PR-committee member said: "The real solutions to our problems have to come from the stations. We just have to get the stations involved."

That principle will be tested soon on a specific problem—regulation of CATV. The NAB's Future of Broadcasting Committee hopes to draft broadcasters in all states in its campaign to get Congress to pre-empt the FCC in making basic rules for cable competition with broadcasting (see story, page 28).

One of the purposes of the creation of three executive vice presidencies is to free the NAB president from administrative routine. Under the reorganization the president will be expected to be available for high-level contacts in Washington and elsewhere.

Mr. Wasilewski, the incumbent, is serving under an employment agreement that expires Dec. 31, 1971. Now 47, he has been president since January 1965. He joined the association as a junior lawyer after graduation from law school.

Last week's meeting of the public-relations committee was said to have been harmonious. Members left in high spirits. "It was a beautiful meeting," said one. All who would talk expressed optimism about the association's future. "Now we're going in a wholesome direction," one said.

Committee members expressed confidence that their plan would be accepted this week by the directors. "It's hard to see how they could turn it down," said one, "when everybody stands to gain—from the daytimer to the major-market V."

Several members of the public-relations committee are also members of the NAB boards. Also serving on the PR committee were members of the executive committee: Willard E. Walbridge, Capital Cities, chairman of the joint board and of the PR committee; Grover Cobb, Gannett stations, past chairman of the joint board; Hamilton Shea, Gilmore stations, chairman of the television board; Richard Chapin, Stuart stations, chairman of the radio board; A. Louis Read, WDSU-TV New Orleans, vice chairman, TV board; Andrew Ockershausen, Evening Star stations, vice chairman, radio board, and Mr. Wasilewski.

Other members of the PR committee were: Harold Essex, WSJS-TV Winston-Salem, N.C.; James M. Caldwell, WAVE(AM) Louisville, Ky.; Don C. Dailey, KGBX(AM) Springfield, Mo.; John F. Dille Jr., Communicana Group of Indiana, Elkhart, Ind.; Richard D. Dudley, Forward Communications, Wausau, Wis.; Mark Evans, Metromedia Inc., Washington; Tom Harrell, WSTP(AM) Salisbury, N.C.; Peter Kenney, NBC, Washington; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Willard E. Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.; Robert Thomas, WJAG(AM) Norfolk, Neb.

'Cavalcade' traces broadcast history

A book commemorating the 50th anniversary of broadcasting is off the presses.

"Cavalcade of Broadcasting," a project initiated by the National Association of Broadcasters and published by the Benjamin Co., New York, traces the history of broadcasting from its primitive scientific origins to the programing of today's networks, with a brief look at what the future may hold. An introduction by Bob Hope launches the book.

The 265-page book, profusely illustrated and loaded with nostalgia, is being distributed in hardcover form by Follett Co. to book stores, department stores and other retail outlets. It is also offered to broadcasters at volume discounts for use as an advertising and public-relations tool. The book heads into its second printing next week.

Among the uses NAB has suggested for "Cavalcade of Broadcasting" are: sales to viewers and listeners, presentations to new advertisers, public presentation to important local personalities, gifts to business and professional groups and to universities.

The book was written by Curtis Mitchell, whose background includes newspaper reporting, promotional work, and past books with titles such as "Billy Graham: The Making of a Crusader" and "Fitness for the Whole Family."

His text is, of course, unabashedly boosterish in tone, from its looks at past programs to its celebration of figures, such as David Sarnoff. It also reflects, in small ways, the preoccupations of NAB itself; for example, the chapters on the future contain only one passing, elliptical reference to CATV, and none at all to pay TV, while dwelling at some length on such projected developments as the picturephone.

A final chapter describes job opportunities and calls for "articulate, literate people" to enter the media.

The hardcover edition of "Cavalcade of Broadcasting" retails for $9.95. Broadcasters' discounts begin at $7.95 for 25 to 49 books and continue to $3.98 each for 5,000 or more. A softcover volume sells for $4.95 in bookstores. Broadcasters' discounts begin at $3.15 each for 50 to 99 books.

Roy Benjamin (l), president of The Benjamin Co., presents a copy of "Cavalcade of Broadcasting" to NAB Board Chairman Willard Walbridge.

AWRT head on speaking tour

The national president of the American Women in Radio and Television is speaking to members across the country this month to apprise them of current industry problems. Mrs. Virginia Pate, president and general manager of WASA-AM-FM Havre de Grace, Md., is covering such subjects as political broadcasting; CATV; license fees and ownership. Her first talk was delivered Oct. 3 in Omaha; others are scheduled for Oct. 17 at Lubbock, Tex.; Oct. 24 in Atlanta, and Oct. 31 at Cherry Hill, N.J.

Noncommercial TV prodded

Burch: 'Be fairer than fair'; Macy chides 'distorted view'

FCC Chairman Dean Burch told noncommercial broadcasters last week that their prospects were "bright," but warned that they must be chary of being too liberal in their orientation.

The occasion of Mr. Burch's remarks was "Report to the People," a program sponsored by the Corp. for Public Broadcasting in Washington last Tuesday (Sept. 29).

Billed as a comprehensive public report on noncommercial broadcasting's activities and prospects, the event included a reception and dinner for educational broadcasters, members of Congress and representatives of government, business, labor and the press. Also on the program were an address by CPB President John W. Macy Jr. and a video-tape preview of the fall ETV program schedule to be carried by the Public Broadcasting Service (see page 50).

Pointing to apprehensions in Congress and elsewhere that "noncommercial broadcasting, if turned loose, will go careening off in one way or another and will be a propagandist for one point of view or another," Mr. Burch said it must be "fairer than fair" and provide "a nonpartisan forum where facts can be well-presented and well-considered."

"You must be scrupulous in observing not just the letter, but the spirit of fairness," he added.

Suggesting that the conservative viewpoint was one possibly suffering from inadequate exposure on noncommercial outlets, Mr. Burch—who served as campaign manager for Senator Barry Goldwater's (R-Ariz.) unsuccessful 1964 bid for the Presidency—said he wanted to "put the lie to the theory that all creative people are liberal." With a grin, he added: "I don't believe that, but if it's so you'd better go out and hire some noncreative conservatives."

Agreeing that a permanent program of financing for educational broadcasting was a pressing need, Mr. Burch promised that the FCC will "do what it can" to promote an adequate system of funding.

CPB President John W. Macy Jr. told his audience that criticism of commercial broadcasting "has its source in unrealistic expectations."

"Given the economic facts of life in the broadcasting industry, I feel that it is unwarranted to expect the commercial networks and stations to provide on a sustained basis public-interest programs that are consistently unprofitable," Mr. Macy said. "In short, to the constant critics of television I say: Stop

Messrs. Macy, Burch

beating commercial broadcasting for failing to do what it often cannot do and start actively supporting public broadcasting."

Mr. Macy also expressed concern over the "distorted view of the world" he said television conveyed. "It seems to me that television frequently portrays life as consisting essentially of two parts, one of undiluted joy and the other of unmitigated gloom," he observed.

"I believe that between the unreality of the situation comedy where conflicts are resolved in a half-hour, and the conflicts seen on the news and in doomsday documentaries . . . there is an infinity of human activity that gives realistic hope that it is possible for man to overcome his difficulties," Mr. Macy suggested.

Mrs. Leon S. Price, president of the National Congress of Parents and Teachers, was introduced by Mr. Macy as the newly appointed chairman of CPB's Advisory Committee of National Organizations. Purpose of the committee, which meets at least four times a year, is to provide CPB with counsel on programing and policies.

CPB's report was high on optimism for educational broadcasting's prospects. Among other things, it noted: a large gain in audience in 1969-70 [based on ARB reports]; the formation of the Public Broadcasting Service and National Public Radio, respectively the television and radio networking branches; the development of innovative new programing; continued advances in the area of children's programing, and increased citizen interest and involvement in noncommercial broadcasting.

Looking to the future, CPB foresees:

- The new television and radio networks providing programing reflecting the diversity and excitement of American life.
- Massive new approaches via the mass media to the solution of such problems as environmental destruction and drug abuse.
- Important breakthroughs in the use of the public media in education and training, both in the classroom and at home.
- Programing services compatible with emerging new technologies such as cable and satellite transmission and video recordings.

Call letters changed in NET-WNDT merger

New York's noncommercial television station, WNDT(TV), channel 13, formally changed its call letters last Thursday (Oct. 1) to WNET(TV). The change was part of the merger of National Educational Television and WNDT(TV) into the Educational Broadcasting Corp.

The consolidation was announced during the summer (BROADCASTING, July 6), in New York. Months of formal negotiations followed, under which NET was dissolved and its resources pooled with those of WNDT.

The new corporation will produce educational programs for both national and local programing. According to an EBC spokesman, the company hopes to build a production center in New York. Ward Chamberlain Jr., executive vice president of EBC, said the facilities could cost more than $10 million.

James Day, former president of NET, will head EBC. The staffs of channel 13 and NET will remain intact until a reorganization plan is completed next month.

Members of the board of EBC are Norman Cousins, formerly chairman of NET; Mr. Day, William Bowen, Princeton University; John Fischer, *Harper's* Magazine; John Hope Franklin, University of Chicago; Burke Marshall, Yale Law School; Roger Ravelle, Harvard University; Glenn T. Seaborg, U.S. Atomic Energy Commission; William H. Schuman, composer; and Sydney Marland Jr., Institute of Educational Development.

The schedule for the station's first season will be a mixture of programs distributed by the Public Broadcasting Service and those produced by channel 13.

Lawyers told: 'Tell it like it is'

Burch says some broadcasters may be recipients of misleading analyses of FCC pronouncements

The FCC is not the soft touch for broadcasters some of its recent actions might suggest. In fact, those same actions betoken a tougher regulatory mood at the commission, not an easier one.

These thoughts were expressed not by a member of the gloom-and-doom school of FCC watchers but by FCC Chairman Dean Burch, in a speech last week to the Federal Communications Bar Association. He expressed concern that the attorneys might be sugar-coating the analyses of commission decisions.

"Tell it like it is," he said, not the way broadcasters would like to hear it.

As an example of a decision he said lawyers might have presented as one permitting broadcasters to breathe a lot more easily, he cited the 1970 statement of policy on comparative renewals. In that one, the commission held that it would favor a renewal applicant under challenge in a comparative hearing if he had "substantially" served his community.

Any lawyer who wrote his client he was now " 'home free' . . . disserved his interests and the public interest," the chairman said. "For that policy statement did represent a new regulatory mood—one that you were duty-bound to convey to the industry."

He noted that it stressed that while a broadcaster who had provided "good solid service" would not be denied renewal, "the licensee did have to deliver such service in order to be secure against a challenger."

Nor should broadcasters find only solace in commission decisions denying a Democratic National Committee request for a ruling that broadcasters must sell time to any responsible entity to comment on public issues and a petition by the Friends of the Earth seeking to expand the cigarette fairness ruling to high-powered cars and leaded gasoline.

He noted that both opinions underlined the broadcaster's great responsibility—that while he was not a common carrier, obliged to make time available to anyone who sought it, "he was a public trustee called upon to present, to a significant extent, representative views on issues of importance to his community."

Furthermore, in the FOE ruling, he noted, the commission "stressed the licensee's duty to cover pollution and other issues which are of significance to his area. A failure to communicate this crucial sense of the decisions, this mood, would be a disservice to the client and to the public."

He also touched again on the subject of children's programing—a subject that provided the substance for his speech to the International Radio and Television Society in New York three weeks ago (BROADCASTING, Sept. 21). He noted in that speech he had urged broadcasters to present "really worthwhile children's programing, along with the cartoons."

And in an ad-libbed addition to his prepared remarks he asserted that children's programing was one of the problems "that are in the minds of the people" and that the commission cannot "slough off" on the ground that remedial action would violate the First Amendment. As he did in his speech to the IRTS, he said the Supreme Court's decision in the Red Lion case, on the fairness doctrine, provides the legal basis for commission action. But he added that broadcasters' attorneys would have an opportunity to comment on whether the commission should act.

And although his IRTS speech did not represent commission policy, he said, it did seek to convey a mood. "How many of you have reported that mood or perhaps made suggestions for joint action in this area?" he asked.

The chairman pointed out other areas where communications lawyers might be helpful, to the commission as well as their clients. "You can advise your clients not to try walking so close to the edge of the cliff in complying with commission policies in areas like overcommercialization or fairness," he said.

(In that connection he gave fresh evidence of his interest in a review by the commission of its renewal procedures. He first expressed such an interest after Dr. Barry G. Cole of Indiana University's radio-television department, who had studied the commission's renewal procedures last summer, briefed the commission on his findings and recommendations [BROADCASTING, Sept. 21]. "The present system," the chairman said, "is not sound.")

He also urged the communications attorneys to show leadership or serve as a clearing house for ideas in dealing with clients. "When you learn of an outstanding development by one of them—by working, for example, on their renewal applications," he said, "you can inform others and they can have the opportunity, if they wish, of adapting it to their area."

CPB authorization clears Congress

Both the House and Senate last week approved the compromise Corp. for Public Broadcasting authorization for a $70 million for the next two years.

Under the legislation, CPB would receive $30 million a year for both fiscal 1971 and 1972 plus up to $5 million in additional funds each year to be matched by nonfederal sources. The terms were agreed to two weeks ago during a House-Senate conference.

The original House bill called for money for only one year and the Senate version, which quoted no exact monetary figure, covered a three-year span.

The authorization bill, which is preliminary to an actual appropriation of funds by Congress, now moves to the President for action.

NET to FCC: No crossowner ban

National Educational Television last week told the FCC noncommercial TV stations should be exempted from the commission rule banning crossownership of CATV systems and TV stations in the same market.

NET pointed out in comments on the proposal the FCC has recognized that the ownership of CATV systems might be beneficial to an educational station, and has not stated its rationale for including them in the crossownership ban.

It said ETV stations face problems because of their present financing basis —the difficulty in presenting controversial issues in the face of offending certain interests and the "severe limitations imposed by one-channel broadcasting."

NET said ETV stations have "one headstart advantage" over other stations —they are already a product of the community, the result of multi-voiced concern and participation.

NET pointed out that it is merging with Educational Broadcasting Corp., licensee of WNDT(TV)—now WNET(TV) —Newark, N.J. (see page 30) and that the combined operation of the two organizations "will be able to effectuate the commission's policy of CATV programing for diverse views . . ."

Crossownership of CATV's by ETV's would insure broad public interest programing, avoid duplicating the efforts of other ETV's and implement coordination between stations and educational organizations, NET added.

We've proved AML microwave here.

Now we're set for CATV systems

For three years, we've been proving the practicality of this new concept in CATV distribution. In the concrete canyons of Manhattan. Across remote reaches of New Mexico.

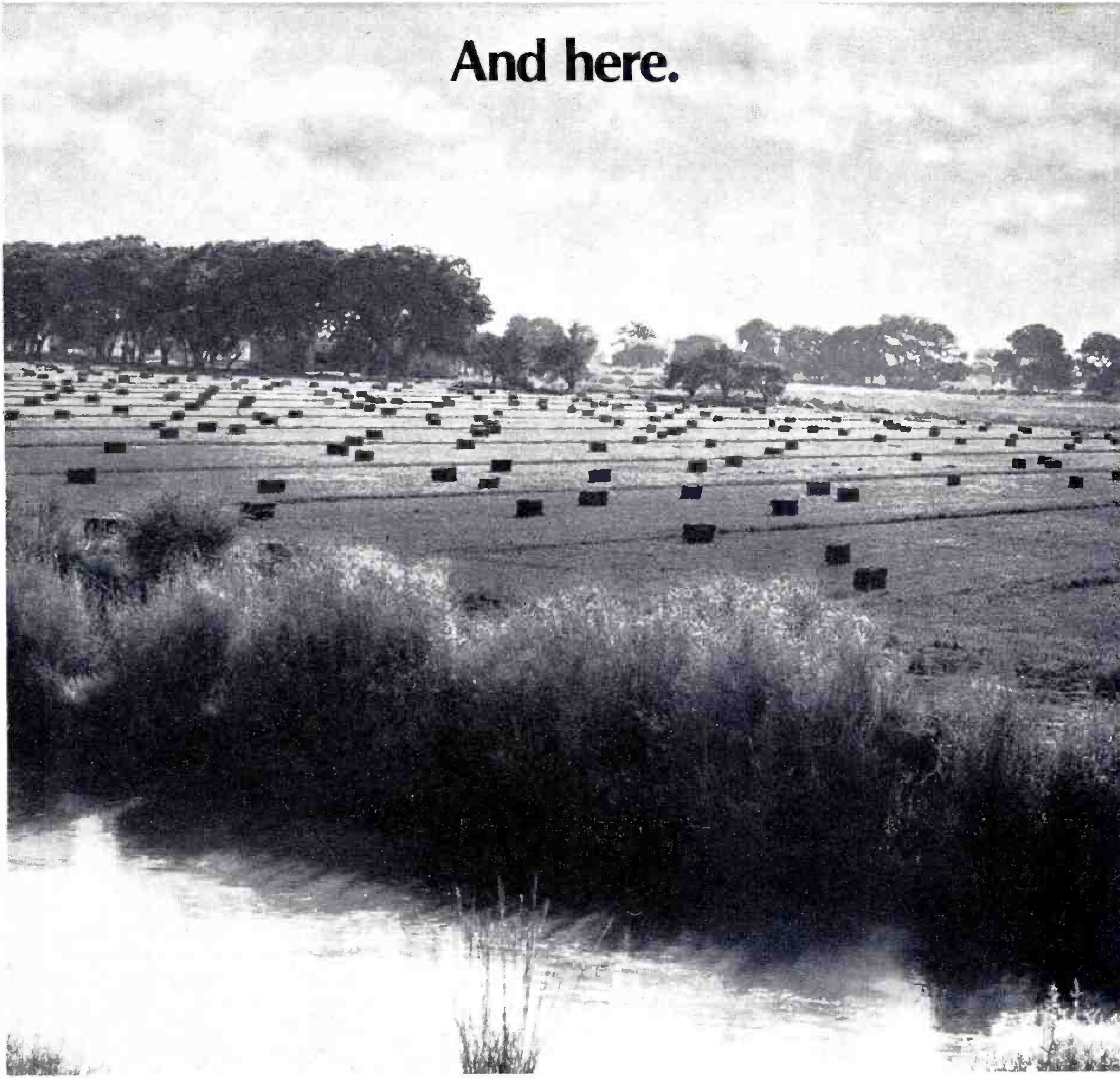
Now we have FCC approval to use AML in the 12 GHz band as a supplement to cable distribution systems. Anywhere.

Suppose you want to extend your cable TV plant into outlying areas. Only they're too far away to warrant the trunk cable and headend investment.

A problem as old as CATV. But now there's an affordable answer: leap-frog across the miles. A single AML transmitter beams high-quality signals to any number of receiving points, up to 20 miles away.

Each point then becomes a distribution center for a local cable plant. In effect, an entirely new headend.

AML stands for Amplitude Modulated Link. It can transmit four TV channels in the same spectrum space used by one FM channel. It's compatible with all existing CATV



anywhere in between.

systems and utilizes the same channels normally carried on cable.

In the city, separate receivers in each block can end the costs and complications of underground duct construction or overhead cable. You bypass rivers, freeways, rail terminals.

In the country, forget about how many miles your trunk cable would have to stretch to reach isolated residential pockets. That's no problem with our non-cable system.

Have any questions? Our new brochure probably answers them. Mail coupon now for your copy of "Your Link With the Future."

THETA-COM
Corporation
A subsidiary of Hughes Aircraft Company
and Teleprompter Corporation.

THETA-COM Corporation
P.O. Box 90515, Los Angeles, California 90009

Please tell me more: AML's intra-city programming from a single transmitter; its modularized transmitter concept; its coming satellite-age services.

Name ______
Title ______
Company ______
Address ______
City ______ State ______ Zip ______

I'm interested in AML
- ☐ for an existing CATV system.
- ☐ for a future system.

BR

Challengers fighting time

Cleveland group hopes FCC will rescind Oct. 1 renewals until negotiations end

A citizens coalition in Cleveland is in a race with time in an effort to force an FCC delay in the renewal of licenses of a number of Cleveland stations until the coalition obtains satisfaction on a number of demands. So far the coalition is losing.

The commission staff on Thursday (Oct. 1), the day Ohio licenses expired, routinely renewed a number of the licenses that were the objects of the coalition's pleadings.

Commission officials said the coalition, in a telegram requesting an extension of time to petition to deny the licenses, had failed to allege facts that would provide any basis for deferring any of the renewals.

The telegram, which was received Wednesday, contained charges of discrimination in programing and hiring practices, similar to those contained in a resolution the coalition had served on the stations last month, in presenting a list of 11 demands (BROADCASTING, Sept. 21).

The stations that were listed in the coalition's petition are WKYC-AM-TV, WJW-AM-TV, WEWS-TV, WUAB-TV Lorain, WGAR(AM), WHK(AM), WERE(AM) and WIX(AM). WKYC-TV, WJW-AM-TV, WEWS-TV, WERE-AM-FM, WKY(AM) and WGAR(AM) were listed last week on a commission list of Ohio stations whose licenses were being renewed.

However, the commission can within 30 days rescind a renewal in the event new evidence is presented warranting such action. And a spokesman for the Cleveland group said on Thursday that another telegram was on the way to the commission containing an "informal complaint" and asking the commission to defer the renewals until the stations have shown how they intend to serve the public interest in light of the coalition's demands.

The coalition is composed of a number of black groups, the National Association of Black Media Producers and the Catholic Center for Study and the Protestant Center for Study. The complaint was signed by Charles Cooke, regional director of the Congress of Racial Equality.

The telegram refers to a study of Cleveland area stations that was filed with the commission last week by the Cleveland Council of Churches and the Catholic Diocese of Cleveland.

The study is critical of most stations studied. "It seems clear," said the authors, the Reverend Donald Stockford, of Cleveland Council of Churches, and J. Jerome Lackamp, of the Catholic Diocese, "that, as a whole, the Cleveland broadcast industry is still lacking in commitment and courage to do other than enhance corporate profits."

However, the study does not deal with the station's hiring practices or allegedly discriminatory programing — key elements in the coalition's complaint — although it does criticize the stations generally for a "lack of sensitivity" in ascertaining the community's needs and problems. It compares and ranks stations according to such criteria as news, public affairs, local programing, and public service announcements.

In addition, WJW-TV and WERE-AM-FM, cited in the coalition's complaint, are among the stations described in the report as "notable exceptions" to the general run of outlets in Cleveland. The only other exception cited is WKBF-TV (ch. 61).

And the authors recommend that the performance of only two stations—WEBN-FM and WZAK-FM—be studied with particular care before their renewals are granted. The authors would support the renewals of the other stations, though with either "guarded approval" or "with reservation."

Meanwhile, in Detroit, where licenses also expired on Oct. 1, time is standing still for all of the television stations. All Detroit stations have been negotiating with local blacks since the summer on program and hiring matters, and the immediate problem stems from a complaint from a group called the Interfaith Center for Racial Justice.

It charged that the stations are discriminating in their hiring and programing practices and that some refused its representatives access to copies of the renewal applications. Commission officials said the stations have been requested to respond to the charge, and that the licenses will be deferred until the matter is resolved.

In another renewal controversy, the FCC is considering a strike application against WISC-TV (ch. 3) Madison, Wis., by a group called Better Television for Madison. The citizens group, headed by a local college professor of communications, is seeking commission denial of WISC-TV's renewal application principally because of alleged failure to program an acceptable quantity and quality of news and public-affairs programing.

The channel 3 licensee, Television Wisconsin Inc.—unaware of a challenge to its license—filed a request Sept. 1 for regular renewal Dec. 1. On Sept. 10 the licensee notified the commission that it will be filing a "comprehensive and detailed response" to the Madison citizen's group on or about Oct. 15.

Richard E. Wiley (l) took over as FCC general counsel on Tuesday, replacing Henry Geller (r). Mr. Wiley, 36, had been partner in a Chicago law firm and taught at John Marshall law school. Mr. Geller, 46, general counsel since 1964, remains with the commission as an assistant to the chairman for planning.

See Nixon veto of TV-campaign bill

The fate of the political broadcasting measure which would limit a candidate's broadcast spending now lies in the hands of the President and rumors persist that he is preparing to veto the measure.

The answer will not be long in coming—the President must act on the measure within 10 days after it reaches the White House (not counting the day on which it arrives and Sundays), making the red letter day Monday, Oct. 12.

If the President fails to take any action during the 10-day period, it automatically becomes law. A Senate Commerce aide expressed his personal doubt, supported by a number of like opinions, that the President would let the bill pass into law without any action—since it personally affects his spending in 1972 and the spending of his Republican party.

The President, most feel, will either sign the bill or veto it but just which alternative he is planning is seemingly known only by Mr. Nixon and perhaps a few top advisers and Republican legislators. Usually knowledgeable Capitol Hill sources admit that the best they can offer is an educated guess. Many still discount the veto chances as remote—that the President would appear to be playing purely partisan politics if he rejected the measure which would clamp a ceiling on what many legislators have

THE COMMERCIAL VOLUME

UP, UP AND GO GIRLS
COUNTRY & WESTERN
NEW SOUND COLORS IN BEAT MUSIC
THE NOW ELECTRIC STRINGS

AND MUCH MORE

AND... IN :30 & :60 SEC. TRACKS FOR COMMERCIALS

STILL SIZZLING FROM THE RECORDING SESSION!

PLEASE SEND ME:
Media Music No. 6 (10 records)
for $115.00 Mono, 125.00 Stereo.
(Surface freight prepaid)
☐ I enclose a check or U.S. Currency.
☐ Please bill me.

Capitol Production Music
Hollywood and Vine
Hollywood, Calif. 90028

Also available are Media Music releases No.'s 1, 2, 3, 4 & 5

NAME

COMPANY

COMPANY STATE ZIP

Signature

branded run-away spending for broadcast time during campaigns.

One House Commerce source suggested that, if Mr. Nixon did veto it, he might claim that the bill posed an unfair hardship on broadcasters, particularly small ones, who have bitterly objected to the fact that spending limitations apply only to broadcasters and not to the print media.

Other Republicans already have voiced a similar feeling about the bill. Senator Scott, the Senate minority leader, commented in his dissent to the bill that he did not feel it adequately dealt with the problem of increasing expenses necessary to campaign effectively for public office.

To quote a WTOP-AM-TV Washington editorial entered into the Congressional Record by Senator Scott last week: "The bill cannot fulfill its promise, which is to cut down the unfair advantage of the rich candidates . . . the problem is not television: the problem is the lavish campaign budget. A ceiling on radio and TV spending will send the rich guy scurrying to invest heavily in other media and the unfair advantage will persist."

This is fairly representative, a Scott aide said, of broadcasters' criticisms of the bill received by the Senator's office.

The bill repeals Section 315, the equal-time provision, in its application to candidates for the Presidency and Vice Presidency, and prohibits broadcasters from charging candidates more than the lowest rate offered any advertiser for an equivalent time period. The measure also limits candidate expenditures for broadcast time to an amount equal to the multiple of seven cents for each vote cast in the previous election for that office or $20,000, whichever is greater. Primary spending is limited to exactly half that—three and a half cents per vote or 10,000.

Republican National Chairman Rogers C. B. Morton has also made his opposition known. The bill, he said, would discriminate against candidates who do not already hold public office, since they would suffer more from the spending limits than an incumbent, who would receive some free exposure in the course of regular news coverage.

If the President does veto the measure, it would take a two-thirds vote in both Houses to override it. Although the bill did pass both Houses by more than that percentage, a veto would probably draw away some Republican support.

ABC gets 8 more stations

Eight stations have become affiliates of ABC Radio's four network services, bringing the total number of affiliates to 1,235. KXLE (AM) Ellensburg, Wash., and KWNT-AM-FM Davenport, Iowa, have joined the American Entertainment Network; WKOV(AM) Wellston, Ohio, and WDEE(AM) Detroit, joined the American Information Network; KREP(FM) San Jose, Calif., WGNE-FM Panama City, Fla., and WXQR(FM) Jacksonville, N.C., joined the American FM Network and WLVY(AM) Fort Wayne, Ind., joined the American Contemporary Network. The American Contemporary Network now has 277 affiliates; the American Entertainment, 307; the American Information, 445, and the American FM, 206.

NBC affiliates to meet Oct. 18-20

The NBC Radio Network's affiliated stations will hold their annual convention in San Francisco Oct. 18-20, it was announced last week. More than 300 representatives are expected to attend.

NBC executives Walter D. Scott, chairman of the board; Julian Goodman, president; and Arthur A. Watson, president, radio division, will be hosts at a reception Sunday, Oct. 18.

Messrs. Goodman and Watson also will be among the main speakers at the business meetings Oct. 19 and 20. Other speakers include Nicholas Gordon, newly appointed vice president, sales, NBC Radio Network.

Indiana CATV loses challenge to license

The FCC has thwarted attempts by an Indiana CATV system challenging the license renewals of WNDU-TV and WSBT-TV both South Bend, and WSJV-TV Elkhart, all Indiana, and last week granted the stations renewal of their licenses without a hearing.

The commission, denying a petition by Mishawaka CATV Inc., Mishawaka, Ind., for denial of the license renewals, said there were no adequate reasons to justify designating the renewal applications for hearing.

The commission said Mishawaka CATV failed to prove its charges that there are "substantial and material questions" of undue concentration of control in the South Bend area. The CATV concern said the three owners of Valley Cablevision—Michiana Telecasting Corp. (WNDU-TV). South Bend Tribune (WSBT-TV) and Truth Publishing Inc. (WSJV-TV)—own the only two major newspapers . . . the only television stations in South Bend, two of the three South Bend AM's and two of its four FM's, as well as the only CATV franchises in a four-county area (with the exception of Mishawaka).

Mishawaka CATV alleged that the licensees were successful in obtaining their franchises . . . by using their broadcast licenses as grounds for claims that they could offer superior CATV service as experienced broadcasters, to the detriment of Mishawaka CATV. The commission, however, ruled that the petitioner had not established that Valley Cablevision or the three licensees which own it have in any way attempted to hinder development or expansion of Mishawaka.

The matters raised, the commission said, "are a question of policy relating to the structure of the broadcast industry . . ." more appropriately resolved in rulemaking proceedings. The commission added that a renewal hearing would be impractical because under the rules, the licensees of the three TV's will be required to divest themselves of their CATV holdings located within their predicted Grade B contours by Aug. 10, 1973.

The commission said a renewal hearing would likewise not be useful because a rulemaking proceeding is in process studying the question of concentration as it concerns CATV systems—which includes matters of cross-ownership of CATV systems and radio stations or newspapers that are in the same area.

WPIX admits 'judgment' errors

But station chief, at FCC hearing, denies misrepresentation of news

Staff changes resulted from an executive investigation into WPIX(TV)'s news handling, Francis M. Flynn, board chairman of the station, told the FCC hearing on the *New York Daily News* station's license-renewal application last week.

Testifying during the third week, Mr. Flynn, also chairman of WPIX's parent organization, *The Daily News*, said the inquiry revealed errors in judgment, but did not show any misrepresentations.

His comment on personnel changes referred to Ted Kamp, former editor-producer of the station's evening news show, Mr. Flynn said. (Mr. Kamp no longer is with the station.) Under questioning by Pat Valicenti, FCC Broadcast Bureau attorney, Mr. Flynn testified he neither knew nor cared whether *The Daily News* reporters worked for other media.

He conceded, however, it was an "error" to have shown U.S. Department of Defense films of a tank test at Fort Belvoir, Va., and identified it as having taken place in Vietnam.

Fred F. Thrower, president, WPIX, returned to the stand last Tuesday (Sept. 29), after a week's illness, to the cross-examination of Michael Finkelstein, attorney for Forum Communications Inc., challenger of WPIX's license.

Forum is headed by Lawrence K. Grossman, former NBC vice president and now head of his own advertising firm in New York.

Asked about nine allegations of unethical news practices made by Mrs. Nancy McCarthy, former WPIX newswriter, Mr. Thrower replied some were plain human errors or mistakes. The others, he said, had no basis.

Under further probing by Mr. Finkelstein, Mr. Thrower acknowledged the station intended firing Mrs. McCarthy. "Somebody took the final action, but it was pretty well understood, she had reached the point that her stay at WPIX was not rewarding. Our people weren't happy with her." He also said he had

FCC Examiner James F. Tierney

Witness Thrower

Opponent Grossman

been informed she was to be fired, and that he didn't protest.

Mr. Thrower also conceded to Mr. Finkelstein that any increase in news operating costs at the station would cut his annual bonus, unless the rise was offset by larger revenues.

Walter D. Engels's shift from news manager to special assistant in the news department followed a reported misrepresentation of news film by the station. Mr. Thrower told the hearing, presided over by FCC Examiner James F. Tierney.

"I concluded I should bring in a vice president of news who would give it a new scope of supervision, particularly on the administrative side," he said. Earlier testimony revealed Mr. Engels's job change was not related to the executive investigation.

Mr. Engels himself completed his testimony before the hearing last week, and was shown memos written by Mr. Kamp to Mr. Valicenti. In one of them, Mr. Kamp complained that United Press International had delivered no usable film shot on Aug. 7, 1968.

After examining the script of that day's show, Mr. Engels refused to concede that none of the film had been shot that day. Another Kamp memo said film on Hanoi's reaction to the bombing halt was five days late.

Mr. Valicenti suggested that from the scripts it appeared that when the films finally were telecast, no indication was given that the news was old. Mr. Engels admitted it. But he refused to give ground on UPI missing the first day of the West Virginia mine disaster, and that day's film was used to illustrate additional explosions in the mines on Nov. 21, 1968.

"I would not say it was improperly identified," Mr. Engels said, adding, "there may be a little to be desired." He commented that to identify it as "today" would be improper, and the script had not done so.

Bayh to address citizens' conference

Senator Birch Bayh (D-Ind.) will be principal speaker at the National Citizens Committee for Broadcasting's Oct. 26 conference on citizens rights in broadcasting, Thomas P. F. Hoving, committee chairman, announced last week.

Senator Bayh is scheduled to discuss "TV and the political process"—perhaps by closed-circuit TV if Congress is still in session. Guest of honor at the luncheon in New York will be former FCC Commissioner Kenneth A. Cox.

More than 100 organizations and 400 individuals are sponsoring the all-day conference, Mr. Hoving said. Six panels will discuss the following topics: "Minority inclusion and programing diversity: serving the total public," "Children's TV: education, overcommerciali-

FASTRACK WILL GENERATE A NEW IMAGE FOR RADIO STATIONS. AN EX

FASTRACK WILL CREATE NEW BUSINESS FOR RADIO STATIONS. LOTS (

FASTRACK GIVES RADIO STATIONS SOMETHING NEW TO SELL. SOMETHING EASY TO SELL.

FASTRACK WILL BRING RADIO STATIONS NEW ADVERTISERS. LOTS OF NEW ADVERTISERS.

