



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

In election: no signs of relief from regulation
Big TV budgets buy as many political losses as wins
New advantage planned for license-renewal challengers
A 'Telestatus' formula to translate metros into markets

Houston is

... an oil empire, a Space center ... and now, a major world convention center.

Gigantic national and international meetings in Houston have triggered a tremendous surge in construction of convention facilities ... resulting in the completion of projects like the massive downtown Civic Center Complex (below) and Astrodome (an \$8 million structure next to the Astrodome).

And to accommodate the multitudes of daily visitors, 2,000 new hotel-motel rooms were added in 1969 and over 3,000 are now in the process of completion.

Houston is ... a powerful market with access to other markets through its comprehensive tourist recruiting program. In 1969, a total of 1.5 million visitors (delegates and tourists) entered Houston and spent a total of \$60 million!

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KPRC-TV

Edward Petry & Co., National Representatives
NBC Affiliate



36112L1R4A51R4RWK<DFC/71
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S E R I A L A C Q U I S I T I O N
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"THE
STRIPPERS"**

**FOR FIRST-RUN PROGRAMMING
AND BIG PROFITS!!!**



FAMOUS JUR

Continuing courtroom drama ...
 Now this season and already
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 #1 in the time period.

WJW-TV—CLEVELAND
 #1 in the time period.

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 WBNS-TV—Columbus
 KTLA—Los Angeles
 WFIL-TV—Philadelphia
 WDBO-TV—Orlando
 KING-TV—Seattle-Tacoma

TRIALS

Exciting and timely television
 cases inspired by sensational
 courtroom cases.
 Produced with Talent Associates.

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BEAT THE

LOCK

Winning a second season of the
 best, zaniest stunts on TV.
 Lots of action and lots of prizes.
 Big audiences† in markets like:
 BUFFALO
 CHICAGO
 CINCINNATI
 CLEVELAND
 DETROIT
 LOS ANGELES
 MINNEAPOLIS-ST. PAUL
 NEW YORK
 SYRACUSE

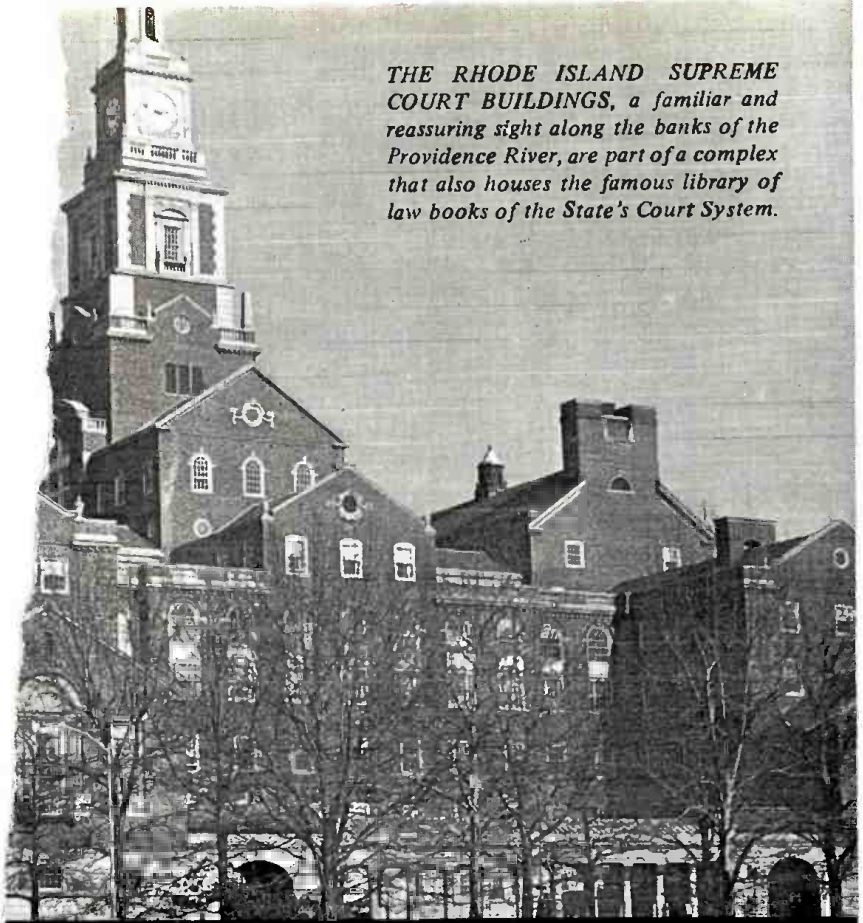
Featuring Jack Narz as host and
 featuring top-name celebrities and
 married couples as contestants.
 Produced in association with
 Edson-Todman.

† Complete data available upon request.

Half-hour color videotape.

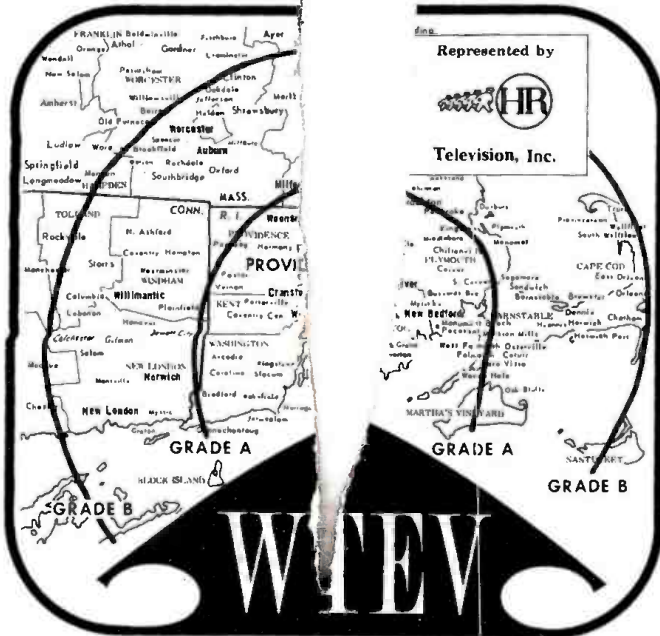
**All-family quality entertainment
 designed for year-round
 strip programming.**





THE RHODE ISLAND SUPREME COURT BUILDINGS, a familiar and reassuring sight along the banks of the Providence River, are part of a complex that also houses the famous library of law books of the State's Court System.

When you look of Providence, think of WTEV



The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 24% — 5:00 pm — 7:30 pm Mon. thru Fri.
UP 14% — 7:30 pm — 11:00 pm Sun. thru Sat.

**Based on Feb.-Mar. 1970 Nielsen estimates compared with Feb.-Mar. 1969, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.*

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6
abc

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

People's choice

Television viewing is on rise this fall, according to both A. C. Nielsen and American Research Bureau. National Nielsen Television Index reports for September, new-season kickoff month, and October show average hours of TV use per household at record levels. NTI puts daily average at five hours 59 minutes per home in September, six hours four minutes in October.

Word from ARB, which has processed surveys in about half of 33 markets it measured in October is that "there appears to be a slight upward trend in homes using television." That may come as solace to broadcasters who still rankle over ARB market reports of year ago showing declines in HUT levels.

Cliffhanger

FCC is expected to consider soon, probably this week, proposed merger of Corinthian Broadcasting Corp. and Dun & Bradstreet. Commission staff is understood to be recommending approval of merger agreement, under which Corinthian (KOTV[TV] Tulsa, Okla.; WISH-TV Indianapolis; WANE-TV Fort Wayne, Ind.; KHOU-TV Houston, and KXTV[TV] Sacramento, Calif.) would become wholly owned subsidiary of D&B, data and business-information company.

With merger agreement, which was filed on Feb. 27, scheduled to expire on Nov. 27, Corinthian and D&B are exhibiting signs of nervousness. They have written commission twice in last two months—most recently on Nov. 4—calling its attention to approach of "upset date" and pleading for prompt action.

Quaal's quest

Is WGN Continental in negotiations for channel 5 KTLA(TV), Los Angeles independent controlled by Gene Autry's Golden West Broadcasters? All that could be ascertained on report, making rounds in West, is that if conversations have been held they are exploratory with nothing approaching deal yet in sight.

Presumably report was triggered by presence on Coast of Ward Quaal, WGN Continental president, who eight months ago established second home at Laguna Beach, Calif., and offices in Century Plaza, Los Angeles. It's known company wants Los Angeles facility, either radio or TV, and that it, along with others,

has had KFI(AM) in its sights for several years. Signal Co.'s, West Coast conglomerate, owns 49.9% of Golden West, and if transaction evolves it necessarily will entail spinning off of KTLA from Golden West.

Hot property

CBS Enterprises is understood to be preparing for release to syndication in early 1971 its highly successful *Andy Griffith Show*, which has played both prime time and daytime on CBS-TV. More than 200 half-hour episodes were made, but CBS Enterprises has not determined how many segments will be offered for start next fall. FCC has barred networks from engaging in domestic syndication after Oct. 1, 1971, but (1) CBS Enterprises is being spun off into new company that will be publicly owned and (2) FCC has since stayed that syndication bar "until further order" (BROADCASTING, Oct. 19).

Missionaries

Members of National Association of Broadcasters task force on legislative action were cheered by upbeat reaction they got from Washington officials they visited after organizational meeting last Thursday (see page 45). Among those seen were FCC Chairman Dean Burch and Office of Telecommunications Policy Director Clay T. Whitehead, who is said to have given impression he had open mind on cable-TV regulation. In group seeing FCC chairman were Fred Weber, Rust Craft; William F. Duhamel, Duhamel Stations; Burns Nugent, KWWL-AM-FM-TV Waterloo, Iowa; Andrew M. Ockershausen, Evening Star Stations, Washington, and Thad Sandstrom, WIBW-AM-FM-TV Topeka, Kans. Messrs. Sandstrom, Weber and David M. Baltimore, WBRE-AM-FM-TV Wilkes-Barre, Pa., saw Mr. Whitehead.

Queue in Washington

There are said to be more than 50 applications for 3 new executive vice presidencies at National Association of Broadcasters, posts that were approved by board last month in restructuring of organization (BROADCASTING, Oct. 12). Applications are said to include presentations from both inside and outside organization. Executive committee of NAB that met in Washington Thursday (Nov. 5) was told that recommendations for two jobs, government relations and industry relations, may be sub-

mitted to it by NAB President Vincent T. Wasilewski at its next meeting, Dec. 3. Search for third, public relations, is in hands of five-man committee which includes Mr. Wasilewski.

Play it again, Sam

Broadcast Music Inc. isn't satisfied that \$1,607,000 per year is all that CBS-TV should pay it while their music-license suits and cross-suits are being litigated. That's sum set by Judge Morris E. Lasker of U.S. Southern District Court in New York (BROADCASTING, Nov. 2). But Judge Lasker, who's assigned to try suits, also set up procedure under which BMI could seek to have fee increased and CBS-TV could seek reduction. Conference slated today (Nov. 9) on BMI bid for more, is based at least in part on increased use of its music. No indication last week that CBS-TV would seek reduction in \$1,607,000 fee, which is what it paid BMI in 1969, was apparent.

Bottom line

TV networks, like many others, have been trimming costs wherever they can for long time now, and there are no signs of relaxation. Officials at all three say it has not been case of mass firings or wholesale cutbacks in other areas, although over period of time number of people have been let go. Rather, they say, it is matter of continuous watch on expenses, "cutting out the frills," as one executive said, keeping commitments down wherever it can be done without harm to program product and administrative efficiency, and making hard decisions, whenever people leave, as to whether they must be replaced.

Listeners

Competitive entry in race for automated monitoring of radio commercials, now paced by Audicom Inc., New York, is to be filed with FCC before end of month by International Digisonics Corp., Chicago, which until now has concentrated in automated TV commercial monitoring and has TV service in operation. Audicom recently received FCC consent for additional time to test its system for both radio and TV using audio signals. IDC method for TV uses optical symbols. IDC is ignoring latest complaints by competitor, Broadcast Advertisers Reports, which also is developing automated TV system to replace older manual service (BROADCASTING, Nov. 2).

"John V. Lindsay keeps bouncing his ball on Democratic playgrounds"



And political analyst Carl Rowan is following the game move by move. Carl Rowan, internationally acclaimed journalist and world-watcher, illuminates political problems and personalities, with a liberal dash of insight. Viewers hear him regularly on WTOP TV's

The Big News. Carl Rowan is unique ... so is WTOP News. WTOP News is a different approach to news coverage. Our staff of commentators and reporters—the largest in Washington—compiles a daily news magazine. It's a unique mix of hard news, commentary, analysis, investigative reporting, cultural coverage, and light-hearted insight. There's comment that informs. Weather forecasts that never hedge. Sports reports filled with hisses and hoorays. WTOP

covers the full spectrum of news happenings. If you're in the Washington area, get some great news—The Big News at 1:00, 6:00 and 11:00 p.m. on WTOP TV.

WTOP TV

WASHINGTON, D.C.
A Post-Newsweek Station

Represented by TVAR

THE BEST NEWS YOU'LL GET ALL DAY

Outcome of elections last week is likely to put antibroadcasting legislators in stronger positions. Representative Torbert Macdonald (D-Mass.) vows to fight veto of political broadcasting bill. See . . .

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Of 14 broadcasters who ran for public office, only four emerged victorious. Winners include Democrat Milton Shapp, new Pennsylvania governor, and Representative Robert A. Taft Jr. (R-Ohio), elected to Senate. See . . .

Broadcasters win in only four elections . . . 36

U.S. Court of Appeals upholds FCC position that broadcasters who make time available for candidates in primary contest need not offer equal time to candidates running in primary of another party. See . . .

Court upholds FCC's stand on primaries . . . 37

Position taken by most broadcasters in comments on FCC's inquiry into what to do about smoking-and-health issue after Jan. 1 is that antismoking spots should be treated as public service announcements. See . . .

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FCC extends deadline for citizens groups to file against Chicago stations and cites plans to explore means to provide longer inspection period of renewal applications and to bar extensions of deadlines. See . . .

More time for renewal challengers . . . 44

NAB's political-action committee meets in Washington to begin implementation of first project—to attempt to persuade Congress to protect over-air broadcasting from burgeoning CATV industry. See . . .

NAB warns CATV perils radio, too . . . 45

Agreement in principle is reached for broadcaster Jack Roth to acquire Avco's WOAI(AM) San Antonio, Tex., for estimated \$2 million-to-\$3 million. However, there are duopoly and one-to-customer problems. See . . .

WOAI sale in works . . . 49

Spawned by FCC ruling that CATV's serving more than 3,500 subscribers provide locally originated programming, Cox Cable and Young & Rubicam have teamed up for four-month trial of 'grass-roots' shows. See . . .

Big-time venture in small-time TV . . . 50

This month's 'Telestatus' gives Nielsen Station Index table telling spot planners how to use metro-area cost data to estimate cost of buying given number of area rating points. See . . .

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Boston group plans to sue unnamed Washington TV station to establish new legal principle: that children have right to be free from 'mental harm' caused by viewing fictional violence and horror on TV. See . . .

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Broadcasting

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**To reach the masses,
go where they're going.**



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rush to**

Country Gold is the country fresh sound of WBAP 820 Radio in Dallas-Fort Worth, the nation's eleventh largest market. It's a rich blend of the finest country music spiced with tight, informative newscasts and entertaining features. It's the sound more and more people are going to. Which makes it the best radio buy in the market. Try WBAP 820 Radio, a 50,000-watt, clear channel Gold Mine of country music 24 hours a day.

WBAP 820 RADIO
FORT WORTH-DALLAS

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Represented nationally by Henry I. Christal Company, Inc.



Measure of a Great
Radio Station

Talent pay code put off

Joint policy committee on broadcast talent union relations of Association of National Advertisers and American Association of Advertising Agencies was reported to have voted unanimously Friday (Nov. 6) not to give its consent to encoding of TV commercials for purposes of monitoring to establish payments owed to talent.

Such consent is needed under Screen Actors Guild contract before producers are required to encode for talent-payment purposes, authorities explained. Committee said no monitoring system is sufficiently operative "at this time" for use in connection with talent payments. Its decision does not, however, prevent encoding of commercials for various purposes including proof of performance by broadcasters.

Committee acted after hearing presentation by International Digisonics Corp., only company now active in electronic monitoring; Broadcast Advertisers Reports, which monitors visually in 75 markets and also has developed electronic system for possible future use, and Audicom Inc., which is currently testing its own audio-coding system under FCC authority.

Following procedures specified in SAG contract, industry/Guild standing policy committee had asked ANA/AAAA committee to hold that adequate and feasible system is operative.