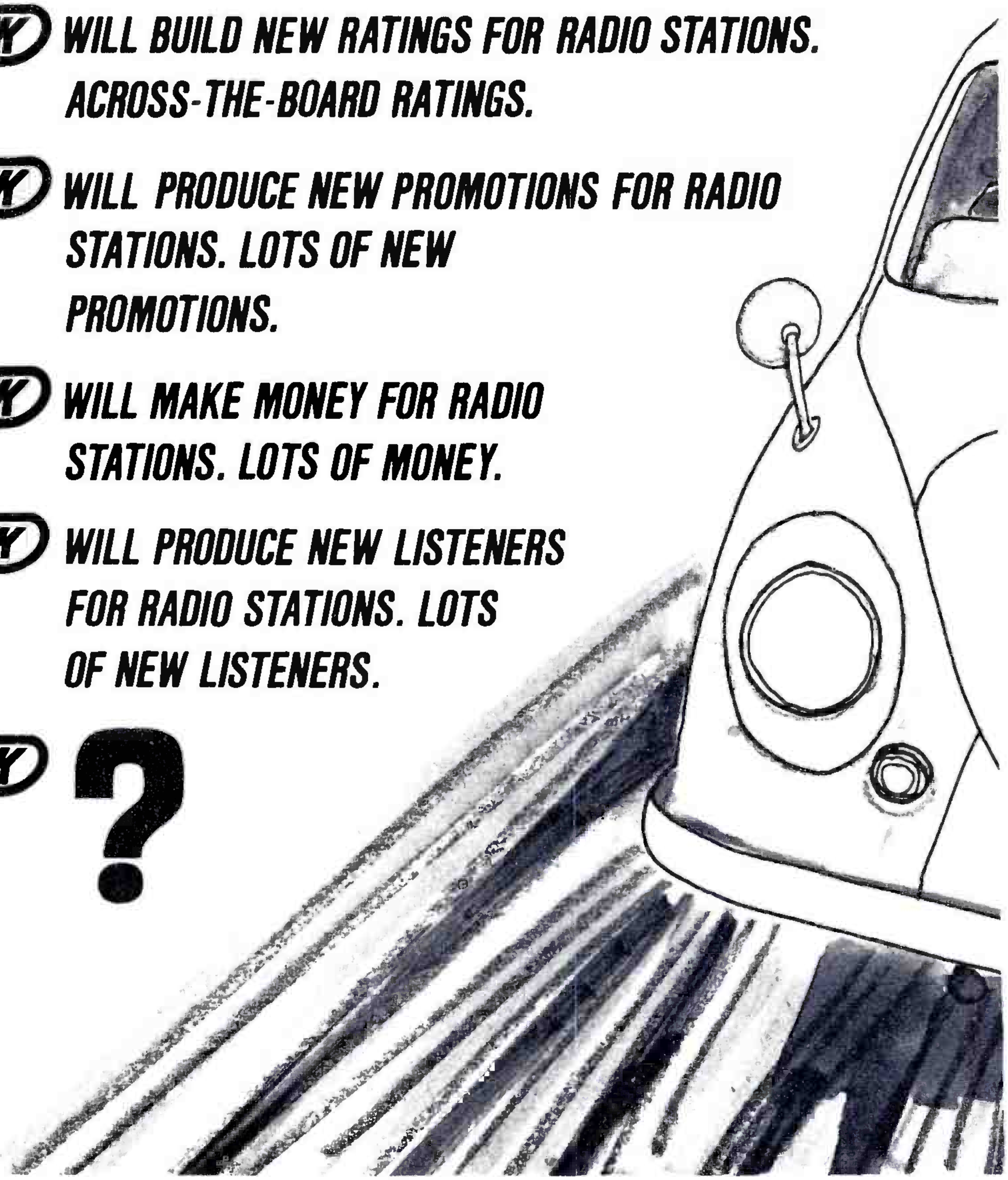
FASTRACK WILL BUILD NEW RATINGS FOR RADIO STATIONS. ACROSS-THE-BOARD RATINGS.

FASTRACK WILL PRODUCE NEW PROMOTIONS FOR RADIO STATIONS. LOTS OF NEW PROMOTIONS.

FASTRACK WILL MAKE MONEY FOR RADIO STATIONS. LOTS OF MONEY.

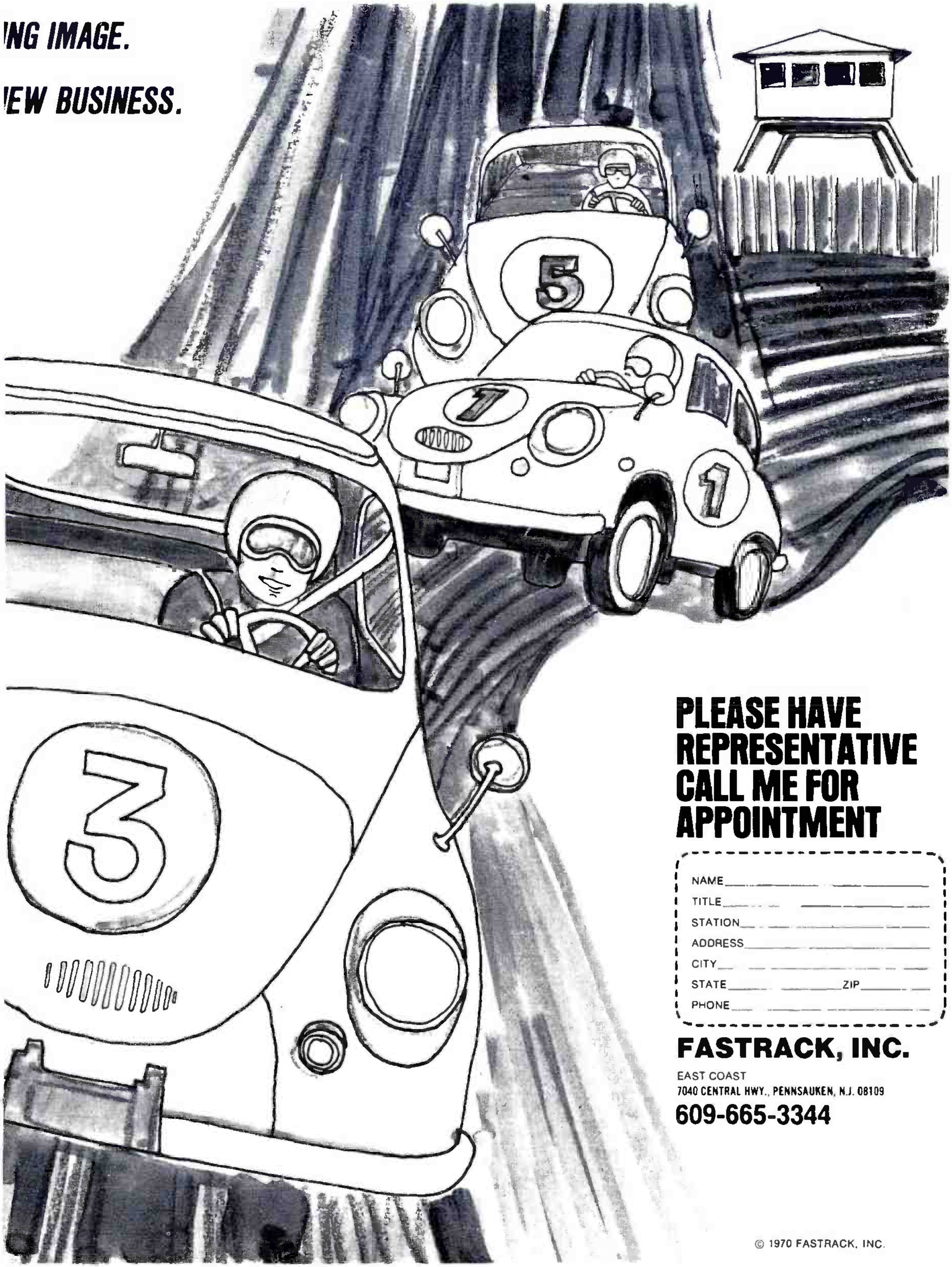
FASTRACK WILL PRODUCE NEW LISTENERS FOR RADIO STATIONS. LOTS OF NEW LISTENERS.

FASTRACK ?



ING IMAGE.

EW BUSINESS.



PLEASE HAVE REPRESENTATIVE CALL ME FOR APPOINTMENT

NAME ______

TITLE ______

STATION ______

ADDRESS ______

CITY ______

STATE ______ ZIP ______

PHONE ______

FASTRACK, INC.

EAST COAST
7040 CENTRAL HWY., PENNSAUKEN, N.J. 08109
609-665-3344

zation, violence — whose responsibility?"; "Politics and TV"; "Concentration of control: advantages and disadvantages of multiple ownership and networks"; "Cable TV"; and "How to effect positive change: legal resources."

Panelists will include Mrs. Joan Ganz Cooney, producer of *Sesame Street:* FCC Commissioner Nicholas Johnson; Ward B. Chamberlin Jr., executive vice president, Educational TV Corp.; actor Ossie Davis; Ramsey Clark, former attorney general; Joe McGinniss, author of "The Selling of the President"; Charles Benton, president of Films Inc. and Public Media Inc.; Representative Robert O. Tiernan: John De J. Pemberton Jr., executive director of the American Civil Liberties Union: Frank Stanton, president, Avco Cartridge TV Inc.; the Rev. Jesse Jackson: Dr. W. Walter Menninger; Robert L. Shayon; and news commentator Edward P. Morgan.

AMST, others balk at UHF proposals

Representatives of the three network affiliates associations and the Association of Maximum Service Telecasters last week opposed a proposal to allow direct satellite-to-home TV reception over UHF channels 38-83.

They were among those attending a meeting at the State Department in Washington of the ad hoc advisory committee which is assisting in the formulation of U.S. proposals to be presented next June 7 at the World Administrative Radio Conference on Space Communications. The conference's purpose is to allocate frequencies for satellite transmission of TV programs on an international basis.

A footnote in the present draft proposals suggests that UHF channels 38-83 be used to bring programs directly into American homes via satellite, bypassing the present network system. Broadcasters are troubled by the large policy questions, including "big brotherism," inherent in the proposal, while AMST's concern is the potential interference to reception of other channels which the proposed entails.

Also under consideration is a proposal to allocate higher UHF frequencies in the 11.7-12.2 qhz band for satellite-to-home transmission use.

The FCC and the Office of Telecommunications Policy are the bodies principally involved in drawing up the U.S. proposals, which should take final form next spring. The meeting last week was held at the State Department because the international negotiations involved fall under its aegis.

Others attending the meeting included representatives of other government agencies, land-mobile groups, common carriers and trade organizations.

Faculty-industry seminar

IRTS hopes session will improve academic-broadcast communication

In a new effort to create better understanding between the academic community and the broadcasting and broadcast advertising communities, the International Radio and Television Society plans a faculty-industry seminar early next year, and the International Radio and Television Foundation—which helps finance IRTS activities—is opening a drive this week for funds to support it.

Maurie Webster of CBS Radio, new president of the foundation, said the campaign goal is $45,000 to help support all IRTS activities in 1971, but the new faculty-industry seminar will have first call on the money.

"For too long," he said, "these important groups—academic leaders from various departments of colleges and universities and leading representatives of broadcasting and advertising—have had little opportunity to meet and discuss problems that have occasionally divided them.

"The importance of broadcasting and advertising in our country and the need for them to be both responsive to the wide range of needs in our society and free from unreasonable governmental regulations make such a national meeting most desirable. We anticipate support from broadcasters, advertisers and agencies in all parts of the U.S."

The seminar will be planned and produced by IRTS, which since 1962 has been conducting annual college conferences, for broadcasting and journalism students and faculty members, that have grown from 86 student participants to 304 students and 52 faculty members from all over the U.S. last year.

Mr. Webster said that since the foundation was formed, also in 1962, "scores of networks, station groups, individual stations, station representatives, associations and individuals have contributed. This year we expect the list to increase significantly because of both the importance of the new faculty-industry seminar and the broad nature of our solicitation effort."

The seminar will be held in New York at an early 1971 date to be selected.

Among other IRTS activities to which the foundation contributes are the "doorway to advertising" no-cost seminars to train minority group members for broadcasting and broadcast-advertising jobs: time-buying and selling seminars; broadcasting-and-the-law seminars; radio and TV commercial production workshops and "newsmaker luncheons" featuring key broadcasting figures as speakers, as well as the college and faculty seminars.

Mr. Webster said the IRTF fund drive will be conducted by foundation board members, assisted by leaders of the IRTS, starting today (Oct. 5) and completing its initial phase Nov. 20.

FCC memo leaks, but 'it won't happen again'

The FCC last week made one isolated exception to its established policy of keeping inter-agency memoranda confidential, but warned its decision should not be construed as indicating it would follow that course in the future.

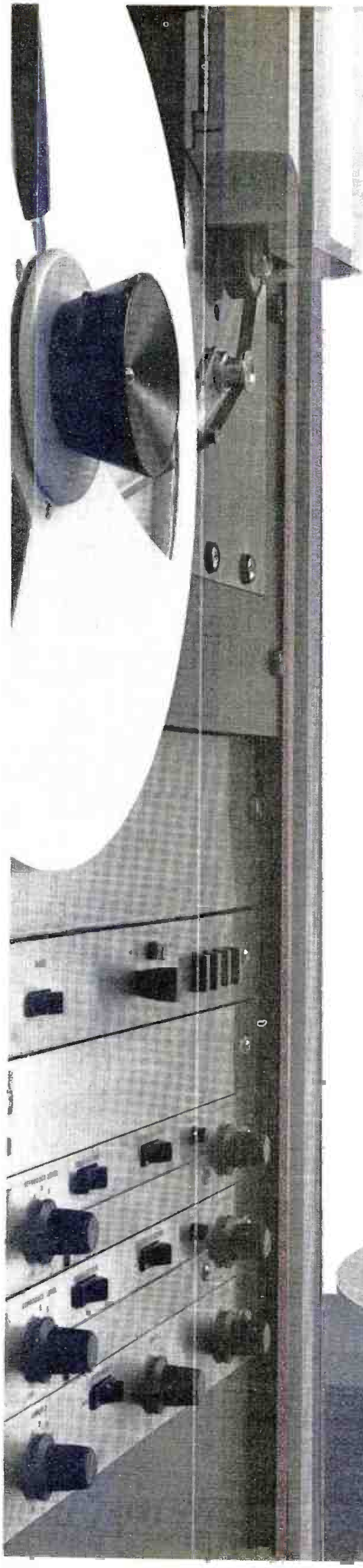
The commission's decision resulted from an application by Reuben B. Robertson III and Ronald L. Winkler seeking review of an Aug. 3 ruling by FCC Executive Director Max D. Paglin denying Mr. Winkler's request to inspect an internal memorandum from the commission's general counsel, Henry Geller. In that document, Mr. Geller gave his views of the impact of the Supreme Court's decision upholding the FCC's fairness decision in the Red Lion case.

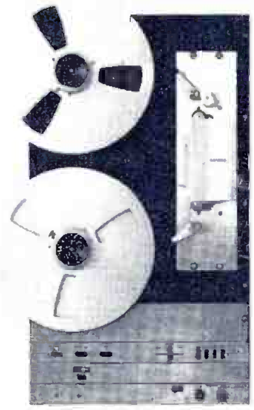
He said the case—involving a suit brought by Red Lion Broadcasting Co. and the Radio-Television News Directors Association—was a significant one because it "seemingly lays to rest a good many other questions as to the fairness doctrine and the commission's authority to consider programing generally" (BROADCASTING, Sept. 15, 1969).

Mr. Winkler is a law student at Duke University who under direction of Mr. Robertson conducted research this past summer on administrative law and the practices of federal regulatory agencies. Mr. Robertson is affiliated with the Center for the Study of Responsive Law in Washington.

In their application for review, Messrs. Winkler and Robertson objected to BROADCASTING's access to the document "while members of the general public are denied similar and equal opportunities."

In its decision to make copies of the memorandum available to the public, the commission noted that it was apparent the report on the document had been circulated throughout the industry and its release would not impair operations of the agency. However, it warned that in the future the "insidious practice" of news leaks would not justify the public disclosure of privileged information.





Put it all together with our ABR series broadcast recorders

Now you can get a tape recorder that fits the exact demands of your station. With our ABR series, the choice is yours. Install as much or as little reproducer or recorder/reproducer as you need. You'll have a broadcast recorder put together the way you want it, not the way someone else thinks it should be.

If yours is an automated station, you'll probably want a bidirectional, continuous-play, fully automatic ABR reproducer. Live...a 10½ inch undirectional recorder/reproducer. Bidirectional or undirectional manual ABRs can be put together full-track, two-track or quarter-track. Playback only or recorder/reproducer. Speed pairs from 15/16 ips to 15 ips. And reel sizes from 5 inches to 10½ or 15 inches.

From Ampex you expect more than just design flexibility. And you get it. Every ABR comes with Ampex quality and experience. Quality and experience that provide a combination of features and easy maintenance found in no other broadcast recorder.

Servo-controlled capstan motors for constant capstan speed—standard. Servo-controlled reel motors that spell exceptional through-the-reel timing accuracy (our conservative engineers specify ±.08%)—standard. "Joystick" control for fast forward/reverse tape search and cueing. Fast start/stop. Digital tape counter. An uncluttered design so neat that rack-mounted electronics and control modules are each only 1¾ inches high. All standard!

Put it all together with the ABRs. Contact your nearest Ampex ABR series Distributor. He's ready to help.

AMPEX

Ampex Corporation, Professional Audio Products Division
M.S. 7-13, 401 Broadway
Redwood City, California 94063

Studio photo courtesy of KCBS NewsRadio 74 San Francisco

No change in forms on minority hiring

EEOC-style categories will be used despite church groups' protests

The FCC is sticking by its decision to rely on forms patterned after those used by the Equal Employment Opportunity Commission, in gathering annual statistics on minority-group employment in broadcasting.

The Office of Communication and Board for Homeland Ministries for the United Church of Christ, the Committee for Racial Justice Now and the Board of National Missions of the United Presbyterian Church in the U.S.A. had said that the EEOC job categories are irrelevant to the categories of work performed in broadcasting. They had asked that the commission adopt categories recommended by the National Association of Educational Broadcasters (BROADCASTING, May 13).

The commission, in an order released last week, said it is staying with the EEOC-type form because many stations are filing reports with the EEOC on its forms. The commission said there is "a decided advantage in simplicity" to its use of the same racial categories as those used by EEOC.

The commission in June adopted rules requiring broadcasters to file annual statistical reports on employment and to report on equal-employment opportunity programs. The rules followed by a year a commission action barring stations from discriminating in employment.

The commission's order last week also contained special instructions for networks—they are to use the same forms that stations complete in filing employment statistics. What's more, it said it would obtain the same information—on minority employment and equal-employment programs—from networks like Mutual Broadcasting System that are not also licensees.

Commissioner Robert Wells two weeks ago narrowly missed in an effort to exempt more small radio stations from the requirement to file the annual reports. He proposed that stations with fewer than 10 employes—rather than five employes, as now provided in the rules—be exempt.

He was supported by Commissioners Robert E. Lee and Robert T. Bartley, but Chairman Dean Burch and Commissioners Nicholas Johnson and H. Rex Lee voted against the proposal.

The commission, in its order denying the petitions for reconsideration, sought to reassure "relatively small stations" on the showing they are required to make. "All that is required is that where the small station is operating in an area with substantial minority," the commission said, "it take appropriate and practical steps, in view of its size, to assure that it does afford an equal opportunity to the minority groups to obtain employment and to advance."

How much reciprocity by ETV, business?

The FCC last week, undecided over rules concerning sponsorship and financial support for educational FM and TV stations, decided to hold off until Oct. 31 to put the rules into effect.

The rules would cover the amount of advertising educational broadcasters should give corporations in return for the financial help the firms contribute for program production and station operation. Adopted May 6, they were originally scheduled to go into effect June 17.

A commission official said the delays result from difficulty of some commissioners in defining how much of this reciprocal funding for promotional announcements practice should be allowed. Some commissioners, he added, feel too much of this is permitted.

The commission said a petition seeking clarification or modification of the new rules was filed June 3 by the National Association of Educational Broadcasters and that some of NAEB's suggestions require more intensive consideration. To consider the NAEB petition more closely, the commission added, it postponed the effective date until Aug. 4, and later until Sept. 30. Pressure of other matters and basic questions raised by NAEB have kept the commission from completing their consideration of the matter, the commission said.

ChangingHands

Announced:

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

- WXLW(AM) Indianapolis: Sold by Robert Enoch to Fred Grewe for approximately $500,000. No exact price was given and price is only an estimate. Mr. Grewe owns WEIF(AM) Moundsville, WAPR(AM) Parkersburg, both West Virginia; WSTL(AM) Eminence, Ky.: and WQTW(AM) Latrobe, Pa. WXLW operates on 950 khz with 5 kw. Broker: R. C. Crisler.
- KSUE(AM) Susanville, Calif.: Sold by

James E. McKahan to H. Cecil Webb Jr. for $165,000. Mr. Webb is head of Discovery Audit, northern California media consulting firm. KSUE is on 1240 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

■ KYCA(AM) Prescott, Ariz.: Sold by Combined Communications Corp. to Lou and Nancy Silverstein for $120,000. John J. Lewis Jr. and family own 80% of CCC. CCC is licensee of KTAR-AM-FM-TV Phoenix; KBLU-AM-TV Yuma, Ariz., and KOCO-TV Oklahoma City. Other CCC properties include Eller Outdoor Advertising Companies of Michigan, Arizona and Kansas City; Eller Electric Sign Co. of Detroit, Phoenix and Kansas City and *Phoenix* and *Arizona Wildlife Sportsman* magazines. Mr. and Mrs. Silverstein were formerly general manager and program director, respectively, of KPAZ-TV Phoenix. KYCA operates on 1490 khz with 1 kw day and 250 w night.

■ KLEI(AM) Kailua, Hawaii: Sold by Roger Kent to Frederick B. Livingston for $100,000. Mr. Livingston has land development interests in Hawaii. KLEI operates on 1130 khz with 10 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 70).

■ KRBE(FM) Houston: Sold by David Wagenvoord and others to Alexander M. Tanger for $500,000. Sellers own WWOM-AM-FM-TV New Orleans. Mr. Tanger owns WLKW-AM-FM Providence, R.I., and WIFI(FM) Philadelphia. KRBE is on 104.1 mhz with 100 kw and an antenna 285 feet above average terrain.

■ WEPN-AM-FM Elizabethtown, Pa.: Sold by East Pennsylvania Broadcasting Corp. to Charles C. and Sue Marshall Smith for $250,000. Mr. Smith formerly owned WDEC-AM-FM Americus, Ga. WEPN(AM) is a daytimer on 1600 khz with 500 w. WEPN-FM operates on 106.7 mhz with 20 kw and an antenna 500 feet above average terrain.

■ KPAL(AM) Palm Springs, Calif.: Sold by Leonard Maizlish, administrator of Harry Maizlish estate, to Mrs. Rozene R. Moore for $235,000. Mrs. Moore is housewife and widow of F. Sibley Moore, former broadcast executive for Capital Cities Broadcasting. KPAL, which is now silent, is licensed on 1450 khz with 1 kw day and 250 w night.

Cable television:

■ Marion TV Cable Inc. and Morganton TV Cable Inc., Marion and Morganton, N.C.: Sold by Allan McDonald to Suburban Cablevision Inc., division of Suburban Propane Gas Corp., Whippany, N.J. Consideration not disclosed. Newly acquired systems serve 1,800 subscribers. Suburban Cablevision owns systems in New York, South Carolina and Virginia.

Texas study sketches the ideal announcer

The preferred applicant for a radio announcer's job is around 26 years old, college trained, creative, ambitious, experienced, has a knowledge of current events, an ability to ad-lib, an FCC license, and no regional accent.

Those are the conclusions drawn in a study of qualities deemed desirable in announcers by personnel managers of AM stations in Texas's 10 largest cities.

The study was undertaken as a research project at Texas Christian University by C. Lewis Dickey, former announcer at KVLB(AM) Cleveland, Tex., and currently a manufacturing engineering supervisor at General Dynamics' Fort Worth facility.

Mr. Dickey's conclusions were based on a questionnaire sent to 68 Texas AM's in Amarillo, Austin, Beaumont, Corpus Christi, Dallas, El Paso, Fort Worth, Houston, Lubbock and San Antonio. The study was conducted in late 1969. Among Mr. Dickey's findings are the following:

■ The preferred applicant has one or two years of experience and a bachelor's degree.

■ He has had speech courses.

■ Beards, long hair and "mod" clothing are more acceptable at stations directing their programing to audiences including teen-agers than at adult-programed stations.

■ There is seemingly no direct correlation between the size of a station or its audience and the amount of experience required of announcer applicants.

■ No definite correlation exists between a station's power rating and the number of announcers it employs.

■ There are no significant relationships between the size of a station and the type of announcer preferred.

Ask minimum wage exemption

Small broadcast stations and small newspapers should be placed on equal footing under the minimum wage provisions of the Fair Labor Standards Act, a National Association of Broadcasters executive urged last week.

Paul Comstock, NAB vice president-general counsel, in a letter to Representative John H. Dent (D-Pa.), chairman, House Subcommittee on Labor, urged that small broadcast stations be removed from such requirements if, as pending legislation provides, small newspapers are so exempted.

Competition OK'd in microwave area

Carriers back FCC plan favoring AT&T role; ample market seen

A number of common carriers last week endorsed an FCC staff recommendation favoring microwave system competition with the American Telephone & Telegraph Co.

In response to a commission request for comments on procedural and rulemaking proposals to implement the staff position (BROADCASTING, July 20). Microwave Communications of America said there is a clear need for the services new carriers propose to provide, and competition in the field will stimulate, the best communications service "at the lowest possible cost. . . ."

Most of the applications already pending for specialized systems propose data-transmission and private-line service. However, the recommendation by the Common Carrier Bureau also could apply to carriage of radio and TV signals.

In urging adoption of the proposals and immediate grants for its microwave-system applications, MCI said "every forecast of the future of the communications market—including those by Bell—confirms the commission's own conclusion" that there will be a market to support the proposed services as well as the expansion of those provided by existing carriers. It noted that special service carriers do not propose to invade the telephone and telegram markets served by existing carriers.

That was also the position of Data Transmission Co. Both MCI and Datran would carry computerized data, although MCI's proposal encompasses other types of specialized service. When it asks for comments on the proposal, the FCC said Datran will be considered separately from all other applicants because it plans an all-digital switched network to be used exclusively for data transmission.

In its comments, General Electric Co. said it also felt new applicants should be permitted to enter the field, but that "separate consideration should be given to 'long haul' and 'local loop' offerings. . . ." It added the latter hold more promise for meeting specialized needs. It noted local loop systems offer a wide variety of bandwidths for data or video transmission. However, GE said, "competition alone will not stimulate the growth of new services. The competitive spirit must be 'turned on' by more attractive rates of return than those now permitted in classic communication fields."

GE has constructed a data communications network that could serve 150 major cities in the U.S. and abroad by next year.

AT&T, which opposes the staff recommendations, told the commission it is ready to compete with specialized carriers in intercity services if such competition is authorized. However, it complained the proposal "would allow virtually unlimited competition" and public hearings should be held to determine whether the benefits of competition are great enough to offset "the possible adverse effect on users of communications services in general."

TV lesson plans out for teachers

"Teachers' Guide to TV" is starting its third year and is on the press with its fifth issue. The "Guides" for the fall semester contain lesson plans on programs ranging from "Hamlet" to "The Connecticut Yankee," from Beethoven to the American desert, and from the 1970 elections to the United Nations children's fund.

The fall issue, to be released this month, contains outlines for several weekend morning shows for children, including *Discovery* (ABC-TV), *In The Know* (CBS-TV), and *Tomfoolery* (NBC-TV), and for the following special programs: ABC's "The Tragic Odyssey of the Red Salmon," "To All the World's Children," "Discovery Visits Portugal" and "National Opinion Day"; CBS's "A Connecticut Yankee in King Arthur's Court," "Beethoven and the American Desert"; NBC's "Kifaru—the Black Rhinoceros" and "Hamlet."

"Teachers' Guides to TV" is an independent publication prepared with cooperation of the Television Information Office, New York.

Midwest FM executive denies drug involvement

Youth-oriented KDNA(FM) St. Louis in an old residence in the city's gaslight-square area was the scene of a police narcotics raid on Sept. 27 that resulted in formal charges against Jeremy T. Lansman, president-manager, Kenneth Wallace, a disk jockey, and Mary Nesbitt, a visitor.

Eight others, including some KDNA personnel who live at the house, were released. A preliminary hearing is scheduled shortly in St. Louis Circuit Court.

Mr. Lansman said the police broke into the station and found marijuana and other drugs in several public places visited frequently by the many visitors there. He denied personal possession and said KDNA has strongly opposed drug use among its audience.

The KDNA house has often been a temporary haven for visitors to the area, it was indicated. However, Mr. Lansman said, the station consistently has posted clear warnings that no drugs would be permitted on the premises and that KDNA would call police if any were discovered there.

TV's gains in '69 cited in TvB report

Television home viewing rose for the seventh consecutive year and reached an all-time high average of five hours and 50 minutes per day in 1969, according to *TV Basics*, published by the Television Bureau of Advertising.

The booklet also reports that television advertising rose 10% to $2.9 billion last year, the largest dollar and percentage increase among all major media: during 1969, 434 companies advertised 2,583 brands in network television and 1,564 advertisers promoted 6,286 brands in spot television; television investments on the local level increased 10% to $665 million in 1969 over 1968, the largest percentage rise among major media, including radio, outdoor and newspapers.

Format change sparks dispute

SF area blacks balk at switch to MOR; money woes blamed

What should have been a comparatively simple format change for KSOL(AM) San Francisco from black-oriented to middle-of-the-road, has instead resulted in one demonstration on the station's doorstep, a threatened advertiser boycott and letters from Bay-area blacks requesting an investigation of KSOL by the FCC.

The format change was made Sept. 21. Simultaneously KSOL released six air personalities and a newsman, all of them black. The problem stemmed from a charge by Tom Henry, ex-program director of KSOL, that the seven were fired without reason or prior notification. John Malloy, president and owner of KSOL, said about five to six months before the format change he had spoken

Dosha Wall, Miss Country Music, U.S.A., will travel to Nashville this fall for the annual Country Music convention. Miss Wall, 22, 5 feet, 5½-inches tall and 37-25-37, was sponsored by KJOE(AM) *Shreveport, La., when she won the title last month in San Antonio, Tex.* KBER-AM-FM *San Antonio conducted the contest.*

to station employes advising them that KSOL was not doing well financially and might have to make some adjustments. Among the adjustments was a possible change in music policy.

"It was simply a case of losing a battle for a small portion of the total audience," Mr. Malloy said. "KDIA has a more powerful signal and was getting higher ratings than we were. As a consequence, advertisers were not buying our station."

KSOL's owner added that he had offered to send the three full-time personalities at the station to school for an FCC first-class license. Mr. Henry contends that with the workload imposed on the announcers—he was program director, music director and had a five-hour air shift—it was nearly impossible to attend the school.

Elijah Turner, co-chairman of the Oakland Black Caucus, and one of the leaders of the opposition to KSOL's change, has sent letters to many local and national advertisers using the station stating that the black community will not use their products or services if they continue to advertise on KSOL. Mr. Turner has also said that over the last three months he and a group of eight students from the Bay area have been monitoring all the stations in the area for content and service to the entire community. "KSOL is among the lowest ranking in terms of service to the black community—the community they are supposed to be playing to," Mr. Turner said. "We expect to use these findings to file a position for the denial of KSOL's license when it comes up for renewal next year."

Mr. Malloy said he would be "happy to have anybody in to look at the records or investigate us." Although he did not disclose any figures on station sales, he said earlier that advertising had increased approximately 10% over the past three years. No similar figures are available from KDIA.

Mr. Turner was to have led a second demonstration at the station last Saturday (Oct. 3).

Berkeley fire forces station off the air

It turned out to be a long 10 days for California firefighters and television and radio news teams were kept busy following in their tracks to report it all. The largest fires in terms of acreage burned were in the Los Angeles and San Diego areas in Southern California.

The one broadcast casualty was in Berkeley where the smallest fire was reported. Noncommercial KPFA(FM) Berkeley, a community-supported station, had the electrical and phone lines from its transmitter burned away forcing the station off the air. The station remained down Tuesday and Wednesday (Sept. 22 and 23) before returning to the air Thursday (Sept. 24).

Two other stations, KCST(TV) and noncommercial KEBS-TV, both San Diego, turned off their transmitters Sunday (Sept. 27) when the location was threatened by fire. They returned to normal operations the next day with no report of damage.

Shaw's rallying cry to fellow broadcasters

Broadcasters must have strength, adroitness, compassion to meet the challenges facing them, William D. Shaw, president, Golden West Broadcasters, said in a speech prepared for delivery to the western region convention of the American Association of Advertising Agencies today (Oct. 5) in Colorado Springs.

"I think the most significant challenge to broadcasters, now and forever," he said, "goes like this—to stay strong and tough enough to fend off all the self-serving pressure groups, to be adroit enough to adapt to the mind-shattering new forms of communication that are just down the road . . . to be wise enough to make the necessary improvements in our system . . . and to be compassionate enough to realize that this enormous force which we direct to serve the most of us must also serve the least of us."

And, Mr. Shaw urged the advertisers, "keep challenging us . . . work with us . . ."

Universal branches out

Universal Broadcasting Corp., New York, group radio station owner, has purchased a 50% interest in Cinema Advertising, Los Angeles-based specialists in national theater advertising services, for $200,000. The California firm has been renamed Cinema Advertising Corp. Tom Ludemann, former station manager of Universal's KUXL(AM) Golden Valley, Minn., Minneapolis suburb, is president of Cinema Advertising and will maintain headquarters in Los Angeles. The company places poster advertising in hotels and at other heavy traffic points. Cinema had gross receipts last year of $500,000.

Media notes:

Alaskan production ■ A production crew of Bill Burrud Productions, TV film-makers (*Animal World, Challenging Sea*), is currently aboard the Coast Guard icebreaker Glacier off the coast of Prudhoe Bay, Alaska, to film Coast Guard expedition to explore a potential oil-drilling site. The expedition, taking place in what experts say is one of the few areas in the world still pollution-free, is to determine the exact content of the area's environment before any drilling in the oil-rich region begins.

New politics conference ■ The journalism department of the University of Maryland will sponsor a conference on "Communications Strategies in the New Politics", Dec. 4-6, at the university's adult education center. The central theme will be "assessment of further use of the 'new politics' during the 1972 presidential election."

Measuring by market instead of city

Nielsen shows how to convert rating-point goals to reflect today's changing population patterns

The ever-increasing reach of the television station's signal and the ever-increasing number of people residing outside the central metropolitan area have prompted the TV-spot timebuyer to rummage through his desk for a slide rule.

Until recently, TV spot rating-point goals were planned on the basis of the central metropolitan city. This was a holdover from the time when the metro was the only accepted market definition. But since TV market data is becoming more available, planners have been moving to this more suitable base.

The television market as defined by Nielsen (using Designated Market Areas) and American Research Bureau (using Areas of Dominant Influence) is substantially larger than the central metropolitan area. For example, the Washington metropolitan area comprises eight counties and 808,000 TV households while the Nielsen DMA consists of 31 counties and 1,022,000 TV households.

To facilitate the transition from metro to market area spot planning, the Nielsen Station Index has prepared a set of rating-point conversion factors.

The segments of the day referred to in the following table vary on the clock, according to time zones, e.g.:

Morning is 9 a.m.-noon in all time zones.

Afternoon is noon-5 p.m. in Eastern and Pacific time zones, noon-4 p.m. in central and mountain time zones.

Early fringe is 5-7:30 p.m. in Eastern and Pacific zones, 4-6:30 p.m. in central and mountain zones.

Prime is 7:30-11 p.m. in Eastern and Pacific zones, 6:30-11 p.m. in central and mountain zones.

Late fringe is 11:30-1 a.m. in Eastern and Pacific zones, 10:30-midnight in central and mountain zones.

To convert a metro area rating goal, the timebuyer should multiply the index shown in the table. For example, 100 metro morning gross rating points in Albany, Ga., is the equivalent of 82 DMA rating points in that market.

Metro and DMA ratings vary by market and day-part. Factors having an effect are programing, coverage patterns of outside stations and the living patterns of people within the market itself.

In general, area ratings are slightly lower than their metro counterparts, which means that the cost-per-rating on an area basis will be higher.

"Telestatus" appears in BROADCASTING at the beginning of each month. The November "Telestatus" will list NSI cost-per-rating-point conversion factors for spot-TV budgeting on an area basis.

Market	Time Zone	Morning	Afternoon	Early Fringe	Prime	Late Fringe
Abilene-Sweetwater, Tex.	C	—	—	—	—	—
Ada-Ardmore, Ohio	C	100	120	156	134	117
Akron, Ohio	E	—	—	—	—	—
Albany, Ga.	E	82	91	100	108	88
Albany, Schenectady-Troy, N.Y.	E	106	96	98	97	82
Albuquerque, N.M.	M	95	92	96	95	86
Alexandria, La.	C	100	96	93	93	73
Alexandria, Minn.	C	—	—	—	—	—
Amarillo, Tex.	C	90	93	91	92	83
Atlanta	E	100	96	104	93	100
Augusta, Ga.	E	94	96	86	82	71
Austin, Tex.	C	100	105	100	98	83
Bakersfield, Calif.	P	100	100	100	100	100
Baltimore	E	100	96	95	95	92
Bangor, Ma.	E	95	103	98	96	80
Baton Rouge, La.	C	110	120	102	97	73
Beaumont-Port Arthur, Tex.	C	89	92	96	93	86
Beckley-Bluefield, W.Va.	E	—	—	—	—	—

Market	Time Zone	Morning	Afternoon	Early Fringe	Prime	Late Fringe
Bellingham, Wash.	P	—	—	—	—	—
Billings, Mont.	M	76	82	84	82	75
Biloxi, Miss.	C	—	—	—	—	—
Binghamton, N.Y.	E	75	79	81	80	73
Birmingham, Ala.	C	88	89	93	86	81
Boise, Idaho	M	100	95	93	97	96
Boston	E	100	96	93	93	93
Bowling Green, Ky.	C	—	—	—	—	—
Buffalo	E	95	97	96	97	85
Burlington, Vt.-Plattsburgh, N.Y.	E	100	92	93	85	83
Butte, Mont.	M	91	100	89	91	71
Casper, Wyo.	M	91	84	88	88	100
Cedar Rapids, Waterloo, Iowa	C	90	85	89	90	79
Champaign & Springfield-Decatur, Ill.	C	100	96	91	94	83
Charleston, S.C.	E	94	97	94	97	89
Charleston-Huntington, W.Va.	E	85	83	85	82	69
Charlotte, N.C.	E	80	88	92	89	69

Market	Time Zone	Morning	Afternoon	Early Fringe	Prime	Late Fringe
Chattanooga	E	90	97	89	90	73
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	M	100	107	104	100	117
Chicago	C	100	100	100	97	100
Chico-Redding, Calif.	P	100	100	100	98	100
Cincinnati	E	100	100	95	97	93
Clarksburg-Weston, W. Va.	E	85	94	112	97	89
Cleveland	E	100	100	93	92	89
Colorado Springs-Pueblo, Colo.	M	107	100	100	97	82
Columbia, S.C.	E	81	92	88	83	80
Columbia-Jefferson City, Mo.	C	82	85	81	81	67
Columbus, Ga.	E	88	93	82	85	92
Columbus, Miss.	C	111	107	100	98	92
Columbus, Ohio	E	95	100	98	95	100
Corpus Christi, Tex.	C	95	100	97	97	87
Dallas-Fort Worth	C	100	100	93	96	88
Davenport, Iowa-Rock Island-Moline, Ill.	C	94	93	89	91	89
Dayton, Ohio	E	100	100	94	98	92
Denver	M	108	95	95	98	100
Des Moines-Ames, Iowa	C	100	100	91	91	72
Detroit	E	95	100	98	96	95
Dothan, Ala.	C	79	92	87	89	100
Duluth, Minn.-Superior, Wis.	C	90	94	90	92	84
Eau Claire, Wis.	C	—	—	—	—	—
El Paso	M	95	96	96	98	86
Ensign-Garden City, Kan	C	—	—	—	—	—
Erie, Pa.	E	79	89	86	89	83
Eugene, Ore.	P	92	100	100	94	78
Eureka, Calif.	P	110	100	100	97	91
Evansville, Ind.	C	100	93	96	90	73
Fargo-Valley City, N.D.	C	—	—	—	—	—
Flint-Saginaw-Bay City, Mich.	E	117	109	108	104	110
Florence, Ala.	C	100	100	100	100	100
Florence, S.C.	E	79	88	96	89	100
Fort Dodge, Iowa	C	—	—	—	—	—
Fort Myers, Fla.	E	100	100	100	100	100
Fort Smith, Ark.	C	90	100	100	100	100
Fort Wayne, Ind.	E	86	97	94	94	86
Fresno, Calif.	P	88	96	92	92	78
Glendive, Mont.	M	—	—	—	—	—
Grand Junction-Montrose, Colo.	M	—	—	—	—	—
Grand Rapids-Kalamazoo, Mich.	E	84	93	96	93	92
Great Falls, Mont.	M	108	107	94	100	94
Green Bay, Wis.	C	96	88	96	94	89
Greensboro-High Point-Winston-Salem, N.C.	E	90	96	98	93	73
Greenville-New Bern, N.C.	E	72	71	73	75	75
Greenville-Spartanburg, S.C.-Asheville, N.C.	E	100	89	94	91	78
Greenwood, Miss.	C	—	—	—	—	—
Harlingen-Weslaco, Tex.	C	100	100	100	100	100
Harrisonburg, Va.	E	100	100	100	100	100
Hartford-New Haven, Conn.	E	100	94	114	105	114
Hattiesburg-Laurel, Miss.	C	100	100	91	95	93
Hays-Goodland, Kan.	C	—	—	—	—	—
Honolulu	H	100	107	106	100	107
Houston	C	105	100	96	102	96
Huntsville-Decatur, Ala.	C	100	100	100	100	100
Idaho Falls-Pocatello, Idaho	M	106	105	103	102	100
Indianapolis	E	112	107	98	95	100
Jackson, Miss.	C	100	93	77	75	60
Jackson, Tenn.	C	—	—	—	—	—
Jacksonville, Fla.	E	100	96	96	98	90
Johnstown-Altoona, Pa.	E	67	86	85	96	75
Jonesboro, Ark.	C	—	—	—	—	—
Joplin, Mo.-Pittsburg, Kan.	C	87	85	87	84	68
Kansas City, Mo.	C	89	104	93	94	84
Klamath Falls, Ore.	P	100	100	100	97	100
Knoxville, Tenn.	E	77	94	85	83	54
LaCrosse, Wis.	C	—	—	—	—	—
Lafayette, Ind.	E	—	—	—	—	—
Lafayette, La.	C	94	100	92	92	63
Lake Charles, La.	C	100	100	100	100	100
Lancaster-Harrisburg-Lebanon-York, Pa.	E	108	100	100	102	100
Lansing, Mich.	E	89	100	96	96	80
Laredo, Tex.	C	100	100	100	100	100
Las Vegas	P	100	100	100	100	100
Lexington, Ky.	E	83	93	89	86	82
Lima, Ohio	E	100	100	100	100	100
Lincoln-Hastings-Kearney, Neb.	C	92	95	84	96	61
Little Rock-Pine Bluff, Ark.	C	100	100	96	90	72
Los Angeles	P	100	100	100	97	100
Louisville, Ky.	E	106	100	102	95	83
Lubbock, Tex.	C	90	89	90	95	87
Lufkin, Tex.	C	—	—	—	—	—
Macon, Ga.	E	108	96	105	98	86
Madison, Wis.	C	94	90	100	95	86
Manchester, N.H.	E	—	—	—	—	—
Mankato, Minn.	C	100	93	120	100	100
Marquette, Mich.	E	—	—	—	—	—
Mason City, Iowa-Austin-Rochester, Minn.	C	95	123	103	100	96
Medford, Ore.	P	100	105	96	96	113
Memphis	C	100	93	87	92	78

Market	Time Zone	Morning	Afternoon	Early Fringe	Prime	Late Fringe
Meridian, Miss.	C	85	86	82	85	73
Miami-Fort Lauderdale, Fla.	E	95	104	100	100	100
Milwaukee	C	106	93	93	97	88
Minneapolis-St. Paul	C	106	100	93	95	85
Missoula, Mont.	M	100	100	100	100	100
Mobile, Ala.-Pensacola, Fla.	C	100	97	100	97	90
Monroe, La.-El Dorado, Ark.	C	96	93	92	89	79
Monterey-Salinas, Calif.	P	100	100	100	94	125
Montgomery, Ala.	C	94	100	102	89	71
Muncie, Ind.	E	—	—	—	—	—
Nashville	C	117	119	102	97	68
New Orleans	C	100	100	90	93	79
New York	E	95	100	98	98	93
Norfolk-Portsmouth-Newport News, Va.	E	100	97	96	98	86
North Platte-Hayes-McCook, Neb.	C	—	—	—	—	—
Odessa-Midland-Monahans, Tex.	C	83	85	91	90	86
Oklahoma City	C	100	96	93	90	92
Omaha	C	95	100	93	96	91
Orlando-Daytona Beach, Fla.	E	113	104	100	100	90
Ottumwa, Iowa	C	—	—	—	—	—
Paducah, Ky.-Cape Girardeau, Mo.	C	—	—	—	—	—
Palm Springs, Calif.	P	—	—	—	—	—
Panama City, Fla.	C	120	95	91	89	90
Parkersburg, W. Va.	E	—	—	—	—	—
Pembina, N.D.	C	—	—	—	—	—
Peoria, Ill.	C	95	86	89	90	83
Philadelphia	E	94	93	96	95	90
Phoenix	M	100	105	98	95	91
Pittsburgh	E	95	97	94	94	92
Portland-Poland Springs, Me.	E	91	87	84	81	99
Portland, Ore.	P	107	105	102	95	82
Presque Isle, Me.	E	100	100	100	100	100
Providence, R.I.	E	83	76	78	83	79
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	C	84	83	83	87	82
Raleigh-Durham, N.C.	E	109	86	91	86	67
Rapid City, S.D.	M	108	111	95	94	85
Reno	P	78	100	100	95	88
Rhinelander, Wis.	C	—	—	—	—	—
Richmond-Petersburg, Va.	E	94	104	96	92	75
Riverton, Wyo.	M	100	100	100	100	100
Roanoke-Lynchburg, Va.	E	77	79	88	83	73
Rochester, N.Y.	E	94	86	92	94	88
Rockford, Ill.	C	100	93	82	89	80
Roswell, N.M.	M	80	81	85	87	100
Sacramento-Stockton, Calif.	P	90	100	98	92	85
St. Joseph, Mo.	C	—	—	—	—	—
St. Louis	C	100	104	98	100	91
Salisbury, Md.	E	100	100	100	100	100
Salt Lake City	M	100	100	95	100	100
San Angelo, Tex.	C	—	—	—	—	—
San Antonio, Tex.	C	95	93	95	95	82
San Diego	P	100	100	100	100	100
San Francisco-Oakland, Calif.	P	100	100	102	100	113
Santa Barbara, Calif.	P	100	100	100	100	100
Savannah, Ga.	E	94	87	88	87	73
Seattle-Tacoma, Wash.	P	108	105	98	98	100
Shreveport, La.	C	105	107	102	97	91
Sioux City, Iowa	C	65	74	70	74	67
Sioux Falls, S.D.	C	—	—	—	—	—
South Bend-Elkhart, Ind.	E	100	100	100	98	92
Spokane, Wash.	P	123	109	100	95	89
Springfield, Mo.	C	80	82	90	87	70
Springfield-Holyoke, Mass.	E	100	89	97	97	100
Syracuse, N.Y.	E	82	82	86	85	82
Tallahassee, Fla.	E	100	100	80	91	83
Tampa-St. Petersburg, Fla.	E	100	90	100	98	100
Terre Haute, Ind.	E	100	90	100	98	92
Toledo, Ohio	E	88	96	100	98	93
Topeka, Kan	C	86	105	100	105	100
Traverse City-Cadillac, Mich.	E	79	91	93	89	57
Tri-Cities, Tenn.-Va.	E	87	83	89	80	88
Tucson, Ariz (Nogales)	M	100	105	95	98	96
Tulsa, Okla.	C	105	108	94	90	81
Tupelo, Miss.	C	100	100	100	100	100
Twin Falls, Idaho	M	100	93	109	100	100
Tyler, Tex.	C	89	113	113	111	140
Utica-Rome, N.Y.	E	100	91	95	91	88
Waco-Temple, Tex.	C	100	100	95	98	88
Washington	E	93	90	95	97	89
Watertown, N.Y.	E	114	113	103	103	100
Wausau, Wis.	C	—	—	—	—	—
West Palm Beach, Fla.	E	100	118	107	103	100
Western North Dakota	C	—	—	—	—	—
Wheeling, W. Va.-Steubenville, Ohio	E	121	104	108	104	93
Wichita Falls, Tex.-Lawton, Okla.	C	95	97	87	91	86
Wichita-Hutchinson, Kan.	C	113	96	97	92	96
Wilkes-Barre-Scranton, Pa.	E	89	93	91	87	67
Wilmington, Del.	E	74	74	90	84	71
Yakima, Wash.	P	90	95	77	90	88
Youngstown, Ohio	E	90	93	96	97	92
Yuma, Ariz.-El Centro, Calif.	P	100	100	100	100	—
Zanesville, Ohio	E	100	100	100	100	100

Target: network film production

Hollywood majors sue ABC, CBS for antitrust with main aim to get networks out of pictures

Seven leading motion-picture companies filed suit under the antitrust laws last week seeking to bar ABC and CBS from producing entertainment programs for themselves, for theatrical distribution, or for anyone else.

Despite its broad range, the suit seemed aimed primarily at the ABC and CBS theatrical-film production work, which has been a matter of concern among independent producers ever since it started three years ago. NBC, which does not produce theatrical films, was not named a defendant.

The companies also asked for trebled damages under the antitrust laws, but said they could not yet specify the amount.

Bringing the suit were Columbia Pictures, Metro-Goldwyn-Mayer, Paramount, United Artists, Universal, Warner Bros. and Avco Embassy Pictures, plus subsidiaries including Paramount Television Sales, United Artists Television and Avco Embassy Productions.

The companies are all members of the Motion Picture Association of America. Two other well-known members, 20th Century-Fox and Allied Artists, did not join the action.

Nub of the 40-page complaint is that CBS and ABC through their ownership of stations, productions of films and operation of networks have restricted the independent producers' access to the TV program market and have also, among other things, driven down the prices of movies they buy and driven up production costs in those making them themselves.

Specifically, the complaint charged:

"By their illegal, predatory and anti-competitive acts, contracts and agreements, defendants have foreclosed plaintiffs from an appreciable segment of the market for the independent production of television programing [and] from an appreciable segment of the market for the off-network distribution of their programing; defendants have forced their own programing upon sponsors and have thus deprived plaintiffs of an alternate source of demand for their programing;

"They have required plaintiffs to sell or license their products at a price substantially below the value it would have in a competitive market; they have required plaintiffs to relinquish distribution and other valuable property rights in their productions; they have inflated the costs of production of theatrical feature films; they have preempted access of theatrical feature films to large theatre circuits;

"They have narrowed the television market for theatrical feature films of nonnetwork producers; they have narrowed and nearly eliminated the market for television programing in which they have no valuable interest; they have forced plaintiffs into dependence upon them; and they have substantially stifled existing competition."

ABC and CBS were quick to respond to the suit, filed Monday (Sept. 28) in the U.S. Southern District Court in New York.

CBS issued a short statement "categorically" denying the charges and asserting that the plaintiff companies "now supply over 30% of the entire prime-time entertainment programing" of the CBS-TV network "This concerted action is patently an attempt to suppress competition during a period of economic distress," the statement asserted.

ABC's statement said that before ABC got into theatrical film production, the plaintiffs and other MPAA members had been "curtailing their output of feature films," with the number declining by more than one-third between 1956 and 1966.

"The decision by these plaintiffs to cut back on their production of feature films occurred during a period when demand has been far in excess of supply, thus creating an artificial shortage enabling them to command higher prices for their production," ABC said

"Faced with this declining production," the statement continued, ABC entered the theatrical-film production field and has produced "a number of creditable films" as a result of which "all exhibitors as well as our own theaters have had available a more adequate supply of pictures."

ABC said it consulted antitrust experts before moving into theatrical film production and was advised "that our ac-

Talk-show controls rapped by ABC

ABC last week joined the mounting opposition by broadcasters to an FCC proposal that would require licensees to establish more rigid controls over telephone-interview programs.

Under the proposal, radio and TV stations would have to ascertain the names and addresses of participants in open-mike programs. They would also be required to verify the information and make it available to interested parties for 15 days. Tape recordings of such programs would have to be made available for the same period (BROADCASTING, Sept. 14, 28).

"The commission's fairness doctrine and personal-attack rules already serve to protect members of the public, and thus ABC questions the need for additional regulations," the network said

Although it keeps tapes of all open-mike programs for 30 days, ABC said, retaining tapes for 15 days could present small stations with a cost burden and a space problem, and stations in larger markets could be disrupted by a "flood of demands" to monitor tapes "on the flimsiest of excuses."

ABC disagreed most vehemently with the proposed requirement to ascertain and keep lists of names and addresses of talk-show participants Free expression would be inhibited by this requirement because callers would fear harassment from those opposing their views, the network charged.

ABC said its policy is to talk to callers before putting them on the air "to ascertain their sobriety and to eliminate crackpots" and to balance views on a particular issue. It noted it also uses three-second and five-second delays to guard against obscenities.

"To require identification would destroy spontaneity and in many instances the value of the program," ABC said.

tions were, and are, completely proper." In addition, the statement continued, "production of television programs by networks, including features made specifically for television, has of course, been customary in the industry."

ABC said it "will defend this action vigorously and will institute such counter-claims as it deems advisable."

The movie companies' suit asked the court to permanently enjoin each defendant from "producing, distributing or having any interest in" TV entertainment programs or feature films, "other than the right to exhibit such [programs and feature films] on its network and on its owned-and-operated stations."

For part of that, the plaintiffs have support on the FCC record from a high Justice Department official. Richard W. McLaren, head of the department's antitrust division, told the commission more than a year ago that he endorsed a proposal prohibiting networks from acquiring "any rights" in independently produced programs (BROADCASTING, May 5, 1969).

The complaint cited FCC records as showing that ABC and CBS produce or have important financial interests in 97.9% and 96.9%, respectively, of their 6-11 p.m. entertainment programing.

It claims that ABC has full or part ownership in 418 theaters and thus owns and operates the largest circuit of motion-picture theaters in the U.S.; has been engaged in theatrical film production since 1967 and, as of September this year, had produced or was producing 25 theatrical features through ABC Pictures or other subsidiaries and in June this year formed ABC Circle Films to produce 13 two-hour features a year for initial network showing and subsequent use in new-program development.

CBS, the complaint continued, also entered theatrical film production in 1967, through CBS Theatrical Films Inc., subsequently known as Cinema Center Films, which as of September had produced or was producing 30 theatrical films, and in 1968 formed Cinema Center 100 to produce 100-minute films for initial TV showing and later use in developing new programs.

Both ABC and CBS were also said to have arrangements with other producers, distributors and exhibitors that expand the scope of their operations, and also to be engaged in syndication of TV programs (an activity that FCC has banned for all networks, domestically).

The complaint charges that CBS and NBC have "exercised the power to compel" O & O stations and affiliates to clear time for the programs they supply, with the result that these stations are "substantially unavailable" to nonnetwork suppliers of programs.

Although NBC was not named a defendant, it was mentioned as one of only fendant, it was mentioned as one of only three national TV networks, of which the complaint charged:

"They achieved this position of absolute control over the facilities of television network exhibition through predatory and illegal means, including the exploitation of their own once-lawful monopolies to operate stations, and the exploitation of television stations affiliated with them by contract.

"They used their power over the facilities of exhibition to gain control over another industry—the production of television programing; and they did so by integrating backwards into the production . . . that they supplied.

"By their power over network exhibition and over the production of network programing, they gained prominence in yet another industry—off-network distribution of television programing; and they did so by exerting their leverage over their suppliers of programing to exact off-network distribution rights in the programing they agreed to use.

"The networks have the power to dominate still another industry—the production of theatrical feature films; for defendants control access to the vital and necessary network outlet for such films.

"The networks other than NBC have now embarked upon a plan to exercise this power. They have begun to produce their own theatrical feature films, which will replace the films of plaintiffs and others on their television networks . . ."

The complaint also charged that CBS and ABC in entering theatrical film production sought to force down the prices paid for TV rights to movies, and in production have bid up the price of talent, properties, producers and directors and put a financial squeeze on independent producers.

The plaintiffs claimed that not only had they been "seriously injured," but that all nonnetwork producers, distributors and exhibitors of theatrical feature films and all nonnetwork producers of TV programing are "threatened with serious harm of similar dimensions" and that "some have already been eliminated entirely from the market."

Some observers saw in the suit a reflection of issues in the so-called "Paramount case" in which, years ago, leading motion-picture producers were forced to divorce themselves from exhibition—a decision that eventually resulted in acquisition of ABC by the spun-off Paramount Theater interests.

Legal authorities not involved in the current litigation said last week, however, that the "Paramount case" barred common exhibition and production/distribution only by the companies involved in that case, because of a history of antitrust involvements, and did not extend the ban to other companies. In fact, according to those sources, the court made clear that the new ownership of the Paramount theaters could produce theatrical films.

Last week's complaint was filed by two nationally known attorneys: Louis Nizer, representing United Artists and United Artists Television, and Whitney North Seymour, representing the other plaintiffs.

Does ETV hold key to fairness?

It could ease demands on commercial system by becoming political 'platform,' Gunn says

Hartford Gunn, president of the Public Broadcasting Service, ETV's network branch, offered the facilities of noncommercial television last week as the solution to the fairness-doctrine dilemma faced by commercial broadcasters in presenting controversial political views.

Mr. Gunn disclosed that he had sent a letter Monday (Sept. 28) to all congressmen and to the chairmen of the Democratic and Republican national committees soliciting their "ideas on how public television can utilize a national distribution system to present fairly all sides of political issues and other important topics of the day and to help ease the growing fairness controversy."

Suggesting that PBS is "a step toward what could become the platform for regular national debate in the United States," Mr. Gunn added: "I don't believe it is fair to expect commercial television to provide [a platform]. I believe public television is a more logical choice. . . ."

Mr. Gunn declined to speculate on how his proposal might be implemented until he has a chance to gauge responses to his letter.

He did say that because noncommercial TV is largely supported by funds raised in local communities, and receives only some 10% of its monies from federal sources, untoward political pressures should not be a problem.

At a news conference in New York Monday to introduce PBS's first season's schedule, Mr. Gunn said:

"The current series of demands for time for rebuttals and counter-rebuttals, today's complex issues with their many sides, and the broader fairness rulings could mean commercial television will be forced by pure economics—uncontrolled loss of valuable air time and large legal expenses—to stay out of controversial political waters.

"I believe everyone involved is interested in fairness," Mr. Gunn said. "The networks attempt to present all views and no national leader would advocate airing only one side of an important question. But I also believe the recent spate of demands on air time is beginning to force commercial networks to eliminate programs by political figures from the airways entirely."

Nineteen regular programs and a number of specials have been scheduled for fall showing by PBS.

The programs are produced by local stations, state or regional networks, a foreign producer or one of seven national production centers. PBS distributes the programs from New York using the telephone-line and microwave system formerly operated by National Educational Television (NET), PBS's predecessor. The connected stations have the option of running the programs when they are sent, at a future date, or not at all.

Programs now scheduled are: *Our Vanishing Wilderness, The French Chef, Civilisation, Net Fanfare, World Press, Realities, The Nader Report, The Advocates, San Francisco Mix, Kukla, Fran and Ollie, Book Beat, Homewood, Playhouse, Black Frontier, Soul, Sesame Street/Misteroger's Neighborhood, Washington Week in Review* and *Flick-Out.*

Randal, Clark form radio 'doctor' firm

Ted Randal, who operates a radio consultant firm, and Dick Clark, the diversified programer whose interests include TV-radio programing packages, have joined to form a management-programing team in the radio consultancy field. Ted Randal - Dick Clark International Radio Consultants will function on an international basis as radio "doctors," as well as providing expertise in the management area.

Three major services are to be offered, according to a spokesman for the new firm: programing and personnel consultancy for top 40, MOR and country and western stations; a library service of

2000 hit recordings from 1956-70; and "Radio One," a programing service for FM stations.

The latter service is made available in conjunction with Altafonics Inc., a supplier of automated equipment and syndicated radio programs. The new consultancy firm will headquarter in Hollywood at 1606 Argyle Ave.

Nation Wide plans more live programing

Nation Wide Cablevision, wholly owned CATV subsidiary of Kaufman and Broad, Los Angeles, plans to expand program origination for subscribers on its major systems. The firm's tri-city system in Belmont, San Carlos and Redwood City, all California, has been programing independently for over a year. It has carried the Belmont city council meetings and a twice-weekly hour show produced by Carlmont High School students.

Expansion plans call for completion of a studio for live programs in San Carlos. The additional programing is expected to start this month and be up to five hours daily by November. Nation Wide's system in Bellingham, Wash., has originated programs for nearly two years.

After testing programs in the tri-city area, Nation Wide expects to adapt the concept to its other large systems. They presently have franchises for more than 40 systems in Washington, Oregon and California.

Firm will service automated radio

Formation of Peters Productions Inc., San Diego, for production of formats for automated radio stations, has been announced by Edward J. Peters, president. Mr. Peters, formerly was director of radio for Midwest TV Inc., group owner.

Vice president of Peters Productions is Paul Schafer, who founded Schafer Electronics, Los Angeles automation system equipment manufacturer and marketer, which merged with Applied Magnetics. Mr. Schafer later started Schafer International, which markets automation equipment throughout the world.

Mr. Peters said the company "will be a complete creative center for automated radio," including "completely formatted music programing, a creative promotion campaign for all media, sales plans and aids, market analysis, plus management and engineering consultation."

Address: 1333 Camino del Rio South, San Diego 92108. Phone: (714) 291-4044.

'Censorship' cry conceals real thing

Jencks says government uses smokescreen to cover its own moves toward news control

Government officials are raising the cry of "network censorship" to make it easier for government to tamper with the presentation of broadcast news, Richard W. Jencks, president of the CBS/Broadcast Group, charged last week.

He cited "network" or "corporate" censorship charges by officials of such diverse views as Vice President Agnew and FCC Commissioner Nicholas Johnson, among others. He said:

"It has become perfectly clear that the reason for creating the spectre of 'network censorship' in the public mind is to make it very much easier for the public to accept active governmental interference in the way that news and information is presented.

"The American public abhors the idea of censorship by the press itself—that it is being fooled and deceived by the press, or by an important segment of it—perhaps it will conclude that government intervention is the lesser of two evils. This is sophistry, but there are doubtless some who will respond favorably to it."

Mr. Jencks, addressing the Greater Tampa (Fla.) Chamber of Commerce on Wednesday (Sept. 30), said "the government intervention which those who complain of 'network censorship' are now seeking . . . goes far beyond any call for enforcement of the fairness doctrine.

"One direction which such intervention might take is suggested by the draft of proposed legislation recommended by the Subcommittee on Investigations of the House Commerce Committee. It approaches the problem very simply by proposing to make it unlawful to broadcast a 'false news report.' . . .

"The draft makes it plain that this includes a false statement, made by a person in the news interviewed by a reporter, if the reporter knew it to be false. The purpose of the proposed legislation sounds innocent enough, at any rate. Anyone who would defend the making of 'false news reports' would attack motherhood. But is it as simple as that?

"We would do well to recall that the first act of governments which wish to control the press is to prohibit 'false news reports.' This has been true in the Iron Curtain countries, in Nazi Germany, in Spain, more recently in Greece."

Mr. Jencks said "the whole idea of freedom of the press is the freedom to make statements which others, and particularly the government, believe to be false, or, sometimes, know to be true but wish to characterize as being false. The courts have consistently held that the First Amendment prohibits any test of truth in this country, whether administered by judges, juries or administrative officials."

He also attacked proposals "from partisans of both right and left" who would take editorial decisions out of the hands of broadcasters and give government and the courts the right to compel access to TV and radio. That, he said, would make broadcasting an "electronic soapbox" forced to "sell time to all comers . . ."

Viewers and listeners in that situation, he said, would be deprived of the "vital job" the journalist does for them in selecting, compressing and editing news into a manageable time frame that he can accommodate.

Beyond that, he asked, "how would fairness and balance be achieved if all comers had access to the air? In the case of a common-carrier obligation to sell time for the expression of views, how do you keep the wealthy from dominating the expression of such views?"

In arguing against substituting government judgment for network and station judgment, Mr. Jencks was not saying that broadcast news and information are perfect. On the contrary, he said, there are grounds for complaints: Inaccuracies appear in broadcast news as in other news, just by the very nature of the way it is gathered and spread.

And, he acknowledged, there is bias: Persons interviewed by newsmen show bias; even the reporters themselves, as humans, show bias. "The process of collecting and disseminating news will always be imperfect."

But, if a person agrees the system works as a whole, yet senses bias or a lack of balance in the news, there are some constructive steps he can take. Write, telephone or send telegrams to the stations, Mr. Jencks suggested, and, if this still doesn't work, he said, try another station. "You have a greater choice in network news services alone in almost all cities in this country than

ETV suggested as sex-education medium

The President's Commission on Obscenity and Pornography last week officially recommended a nationwide sex-education program for children and adults and suggested educational television could serve as a mass-media sex-education classroom.

"For example," the report said, "educational television could be used to reach several members of a family in a family context."

Proposing repeal of the nation's laws against pornography for "consenting adults" and retention of those laws for juveniles, the commission exempted the broadcast medium ("facilities licensed under the FCC") from its legal recommendations.

The report continued, "the broadcasting or telecasting of explicit sexual material has not constituted a serious problem in the past." The committee warned, however, that there is a potential in this area for "thrusting sexually explicit materials upon unwilling persons." The report conditionally recommended repeal of existing federal statutes imposing criminal and civil penalties upon any broadcast of obscene material "because they do not describe with sufficient specificity what material would be prohibited, or under what conditions."

The repeal of the broadcast-obscenity laws were recommended. "upon the understanding that the (FCC) either already has, or can acquire through legislation, adequate power to promulgate and enforce specific rules in this area, should the need arise."

The report took a swing at broadcasters in its discussion of the National Association of Broadcasters' codes for radio and television. Both codes, the commission found, stress that the broadcaster should develop programs which foster and promote the commonly accepted moral, social and ethical standards and ideals characteristic of American life. "Circumspection is advised in dealing with adult themes. Profanity, obscenity, sexual material and vulgarity are forbidden," the committee said.

"Both radio and television operate in a commercial system which causes them to be extremely responsive to what they interpret to be community sentiment regarding program content," the report added. Audience size is crucial in determining advertising revenue and often determines whether a program remains on the air, the report said. "The resulting quality of many programs illustrates the weaknesses inherent in such an approach," it was concluded.

your choice of local newspapers, and in the radio news field a many-times greater choice everywhere."

Viewers are not limited to their network-produced news, either, Mr. Jencks pointed out. Over 70% of the TV news is produced locally, he said, and most Americans have the choice of three network television news services, plus many locally produced television news services and a great variety of radio news sources.

"Exercise your opportunity of choice. Competition of news and information media is your best guarantee of accurate and balanced news," he told the chamber audience.

Mr. Jencks also outlined ideas for the broadcasters: a fair and balanced presentation of controversial issues: listen to criticisms and suggestions; rigorously compete for the viewer/listeners' attention; exercise editorial judgment "to the end that our network or station maintains a character of its own: that it gives a real choice as compared to competing media; that it asserts its independence of improper governmental influence, that it—within in the best sense of the word—discriminates in what to present."

If the networks do this, they will be guilty of what some call "network censorship." But this, he said, "is a kind of censorship which people in Prague, Athens or Moscow would think of only as a dream."

FCC denies fairness bid on Agnew remark

The FCC has affirmed its position that NBC and WRC-TV Washington did not violate the personal-attack rules or the fairness doctrine in a *Tonight Show* which included comments about Vice President Agnew. The commission action last week denied reconsideration of a June 8 decision.

Robert C. Ryan had petitioned the commission to review the earlier ruling that remarks made by Gloria Steinem on the Dec. 23, 1969, *Tonight Show* did not constitute a personal attack on the Vice President. The commission said no specific proof was offered for the contention that the fairness doctrine was not complied with, nor was there any reason to question the station's claim that reasonable opportunity for the presentation of contrasting views was offered.

Mr. Ryan stated that on the program the Vice President was characterized as possessing "a plantation mentality regarding his attitude toward Black Americans." The commission recounted that, according to NBC, Miss Steinem said ". . . and Agnew's turn of mind was apparently as interpreted by very moderate Negro leaders, ministers for the most part, as that of a plantation owner. It was a very white paternalistic attitude . . ."

The commission said the statement did not reflect upon the Vice President's honesty, character or integrity within the meaning of the personal attack rules. "To rule otherwise would mean that almost every adverse reference to a prominent political figure would be considered a personal attack," the commission said, and "would tend to inhibit the robust debate encouraged by the fairness doctrine . . ."

The commission noted that in most instances, the complaint of violation of the personal attack rule comes from an individual claiming he has been the subject of an alleged attack.

CPB giving $500,000 for antidrug attack

The Corp. for Public Broadcasting is funding a three-pronged attack on the problems of drug abuse.

CPB will provide $500,000 to finance an eight-part general-audience series to be aired nationwide over the Public Broadcasting Service next February; an in-service training series for teachers, school administrators and others to begin next spring, and an in-class series to begin in the fall of 1971.

The programing will be produced by noncommercial WQED(TV) Pittsburgh, which is pilot-testing the project.

Grants will be provided by CPB to any of the 197 other ETV stations wishing to supplement the national programing with local coverage.

The WQED general-audience programing series will include an opening special on the drug problem featuring a "name" personality to whom young people can relate; a documentary approach to preventive measures; a companion documentary on rehabilitation; a "town meeting" with youngsters and experts dealing with "hard" versus "soft" drugs; a dramatic program—"The Concept"—performed by ex-addicts; a group "encounter session" on personal aspects of the drug scene led by a prominent psychologist; ETV's Fred Rogers (*Misteroger's Neighborhood*) relating child development to drugs, and a semi-fictionalized "docu-drama" about a 15-year-old addict.

The in-service programing will relate aspects of the drug problem to educators and also act as a guide to actual use of the classroom series, which will consist of six 20-minute programs aimed at stimulating class discussions. WQED will also design and produce accompanying printed materials for students and teachers and will furnish promotional materials to participating stations.

FBI, other pressures hurt 'Oh! Calcutta!'

Closed-circuit cities drop from 250 to 50 under heavy criticism

The closed-circuit showing of "Oh! Calcutta!" Broadway musical of sex and nudity, in the U.S. and Canada last Monday (Sept. 28) fared badly as the market dropped from a possible 200-250 cities to a booked 125 to an eventual 50.

Rodney Erickson, president, Colormedia Communications Corp., New York, distributor, said 250,000 seats, at an average price of $10 each, had been booked.

But before the tape, fed by Teletape Productions and networked by American Telephone & Telegraph Long Lines to central locations, ever hit the screen, it ran into great opposition. Federal Bureau of Investigation agents seized tapes in 10 locations, and individuals, politicians and local district attorneys pressured for cancellations, Mr. Erickson said.

In Cincinnati, Charles Keating, President Nixon's appointee to the National Obscenity Commission, tried unsuccessfully to enjoin a showing. Columbus, Ohio, not only had technical problems, but the manager of the World Theater was arrested after the first showing, forcing the second to be canceled.

The tape, however, was shown in Milwaukee, Kansas City, Mo., Detroit, Chicago, Indianapolis, New Haven, Conn., New Orleans and Richmond, Va., among others.

It was canceled in Syracuse, N.Y., after county district attorney brought legal action; in Baltimore, by inadequate technical facilities; Stouffville, Ont., by police pressure; Louisville, Ky., by pressure from FBI agents.

Had the musical reached the screen in the cities where performances were canceled, patrons would have seen Marge Sappington, of the original Broadway cast, dance a nude ballet with George Welbes, and Dan Greenburg's burlesque about a volunteer for a sexual-response experiment. The words, jokes, skits and nudity were all intact in this color-tape version.

Hillard Elkins Production International Corp. was the producer, although Mr. Erickson said his firm advanced all the money.

U.S. Department of Justice is considering whether grounds exist for prosecuting under the antiobscenity statute. Mr. Erickson said he and Elkins Production plan to bring legal action against those responsible for stopping the showings.

"The crux [of the matter]," Mr. Erickson said, "is whether it is an obscene or artistic production. We are protected under the First Amendment."

Teleprompter gets Knicks, Rangers

Teleprompter Corp. has signed a one-year contract with Madison Square Garden, New York, to carry all home games of the New York Rangers hockey and New York Knickerbockers basketball teams on Teleprompter's cable-TV system serving upper Manhattan.

Manhattan Cable Television, serving the lower portion of the borough, carried the games last year in an exclusive deal with the Garden, and is negotiating for the package again this year. Several New Jersey cable firms also are said to be meeting with Garden officials for cable rights.

The package deal involves 125 events, including 43 Knick home games, beginning Oct. 6, and 39 Rangers home games, starting Oct. 14.

A reminder of news fundamentals

Cronkite tells RTNDA: Concentrate on reporting, forget other distractions

"Let us get on with the job of reporting the news—and let the chips fall where they may."

This was the advice of Walter Cronkite, CBS News, to fellow broadcast journalists concerned with rising attacks upon the electronic news media. It was the theme of his response to receiving the Paul White award Sept. 25 at the closing banquet of the Radio Television News Directors Association convention in Denver (BROADCASTING, Sept. 26).

"I don't think it is any of our business what the moral, political, social or economic effect of our reporting is," Mr. Cronkite said, urging that "we concentrate on doing our jobs of telling it like it is."