NAB chief eases concern

Most broadcasters will continue carrying antismoking announcements voluntarily after Jan. 1, 1971, when broadcast cigarette advertising ceases, Vincent T. Wasilewski, president of National Association of Broadcasters said Friday (Nov. 6).

Receiving award to broadcasting industry at annual meeting of American Cancer Society in New York (see page 40), Mr. Wasilewski twitted FCC for erroneously, he said, bending law to require antismoking spots under fairness doctrine.

"Now," he said, [FCC] must obviously bend the law back where it belongs, because its application would now require counter-advertising to your own anti-cigarette material." But, he added, carriage of anti-cigarette warnings should be voluntary, not required.

Also Friday, ACS said it is beginning major educational advertising effort to enable magazines and newspapers to

bring message of health hazards of cigarette smoking to public.

William B. Lewis, ACS chairman, pointed out that cigarette advertising in print media is expected to jump from \$15 million in 1970 to \$60 million in 1971. Outdoor advertising is expected to rise from \$4 million to \$30 million, he said.

TV viewing climbs

Record highs of TV viewing for September and October were reported Friday (Nov. 6) by A. C. Nielsen Co. in NTI ratings reports mailed to agencies and other subscribers, refuting claims of some that viewing is tending to fall off or plateau. Nielsen said viewing in September hit 5.59 hours per household compared to 5.54 hours per household same month in 1969. Viewing this October hit 6.04 hours compared to 5.88 hours October 1969.

Packagers oppose change

New Jersey Retail Package Store Association has passed resolution opposing advertising of alcoholic beverages on radio or television.

Harry Persky, executive director, said Friday (Nov. 6) that association is opposing any change in state law banning package liquor stores and cocktail lounges from advertising on radio.

Revocation of regulation, on books since Prohibition, had been sought by New Jersey Broadcasters Association. NJBA had asked retail group to join in fight with New Jersey division of Alcohol Beverage Control for regulation change (BROADCASTING, Sept. 14).

Musical 'Pickwick' sold

Time-Life Films, New York, reported Friday (Nov. 6) it has sold 90-minute musical special, "Pickwick," in 55 markets. Program, produced by BBC, has been bought by stations including WNBC-TV New York, WMAQ-TV Chicago, KTLA(TV) Los Angeles, WMAL-TV Washington and KBTW(TV) Denver.

Hypoing charge made

Federal Trade Commission, in proposed complaint issued Friday (Nov. 6) charged WQXY-FM Baton Rouge with inflating audience figures with \$30,000 cash sweepstakes contest during May American Research Bureau

survey.

In addition to prohibiting alleged practice, commission seeks to prevent licensee, Sound Dimensions, and parent firm, Gulf Union Corp., Louisiana holding company, from "participating in or subscribing to" an audience survey for two years unless firms "clearly and conspicuously" disclose in all audience survey promotion that FTC has made hypoing charges.

Same positive disclosure—requirement that offending firm disclose FTC findings publicly or face advertising ban—is also incorporated by commission in complaints against Coca-Cola and Standard Oil of California for allegedly misleading advertising of Hi-C fruit drinks and Chevron gasoline with F-310 respectively (BROADCASTING, Oct. 5).

Capcities deal is hit

Study project by group of 12 law school students who spent summer in Washington resulted Friday (Nov. 6) in petition to FCC seeking to block \$110-million sale of Triangle Publications Inc.'s nine radio and television stations to Capital Cities Broadcasting Corp. (BROADCASTING, Feb. 9).

Students, in petition prepared by Citizens Communications Center, Washington, assert that transactions would violate commission rules against trafficking and result in concentration of media control.

Petition was based on results of students' three-month study of FCC processes. Students, who represent six law schools, were sponsored by Consumers Union, National Citizens Committee for Broadcasting, Robert F. Kennedy Memorial Children's Foundation and Boston College Law School.

They were recruited by Citizens Communications Center, which represents citizens groups in commission and court actions against broadcasters. Other reports and actions are expected to emerge from study.

Triangle stations involved are WNHC-AM-FM-TV New Haven-Hartford, Conn.; WFIL-AM-FM-TV Philadelphia, and KFRE-AM-FM-TV Fresno, Calif. Triangle's syndication division and some Philadelphia real estate are also involved in sales agreement.

However, because of rules barring acquisition of more than one full-time station in market and limiting number of stations licensee can own to seven AM's, seven FM's and seven TV's (no

More "At Deadline" on page 10

Week's Headliners



Mr. Box

Ves R. Box, VP and general manager, KDFW-TV (formerly KRLD-TV) Dallas, named president, succeeding **Clyde W. Rembert**, who retires. Mr. Rembert will remain as consultant with station and as board chairman. Mr. Box is succeeded at his former position by **I. W. Baker Jr.**, VP and assistant general manager.

Harry Reasoner, anchorman, CBS News, New York, joins ABC News as New York anchorman for ABC evening news presentation. Mr. Reasoner succeeds **Frank Reynolds**, named special correspondent for ABC News (see page 54). **Charles C. Woodard Jr.**, VP, Westinghouse Broadcasting and president, West-



Mr. Rembert



Mr. Woodard

inghouse CATV subsidiaries, joins CATV division of Teleprompter, New York, as corporate VP and assistant general manager. Before he started with WBC in 1957, Mr. Woodard was senior TV attorney at CBS.

Neil M. Delman, general attorney with supervisory responsibility for legal affairs of ABC Films, ABC International and ABC Merchandising, elected to newly created position of VP, Administration, ABC Films and ABC International TV. Before joining ABC in 1963, Mr. Delman served for four years as assistant general counsel of United Artists.



Mr. Delman

appointments. On the whole, the arrangement seems to be working fairly well."

Writer of this passage—and several more as biting—is FCC Commissioner **Nicholas Johnson** in December issue of *Playboy* magazine, out this week.

TV replay probed

Public statements of local law official following Black Panther Party raid in Chicago Dec. 4, 1969, including reenactment on WBBM-TV there, are subject of Chicago bar association probe disclosed Friday (Nov. 6). CBS's Committee on Inquiry and Professional Responsibility is studying comments on case by state's attorney **Edward V. Hanrahan** whose office used city police in raid resulting in death of two Panther leaders. Same office conducted replay TV show.

NBC-TV tops MNA's

NBC-TV led by nearly full point in Nielsen 70-market multinet area (MNA) average ratings 7:30-11 p.m. for week ended Nov. 1. Averages in report out Friday (Nov. 6) were NBC 19.4, ABC 18.5, CBS 18.2

In night of week, NBC took Thursday, Friday and Saturday; ABC Tuesday and Sunday, and CBS Monday and Wednesday.

New-show highlights in top-20 ranking: NBC's *Flip Wilson* placed 10th and ABC's *NFL Football* 20th. Of all new series that week, additional shows rated above level of 15.0 included ABC's *"Make Room for Granddaddy"*; NBC's *Red Skelton*; ABC's *Partridge Family*; NBC's *Men From Shiloh*; CBS's *Storefront Lawyers*; NBC's *Four in One*; ABC's *Young Rebels* and NBC's *Nancy*.

Durgin cites challenges

Public confidence in present and future of TV programming is supported by nation's \$3.8-billion investment in new TV sets last year and climb in viewing to average of almost six hours per day, according to **Don Durgin**, president of NBC-TV.

Mr. Durgin told members of Albuquerque (N.M.) Advertising Club Friday (Nov. 6) that network TV will be challenged in 1970's by other entertainment and information forms. He said NBC believes old formulas of regular program series and lock-in time periods will not be able to meet new challenges ahead, but entertainment specials and special events programming will be "successful way to diversify" over wide range of public taste.

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

more than five VHF), Capital Cities plans to sell off six radio stations it is acquiring plus two TV stations it already owns, WSAZ-TV Huntington, W. Va., and WTEN-TV Albany, N.Y.

Students, in petitioning FCC either to dismiss assignment applications or set them for hearing, said that Capital Cities' sale of six radio stations it plans to acquire from Triangle would violate commission's rule against disposing of broadcast properties less than three years after they are acquired. Stations, students said, "are to be acquired solely for the purpose of immediate resale in the Capacities sell-off."

Students also said Capital Cities' acquisition of KFRE-TV, WNHC-TV and WFIL-TV would result in concentration of control of media. Commission approval of proposed transfer, they said, "would almost triple the potential number of television households in the top-50 markets which Capacities would serve."

Capital Cities now owns WKBW-AM-TV Buffalo, N.Y., KTRK-TV Houston, WTVD-TV Durham, N.C., WROW-AM-FM Albany, N.Y.; KPOL-AM-FM Los Ange-

les; WJR-AM-FM Detroit; WPAT-AM-FM Patterson, N.J.; WPRD-AM-FM Providence, R.I., as well as WTEN-TV Albany and WSAZ-TV Huntington. It plans to sell those two television stations to Poole Broadcasting Inc. and to Lee Enterprises, respectively; KFRE(AM) to Walter Lake of McGovern-Guild-PGW, WNHC(AM) to owners of WERI-AM-FM Westery, R.I., WFIL(AM) to LIN Broadcasting Corp., KFRE-FM to Richard A. Ingraham and Richard W. Wagner, WNHC(FM) to station manager Robert Herpe, and WFIL-FM to Richer Communications Inc., group headed by station manager **John L. Richer**.

Deal underway: Johnson

"The administration has apparently begun a protection racket. If broadcasters pay up with free time and favorable news coverage, the administration will protect the industry against economic loss from legislation to limit ownership and advertising time, public participation in the license-renewal process, anti-trust suits and the like—by means of counter-legislation and favorable FCC

“You saved our marriage.”

Spend an hour reading Ann Colone's mail.

You'll understand how important it is for people in trouble to have somebody they can turn to.

The Ft. Wayne women who write and phone WANE-TV to ask for advice from Ann's panel of human relations experts are unhappy and confused and embarrassed. Often they are desperate in their need for help.

Troubled marriages. Troubled children. Drugs. Unwanted pregnancies. Other women in their husbands' lives. Other men in their own.

Once each week on WANE-TV's daily "Ann Colone Show," Ann convenes the panel to probe into the problems. To offer frank, practical advice.

And to tell how and where to find professional help.



Week after week for the past ten years, viewers in the Ft. Wayne community have gained deeper insights into their own lives by watching "The Ann Colone Show."

Recently a woman wrote, "Whenever a problem similar to mine was raised, I listened intently and tried the suggestions that fit my own situation. We've survived in-laws, drinking, rumors of other women, just about anything that can come up when one partner or the other is unhappy..."

"We'll celebrate our tenth anniversary this year, I want you and the panel to know you saved our marriage."



① KHOU-TV
Houston

② WANE-TV
Fort Wayne

③ KOTV
Tulsa

④ WISH-TV
Indianapolis

⑤ KXTV
Sacramento

CBS Affiliates

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING



Bob Homme as

THE FRIENDLY GIANT

A stimulating and enriching childrens series . . . winner of the Sylvania and Ohio State awards for excellence.

This Canadian Broadcasting Corporation series has a successful 13-year history of creative programming.

Available in 15 minute color strips and ideal for weekday or weekend morning slots.

First run in all markets.

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Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

November

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—*University of Southern California Journalism Alumni Association* awards. Winners include Joseph Alsop and John Chancellor. Beverly Hilton hotel, Los Angeles.

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

Nov. 10-11—First annual conference of *National Industrial Television Association*, in conjunction with NABE convention. Sheraton Park hotel, 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—Annual FM Day, *Georgia Association of Broadcasters*. Featured speaker will be FCC Commissioner Robert E. Lee. Marriott Motor hotel, Atlanta.

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

Nov. 13-14—Meeting of *Maryland-District of Columbia-Delaware Association 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. 16-19—*National Association of Regulatory Utility Commissioners'* 82d annual meeting. Speakers to include FCC Chairman Dean Burch discussing a "New Regulatory Profile for Communications" and Dr. Clay T. Whitehead, special assistant to the President for telecommunications policy, on "The Role of the White House in Formulating National Communications Policy." International hotel, Las Vegas.

Nov. 16-20—Annual meeting, *Television Bureau of Advertising*, New York Hilton. (For full agenda, see page 42)

Nov. 17—Meeting of *Institute of Electrical and Electronics Engineers*. New London, Conn.

Nov. 17-18—Board meetings, *American Advertising Federation*. DuPont Plaza hotel, Washington.

Nov. 20—*Colorado CATV Association* annual meeting. Antlers Plaza hotel, Colorado Springs.

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. 20-21—*National Association of FM Broadcasters'* board of directors meeting. diLido, Miami Beach.

Nov. 20-22—*Fifth Annual Radio Program Conference*, sponsored and directed by Bill Gavin. FCC Commissioner Nicholas Johnson will speak at opening session on "The Social Impact and

Balance of 1970 *National Association of Broadcasters* conference schedule:

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).

Opportunity of Radio." Century Plaza hotel, Los Angeles.

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).

Dec. 3-4—Special meeting of board of directors, *Association of Maximum Service Telecasters*. Mauna Kea Beach hotel, Hawaii.

Dec. 4—Annual fall meeting, *Arizona Broadcasters Association*. Mountain Shadows, Scottsdale.

Dec. 4-6—Post-election conference, *University of Maryland department of journalism*, on new communications techniques used in political campaigns this year. Center of adult education, College Park.

Dec. 6-9—First *CATV Advertising-Programming Seminar*. Walter Conkite, Jerry Della Fama and Bill Daniels are among speakers. Ambassador hotel, Los Angeles.

Dec. 7—New deadline for comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Oct. 22.

Dec. 7-9—*National Cable Television Association* cablecasting seminar. Chicago.

Dec. 14—New deadline for comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Aug. 21 (Doc. 18877).

January, 1971

Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Nov. 23.

Jan. 8, 1971—New deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Nov. 23.

Jan. 8-9—Midwinter meeting, *Florida Association of Broadcasters*. Hilton South, Orlando.

Jan. 11-17—Triannual meeting, *Unda*, international Catholic association for radio and TV. Loyola University, New Orleans.

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

Jan. 18-20—*National Cable Television Association* cablecasting seminar. Burlingame hotel, Burlingame, Calif.



Shape of '71

...another first by *Broadcasting*. This year, for the first time, *Broadcasting* will combine its two year-end issues, those dated December 28 and January 4, into a major exploration of the *Shape of '71*. If you want your message brought to the attention of over 120,000* broadcasters and those in the allied arts, then don't miss this unique advertising opportunity. Right now *Broadcasting's* editors are working on this combined issue. It will give an exact fix on broadcasting's position at this critical point in radio and television history.

Here are a few of the features now planned:

- *Shape of '71* will include *Broadcasting's* highly-respected annual estimate of radio and TV time sales. Researchers depend on these estimates—which have become the industry standard—far in advance of FCC official figures.
- An in-depth study of the general economic factors that affect broadcasting.
- A market-by-market analysis of the local share of television network performance. Tables list each market and show the exact contributions each affiliate makes to its network's national audience.
- The economic prospects for television and radio in 1971 will be surveyed... based on in-depth research of advertisers, agencies, reps, networks, stations.

Also features and reports on:

- "What's Happening in Washington" with a look ahead at what's in store for broadcasters from the Hill, the FCC, the FTC, Justice.
- Changing thrust at NAB.
- Station trading and criteria
- CATV, status, scope and prospects
- plus other articles designed to put 1971 in proper perspective.

Altogether *Shape of '71* will be one of *Broadcasting's* most impressive and useful issues. It 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, every equipment manufacturer, programmer... plus all others in the arts allied with broadcasting.

Closing date: December 16. Reserve your space now for our 2-in-1 special. For complete details contact your nearest *Broadcasting* office.

*Source: October 1970 Readership Survey showing 3.2 readers per copy.

Broadcasting
THE PUBLICATION OF TELEVISION AND RADIO



KRLD

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Most important of all, they fit right
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stations in major markets.

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OFFICES IN: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, ATLANTA, BOSTON.

Top-50 Agencies in Radio-TV...a Special Report in *Broadcasting's* November 23 issue.

The top-50 agencies in radio and television control just about all the spot business there is. Last year they placed more than \$3,200,000,000 in broadcasting. Will this figure be exceeded in 1970? Who are the top-50 agencies? What did their clients spend? Is J. Walter Thompson still number one? Answers to these and similar questions will be featured in *Broadcasting's* November 23 issue.

Your advertising message in this issue will do double duty. For not only will it be read by more than 120,000* broadcasting influentials, but it will also be kept for frequent reference by agency and advertiser personnel of dollars-and-cents importance to you. Don't miss this unique advertising opportunity. Closing date: November 13. For complete details, contact your nearest *Broadcasting* office.