Telling it like it is, Mr. Cronkite conceded, is no easy task because there are many problems about which the news director can do little. Among these he cited insufficient time in the present formats to present all the important news; limited staffs, so that there is too much reliance upon second-hand sources, and rising government restrictions.

"One cannot blame individual management, with millions of dollars at stake, for a certain timidity in the face of such threats," he observed, "but one can wish that the entire industry would fight back with more courage and, even more, would take the offensive to strike off the chains that today hobble us, tomorrow could hang us."

Mr. Cronkite did feel, however, that there are areas in which newsmen could make progress. Topping his list was accuracy.

"Of course it is better to get the story on tonight's 6 o'clock news rather than wait until 11 or tomorrow's 6 o'clock," he said, "but it isn't worth the chink in our reliability it may cost."

Mr. Cronkite also was disturbed about newsmen voicing sponsor messages. "It is beyond me to understand how anyone can believe in, foster, support or force a newsman to read commercials," he said, adding: "This is blasphemy of the worst form. A newsman is nothing if he is not believable."

Mr. Cronkite asked how a newsman can be believed giving the news "if in the next breath he lends his face, his voice and his name to extolling, in words the public knows he never wrote, a product or service that the public knows he probably has never tested. When a newsman delivers a commercial he puts his reputation for honesty in the hands of an advertising copywriter and a client whose veracity is sorely tried by the need to make a buck."

Mr. Cronkite admitted it is difficult if not impossible for the individual newsman who wants to feed his family to stand up to a management that demands that he indulge in such a "degrading and destructive practice." However, he felt RTNDA and similar organizations should take a stand to stop it.

Another concern voiced by the CBS News personality involved film clips, context and the speaker's original intent. He admitted "there are times when I grow edgy over our excerpting from a filmed speech or interview." The purpose, he noted, is to give viewers a first-hand impression but he wondered "if we always do him justice. Yet I know no solution within . . . that rigid box that is our time period."

As for growing demands that broadcasters air more "happy" news, Mr. Cronkite warned such trends could be dangerous and concluded that "if it happened, the people are entitled to know."

He added: "There is no condition that can be imposed on that dictum without placing between the people and the truth a barrier of censorship—at once as fallible and corrupt as only self-serving men can make it." Newsmen can put up their own barriers, he continued, "if we permit our news judgment to be colored by godlike decisions as to what is good for our readers, listeners or viewers."

Friendship with news sources that slows the natural news reflex is another barrier, he said, and "if we lack courage to face the criticisms and consequences of our reporting, we build barriers." The station manager could stand more strongly against pressures of sponsors and politicians, Mr. Cronkite felt, if he would say the news judgments on his station are in the hands of the professional he hired to make them. It is the position newspaper publishers have used successfully for years, he said.

Citing the growing number of monopolistic printed-press situations across the country, Mr. Cronkite suggested the electronic media could be effective monitors to prevent any news suppression from local pressures. But he also felt newsmen of all media must unite to preserve freedoms.

Dim future forecast for CATV programing

A report on local program origination by CATV systems compiled by the Rand Corp. is generally less than optimistic about its prospects.

Based on studies of origination over systems in certain Canadian cities, Dale City, Va., and Lakewood, Ohio, the report concludes that the potential audience for such programing is limited, "token conformity" with the FCC's requirement that cable systems with 3,500 or more subscribers start originating by April 1 next year "is likely to be the norm," and in the absence of a distinctive community spirit and identity "local origination may be meaningless."

The report is the third in a series dealing with the future of CATV undertaken by Rand to provide regulatory guidance to the FCC. The series is being underwritten by the Ford Foundation. Previous studies were "The Future of Cable Television: Some Problems of Federal Regulation" (BROADCASTING, Feb. 2), and "Cable Television: The Problem of Local Monopoly."

Among other findings in the report—"Cable Television: Opportunities and Problems in Local Program Origination"—are these:

- The cost of producing local live programing is only a tiny fraction of that typically associated with conventional commercial broadcasts.
- The audience appeal of community-oriented programing can at times be high.
- The number of hours per week generated by local volunteer groups is likely to be small, providing at most material to fill one full-time channel.
- To be economically viable, cable television systems must carry signals from at least local stations, and from distant stations in urban areas, since no evidence exists to show that local origination alone will attract enough subscribers to make CATV systems profitable investments.

The report does support the general conclusion that local origination serves the public interest and should be encouraged. It observes that "wide and extensive experimentation, audience monitoring, evaluation and study should precede and provide the basis for any regulatory action."

It also notes that local origination by means of canned material is a public service "only insofar as these products increase the diversity of programing available."

The study suggests that CATV systems should be encouraged to make some minimum number of channels available full-time for local origination to any broad-based civic or service organization, and adds that when such groups can provide their own equipment (including studio) and produce their own programing, such efforts should "partially satisfy" any FCC requirement for local origination by the cable operator. The report concedes, however, that few communities will be able to afford the expense of such arrangements.

CATV systems should be encouraged to operate as rental agencies, leasing equipment at reasonable rates to enable individuals and groups to produce their own programs on their own premises, the report recommends.

"Most cable operators have no experience in selling advertising and no knowledge of how to go about it," the study notes, adding: "In fact, few CATV systems even appear capable of preparing a good rate card . . . although the selling of advertising appears to be a promising new area for CATV, it is likely to require a long and painful education for many."

Use of local origination over cable in inner-city areas over several channels is one area of great promise, the report indicates, although "the risks and problems of local origination in the ghetto are formidable," and, "while CATV can provide channels to improve intercommunication among ghetto residents, it is not likely to improve communication between the ghetto and society as a whole because this kind of programing will not be of general interest . . . local origination in the ghetto can perhaps be used to interest local residents in solving their own problems rather than being totally dependent on outside help."

But ghetto programing "is not likely to draw the attention of surrounding neighborhoods to ghetto problems," the study concludes.

Critics warm up to new season

Adaptations of two Neil Simon Broadway plays get good reviews as ABC-TV unveils five of last six hopefuls

Of the last five of the new series in the new TV season's shows that have debuted—all on ABC—two are given great chances of making it; one a good chance; and the last two outside chances.

Only one more show had yet to hit the TV screen, and that also on ABC —*Most Deadly Game*, starring Ralph Bellamy, due for airing Oct. 10.

With the majority of the latest shows given better than ho-hum reviews, the positive trend of critical reaction has continued. The second surge of shows was greeted positively (BROADCASTING, Sept. 28) after a less-than-enthusiastic reception for the first crop.

Two of the three shows given chances of making it in the rugged ratings war are adaptations of Neil Simon's original Broadway plays (and later films)—*The Odd Couple* and *Barefoot in the Park*—with the former given unanimous approval and the latter, mixed reception.

The critics who greeted *Barefoot in the Park* warmly were moved to a great extent by the novelty of the all-black cast. Since the show's debut, however, success of that cast has been placed in doubt, with the departure of one of the stars, Scoey Mitchlll, in a dispute with Paramount studios. He had completed 12 episodes (BROADCASTING, Sept. 21).

The third show, and one rated a sure hit, is *The Partridge Family*, starring Shirley Jones.

In the "maybe" category are *The Immortal*, with Christopher George in the title role, and *Matt Lincoln*, starring Vince *(Ben Casey)* Edwards.

The Immortal was given a fighting chance of survival, only because of its action possibilities. As for *Matt Lincoln*, critics felt only the highest quality of succeeding scripts could save it—and even then there was great doubt.

Here is a sampling of the reaction:

Matt Lincoln (ABC-TV, Thursday, 7:30-8:30 p.m. EDT)

". . . this show has problems . . .

dialogue was indecisive and rambling . . ." Bernie Harrison, *Washington Evening Star*.

". . . difference (between *Lincoln* and *Ben Casey*) is that Vince Edwards once had an active role and now he has a passive one . . ." Lawrence Laurent, *Washington Post*.

". . . if the belief that there is a strong audience for heavy drama in the early evening is correct, this new Vince Edwards series could well attract that audience . . ." Cecil Smith, *Los Angeles Times*.

". . . television's rigid face tidied up the torture of an unwed mother . . . such a psychiatrist is woefully underpaid at $40 an hour . . ." Jack Gould, *New York Times*.

". . . a thoroughly conventional emotional drama . . . I doubt that this series will create the stir that *Ben Casey* did . . ." Ben Gross, *New York Daily News*.

". . . whether the show will go or not depends upon its scripts and guest stars. Vince [Edwards] is the same old Vince, essentially . . ." Eleanor Roberts, *Boston Herald Traveler*.

". . . generally followed conventional lines and was rather placidly presented . . ." Percy Shain, *Boston Globe*.

". . . a three-handkerchief all-in-flashback opus that, alas, contained virtually no surprises . . ." Harry Harris, *Philadelphia Inquirer*.

". . . the quality of the show guarantees a sizable audience that prefer their tears to roll from tragedy rather than comedy . . ." Bill Pollock, *Los Angeles Herald Examiner*.

". . . there were loopholes in the first script, but it was mercifully free of all the subplots that somehow complicate the network TV medical shows . . ." Bob Williams, *New York Post*.

". . . if only the script writers will forget about satisfying the public's supposed need for a happy ending every week, the series will take on a plausibility that the debut lacked . . ." Clarence Peterson, *Chicago Tribune*.

Barefoot in the Park (ABC-TV, Thursday, 9-9:30 p.m. EDT)

". . . the show was funny, young, bright . . . and . . . quite delicious . . ." Cecil Smith, *Los Angeles Times*.

". . . the half-hour is smart with Tracy Reed, Thelma Carpenter and Nipsey Russell contributing sharp nonwhite perspectives toward TV situation-

comedy humor . . ." Bob Williams, *New York Post*.

". . . a cut above the average situation comedy, thanks to the novelty of the all-black casting of the leads . . ." Bernie Harrison, *Washington Evening Star*.

". . . the plot seemed pretty contrived and not above the far-fetched . . ." Jack Gould, *New York Times*.

". . . situations and lines are strictly Hollywood potboiler—and, despite a raucous laugh track, dismally unfunny . . ." Harry Harris, *Philadelphia Inquirer*.

". . . just one more typical situation comedy. But those expecting anything like Neil Simon's Broadway play will be disappointed . . ." Ben Gross, *New York Daily News*.

". . . though not quite true to the Neil Simon play, it is just as funny and the black cast . . . is terrific . . ." Clarence Peterson, *Chicago Tribune*.

The Odd Couple (ABC-TV, 9:30-10 p.m. EDT)

". . . the dialog snaps, crackles and pops . . . best new situation comedy of the year . . ." Clarence Peterson, *Chicago Tribune*.

". . . his [Neil Simon] mirthful merchandise, at first glance, suffered no damage here in the TV usurpation . . ." Bob Williams, *New York Post*.

". . . has the potential to make it big . . ." Bernie Harrison, *Washington Evening Star*.

". . . it is a very, very funny TV

series . . ." Cecil Smith, *Los Angeles Times.*

". . . it was a half-hour of rollicking, hilarious, delightful comedy—one of the funniest shows in year . . ." Eleanor Roberts, *Boston Herald Traveler.*

". . . by far the season's funniest new situation comedy . . ." Harry Harris, *Philadelphia Inquirer.*

". . . appears to be a shoo-in . . ." Jack Gould, *New York Times.*

". . . this is probably the best situation comedy since the *Dick Van Dyke Show* . . ." Percy Shain, *Boston Globe.*

". . . here is a zesty bit of escapist entertainment that should please viewers . . ." Ben Gross, *New York Daily News.*

The Immortal (ABC-TV, Thursday, 10-11 p.m. EDT)

". . . another TV attempt to put a man with a physical secret on the run. Remember *Run For Your Life* . . .?" Bernie Harrison, *Washington Evening Star.*

". . . the series will hold the attention of action-thirsty viewers . . ." Barbara Zuanich, *Los Angeles Herald Examiner.*

". . . the ad agency graduates who tailor the network programs for prior sponsor approval gamble too recklessly on viewer credulity, or gullibility, with this sort of stuff . . ." Bob Williams, *New York Post.*

". . . a disappointing emphasis on mindless action . . ." Harry Harris, *Philadelphia Inquirer.*

". . . Geritol should get the hint: run for your life . . ." Jack Gould, *New York Times.*

". . . is good 'escape television'—and I mean 'escape.' I never saw so much burning rubber and squealing tires in my life . . ." Percy Shain. *Boston Globe.*

". . . fantastic bosh . . . this mixed up jambalaya . . . was so ridiculous that one felt sorry for Christopher George . . . and the rest of the cast . . ." Ben Gross, *New York Daily News.*

". . . the premise is silly enough to begin with and last night's episode was one big chase . . . beautiful dolls and a series of wild rides and other nonsense . . ." Eleanor Roberts, *Boston Herald Traveler.*

". . . I doubt (it) will be as immortal as its title, but [Chris] George is a strong performer and these eternal chase

shows seem to do very well in the ratings . . ." Cecil Smith, *Los Angeles Times.*

". . . Chris George . . . runs for his life like a fugitive but with more action and less dramatic plausibility and impact . . ." Clarence Peterson, *Chicago Tribune.*

The Partridge Family (ABC-TV, Friday, 8:30-9 p.m. EDT)

". . . has just about every element that has ever been successful in television situation comedy . . ." Lawrence Laurent, *Washington Post.*

". . . chances are the Partridges will remain around for a spell. They will take their place dutifully along with motherhood and apple pie . . ." Rex Polier, *Philadelphia Evening Bulletin.*

". . . is derived from the recent history of rock. Shirley Jones portrays the mother of a brood that constitutes a traveling music group that has found the beat . . ." Jack Gould, *New York Times.*

". . . a rare bird, indeed . . ." Kay Gardella, *New York Daily News.*

". . . we wish them well even if they didn't rebut the argument that children should be seen and not heard . . ." Wade H. Mosby, *Milwaukee Journal.*

". . . the best new situation comedy for children . . ." Clarence Peterson, *Chicago Tribune.*

Evening football: women don't kick

Perhaps the woman is resigned to a lost battle, or believes the family that watches football games together. stays together.

Either way, a survey conducted by Foote, Cone & Belding's Chicago media department showed three-quarters of the 152 women interviewed during the New York Jets-Cleveland Browns game on Sept. 21 on ABC-TV had no objections to the game being on.

Conducted in six metropolitan areas —New York, Chicago. Atlanta. Dallas, Los Angeles and Minneapolis-St. Paul —the poll found only one-quarter of the women in an unfavorable mood. Their main objection: They don't like football.

The game was on in one-third of the homes, at the husband's request, but two liberated females overruled their husband's choice and watched something else.

TV was on in most of the homes. and although another set was usually available. in most cases, only one was on. The survey concluded that the low level of objection did not come from recourse to second sets.

One woman upset with the extra night of televised football told pollsters: "I'm going to slit my throat!" Yet several other women felt it was a good way to keep the husband home.

CBS beats NBC in premiere week

'Wilson' and 'Moore' are hottest new shows in the fast Nielsens

CBS-TV won the CBS/NBC premiere week in the Nielsen ratings with an average 20.1 rating and 35 share to NBC-TV's 18.3 and 32 share, according to the Nielsen fast national report for the week of Sept. 14-20, out last week.

ABC-TV, which launched its new season a week later and therefore was represented with new programing on only one night covered by the report, had an average 12.4 rating and 22 share. It managed to win two nights in the 7:30-11 p.m. averages, however—Sunday (Sept. 20), first night of its new schedule, and Tuesday (Sept. 15), despite repeat programing (BROADCASTING, Sept. 21).

CBS-TV took Monday, Wednesday, Friday and Saturday nights in the prime-time averages and NBC took Thursday.

Two new shows placed in the top 10 for the Sept. 14-20 period: NBC's *Flip Wilson Show* (Thursday, 7:30-8:30 EDT) was fourth and CBS's *Mary Tyler Moore Show* (Saturday, 9:30-10), was ninth.

Among other new programs, *Nancy* (NBC) was 16th, *Headmaster* (CBS) was 20th, *Men From Shiloh* (NBC) and "McCloud" in the *Four-in-One* series (NBC) were tied for 22nd, *Red Skelton Show* (NBC) was 25th and *Arnie* (CBS) was tied with NBC's veteran *Kraft Music Hall* for 26th.

NBC's new *Don Knotts Show,* CBS's new *Interns, Storefront Lawyers* and *Tim Conway Show* and ABC's *Young Rebels,* that network's only new program in the report, all finished out of the top 40.

The top 40 for the week were ranked as follows:

1. Here's Lucy (CBS); 2. Mayberry RFD (CBS); 3. Doris Day (CBS); 4. Flip Wilson (NBC); 5. Carol Burnett

(CBS) and Gunsmoke (CBS); 7. Medical Center (CBS); 8. Ironside (NBC); 9. Mary Tyler Moore (CBS); 10. Hawaii Five-O (CBS);

11. Bonanza (NBC); 12. Hee-Haw (CBS); 13. Short Summer-Charlie Brown (CBS); 14. Dean Martin (NBC); 15. Mannix (CBS); 16. Nancy (NBC); 17. CBS Thursday Movie (CBS); 18. Marcus Welby, M.D. (ABC) and Laugh-In (NBC); 20. Headmaster (CBS);

21. ABC Sunday Night Movie (ABC); 22. Men From Shiloh (NBC) and Four-in-One (McCloud) (NBC); 24. F.B.I. (ABC); 25. Red Skelton (NBC); 26. Kraft Music Hall (NBC) and Arnie (CBS); 28. Ed Sullivan (CBS); 29. Movie of the Week (ABC); 30. Green Acres (CBS) and NBC Saturday Movie (NBC);

32. Mission Impossible (CBS); 32. Adam-12 (NBC); 34. My Three Sons (CBS); 35. Glen Campbell (CBS) and To Rome With Love (CBS); 37. The Bold Ones (NBC); 38. Julia (NBC); 39. Jim Nabors (CBS); 40. Name of the Game (NBC).

ABC football holds the line in ratings

Monday-night football lost a lot of yardage in the New York ratings last week, its second night out on ABC-TV, but on a national basis it just about held its own.

In the New York Nielsens, the game between the Kansas City Chiefs and the Baltimore Colts had an average 22% share of audience for the full three-hour period (9-12 midnight, New York time), as compared with a 38% average for the same period when the New York Jets and the Cleveland Browns were playing a week earlier.

On a nationwide basis, however, the best available information was that the national Arbitrons gave the game a share of about 35%, close to the 35-37% reported for the opening game. The most obvious explanation for the drop-off in New York was that the hometown Jets were in the opening game and not the second.

In the 9-11 p.m. period, the NBC movie, "Lost Man," consistently outscored football in the New York Nielsens, as did CBS's *Carol Burnett Show* in the 10-11 p.m. period.

CBS's *Mayberry RFD* at 9-9:30 and *Doris Day Show* at 9:30-10, both of which trailed well behind football the first week, showed substantial improvement, with "Mayberry" outscoring football 21% to 18% and "Doris Day" deadlocking the game at 22 all.

The NBC movie's share ranged from 26% to 29% and averaged 28%.

Earlier in the evening, NBC's new *Red Skelton Show* remained second in the 7:30-8 p.m. period with a 24% share, but ABC's new *Young Lawyers*, which had led the period with a 29% the first week, dropped to a 22% and CBS's veteran *Gunsmoke* climbed to 31% to lead the half-hour.

At 8-8:30, the second half of *Young Lawyers* continued to trail, while *Gunsmoke* and NBC's *Laugh-In* tied for the top with 27% shares. In the next half-hour *Laugh-In* dominated with a 30% to *There's Lucy's* 26% on CBS, and ABC's new *Silent Force*, which had a 29% Nielsen share its opening week, dropped to 22%.

Sept. 21: Jets vs. Browns

Sept. 28: Colts vs. Chiefs

Prime-time foes gird for battle

CBS, MCA, NBC start legal wheels rolling for stay

Preliminary legal maneuvering on the part of broadcast industry elements seeking to overturn the FCC's prime-time access and related rules is under way.

CBS and MCA Inc. have filed petitions in the U.S. Court of Appeals for the Second Circuit, in New York, seeking a one-year stay of the prime-time rule's effective date, now set for Oct. 1, 1971. CBS, in addition, is asking for a stay of a collateral rule that became effective on Oct. 1; it bars networks from acquiring subsidiary rights in independently produced programs.

And NBC has entered the fight on two fronts. It joined the other networks, MCA and WCAX-TV Burlington, Vt., in seeking judicial review of the rules—it filed in the New York appeals court—and it asked the commission to stay provisions of the rules that would require the networks to divest themselves of their domestic syndication operations by Oct. 1, 1971.

In each case, the petitioners say they will be seriously damaged if the commission holds to the scheduled effective dates and that the requested stays would not adversely affect the public interest.

The rules under attack, adopted by the commission five months ago (BROADCASTING, May 11), five years after the commission instituted the rulemaking proceeding, are designed to break what the commission regards as the network's dominance over prime-time programing.

The principal rule would bar network affiliates in the top-50 markets from taking more than three hours of programing from a network between the hours of 7 and 11 p.m.

But CBS and MCA, a leading supplier of network programing, in seeking a one-year stay in advance of a decision on the appeals, argue that the present effective date imposes an impossible burden on them in view of the 18-month lead time they say is needed to provide programing.

CBS says it is in the position of having to guess whether it should plan for a 25-hour schedule—on the assumption the rule will be overturned—or a 21-hour schedule—on the assumption the rule will be upheld. If it opts for the longer schedule, and the rule is upheld, it stands to lose a substantial amount of money on program development; if it plans for the shorter season and the rule is overturned, it added, it would lack sufficient high-quality programing for the 1971 season.

MCA said the requested stay is essential since program development for the 1971 season is "now in full swing" and, by the time a court decision on the appeals is handed down, "the point of no return will almost certainly have been reached and passed."

Both petitions assert, also, that the public will be adversely affected if a stay is not granted, since there is no quality programing available that could be made independent of the networks to fill the time slots the networks would be required to vacate if the rule is upheld.

CBS, in seeking a stay, pending a decision on the appeals of the financial interest rule, said it will suffer "irreparable injury" regardless of the action it takes to comply. CBS and the other networks finance development of new network series in return for a share in non-network revenues.

But if it continues to provide risk

Nielsen, Arbitron differ on ratings

The usual new-season up-and-down ratings pattern was evident in the New York overnight ratings last week, the second in which all three TV networks were presenting new programs.

Except for unofficial reports on national Arbitron ratings for ABC-TV's Monday-night football game (see story page 58), no national ratings for the week were available. The first fast national Nielsen report was out, however, covering the week of Sept. 14-20 when CBS and NBC were having their premieres (page 57).

Among the new shows, NBC's *Red Skelton Show* moved back into first place in the Monday (Sept. 28) 7:30-8 p.m. period in the Arbitrons but lagged behind CBS's long-running *Gunsmoke* in the Nielsens. ABC's new *Young Lawyers* out-pulled that segment of *Gunsmoke* in the Arbitrons but dropped to third in the second half-hour and was third in both half-hours in the Nielsens. *Silent Force*, another new ABC entry, eased past CBS's *Lucy* at 8:30-9 in the Arbitron reports but couldn't catch up with her in Nielsen's count. NBC's *Laugh-in* was number one.

NBC's new *Don Knotts Show* tied the first half of ABC's *Mod Squad* for first place in the 7:30-8 period Tuesday night (Nov. 29) by Arbitron's count but dropped to second place in the second half-hour, while Nielsen had it third all the way.

In its initial appearance, ABC's *Matt Lincoln* was third in both services in its 7:30-8 segment Thursday night (Sept. 24) but managed a tie with CBS's *Jim Nabors Show* in its second-half hour in the Arbitrons. NBC's new *Flip Wilson Show* continued its commanding lead in both of those half-hours.

ABC's *Barefoot In The Park* was tied for second or was a clear third, depending on which rating service was consulted, at 9-9:30 the same night. *Odd Couple*, another new ABC entry, was second in both reports on the 9:30-10 slot, with NBC's new *Nancy* a distant third in the period in both services. ABC's *Immortal* also came in third in both services at 10-11.

On Friday (Sept. 25) CBS's *Interns* retained a slight lead over competition in the 7:30-8:30 hour in the Arbitrons and a close second in the Nielsen figures. ABC's new *Partridge Family* was close to a tie for the top in the 8:30-9 spot in the Arbitrons and did tie for first in the Nielsen's.

CBS's *Arnie* again made a strong showing in both services at 9-9:30 Saturday (Sept. 26), but its *Mary Tyler Moore Show* dropped to second in the Arbitron count while tying for first in the Nielsen's. CBS's *Tim Conway Show* and ABC's *Young Rebels* again trailed the competition Sunday evening.

---

financing without acquiring financial interests, CBS said, it will suffer substantial financial harm since it will not be compensated with subsidiary interests. If it stops making those investments, it added, it may lose important sources of supply of high-quality, prime-time programing.

In attacking the financial-interest rule, and not the syndication rule, CBS clarified the extent of the attack it will make on the commission rules involved. Since it plans to spin off its syndication operations as well as its CATV systems to a publicly held corporation owned by CBS stockholders (BROADCASTING, July 6 et seq.), there had been some question as to how broad its appeal would be.

NBC's pleading is directed at the financial interest rule and one that would bar networks from the domestic syndication business after Oct. 1, 1971. NBC said the commission's refusal to stay the deadlines involved until one year after court decision on the appeals would "amount to divestiture prior to" judicial review.

NBC said disposition of its syndication business would have to begin immediately to be completed by Oct. 1, 1971, even though the appeal is still pending. What's more, the Oct. 1, 1970, deadline on acquiring subsidiary interests deprives it of securing programing for syndication.

"As a practical matter," NBC said, "this means that as of Oct. 1, 1970, NBC's syndication business becomes seriously impaired, and in the year that follows, NBC faces a severe erosion of its business as a going concern while it is negotiating for a sale, or for some other means of disposition."

The recent court filings reflected the general assumption that the procedural question as to which court will hear the appeals is being resolved in favor of New York.

CBS and WCAX-TV filed the first petitions for review in the second circuit court (BROADCASTING, Aug. 17). However, ABC later filed in the District of Columbia circuit and MCA in the ninth, in San Francisco.

The commission subsequently asked the District of Columbia and ninth circuit courts to defer to the second circuit, and while no decision has been announced, none of the parties has opposed the commission's motions. Hearing on the requests for stay is expected to be held in the New York court on Oct. 19.

A backlash from Nixon rebroadcast

Democrats seek time; meanwhile court gets 'Loyal Opposition' case

Democratic National Committee Chairman Lawrence F. O'Brien last week demanded free time on TV stations that had sold time to four corporations to rerun President Nixon's Kansas State University address on campus violence. In a separate move, the DNC also announced that it had, along with CBS, filed petitions for review in the U.S. Court of Appeals for the District of Columbia Circuit to set aside two FCC orders requiring CBS to offer time to the Republican National Committee as a result of the DNC's *Loyal Opposition* program.

In the first action, the spark igniting the Democratic fuse was the purchase two weeks ago of prime time by Hawthorne Books, Pepsico Inc., Warner-Lambert Pharmaceutical Co. and *Reader's Digest*, all headed by friends of Mr. Nixon, for rebroadcast of the President's Sept. 16 address, which was received enthusiastically by KSU students (BROADCASTING, Sept. 28).

"The President's address," Mr. O'Brien said last week, "dealt in mid-campaign, with issues (campus unrest, crime and violence) that have been described by top Republicans as critical election issues in 1970. We have already protested to the Justice Department that the purchase of time for such an obviously political use of TV during a campaign violates the Corrupt Practices Act," he added.

The DNC is requesting that stations selling time for the Nixon rebroadcast grant comparable time to counter what Mr. O'Brien calls "the political impact of this telecast." The time was requested in telegrams that went out to the stations involved from Joseph A. Califano Jr., DNC general counsel.

"The speech reflected the President's views, and those of his party, on the issues," Mr. Califano's telegram said. "On behalf of the Democratic National Committee, I request that representatives of the Democratic Party be given time on your station, comparable in duration and scheduling, to comment on the President's speech and the issues discussed by him."

Television stations that carried the half-hour telecast and had been asked for response time as of late last week are: WCAX-TV Burlington, Vt.; WTMJ-TV Milwaukee; KHBV(TV) Las Vegas; KDFW(TV) (formerly KRLD-TV) Dallas; WSFA-TV Montgomery, Ala.; WSOC-TV Charlotte, N.C.; WWL-TV New Orleans; WTIC-TV Hartford, Conn.; WSB-TV Atlanta; and KTTV(TV) Los Angeles.

While the Democrats requested free time for response to the President's KSU address, they also were moving in the courts to block an FCC order granting the Republicans time to answer Mr. O'Brien's July 7 *Loyal Opposition* program.

The court action by both the Democrats and CBS, which aired the program and would be required to give the time, stemmed out of an FCC decision two weeks ago denying their petitions of reconsideration. The petitions asked reversal of the FCC decision last month that the fairness doctrine requires CBS to grant the GOP "some reasonable period of time" to respond to the Democrat's 25-minute July broadcast. Mr. O'Brien said following the FCC denial of the Democrat's petition that "if the Republicans are given a half hour of free time in this period so close to the November election, there is no question that the program could unfairly influence the outcome of the election."

The July *Loyal Opposition* program in question featured Mr. O'Brien and was billed by the Democrats as an effort to air the opposition party's views on a number of issues discussed by the President during his televised appearances.

The Republicans charged that the program was not a legitimate presentation of Democratic positions on major issues but, in fact, was what a number of Republicans called a "political hatchet job" on the president.

The FCC based its decision granting the Republicans time on the ground that, although the President's television appearances dealt almost entirely with Vietnam, Mr. O'Brien touched on that issue only lightly while making a broad attack on administration policies in general. Thus, the Republican reply time.

Mr. O'Brien and the Democrats strongly dissented to the FCC decision. The Democratic National Committee, O'Brien said, was originally given free time for the July 7 program because of the imbalance resulting from the increased use of Presidential prime-time television. The FCC ruling giving the Republican National Committee free time only aggravates this imbalance."

Mr. O'Brien also said in a statement announcing the court action that the FCC order of Republican reply time for *The Loyal Opposition* would inhibit CBS and other networks from future programs along the same lines.

"It is noteworthy," he said, "that CBS found it necessary to suspend *The Loyal Opposition* series pending the final outcome of the cases." He added that it was not possible under present FCC rulings for the opposition party to present its views to the American electorate.

The FCC has asked the court for expedited handling of the case. The Republicans have stressed that the issue will become moot if the court upholds the FCC decision but fails to decide in time for a Republican program prior to the elections.

A look at the pressures on radio-TV

Top legal minds in government and industry use D.C. conference to assess broadcasters' problems

When critics and supporters of the broadcasting system left the field at the Mayflower hotel in Washington, where the Federal Bar Association and Federal Communications Bar Associations were holding a briefing conference on "The Media and the Law," last week, lawyers in attendance might have been wondering if all of the panelists on two seminars had been talking about the same system.

At one seminar Monday morning (Sept. 28) on the subject of "private censorship and public responsibility," two representatives of the growing number of citizens groups—Albert Kramer of the Citizens Communications Center and Dr. Everett Parker of the United Church of Christ—talked of the networks "censoring" performers, of the public being denied an asserted right of access to the media. They said that the country, as a consequence, was being left in ignorance of dangerous passions flowing just beneath the surface of society.


Mr. Kramer


Dr. Parker


Mr. Frank


Mr. Loevinger

But in the language of communications attorneys, "censorship" became "editing" and the right of selection. And a few hours later, in a seminar on the FCC's existing and proposed multiple-ownership rules, former FCC Commissioner Lee Loevinger told his audience —in the course of a slashing attack on the commission's approach to its multiple-ownership policy—that the problem in communications facing Americans is not a paucity of informational outlets but a surfeit of them. Americans, he suggested, are threatened with being drowned in chatter.

Throughout both sessions, the panelists rested their arguments on the First Amendment, and its function in promoting free speech. To Dr. Parker and Mr. Kramer, the constitutional guarantee of free speech provides the basis for the public's claimed right of access to the media, print and broadcast. (One of the foremost exponents of that theory, Dr. Jerrome A. Barron, of the George Washington University Law School, was the panel's moderator.)

"Women's lib, blacks, Chicanos—

they are all screaming for access to the press," Dr. Parker said. "It's as important as radio and television—to tell the people of the serious issues we are facing in the U.S. We need to make sure people who have no voice should have a voice, in the newspapers or on radio and television."

And Mr. Kramer took the theory a step further, suggesting a modified common-carrier status for broadcasters—who would be required to sell time to anyone who requested it so long as time was available.

It was also Mr. Kramer's view that broadcasters themselves are responsible for the pressures under which they are now laboring. "It is not possible to get the networks to face up to their ethical responsibilities in the absence of the threat of legal compulsion," he said. As examples, he pointed to the recent flurry of fairness-doctrine complaints that have been lodged with the commission and to the legislative proposal of Senator J. William Fulbright (D-Ark.) that would require broadcasters to make time available to members of the Senate and House to express the views of Congress. These matters would not have surfaced if the networks had met their ethical responsibilities, he said. "So now there is a threat of an explosion."

Roger Wollenberg, a communications attorney, took a more fundamentalist view of things. He argued that "there's a lot to be said" for leaving questions of news judgment to the networks and stations, and added that the First Amendment, as originally conceived at least, never assured the airing of all views.

Its purpose, he said, "is to impose restraints on government. I'm not sure we can expect the First Amendment to do much more than that." Indeed, he added, when government is in a position to enforce an access order, "the opportunity for indirect government suppression of news that government doesn't like is heightened."

He noted that Vice President Spiro T. Agnew, following President Nixon's Nov. 3 speech on Vietnam, caused considerable concern in suggesting that broadcasters—licensed by the federal government—"were not handling his boss's comments with the proper fairness or dignity." But Mr. Kramer said he was talking about regulating procedures to make sure that "crises are brought to the attention of the public"; he was not talking about permitting government to regulate content.

Professor Louis Jaffe of the Harvard Law School opened the discussion on the commission's present and proposed efforts to promote diversity of ownership of media—its present rules barring the owner of a full-time station from acquiring another in the same city and breaking up crossownership of cable systems and television stations and its proposal to require multimedia owners to strip down in a community to an AM-FM combination, or a television station or a newspaper with five years. He posed a number of questions: "Diversity for what, and what effect and what purposes? What uses would diversity serve?"

Former FCC Commissioner Kenneth A. Cox, who before leaving the commission Sept. 1 voted for and supported all proposals and orders tightening the multiple-ownership rules, was a member of the panel. He was unable to offer any empirical evidence in support of his position, or that would provide answers for Dr. Jaffe.

But, he said, in his "14 years around broadcasting"—as a member of the FCC and as a special counsel to the Senate Commerce Committee—he has "seen things that make me feel more comfortable if we broke up multimedia ownerships in local markets. In a democracy," he added, "it is better to have the sources of news in different hands."

It was the acknowledgement of a lack of hard evidence that touched off Mr. Loevinger's attack—he ridiculed Mr. Cox's comment about being more "comfortable" with tighter rules as reminding him of the remark by Jack Valenti, then a White House aide, that he slept easier at night knowing Lyndon Johnson was President.

Mr. Loevinger, who had been Mr. Cox's colleague—and frequent antagonist—on the commission for five years until 1968, is now in private practice and is special counsel to a National Association of Broadcasters working group that is preparing the association's opposition to the divestiture rulemaking.

He said the commission had initiated its proposals without doing the necessary paperwork and that his own research, while on the commission, showed that diversity of ownership was increasing, not waning. He cited figures indicating that the number of television stations and of owners in the top-50 markets had actually increased and that populations in the areas of dominant influence surrounding several major cities he selected as examples—New York, Philadelphia, Washington, among them—were served by scores of broadcasting stations and daily and weekly newspapers. And for every newspaper that has gone out of business since 1920, he said, 10 broadcast stations have taken its place.

Warming to his subject, he noted that the commission, in its notice of rulemaking, expressed the view that 60 different licensees are better than 50 and 51 better than 50. He called this an "illusion." Diversity, he said, "doesn't serve a function if extended to infinity."

"Does anyone think that 51 newspapers are better than 50 in a community?" he asked. "This is absolute nonsense. If they're trying to bore in on us from the left and destroy the communications system, they're on the right track. . . .

"This isn't simply an economic matter," he added. "If everyone talks, who will listen? With unlimited diversity, what becomes of political consensus? There is no evidence of lack of diversity. . . . The free operation of the economy and of technology have given us more diversity than the world has ever known."