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1735 DeSales St., N.W. 20036
202-638-1022

New York
444 Madison Avenue 10022
212-755-0610

Chicago
360 N. Michigan Avenue 60601
312-236-4115

Hollywood
1680 N. Vine Street 90028
213-463-3148

Broadcasting
THE AUTHORITY ON TELEVISION AND RADIO

*Source: October 1970
Readership Survey showing
3.2 readers per copy.



The anniversary issue

EDITOR: I want to commend you and your staff on a fine 50th anniversary observance of broadcasting (BROADCASTING, Nov. 2). . . . I'm particularly delighted with your comments on newspaper and big-business ownership's contributions to the broadcasting industry.—*Theodore A. Serrill, executive VP, National Newspaper Association, Washington.*

EDITOR: Congratulations on your retrospective.

The fact that everything from 1931 on came out of your pages illuminates the unique and indispensable role you have played in the growth and maturation of the industry.—*Harry London, vice president, Henry J. Kaufman Assoc., Washington.*

EDITOR: . . . A monumental job . . . Your 50th anniversary issue exhibits remarkable depth of research and is most lucidly presented.—*J. Leonard Reinsch, president, Cox Broadcasting Corp., Atlanta.*

A Johnson fan

EDITOR: Your editorial maligning FCC Commissioner Nicholas Johnson (Oct. 26) poignantly demonstrates the bias in analyzing individuals the administration has attacked the television medium for. Albeit unimaginable to many members of the broadcast industry and their trade publications, Mr. Johnson has consistently taken a societal approach to the problems of broadcasting, rather than one which reflects concern for the profit margins of stations and networks.

Perhaps it should be Dean Burch, who has undeniably strong ties to the present administration, who should come under attack from your magazine. You could then take your own advice and "forget . . . the Jerry Rubin of the federal bureaucracy," Nicholas Johnson.—*Michael R. Lee, VP, Heavy Productions, Denver.*

Both a winner and a loser

EDITOR: I'd like to call an interesting bit of irony to your attention.

We at Taft, like all responsible broadcasters, have a corporate policy of making a sincere effort to be useful to the various black communities in each market where we are on the air. As a matter of fact, we have a rivalry developing among the managements of our several stations to see who can do the best job

in the area of racial matters.

In Kansas City, Mo., our stations have just received the 1970 Distinguished Service Award from Bervin Fisher, chairman of the Kansas City chapter of the Congress of Racial Equality, in recognition of our outstanding service to the black community. This was no artificial or automatic thing. CORE was simply impressed by our efforts and was moved to fete us.

Here's the irony.

In Columbus, Ohio, where the management is trying just as hard to be of service and expending at least as much effort, we got keelhaunched by a black group that says we are insensitive to the needs of the black community and that we're doing a lousy job. I can't believe that we are the only broadcasters who have had such different reactions to sincere efforts to be useful.—*Jack Remington, director, corporate and public affairs, Taft Broadcasting Co., Cincinnati.*

European vs. American TV

EDITOR: So Mr. Sonderling has watched a few hours of TV in England and France and pontificates in BROADCASTING (Oct. 12) how terrible it all is—"absolutely unbelievable, dull and uninteresting." In his wildly chauvinistic defense of American TV, he states: "In one day's time, the American public gets more information, more diversified entertainment and has a greater opportunity to learn essential facts of the problems at home and abroad, than viewers in Europe can experience during a whole week or month." Mr. Sonderling's views of European TV are so naive one hardly knows where to start in refuting him. For openers, didn't he notice that the European picture was better, had more definition than its American counterpart?

Has he ever compared, say, European coverage of the winter Olympics (all-day live coverage sans commercials) with the snippets of coverage commercially sponsored on American TV? And those French newsmen he thinks so terrible have been bringing back some remarkably fine film footage from Vietnam. But it is in children's programming where European TV has surpassed American TV for years. While we have until recently been pushing out a steady diet of pie-in-the-sky cartoons, European TV for children has been entertaining, wholesome and instructional.—*Art Harris, manager, retail sales development, WRGB(AM) Schenectady, N.Y.*

BROADCASTING PUBLICATIONS INC.
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Broadcasting ®
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
TELEVISION

Executive and publication headquarters
BROADCASTING-TELECASTING building,
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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.

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Creative promotion makes good advertising even better

Promotions and premiums of various kinds are often used for extending the impact of advertising in the traditional media such as television, radio and print. They are used for traffic, sales promotion and other goals too, as the members of the Broadcasters Promotion Association, now meeting in Houston, understand so well because they have been partners in these ventures with sponsors and agencies at different times.

Leo Burnett Co. has had many successes with promotions and premiums to help extend advertising's potency. Some of the most successful have been in association with our TV campaigns where we have quite a menagerie of characters that lend themselves to effective merchandising.

During the years I was with the Kroger Co. I was a nonfoods buyer. As such I was involved with developing traffic promotions for our then 26 branches. I had maximum exposure to picnic jugs, silverware, dinnerware, coffee pots, folding tables, glassware, 13-volume encyclopedia sets, etc., most of which are still in the repertoire of food chain premium offers. Besides building traffic, though, we also wanted to produce added profit dollars from the premium item.

Profitability of the item itself is not a factor at Burnett. Increasing traffic and unit sales of the sponsor's product are factors.

Despite evidence to the contrary, an attitude persists that a self-liquidating offer can replace a price pack, an on-pack product promotion or a coupon effort. Our rule number one is: Never try to make a premium offer do a job that some other promotional device can do more effectively.

When we do use a self-liquidating item—and we use a lot of them—our objective often is to extend the impact of our advertising. Our rule number two, therefore, is: Don't force a premium out of your advertising campaign.

Hindsight shows we were forcing when we made an offer of a green sweatshirt with the Jolly Green Giant's "ho ho ho!" The response was ho ho hum.

Two key words in the development of creative premiums are uniqueness and appropriateness. The green sweatshirt in a market saturated with kookie slogan sweatshirts was not unique—and not particularly appropriate to the Green

Giant's image.

But some others for the Green Giant went very well and did in our opinion extend the influence of the advertising. These included making the giant's footprint into a rug and a beach towel, using his hand on an umbrella and making the other hand into a handsome kiddie chair. His face has appeared on a variety of items from mugs to kites and he has appeared in his entirety as a four-foot rag doll and a smaller 16-inch doll.

As America's best-known trade character, the Green Giant is eminently merchandisable. But not all our items concern just him. Most of the TV commercials are set in "the valley of the Jolly Green Giant" where helpers use trucks or trains to rush the vegetables to the freezer at the peak of perfect flavor. The trucks and trains were effective items. But note the premiums have evolved out of the advertising, not the other way around.

Television and Burnett clients like Kellogg have combined to produce fun characters such as Tony the Tiger as advertising spokesmen. Tony has been a milk mug, cereal bowl, swimming toy, growler and a plush toy.

Star-Kist's Charlie Tuna, also of TV fame, has been featured as a rug and a high "camp" clock, well before the Spiro Agnew wristwatch.

After being a puzzle and a hand puppet, Hans, the little chocolate maker from Nestle's TV commercial, has been made into a rag doll. So has the Pillsbury Doughboy, who pops out of the can in the TV commercials to make

those good things from the oven. We have even duplicated the action with a Doughboy toy that pops out of a can when you rap it on the edge of a table.

Pillsbury's Funny Face Drink Mix has personalized the flavors with names like Goofy Grape and Lefty Lemon. They became pillows for a child's room and a highly successful set of Funny Face mugs from which to drink the product.

Mugs have been fine premiums for several of our clients. Some have sold more than a million. But they are not ordinary mugs. They come right out of the advertising, like the Kellogg's Apple Jacks mug and bowl set.

Lavoris Mouthwash has used a number of premiums. An apothecary jar pack-in, for instance, was not intended to and did not extend the impact of the brand's advertising despite the hygienic connotations of the item. A gold "Pucker Power" pin and pass-out lapel buttons, however, came right out of the TV theme.

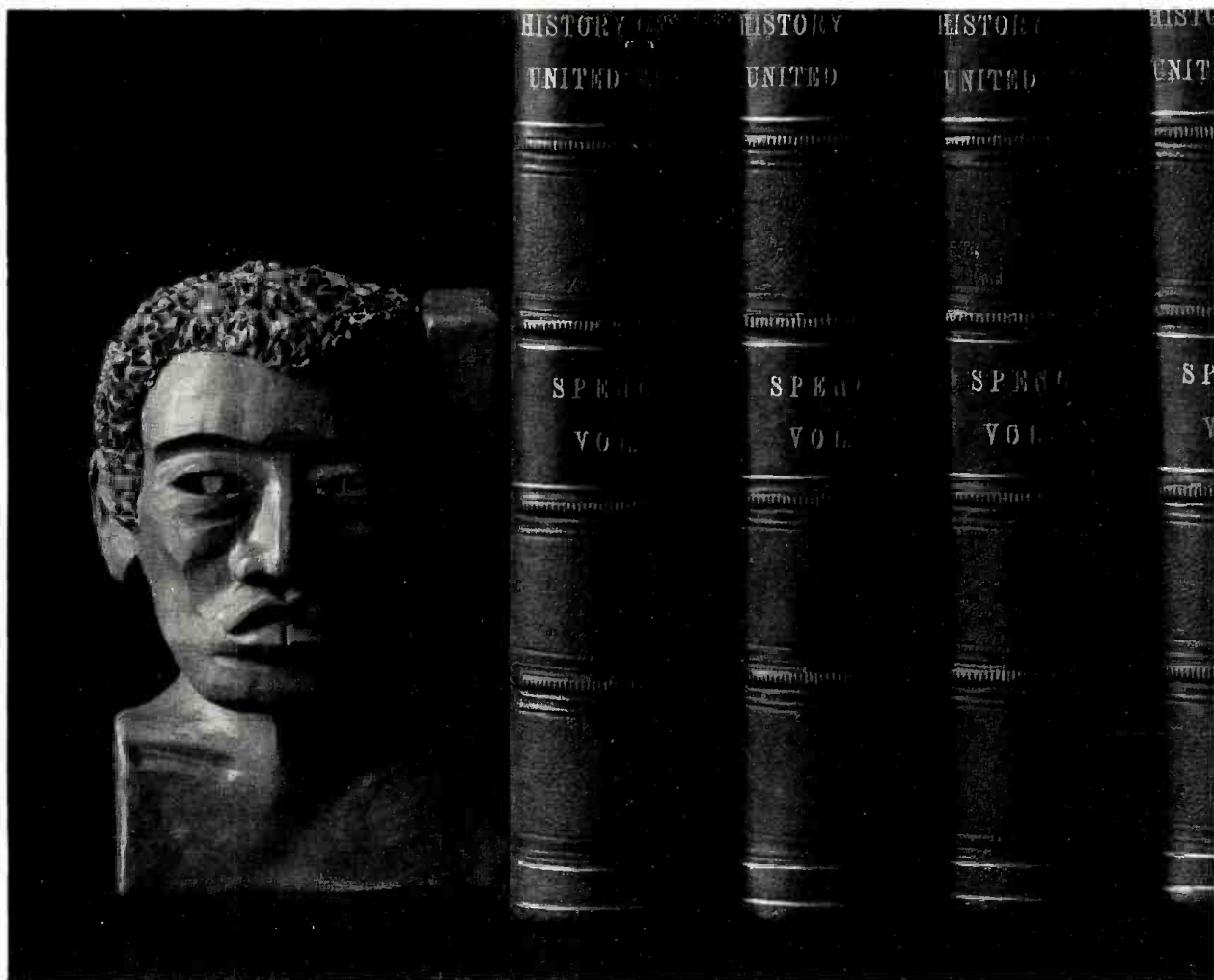
What do you do when your product is a service? Union Oil offers a toy service truck. Union also personalized and symbolized its home heating fuel-oil service with Burnie, the faithful St. Bernard, who evolved into a premium.

The list continues in examples such as the United Air Lines "Take Me Along" record and kit.

As for extending the impact of your advertising, that assumes your advertising has impact to start with. The extra mile comes from premiums and promotions that are unique and appropriate.



C. Theodore Weeks is vice president in charge of sales promotion for Leo Burnett Co., Chicago, and is responsible for the promotion and merchandising plans for all Burnett clients. He joined the agency a dozen years ago. Before that, from 1954 to 1958, Mr. Weeks had been merchandising director and member of the plans board at Gardner Advertising, St. Louis. Earlier for six years he was with Kroger Co., Cincinnati. Mr. Weeks is a graduate of Miami University, Oxford, Ohio.



We'd like to share "Black History" with you.

Americans of all colors are responding to Taft's "Black History"—a successful series of TV and radio programs about Black Americans.

The series includes 130 60-sec. radio and 130 3½ minute TV vignettes. It's researched, written and produced by Blacks and narrated by Ed Beasley, a Black historian. But it's for thoughtful Americans of all colors.

We think "Black History" is the kind of informative programming other stations are also interested in broadcasting. So we're making it

available to you at a very modest cost.

If you're interested, please fill out the coupon.

Jack Remington, Taft Broadcasting Co.
1906 Highland Ave., Cincinnati, Ohio 45219
(513) 421-1750

Please get in touch with me. I'm interested in Black History.

Name _____ Station _____

Address _____

City _____ State _____

Zip _____ Phone _____



BIRMINGHAM
WBRC
TV-AM-FM

BUFFALO
WGR
TV-AM-FM

CINCINNATI
WKRC
TV-AM-FM

COLUMBUS
WTVN-TV-AM
WBUC

KANSAS CITY
WDAF
TV-AM-FM

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WILKES-BARRE
WNEP-TV

HOLLYWOOD: HANNA-BARBERA PRODUCTIONS, INC. • CINEMOBILE SYSTEMS, INC. • CINCINNATI: CONEY ISLAND

the Radio Sweep

For the first time – simultaneous surveys of 150 radio markets, covering 99% of all national spot billing.

ARB will conduct a nationwide radio market sweep April 15-May 12 to provide identical time standards for improved market comparisons.

Responsible, characteristic leadership

MARKET

Akron	Detroit	Louisville	St. Louis
Albany-Schenectady-Troy	*Duluth-Superior	Lubbock	Salinas-Monterey
*Albuquerque	Durham	Macon	Salt Lake City
*Allentown-Bethlehem-Easton	*El Paso	Madison	San Antonio
Altoona	Erie	Manchester	San Bernardino-Riverside
*Amarillo	Eugene	McAllen-Brownsville	Ontario
Asheville	*Evansville	Memphis	San Diego
Atlanta	* Fargo-Moorhead	Miami	San Francisco
*Austin, Tex.	Flint	Milwaukee	San Jose
*Bakersfield	* Ft. Lauderdale-Hollywood	Minneapolis-St. Paul	*Santa Barbara
Baltimore	Ft. Wayne	*Mobile	Savannah
Baton Rouge	Fresno	*Montgomery	Seattle-Everett-Tacoma
Beaumont-Port Arthur	Grand Rapids	Nashville	Shreveport
Billings	Great Falls	New Haven-Waterbury	South Bend
Binghamton	Green Bay	New Orleans	Spokane
Birmingham	*Greensboro/Winston-Salem/ High Point	New York	Springfield-Holyoke-Chicopee
Boise	Greenville, S.C.	Norfolk-Portsmouth- Newport News-Hampton	*Springfield, Mo.
Boston	Hamilton-Middletown, Ohio	Oklahoma City	Stockton
Buffalo	Harrisburg, Pa.	Omaha-Council Bluffs	Syracuse
Canton	Hartford-New Britain	*Orlando	Tampa-St. Petersburg
Cedar Rapids	Honolulu	Oxnard-Ventura	Toledo
Charleston, S.C.	Houston	*Peoria	*Topeka
*Charleston, W.Va.	*Huntington-Ashland	Philadelphia	Wrentham
Charlotte	Indianapolis	Phoenix	*Tucson
*Chattanooga	*Jackson, Miss.	Pittsburgh	Tulsa
Chicago	Jacksonville	*Portland, Maine	Utica-Rome
Cincinnati	Johnstown	Portland, Ore.	Washington, D.C.
Cleveland	Kalamazoo	Providence-Pawtucket	Waterloo
Colorado Springs	Kansas City	Raleigh	West Palm Beach
*Columbia, S.C.	Knoxville	Reading	Wheeling
Columbus, Ga.	Lafayette, La.	Reno	Wichita, Kan.
Columbus, Ohio	Lancaster	Richmond	*Wichita Falls, Tex.
*Corpus Christi	*Lansing	Roanoke	Wilkes-Barre-Scranton
Dallas-Ft. Worth	Las Vegas	Rochester, N.Y.	*Wilmington, Del.
*Davenport-Rock Island- Moline	Lexington	Rockford	Worcester
Dayton	Lincoln	Sacramento	York
Denver	Little Rock	Saginaw	Youngstown-Warren
Des Moines	Los Angeles	St. Joseph	