The one broadcast-station man in the two-day program, Willard Schroeder, vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., urged the commission to withdraw its proposal, and let broadcasters earn the kind of financial rewards he said would promote quality service. "The frustration surrounding Section 315 and the fairness doctrine, to name only two restrictions," he said, "should illustrate the limitations of trying to draft regulations to direct and control such a complex medium."

Mr. Cox offered broadcasters some hope that the commission might do as Mr. Schroeder suggested, and withdraw the rulemaking proposal. "This is one rulemaking that will not be automatically adopted," he said. "My colleagues and I" [he confessed that, although he is now senior vice president of Microwave Communications Inc. and is associated with a Washington

Special bar briefing slated

Invitations went out last week from the Communications Law Committee and the Capitol Hill Chapter of the Federal Bar Association to members of Congress and their staffs to attend a special briefing tomorrow (Oct. 6) on the equal opportunities provision of Section 315 of the Communications Act and the fairness doctrine.

On hand for questioning will be members of the FCC staff and staff members of the Senate and House Communications Subcommittees. Everyone attending will receiv FCC's most recent Primer on Section 315 and the National Association of Broadcasters' handbook on political time and the fairness doctrine.

Changing Formats

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

■ KHEN(FM) Henryetta, Okla.—Henryetta Radio Co., effective Aug. 1, changed its format from automated middle-of-the-road to "countrypolitan music" from 6 a.m. to noon. Station spokesman said the "market demanded" the format switch. KHEN operates on 99.5 mhz with 57 kw and an antenna 255 feet above average terrain.

■ KTXN(FM) Victoria, Tex.—Cosmopolitan Enterprises of Victoria, Inc., effective Sept. 10, switched from a slow tempo uninterrupted background music station featuring the big bands to an up-tempo middle-of-the-road station. The owners, in surveying the market, found they were attracting an audience principally over the age of 50 and that no MOR station was receivable in the area. KTXN is on 92.1 mhz with 3 kw and an antenna 130 feet above average terrain.

■ WWVA-FM Wheeling, W. Va.—Basic Communications Inc., effective Sept. 21, ceased simulcasting religious programing of WWVA(AM) Wheeling to program country and western music from 7:15 p.m. to 12:30 a.m., Monday through Friday. FM operation will continue to duplicate AM's country and western music at all other times. Licensee told the FCC that the programing change will provide a music format "not otherwise available during evening hours." WWVA(AM) operates fulltime on 1170 khz with 50 kw. FM facility is on 98.7 mhz with 7.4 kw and an antenna 470 feet above average terrain.

law firm, he had not yet gotten out of the habit of referring to himself as a member of the commission] are very interested in the comments. There was division at the beginning [of the rulemaking proceeding, in March] and there will be division at the end. I wouldn't try to predict the outcome."

In a panel discussion Tuesday morning (Sept. 29) on "Confidentiality of Media Information," newsmen expressed their concern about government efforts to subpoena notes and film outtakes, and indicated a stiffening attitude by news media to resist the subpoenas.

Fred P. Graham, reporter for the Washington bureau of *The New York Times;* Eugene C. Patterson, managing editor, *The Washington Post,* and Reuven Frank, president of NBC News, sounded off in the presence of William H. Rehnquist, assistant attorney general, in charge of the Justice Department's Office of Legal Counsel.

Mr. Graham called the subpoena controversy a "sensitive friction point" that has surfaced in the past year, and noted that the Reporters Committee on Freedom of the Press has received a $27,000 grant from the Field Foundation to study the problem. He reported that "in the next several weeks" Vincent Blasi, a law professor at the University of Michigan at Ann Arbor, will establish a clearing house for information on the subject and will provide a "legal kit" for defense and prosecuting attorneys involved in such cases.

Mr. Patterson said that until recently the *Post* had attempted to "finesse" the issue and avoid legal difficulties, but that the FBI and other law enforcement agencies began requesting inspections of the newspaper's library. "We found ourselves compelled to take a stronger stand," he said. Now, he said, the *Post* will provide only copies of published pictures and references to specific back stories to outsiders. He stressed that the rank-and-file reporters must maintain their independence to maintain the confidence of their news sources.

NBC, too, according to Mr. Frank, has become less tractable on the issue. He said there has been a "flood" of subpoenas and that NBC News's position has 'rigidified" as a reaction to it. He said NBC News now permits only the viewing of newsfilm that has been aired, and resists attempts to obtain other information. As a practical matter, he said, everyone to his knowledge has "failed absolutely" to find evidence for a case in film outtakes. If there was such evidence, he said, it would be put on the air as a matter of news.

Mr. Rehnquist said the power to compel testimony is "the cornerstone of any workable system of resolving [legal] disputes." The problem, he said, lies in what information is compelling and whether there is a belief that a federal crime has been committed.

He reminded the other panelists of the guidelines established early last month by Attorney General John Mitchell in an effort to ease the conflict between newsmen and law-enforcement officials. The guidelines provide that subpoenas relevant to an investigation may not be issued to newsmen unless the information cannot be obtained from nonpress sources, and that, before seeking a subpoena, government attorneys will attempt to obtain the information through negotiations with the media (BROADCASTING, Aug. 17). Mr. Rehnquist said the guidelines are designed to remove the "abrasive effect" of subpoenas and to rule out the issuance of blanket subpoenas.

Program notes:

'Sesame' subsidized ■ Quaker Oats Co., Chicago, announced last week it has made a grant of $100,000 to the Corp. for Public Broadcasting to finance Saturday morning rebroadcasts of *Sesame Street* on educational TV outlets in Chicago, Washington and Buffalo. New series begins Nov. 14. Quaker gave $60,000 for this purpose last year.

Wild tales for children ■ "The Wonderful World of Jonathan Winters" will be the second program in the NBC-TV series of children's specials, *Mattel/NBC Children's Theatre,* Saturday, Oct. 31 (12-1 p.m. EST). Advertising for Mattel Inc., the sponsor, is handled by Carson and Roberts, both Los Angeles.

New syndicators ■ TV Syndicators Inc., Hollywood, has been formed to work in television programing, syndication, merchandising and sales promotion at all levels of distribution. Offices: 1800 North Highland Avenue, Hollywood.

Speer interviewed ■ Albert Speer, one of Hitler's top men during World War II, will be interviewed by David Frost in a one-hour Westinghouse Broadcasting Co. special, *David Frost Presents: Albert Speer.* Program will be shown on the five WBC television stations during the week of Oct. 12.

Politithon '70 ■ John Daly, former vice president in charge of news for ABC has accepted the post of anchorman for *Politithon '70,* a special statewide telecast featuring all Florida candidates seeking statewide office this November. The four-hour color telecast will be broadcast live over a special state network of educational television and radio stations from 7 to 11 p.m. on Oct. 28 from Miami Beach Auditorium.

Basketball series ■ For the second consecutive year, WGBS(AM) Miami will broadcast all home and away games of the American Basketball Association's Floridians, formerly the Miami Floridians. Play by play will be handled by Bob Martin on the Florida Broadcasting System.

Paramount pilots daytime game ■ A new game show has been ordered by ABC-TV from Paramount Television. The program, *Perception,* will be video taped in both daytime and nighttime versions. The panel show uses celebrity guests in a game dealing with palmistry, astrology and ESP. Program creator Sidney Rushakoff is the palmist and Jill Taggart is the ESP expert.

Justice examined ■ Westinghouse Broadcasting Co. will examine the U.S. prison system in a 90-minute special, *On Trial: Criminal Justice.* Special, written and produced by Paul Altemeyer, will be broadcast during the week of Oct. 19 on all five WBC TV stations.

TV camera tube allows stop action

RCA Laboratories, Princeton, N.J., announced last week development of a TV camera tube to feature built-in stop-action capabilities.

"The unit is a small vidicon-type device that can take and store for later pla ack single electronic snapshots or stil of continuous programing being tr ,itted by the tube," according to Dr. Villiam M. Webster, staff vice preside , RCA. "The tube can store and relay up to 200 different frames a minute," he said.

Expected to benefit initially from the new development are closed-circuit TV systems designed for use in data processing, business, education, defense and space, he indicated, though applications in broadcasting also may develop.

New gear for FC&B

Sarkes Tarzian Inc., Bloomington, Ind., broadcast-equipment manufacturer, announced last week it had completed installation of custom-built audio-visual facilities for the New York office of Foote, Cone & Belding's communications center. The audio-visual complex provides video-tape facilities for creative experimentation, to simplify casting and to provide screening opportunities for clients and creative department personnel, including simultaneous on-system comparison of both black-and-white and color TV commercials via closed circuit. The FC&B audio-visual complex has a separate creative TV workshop, audio and video control rooms, a projection room, master control, three screening rooms, a film library and four conference screening rooms.

GE tube uses normal lighting

General Electric has announced development of a television camera pickup tube employing a silicon target whose sensitivity permits operation with normal room lighting. "Epicon" tube boasts long life and is not damaged by being pointed directly at bright light source (source of failure of Apollo 12 camera). Production is under way. Contact GE's Research and Development Center, P.O. Box 8, Schenectady, N.Y. Phone: (518) 346-8771.

Film engineers give awards

The Society of Motion Picture and Television Engineers planned to present 25 fellow award certificates at its annual awards presentations in New York today (Oct. 5). Among those to be honored are Charles H. Coleman, Ampex Corp., who will receive the David Sarnoff gold medal award for his work with videotape; Jamison Handy for Jam Handy Organization, the Eastman Kodak gold medal for his work with educational films; and Willi G. Engel of Bell and Howell Co., the Kalmus gold medal award for work with the "Light Valve," useful in color pictures.

Ampex introduces routing switcher

A computer-matched routing switcher which its manufacturer, Ampex Corp., Redwood City, Calif., claims provides improved electrical and operating performance has been placed on the market. The switcher is designed for use in television stations, TV production studios and sophisticated closed-circuit installations.

The cylindrical design switcher is said by Ampex to have several engineering advantages over standard card-frame rack units. Included is the placing of crosspoints on printed circuit boards that are removable. The manufacturer claims a reduction in non-linear chroma distortions or color signals and minimal crosstalk.

The switcher is for use in automated commercial and educational TV stations and networks for routing audio, video and pulse sources from VTRs, cameras, sync generators and other studio equipment. Those signals can be directed to any number of destinations, according to Ampex, including microwave transmitters and telephone lines.

Bullish signs in broadcast stocks

As category they lead market in recovery; specialists see no panic in cigarette loss

Broadcast and related stocks came off the summer doldrums of the third quarter not particularly strong in the eyes of financial analysts, but they appeared to have weathered on Wall Street the worst of one blow that is yet to strike broadcasters themselves: the loss of cigarette advertising, effective Jan. 2, 1971.

Wall Street sources feel this loss has already been taken into accoun n stock trading and that the loss itself i. not apt to have any profound further effect on broadcast issues. Even if there is some additional dislocation, they feel it will be of short duration.

They also draw some encouragement from the fact that broadcast stocks as a whole have tended to rebound faster than the market generally for several months, and they feel these issues will almost certainly do better in 1971. This assessment was compiled last week at the end of the month of September, in which the BROADCASTING stock index conformed a rather strong recovery from the downswing of the last six months as it gained 12.6% over August, as compared to a general market increase of 3.7%, according to Standard & Poor's industrial average.

Broadcasting issues moved ahead 11.9% and the broadcasting-with-other-major-interests category advanced over 13%. CATV stocks registered an impressive gain, 19.8%, during a month which saw the final agreements signed for the merger of the largest CATV firm in the U.S., H & B American, and the fourth largest, Teleprompter (BROADCASTING, Sept. 21). The service firms went ahead 10.5% over the previous month, and the manufacturing concerns registered a relatively small, but consistent 5.4% increase.

Nearly all issues monitored in the index posted gains, and among the most active stocks in September were Pacific & Southern, trading at 13½, in the broadcasting category, up 58.8%; Fuqua and Chris Craft, in the with-other-major-interests column, gained 51.4% and 43.1%, respectively; Ameco, with the CATV issues, up 40.2%; MCA, with the programers, increased 51.3%; in the service category, Creative Management Associates jumped 45.8%, and among the manufacturers, Conrac gained the most, 28.3%.

Of note in the index is the deletion of Visual Electronics, suspended from trading by the American Stock Exchange July 16 (BROADCASTING, July 20), and H & B American, which merged with Teleprompter, the surviving company. A new addition to the index this month is Burnup & Sims, a Florida-based concern specializing in construction and maintenance services for the telecommunications and cable television fields. It is traded over the counter and listed with CATV issues.

Company reports:

Columbia Pictures Industries Inc., New York, parent company of Screen Gems Inc., reported an increase in revenues and net income for the year ended June 27:

	1970	1969
Earned per share*	$ 1.02	$ 1.00
Revenues	242.051.000	306.244.000
Net income	6.217.000	5.903.000

*Earnings per share figure is after adjustment for 3% stock dividend declared Aug. 26.

Creative Management Associates Inc., Los Angeles, reported a 38% increase

The Broadcasting stock index

A weekly summary of market activity in the shares of 104 companies associated with broadcasting.

	Stock symbol	Exchange	Closing Oct. 1	Closing Sept. 24	% Change Month of September	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	28½	28⅝	+13.3	39¼	19⅝	7.073	202.429
ASI Communications		O	2½	2½	− 9.1	7	2¼	1.789	4.473
Capital Cities	CCB	N	29⅝	29	+ 9.4	36½	19½	6.061	175.769
CBS	CBS	N	30½	30⅜	+ 3.4	49⅞	23⅞	26.512	805.169
Corinthian	CRB	N	29¼	29⅛	+ 0.8	33⅞	19⅝	3.381	98.455
Cox	COX	N	17⅛	16¾	+ 1.5	24⅝	10¼	5.789	96.966
Gross Telecasting	GGG	A	TK	11¾	+17.5	17¾	9⅜	803	9.435
Metromedia	MET	N	17⅛	18⅛	+16	22⅜	9¾	5,733	103.882
Mooney		O	7¼	7¼	+16	8¼	4½	250	1.813
Pacific & Southern		O	14¼	13½	+58.8	23	7½	1,636	22,086
Rahall Communications		O	12¾	12¾	+37.8	16½	6	1.040	13.260
Reeves Telecom	RBT	A	4¼	4⅜	+40.1	15⅞	2	2,288	9,999
Scripps-Howard		O	18¼	18¾	+ 7.1	24	15½	2.589	48.544
Sanderling	SDB	A	23⅞	24¼	+29.3	34⅞	10¼	991	24,032
Starr	SBG	M	9⅜	8¾	−12.5	18	7⅞	461	4.034
Taft	TFB	N	22	21⅜	+ 9.6	29¾	13⅞	3.712	79.326
							Total	70,108	1,699,672
Broadcasting with other major interests									
Avco	AV	N	12½	14	+33.3	25¼	9	11,469	160.566
Bartell Media	BMC	A	6⅜	7	+36.7	14	3¾	2.254	15,778
Boston Herald-Traveler		O	32½	31½	+16.7	43	25	574	18.081
Chris-Craft	CCN	N	8	7⅞	+43.1	11½	4⅝	3.660	28.804
Combined Communications		O	8	7¼	+16	16½	6	1,945	14,101
Cowles Communications	CWL	N	4⅜	4⅜	+20.4	10⅞	3¼	3.969	17,305
Fuqua	FQA	N	13⅞	14	+51.4	31¾	7	6.190	86.660
Gannett	GCI	N	28	26	+13	29½	18½	7,117	185.042
General Tire	GY	N	84¼	17	− 1.4	20⅝	12¾	18,434	313,378
Gray Communications		O	5½	5½	+37.5	7⅜	4	475	2.612
Lamb Communications		O	3	3	+ 9.1	6	2	2,650	7.950
Lee Enterprises	LNT	A	17¾	16	+13.3	20¾	12	1,957	31,312
Liberty Corp.	LC	N	18	18⅜	+22.5	21⅞	13	6,744	123,887
LIN		O	6⅞	7¼	+26.1	11	3½	2.244	16,269
Meredith Corp.	MDP	N	25	26¾	+33.8	44⅝	18	2,779	74,338
Outlet Co.	OTU	N	13⅝	13¼	+23.3	17¾	10	1.342	17,782
Plough Inc.	PLO	N	72	69¼	+ 4.9	85	55	6.883	478,369
Post Corp.		O	10½	10	+ 5.3	17½	8	713	7,130
Ridder Publications		O	15⅛	14½	+ 6.5	22	9½	6.217	90.147
Rollins	ROL	N	22⅝	23⅛	−10.2	40⅜	19⅞	8,044	185,977
Rust Craft	RUS	A	TK	23¼	+24	32¼	18½	1.159	26.947
Storer	SBK	N	24	24	+45.5	30¾	14	4.223	101.352
Time Inc.	TL	N	32⅛	34¼	− 4.2	43½	25½	7,257	250.367
Trans-National Comm.		O	¾	¾	−13.8	4½	½	1,000	750
Turner Communications		O	3	2⅜	− 8.3	8¾	2⅞	1.328	3,652
Wometco	WOM	N	18¼	18¼	+ 3.5	20¼	13¾	5,817	106,160
							Total	116,444	2,364,716
CATV									
Ameco	ACO	A	7⅞	7⅜	+40.2	16	4	1,200	8,832
American TV & Comm.		O	16½	16	+28	22¼	10½	1,775	28,400
Burnup & Sims*		O	23	23	23⅝	14	*	873	20,079
Cablecom-General	CCG	A	13⅜	13½	+33.4	23⅞	7⅜	1,605	21,654
Cable Information Systems		O	4	3	—	13	¾	955	2.865
Citizens Finance Corp.	CPN	A	12¾	11¾	+13.3	17½	9¾	994	11,680
Columbia Cable		O	10	8½	+21.4	15½	6¾	900	7,650
Communications Properties		O	7¾	7⅝	+17.2	10½	6	644	4,907
Cox Cable Communications		O	16⅜	16¾	+21.8	24	12	3,550	59,463
Cypress Communications		O	8½	8½	+ 9.7	17¾	6	1,887	16,040
Entron	ENT	A	TK	3½	+16.7	8⅛	2⅝	1,320	4,620
General Instrument Corp.	GRL	N	18⅛	18¾	+25	30⅞	11½	6,250	117,188
Sterling Communications		O	4½	4¾	+ 5.6	7¼	3	1,100	5,225
Tele-Communications		O	11¾	11¼	+18.4	20¾	9	2,704	30,420
Teleprompter	TP	A	78	79⅜	+15	133½	46	3,100	246,047
Television Communications		O	9	8½	+36	18¾	5½	2,816	23,936
Vikoa	VIK	A	9¾	10¼	+28.1	27½	6⅛	2,316	23,739
							Total	33,116	602,633

in net income for the first half of 1970, ended June 30. The firm, which represents performers, actors, writers and others in the entertainment field, reported that client income rose from $59 million to almost $63 million.

For the six months ended June 30:

	1970	1969
Earned per share	$ 0.23	$ 0.20
Commission income	5,100,000	4,800,000
Net income	248,063	178,962
Shares outstanding	1,101,836	965,924

Republic Corp., Los Angeles, diversified company whose interests include film processing and production and distribution of instruction video-tape programs, reported a decline in income and earnings for the nine-month period ended July 31.

For the nine months ended July 31:

	1970	1969
Earned per share	$ 1.10	$ 1.29
Revenues	170,410,000	165,150,000
Net income	9,812,000	11,493,000
Shares outstanding	8,912,000	8,919,000

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, reported a 17.6% increase in sales and a 14.2% increase in profits for the 36 weeks ended Sept. 12.

Wometco also reported that net income in the latest 12-week or fiscal third-quarter period increased 6.6% from $1,452,429 in 1969 to $1,554,054, while sales moved up 15.7% to $23,182,074 from $20,039,719 the prior year.

For the 36 weeks ended Sept. 12:

	1970	1969
Earned per share	$ 0.762	$ 0.682
Gross income	67,470,307	57,391,199
Net income	4,428,974	3,877,776
Average shares outstanding	5,814,817	5,678,439

	Stock symbol	Ex-change	Closing Oct. 1	Closing Sept. 24	% Change Month of September	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	13⅜	14¼	+45	31½	8⅝	5,942	86,159
Disney	DIS	N	117⅛	122⅝	+19.5	158	89⅞	5,894	722,722
Filmways	FWY	A	9	9⅛	+23.7	18½	5⅞	1,842	16,799
Four Star International		O	2⅛	2	—	4	1½	666	1,332
Gulf & Western	GW	N	17½	17⅜	+21.9	20¾	9½	15,362	266,838
Kinney National	KNS	N	27½	28⅝	+19.3	36	20⅞	10,402	297,705
MCA	MCA	N	23	23¼	+51.3	25¾	11⅜	8,195	190,534
MGM	MGM	N	17¼	18	+10.8	29⅛	12⅛	5,883	105,894
Music Makers Group		O	2½	2½	− 9.1	9	2¼	589	1,473
National General	NGC	N	16⅜	17¼	+21.1	20¼	9	4,910	84,698
Tele-Tape Productions		O	2¾	3½	+16	6¾	2¼	2,183	7,640
Transamerica	TA	N	15⅛	16	+19.7	26¾	11⅜	63,630	1,018,080
20th Century-Fox	TF	N	10¾	10	+19.5	20½	6	8,562	85,620
Walter Reade Organization		O	3⅝	3¾	+ 7.1	13½	2⅝	2,414	9,053
Wrather Corp.	WCO	A	6⅜	6⅝	+23.3	6½	10¾	2,211	14,637
							Total	**138,584**	**2,909,184**
Service									
John Blair	BJ	N	15¾	15¼	+15.1	23½	10¼	2,598	39,620
Comsat	CO	N	45⅜	44⅞	+15.1	57¾	25	10,000	448,700
Creative Management		O	6¼	8¾	+45.8	14½	4½	1,182	10,343
Doyle Dane Bernbach		O	22¼	21½	+24.6	24½	14	1,924	41,366
Foote, Cone & Belding	FCB	N	8¾	8⅛	+ 4.8	12¼	7¼	2,175	17,661
Grey Advertising		O	9⅛	9	+22.1	13½	6¼	1,207	10,863
LaRoche, McCaffrey & McCall		O	9	9	− 5.3	17	9	585	5,265
Movielab	MOV	A	3¾	2⅛	—	7½	2	1,407	2,983
MPO Videotronics	MPO	A	6⅞	7	+14.3	9⅞	4⅜	558	3,906
Nielsen		O	35¾	33¾	− 2.2	42	26½	5,299	178,841
Ogilvy & Mather		O	22	20	+ 6.7	22¾	15	1,096	21,920
PKL Co.	PKL	A	4	3¼	−13.3	12⅝	2½	743	2,415
J. Walter Thompson	JWT	N	27½	26	+ 8.3	36	21⅛	2,746	71,396
Wells, Rich, Greene	WRG	A	11½	8¾	+18.7	9½	5	1,581	13,834
							Total	**33,101**	**869,113**
Manufacturing									
Admiral	ADL	N	9⅜	9⅛	+14	14⅞	6½	5,158	47,041
Ampex	APX	N	20¾	19¼	+15.8	48½	12½	10,874	209,325
CCA Electronics		O	2¾	2⅞	+14.8	5	1½	800	2,296
Collins Radio	CRI	N	18½	16½	+24.5	37¼	9	2,968	48,972
Computer Equipment	CEC	A	5⅞	4⅞	+25.8	12¼	3½	2,406	11,717
Conrac	CAX	N	16⅞	17	+28.3	32¼	11	1,262	21,454
General Electric	GE	N	84¼	82	+ 4.1	86⅞	60¼	90,884	7,452,488
Harris-Intertype	HI	N	50	51	+11.2	75	36¼	6,357	324,207
Magnovox	MAG	N	33¼	32¾	—	38⅞	22¼	16,429	538,050
3M	MMM	N	87	90	+ 5.9	114¾	71	56,058	5,045,220
Motorola	MOT	N	46	48	+ 4.3	49⅜	31	13,334	640,032
RCA	RCA	N	26	26¼	+ 6.1	34⅝	18⅛	66,926	1,756,808
Reeves Industries	RSC	A	3⅞	4	+28.2	5¼	2½	3,458	13,740
Telemation		O	12	8¾	− 2.8	24	8½	1,080	9,450
Westinghouse	WX	N	64⅞	63⅞	− 6.2	69¾	53¼	39,803	2,542,218
Zenith Radio	ZE	N	32⅞	33	+ 1.9	37¾	22¼	19,020	627,660
							Total	**336,818**	**19,290,818**
							Grand total	**728,171**	**27,736,196**
Standard & Poor Industrial Average			**92.67**	**92.21**					

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Sept. 24.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
*New addition to index.

Ameco plans merger with CATV operator

The board of directors of Ameco Inc., Phoenix, cable equipment supplier, has approved in principle a plan to acquire all operating subsidiaries of American Cable Television Inc., also Phoenix.

Bruce Merrill, who owns American Cable, is also president of Ameco. American Cable, which operates systems in Arizona, Texas, Kentucky, Indiana and Tennessee, had sales of $1,404,764 for the year ended June 30, resulting in a $449,541 loss for that period.

The merger will involve a transfer of stock: final arrangements have not yet been worked out. Ameco will be the surviving corporation.

"We feel that merging these operations, adding to Ameco's potential as an equipment supplier for the CATV industry ACT's sound values as a CATV system operator, will enhance the value and stability of both operations," Mr. Merrill said.

Financial notes:

▪ John Blair and Co., New York, TV and radio station representative, last week declared a cash dividend of 12 cents per share on common stock, payable Nov. 13 to stockholders of record Oct. 15.

▪ Communications Properties Inc., Houston-based group CATV owner, reported net income of $191,810 or $0.27 per share on gross revenues of $2,938,060 for the nine months ended July 31. Third quarter revenues of $1,030,214 produced record pre-tax earnings of $141,651 for the company.

▪ Lee Enterprises, Inc., Davenport, Iowa-based newspaper publisher and group broadcaster, has sold its one-third interest in W. J. Young Co., Clinton, Iowa, back to that firm. W. J. Young owns the *Clinton* (Iowa) *Herald* and has majority interest in the Clinton National Bank.

▪ Outlet Co., Providence, R.I., group station and department store owner, has declared dividends of $1.375 per share on 5½% convertible preferred stock and 16¼ cents per share on common stock, payable Nov. 4 to shareholders of record Oct. 16.

▪ San Juan Racing Association Inc., San Juan, Puerto Rico group broadcaster, has declared a 10% dividend on outstanding common stock, payable Oct. 9 to stockholders of record Sept. 14.

▪ Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, has announced sale of subsidiary Ward Manufacturing Co., camper trailer and coach manufacturer, to John M. Morrison and others for $6 million in cash and notes. Mr. Morrison is chairman of Franklin National Bank of Minneapolis. The new firm will be called Ward InterFinancial Corp.

Stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for August (all common stock unless otherwise indicated):

▪ Adams-Russell Inc. (CATV)—G. J. Adams family bought 4,900 shares, giving them a total of 16,100. Mr. Adams personally owns 39,260 shares.

▪ ABC—Jack Hausman, jointly with brothers, sold $16,000 worth of 5% convertible subordinate debentures giving them a total of $244,000 worth of such stock. Mr. Hausman personally owns $30,000 of such stock.

▪ Ampex Corp.—J. E. Brown bought 100 shares, giving him a total of 150 shares. Heath Wakelee bought 1,000 5½% convertible debentures.

▪ Avco Corp.—O. F. Grahame sold 1,518 shares, leaving him with 4,492 shares. Mr. Grahame's family owns 99 shares. Mr. Grahame bought 200 shares of preferred stock and sold 900 shares of such stock, leaving him with 4,540 shares of preferred. His family owns 1,969 preferred shares.

▪ Burnup & Sims (CATV)—R. V. Sims sold 2,250 shares, leaving him with 206,812.

▪ Capital Cities Broadcasting Co.—D. B. Burke sold 2,000 shares, retaining 26,350 shares. K. M. Johnson bought 6,000 shares and sold 200 shares, giving him a total of 27,200; his children own 208 shares. T. S. Murphy bought 14,548 shares, giving him a total of 82,894. J. H. Quello sold 300 shares, retaining 300 shares.

▪ Collins Radio Co.—R. L. Cattoi bought 600 shares. D. L. Martin bought 500 shares, giving him a total of 540. A. J. Svien bought 172 shares. R. S. Dunn bought 200 shares, giving him a total of 370.

▪ Columbia Cable Systems—P. A. Oberbeck, through trading account, bought 3,006 shares and sold 3,974, retaining 100. Mr. Oberbeck and wife each own 1,000 shares.

▪ Columbia Pictures Industries—Leo Jaffe bought 7,500 shares, giving him a total of 87,224. Mr. Jaffe's wife owns 2,249 shares; his daughter, 111 shares; and Mr. Jaffe in retirement fund, 608 shares.

▪ Commonwealth United—Peter Gettinger sold 33,450 shares, leaving him with 42,444 shares.

▪ Conrac Inc.—J. D. Warren sold 557 shares, leaving him with 200.

▪ Cowles Communications—William Attwood sold 7,500 shares, leaving him with 3,600.

▪ Cox Broadcasting Corp.—L. A. Swanson bought 100 shares, giving him a total of 370.

▪ Creative Management Associates Inc.—L. M. Rosenthal, through trading account, bought 7,300 shares and sold 8,435, leaving him with 43,769.

▪ Filmways Inc.—H. M. Austin sold 4,316 shares, retaining 6,500 shares.

▪ Foote Cone & Belding Communications Inc.—F. E. Delano sold 2,900 shares, retaining 37,771.

▪ Four Star International Inc.—D. B. Charnay bought 1,000 shares, giving him a total of 214,706. Mr. Charnay owns 61,206 through corporation.

▪ Fuqua Industries—C. L. Patrick bought 10,000 shares, giving him a total of 11,000. N. Strawbridge sold 1,000 1973 warrants, leaving none, and bought 2,000 1980 warrants, giving him a total of 7,200.

▪ General Electric—G. H. Love bought 500 shares, giving him a total of 1,100; his wife owns 600 shares. E. E. Hood Jr. sold 200 shares, leaving him with 15. J. B. McKitterick bought 500 shares, giving him a total of 1,126.

▪ General Instrument—Henry Hirsch sold 700 shares, retaining 131,053.

▪ Gray Communications Inc.—J. H. Gray bought 35,500 shares, giving him a total of 235,500.

▪ Gulf & Western Industries—R. T. Abbott Jr. sold 100 shares, retaining 2,000; he also sold 600 warrants, leaving him with 8,950. M. S. Davis bought 1,000 shares, giving him a total of 5,850; her sons own 22 shares. E. L. Weisel, in wife's estate, sold 159 shares, leaving none in her estate. Mr. Weisel owns 2,548 shares. Mrs. J. D. Barnette sold $18,000 worth of 5½% convertible subordinate debentures, retaining $19,100 of same; Mr. Barnette owns $233,000 worth of such stock.

▪ Harris-Intertype Corp.—P. S. Brentlinger bought 250 shares, giving him a total of 2,518. M. A. Loofbourrow bought 100 shares, giving him a total of 2,800; his wife owns 400 shares.

▪ Kansas State Network—R. E. Canfield bought 500 shares and sold 250 shares, giving him a total of 1,350. C. F. Hendrickson's children bought 1,000 shares, giving him a total of 5,220. Mr. Hendrickson owns 400 shares. H. W. Sikes bought 1,000 shares, giving him a total of 1,350. D. B. Tener bought 1,000 shares, giving him a total of 2,000. L. C. Waller bought 122 shares, giving him a total of 25,474.

▪ Kaufman & Broad (CATV)—S. N. Levine sold 500 shares, retaining 1,314. R. D. Rohr, jointly with wife, sold 200 shares, retaining 3,888.

▪ Kinney National Service—W. Fink bought 10,·00 shares of common stock and sold 5000 shares of series A convertible preferred stock, leaving him with 12,849 shares of preferred stock. Fink family owns 1,557 preferred shares. M. A. Sweig sold 3,000 shares, retaining 5,000. W. A. Boland sold 394 preferred shares, leaving him with none.

▪ Lee Enterprises—E. English and wife together bought 200 shares, giving them joint total of 700; Mrs. English personally owns 300 shares. A. Magnusson bought 100 shares, giving him a total of 700; his wife owns 1,100.

▪ Liberty Corp.—J. W. Cantley bought 200 class A common shares, giving him a total of 900.

▪ LIN Broadcasting Corp.—H. G. Neely bought 1,000 shares.

▪ MCA Inc.—Edd Henry bought 1,400 shares, giving him a total of 23,965.

▪ Memorex Corp.—C. A. Anderson bought 750 shares, giving him a total of 1,500. G. E. Pilcher sold 1,800 shares, retaining 500. G. O. Sheppard sold 300 shares, retaining 2,912. H. P. Tavrow bought 375 shares, giving him a total of 750 shares.

▪ MGM—William Singleton bought $10,000 worth of 5% convertible subordinate debentures.

▪ Metromedia Inc.—D. H. Fritchen bought 100 shares.

▪ Movielab Inc.—F. S. Berman sold 1,000 shares, leaving 3,091. D. S. Eisenberg sold 4,859 shares, leaving 600.

▪ Norton Simon Inc.—F. R. Weisman, through Lerand Inc., sold 5,744 shares, retaining 24,800. Mr. Weisman personally owns 8,134 shares.

▪ Plough Inc.—B. R. Haltom bought 360 shares, giving him a total of 5,760. H. B. Solmson sold 500 shares, leaving 29,229. H. S. Yenne sold 100 shares, leaving him with 1,000 shares.

▪ Post Corp.—J. V. Loewi, through trading account bought 1,372 shares and sold 1,052, leaving him 453 short.

▪ Reeves Telecom Corp.—E. H. Fryman and sons bought 200 shares. G. H. Walker Jr. and Co. bought 155 shares.

▪ Rollins Inc.—G. R. Chambers sold 2,700 shares, retaining 76,599. J. W. Rollins Sr. sold 12,500 shares, retaining 826,570; as guardian, Mr. Rollins owns 7,494 shares. Mrs. Rollins owns 3,150 shares.

▪ Rust Craft—Louis Berkman, through his company, bought 1,400 shares, giving his firm 103,150. Mr. Berkman personally owns 70,227 shares; through trust, 58,411; through several firms, 94,508. Mrs. Berkman owns 10,938.

▪ Signal Companies—C. R. Gaylord sold 450 shares, leaving him with 24,394 shares. Mr. Gaylord owns 90 shares through trust, 7,068 through foundation and members of his family own 14,768 shares.

▪ Technicolor Inc.—P. K. Grunebaum bought 100 shares, giving him a total of 300. A. W. Livingston bought 100 shares. J. T. McGinley bought 200 shares.

▪ Telcom Inc.—H. B. Gram Jr., through trading account, bought 1,805 shares and sold 7,182 shares, retaining 19,304. E. W. Swan bought 2,500 shares.

▪ Time Inc.—Rhett Austell Jr. bought 500 shares, giving him a total of 4,500. Mrs. Austell Jr. owns 800 shares. Mr. Austell owns 200 shares through trusts. C. L. Gleason Jr. sold 200 shares, leaving 1,807.

▪ Twentieth Century-Fox Film Corp.—S. L. Hough bought 400 shares, giving him a total of 5,504.

▪ Vikoa Inc.—Theodore Baum sold 2,500 shares, retaining 183,672. Mr. Baum owns 6,174 shares as custodian; 266,115 shares in trust. Mrs. Baum owns 125 shares.

▪ Walt Disney Productions—M. L. Bagnall bought 240 shares, giving him a total of 500. R. E. Disney sold 600 shares, leaving him with 164,678 shares. Mr. Disney's family owns 95,317 shares. Mr. Disney, through corporations, owns 265,909 shares.

▪ Wometco Enterprises—Van Myers sold 200 shares, retaining 3,917 shares. Mrs. Myers owns 1,282 shares; their son owns 157 shares. Investors Stock Fund sold $500,000 worth of 5½% convertible subordinate debentures, leaving it with $1,192,000 worth of debentures.

International

Two Hamilton outlets sought by Standard

Standard Broadcasting Corp. Ltd. has entered a $3.5-million bid for purchase of CHML(AM) and CKDS(FM), both Hamilton, Ont., Canada. Standard, owner of CFRB(AM) and CKFM(FM), both Toronto, and CJAD(AM) and CJFM(FM), both Montreal, made the application at a public hearing of a committee of the Canadian Radio-Television Commission. The sale is subject to CRTC approval.