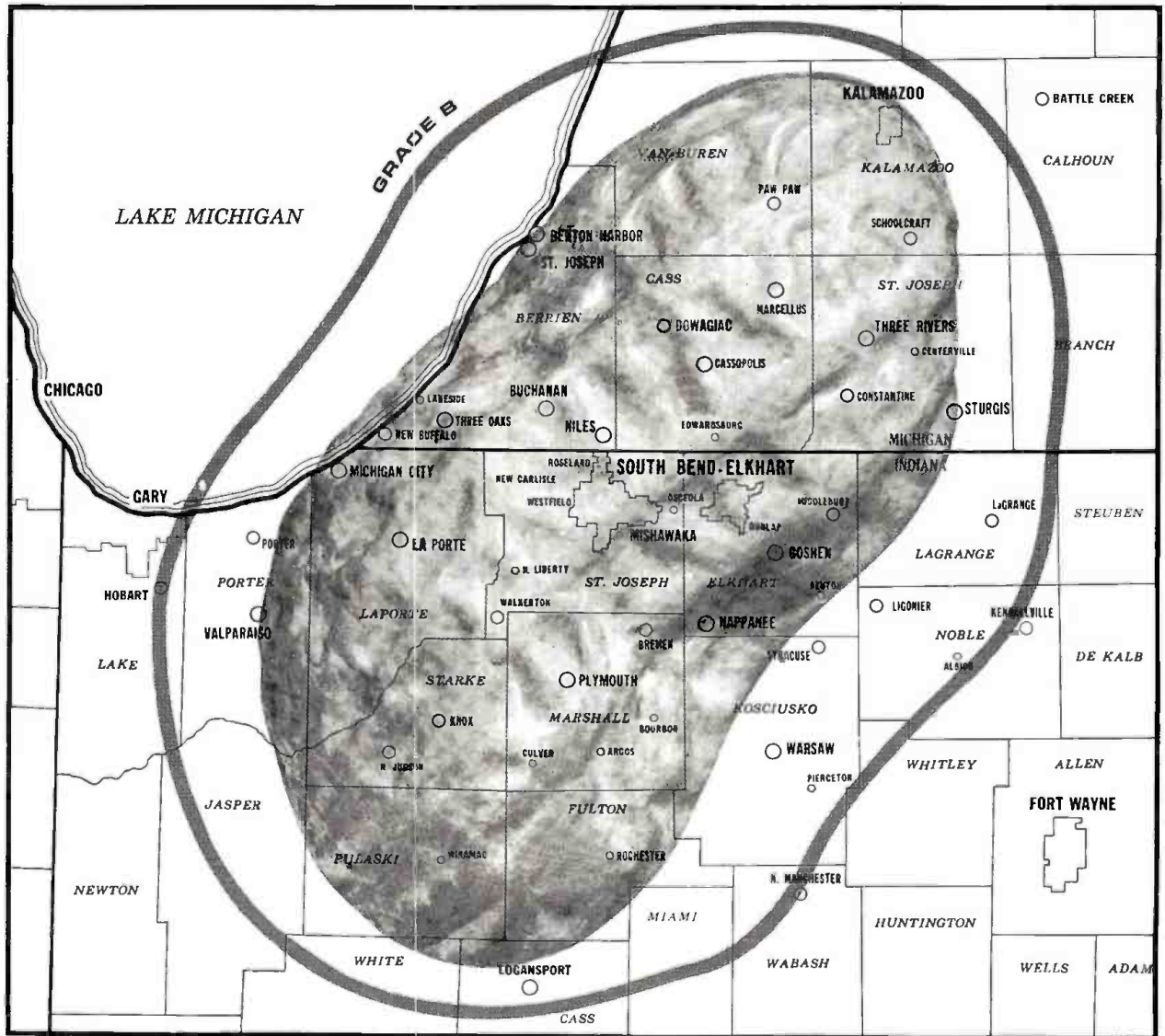
*Denotes October/November only markets which will be changed to April/May only markets effective April/May 1971.

...from ARB.....NATURALLY.



AMERICAN RESEARCH BUREAU • 4320 AMMENDALE RD., BELTSVILLE, MD. 20705
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MORE SPREAD FOR YOUR "BREAD" WITH OUR NEW PEANUT! NEW \$4 BILLION MARKET – SAME LOW COST



New Power: 4,160,000 watts maximum ERP.

New Tower: 1,090 feet above average terrain.

New ABC Network Service for lower Michigan.

New "Peanut Pattern" covers prosperous southwestern Michigan and northern Indiana – estimated effective buying income of \$4,077,264,000*.

*Sales Management Survey of Buying Power, June 10, 1970.

Put your message where the money is – call Blair today!



The Communicana Group also includes WKJG-TV, AM and FM, Ft. Wayne; WTRC and WFIM (FM), Elkhart; and *The Elkhart Truth* (Daily)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION



President Nixon appeared first in the back-to-back Republican-Democratic telecasts that were shown on all three networks Monday night. His 15-minute segment was an edited version of the speech he gave the previous Saturday in



Phoenix. The tape was black and white; the audio poor and at times words were inaudible. In contrast Senator Muskie, who followed the President, had been taped in color. He spoke clearly, directly into the camera.

No signs of relief from regulation

Election may have sharpened prejudices on the Hill; Macdonald vows to override veto of cut-rate political

Both Republicans and Democrats emerged from the election claiming victory last week. But not broadcasters.

The networks and stations around the country provided their customary coverage of the biennial referendum on candidates and issues (see page 26). And television and radio were used as never before in an off-year election to promote candidates and parties.

But while Republicans boasted of their gains in the Senate and the Democrats of their increased strength in the House and state capitals, broadcasters could count no advances. Key incumbents were re-elected in both Senate and House. If any changes were to occur in the leadership of the principal committees affecting broadcast legislation they were apt to put antibroadcasting legislators in stronger positions than they now hold (see story, page 32).

The re-election of so many incumbents also was believed to give strength to the forces that are expected to try to override the President's veto of the political-broadcasting bill—which these same members of Senate and House overwhelmingly passed before leaving on the campaign recess.

Broadcasters were left also with the

legacy of any election campaign—complaints about media treatment of candidates and issues. But the complaints were more bitter this time, and they have led to court cases that could result in a contraction of the discretion now allowed broadcasters in their coverage of politics and politicians.

If one benefit accrued from the election it was the dissipation of the myth that television can control the electorate. A post-election summary showed that television spending was no guarantee of victory (see story, page 31).

Whether the abatement of the monster image would affect the voting on a motion to override the veto of the political-broadcasting bill is not known. Other factors in the campaign, however, could be influential.

The bill, which would set limits on the amount of money candidates can spend on radio and television and require broadcasters to sell them time at minimum rates, may look better to Democrats after the election than it did before. Their finances are in an even sorer state, and many have vivid memories of lavish spending by Republican opponents. In addition, the rough handling Democrats got from President

Nixon in the campaign may give some of them an added incentive to embarrass him.

Nor should broadcasters, in the opinion of some Capitol Hill observers, count on wholesale defections to the President's support on the part of Republicans who originally voted for the measure. These observers point out that, in view of the less than awesome power the President exhibited in affecting the outcome of elections, those members of his party would be less fearful of opposing him on the issue.

The first call to battle has already been sounded—by Representative Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee. He told the Massachusetts Broadcasters Association in Boston on Thursday (Nov. 5) that he was returning to Washington later that day to "undertake a tough job"—persuading Congress to override the veto.

Representative Macdonald, who steered the bill through the subcommittee, the parent Commerce Committee and the full House, said it was designed to keep "moneyed men" from using television and radio to "overwhelm" less affluent candidates. Congress, he said,

should have voted to override the veto before the election recess. The Senate adopted the bill on a vote of 60 to 19, the House by 247 to 112.

President Nixon vetoed the bill principally on the ground that it would discriminate against broadcasting and would fail in its announced purpose of reducing total campaign spending. He called the bill "a good aim gone amiss" and called on Congress to adopt a measure that would apply to all expenditures. However, he said nothing about another key element in the measure—one that would repeal the equal-time law as it applies to presidential and vice-presidential campaigns, and thus open the door to debates between presidential candidates in 1972.

Representative Macdonald told his Boston audience that "something very strange must have happened at the White House" to cause the President to veto the bill "in the face of [its] almost unanimous support by knowledgeable Republicans in the House." And he closed with a warning: "You can take my word for it. If you continue fighting this bill, you're going to get a worse one."

While Congress is considering legislation that would have a sharp impact on station finances, U.S. appeals courts around the country are considering a number of cases generated by the campaign that could result in new restric-



Election coverage was as elaborate for last week's voting as it is in a presidential election. The veteran Walter Cronkite anchored CBS-TV's coverage,

backed by Mike Wallace, Roger Mudd, Dan Rather, Bill Stout and David Schoumacher, correspondents, and Eric Sevareid and Theodore White as analysts.

tions on the editorial judgment broadcasters may exercise in airing controversial issues. Several suits, including one filed by the Democratic National Committee, are aimed at prohibiting broadcasters from refusing to sell time for the discussion of such issues.

Another, by an antiwar businessman's group, seeks to overturn a commission ruling rejecting its complaint that the networks violated the fairness doctrine in refusing to provide time for a spokesman to respond to a speech by President Nixon on the war. The group

maintains that broadcasters cannot provide balance simply by reporting opponents' views in newscasts and interview programs—the means broadcasters generally employ.

For a campaign in which the Republicans were supposed to have the advantage that money can provide for advertising punch, both the GOP and Democrats wrote a surprise ending.

President Nixon and Senator Edmund Muskie (D-Me.) appeared in 15-minute, back-to-back appearances on each of the networks at different times Monday night—and the contrast was startling.

The President appeared in an edited version of a speech delivered the previous Saturday in Phoenix, in which he hit hard at the law-and-order theme. But the tape was in black and white, and the audio was poor; at times words were inaudible.

Senator Muskie, on the other hand, had been taped in color in his home in Waterville, Me. He spoke clearly and directly into the camera, of "the Republican tactics of fear and division which threatened to tear our country apart."

Both appearances were the result of last-minute decisions. The Republican National Committee, regarding the President's speech as particularly significant in view of the incident at San Jose, Calif., on Thursday, when demonstrators stoned the President's car, sought to buy time on the networks Monday night. Originally, the committee wanted 30 minutes, but settled for 15 after a hastily organized Ad Hoc Committee for National Unity had ordered 15 minutes for Senator Muskie. (CBS says The Republican National Committee from the first ordered only 15 minutes from it.)

Former diplomat Averill Harriman, who was named chairman of the group, signed a note for \$100,000 on the

confirmed this month he would have only seven months left of his term. He was named to fill the remainder of Commissioner Robert Wells's term ending June 30, 1971.

The delay in action on Mr. Unger's nomination is holding up action on Mr. Wells's nomination to a full seven-year term to succeed Democratic Commissioner Kenneth A. Cox, who was not reappointed at the expiration of his term in June. Mr. Unger and Mr. Wells are Republicans, and their appointments would give the commission its first Republican majority in 10 years.

But the election results in Kansas, Mr. Wells's home state, raised some questions about the commissioner's own future. Last summer, when he was first mentioned as a candidate to succeed Mr. Cox, Commissioner Wells indicated he might be interested in running for governor of Kansas in 1972 if conditions were right.

One condition was that Democratic Governor Robert B. Docking be re-elected this year. He was.

Last week, Mr. Wells said he was not making any political plans, but he did not foreclose such activity. "I am on the commission, and it's the only thing I have in mind for the immediate future," he said.

How election raises questions on FCC

One question Tuesday's election has not yet resolved is when, or whether, Sherman Unger is to join the FCC.

President Nixon nominated him to the commission in July (BROADCASTING, July 27), but later the White House put a "hold" on the nomination after the Internal Revenue Service began an audit of his 1968 income tax return.

There has been speculation that the hold would be lifted once the election was history ("Closed Circuit," Oct. 12). But there was no indication last week this was about to happen.

Mr. Unger, recently replaced as general counsel of Housing and Urban Development, reported on Thursday that the audit had finally been completed that morning. He said there is an "honest difference of opinion" as to whether he owes any additional taxes.

However, he declined to discuss the matter in detail other than to say the money involves "constructive income"—that is, income he has not yet received. He said that he and his lawyers feel the auditor is in error and that he would seek administrative review.

Meanwhile, the short term to which he was appointed is getting shorter. He



NBC News executives survey the set used for their election coverage; l-r: Donald Meaney, vice president; Reuven Frank, president; Robert (Shad) Northshield, executive producer of the election program. David Brinkley was anchorman.



ABC-TV used circular set, with Frank Reynolds, Howard K. Smith and William H. Lawrence as principal reporters. The network started its coverage at 8:30 p.m., without disturbing its Mod Squad. Others opened at 7 p.m.

understanding he would be reimbursed from contributions received after the broadcast. The RNC and the Harrison group each spent an estimated \$135,000 for air time alone.

The idea for the Muskie broadcast originated principally with Geoffrey Cowan, a 28-year-old lawyer who was active in Senator Eugene McCarthy's (D-Minn.) presidential campaign in 1968 and who is associated with a public-interest law firm in Washington. He is chief counsel for Friends of the Earth in its suit to extend the FCC's fairness doctrine to commercials for high-lead gasoline and automobiles.

He began thinking of a broadcast by a Democratic spokesman on Friday (Oct. 30), after reading of the President's plan to make what the newspapers indicated would be a tough speech that night in Anaheim, Calif. The Republican party was buying a half-hour on CBS to broadcast it at 11:30 p.m., and Mr. Cowan felt it would require a Democratic response.

He began conferring with Joseph Califano, counsel for the Democratic National Committee, on an offer by CBS to sell the DNC 15 minutes at 11:30 p.m. Sunday. And while negotiations with CBS were still under way, he and Mr. Califano were informed of the Republican committee's plan to buy time on each of the networks for a re-broadcast of the President's Phoenix speech. The DNC was asked if it wanted to share the half hour.

Meanwhile a committee was being assembled by Mr. Cowan. "We didn't think we could raise enough money for three networks," Mr. Cowan said. "In fact, we never did raise enough"—a reference to the \$100,000 obligation to Mr. Harriman.

DNC Chairman Lawrence F. O'Brien called for free time and Mr. Califano contacted the networks in an effort to get it. "When he couldn't," Mr. Cowan said, "the Committee for National Unity

bought the time."

The Republicans, meanwhile, were having problems. The networks found the edited tape of the President's address provided by the RNC to be below network quality, and told the committee. NBC even offered to make a studio available to the President for a live or taped appearance.

However, that offer was declined, and the networks were told to broadcast the tape. The question of who made that decision is in some dispute; White House aides say it was the RNC; committee officials say it was the White House. Network sources indicate it was both—the committee in the cases of CBS and NBC; the White House by ABC.

The tape originated with KTAR-TV Phoenix, and was edited at Hollywood Video Center Inc., in Hollywood, in two versions—one to run 15 minutes, the other 30 minutes, in case the Republicans were able to buy the full half hour. "We helped the audio all we could," John Braislin, vice president and general manager of Hollywood Video, said last week.

The Republicans' bad luck did not end with the quality of the tape. Because of cable failure, CBS's affiliates in the East lost the first two minutes and 25 seconds of the broadcast—a portion that included an announcement that the network was not responsible for technical quality of the broadcast. The announcement was made in the anticipation—which proved to be justified—of viewer complaints.

The President's appearance in Phoenix climaxed weeks of heavy campaigning for Republican candidates all over the country. But the party had something more going for it than the President and a full war chest.

Cabinet officers and other members of the administration campaigning around the country appeared in interviews on some 150 radio and television

stations. The officials—Vice President Spiro T. Agnew, Interior Secretary Walter Hickel, Health, Education and Welfare Secretary Elliot Richardson, Secretary of Commerce Maurice Stans and White House Counselor Robert H. Finch, among them—were made available through the office of Herbert G. Klein, White House director of communications. Most of the interviews were used in regularly scheduled news shows, but about 25 were developed into full-blown specials. An aide to Mr. Klein said the office helped arrange the interviews as part of an effort Mr. Klein had initiated soon after President Nixon took office to permit news media "more access to government."

Another activity of Mr. Klein's office in connection with the campaign surfaced last week. Robert C. Odle Jr., a member of the staff, was reported to have called some 30 CBS affiliates in advance of President Nixon's speech in Anaheim, Calif., Friday (Oct. 3), to advise them the President would be making an important address over the network. Alvin Snyder, another member of the staff, said the calls were made because the broadcast had been scheduled on short notice "and we wanted to be sure" the affiliates were aware of it.

At a time, last Monday, when the Democrats were still attempting to get free time on the networks, their presumed plight was getting a hard-boiled reaction from FCC Chairman Dean Burch, an old pol himself—he ran Senator Barry Goldwater's (R-Ariz.) presidential campaign in 1964 and was chairman of the Republican National Committee for a time.

Asked at a news conference whether he was bothered by the fact that "one party has large sums to spend and the other doesn't," he answered: "If I was running a campaign and someone else had the money, it would bother me a great deal."

But he also said he would not favor a

system in which every candidate for office was given free time—"because it's not free. Somebody pays for it. You're taking property away and you must do it by due process of law."

In any case, he indicated the problem of political-campaign financing was not the FCC's to solve. He thinks it's Congress's problem.

Network coverage: smoothly expensive

Cost put at minimum of \$9.5 million plus pre-emptions

The TV and radio networks enlisted thousands of workers and spent millions of dollars in covering last week's election returns, but, being old hands at it by now, they made the massive effort look routine.

The coverage drew its biggest interest from the excitement generated in specific gubernatorial, Senate and House contests by President Nixon's and Vice President Agnew's unprecedented efforts in an off-year election, on behalf of candidates who would align with them.

Throughout their coverage from early Tuesday evening (Nov. 3) until their sign-offs at 2:30 a.m. EST (ABC-TV) and 3 a.m. (CBS-TV, NBC-TV), they centered often on progress in these races, while providing running reports on the other, less dramatic races.

They were playing to an audience that was not immediately counted. There were no overnight national ratings, or even "informed projections" from which to judge whether the size of this audience rivaled, exceeded or fell short of the 142 million people who, two years earlier, formed the estimated audience for all or part of TV's 1968 presidential election coverage.

If New York was any indication, early evening interest centered more on entertainment than politics—a not-unusual occurrence. In the 7:30-8:30 p.m. period ABC-TV's *Mod Squad* had a higher rating in the overnight Nielsens than election coverage on CBS-TV and NBC-TV combined. *Mod Squad* came in with a 23.2 rating in New York, against 13.6 for elections on CBS-TV and 7.6 for elections on NBC-TV.

For the period from 8:30 p.m. to 1 a.m., NBC-TV led in election-coverage ratings in New York Nielsens with an average of 12.5 to CBS-TV's 11.7 and ABC-TV's 6.6. NBC sources estimated that, in New York alone, about 7.2 million people watched some or all of the coverage on one or more networks.

Though figures on the national audi-

ence for the coverage would have to wait until issuance of national ratings in mid-November, the cost of coverage may have been the biggest ever. The best available estimates, all unofficial, put the combined production costs for the three TV-network news organizations at \$9.5 million to \$10.5 million, not counting losses from preemption of regular programs. In 1968 the comparable figure was put, also unofficially, at \$8.2 million.

The networks and the major news-wire services again relied for running raw-vote figures upon their cooperatively formed News Election Service—which, as in past years, experienced some computer difficulty—although this time authorities said it did not adversely affect coverage.

NES had an estimated 98,000 persons deployed throughout the country feeding raw-vote totals for distribution to the NES sponsors: ABC, CBS, NBC, Associated Press and United Press International. In addition, NES had 175 working at its national relay center in New York.

While they relied on NES for raw-vote counts, each of the network organizations had people in key voting areas in the field to speed information for use in detecting trends and projecting or calling winners. And, although they appeared more cautious in making such calls this time than in some past years, each network claimed a substantial number of firsts, from 20 to 25 in calling outcomes of races for senator and governor.

NBC's first call, at 7:19 p.m. EST, projected James Carter as winner of Georgia's gubernatorial race. ABC's first came at 7:27, interrupting regular programming to call John J. Gilligan, Democrat-winner in the Ohio governor's race. CBS's first was at 7:33, indicating Reubin Askew, Democrat, as winner of the contest for governor of Florida.

To tidy up its presentation, NBC-TV replaced its "Chinese wall" of scores of tabular displays with a single tote board with eight panels on which, electronically, current standings of desired races could be posted at the punch of a button. (At one point, for a very brief period, Arthur Goldberg, New York Democrat, was shown in one of the panels as leading in the race for governor of Ohio, but NBC authorities said this slip never reached the home-screen. It was corrected to show Mr. Gilligan leading in the Ohio contest.)

CBS used computer electronics in another innovation—to punch up pre-recorded views of candidates on key issues for presentation, after they had been projected as winners.

Election coverage started at 7 p.m. EST on CBS-TV and NBC-TV, 90 min-

utes before ABC-TV's continuous reporting got under way.

Frank Reynolds, Howard K. Smith and William H. Lawrence handled the ABC coverage. Supporting them, ABC said, were 300 in the studios and control room, 300 others at remote locations and 65 working on and in support of the decision desk, plus 5,000 League of Women Voters volunteers who helped to feed returns from key voting districts to the ABC computer center.

Although no firm figures on costs were available from ABC, unofficial estimates put the production outlay at about \$2.5 million.

Walter Cronkite again anchored the CBS coverage, backed by Mike Wallace, Roger Mudd, Dan Rather, Bill Stout and David Schoumacher reporting, Eric Sevareid and author Theodore H. White providing analysis—and an estimated staff of 3,000 in the studio, on remotes and in the field.

CBS officials declined to estimate its costs, but other sources speculated that they would run between \$3.5 million and \$4 million.

David Brinkley, Frank McGee, Edwin Newman and John Chancellor were anchormen for NBC, which said it also had 400 workers in election headquarters and 7,000 in the field. An NBC source estimated costs at \$3.5 million to \$4 million and called it "the most expensive night we've had."

For those who didn't watch the TV coverage, there was plenty of election reporting on radio.

For ABC Radio News, coverage began at 7:30 p.m. EST and spanned seven hours, feeding returns and more than 100 special actuality reports.

There were two anchormen for each of the four ABC Radio network services, who headed a team of correspondents, producers, newswriters and technical people, totaling more than 150. Coverage originated in New York under the supervision of Joseph F. Keating, executive producer for special events.

CBS Radio opened its coverage at 7:10 p.m. EST and wound up at 3 a.m. with a special morning feed. Ten-minute reports were fed at 10 and 40 minutes past the hour until 3 a.m. and occasionally were lengthened to include in-depth reports and statements by candidates.

In addition, CBS Radio said the CBS-owned stations used their private line news exchange (PLINE), with 235 staff members participating, to provide coverage of their state and local elections.

Mutual opened its election coverage at 6:50 p.m. EST, gave returns on the hour and half-hour and interspersed these reports with updates throughout the evening. Mutual's coverage continued to 2 a.m. EST.

Russ Ward and Peter Hackes co-

Our 7a.m. news begins at midnight.

WBAL has Baltimore's only 24-hour news department.

After you go to bed, and after the papers go to bed, and after the newsmen from the other radio and TV stations go to bed, our news department is still going strong.

If there's an election in Paris, rioting in Rome, or saber-rattling in Peking, it's likely to happen while you're asleep. But we keep an eye

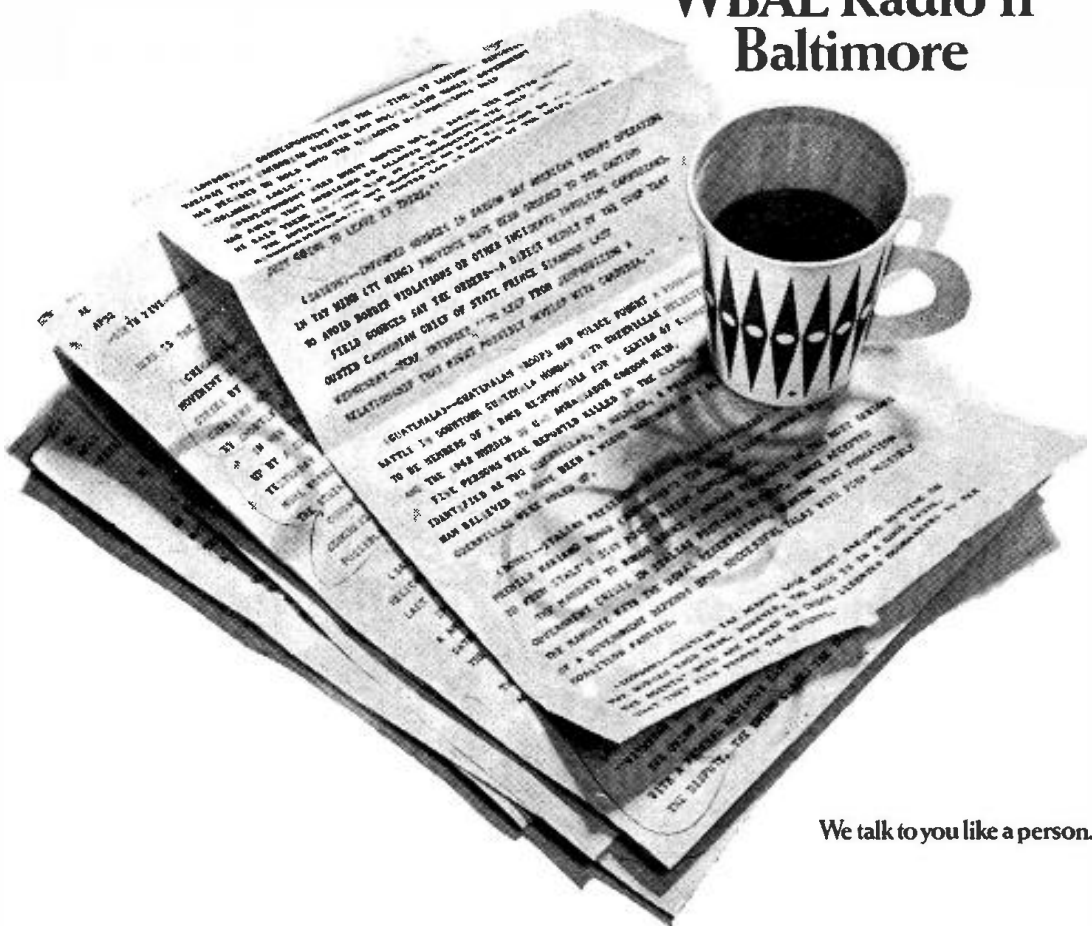
peeled for you. All night long we keep up with the news, wherever it happens.

So if you hear the news during the wee small hours on WBAL, you can be sure it hasn't been pre-written or pre-recorded hours earlier.

Of course, you're probably not awake to hear our 4 a.m. news.

But our 7 a.m. news (or the news you do hear) is better because of it.

WBAL Radio 11 Baltimore



We talk to you like a person.

**IS DMSO THE WONDER DRUG OF THE CENTURY?
IF SO, WHY ISN'T IT ON THE MARKET? THE ANSWERS TO
THESE QUESTIONS TOOK KHOU-TV A LONG WAY FROM HOUSTON.**

DMSO is one of four controversial drugs featured on KHOU-TV's hard-hitting, three hour documentary, A RIGHT TO LIFE. Advocates of DMSO claim it has proven effective in treating a variety of diseases, from arthritis to cancer. But is that the truth? The whole truth?

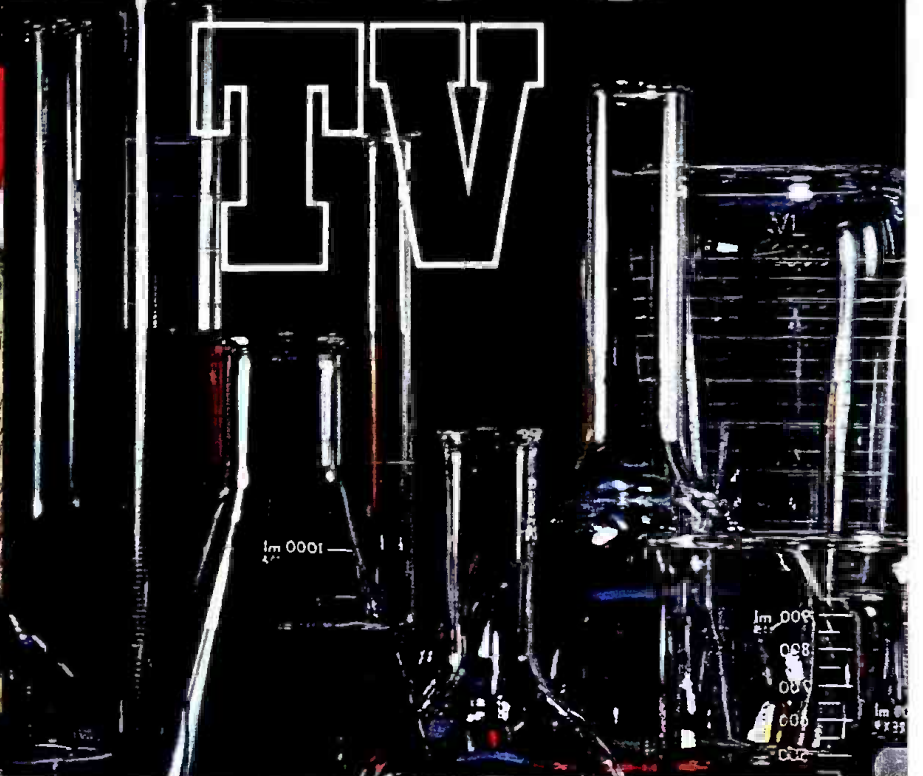
A RIGHT TO LIFE began as a brief human interest story for Houston audiences. But as information about DMSO and other allegedly beneficial drugs came to light, the question of why they had been withheld from the public took on deeper importance. And KHOU-TV widened its study.

For six months, camera crews were dispatched from coast to coast, and tons of research were evaluated. A RIGHT TO LIFE became the most ambitious local program ever produced in Houston. Acclaimed by television critics. Responded to with letters and telegrams by hundreds and hundreds of viewers. Honored with a Silver Medal by the International Film Festival in Atlanta.



KHOU

TV



hrp

HARRINGTON, RIGHTER & PARSONS, INC.

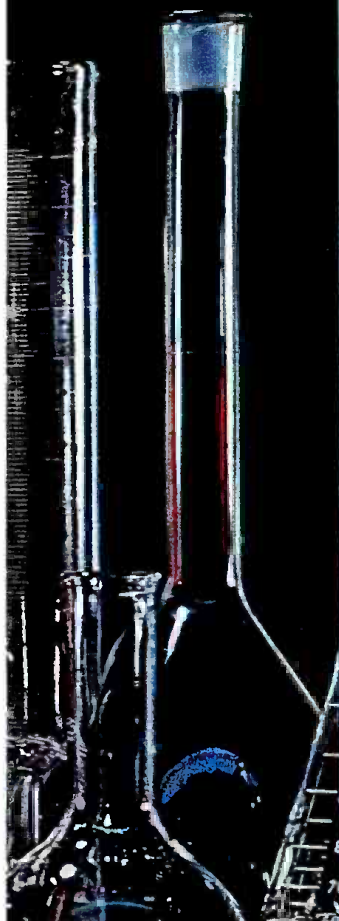
TELEVISION INNOVATORS

hrp blue

WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

WRGB-TV	Albany/Schenectady/ Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC





Public service isn't always a happy job.

Recently, a young man was accidentally struck and killed by a train in Missouri. The police sought help in locating the next-of-kin — and as a result of announcements on the Fetzer TV Stations in Nebraska, the family was located. Writing to the stations, law officers cited "the essential part your stations play in community life." There was no way for this public service job to have a happy ending—but it does represent another example of how the community is served through responsible communications.



The Fetzer Stations

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

anchored the NBC Radio news coverage, which extended from 7 p.m. to 3 a.m. EST. Returns were given in four live segments, totaling 30 minutes, within each hour, in addition to reports on the regular *News on the Hour*.

Associated Press fed television and radio information, starting at 7:55 p.m. EST, and hourly throughout the night. It moved special national summaries,

and each bureau ran its own broadcasting election wire coverage for key state races.

Bulletins also were fed to members. Gerald Trapp, general broadcast editor, said: "It was one of the smoothest elections from the standpoint of transmission of election results and special material for broadcast use."

UPI Audio's coverage extended

throughout the night until 4 a.m. EST. Operating out of headquarters in Washington, Don Fulsom anchored the operation. Its affiliates were provided with closed-circuit feeds twice an hour, in addition to live programs and wrap-ups of races. In New York, the staff gathered actualities and reports from around the country for live and closed-circuit transmission.

The menace goes out of the medium

Appraisal of TV campaigning now that vote is in: Big spending bought as many defeats as victories

Those TV experts who deal in packaging and selling candidates were proved last week to be less than the miracle workers they had been heralded to be—by author Joe McGinness in his popular "Selling of the President" and others. As many of their clients lost as won.