Thornton Cran, president and board chairman of Standard, told the committee that while the purchases are necessary to insure continued growth and to protect the interests of Standard shareholders, the proposed acquisitions would not alter the character of the Hamilton stations. The stations are now owned by Maple Leaf Broadcasting Ltd.

Opposing Standard's proposed Hamilton purchase was Leslie Allan, president of nearby CHIC(AM) Brampton, Ont. Mr. Allen argued that ownership of the Hamilton facilities by Standard would mean advertising would leave CHIC to go to the larger organization. He noted advertisers "stand in line to get on CFRB" and added Standard might insist that CFRB advertisers also buy time on the Hamilton facilities.

Levies on broadcasters rise in Britain, too

Independent British TV companies are facing a profit squeeze in the form of additional levies from their governing body, the Independent Television Authority, and from the government. One broadcaster—Lord Renwick, chairman of Associated Television Corp. Ltd.—calls it "the crisis."

While reporting an increase in profits for the year ended July 31, Lord Renwick decried the government's increase of the Turnover Levy imposed (before corporation taxes) on advertising revenues. The levy, imposed by the Labor government in 1965-66, according to Lord Renwick, was hiked to collect 3 million more pounds ($7.2 million) from the TV industry. He referred to the "invidiousness of a discriminatory levy imposed on a single industry" and called for its abolition.

The independent British TV companies, including ATV—considered one of the "big five" with its franchise for the Midlands of Britain—also face a 20% jump in the rental they pay the ITA for use of its transmission towers. According to the British periodical, *The Economist*, the hike would mean taking an extra 1.5 million pounds ($3.6 million) "out of their (TV companies') fast-disappearing profits," which decreased 9 million pounds ($21.6 million) from 1968-69 to 1969-70.

Canuck hockey network set

CKNW(AM) New Westminister, B.C., rights holder for the new National Hockey League Vancouver Canucks, has established the Vancouver Canucks Hockey Network. Thirteen stations have agreed to carry a Canucks game weekly, with each station broadcasting 27 games including a full period of sponsorship by Imperial Tobacco Co. of Canada Ltd., on behalf of Players Cigarettes. Remaining commercials will be sold by the stations involved on an individual spot basis.

Fates&Fortunes ®

Broadcast advertising

Edwin H. Holzer, senior VP and management supervisor, Grey Advertising, New York, elected executive VP of Grey. His first assignment will be at Grey-North, Chicago.

Rudolph C. Wahlig, VP in charge of media, Doremus & Co., New York, joins Monsanto Co., St. Louis, diversified manufacturer, as media director. He will be in charge of analysis and purchasing of media for firm's various business groups.

George J. Simko, senior VP and director of media management, Benton & Bowles, New York, elected member of board. **Irvin L. Birnbaum,** manager of client accounting, Benton & Bowles, elected VP.

Walter Seidel, broadcast media director, Gaynor & Ducas, New York agency, elected VP.

William Eckert, manager, broadcast program department, Leo Burnett, Chicago, named VP. **Michael Miles** and **John Stafford,** account supervisors, and **Charles Wendy,** creative director, also named VP's.

Robert T. Gorman, with Hunt-Wesson Foods, Fullerton, Calif., joins Theo Hamm Brewing, St. Paul, as VP-marketing.

Jerry Schubert, manager, Chicago office of Robert E. Eastman, station rep., elected VP.

Curtis P. Crady, executive VP, Winius-Brandon, St. Louis agency, elected president and chief executive officer, succeeding late William L. Sanborn.

Margaret A. Myers, with N. W. Ayer, Philadelphia, appointed group creative director. **Leonard J. Sturba,** media planner, Ted Bates, New York, joins N. W. Ayer, New York, as media buyer.

John Murray, associate creative director, Needham, Harper & Steers, New York division, appointed creative director there.

Garry D. Greenberg, with KVOA-TV Tucson, Ariz., appointed general sales manager.

Robert Regalbuto, local-regional sales manager, WPTV(TV) Palm Beach, Fla., appointed general sales manager.

Douglas G. Clark, sales manager, Television Advertising Representatives, Chicago, appointed sales manager, KPIX(TV) San Francisco.

Peter James McNee Jr., national-regional sales manager, KWTX-AM-TV Waco, Tex., joins KLTV(TV) Tyler and KTRE-TV Lufkin, both Texas, in same capacity.

James Anderson, with WTMJ-TV Milwaukee, joins WVTV(TV) there as local sales manager.

Alice Stamatis, manager of Western sales service, ABC-TV, appointed manager of nighttime sales service for network, succeeding **Harold Geary,** who becomes director of nighttime sales service.

Ronald Ross, associate creative director, Young and Rubicam, Los Angeles, joins Carson/Roberts, agency there, as creative supervisor.

Joseph F. Isler, Southern region manager of advertising and merchandising services, Jos. Schlitz Brewing Co., Milwaukee, named manager of special assignments in marketing administration for firm. He is succeeded by **James E. Olsen,** district sales manager for Schlitz in Phoenix.

Jerry Zarin, VP-marketing, Responsive Data Processing Corp., Mt. Kisco, N.Y., joins Ruben Kleidman Research there, product-market testing and consumer-research firm, as executive VP.

Arthur Schiff, copy supervisor, and **Richard Berg,** art group head, Bo Bernstein & Co., Providence, R.I., agency, appointed associate creative directors.

Steve Bossin, with WNCR-FM Cleveland, appointed co-sales manager and account executive.

Theodore Smith, media planner, Clinton E. Frank, Chicago, appointed media group supervisor.

Barbara Parker, formerly media buyer, Doremus & Co. and McCann Erickson, New York, and **Thomas W. Brander Jr.,** with Sudler & Hennessey, New York agency, appointed media buyers, Sudler & Hennessey.

Curt Hanson, with KFMB-AM-FM San Diego, appointed local sales manager.

Norman Schrutt, with WKBW(AM) Buffalo, N.Y., appointed local sales manager.

Media

Bailey K. Howard, president of Field Enterprises, Chicago newspaper publisher and owner of WFLD-TV there, named chairman and chief executive officer. He will remain as president of newspaper division. **James E. Fletcher,** executive VP, finance, will succeed Mr. Howard as president.

Robert P. Buford, general sales manager, KLTV(TV) Tyler, Tex., appointed executive VP and general manager succeeding **Marshall Pengra.**

Gordon P. Copeland, sales and operations manager, WRDU-TV Durham-Raleigh, N.C., appointed station manager.

Phillip Parmalee, with KCFW-TV Kalispell, Mont., appointed station manager succeeding Lynn H. Koch, appointed general manager, KMVT(TV) Twin Falls, Idaho.

Jack Timmons, KWKH-AM-FM Shreveport, elected president, Louisiana Association of Broadcasters. **George Crouchet,** KPEL-AM-FM Lafayette, elected president-elect; **Allan Stoll,** KBCL-AM-FM Shreveport, elected radio VP; **Bill Patton,** KATC(TV) Lafayette, elected TV VP, and **John Vath,** WSMB(AM) New Orleans, elected treasurer.

Mark Smith, general manager, KLAS-TV Las Vegas, elected president, Nevada Broadcasters Association. **Ed Tabor,** senior VP, KORK-TV Las Vegas, elected VP for television; **Lorraine Walker,** general manager, KCBN(AM) Reno, elected VP for radio, and **Phil Rose,** general manager, KOLO(AM) Reno, elected secretary-treasurer. **Ted Oberfelder,** retired broadcaster, appointed executive secretary.

Walter H. R. Mohr, director of development, Wilkes College, Wilkes-Barre, Pa., joins WVIA-TV Scranton, Pa., in similar capacity.

William J. McCarter, VP and general manager, noncommercial WETA-TV Washington, elected to executive board of directors, National Association of Educational Broadcasters, Washington.

Wallace L. Yelverton, director, Rahall Communications, St. Petersburg, Fla., and president of EBS Tax Services, subsidiary of Rahall, elected VP of parent firm.

Les Guyant, director of research, KCMO-AM-TV and KFMU(FM) Kansas City, Mo., appointed director of research, Meredith Radio division of Meredith Broadcasting, owner of stations.

William C. Chadwick, formerly VP and general manager, KBNO(FM) Houston, joins KRDS(AM) Tolleson, Ariz., as general manager.

Dr. Howard J. Wetstone, trustee of Connecticut Educational Television Corp., Hartford, elected chairman of board of trustees. He succeeds **Roland H. Lange,** who remains trustee.

Jim Hooker, manager, WSVP(AM) West Warwick, R.I., named VP and general manager of station.

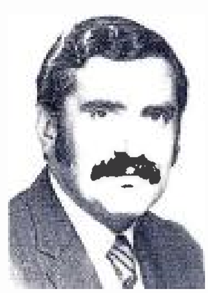
Sheldon Peterson, on executive assignment with Time-Life Broadcasting, New York, rejoins Time-Life-owned KLZ-AM-FM Denver, as administrative assistant to president and general manager.

Chris Martin, sales manager, WHRL(FM) Albany, N.Y., appointed manager.

Michael D. Ralson (David Michaels) with Western Washington State College, Bellingham, joints Baylor University, Waco, Tex., as instructor in radio-TV-film and general manager of Baylors' noncommercial KWBU(FM).

John Oresic, formerly educational director, cable systems division, Jerrold Electronics, Philadelphia, appointed manager, CATV of Elizabeth, Elizabeth, N.J.

Programing


Mr. Horowitz

Norman Horowitz, director, international sales, CBS Enterprises, New York, joins Screen Gems International there, international production and distribution arm of Screen Gems, as VP in charge of sales.

Edward K. Cooper, formerly production consultant, CBS, New York, joins Warner Bros. Television there as director of film operations.

Tom Martin, E.U.E., Hollywood,

elected president, West Coast branch, Videotape Production Association. **Bradley Kemp,** Technicolor, Hollywood, elected VP.

William Singleton, head of own law firm in Las Vegas, elected VP and assistant to president, MGM, Culver City, Calif.

Jean-Louise Landry, coordinator, public relations, WRC-TV Washington, appointed administrator, production.

Klaus J. Lehman, formerly manager of program business affairs, ABC International, joins Telcom Associates, New York, as general program executive-international division.

Michael Button, assistant manager in charge of production and music, KNBR-AM-FM San Francisco, named program manager.

Nat Nathanson, central division manager, 20th Century Fox, Los Angeles, named Eastern sales manager, Four Star-Excelsior Releasing Co., Culver City, Calif. Mr. Nathanson will headquarter in Chicago.

John Hopkins, with WLWI(TV) Indianapolis, joins noncommercial WCAE(TV) St. John, Ind., as production director.

Jacqueline Chaparro, with San Diego State College, named director of educational projects, Ken Snyder Enterprises, Hollywood, producer of children's series and learning segments for *Sesame Street.*

Skip Painton, formerly producer-director, WNBC-AM-FM New York, joins CATV of Elizabeth, Elizabeth, N.J., as program director.

Bill Minson, formerly regional coordinator of Young New Yorkers for Rockefeller, joins WMCA(AM) New York as producer.

Don Anti, music director, KFI(AM) Los Angeles, named production coordinator, KNBR(AM) San Francisco.

Lillian Gallo, program executive, 20th Century-Fox Television, Los Angeles, joins ABC Circle Films there as production assistant.

News

Ted Kavanau, executive producer, *10 O'Clock News,* WNEW-TV New York, appointed VP and news director of station.

T. A. (Red) Brown, with WDEF-AM-FM-TV Chattanooga, appointed news director. He succeeds **Rich Buddine,** appointed to similar position at WSLS-AM-FM-TV Roanoke, Va. All are Roy Park stations.

Peter Maer, newsman, WIBV(AM) Belleville, Ill., appointed news director.

Jim Kennedy, formerly manager, WMIR(AM) Burlington, Wis., rejoins station as news director.

Bob Moore, with Metromedia Radio, Washington, joins WBBM-AM-FM Chicago as newsman-anchorman.

Michele Clark, in Columbia University, New York, program in broadcast and print journalism for members of minority groups, joins WBBM-TV Chicago as writer-reporter.

Alfred C. Warlick, production coordinator, WCAU-TV Philadelphia, joins WBTV(TV) Charlotte, N.C., as news reporter.

Bob Hagen, news director, WCFL(AM) Chicago, **Evelyn Kanter,** broadcast commentator, AP, New York, **William E. Rees,** newsman, KQV(AM) Pittsburgh, **Linda Sutter,** former writer, producer and air personality, NBC Radio, New York, and **Phil Tucker,** former newsman, WNEW-AM New York, all join WMCA(AM) New York, as news reporters.

Martha McClatchie, NBC News, Chicago, joins WIND(AM) there as news writer-producer.

Harry Homewood, syndicated commentator on Midwest noncommercial stations, joins WAIT(AM) Chicago as executive head of news department. He continues noncommercial activities.

Sol Bress, cameraman, ABC-TV News, New York, joins WPIX-TV there in same capacity.

Promotion

Benjamin I. French Jr., formerly manager, news and information, RCA's consumer electronics activity, appointed director, consumer relations, for RCA. He will coordinate from corporate level all consumer-relations activities throughout firm's divisions and subsidiaries.

Mike Byrne, director of promotion and merchandising, WOW-AM-FM-TV Omaha, appointed director of promotion, Meridith Radio division of Meridith Broadcasting, owner of WOW stations.

Charles Jackson, retired from U.S. Air Force information services, appointed administrator, press and publicity, KNBC(TV) Los Angeles.

Jon J. Hirshberg, sales manager, WKGO(AM) Morgantown, W. Va., joins WEEI-AM-FM Boston as manager, information services. He will be responsible for radio sales promotion and research.

Fernando Del Rio, deputy executive director, Cabinet Committee on Opportunities for Spanish speaking, Washington, D.C., joins KHJ-TV Los Angeles as director of public affairs.

Alfred J. Brassard, promotion manager, WJAR-TV Providence, R.I., also named community affairs director.

Doug Stewart, with engineering and operations departments, KCRA-TV Sacramento, Calif., named producer-writer in audience promotion.

Equipment & engineering

Mr. Clancy

William E. Clancy, formerly president of First Illinois Cable TV, subsidiary of JFD Electronics, Brooklyn, N.Y. (multiple-CATV owner), and VP-marketing, JFD, elected VP of sales for Laser Link, New York. He will supervise sales of airlink system equipment for CATV.

Dr. Peter C. Goldmark, CBS Laboratories, New York, awarded Progress Medal of Society of Motion Picture and Television Engineers for 1970, given annually for technical contributions to progress of engineering phases of motion picture and/or television industries.

Albert L. Nickerson, retired chairman, Mobil Oil, elected director of Raytheon, Lexington, Mass.

William E. Stone, VP and chief engineer, Unicom Inc., New York, joins AEL Communications, Lansdale, Pa., as consulting specialist. He will be involved with CATV systems design and construction.

Art Brearly, audio control engineer, and **Ken Hicks,** master control engineer, both with NBC-TV Burbank, Calif., retire after 30 and 40 years, respectively, with NBC.

Roy Huberty, chief engineer for WLS-AM-FM Chicago and manager of technical operations for ABC there, resigns.

Dennis Evans, formerly field engineer, Jerrold Electronics, Philadelphia, joins CATV of Elizabeth, Elizabeth, N.J., as systems engineer.

James J. Shmatis, with Vikoa, Hoboken, N.J., appointed director of corporate advertising and technical publications.

Allied fields

Robert Pitofsky, New York University Law School professor, named director of Federal Trade Commission's Bureau of Consumer Protection. Bureau was created in FTC reorganization that became effective July 1 (BROADCASTING, June 15). Professor Pitofsky was counsel to American Bar Association's commission to study FTC.

Louis Hausman, one-time CBS VP, director of Television Information Office, New York, from its inception in 1959 to 1962, later NBC VP, and for past three years in governmental and foundation posts in Washington, named special consultant to American Council on Education, Washington.

Charles Jacobson, Frank McGuire, Peter Toso and **James Walsh,** all with Daniel Starch & Staff, New York, named VP's of firm.

Robert F. McGarvey, former manager and owner of KRUN(AM) Ballinger, Tex., joins SESAC, New York, music-licensing firm, as field representative.

James E. Sims, news director, WSOC-TV Charlotte, N.C., joins North Carolina Tuberculosis and Respiratory Disease Association, Raleigh, as state public relations director.

International

C. B. B. Wood, head of image-scanning section, studio group research, BBC, London, given Society of Motion Picture and Television Engineers Journal Award for 1970 for his paper, "Some Considerations in Television Broadcasting of Color Film" published in journal of SMPTE.

D. V. Covey, executive editor, Broadcast News Ltd., Montreal, Canadian news service, appointed assistant general manager.

Deaths

Milton F. Allison, 62, director of station services, CBS Radio Spot Sales, New York, died Sept. 25 of stroke. Mr. Allison began his broadcasting career in 1934 as director of radio for Skelly Oil, Kansas City, Mo. He then moved to WPEN(AM) Philadelphia and WLWT(TV) Cincinnati, holding several executive positions there. He joined CBS in 1949 serving as Eastern sales manager and general manager before taking over his most recent position in 1959. Survivors include his wife, Lucile, and two daughters.

Jessie Ball duPont, 86, third wife of late industrialist Alfred duPont, and founder of Alfred I. duPont Awards Foundation, co-sponsor of duPont-Columbia Survey and Awards for broadcast journalism, died Sept. 26 at Nemours, family estate near Wilmington, Del., of pneumonia. She is survived by daughter and three stepchildren.

Edward Everett Horton, movie and television actor, died Sept. 30 in Encino, Calif. He was star of series of Broadway hits, TV appearances and more than 100 movies. He last regularly appeared on television in *F Troop* and as voice-over in animated *Rocky and his Friends*. He is survived by his sister and two brothers.

William J. Watts, senior VP, SSC&B, New York, died Sept. 2 at New Rochelle (N.Y.) Medical Center. He is survived by his wife, Marie, son and daughter.

Gilbert Seldes, 77, author and critic, and in 1937 CBS director of television, died of heart attack at his home in New York. He left CBS post while medium was still in experimental stages. He is survived by son and daughter.

Edwin Fletcher Jones, 30, programing coordinator, KPFK(FM) Los Angeles, died Sept. 12 in Los Angeles. He is survived by his wife, Fay, and four children.

Perc Westmore, 65, Hollywood make-up artist who beautified 2,500 women into *Queen for a Day* on original TV series of that name, died Sept. 30 of heart attack in North Hollywood, Calif. He had developed make-up techniques for movies in twenties and thirties. He is survived by his wife, Ola.

James Fisher, 58, British author and broadcast-lecturer on nature and wildlife, died Sept. 29 of injuries sustained in automobile accident. He made over 700 radio broadcasts and 200 appearances on TV.

Ray A. Furr, 66, former executive, WAPI-AM-FM-TV Birmingham, Ala., and director of public information, Mississippi State College for Women, Columbus, died Sept. 19 following lengthy illness. He is survived by his wife and two sons.

ForTheRecord ®

As compiled by BROADCASTING, Sept. 22 through Sept. 29 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. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Final action

■ Leesburg, Fla.—Heard Broadcasting Inc. Broadcast Bureau granted UHF ch. 55; ERP 221.4 kw vis., 56.5 kw aur. Ant. height above average terrain 344 ft.; ant. height above ground 301 ft. P.O. address: Box 799, Leesburg. First-year operating cost $200.000; revenue $240,000. Geographic coordinates 28° 49' 00" north lat.; 81° 46' 45" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-27DH. Legal counsel Mr. Warfield; consulting engineer Richard R. Hogsbro, both Leesburg, Fla. Requests waiver of Sec. 73,613 (b) of rules. Principals: Robert E. Warfield Jr., president; H. James Sharp, executive vice president; D. Richard Mead Jr., director, and Edwin Mead, vice president and treasurer. All principals own WLBE(AM) Leesburg, Fla. Action Sept. 22.

Actions on motions

■ Chief, Broadcast Bureau, on request by Vue-Metrics Inc., extended through Oct. 5, time to file comments and through Oct. 15, time to file reply comments to notice of proposed rulemaking adopted June 17 in amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Sept. 22.

■ Office of Opinion and Review in Cheyenne, Wyo. (Frontier Broadcasting Co.), TV proceeding, granted request by applicant and extended to Oct. 5 time to reply to Broadcast Bureau's comments on petition for reconsideration (Doc. 18797). Action Sept, 22.

■ Hearing Examiner Lenore G. Ehrig in Greens-

PROFESSIONAL CARDS

SERVICE DIRECTORY

Summary of broadcasting

Compiled by FCC, Sept. 1, 1970

	On Air			Total	Not On Air	Total
	Licensed	STA*	CP's	On Air	CP's	Authorized
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	112[2]	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.

burg, Pa. (Western Broadcasting Corp. and Warman Communications Inc.), TV proceeding, scheduled procedural dates and postponed hearing to Jan. 19, 1971 (Docs. 18938-9). Action Sept. 23.

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott T.V. Booster Club Inc.), TV proceeding, granted request by H & B Communications Corporation, party in proceeding and suspended procedural dates and hearing date of Nov. 10; further ordered parties to continue technical tests and to report to examiner by Oct. 30, steps that have been taken to rectify conditions that currently prevent running of technical tests, in order that further new procedural dates may be established (Docs. 18817-8). Action Sept. 25.

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co., et al.), TV proceeding, granted petition for leave to amend application to reflect change in residence of one of principals (Docs. 18295, 18297-8 and 18300). Action Sept. 21.

■ Hearing Examiner Isadore A. Honig in Cheyenne, Wyo. (Frontier Broadcasting Co.), TV proceeding, granted request by applicant and extended exhibit exchange date to Oct. 5; granted request by applicant and extended to Oct. 5, time to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797). Actions Sept. 22.

Call letter application

■ Channel Seventeen Inc., Columbia, Mo.—Requests KCBJ-TV.

Existing TV stations

Final actions

■ WLCY-TV Largo, Fla.—FCC denied request by WLCY-TV Inc., licensee, for review of review board decision denying application for CP to change ant. site and increase tower height (Doc. 17051). Action Sept. 23.

■ KOLN-TV Lincoln, Neb.—Broadcast Bureau granted license covering permit which authorized installation of auxiliary trans. and ant. at main studio location. Action Sept. 16.

■ *WBGU-TV Bowling Green, Ohio—FCC granted requests of Bowling Green State University, licensee, for waiver of rules and for authorization for WBGU-TV to accompany vis. transmission with music during breaks in in-school programing schedule. Action Sept. 23.

■ WFIL-TV Philadelphia — Broadcast Bureau granted license covering CP for change in auxiliary trans. and ant. Action Sept. 17.

■ *WMVT(TV) and *WMVS(TV), both Milwaukee—Broadcast Bureau granted mod. of license covering change in name to District 9 Area Board of Vocational Technical and Adult Education. Action Sept. 22.

Actions on motions

■ Office of Opinions and Review in Jackson, Mich. (Jackson Television Corp. [WKHM-TV]), TV proceeding, granted request by Broadcast Bureau and extended to Oct. 2, time to file responsive pleadings (Doc. 18699). Action Sept. 22.

■ Hearing Examiner Herbert Sharfman in Miami (Post-Newsweek Stations, Florida Inc. [WPLG-TV] and Greater Miami Telecasters Inc.), TV proceeding, subject to action on applicants' joint petition for approval of agreement, ordered prehearing conference rescheduled to Nov. 5 (Docs. 18889-90). Action Sept. 22.

Initial decision

■ Hearing Examiner Basil P. Cooper in Boston proposed grant of application of Integrated Communication System Inc. of Massachusetts for additional time to construct WREP-TV Boston and mod. of WREP-TV's CP to change trans. site, increase tower height and make other changes including placing ant. on existing tower in Needham, Mass., on which ants. of WSBK-TV and WKBG-TV, both Boston, are currently located (Docs. 18338, 18339). Ann. Sept. 23.

Rulemaking petition

■ Edmund G. Brown Jr., Los Angeles—Requests issuance of rulemaking requiring TV licensees to afford reasonable opportunity to legally qualified candidates for statewide public office to present views on issues of public importance. Ann. Sept. 25.

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 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WJHG-TV Panama City, Fla. (WJHG-TV Inc.) Amendment dated June 2, 1970, reduces network rate to $281 effective Dec. 2, 1970.

■ WALB-TV Albany, Ga. (WALB-TV Inc.). Amendment dated June 1, 1970, reduces network rate to $538 effective Jan. 1, 1971.

■ WBOC-TV Salisbury, Md. (WBOC Inc.) Contract dated May 22, 1970, replaces one dated Jan. 19, 1968; effective April 15, 1970, to Jan. 1, 1971. First call right. Network rate, $250; effective Oct. 4, 1970, $300; compensation paid at 30% prime time.

■ KRCG(TV) Jefferson City, Mo. (Mid-America Television Co.) Amendment dated Aug. 7, 1970, reduces network rate by 6½% effective Jan. 1, 1971.

■ KOAT-TV Albuquerque, N.M. (KOAT-TV Inc.) Contract dated July 28, 1970, replaces one dated Aug. 22, 1967; effective July 30, 1969, to July 30, 1971. First call right. Programs delivered to KTVK-TV Phoenix. Network rate, $475; $459 effective Dec. 1, 1970; compensation paid at 33.67% prime time.

■ WAKR-TV Akron, Ohio (Summit Radio). Amendment dated Aug. 7, 1970, reduced network rate from $150 to $100 effective Jan. 1, 1971.

■ WJET-TV Erie, Pa. (Jet Broadcasting, Inc.) Amendment dated March 1, 1970, increases network rate from $225 to $250 effective Sept. 1, 1970.

CBS

■ Formula: Same as ABC.

■ WRBL-TV Columbus, Ga. (Columbus Broadcasting Inc.). Amendment dated Aug. 19, 1970, increases network rate from $655 to $705 effective Feb. 14, 1971.

■ KPAX-TV Missoula, Mont. (Garryowen Butte TV Inc.). Contract dated Aug. 6, 1970; effective May 8, 1970 to Jan. 31, 1972 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. No network rate; no compensation.

New AM stations

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in West Branch, Mich. (Ogemaw Broadcasting Co.), AM proceeding, ordered hearing held in abeyance; further prehearing conference will be scheduled at conclusion of commission's primer inquiry, Doc. 18774 (Doc. 18835). Action Sept. 22.

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, ordered parties to have until close of business Sept. 30, to file oppositions or comments to petition for leave to amend application filed by Media Inc. on Sept. 15 (Docs. 18768-9). Action Sept. 21.

■ Hearing Examiner Millard F. French in Natick, Mass., (Home Service Broadcasting Corp. and Natick Broadcasting Associates Inc.), AM proceeding, granted motion by Natick Broadcasting Associates Inc. and rescheduled procedural dates; scheduled hearing for Nov. 23 (Docs. 18640-1). Action Sept. 21.

■ Chief Hearing Examiner Arthur A. Gladstone in Honolulu (Hawaiian Paradise Park Corp.), AM proceeding, scheduled hearing for Nov. 24 at McCully-Moiliili Public Library auditorium, 2211 South King Street, Honolulu (Doc. 18819). Action Sept. 23.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.), AM proceeding, granted petition by Central DuPage County Broadcasting Co. to show that Enstrom brothers (Central DuPage) are financially qualified both to effectuate instant proposal for Wheaton, Ill., and to purchase and operate KBMY Billings, Mont., for which assignment application was filed July 29, (Docs. 16965-6). Action Sept. 18.

■ Hearing Examiner Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.). AM proceeding, corrected Sept. 10 prehearing conference transcript (Doc. 18888). Action Sept. 24.

Designated for hearing

■ St. Lucie Broadcasting Co., Fort Pierce, Fla.—FCC set for hearing application for new AM on 1070 khz, 1 kw-D; dismissed petition for reconsideration of March 1, 1967, dismissal of originally tendered application. Actions Sept. 23.

■ Flora, Ill.—FCC set for hearing mutually exclusive applications of Doyle Ray Flurry and Virginia Broadcasting Corp. for CP's for new D AM's on 1530 kw at Flora. Action Sept. 23.

■ Eupora and Tupelo, both Miss.—FCC set for hearing, mutually exclusive applications of Tri County Broadcasting Co., Eupora, and Radio Tupelo, Tupelo. Action Sept. 23.

Existing AM stations

Final actions

■ KZSU Stanford, Calif.—Broadcast Bureau permitted remote control. Action Sept. 18.

■ WCOA Pensacola, Fla.—Broadcast Bureau granted license covering auxiliary trans. Action Sept. 17.

■ WLBS Centreville, Miss.—FCC denied waiver of commission's AM "freeze". Application by E. Al Robinson, licensee, to increase power and change ant.-trans. and station location from Centreville to Gloster, both Miss., has been returned as unacceptable for filing. Action Sept. 23.

■ WZIP Cincinnati—FCC granted application by Zanesville Publishing Co., licensee, to change facilities and request for waiver of rules which prohibits acceptance of application which creates new short-spacing. Action Sept. 23.

■ WHHH Warren, and WNIO Niles, both Ohio —FCC denied request by Trumbull county, Ohio, branch of National Association for the Advancement of Colored People, asking for 30-day extension of Sept. 1 deadline to permit it to file petitions to deny license renewals of WHHH and WNIO. Action Sept. 23.

■ WPRO Providence, R.I.—Broadcast Bureau permitted remote control. Action Sept. 25.

■ WANS Anderson, S.C.—Broadcast Bureau granted CP to change ant. system; condition. Action Sept. 23.

■ WVJP Caguas, Puerto Rico—Broadcast Bureau granted CP to install new alternate main trans. Action Sept. 23.

Actions on motions

■ Office of Opinions and Review in Milton, Fla. (Milton Broadcasting Co.), renewal of license of WEBY, granted request by applicant and extended to Oct. 2, time to file responses to Broadcast Bureau's exceptions to initial decision and Broadcast Bureau's brief in support of exceptions (Doc. 17613). Action Sept. 21.

■ Hearing Examiner Frederick W. Denniston in Safford, Ariz. (Al G. Stanley [KATO] and Tri-County Broadcasting), AM proceeding, set procedural dates and postponed hearing to Nov. 9 (Docs. 18936-7). Action Sept. 22.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Inc.), renewal of license of WVLK, granted motion by applicant and continued hearing to Oct. 26 (Doc. 18285). Action Sept. 22.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.), AM proceeding, granted petition by DuPage County Broadcasting Inc. for leave to amend application to reflect pendency of application for commission consent to assignment of WCKD Ishpeming, Mich., and to up-date DuPage County application with respect to other broadcast interests of Mr. Frank Blotter, president (Docs. 16965-6). Action Sept. 24.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, scheduled further prehearing conference for Sept. 29 to discuss request of Puget Sound Committee for production of documents and objections received by KAYE, and also to discuss interrogatories served on KAYE by Broadcast Bureau on Sept. 25 (Doc. 18929). Action Sept. 28.

■ 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 change financial showing to meet designated issue (Docs. 18901-2). Action Sept. 22.

Fines

■ WFPM Fort Valley, Ga.—FCC relieved Rocket Media Inc., licensee, of liability for $2,000 forfeiture, set by notice of May 16 for willful or repeated violation of terms of license in that WFPM began operating 30 minutes prior to time specified in license. Action Sept. 23.

■ KGW Portland, Ore.—FCC notified King Broadcasting Co., licensee, of apparent liability forfeiture of $500 for broadcasting commercial announcements without proper sponsorship identification. Action Sept. 23.

Call letter action

■ KJWE, Suburban Broadcasters, Burien, Wash. —Granted KQIN.

Designated for hearing

■ WRMF Titusville, Fla.—FCC set for hearing application by WRMF Inc. to change facilities from 1050 khz, 500 w-D to 1060 khz, 5 kw-N, 10 kw-DA-LS. Action Sept. 23.

■ WMRE Monroe, Ga.—FCC set for hearing application of Walton Broadcasting Co. for renewal of license of WMRE. Action Sept. 23.

■ WMNZ Montezuma, Ga.—FCC designated for hearing application of Macon County Broadcasting Co. for renewal of license of WMNZ in order and notice of apparent liability. Action Sept. 23.

New FM stations

Applications

■ Troy, Ala.—Troy Radio Inc. seeks 104.9 mhz, 3 kw. Ant. height above average terrain 120 ft. P.O. address: P.O. Box 516, Troy 36081. Estimated construction cost $23,961.70; first-year operating cost $41,301.75; revenue $48,000. Principals: Albert G. Goree, president (50%), Ora M. Goree, secretary (25%), and Albert H. Goree, treasurer (25%). A. G. Goree was formerly with WARI-AM-FM Abbeville, Ala. A. H. Goree is cattle farmer. Ann. Aug. 28.

■ Fort Smith, Ark.—Magamedia seeks 93.7 mhz, 100 kw. Ant. height above average terrain 306 ft. P.O. address: P.O. Box 4, Glen Haven Drive, Fort Smith 72901. Estimated construction cost $93,-125.60; first-year operating cost $23,340; revenue $42,000. Principals: Fred H. Baker, sole owner. Mr. Baker owns engineering management consultant firm. Ann. July 31.

■ Murphysboro, Ill.—WINI seeks 104.9 mhz, 3 kw. Ant. height above average terrain 120 ft. P.O. address: P.O. Box 678, Murphysboro 62966. Estimated construction cost $9,500; first-year operating cost $9,000; revenue $12,500. Principals: Dale H. Adkins, et al. Ann. Sept. 3.

■ West Frankfurt, Ill.—Pyramid Radio Broadcasting and Television Inc. seeks 106.3 mhz, 3 kw. Ant. height above average terrain 165 ft. P.O. address: P.O. Route 37, South, West Frankfurt, Ill. 62896. Estimated construction cost $21,995; first-year operating cost $27,955; revenue $25,000. Principals: Ardis G. Smith (27%), G. W. Lambert (16%), Leonard Goebel Patton (15%), et al. Mr. Smith is general manager of WFRX(AM) West Frankfurt. Mr. Patton holds interest in insurance agency. Ann. July 23.

■ Colby, Kan.—Colby Community Junior College seeks 88.9 mhz, 3 kw. Ant. height above average terrain 261.4 ft. P.O. address: 1255 South Range, Colby 67701. Estimated construction cost $48,-466.64; first-year operating cost $7,500; revenue none. Principals: Jack W. Fitzsimmons, chairman, board of trustees, et al. Ann. Sept. 10.

■ Springvale, Me.—Masson College seeks 91.1 mhz, 10 w. Ant. height above average terrain minus 81 ft. P.O. address: Masson College, Springvale 04083. Estimated construction cost $2,125; first-year operating cost $1,600; revenue none. Principals: Peter Smith, station manager, et al. Ann. Sept. 10.

■ Medford, Mass.—Tufts University seeks 91.5 mhz, 10 kw. Ant. height above average terrain 75 ft. P.O. address: c/o Tufts University, Box 65, Medford 02153. Estimated construction cost $2,506; first-year operating cost $3,730; revenue none. Principals: Dr. Louis Berger, college president, et al. Ann. Aug. 19.

■ Durant, Okla.—Electronics technology department. Southeastern State College seeks 91.9 mhz, 10 w. Ant. height above average terrain 330 ft. P.O. address: College Boulevard, Durant 74701. Estimated construction cost $6,700; first-year operating cost $500; revenue none. Principals: Leon Nibbs, university president, et al. Ann. July 31.

Final actions

■ Carmel, Calif.—Monterey Bay Area Media. Broadcast Bureau granted 101.7 mhz, 62.5 w. Ant. height above average terrain 591 ft. P.O. address: Carmel Valley Road and Dorris Avenue, Carmel 93921. Estimated construction cost $43,-759.68; first-year operating cost $38,280; revenue $42,200. Principals: L. E. Johnson Jr., president (21.4%), William M. Oates, vice president (14.3%), et al. Mr. Johnson is assistant secretary-assistant treasurer of Salinas, Calif., insurance and real estate company. Mr. Oates has interest in several motels in California. He also has interest in wine shop, apartments, restaurant and Yuma, Ariz. real estate development firm. Action Sept. 21.

■ Decatur, Ill. — Millikin University, Broadcast Bureau granted 89.9 mhz, 10 w. Ant. height above average terrain 95 ft. P.O. address: 1184 West Main Street, Decatur 62522. Estimated construction cost $7,836.96; first-year operating cost $500; revenue none. Principals: Jack O'Riley, co-chairman, Student Senate Radio committee, et al. Action Aug. 15.

■ Marion, Ill.—3-D Communications Corp. Broadcast Bureau granted 107.1 mhz, 3 kw. Ant. height above average terrain 153 ft. P.O. address: 900 Boston Road, Marion 62959. Estimated construction cost $5,523.95; first-year operating cost $13,-280; revenue $36,000. Principals: Dennis F. Doelitzsch, president (28%), Stephen W. Schmidt, vice president-operations (25%), Floyd E. Crowder, vice president-general counsel (20%), Elmer F. Doelitzsch, vice president-sales (14%), and Nettie E. Doelitzsch, secretary-treasurer (13%). D. F. Doelitzsch is employe of WGSY(AM) Peru, Ill. Mr. Schmidt is program director for WCBW(AM) Columbia, Ill. Mr. Crowder owns law firm, land and farming interests. E. Doelitzsch is auto parts salesman. Action Sept. 21.

■ Canton, N.J.—Jersey Information Center Inc. Broadcast Bureau granted 101.7 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Dr. Vernon H. Baker, Box 889, Blacksburg, Va. 24060. Estimated construction cost $25,032; first-year operating cost $9,310; revenue $12,500. Principals: Vernon H. Baker, president, and Virginia L. Baker, secretary-treasurer (95% and 5% respectively). Principals own WJIC(AM) Salem, N.J., 75% and 15% respectively, of WGIC(AM) and WBZI(FM) both Xenia, Ohio, of WBLU(AM) Salem, Va., and of Greene County Cable Co., Xenia, CATV systems. They also own real estate firm. Mr. Baker owns WEYR-FM Tasley, Va., and 45% of applicant for CP for new AM at Smithfield, Va. Action Sept. 23.

■ Morrow, Ohio—Little Miami local schools. Broadcast Bureau granted 88.1 mhz, 10 w. Ant. height above average terrain 200 ft. P.O. address: 605 Welch Road, Morrow 45152. Estimated construction cost not indicated; first-year operating cost $15,200; revenue none. Principals: Arch. F. Hildebrant, president, board of education, et al. Action Aug. 11.

■ McAllen, Tex.—Rio Grande Family Radio Fellowship Inc. Broadcast Bureau granted 96.9 mhz, 77 kw. Ant. height above average terrain 235 ft. P.O. address: c/o Rio Grande Family Radio Fellowship, McAllen 78501. Estimated construction cost $19,546; first-year operating cost $24,367; revenue $14,268.55. Principals: John A. Pankratz, president, et al. Action July 28.

■ Beckley, W. Va.—Waldron Broadcasting Co. Broadcast Bureau granted 103.7 mhz, 50 kw. Ant. height above average terrain 360 ft. P.O. address: Box 1063, Beckley 25801. Estimated construction cost $46,637.90; first-year operating cost $20,000; revenue $35,000. Principals: Thomas Marion and Maxine N. Waldron, president (99%) and secretary-treasurer (1%), respectively. Principals own WCIR(AM) Beckley. Action Sept. 25.

Actions on motions

■ By Office of Opinions and Review in Washington. (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, granted request by Pacifica Foundation and extended to Sept. 25, time to file application for review of Review board's memorandum opinion and order released Sept. 15, granting Broadcast Bureau's petition for enlargement of issues (Docs. 18634-5). Action Sept. 23.

■ Hearing Examiner Basil P. Cooper in Fairmont, Minn. (KNUJ Inc.), FM proceeding, granted petition by applicant; dismissed application with prejudice and terminated proceeding (Doc. 18829). Action Sept. 22.

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, on request by Glenn West, postponed further prehearing conference to Oct. 20 (Docs. 17916-7). Action Sept. 25.

■ Hearing Examiner Millard F. French in Huntington, W. Va. (Christian Broadcasting Association Inc.), FM proceeding, granted petition by applicant for clarification of issues and death of principal does not necessitate submission of new suburban issue evidence (Doc. 18439). Action Sept. 21.

■ Chief Hearing Examiner Arthur A. Gladstone in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, cancelled Sept. 24 hearing, subject to further order of presiding officer Jay A. Kyle (Doc. 17885). Action Sept. 21.

■ Hearing Examiner Herbert Sharfman in Wailuku, Hawaii (John Hutton Corp. and Kirk Munroe). FM proceeding, rescheduled prehearing conference for Nov. 4 (Docs. 18991-2). Action Sept. 17.

Other actions

■ FCC denied application by Chief, Broadcast Bureau, asking for review of review board action reversing hearing examiner's ruling on scope of issue in proceeding involving mutually exclusive applications of Harrison Radio Inc., Corydon, and Lankford Broadcasting Co., New Albany, both Indiana, and Radio 900 Inc., Louisville, Ky., for new FM at Louisville (Docs. 18636-38). Action Sept. 23.

■ West Frankfort, Ill.—FCC denied request by Pyramid Radio Broadcasting and Television Co. for waiver of Rules (short-spacing requirements) and afforded 30 days to amend application for CP for new FM. Action Sept. 23.

Rulemaking petition

■ Bromo Communications, Mableton, Ga.—Requests amendment of FM table of asignments to add ch. 298 at Brunswick, Ga. Ann. Sept. 25.

Call letter applications

■ Vincennes University, Vincennes, Ind.—Requests *WVUB(FM).

■ New England College, Henniker, N.H.—Requests *WNEC-FM.

■ Eagle Pass Broadcasters Inc., Eagle Pass, Tex. —Requests KINL(FM).

Call letter actions

■ Chattahoochee Broadcasting Co., Phenix City, Ala.—Granted WLXE(FM).

■ El Camino Broadcasting Co., San Clemente, Calif.—Granted KAPX(FM).

■ Pleasant Broadcasting Co., Mt. Pleasant, Iowa —Granted KILJ(FM).

Designated for hearing

■ Satellite Beach and Melbourne, both Fla.—FCC set for hearing mutually exclusive applications of William H. Brown and Cape Canaveral Broadcasters Inc. for CP's for new FM on 107.1 mhz. Action Sept. 23.

■ Anderson, Ind.—FCC set for hearing mutually exclusive applications of White River Radio Corp., Eastern Broadcasting Corp. and Broadcasting Inc. of Anderson, all for new FM on 97.9 mhz in Anderson. Action Sept. 23.

■ Omaha—FCC set for hearing mutually exclusive applications of Charles F. Heider and Pier San of Nebraska Inc. for CP's for new FM on 104.5 mhz in Omaha. Action Sept. 23.

Existing FM stations

Final actions

■ KPEN(FM) Los Altos, Calif.—Broadcast Bureau granted CP to install new alternate main trans. at main trans. location; condition. Action Sept. 21.

■ *KEDC-FM Northridge, Calif.—FCC granted petition for stay of action filed by Mexican American Communications Foundation, Los Angeles, opposing application of San Fernando State College for authority to increase facilities of KEDC-FM Northridge. Action Sept. 23.

■ KPPC-FM Pasadena, Calif.—Broadcast Bureau granted SCA on 67 khz. Action Sept. 22.

■ KLRO(FM) San Diego—Broadcast Bureau granted mod. of SCA to make changes in pro-

(Continued on page 79)

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. BROACASTING 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

NE local station . . NYS . . needs strong sales-station manager. Mail photo and full particulars. Box K-12, BROADCASTING.

Expanding radio group looking for manager and chief engineer with proven records for important medium market in northern Ohio. Salaries commensurate with ability. Send resume to Box K-61, BROADCASTING.

Help Wanted Sales

Call (312) 787-1267 in Chicago for a challenging sales position with broadcast service firm. $25,000.00 potential.

Announcers

Experienced DJ-announcer. Sports background helpful. Contemporary format. Must know pop music. Virginia city. Send tape, resume. Box J-147, BROADCASTING.

Pennsylvania fulltimer with easy listening format needs experienced announcer with first phone. Include tape & resume with reply. Box J-195, BROADCASTING.

Rock jock for Rock Mountain contemporary in beautiful city with great climate. Must be sharp on rock, reliable and stable. Tape and resume to Box J-199, BROADCASTING.

Medium market top 40 has immediate opening for experienced morning man, top ratings, top dollar. Send full resume and tape with air check, production and news, to Box J-246, BROADCASTING.

Maryland MOR has excellent position available for experienced announcer. Stable, mature person only. Send tape and resume. Box K-1, BROADCASTING.

Powerful soul station needs dynamic, intelligent air personality. Must be tight, have a 1st phone, and willing to accept responsibility. Send photo with resume and tape. Box K-13, BROADCASTING.

New Hampshire daytimer . . versatile announcer, news reader. Five days. Give complete details, salary requirements. Box K-19, BROADCASTING.

Winter in Arizone. Run a night rock show, sell afternoons. If you're stuck where you are, start going on up again with us. Written resume, photo, tape to: Willard Shoecraft, KIKO-NBC Globe, Miami, Arizona 85501.

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.

And the tapes just keep on coming. I have heard from every fake-Drake jock and broadcast school graduate in the country. All those that have applied to this point, "Attention." No! I need two long haired, weirdy, hippie freaks that can make the night time cook. If you're good, I'll pay. Send tape and resume to: Jeff Kaye, WKBW, Buffalo, New York.

Limited experience? Got a ticket? We'll give you your break. Rush tape and resume to WLOB, Portland, Me. 04101. Call 207-775-2336.

WSAF, West Florida's "good music" station is seeking an experienced, quality afternoon announcer. 1st phone and smooth delivery a must. Immediate opening. Tape and resume to Chuck Davis, Ops. Mgr., P.O. Box 338, Sarasota, Florida 33578. (813) 955-3308.

Have immediate opening for experienced only afternoon evening announcer. Must be able to run tight show, delivering news for number one area CBS affiliate five-KW station. Excellent benefits and salary. Send tape and resume to Jerry Schroeder, Program Director WSGW, Mason Building, Saginaw, Mich. 48607.

Afternoon drive man for adult MOR station. Professionals only. At least three years commercial radio experience and super production ability. Send air check, complete resume and salary requirements, to Budd Clain, P.D. WSPR, Springfield, Mass. 01103. An equal opportunity employer.

Announcers continued

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.

Wanted—announcer—lower Rio Grande Valley. Contact Edgar Clinton, 345 South 7th, Raymondville, Texas.

Nome, Alaska, 10KW . . . needs three experienced announcers to join in educational radio venture. Men with ideals. Must be single due to living accommodations. Audience 95% English speaking Eskimos in 50 remote villages. All new Collins equipment. Non salaried positions. All living expenses and travel paid. Minimum of one year service. Needed in December of 1970. Must have voice, delivery, personality and a great interest in helping others. All varieties of music format with educational fill. Station sponsored by Catholic Bishop of Northern Alaska. Must have excellent work and character references. Send "on air" tape, resume and photo. Contact Father Jim Poole, S.J., Box 101 Nome, Alaska.

1st phone . . . strong night man . . . must like to work . . . will join a stable crew . . . college town, good climate . . . send resume and tape Ken Rogers, Box 590, Silver City, N.M.

Technical

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.

Southeastern AM-FM-TV station offers above average salaries for engineers experienced in AM-FM-TV operation and maintenance. First class license necessary. First class engineer without experience will be considered. Reply must be complete with references, photograph and salary requirements. Reply Box J-198, BROADCASTING.

New owners, new plant soon under construction, need engineer, announcer in the only AM station, non-directional, in Temple, Texas. Must have common knowledge of electronics and run a tight contemporary top-40 board. Contact Don Chaney, KTEM Radio, Box 1230, Temple, Texas 76501.

News

Newsman—join top rated news staff at midatlantic MOR. Good voice, initiative and perspective a must. First rate facilities. Excellent fringe benefits. Local news is our bag. At least two years experience. Think you've got what it takes? Send resume and tape and recent photo. Equal opportunity employer. Box K-42, BROADCASTING.

Newsman with some experience. Must be able to write and air radio news in station awarded all top outstate news honors 1970; rated #1 in non-metro market. Send resume and tape to Gary Schmedding, KHMO, Box 711, Hannibal, Mo. 63401.

KRVN has immediate openings for morning news man, and evening DJ. Farm station going to 50,000 watts. Light contemporary music. Require experienced men. Send complete resume, tape and salary to manager, KRVN, Lexington, Nebraska 68850.

By far one of the best news operations in the midwest needs a solid number two man capable of eventually taking the top spot of a seven man staff. Needs guts, diplomacy, talent, voice, curiosity and plenty of common sense. Tape and resume fast to: P. K. Powers, WISM, Madison, Wis. 53701.

East coast major market rocker has opening for newsman with fast paced, hard hitting, authoritative delivery. Will consider jock interested in news. Fine opportunity for mature pro. Stable background, and excellent references required. Send tape, resume and pic to Box 589, Arlington, Va. 22216.

Programing, Production, Others

#1 Black station major market in the South, has an opening for a highly skilled, efficient, demanding, dedicated, imaginative program director. If you are a program director, or think you are qualified to be one, send all information, as we will verify your entire background. Send to Box K-16, BROADCASTING.

Programing, Production, Others continued

Need a full-time, sales-oriented, imaginative person experienced in A/V communications to create effective product promotional programs, background in copy writing and sales promotion desired. Resume in confidence to Norden Laboratories, Inc., Personnel Department, P.O. Box 80809, Lincoln, Nebraska.

Situations Wanted

Management

Seeking challenge, as general mgr., P.D., or any mgmt. position where I can be creative for you. Nationally respected programer w/#1 track record looking for organization ready to make money. Southwest or South. All size markets considered. Box J-15, 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.

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.

Combination sales manager and manager. Highly successful in developing sales and sales staff. Considering change. Medium market. Midwest or southwest. Want big potential based on performance. Box J-223, BROADCASTING.

Automation specialist seeks managerial or group engineering challenge. Box J-232, BROADCASTING.

Young positive attitude pro wants small to medium market management challenge, or major market sales with advancement. Leader with complete knowledge in management, sales and programing. Billing incentives and/or stock options. Box J-233, BROADCASTING.

Give me my first opportunity into management and I will give you ten years of experience in major market personality, programing, sales, engineering and a knowledge of radio unequaled. Box K-15, BROADCASTING.

Stan Kaplan, Jack Gale, WAYS, Charlotte; Art Wander, WAKR, Akron; Sam Holman, WOHO, Toledo; Professionals Ray Mack has worked for. Master's degree complete December 1970. Seeking programing-management position. Phone 216-678-8677. Write 1528 Allerton, Kent, Ohio.

Idea man! 16 years management, sales, programing. First ticket. 36, married. Box 525, Delaware, Ohio.

Why fight it? Capable, dependable managers are hard to keep. If you want your station's market value to increase ¼ to ½ within a year, contract for our guaranteed management service. Pay us only from our results. No improvement, no fee. Aaron Johnson Associates, 318 N. Pearl, Dallas, Texas 75201.

Situations Wanted

Sales

8 years broadcasting exp., 5 with major agency, 3 with national TV reps. Seeking local sales/sales mgr. position. Box J-238, BROADCASTING.

Experienced Southeast sales manager-announcer, strong play-by-play. Can manage, invest. Box K-33, BROADCASTING.

3rd ticket . . . 21, family, veteran, some college, broadcast graduate, salesman . . . experienced outside radio. Will relocate. 606-532-7647 Gary.

Need sales help? See situations wanted management, Aaron Johnson ad.

Announcers

Young, S.F. pro-trained. Married, no kids. Will relocate in western U.S. Box J-200, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box J-229 BROADCASTING.

Announcers continued

Stable, tight board rock jock upbeat MOR man. Broad knowledge of music and broadcasting. No prima donna. Associate degree, solid two years experience, all phases. Good product. Want professional atmosphere. Salary requirement $120 per week. Available now! Call 414-873-7386, or write Box J-230, BROADCASTING.

Announcer, not a pro, but will work for your price. Box K-3, BROADCASTING.

1st phone . . pro . . 28 . . does everything. Personal interview, d.j. convention or tape, resume. Box K-6, BROADCASTING.

Experienced jock. Rock or progressive. Fast. Reasonably clever. Draft exempt. 21. 3rd. Degree. Tape, resume available. Pro. Box K-7, BROADCASTING.

So what's new? I'm an experienced, hard-working, honest, reliable first phone announcer, currently working for suburban New York power house that has long been established as next in size to the New York City majors. However, although my qualifications rate high, my services seem to be unappreciated by a super-critical, ill-tempered boss. Atmosphere much too tense . . . help! If you are willing to pay $155-$160 per week, and your station is located in Jersey-Connecticut-Long Island, in fact any reasonable distance from N.Y.C. I can do a professional job with news, dj or combining both. Immediate availability—will relocate within your market area if necessary. No tape; personal interview a must—no selling or maintenance. Contact Box K-11, BROADCASTING.

First, d.j./production/news/combo. will travel anywhere, prefer southern Florida. Experienced, dependable, references; tape, picture and resume immediately. Box K-25, BROADCASTING.

Professionally trained announcer will relocate, 3rd endorsed. Box K-29, BROADCASTING.

First phone announcer, broadcast grad., college degree. Prefer midwest, contemporary MOR or top 40. This gal wants experience. Interested in everything, mainly board shift and production. Box K-34, BROADCASTING.

Soul jock or P.D. draft exempt. College, 7 years experience first phone. Available now. Box K-35, BROADCASTING.

Play-by-play sports strong news, good production. Midwest location preferred. Box K-36, BROADCASTING.

Beginner—3rd endorsed—Negro—single—relocate—Wants first break in radio—owns car—broadcast grad. Box K-38, BROADCASTING.

Experienced first phone. Entertaining MOR, C&W, dj announcer with production and newscasting ability. Box K-53, BROADCASTING.

Young veteran: college graduate, tyro, 3E, 1st soon. Midwest preferred. (312) AV 2-0621. Box K-54, BROADCASTING.

Announcer/personality uptempo MOR top 40, college complete, professionally trained, 3rd, ready to relocate. Box K-58, BROADCASTING.

1st phone and ham. Experienced. AM, FM, TV transmitters and telephone equipment. Full or part time. Prefer Pittsburgh, Pennsylvania area. Box K-62, BROADCASTING.

15 years plus, on-air experience including talk show and sales. Intelligent news and commercial delivery. Available immediately. Salary open. Good employer and credit references. Box K-63. BROADCASTING.

Black jock, first phone, experience, stable. Box K-64, BROADCASTING. Tel. (206) EA 3-9136.

First phone with B.A. degree and year and ½ experience available now. Contact Harry Harrison 817-274-7898. Single and draft deferred.

Top notch mod C&W/contemporary jock all phases available now. 10 years 1st phone. Married—happy big voice. 5730 W. Sells Drive, Phoenix, Ariz. 85031.

Number 1 rated MOR afternoon drive. Top 20 market. Available. 513-825-5472.

Available . . . Jim Chandler . . . Box 526 . . . South Boston, Virginia.

Black announcer, 25, 1st phone, 3 years experience as program director, 6 years total experience. Single, will relocate. P.O. Box 3264, Seattle, Washington 98104—Available now . . .

Solid family man seeks responsible announcing position. I'm a beginner with broadcast training but have developed communicative commercial/news delivery. 3rd license, military completed, will relocate. Paul Dalton, 392 Chatham Drive, Fairborn, Ohio 513-879-3517.

Announcers continued

Mature middleharied staff announcer desires position in quiet community under 100,000 Pacific Northwest. Versatile, any format. Salary open. John Hay, 6018½ Carlton Way, Hollywood, Calif. 90028, Ph. 213-461-1056.

Professionally trained, 3rd phone beginner anxious to work and learn more. Will relocate. Jeff Parker, 6039 Flemington Rd., Dayton, Ohio 513-434-5370.

Beginner, 3rd end., 22, Columbia grad. USMC comp. Will relocate. Married—no children. Donald A. Dunckle Jr., Route 7, Penacook, N.H. 03301.

Experienced—3rd, vet, married. Bill 219-362-7243 Aft. 6.

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.

Wanted in Delaware Valley: Position by young experienced announcer-disc-jockey with third endorsed . . . 609-783-5771.

First phone in Pittsburgh. Combination and/or. 621-8441.

First phone, 3 years experience, college man, comedy writer, excellent references and ratings. Market size and locale no hindrance as long as base salary is adequate and advancement looms in the future. Available on on week notice. call or write John Lingua, 146 South Center, Windsor Locks, Conn. 06096. 1-203 623-233.

First phone, broadcast school grad. Do anything, want chance, Larry Missey, 714-447-0901.

Professional broadcaster, all phases—talk show, sports, 1st phone, 18 years. Box 115 Marysville, Michigan 48040.

Technical

Chief engineer, announcer wants position in East. Full maintenance and program duties. Twelve years. Box J-237, BROADCASTING.

Army retiree 1st phone ham, extra BSEE BEE MEE speaking and admin. experience desires new career broadcasting. Box K-40, BROADCASTING.

1st phone, experienced in switching, VTR-set up, projectionist, looking for position in small radio or TV station as possible assistant to chief. Box K-56, BROADCASTING.

Qualified engineer seeking position in Ohio or surrounding areas. (216) 688-2395.

News

13 years, college degree, want air shift, mild climate. Box J-124, BROADCASTING.

Experienced Black newscaster seeks major market news position. Good writer, draft exempt, good voice. Box K-4, BROADCASTING.

Reporter-cameraman. Major market experience doing both well. Journalism degree. Draft exempt. 21. Hustler and artist of sorts. References, prints available. Box K-8, BROADCASTING.

Nixon, Kennedy, McCarthy, Abernathy, King and Humphrey are a few I've interviewed. If actualities and interviews are vital to your operation, then I'm your man. Box K-10, BROADCASTING.

News writer, editor, reader now working in suburban New York wants to advance to a comparable position larger market. Background includes some newspaper and beat coverage and college. Nine years experience. Military complete. Resume and tape on request. Box K-44, BROADCASTING.

News director/editor. 25 yrs. exp. Make offer. Write: R.B.B. 259 Park Street, Waynesboro, Pa. 17268.

Television/radio newscaster. Strong anchor, authoritative voice and delivery. Four years tube time/five radio. First phone. T. Donald Schumacher, 804 S.E. 2nd., Little Falls, Minnesota. 612 632 4358.

Big stories, routine stories, accurately reported, interestingly written, spiced with actualities, voiced by a mature, authoritative newsman, seeking long term association with community oriented, "tell it like it is" news organization . . . Joe Healy (303) 542-9737 9 AM-Noon (MDT) Mon-Sat.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box J-105, BROADCASTING.

Top ten personality, programing, first phone, outstanding major market track record. Looking for medium to major to program. Top industry references. Box K-14, BROADCASTING.

Programing, Production, Others continued

Young, experienced, radio and TV announcer looking for P.D. announcer position on East Coast. Box K-18, BROADCASTING.

Play-by-play. Eleven years major markets. Stanford grad. Box K-21, BROADCASTING.

Three years experience, third phone, want first crack at PD position, at present asst. PD and Music Director. Box K-27, BROADCASTING.

Top girl Friday, network oriented, available immediately within 50 miles of Chicago. 10 years experience, can work both radio/television or ad agency with similar production. Write Box K-28, BROADCASTING.

Sportscaster. Major play-by-play experience. Wants midwest. Box K-30, BROADCASTING.

Morning man, P.D. 1st phone in a small market, itching to move up. No thunder throat, just a true entertainer. Prefer contemporary MOR or mature rock. 2 yrs. experience conducting a telephone talk program. No sales work wanted. Will relocate. Box K-43, BROADCASTING.

Take-charge PD looking. Thrives on 60 hour weeks. Top production etc. Box K-52, BROADCASTING.

Attention southern New England. Need a dependable five year pro with personality, production ability, and solid voice? Box K-55, BROADCASTING.

Available immediately . . MOR personality with exceptional knowledge of MOR, and oldies, sports, and telephone talk. Just completed 6-years in medium market as assistant program director, production director, and afternoon drive, along with weekend telephone talk and music with WBZ. Recent winner in billboard MOR competition. Willing to relocate for minimum 5-figure salary. Jack Miller, 33 Norman Terrace, Apartment #45, Feeding Hills, Mass. Telephone 1-413-734-8087.

Bright, versatile, aware young man, B.A. in communications . . . continuity and production; can also jock on progressive rock formats. Call 313-342-2312.

Television Help Wanted

Management

Rapidly expanding broadcasting company is looking for ambitious, young men eager for management responsibility in large markets. We have an executive team that believes potential is more important than experience. All we ask is that you have sales experience in medium or large markets with enough initiative and confidence in your ability to send a resume for consideration. Our management psychologist will help us determine your potential after extensive interviews and testing. Salary minimum $30,000.00 plus substantial incentive. Send resume to Dr. Dawson, Management Consultant, Box K-32, 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.

Sales

Chicago TV sales opening. List worth $27,000.00 last year. Applicants from smaller market invited. Rush resume to K-24, BROADCASTING. Confidential. Equal opportunity employer.

We need an experienced salesman, possibly now in radio, who would like to live and work in beautiful Western Colorado. On air commercial work also a possibility. Send picture and resume together with salary requirements to Bill Sullivan, KREX TV, P.O. Box 789, Grand Junction, Colo. 81501.

Call (312) 787-1267 in Chicago for challenging sales position with broadcast service firm. $25,000.00 potential.

Announcers

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

First class engineer, strong on maintenance, for Carolina VHF station. Ampex VTRs and complete color facilities. Excellent fringe benefits including profit-sharing. Box J-206, BROADCASTING.

We need a studio engineer for an operating and light maintenance shift in Ski Country, U.S.A. Experience with Ampex VTR and G.E. Color is desirable. Send resume to Chief Engineer, KKTV, Box 2110, Colorado Springs, Colorado 80901.

Technical continued

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.

Audio-Video engineer for new educational electronic music and videotape studio. Must have experience and be able to make repairs to professional audio and helical scan V.T.R.'s. Apply Howard White, Director of Audio-Visual Services, Oberlin College, Oberlin, Ohio 44074.

News

Television station needs experienced consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-380, BROADCASTING.

Major market east coast top 10 needs top flight weatherman. Will consider performer or meteorologist. Must have personality. Send VTR and salary history to Box K-20, BROADCASTING.

Central New York television station has an immediate opening for strong on air personality with news background. Must be able to hold down number two position on strong news team. Send resume and VTR or audio tape and photo to Program Manager, WKTV, P.O. Box 2, Utica, N.Y. 12503. An equal opportunity employer.

News director. Immediate opening for experienced man to direct an established professional news team. Excellent opportunity for the right "Gung-Ho" individual. Send complete resume/film/VTR to John Mackin, WXEX-TV, P.O. Box 888, Richmond, Virginia. Channel 8, a Nationwide Communication Station, is an equal opportunity employer.

Programing, Production, Others

Promotion director for major northeast VHF. Looking for ambitious man on the way up. Experienced in all phases of promotion. Box J-245, BROADCASTING.

Producer/director, top 10 market, group owned station. Must be exceptionally strong in direction of major newscasts. Equal opportunity employer. Box J-247, BROADCASTING.

Publicity/press relations position at major eastern market group-owned, VHF station. Personable individual, creative writer, self-starter. Experience in broadcasting, P.R. or journalism. Send resume, salary requirements to Box K-41, BROADCASTING. An equal opportunity employer.

Producer/director Ohio "V" has immediate opening for experienced producer/director. Must have background in creative commercial production. Equal opportunity employer. Send complete resume, video tape and salary requirements to Box K-51, BROADCASTING.

Production manager, for active PTV station. Degree and minimum four years experience all phases live, film, VTR production; good administrator. Contact Mr. Ayers, WDCN-TV Nashville, (615) 292-6605.

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.

Immediate opening for experienced producer-director. If you want a creative challenge with a station that still believes in live programing . . . then we want you. If you have a wide range of experience and think of yourself as ready to move up, send us complete details, including references we can contact, in your first letter. We're a full color VHF CBS network affiliate in an exciting, growing, cosmopolitan market. Write Tom Jones, Director of Operations, WJIM Television, Lansing, Michigan. If you're really anxious, call (517) 372-8282.

Television

Situations Wanted Management

Executive material. 25 years broadcast experience. Strong sales, account development, programing, personnel management. Interested relocating Nov. 1. Top 100 TV markets preferred. Box J-241, BROADCASTING.

Management continued

Creative advertising, promotion manager network VHF, wants departmental slot in top 20 market. 25, five years experience . . . Box K-2, BROADCASTING.

Manager/station manager: Outstanding background large and small markets in group, net and independent station operation. Tops in efficiency-effectiveness. Box K-59, BROADCASTING.

Operations or program manager: Single and group ownership background, net and independent small to large markets. Stable, family, top references. Box K-60, BROADCASTING.

Business services—personnel manager—young executive currently on corporate level with group station in Washington, D.C., 10 years broadcast experience. Will relocate. Call John Hansson, (202) 686-3133.

Technical

Engineering manager fully experienced all phases of broadcasting. Able to handle any situation. Top references. 21 years solid background looking for permanence in right situation. Box K-26, BROADCASTING.

Present chief desires relocation. Knowledgeable of TV, AM, stereo, remote control. Construction experience. Excellent references. Box K-39, BROADCASTING.

News

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.

Anchor man, reporter experienced professional. Currently employed as a network Editor producer. Want anchor slot. Box J-183, BROADCASTING.

Decade sports, major radio. Want TV. Medium, major. Box K-22, BROADCASTING.

Now number one TV news anchorman in large New York state market, seeking major market east or west coast. An authentic news personality with ratings to prove it. Box K-45, BROADCASTING.

7 yr radio pro wants television. B.A., looks, voice, television training, aggressive. Northeast preferred. Box K-46, BROADCASTING.

Professional meteorologist doing TV-radio weather broadcasts seeks greater opportunity. Member of A.M.S. Box K-49, BROADCASTING.

Programing, Production, Others

Production oriented broadcasting major seeks first full-time employment in television industry. One year experience directing news for small public television station. Draft exempt. Call 214-253-2432 or write Box K-5, BROADCASTING.

Seeking first position—in news, ETV production, cable origination . . Degree (R-TV News) plus year graduate study. Also write, shoot, process and edit film. Advertising, promotion and PR experience. NAEB member. Location open, available now. Box K-47, BROADCASTING.

Broadcasters, cablecasters, production companies: am looking for career opportunity with future. Available now. Radio-TV-film degree and background. Thomas A. Hogan, Route 4, Martin, Tennessee 38237. 901-587-4959.

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.

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.

For sale: 900 45 rpm oldies dating from 1956. Pop, MOR. C&W. Good condition. $395. Listing available. Box K-31, BROADCASTING.

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.

For Sale Equipment Cont'd.

Any type tower can finance, erect. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.

HJ7-50 Andrews Heliax 1 5/8" air coaxial transmission cable, jacketed, 10,000 feet available, 5 2000' reels, perfect surplus test reports, available 50% of factory price; can be cut to order at tremendous savings; brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois. 312-235-2830.

1 Model 600 Fairchild Conax, $250,00; 1 Model 1024 Magnecord stereo recorder, just like new, mounted in wood grain case, $600.00; 1 Andrews 4-bay V-antenna, tuned to 96.3 mc., plus 400 feet rigid 1 5/8 coax, and assorted fittings. Make offer, or will consider trading for equal value. Box J-231, BROADCASTING.

G.R. 916AL RF bridge, like new $600—G.R. 650A Impedance bridge $125.00. Box K-37, BROADCASTING.

Sacrifice Gates BF-3B 3 KW FM transmitter. Phase modulation. Complete or final may be used with your present transmitter for full class "A" power. First $1500.00. Harold Sudbury, KLCN, Blytheville, Ark. 72315. Phone 501-762-2093.

For Sale: CBS Audimax III 444, $400 . . . Hewlett Packard 335B FM monitor, $325 . . . Rust SFM-19 Pilot Freq Mon, $200 . . . GE BA-SB limiter $50 . . . RCA WM-43A AM monitor $50. Matt Rubin, KMPX-FM, 415-771-8505.

Ampex type custom 350 transport with Ampex 350 electronics in custom studioconsole $600. KQIQ, Box 1400, Ventura 93003. 805-647-1400.

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.

Equipment for sale: RCA BTA-5F, on the air now 1260KC. Also have 25KW Onan generator. Call or write Gary Weber, WIXY Radio. 3940 Euclid Avenue, Cleveland, Ohio (216-391-1260).

Mobile remote van ready to go. 4 color cameras, Ampex VTR 1200, plus many extras. Priced for quick sale. 617-969-5777.

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.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Edison Electronics Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

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.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

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, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Feedback newsletter—one liners, intros, promotions. Usable samples, $3. Newsfeatures, 1312 Beverly, St. Louis, Mo. 63122.

Radio newscast opener, moog-synthesized; 1/market: $10. Master Radio Service, Delmar, N.Y. 12054.

Over two thousand original records of Great Band era. Most in excellent condition. Private collection. Cliff Hendrix, 1116 Horseshoe, Pueblo, Colorado 81001.

Trade insurance premium . . . we accept air time, merchandise, stock, securities, real estate, articles having a fair market value equal to the life insurance premium. International Insurance Exchange, International Building, P.O. Box 454B, Fort Lauderdale, Florida 33304.

Can you dig it? Hundreds of freshly written hip one-liners, only $5. Send for "heavy-lines-volume one." Originality lives at Contemporary Comedy, 726 Chestnut Street, Suite "B", Philadelphia, Pa. 19106.

Miscellaneous continued

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. $3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. ELKINS INSTITUTE**** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

ELKINS in 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, News 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

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas*** — Atlanta*** — Chicago*** — Houston** — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! $5.00. Command Productions, Box 26348-R, San Francisco 94126.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 6 & Apr. 14, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Instructions continued

REI—FCC First Class License in (5) weeks. Approved for Veterans Training—over 97% of REI graduates receive their First Class Radio Telephone License. For instant information, call toll free: 1-800-237-2251 Florida residents call: (813) 955-6922, or write the school nearest you. REI—809 Caroline St., Fredericksburg, Va. 22401, REI—1336 Main St., Sarasota, Fla. 33577, REI—3123 Gillham Rd., Kansas City, Mo. 64109, REI—625 E. Colorado St., Glendale, California 91205.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2½ to 3½ 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.

FCC 1st class license in 4 weeks. IBS in Dayton, Ohio. Cost: $395. 294-1486.

B.E.S.T. FCC license prep-course . . . first class, four weeks, tuition $300 . . . excellent instruction, economical lodging, attractive guarantee . . . attend Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701. 301/662-6292 . . . next class begins Oct. 5.

See our display ad under instruction on page 79. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Radio Help Wanted News

NEW MEXICO IS A GOOD PLACE TO LIVE

Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.
New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

Sales

TIME BUYER

L.A. based co. needs hip, aggressive and knowledgeable person thoroughly versed in top 40 time buying. Fabulous opportunity. Salary open.

Dan Wilson, Media Consultants
725 N. Western, Hollywood, Calif.
213-462-6686

Announcers

CHICAGO

Radio agency needs announcer-production man (kind of a creative pro with comm'ls) for recording session 7:30 a.m.-Noon, Mon.-Fri. Start at $150 for 22½ hours. Can lead to full time if desired. Quick answer to your fact-filled reply.

BOX J-216, BROADCASTING

Contemporary music station near Philadelphia needs morning personality with first class license salary 15,000. Send tape and resume to

BOX K-48, BROADCASTING

Technical

RADIO CHIEF ENGINEER WANTED

If you are experienced in directional antenna systems, solid state, two way communications and would like to get in on the ground floor in building a highly sophisticated new studio complex we have a position open. Salary of five figures awaits the right man. If you can handle a three tower, DA-2, you could be the top notch engineer we're looking for. Send complete resume and references at once.

BOX J-160, BROADCASTING

Programing, Production, Others

CREATIVE SERVICES DIRECTOR

We have an immediate opening for a professional production/promotion man. Applicants must excel in the following:

1. Creative copy—Commercial and promotional
2. On and off-air contests and promotions
3. Ratings research
4. Audio/visual and creative presentations
5. Press relations.

Send sample of work to Cliff Hunter, Program Director, WLW Radio, 140 West Ninth Street, Cincinnati, Ohio.

An Equal Opportunity Employer M/F.

Situations Wanted

Management

Attention TV-AM station owners and group managers. I'm seeking employment in management role. 44 years old, twenty years broadcast experience, last 8 as General Manager of TV-AM-FM small market operation. Resume and photo upon request.

BOX K-17, BROADCASTING

Announcers

TO: STATION MGRS. . . . TOP 20 MARKETS

Drugs, wars, pollution, revolution
Do something about them . . . don't just play pretty music. Former network newsman with successful talk shows in two large markets seeks to establish talk show your station. No heavy bread required. Aircheck available.

BOX K-23, BROADCASTING

NEED PERSONNEL?