In the aftermath of the elections the monster that some critics had made of the widespread use of political commercials was cut down to size. "Sometimes we win, and sometimes we lose," said David Garth, president of Garth Associates, New York (three winners, two losers, one undecided as of last Thursday). "Where TV can help a man, we use it. Where it can't, we don't. It's not the beginning or end of a campaign. It's part of the total picture."

To another media specialist, however, television may not guarantee the victory of a candidate, but victory is unlikely to be attained without it. Robert Ailes, vice president of REA Productions, New York (two winners, one loser, one undecided), predicts that more television will be used in future campaigns. "No man in a major state was elected without TV," he asserted.

Jack Bowen of Bailey Deardourff, Bowen Inc., Washington (three winners, three losers), pronounced television "the number-one medium."

Pierre Vacho, president, Shelby Storck Organization, St. Louis (one winner, one loser), was concerned with the attention being paid his specialty. "Film-makers get too much publicity," he said. "It gives the feeling of political manipulation."

The specialists acknowledge that some of their techniques probably need re-evaluating. Among the specific changes advocated were the production of longer political messages on television and more live and documentary-type programing involving candidates.

Mr. Bowen suggested "development of half-hour programs that are good, entertaining, and informational." They

should "not just be on the man and his personality, but should focus on issues," he said.

"To restrict a man to 60 seconds is unfair," commented Charles Guggenheim, president, Guggenheim Productions, Washington (four winners, four losers). "We have to go to longer programs. The spots are getting tiresome and superficial." Political advertisers, he said, are going to have to break away from using extensions of advertising-agency techniques and develop their own.

"The trend is away from the packaged political spots," agreed Mr. Ailes. "We need more live programing." He urged "more program time for the messages and more live appearances."

Many voters in last week's elections were confused because "a great deal of TV advertising looked and sounded alike," suggested Mr. Bowen. "It was hard to keep from confusing candidates. The visual techniques were the same." He noted that his firm planned "to concentrate and build TV campaigns that are distinctive" for each candidate.

Joseph Napolitan, Washington (two winners, one loser, one undecided), suggested that candidates shoot films and submit them to stations for airing on regular news shows. Mr. Vacho predicted more "staging of things to get on the news" (like) "the symbolic press conferences held in city dumps." As for the 30- and 60-second spots, "the shorter stuff will still be in vogue in '72," forecast Mr. Vacho.

Even if longer candidate messages became a fact of broadcast life, their programing might present a problem.

Mr. Napolitan, for example, cited his experience with the lack of availabilities. "We've been under the gun for trying to package candidates in 30 and 60 seconds," Mr. Napolitan observed. The fact is, he added, "we have difficulty buying longer time. Stations are

reluctant to sell longer than 60-second spots in prime-time.

"In some markets," added Mr. Guggenheim, "it's almost impossible to buy longer time periods. The stations are eager to protect their ratings. There has to be real reform in this particular area," he declared, "making available decent time of some length."

Media specialists singled out the U.S. Senate races in Illinois and Utah as examples of how the misuse of TV could counter the positive impact of mass spending in the medium. The political messages of Republican Senator Ralph T. Smith in Illinois and by aspirant Laurence Burton in Utah were described as "dirty" and "vicious" by the media specialists who represented other candidates in races in the same states.

Robert Squier, president, The Communications Co., Washington (five winners, three losers), noted that in both cases, the candidates involved in the questionable messages were beaten (Senator Smith by Adlai Stevenson III in Illinois and Mr. Burton by Senator Frank Moss in Utah). Mr. Squier said he had developed a "new respect for the American voter."

"I've never seen anything like it," commented Mr. Guggenheim on the two campaigns. "I didn't think men had nerve to do things like that." Mr. Guggenheim represented Senator Moss.

Mr. Squier predicted that "responsibility" will be the byword of the future for candidates and TV media specialists. "We've now reached the peak of excitement in TV," he said. "We've had four to eight years to find a responsible way to harness use of TV in campaigns. The field hasn't reached its adolescence yet."

Here is a sampling of media specialists and the fates of their candidates:

REA Productions Inc.—Winners: Thomas Meskill, (R) governor, Connecticut; Francis Sargent (R), gover-

nor, Massachusetts. Loser: Jack Olson (R), governor, Wisconsin. Undecided: Richard Roudebush (R), U.S. senator, Indiana.

Bailey Deardourff, Bowen Inc.—Winners: Peter DuPont (R), Congress, Delaware; Kit Bond (R), auditor, Missouri; Jim McDade (R), Congress, Missouri. Losers: Roger Cloud (R), governor, Ohio; Raymond Broderick (R), governor, Pennsylvania; Nelson Gross (R), U.S. Senate, New Jersey.

Garth Associates Inc.—Winners: Adlai Stevenson (D), U.S. Senate, Illinois; John Gilligan (D), governor, Ohio; John V. Tunney (D), U.S. Senate, California. Losers: Richard Ottinger (D), U.S. Senate, New York. Undecided: Herbert F. DeSimone (R), governor, Rhode Island.

Guggenheim Productions—Winners: Philip Hart (D), U.S. Senate, Michigan; Patrick J. Lucey (D), governor, Wisconsin; Edward Kennedy (D), U.S. Senate, Massachusetts; Frank Moss

(D), U.S. Senate, Utah. Losers: Albert Gore (D), U.S. Senate, Tennessee; Howard Metzenbaum (D), U.S. Senate, Ohio; the Rev. Joseph Duffey (D), U.S. Senate, Connecticut; Arthur Goldberg (D), governor, New York.

Shelby Storck Organization—Winner: Stuart Symington (D), U.S. Senate, Missouri. Loser: Winthrop Rockefeller (R), governor, Arkansas.

Joseph Napolitan—Winners: John Burns (D), governor, Hawaii; Marvin Mandel (D), governor, Maryland. Loser: Kevin White (D), governor, Massachusetts. Undecided: Frank Licht (D), governor, Rhode Island.

The Communications Co.—Winners: Edmund Muskie (D), U.S. Senate, Maine; Frank McKay (D), U.S. Congress, Utah; John Brademas (D), U.S. Congress, Indiana. Losers: Philip Hoff (D), U.S. Senate, Vermont; Sam Grossman (D), U.S. Senate, Arizona; Royal Hart (D), U.S. Congress, Maryland. (The company also worked with

Joseph Napolitan on the winning campaigns of Mr. Burns for governor of Hawaii and Governor Mandel for election in Maryland.)

No upheavals on the Hill

Most incumbents win; Macdonald could move to new chairmanship

When Congress reconvenes on Nov. 16 after the election recess, broadcasters will find familiar faces on the House and Senate Commerce Committees. The few changes that resulted from last week's elections will not become apparent until the 92d Congress meets in January.

Communications powers in both houses—Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), House Commerce Committee Chairman Harley Staggers (D-W.Va.) and House Communications Subcommittee Chairman Torbert Macdonald (D-Mass.)—all won easily.

The elections produced two casualties on the Senate Commerce Committee—Joseph Tydings (D-Md.) and Charles Goodell (R-N.Y.), both junior members. Mr. Goodell also held a Communications Subcommittee seat. Coincidentally, the reorganization bill which passed through both houses several weeks ago eliminated two seats on the full Commerce Committee. Democrats are reduced from 10 to nine and Republicans from nine to eight.

The composition of the Senate Commerce Committee—barring any unforeseen changes by present committee members in January when the 92d Congress convenes—should remain virtually the same as it is in the 91st.

All House Commerce Committee members—with the possible exception of Hastings Keith (R-Mass.)—were successful in their bids for re-election. Mr. Keith's race was undecided as of last Thursday.

Even with the return of all hands, however, five vacancies still exist on the parent Commerce Committee. One results from the death of Daniel J. Ronan (D-Ill.). Committee members Richard Ottinger (D-N.Y.) and Albert W. Watson (R-S.C.) left the House to seek other offices, unsuccessfully, as it turned out. The other two openings were created by the primary losses of Glenn Cunningham (R-Neb.) and—more important—Samuel N. Friedel (D-Md.). Mr. Friedel is second only to Commerce Chairman Harley Staggers (D-W.Va.) in seniority among Democratic committee members, and his loss leaves the sought-after Transportation

She was seen but not heard enough

That's the essence of FCC staff opinion about woman candidate who felt ignored on panel show

An FCC staff opinion issued in the closing days of the campaign—one of hundreds given in response to candidate complaints or station queries—could have an impact on how panel shows are conducted. In the view of an official of the station involved, it might end them so far as candidates are concerned.

The opinion was in response to a request from WSB-TV Atlanta for an advisory opinion on what, if any, equal-time obligation to the Socialist Workers Party candidate for governor of Georgia, Mrs. Linda Jenness, the station incurred as a result of a one-hour panel show on which she appeared with four other candidates on Oct. 9. The show was repeated on Oct. 11.

William B. Ray, chief of the commission's complaints and compliance division, held that the station had failed to adhere to an agreed-on format and that, as a result, Mrs. Jenness was entitled to additional time on the station. The opinion was issued on Oct. 30.

Frank Gaither, executive vice president of Cox Broadcasting, which owns the station, expressed the fear that, if all political candidates on a panel show must be given equal time, no station would carry such programs. Mr. Ray did not say equal time was required; rather, he said the exact amount of time should be left to the good-faith negotiations of the parties.

Although Mrs. Jenness and the station disputed a number of aspects of how the program was conducted, Mr.

Ray said there was no dispute about others, and it was on the basis of these that he held that the agreed-on format of the show had been violated.

He said there was no dispute that Mrs. Jenness had not been recognized by the moderator when she sought to make a comment, that she was able to express a view only after interrupting another speaker, and that she was not asked any questions by the newsmen questioners or the moderator after an initial period in which questions were directed to all candidates.

Mr. Ray also noted that the Republican and Democratic candidates were permitted to change comments without being recognized, even though such cross-talk was not to be permitted, and that Mrs. Jenness was given less than five minutes of time while one major-party candidate received 16 minutes and the other 14 minutes.

Mrs. Jenness did not ask for precisely equal time, her campaign manager told Mr. Ray, but only "a semblance of equal time and equal opportunity" which the manager said was not given to the other candidates.

Mr. Ray's letter to WSB-TV constituted one of the few formal rulings the staff issued in response to the hundreds of queries and complaints received in the last days of the campaign. WSB-TV had requested a written opinion; most of the other questions were telephoned in by candidates or station personnel seeking quick answers.

and Aeronautics Subcommittee chairmanship up for grabs. A name that figures prominently in discussions of a successor to that post is that of Torbert Macdonald (D-Mass.), currently chairman of the Communications Subcommittee, next in line in seniority to Mr. Friedel among committee Democrats. A Macdonald move would leave the Communications Subcommittee chairmanship open to other senior Democrats. Next in the party hierarchy after Mr. Macdonald on the full committee is John Jarman (D-Okla.), chairman of the Public Health and Welfare Subcommittee, followed by John E. Moss (D-Calif.). Reached at his Massachusetts campaign headquarters last week, Mr. Macdonald tagged the discussion of possible committee change as "a little premature."

In the Senate

Howard Cannon (D-Nev.) defeated his Republican opponent, William Raggio, Reno district attorney, by 78,701 votes to 55,443, to win his third term. President Nixon and Vice President Agnew both made trips to Nevada to campaign for Senator Cannon's opponent. Senator Cannon is on the Communications Subcommittee.

Charles Goodell (R-N.Y.) ran third with 1,408,310 votes against the winner, Conservative James Buckley (2,207,935), and Democrat Richard Ottinger (2,105,516). Mr. Ottinger was attempting to move up to the Senate from the House. Vice President Agnew marked Senator Goodell for extinction. Mr. Goodell's defeat will leave a seat open on the Communications Subcommittee.

Philip Hart (D-Mich.) rolled over his Republican opponent, Mrs. Lenore Romney, on the way to his third Senate term. Incomplete returns showed him leading 1,492,271 to 793,438 as of last Thursday. In the Detroit area a computer breakdown forced voting officials to count returns by hand. Senator Hart's lead was so strong, however, that Mrs. Romney, wife of George Romney, now secretary of housing and urban development and former Michigan governor, conceded two hours after the polls closed. Senator Hart is on the Communications Subcommittee.

Vance Hartke (D-Ind.), was caught in the closest senatorial race. As of last Thursday, Senator Hartke led his Republican opponent, Representative Richard Roudebush, by about 3,700 votes—865,430 to 861,741. Although Mr. Hartke claimed victory, a challenge of the tally was expected. Mr. Hartke is on the Communications Subcommittee.

Frank Moss (D-Utah) was elected to a third Senate term over Representative Laurence Burton (R-Utah), who was



Representative Macdonald



Senator Pastore



Representative Staggers

heavily supported by the Nixon administration. The race was marred by numerous complaints of unfair advertising practices—particularly in TV spots. Mr. Moss defeated Mr. Burton by 210,284 to 159,435. Mr. Moss is on the Communications Subcommittee and is chairman of the Consumer Subcommittee.

John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, won a fourth term by overwhelming a Jesuit priest who ran as the Republican opponent. Senator Pastore beat the Rev. John A. McLaughlin 224,903 to 104,917.

Winston L. Prouty (R-Vt.) defeated former Governor Philip Hoff 86,902 to 59,022 for election to his third term.

Hugh Scott (R-Pa.), Senate minority leader, was elected to his third term over state Senator William Sesler by 1,864,029 to 1,644,287. Mr. Scott is on the Communications Subcommittee.

Joseph Tydings (D-Md.) lost to Republican J. Glenn Beall Jr., who had been endorsed by both President Nixon and Vice President Agnew. The vote was 479,985 to 450,233.

In the House

Brock Adams, Democrat from Seattle, defeated Republican Brian Lewis 94,499 to 45,081 for election to his fourth term.

Ray Blanton, Democrat from Adamsville, Tenn., defeated Republican Bill Doss by 77,186 to 29,010 for election to his third term.

Donald G. Brotzman, Republican

from Boulder, Colo., defeated Democrat Richard Gebhardt by 125,277 to 72,384 for election to his third term. He is a member of the Communications Subcommittee.

Clarence (Bud) Brown, Republican from Urbana, Ohio, defeated Democrat Joseph D. Lewis 83,850 to 37,295 for election to his third term. Mr. Brown, former owner of WCOM-FM Urbana and present owner of the Brown Publishing Co. which includes four Ohio papers, is a member of the Communications Subcommittee.

James T. Broyhill, Republican from Lenoir, N.C., defeated Democrat Basil Whitener 63,945 to 47,601 for election to his fifth term. He is the senior Republican member of the Communications Subcommittee.

Tim Lee Carter, Republican from Tompkinsville, Ky., defeated Democrat Lyle L. Willis 48,268 to 11,684 for election to his fourth term.

Samuel L. Devine, Republican from Columbus, Ohio, defeated Democrat James Goodrich 82,358 to 60,474 for election to his seventh term.

John Dingell, Democrat from Dearborn, Mich., defeated Republican William E. Rostron 82,189 to 22,880 for election to his seventh term.

Bob Eckhardt, Democrat from Houston, was unopposed for election to his third term.

James Harvey, Republican from Saginaw, Mich., defeated Democrat Richard E. Davis 86,332 to 45,755 for election to his sixth term. He is a

**ABC HAS 6
OF THE TOP 15
PROGRAMS
REACHING
ADULTS 18-49**

ABC's young adult power – the ability to reach adults under fifty – has gained strength in the new season.

For the two week period ending October 18, six ABC programs placed in the Nielsen Top 15 reaching younger adults. The top 4 were *all* on ABC!

Program	Ranking
Marcus Welby, M.D.	1
ABC Sunday Night Movie	2
The FBI	3
ABC Movie of the Week	4
Mod Squad	11
NFL Monday Night Football	15

ABC's ability to deliver young adults is not confined to these shows: it ranges throughout its entire prime time schedule of drama, comedy and variety.

- ... 67% of ABC's entire adult audience is in the 18-49 group.
- ... 58% of Network X's adult audience is 18-49.
- ... 54% of Network Y's adult audience is 18-49.

Putting it another way, let's say you can buy schedules on all three networks which have the same over-all efficiency. Your ABC schedule will give you

- ... an advantage of 15% over the second network in reaching younger adults.
- ... an advantage of 25% over the third network in reaching younger adults.

The special values of the various age groups are documented in a new, basic marketing study conducted by Lieberman Research, Inc. and ready now. Younger is better, the study reports, better in *awareness* of brands, better in *recognizing* your advertising campaigns, better in *trying* your products. We hope you'll see it. We want to show you the powers of concentration – on the young adult market – and on ABC!