We can place an experienced 1st class ticket man on your staff now. Call:

REI School of Broadcasting
Ph: Sarasota (813) 955-6922

Programing, Production, Others

Last voyage from tedium to apathy. New direction necessary for major market personality (10 years) who desires bigger challenge as PD. East coast preferred. All replies confidential, will consider all inquiries.

BOX K-57, BROADCASTING

SPORTS DIRECTOR

Full time, highly qualified. Former professional ballplayer. Experience includes coverage of major league teams in football and baseball. Play-by-play experience in all three major sports. Some TV work. Excellent references. 28 years old, family, all markets considered. Phone (717) 424-1121.

BOX K-9, BROADCASTING

Ask us to fill an announcer opening at your station, and you'll get the surprise of your life.

Our 18 top-notch instructors don't teach students en masse—we do it individually, one at a time. Word by word, phrase by phrase, newscast by newscast, program by program until everything is professionally perfect.

This takes up to two years. But the difference in the announcers we turn out is worth it.

No one graduates from Columbia unless he is top-notch professional material.

You may have to pay a bit more for one of these hand-crafted graduates, but your station will sound a lot better.

For a resume, photo and professional audition tape, contact our placement director. No cost to you or the graduate.

MARIJO RISON

Placement Director
Columbia School
of Broadcasting
(Home School) 4444 Geary
San Francisco / (415) 387-3000

COLUMBIA SCHOOL OF BROADCASTING

Not affiliated with CBS, Inc. or any other institution.

Television Help Wanted

Management

ASST. PROMOTION MANAGER

Network owned VHF in top 10 market has immediate opening. Background in audience and sales promotion required. Excellent opportunity for advancement. Straight resume is not enough. Sell yourself with first reply to:

BOX J-219, BROADCASTING

Programing Production, Others

PRODUCER-DIRECTORS ENGINEERS

Immediate openings for producer-directors and maintenance/operators for fully professional public television operation and closed circuit system at West Virginia University. WWVU-TV full color with million-dollar equipment package. Located in scenic mountain resort area, seventy miles south of Pittsburgh, Penna. Excellent starting salaries and benefits. Apply by letter to:

Employment Manager
Office of Personnel
West Virginia University
Morgantown, W. Va. 26506

An Equal Opportunity Employer

PRODUCER/DIRECTOR

Ohio "V" has immediate opening for experienced producer/director. Must have background in creative commercial production. Equal opportunity employer. Send complete resume, video tape and salary requirements to:

BOX K-50, BROADCASTING

Television Situations Wanted

Programing, Production, Others

LOOKING FOR A TV PROGRAM DIRECTOR

RKO is selling—I'm out of a job—
Good references—Call today—

John Miller—Hartford, Conn.
A/C 203-525-2611 or 347-9103

FOR SALE Equipment

FOR SALE

(3)—400 foot guyed towers suitable for FM or TV cable.

U. S. Towers
249 Bartow Lane
Petersburg, Virginia 23803

FOR SALE

Equipment continued

SAVE $10,000
MOBILE TV VAN

More than $10,000 off original price for slightly used custom-built mobile van. Air-conditioned. Completely equipped. Ideal as mobile TV units for on-the-spot reporting, display van, etc.

Interior is completely finished. 4 dome lights, 12 inside lights. Spacious interior is 7' high, 7'2" wide and 24'8" long from behind driver's seat.

Has 12,500 watt Onan power plant, separate battery, remote start, running time meter, shock-proof mountings, 2-way receptacles, 16-circuit breaker panel, 30' 4-wire cable for electrical hookup.

Easy-to-maneuver van has Int'l Harvester 5-speed, 6-cylinder engine, 30-gal. fuel tank. 900/20 General (Jet Cargo) tires on dual rear wheels. Retractable step. Listed gross wgt. 20,000 lbs.

For complete information, write Robert O'Leary, 465 Colford Ave., West Chicago, Ill. 60185 or phone 312-231-1189.

Employment Services

STATION MANAGERS

Why look for personnel? Call

Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

SALESMEN & COMBO DJs

Stations pay fee. Free resume service.

Radio, Conn.	$12-$20k	Con'tp DJ	$180
TV, Midwest	$15-$25k	News, N.E.	$175

Many more, every area. Quick results.
Everything's confidential. Ph. 518-785-3840.

BENNINGTON STATION LOG

Box 252 Latham, New York 12110

Miscellaneous

NRR

National Radio Research

Specializing in custom radio surveys

from $169.50

406 Paseo de Paula—Casa Grande, Arizona

(Continued from page 73)

graming. Action Sept. 25.

■ KSDO-FM San Diego—Broadcast Bureau granted CP to install ant.; change ERP to 36 kw; ant. height 580 ft.; remote control permitted. Action Sept. 25.

■ KABL-FM San Francisco—Broadcast Bureau granted CP to install ant. Action Sept. 21.

■ KNWS-FM Waterloo, Iowa—Broadcast Bureau granted SCA on 67 khz. Action Sept. 22.

■ WGMZ(FM) Flint, Mich.—Broadcast Bureau granted CP to install former main trans. as auxiliary trans. at main trans. location; remote control permitted. Action Sept. 25.

■ KLOR-FM Ponca City, Okla.—Broadcast Bureau permitted remote control. Action Sept. 4.

■ WDAR-FM Darlington, S.C.—Broadcast Bureau granted CP to install ant.; ant. height 195 ft.; remote control permitted. Action Sept. 25.

■ KCTA-FM Sinton, Tex.—Broadcast Bureau granted CP to install new ant. Action Sept. 23.

■ WIVA-FM Aguadilla, Puerto Rico—Broadcast Bureau granted CP to install trans. and ant.; ERP 15 kw; ant. height 390 ft.; remote control permitted. Action Sept. 25.

Action on motion

■ Hearing Examiner Millard F. French in Seattle (Jack Straw Memorial Foundation), renewal of license of KRAB-FM, ordered evidentiary hearing continued to Nov. 10, in Seattle (Doc. 18943). Action Sept. 23.

Rulemaking petitions

■ WDZ(FM) Decatur, Ill.—Requests amendment of FM table of assignments to make second ch.'s 236 and 275, both Decatur, and 265A Rantoul, Ill., available at Decatur. Ann. Sept. 25.

■ WSCV(FM) Peterborough, N.H.—Requests rule to add ch. 221-A to Peterborough. Ann. Sept. 25.

Call letter applications

■ WYSL-FM, McLendon Corp., Buffalo, N.Y.—Requests WPHD(FM).

■ WPAC-FM, W.B.L.I. Inc., Patchogue, N.Y.—Requests WBLI-FM.

■ WHSL-FM, Wilmington Broadcasting Co., Wilmington, N.C.—Requests WWIL(FM).

■ WNOB(FM) Northern Ohio Broadcasting Inc., Cleveland—Requests WELM-FM.

■ WWGO-FM, Burbach Broadcasting Co., Erie, Pa.—Requests WCCK(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following and co-pending auxiliaries: KMNS(AM) Sioux City, Iowa; KWAM(AM) Memphis; WABL(AM) Amite, La.; WAEW-AM-FM Crossville, WBHT-AM-FM Brownsville, WEAG(AM) Alcoa, WNTT(AM), Tazewell and WVOL(AM) Berry Hill, all Tennessee; WCDS(AM) Glasgow, WFLW-FM Monticello, WNES-AM-FM Central City and WSTM(FM) St. Mathews, all Kentucky; WGOV(AM) Valdosta, Ga.; WHBG(AM) Harrisonburg and WRNL-AM-FM Richmond, both Virginia; WIFN(FM) Franklin and WWKI(FM) Kokomo, both Indiana; WJXN(AM) Jackson, Miss.; WMMB(AM) and WYRL(FM), both Melbourne, Fla.; and WRET-TV Charlotte, N.C. Actions Sept. 22.

■ WXXX(AM) Hattiesburg, Miss.—Broadcast Bureau granted renewal of license subject to condition that assignment of license be consummated within 45 days of grant and that commission be notified within one day of consummation. Action Sept. 16.

■ KRBE(FM) Houston — Broadcast Bureau granted renewal of license. Action Sept. 23.

Modification of CP's, all stations

■ Chattahoochee Broadcasting Inc., Phenix City, Ala.—Broadcast Bureau granted mod. of CP to change trans. location. Action Sept. 17.

■ Metropolitan school district of Warren township, Marion county, and Indianapolis, all Indiana —Broadcast Bureau granted mod. of CP to change type trans. for *FM; change type ant.; make changes in ant. system; condition. Action Sept. 25.

■ KNWS-FM Waterloo, Iowa.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action Sept. 23.

■ WNWY-FM Norway, Me.—Broadcast Bureau granted mod. of CP to change trans. location, specify studio and remote control location at 15 Pleasant Street, make changes in ant. system, ERP 2 kw, ant. height 360 ft. condition. Action

Sept. 17.

■ WCCO-TV Minneapolis — Broadcast Bureau granted mod. of CP to extend completion date to July 8, 1971. Action Sept. 16.

■ WRIL(FM) Grenada, Miss.—Broadcast Bureau granted mod. of CP to change trans. and ant. ERP 3 kw: ant. height 300 ft. Action Sept. 23.

■ KBEY(FM) Kansas City, Mo.—Broadcast Bureau granted mod. of CP to change studio location to 1801 South 55th Street near Kansas City. Action Sept. 21.

■ Newark, N.J.—FCC returned as unacceptable, application by Atlantic Video Corp. for mod. of TV CP to make changes in UHF ch. 68, Newark, and denied requested waiver of mileage separation requirements of rules. Action Sept. 23.

■ *WNJT(TV) Trenton, N.J.—Broadcast Bureau granted mod. of CP to change ERP to 813 kw vis., 126 kw aur., change type ant. Action Sept. 17.

■ WUTV(TV) Buffalo, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to March 6, 1971. Action Sept. 16.

■ North Carolina—Broadcast Bureau granted mod. of CP's to extend completion dates for following: *WUNK-TV Greenville to March 16, 1971, and *WUNJ-TV Wilmington, both North Carolina, to March 16, 1971. Actions Sept. 16.

■ KRSB(FM) Roseburg, Ore.—Broadcast Bureau granted mod. of CP to make changes in transmission line: change trans. and ant.; ant. height minus 200 ft.; ERP 3 kw. Action Sept. 23.

■ KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to March 23, 1971. Action Sept. 23.

■ KING(AM) Seattle—Broadcast Bureau granted mod. of CP to modify MEOV's for N operation. Action Sept. 21.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WANC-TV Asheville, N.C., to March 3, 1971; K74DR, K76CW and K78CW, all Tan-Tar and Osage Beach, both Missouri, to March 22, 1971. Action Sept. 22.

Other action, all stations

■ FCC authorized use of FM boosters and translators by FCC stations in amendment to rules (Doc. 17159). Action Sept. 23.

■ FCC granted petition by NBC for reconsideration of March 27 ruling by Chief, Broadcast Bureau, that NBC's presentation of "Air Traffic Congestion and Air Safety" on Nov. 5, 1969 *Huntley-Brinkley Report* gave only one side of controversial issue of public importance and that in overall programing, NBC failed to present contrasting view. Action Sept. 25.

■ FCC informed Foundation to Improve Television that application to amend rules to ban "fictional violence and horror" programs at time when children are likely to view them will be considered after office of the surgeon general has completed report on effects of broadcasts containing "violence and horror". Action Sept. 23.

■ FCC proposed amended rules requiring specific authorization for relocating main studio of FM outside community of license. Action Sept. 23.

Translator actions

■ Grand Mesa Television, Delta, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Delta and Cedaredge, both Colorado, on ch. 12 by rebroadcasting KOAA-TV Pueblo, Colo. Action Sept. 21.

■ Grand Mesa Television, Paonia, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Paonia and Hotchkiss, both Colorado, on ch. 11 by rebroadcasting KOAA-TV Pueblo, Colo. Action Sept. 17.

■ WFIE Inc., Owensboro, Ky.—Broadcast Bureau granted CP for new UHF translator to serve Owensboro on ch. 19 by rebroadcasting WFIE-TV Evansville, Ind. Action Sept. 22.

■ Oregon Broadcasting Co., Eastside, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Eastside, Bunkerhill and Englewood, all Oregon, on ch. 72, by rebroadcasting KOBI-(TV) Medford, Ore. Action Sept. 21.

■ Brady, Rochelle and rural area, all Texas—FCC granted applications by Heart of Texas TV for 5 w TV translator rebroadcasting KCTV(TV) San Angelo, Tex., on ch. 4 and KRBC-TV Abilene, Tex., on ch. 5. Action Sept. 23.

■ WOLE-TV Puerto Rico—FCC granted application of Western Broadcasting Corp. of Puerto Rico for CP for new 100 w UHF translator to serve San German and Sabana Grand, both Puerto Rico, on ch. 60 and request for waiver of mileage separation requirements of rules. Action Sept. 23.

CATV

Applications

■ Sequoia Cablevision—Seeks distant signals of following for Visalia, Tulare and portion of Tulare county between them, all California: KAIL-(TV) Fresno; KJTV-TV Bakersfield; KHJ-TV, KTLA(TV), KTTV(TV), KCOP(TV) and KMEX-TV, all Los Angeles, KTVU(TV) Oakland-San Francisco, *KQED(TV) San Francisco and KGSC-TV San Jose, all California. Ann. Sept. 25.

■ Mountain State Video Inc., Westminister, Colo. —Seeks distant signals of KTVU(TV) Oakland-San Francisco, KJTV-TV Bakersfield, Calif., KHJ-TV, KYLA(TV) KTTV(TV), KCOP(TV) and KMEX-TV, all Los Angeles; and KLXA-TV Fontana and KMTW(TV) Corona, both California, to Westminister (Denver ARB 41). Ann. Sept. 25.

■ Illinois Cable TV Co.—Seeks distant signal of KNDL-TV St. Louis at Harrin, Ill., and KPLR-TV St. Louis at Harrin, Murphysboro, West Frankfort and Johnson City, all Illinois (Cape Girardeau, Mo.-Paducah, Ky-Harrisburg, Ill. ARB 80). Ann. Sept. 25.

■ Seneca Cablevision Corp., Waterloo, N.Y.—Seeks distant signal of WCBS-TV New York (Syracuse, N.Y. ARB 37), at Waterloo. Ann. Sept. 25.

Final actions

■ KN-8260 Los Angeles—Cable Television Bureau granted license covering new relay pickup station to be used with CATV in Los Angeles area. Action Sept. 16.

■ WDO-20 and WDO-21 both Los Angeles—Cable Television Bureau granted CP's for new relay studios to head-end link stations to be used with CATV in Los Angeles. Action Sept. 16.

■ Columbus, Ga.—FCC granted request by Columbus Cablevision Inc., operator, for rule waiver to permit carriage of distant signal of WCWB-TV Macon, Ga. Action Sept. 23.

■ Chattahoochee Valley CATV Inc., Columbus, Ga.—Cable Television Bureau dismissed petition for temporary interim authorization and for consideration, filed Jan. 16. Action Sept. 22.

■ Columbus, Ga.—FCC authorized Montezuma Cable TV Inc. and Oglethorpe Cable TV Inc. to carry distant signals of WQXI-TV; WSB-TV; WAGA-TV; WJRJ-TV; and WATL(TV) all Atlanta, into Columbus, Ga., market. Action Sept. 23.

■ Crowley, La.—FCC directed Crowley Cable Television to show cause why it should not be ordered to cease and desist from violation of program exclusivity rules in carriage of KLNI-TV Lafayette, La. Action Sept. 23.

■ Franklin, La.—FCC granted Southern T.V. Cable Inc., Franklin, waiver of hearing requirements of rules and granted authority to carry distant signals of WWL-TV, WDSU-TV, *WYES-TV, WVUE-TV, and WWOM-TV all New Orleans; KPLC-TV Lake Charles, and WRBT(TV) Baton Rouge, both Louisiana. Action Sept. 23.

■ Bryan, Tex.—FCC directed in response to request by Channel 6 Inc., licensee of KCEN-TV Temple, Tex., Community Cablevision Corp., operator of CATV, at Bryan, not to offer signal of KPRC-TV Houston to any new subscribers until pending show cause proceeding against CATV (Doc. 18922) is concluded; denied Channel 6 Inc.'s request that Community cease all carriage of KPRC-TV signal until termination of proceeding. Action Sept. 23.

■ Carson City and Stateline, both Nevada, and Al Tahoe, Calif.—FCC denied petition for reconsideration and declaratory ruling filed by TV Pix Inc., operator; dismissed TV Pix's petition for stay of 1968 action. Action Sept. 23.

Actions on motions

■ Office of Opinions and Review in Santa Maria, Calif. (Central Coast Broadcasters Inc.), CATV proceeding, granted request by Key Television Inc. and extended to Oct. 6, time to file responsive pleadings to request for expedited hearing filed by Central Coast Broadcasters Inc. (Doc. 18949). Action Sept. 18.

■ Hearing Examiner Frederick W. Dennison in Sharon, Hickory township and Sharpsville, all Pennsylvania (Shenango Cable TV Inc.), CATV proceeding, cancelled Sept. 23 hearing to await further order (Doc. 18911). Action Sept. 18.

■ Hearing Examiner Charles J. Frederick in Wilkes-Barre, Pa. (Teleservice Company of Wyoming Valley), CATV proceeding, on request by WBRE-TV Inc., postponed hearing to Oct. 6 (Doc. 18923). Action Sept. 25.

■ Hearing Examiner Forest L. McClenning in Lafayette, La. (All Channels Cable TV Inc.), CATV proceeding, set procedural dates and scheduled hearing for Oct. 22 (Doc. 18779). Action Sept. 21.

Ownership changes

Applications

■ KESM-AM-FM El Dorado Springs, Mo.—Seeks assignment of license from Paul Vaugn to Daryl L. Fredine for $52,500. Seller: Paul Vaugn, sole owner. Buyer: Daryl L. Fredine, sole owner. Mr. Fredine is program director of WIGM(AM) Medford, Wis. Ann. Sept. 18.

■ WONO(FM) Syracuse, N.Y.—Seeks assignment of license from Sentinel Heights FM Broadcasters Inc. to Houston Broadcasting Inc. for $79,000. Sellers: Stephens Jacobs, president, et al. Mr. Jacobs has interest in WONH(TV) Syracuse. Buyers: Bruce A. Houston, president-treasurer (69%), Blake Blair (22%), et al. Mr. Houston holds interest in WPAW(AM) East Syracuse, N.Y. Mr. Blair is consultant with John Blair & Co., Chicago, radio and TV rep. firm. Ann. Sept. 24

Actions

■ WVUE(TV) New Orleans—FCC granted assignment of CP from New Orleans Television Corp., owned by Screen Gems Broadcasting of Louisiana Inc., to Screen Gems Broadcasting of Louisiana Inc., owned by Screen Gems Inc. Action Sept. 9.

■ WAFT(AM) Grand Rapids, Mich.—Broadcast Bureau granted assignment of license from Mill-Meadowcroft Inc. to Great Lakes Broadcasting Corp. for $110,000. Sellers: Dr. Edward Hill, president, et al. Buyers: James J. Gaskin, president, Daniel S. Follis, vice president (each 42½%), et al. Messrs. Gaskin and Follis are sales executives for WXYZ(AM) Detroit and John Blair Co., respectively. Action Sept. 25.

■ KREI(AM) Farmington, Mo.—Broadcast Bureau granted assignment of license from Cecil W. Roberts (100% before, 51% after) to James R. Roberts (none before, 49% after) for no consideration. Principals: James R. Roberts is general manager of KREI. Action Sept. 22.

■ KRBE(FM) Houston—Broadcast Bureau granted assignment of license from Texas Fine Music Broadcasters Inc. to GCC Communications of Houston Inc. for $500,000. Sellers: David Wagenvoord, president, et al. Sellers own WVOG(AM) and WWOM-FM-TV New Orleans. Buyers: General Cinema Corp., Richard A. Smith, president, et al. General Cinema owns bottling plants and movie theaters. Alexander Tanger, president of GCC Communications, owns WLKW-FM Providence, R.I., WIFI-FM Philadelphia and less than 1% of WHDH-AM-FM-TV Boston. He is also broadcast consultant. Action Sept. 23.

■ WKOY(AM) Bluefield and WKAZ-AM-FM Charleston, both West Virginia—Broadcast Bureau granted transfer of negative control of Bristol Broadcasting Co. from late W. C. Nininger (8 1/3% before, none after), to W. L. Nininger, executor of estate of W. C. Nininger (41 2/3% before, 50% after). No consideration involved. Action Sept. 21.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through Sept. 29. 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*.

■ Elsinore, Calif.—Cable-Meter Systems of Palos Verdes, Calif., has applied for a metered franchise. Users would pay $6.50 for the hookup and a $20 refundable deposit. Hourly rate would be 15 cents per hour maximum to one cent per hour minimum, depending on how many hours are used each month. The company would pay the city $250 for the license to operate and a percentage of the revenues, based on the number of subscribers.

■ Waycross, Ga.—Waycross Cable Co. has applied for a franchise.

■ Fairfield, Iowa—Fairfield Cablevision has applied for a rate increase from $4.95 a month to $5.95.

■ Wichita, Kan.—Air Capital Cablevision Inc. of Wichita, group owner, has applied for a franchise.

■ *New York*—Manhattan Cable Television has been granted a 20-year franchise. The number of channels will increase from 12 to 24 and tests will be underway with burglar alarm and shop-from-home services which will operate on the same cable connection with the home.

■ *Normandy, N.Y.*—Normandy Television Inc. of Glen Falls, N.Y., has been granted a franchise.

■ Middletown, Ohio—Coaxial Communications of Delaware and Neptune Broadcasting Co. of Steubenville, Ohio, have applied for franchises. Coaxial would pay the city 5% of its gross and charge $10 or less for installation and $5 per month for the first set in a home and $1 for each additional set. Neptune did not specify rates. Both companies would offer at least 24 channels.

■ Tulsa, Okla.—CableCom General of Tulsa has applied for a franchise.

■ Palestine, Tex.—American Cablevision Co. of Palestine has requested a rate increase from $5 to $5.95 per month.

Week'sProfile

He sells the market before the station —and it pays off

Possibly one of the most competitive broadcast markets in the U.S. is Denver, but to Dick Jungers and KWGN-TV there, such competition is healthy—so long as it means building up rather than tearing down.

That the daily struggle for a share of the advertiser's dollar can be made constructively instead of destructively is a point of particular significance to the executive vice president of WGN of Colorado Inc. and general manager of KWGN-TV. Mr. Jungers explains, "Denver always has been a good market, but competition among all of us has made it an ever-better market."

Mr. Jungers feels that emphasis upon selling the market first and KWGN-TV second, citing the station's quality of service and progress without knocking other outlets, produces the best long-range climate for steady growth in acceptance and billings. The philosophy appears to have been successful since Mr. Jungers and the WGN Continental Broadcasting Co. group took control of the channel-2 facility in early March 1966. It had been acquired for $3.5 million from J. Elroy McCaw interests and over the first weekend was switched from monochrome-only operation to color.

Denver was a $9-million television market in 1966, Mr. Jungers recalls, with about $6 million from national accounts and $3 million from local business. Last year, he notes, Denver television billings ran almost $16 million with $9.6 million from national-regional and not quite $6.4 million from local. So far this year, he observes, the growth rate has slowed some but is still moving up, local business running 4% over 1969 and national 9% ahead of last year.

Since Mr. Jungers has headed KWGN-TV, the station has tripled its average audience share and gross income has shot up six-fold. But Mr. Jungers is the first to admit it has been a sweat-blood-tears type of struggle and the operation came out of the red only within the last two years.

Mr. Jungers doesn't believe it could have been accomplished without the complete support and capital investment commitment of the parent firm, WGN Continental. As an independent outlet pitted against three strong network-affiliated stations there, he notes, KWGN-TV has been able to succeed only through strong counter-programing, total community involvement and solid promotion, a pattern pioneered by the group's WGN-TV Chicago.

While implementing locally the formula of top syndicated product, movies, sports, news and public affairs, Mr. Jungers was aided by the ample investments to also improve physical facilities and staff. The studio-office plant has been doubled and totally renovated and improvements are still under way, the latest addition being a custom $500,000 color-mobile unit and with new transmitter and antenna still to come. Nine live color cameras head the list of more than $2 million in gear already installed.

The staff in early 1966 included 35 full-time and part-time people. Today it includes 68 full-time plus more than a dozen part-time employes. News alone accounts for a staff of 11.

When Mr. Jungers was elevated to executive vice president earlier this year, Ward L. Quaal, WGN Continental president, cited the promotion as "an expression of faith and admiration for a tremendous job of vitalizing what had to be one of the sickest television properties in the country at the time it was acquired."

Mr. Jungers had been well primed for the rebuilding job at the time, though neither he nor WGN Continental knew it would take so long. In the fall of 1965 when the purchase was made subject to FCC approval, Mr. Jungers moved to Denver and set up office in a hotel to begin community surveys and related planning.

Technical and other support was being readied in Chicago for instant airlift to Denver. FCC granted the sale of KCTO(TV) the afternoon of Friday, March 4, 1966, and it was consummated that evening. The instant color airlift began and Monday morning KWGN-TV was born amid heavy local promotion.

The long haul since then has demanded performance, Mr. Jungers admits, plus the involvement of the staff in all facets of Denver life. "You have to be willing to spend money to make money," he says, "but you also have to be willing to give of yourself and your facility to every worthy activity." He and KWGN-TV have, as multiple awards attest.

This summer KWGN-TV became the first independent station in the country to win the National Press Photographers Association's "Newsfilm Station of the Year" award in its 12-year history. It was for excellence in over-all coverage, including unique news feature films often done without narration. State awards have been won this year for best promotions and local color commercials, as well as news.

Mr. Jungers this past weekend marked his 10th anniversary with the WGN Continental Group—the second time around. He earlier had been a local salesman at WGN(AM) Chicago in 1955-57 but left to spend three years in sales at WMAQ(AM) Chicago and NBC Radio Spot Sales there.

His expertise in broadcast-type selling came with Chicago-area work for Storecast Corp. of America, followed by a brief stint with Alcoa.

"But my real indoctrination came at WGN and later WGN-TV," he recalls. "Without it," he admits, "we never could have won the West."

Richard Edward Jungers—executive VP of WGN of Colorado Inc. and general manager of KWGN-TV Denver, VP of parent WGN Continental Broadcasting Co., Chicago-based group owner, and director of WGN Continental Sales Co.; B. March 21, 1926, Chicago; U.S. Air Force, 1943-46, released as staff sergeant; BA business administration 1948 University of Illinois; salesman, H. J. Heinz Co., Chicago, 1948-52; sales supervisor, Storecast Corp. of America, 1953, becoming Chicago division manager in 1954; district manager, Alcoa, Chicago, 1955; same year joined WGN(AM) Chicago as salesman, moving to WMAQ(AM) there and NBC Radio Spot Sales 1957-60 and returning to WGN-TV as local salesman Oct. 2, 1960; promoted to national sales 1961, Midwest national sales manager 1962, general sales manager 1963 and VP 1965; fall 1965 chosen VP-general manager of KWGN-TV; M. Vivian Stubenrauch of Chicago May 15, 1948; children—Jeff, 20, and Barbara, 11; hobby—sports.

Editorials

Balance of powers

President Nixon's new Office of Telecommunications Policy, it now turns out, has been given a function almost as big as the man in charge wants it to be. To judge by his first public discussion of the job he just assumed, the man in charge has large vision.

Dr. Clay T. Whitehead, in a news conference extensively reported in this magazine's Sept. 28 issue, outlined his concept of his new realm: OTP will be the President's adviser on telecommunications, will coordinate the government's own telecommunications activities, will allocate the government's share of the spectrum among government users, will consult with the FCC on the division of frequencies between government and nongovernment users, and will be the spokesman for the executive branch in the formulation of policy at the FCC and in Congress.

It is the last assignment that constitutes a whole new role for the executive branch and indeed for the President in the system of communications regulation.

True, the OTP has no legal authority beyond that of any other petitioner in FCC affairs, but if it operates with the weight of the President behind it, as Dr. Whitehead says it will, and if it is aggressive in its presentations, it is bound to have a practical advantage over other petitioners. Only an FCC membership of sturdy independence is apt to treat a President like anybody else.

During last Wednesday's brief hearing on the confirmation of Dr. George F. Mansur to be Dr. Whitehead's deputy, Senator John Pastore, the Communications Subcommittee chairman, made it clear he would be watching the works of OTP. Other eyes will join his in the inspection from the Hill—where the FCC has, since its origin, been considered a creature of Congress, not of the executive branch.

Empty package

With cries of triumph, as might accompany a legislative solution to poverty, crime, campus unrest and the Indochina war, all in one swoop, the Congress has passed the political-broadcasting bill. As its advocates describe it, the measure assures the ultimate democratization of the American political process.

If it is listening, the public once again is being gulled.

The bill would impose a ceiling on the amounts to be spent on radio and television advertising by any candidate for the Presidency, Vice Presidency, Senate, House, a governorship or lieutenant governorship. It would also require broadcasters to give candidates the lowest applicable advertising rates. Utopia! "Poor men can run for office without being swamped by rich men," exulted John Pastore (D-R.I.), the Senate's floor leader for the bill.

Senator Pastore, an experienced politician, knows better.

In no way would the bill limit a candidate's nonbroadcast expenditures. In no way would it strengthen present laws, which are notoriously weak, governing campaign contributions. Legislators who voted for the bill could do so in the warm comfort of knowing they could go on spending as much money as their ingenuity and political commitments could raise on newspapers, billboards, bumper stickers, direct mail, airplanes, motorcades, campaign workers or any other service or commodity, except radio and television. And the suppliers of all of those services and commodities could go on charging whatever the traffic will bear.

As an exercise in discrimination against broadcasting, the bill takes its example from the pioneer work on cigarette advertising. It was with cries of triumph that this same Congress wiped out $240 million a year in broadcast revenue from cigarettes while avoiding the erection of any obstruction to cigarette sales. That act, trumpeted as the beginning of the end of cancer, heart disease and who knows what other scourge, was taken in the face of incontrovertible evidence that in every other country where broadcast advertising had been denied or curtailed there had been no effect on cigarette consumption.

The professed objective of the political-broadcasting bill —to impose reasonable ceilings on the costs of running for public office—is commendable, as was the professed objective of the outlawing of cigarette advertising on the air—to protect the public health. But neither objective will be attained, and those legislators who thought otherwise when they voted for the measures were either mesmerized by their colleagues' oratory or incredibly naive.

There is time for President Nixon to veto the political-broadcasting bill after his return from Europe. He should do so, and with a message strong enough to dissuade sincere members of the Congress from overriding him.

If the Congress is genuinely interested in imposing sensible limits on campaign spending, it will extend this bill to cover all purposes and all media, and it will find broadcasters on its side. That kind of bill would in fact accomplish what this one won't, and without the discriminatory effects on radio and television.

The right track

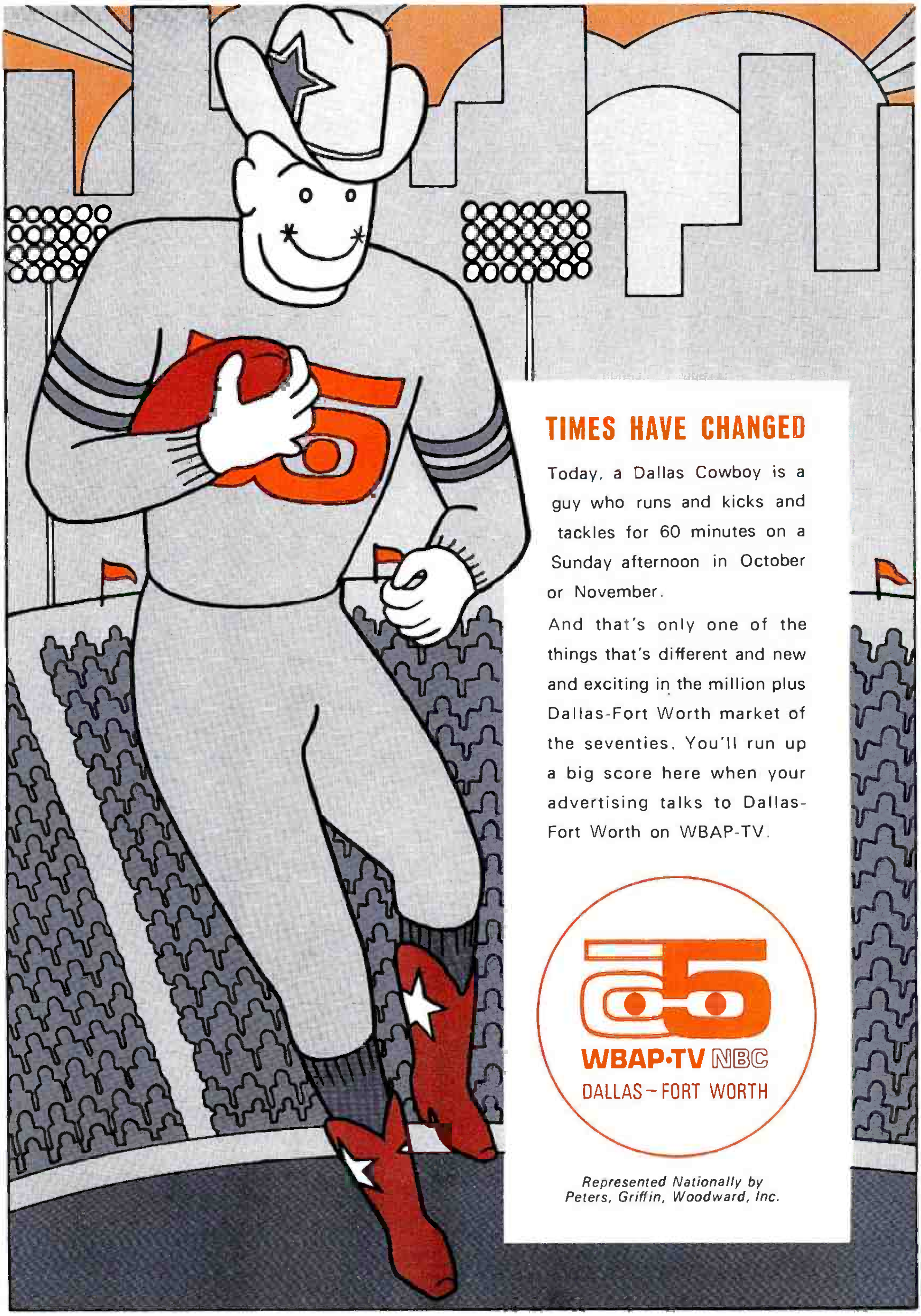
Hartford Gunn is a name that commercial broadcasters may come to revere. As the president of the newly constituted Public Broadcasting Service, Mr. Gunn last week offered his facilities as the refuge for fairness-doctrine cases.

Mr. Gunn realistically appraised the limited capacity of the commercial television system to accommodate all the demands for access that arise nowadays. He said noncommercial television was "the logical choice as the voluntary forum for extended, serious national dialogue."

This indeed is one of the main functions that the noncommercial system ought to perform. Mr. Gunn deserves all the support that commercial broadcasters can give him.

Drawn for BROADCASTING by Sid Hix

"Think that day'll ever come to our end of the business?"



TIMES HAVE CHANGED
Today, a Dallas Cowboy is a guy who runs and kicks and tackles for 60 minutes on a Sunday afternoon in October or November.
And that's only one of the things that's different and new and exciting in the million plus Dallas-Fort Worth market of the seventies. You'll run up a big score here when your advertising talks to Dallas-Fort Worth on WBAP-TV.
WBAP·TV NBC
DALLAS – FORT WORTH
Represented Nationally by
Peters, Griffin, Woodward, Inc.

The drunk driver will kill 673 of us this week. Is your number up?

Last year, 35,000 Americans were killed in crashes where drunk driving was involved. That averages out to 673 a week.

This may be your week.

Or maybe you'll be one of the two million or more slightly more fortunate people who will merely be injured in an alcohol-related crash sometime during the course of the year.

The situation is bad, and each year it gets worse. But it can be turned around if you're willing to help in a few simple ways. As a beginning, each state needs the tough, effective drunk driving laws recommended by the National Highway Safety Bureau. (24 states now have these laws.) The next step is fair, impartial enforcement of the laws.

Help stop the traffic slaughter.

For a free copy of the new booklet, "The Drunk Driver May Kill You (What You Can Do To Help Get Him Off The Road)," write to the Safety Director, Allstate Insurance Company, Northbrook, Illinois 60062.

Allstate®