ABC TELEVISION NETWORK 

member of the Communications Subcommittee.

James F. Hastings, Republican from Allegheny, N.Y., defeated Democrat James Cretekos 93,592 to 37,617 for election to his second term.

John Jarman, Democrat from Oklahoma City, defeated Republican Terry Campbell 61,891 to 22,724 for election to his 11th term.

Hastings Keith, Republican from West Bridgewater, Mass., defeated Democrat Gerry E. Studds 100,519 to 98,798 (subject to a possible recount) for his seventh term.

Dan Kuykendall, Republican from Memphis, defeated Democrat Michael Osborne 70,530 to 42,424 for election to his third term.

Peter N. Kyros, Democrat from Portland, Me., defeated Republican Ronald Speers 96,977 to 67,346 for election to his third term.

Torbirt Macdonald, Democrat from Malden, Mass., defeated Republican Gordon Hughes 116,709 to 43,324 for election to his ninth term. Mr. Macdonald is the chairman of the Communications Subcommittee.

John E. Moss, Democrat from Sacramento, Calif., defeated Republican E. J. Duffy, 117,250 to 69,663 for election to his 10th term.

John M. Murphy, Democrat from Staten Island, N.Y., defeated Republican Conservative David D. Smith, 70,724 to 61,896 for election to his fifth term.

Ancher Nelsen, Republican from Hutchinson, Minn., defeated Democrat Clifford Adams 94,191 to 54,484 for election to his seventh term.

J. J. (Jake) Pickle, Democrat from Austin, Tex., was unopposed for election to his fourth term.

Richardson Preyer, Democrat from Greensboro, N.C., defeated Republican Peter Barham 47,692 to 20,421 for election to his eighth term.

Paul G. Rogers, Democrat from West Palm Beach, Fla., defeated Republican Amil Danciu 113,400 to 45,504 for election to his eighth term.

Fred B. Rooney, Democrat from Bethlehem, Pa., defeated Republican Charles Roberts 96,986 to 46,286 for election to his fourth term. He is a member of the Communications Subcommittee.

David E. Satterfield, Democrat from Richmond, Va., defeated Republican J. Harvey Wilkinson III 73,047 to 36,227 for election to his fourth term.

John G. Schmitz, Republican from Orange county area of California, defeated Democrat Thomas Lenhart 190,447 to 86,066 for election to his first full term. He joined the Commerce Committee in July after appointment to fill a vacancy.

Broadcasters win in only four elections

Shapp gets governorship; Taft wins seat in Senate; Barry Farber loses out

And then there were four. . . . That was the story last week as 14 broadcasters went to the starting line as candidates for public office across the nation—and only four emerged victorious.

The most prominent broadcast-associated winners of elective offices were Democrat Milton Shapp, who won the Pennsylvania governorship, and Representative Robert A. Taft Jr. (R-Ohio), who beat millionaire Howard Metzenbaum for the U.S. Senate seat vacated by Democrat Stephen Young.

Mr. Shapp, who won in his second bid for Pennsylvania's highest office, is a millionaire industrialist from Philadelphia who made a fortune as founder and former president of Jerrold Corp., Philadelphia, CATV manufacturer and a group operator of cable systems. He sold his interests in Jerrold in 1966 before running for the governorship, and in 1967 bought a small interest in some

William L. Springer, Republican from Champaign, Ill., defeated Democrat Robert Miller 82,888 to 57,778 for election to his 11th term. Mr. Springer is ranking Republican member of the House Commerce Committee and ex-officio member of all of its subcommittees.

Joe Skubitz, Republican from Pittsburg, Kan., defeated Democrat Ted Saar 92,400 to 47,000 for election to his fifth term.

Harley Staggers, Democrat from Keyser, W. Va., defeated Republican Richard Reddcliff 57,918 to 33,118 for election to his 12th term. Mr. Staggers is chairman of the Commerce Committee and the Investigations Subcommittee and ex-officio member of all subcommittees.

W. S. (Bill) Stuckey, Democrat from Eastman, Ga., was unopposed for election to his third term.

S. Fletcher Thompson, Republican from East Point, Ga., defeated the Rev. Andrew Young, a Democrat. Mr. Thompson led 74,574 to 56,415 for election to a third term.

Robert O. Tiernan, Democrat from Warwick, R.I., defeated Republican William Dimitri. With 66% of the vote, Mr. Tiernan led 119,387 to 60,212 for election to his second term. He is on the Communications Subcommittee.

cable holdings. At present he owns 59% of a CATV system in Williamsport, Pa., and holds a CATV franchise in Coraopolis, Pa. He also holds a 37% interest in WHJB Inc., licensee of WHJB (AM) and WOKU-FM, both Greensburg, Pa., and operator of WHJB Cablevision, a group operator holding CATV franchises in Greensburg and surrounding communities in Westmoreland county, Pa. Mr. Shapp won by about 500,000 votes.

Mr. Taft is former general counsel and director of the Taft Broadcasting group, operated by the Taft family, and son of the late Robert A. Taft Sr., long-time Republican senator from Ohio. Mr. Taft won by 73,000.

The other broadcaster winners were:

Dawson Mathis, news director for WALB-TV Albany, Ga., who won that state's Democratic primary over three other candidates for the seat of retiring Representative Maston O'Neil (D-Ga.), was unopposed in the general election. He retired from his news directorship approximately six months prior to the primary.

Arizona Governor John R. (Jack) Williams who defeated his Democratic opponent for governor, Raul H. Castro. Mr. Williams is former mayor of Phoenix and was an executive and

Lionel Van Deerlin, Democrat from San Diego, defeated Republican James Kuhn 93,142 to 31,669 for election to his fifth term. He is a member of the Communications Subcommittee.

But the discord lingers on . . .

Fairness flap involving a California 'network' persists after election

The election may be over, but California Democrats are continuing to worry about the operation of an ad hoc California broadcasting network. Last week, they asked the FCC to reverse a staff ruling that the network stations did not violate the fairness doctrine in their treatment of Democratic demands for time to respond to a speech last May by Governor Ronald Reagan.

The request was filed before the election by the director for the campaign of Jess Unruh, who was defeated in his bid to unseat Governor Reagan, as well as by the state's Democratic Central Committee. The petition noted that while the campaign committee would cease to exist after the election, the state committee would continue to

minority stockholder with KOY(AM) Phoenix.

The unsuccessful candidates involved in broadcasting were:

Democrat Fabian Chevez, general manager of Santa Fe Cablevision and political commentator, who lost in his bid for a House seat from New Mexico to incumbent Republican Manuel Lujan Jr. (R-N.M.). Late results showed Mr. Lujan the winner by 88,567 to 61,607.

Mr. Chevez, a former state legislator who has tried unsuccessfully for both the state's governorship and national office, served as a political analyst for KOB-AM-TV and later for KOAT-TV, both Albuquerque.

A West Virginia broadcaster, Republican Ken Doll, who lost in his bid to unseat incumbent U.S. Representative Robert H. Mollohan (D-W.Va.). Mr. Doll, newsman/newscaster who anchored the 11 p.m. news for WTRF-TV Wheeling, moved to an off-air writing and production post at WOMP(AM) Bellaire, Ohio, after declaring his candidacy. Due to a temporary staff shortage, WOMP was forced to put him on the air, but Mr. Doll said that he "didn't read his own releases." He left the Ohio station several months before the elections to campaign full time.

Republican candidate Barry Farber,

air personality with WOR(AM) New York, who was defeated in his bid for a House seat from New York's 19th district by Democratic peace activist Bella Abzug, a lawyer and supporter of the women's liberation movement.

Mr. Farber has two shows on WOR, an 8:15 to 9 p.m. syndicated program and a seven-nights-a-week talk-interview show from 11:15 p.m. until 5 a.m. During the campaign, Mr. Farber continued his syndicated show but did only the commercials on his all-night program. By mutual agreement, Mrs. Abzug was given spots during the all-night show and also a 45-minute block of time on the Friday night prior to the election.

Former newscaster for WWDC(AM) Washington-turned-politician, Republican David Fentress, lost his Maryland race for the House to his Democratic opponent, Paul S. Sarbanes.

Cecil Heftel, president of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii, who fell short in his effort to unseat Senator Hiram Fong (R-Hawaii) by 123,334 votes to 116,039.

John Hlavacek, former newsman with NBC and later a newscaster and specialist in international affairs for KMTV-TV Omaha, who was an unsuccessful Democratic candidate for a House seat from Nebraska against his Republican

opponent John Y. McCollister.

Former WSB-TV Atlanta news director Hal Suit who, in one of the most nationally significant races involving a broadcaster-turned-political-candidate, was soundly defeated by his Democratic opponent for the Georgia governorship, wealthy peanut farmer Jimmy Carter.

Another broadcaster turned politician with six House terms to her credit, Catherine May (R-Wash.), was defeated by state Senator Mike McCormick, 66,185 to 59,022. Mrs. May has held news positions with KMO(AM) Tacoma, Wash., KOMO(AM) and KJR(AM), both Seattle, and was a writer for NBC, New York.

Finally, three broadcasters who had been associated with WCCO-AM-FM-TV Minneapolis sought U.S. House seats in three Minnesota districts and failed. Democrat George Rice, long-time editorialist for TV who resigned in April to run, lost to his Republican opponent, Bill Frenzel; Democrat Terry Montgomery, former WCCO-TV news reporter and more recently an executive at a local college, lost to incumbent Representative J. M. Zwath (R-Minn.); and Republican Dick Enroth, newscaster with WCCO(AM) before the election, was beaten by incumbent Representative Donald M. Fraser (D-Minn.).

be affected by the staff's ruling on the Reagan speech.

The original complaint was directed against 34 stations, one of them in Reno, Nev. The petition for review, however, focused on five stations that constitute a so-called California Broadcast Pool—KCRA-TV Sacramento, KNXT-TV and KNBC-TV, both Los Angeles, and KPX-TV and KGO-TV, both San Francisco—that fed the governor's speech to the other stations.

Phillip Schott, the campaign manager, contends that a Democratic spokesman is entitled to the same kind of uninterrupted opportunity to speak over a statewide network of stations that had been made available to the governor. Mr. Reagan's 15-minute speech dealt with an order closing all state colleges and universities for four days to avoid "deliberate violence and disruption."

William Ray, chief of the commission's complaints and compliance division, had held, as the commission did earlier in disposing of claims for time arising out of President Nixon's use of television, that an obligation to afford an uninterrupted opportunity for reply does not result from a single speech.

He also said that 27 of the 34 stations cited in the original complaint, through news shows and documentaries, had acted reasonably and in good faith in discharging their fairness-doctrine obli-

gation to present views in opposition to those of the governor's (BROADCASTING, Oct. 12).

In seeking review of the staff action, he asked the commission to rule that the California pool is subject to the fairness doctrine with respect to its pool operations—that when it makes its facilities available to a spokesman for one side of a controversial issue, it make them available to a spokesman for the other.

He also asked the commission to rule that the fairness doctrine requires broadcasters to afford those opposing the Reagan speech on the campus-closing issue the same kind of format he used in his speech in May. The commission has rejected such requests in the past, but Mr. Schott argues that opponents of the views expressed in a set speech are entitled to more than "bits and pieces" of news shows in stating their position.

Mr. Schott, in addition, complained of what he regarded as the commission staff's lax handling of the complaint. It was received on July 1, and disposed of on Sept. 30, some two months after the stations cited in the complaint had submitted their responses. Although the staff letter was written more than a month before the Nov. 3 election, Mr. Schott said the length of time taken by the staff to respond deprived his com-

mittee of the right of commission review prior to the election and thus constituted "prejudicial procedural error." He asked the commission to announce steps to prevent a repetition of such delays in fairness-doctrine proceedings.

Court upholds FCC's stand on primaries

Air time for one party need not mean equal time for other, D.C. panel says

Broadcasters who make time available for candidates in a primary contest do not as a result incur equal-time obligations so far as candidates running in a primary of another party are concerned.

That position, long maintained by the FCC, has been upheld by the U.S. Court of Appeals for Washington in a decision rejecting an appeal brought by Richard B. Kay, who ran for the Senate from Ohio last week on the American Independent Party ticket.

Mr. Kay had filed a complaint with the commission directed against a number of Ohio radio and television stations that had carried two programs before the May primary, one featuring candidates for the Republican Senate nomi-

nation; the other, candidates for the Democratic nomination. No similar program was planned for the AIP primary, in which Mr. Kay received only write-in opposition. Mr. Kay argued that he was entitled to "equal time" and use of the facilities of the stations carrying the programs. The stations involved were WTVN-TV Columbus; WSPD-TV Toledo; WCPO-TV Cincinnati; and WEWS-TV, WJW-AM-TV, WKYC-AM-TV, WVIZ-TV, and WGAR(AM), all Cleveland.

The court, in a unanimous opinion written by Judge George E. MacKinnon, sustained the commission's conclusion that Mr. Kay was not entitled to time equal to that afforded candidates engaged, as the court said, "in wholly separate and distinct primary contests of other parties." Chief Judge David L. Bazelon and Judge Edward A. Tamm were other members of the three-judge panel.

Judge MacKinnon said that the commission's ruling was consistent with prior agency decisions and with congressional intent in enacting Section 315. He said Congress intended "to re-

strict the benefits of 'equal opportunities' to candidates of the same class or character as the candidate or candidates who may have been permitted to use a broadcasting station in the first place."

Mr. Kay, in his complaint to the commission, had also cited the fairness doctrine in support of his contention he was entitled to time on the stations involved. He did not raise that issue in his appeal, but he did argue that the commission's ruling would enable broadcasters to play favorites among parties by favoring certain candidates with time in their primary campaigns.

Judge MacKinnon conceded that the amount of free time given in the primary "could determine the winner in the general election." But he cited, with approval, the commission's response—that such action would "raise a serious question" under the fairness doctrine "as to the licensee's performance as a public trustee" and that, as a result, there is "no merit to [Mr. Kay's] contention that the commission ruling opens the way to this kind of imbal-

ance."

In a related development last week, the commission affirmed renewals of the licenses of WJW-AM-TV, which the staff granted last month. The commission acted on its own motion, at the request of the staff, in response to an objection that Mr. Kay had filed against the Storer Broadcasting Co. stations on Sept. 1.

Mr. Kay had alleged that the stations violated the equal-time law and the fairness doctrine by showing "unreasonable preference and advantage" to the Republican and Democratic parties before and during the May primary. And since the primary, he said, the stations discriminated against him by ignoring his news conferences and releases.

The commission last week noted that the appeals court had sustained its July 15 decision that the Storer stations had complied with the equal-time law and the fairness doctrine. It said that a review of the stations' news coverage does not substantiate Mr. Kay's charge that the stations discriminated against him.

BroadcastAdvertising®

A hard line on antismoking issue

Broadcasters' goal made clear to FCC: no privileged status for health warnings

The fairness doctrine is not involved in the broadcast of antismoking announcements, and the obligation of licensees to air such messages after the Jan. 1 ban on cigarette advertising is no greater than their obligation to air any other public-service spots.

That was the position taken by most broadcasters in comments on the FCC's inquiry into what to do about the smoking-and-health issue after Jan. 1 when broadcast cigarette ads will be prohibited (BROADCASTING, Oct. 19, Nov. 2).

The National Association of Broadcasters urged the commission not to require licensees to carry antismoking messages after Jan. 1. Such matters "should continue to be the responsibility of the licensee in programing to serve the needs and interests of his community," NAB said. If the commission dictates that stations must make such announcements, it will be engaging in program censorship, NAB added.

The view that antismoking spots should be left to the broadcaster's discretion was also voiced by broadcasters such as Metromedia Inc., Storer Broad-

casting Co., Corinthian Broadcasting Corp., Sonderling Broadcasting Corp., and the North Carolina Association of Broadcasters.

Metromedia said the commission should rule that the fairness doctrine is still applicable to the broadcast of health-hazard announcements. However, if licensees decided to broadcast antismoking spots, they would have to seek out the views of pro-tobacco

spokesmen, neutralizing the ban on cigarette ads, Metromedia pointed out.

Storer held that the fairness doctrine no longer applies to antismoking messages because of the cigarette ad ban.

Corinthian said that if cigarette smoking is not a controversial issue, there is no basis for broadcasters to treat it at all. It added that if the issue is as controversial "as we think," the usual rules in handling such issues should be followed—and the rules do not include requiring licensees to carry antismoking spots.

The view that the FCC lacks jurisdiction to compel the broadcast of antismoking messages was also held by Sonderling. It said issues of overriding public importance are difficult to predetermine, but that if the parties most involved (such as the Cancer Foundation and the Advertising Council) would provide antismoking spots to licensees, they would be used just like other public-service announcements.

However, Warren Braren, former manager of the New York office of the NAB Code Authority, told the commission that "broadcasters are more

Radio top medium for banks?

Radio will be the number-one advertising medium for banks in less than a decade, Miles David, president of the Radio Advertising Bureau, predicted last week during a convention of the bank public relations and marketing association in Chicago. Mr. David said radio, now second to newspapers in bank advertising, is the most economical of the major media and reaches the highest percentage of potential bank customers who don't read bank newspaper advertising.

FILL IN THE BLANKS:

___ **LEENEX TISSUES.**

___ **LEENEX TOWELS.**

___ **OTEX FEMININE NAPKINS.**

___ **IMBERLY-CLARK.**

Easy? There's a catch. It's not just "k", it's capital K. Because Kleenex® and Kotex® are registered trademarks of the Kimberly-Clark Corporation. And part of a whole line of quality paper products. So when you use our name, please remember to capitalize it. And to use it correctly. Kleenex tissues, or Kleenex towels, never just Kleenex. Thank you.

than usually obligated to use the public airwaves to help bring about a remedy" for the "major public-health problem" of cigarette smoking.

He said the public-interest standards of the Communications Act and the court's Red Lion decision require broadcasters to carry enough antismoking spots to impress upon the public the gravity of the problem. The FCC's interpretation of the Red Lion decision, he said, establishes that broadcasters must inform the public on important issues, whether or not they carry commercials promoting associated products. Mr. Braren warned the commission not to rely on the discretion of licensees, and urged it to "develop a guide for broadcasters, using the current level of antismoking messages as a barometer."

Mr. Braren has criticized the NAB for dragging its feet in curtailing cigarette advertising and for misleading Congress and the public into believing the industry has an effective self-regulation program (BROADCASTING, June 16, Dec. 8, 1969). The controversy within the NAB led to Mr. Braren's dismissal last year.

Antismoking spots: their chances on air

99 stations say they'll carry messages, 17 won't, 24 undecided in poll

The American Cancer Society announced at its annual meeting in New York last Friday (Nov. 6) that many of the country's TV stations will continue antismoking commercials after the ban on broadcast advertising of cigarettes goes into effect, Jan. 2.

In a reply to a letter from William B. Lewis, ACS chairman, 99 independent, network and group television executives said they would continue the anticigarette smoking messages, ACS said. Seventeen, however, said they would not, and 24 said they were undecided.

Some charged that selective discrimination had been practiced against radio and television, Mr. Lewis said, and several urged a ban on all cigarette advertising.

WMAR(TV) Baltimore, for instance, agreed to continue to carry antismoking spots, but added, "We remain convinced that legislation forbidding the broadcasting of a legal product by one medium only is discriminatory, and that government price supports and activities overseas for the marketing of tobacco products, demonstrates a lack of integrity."

KMST(TV) Monterey, Calif., also

agreed to continue, but also felt the ban should go further to include the same restrictions upon newspapers, magazines and billboards. Among others mentioned by ACS, both KJEO(TV) Fresno, Calif., and KTLA(TV) Los Angeles scored the loss of cigarette advertising to the broadcast industry but also felt the public-service campaign should continue.

In complimenting the broadcasting industry for joining in the anticigarette campaign, Mr. Lewis said, "We believe that the immediacy of the broadcast medium with the range and size of its audience has performed a profound public service on behalf of the health of the American people."

During the four-day meeting, which was to end Saturday (Nov. 7), the society also announced there was an 8.5% decline in the number of cigarette smokers, and a 7% drop in total cigarette consumption, among viewers of the television series *Why You Smoke*, broadcast on the National Educational Television network.

In the ACS study, conducted by Lieberman Research Inc., New York, in 11 metropolitan areas, 47% of those who saw the broadcasts smoked. Immediately after the series, this figure dropped to 43%. Four months later, a second interview showed the same proportion of smokers and non-smokers, indicating that most of those who quit were staying off cigarettes.

Produced by NET under a grant from ACS, the series was aired during the first week in March.

On an average, about 12% of the television population surveyed watched the programs, the study showed. The study was conducted in Chicago, Cincinnati, Atlanta, Boston, Cleveland, Pittsburgh, Rochester, N.Y., San Francisco, Seattle, Tampa, Fla., and Wilmington, Del.

Ad freedom periled, Foster warns AAAA

"The right to advertise in any meaningful way is under serious attack, which means, in bedrock terms, that the free-enterprise system itself is vulnerable."

Such was the warning Thursday in Chicago for the central region convention of the American Association of Advertising Agencies by Archibald McG. Foster, chairman, Ted Bates & Co., New York, and national AAAA chairman.

Mr. Foster pointed out that the success of the individual protest by John Banzhaf III, which evolved into the ban on cigarette advertising on the air, also has resulted in growing demands for consumer-protection actions involving advertising in many other fields.

They touch everything, he said, "from proprietary drugs . . . to automobiles."

He agreed that if anyone must make policy it should be Congress, "elected men and women, sensitive to the real needs of the economy and to the views of the electorate." But, he said, "there are those who would try to circumvent the Congress and rely on regulatory agencies and courts to bring about massive changes in our free enterprise system."

Mr. Foster called upon AAAA members to sit down and talk with their congressmen and senators about the problem. He said a sampling of legislators has revealed that by and large they are "not aware of the attacks that are being mounted against the right to advertise."

The members of Congress, Mr. Foster concluded, "will vote as responsible and concerned custodians of the free enterprise system when they are informed as to the issues and when they are given a chance to do so."

NAB wants to cut some ratings data

Dimling suggests demographics replace product-usage figures

Rating details about TV viewers have proliferated to such an extent that the information is beginning to reach the point of diminishing returns, according to John A. Dimling Jr., research vice president of the National Association of Broadcasters, in a speech scheduled to be delivered today (Nov. 9) to the Advertising Research Foundation in New York. He announced also that NAB is recommending to the TV-rating services that they eliminate some types of data that do not add useful information to buyers or sellers of broadcast time.

Mr. Dimling was to present figures showing that it is better to use demographic breakdowns of the TV audience in choosing programs for target audiences rather than product-usage figures ("Closed Circuit," Nov. 2).

For example, he said, if an advertiser wanted to reach instant-coffee users, it would be better if he calculated the best program to choose by using the housewives' figure rather than the instant-coffee-users' estimate. In the first instance, he would get a 100% correlation on the most popular program for the audience he wants to reach. In the second, he would come up with only a 67% chance of being right.

The \$40,000 study, done by Statistical Research Inc., Westfield, N.J. (in the New York area), used the Chicago fall 1968 and spring 1969 reports issued by

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Oct. 18, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 18	Total dollars week ended Oct. 18	1970 total minutes	1970 total dollars
	Week ended Oct. 18	Cume Jan. 1-Oct. 18	Week ended Oct. 18	Cume Jan. 1-Oct. 18	Week ended Oct. 18	Cume Jan. 1-Oct. 18				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 237.0	\$ 4,720.7	\$ 338.3	\$ 13,150.8	104	\$ 575.3	3,381	\$ 17,871.5
Monday-Friday 10 a.m.-6 p.m.	1,678.8	69,715.4	3,610.1	126,602.7	5,960.0	78,524.2	966	11,248.9	36,279	274,842.3
Saturday-Sunday Sign-on-6 p.m.	1,540.9	37,670.5	2,267.7	52,670.1	1,279.3	38,450.6	329	5,087.9	11,654	129,791.2
Monday-Saturday 6 p.m.-7:30 p.m.	503.5	10,320.2	837.8	30,624.0	624.8	22,954.2	82	1,966.1	3,253	63,898.4
Sunday 6 p.m.-7:30 p.m.	65.6	4,916.3	216.2	10,355.4	265.7	8,080.5	20	547.5	831	23,352.2
Monday-Sunday 7:30-11 p.m.	7,321.1	219,081.6	7,789.0	268,199.9	7,838.1	270,318.8	455	22,948.2	18,392	757,600.3
Monday-Sunday 11 p.m.-Sign off	614.0	14,059.3	215.0	15,167.3	737.8	29,686.1	115	1,566.8	4,865	58,912.7
Total	\$11,723.9	\$355,763.3	\$15,172.8	\$508,340.1	\$17,044.0	\$461,165.2	2,071	\$43,940.7	78,655	\$1,325,266.6

American Research Bureau. The projections were made on the 1968 ratings; the 1969 ratings were used to determine how closely the forecasts came to the actual targets.

Demographics, the NAB research chief cautioned, must also be used carefully because some of them are based on narrow samples (total housewives, for example, are good; housewives between 18 and 34 years of age are somewhat less good because there are fewer of them).

In using product listings, Mr. Dimling said, the base-sample total is of great importance. For example, he said, 99.7% of all TV households buy in supermarkets, but only 17.9% of such households buy diet soft drinks. And, he added, product usage figures are weighted, depending on whether the key member of the household is filling out the diary. And, he said, product usage figures are estimates and are therefore subject to error. Demographic information, on the other hand, is unweighted and is factual, he said.

The study was sponsored not only by NAB, but also by ABC, CBS, NBC, Cox Broadcasting Corp., Metromedia Inc., RKO General, Storer Broadcasting Co., the Station Representatives Association and the Television Bureau of Advertising.

Business briefly:

General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, has launched a test using television in the St. Louis market, for its Jell-O division's Finale pudding dessert. Commercials will run in prime-time and on late-night programs, GF indicated.

Good Humor Corp., Englewood Cliffs, N.J., through Weightman Inc., Phila-

TV-network billings by month, day-part

	September			January-September		
	1969	1970	% Change	1969	1970	% Change
Daytime	\$ 41,200.8	\$ 43,603.6	+5.8	\$ 361,658.6	\$ 379,972.2	+5.1
Mon.-Fri.	26,923.1	28,991.5	+7.7	261,014.8	269,602.7	+3.3
Sat.-Sun.	14,277.7	14,812.1	+2.3	100,643.8	110,369.5	+9.7
Nighttime	94,584.1	94,543.8	-0.0	797,688.4	834,455.0	+4.6
Total	\$135,784.9	\$138,147.4	+1.7	\$1,159,347.0	\$1,214,427.2	+4.8

	ABC	CBS	NBC	Total
January	\$ 36,956.2	\$ 71,434.6	\$ 55,794.1	\$ 164,185.1
February	39,679.4	57,082.8	48,589.4	145,351.6
March	45,560.8	61,324.9	53,587.8	160,473.5
April	37,766.4	51,672.3	48,870.5	138,309.2
May	38,374.8	52,167.8	46,543.6	135,086.2
June	33,965.6	48,800.8	40,725.5	123,491.9
July	28,510.6	38,358.1	36,731.5	103,598.2
August	30,611.3	39,008.7	36,164.1	105,784.1
September	37,281.5	49,904.8	50,961.1	138,147.4
Year through September	\$326,706.6	\$469,753.0	\$417,967.6	\$1,214,427.2

Source: Broadcast Advertisers Reports (BAR)

delphia, will launch a spot-radio and print campaign for its ice cream. Campaign, set to run from Nov. 9 through February, will use theme, "What Does the Good Humor Man do in Winter?" Radio campaign will run in New York, Philadelphia, Baltimore, Washington and in Hartford and New Haven, both Connecticut.

Ideal Toy Co., through Helgott & Partners Inc., both New York, will sponsor *The Mouse on the Mayflower*, a 60-minute animated musical special on NBC-TV Thanksgiving Day (Nov. 26) at approximately 3 p.m. NYT, following the conclusion of football game.

Panasonic Corp., through Ted Bates & Co., both New York, has launched a spot-radio and print campaign for its special products division, which produces stationery, car stereos, VTR equipment and business machines. Ad coverage for its car stereos will average

twice as many markets as in previous campaigns, according to Panasonic. Campaign will run through December.

Procter & Gamble Co., Cincinnati, through Tatham-Laird & Kudner, Chicago, will again have full sponsorship of the animated, musical special, *The Pogo Special Birthday Special*, when it is repeated on NBC-TV, Saturday, Feb. 20 (12:30-1 p.m. NYT). P&G also sponsored the color special when it was originally presented on NBC-TV May 18, 1969 and when rebroadcast last Feb. 22.

Sears, Roebuck & Co., Chicago, through Foote, Cone & Belding, New York, will sponsor the animated Walt Disney color special, *Winnie The Pooh and The Blustery Day*, to be shown on NBC-TV Monday, Nov. 30 (7:30-8 p.m. NYT). The special, based on the work of English author A. A. Milne, will pre-empt *The Red Skelton Show*.

Ad, TV leaders on TVB agenda

Speakers lined up for parley slated in N.Y. Nov. 17-19

Television Bureau of Advertising will hold its 16th annual meeting at the New York Hilton Nov. 17-19, focusing on current and future events that may shape the way of doing business.

The meeting has the over-all theme of "Creative Economy" and will present speakers from industry in general advertising and television. The keynote speaker at the opening session on the evening of Nov. 17 will be Tilford C. Gaines, vice president and economist, Manufacturers Hanover Trust Co., New York. He will discuss near-term and long-term projections for the economy.

A panel session on Nov. 18 on "How We See Business" will spotlight Norman E. Cash, president, TVB; Paul Benson, vice president and director of local sales, TVB; and Harvey Spiegel, vice president and director of sales, TVB; Jack Fritz, vice president and general director of broadcasting, John Blair and Co.; and Jack Otter, vice president in charge of sales, NBC-TV.

"How Business Systems Help Our Business" will be discussed on Nov. 18 by James Rupp, director of marketing, Cox Broadcasting; Jack McGrew, station and commercial manager, KPRC-TV Houston; Robert Thomas, vice president, sales, WBNS-TV Columbus, Ohio.

A session on "Contributions to New Business Systems" on Nov. 18 will feature Sterling C. Quinlan, vice president and director of broadcasting services, International Digisystems Corp.; Norfleet R. Turner, president, Data Communications Corp., and Les Lindvig, vice president and general manager, KOOL-TV Phoenix.

Gilbert Good, circulation sales manager, *Wall Street Journal*, will give a report on the newspaper's use of TV as a circulation builder on Nov. 18. At the luncheon that day, Archibald McG. Foster, president of Ted Bates & Co. and chairman of the American Association of Advertising Agencies, will speak on "Ad Agency-Station Problems."

Sessions on the afternoon of Nov. 18 will be devoted to retailing on TV.

The annual membership business meeting will be held during the late afternoon of Nov. 18.

On the morning of Nov. 19, TVB will hold the first showing of its new color film, "CompeTVity," based on a new R. H. Bruskin study of the public's

attitude toward television and other media.

Speakers will be James McCaffrey, board chairman, LaRoche, McCaffrey & McCall, on "Challenges We Face in the 70's"; Richard Hoague, director of sales and development and new business, ABC owned-and-operated TV stations; and John Pellegrine, director of advertising, J. L. Hudson Co., who will give a joint report on "How Total Marketing Concept Pays Off For Detroit's J. L. Hudson." Jack Cairns Jr., vice president merchandising, A&P corporate office, will speak on "How TV Stations Can Get More A&P Dollars."

Richard Barrie, executive vice president of Faberge, will address the luncheon on Nov. 19 on the company's anti-pollution TV campaign. Appearing with Mr. Barrie will be actor-singer Harry Belafonte. TVB also will give a report on the efforts of TV stations to prevent the use of harmful drugs and narcotics.

GF's latest barter: 'Doodletown Pipers'

General Foods Corp., White Plains, N.Y., will sponsor six one-hour musical specials, *Doodletown Pipers*, in a new program-for-TV advertising project ("Closed Circuit," Oct. 19).

According to Triangle Television, which produces and distributes *Pipers*, the specials are expected to be seen in an estimated 100 markets where they will run on the basis of two showings (1970-71 and 1971-72 seasons).

GE will make the specials available to stations that agree to carry two minutes of the advertisers' commercials on each program. The stations can sell the remaining time locally. The project is supervised by Robert Gillispie, manager

Agency appointments:

■ Independent Grocers Alliance of America Inc., Chicago, names Post-Keyes-Gardner there as national agency for \$1 million-plus account. TV will be used.

■ Keyes Fibre Co., paper products manufacturer, has chosen Compton Advertising, both New York, to handle its approximately \$500,000 account. Compton will concentrate on Chinest disposable tableware, according to an agency spokesman. Campaign plans are still indefinite for 1971 but broadcast will be used. Former agency was Harold Cabot & Co., Boston.

■ Sullivan Manufacturing and Sales Corp. has named A. Eicoff & Co., both Chicago, as agency to handle Frosty Snow Flock, decorating compound. Initial test budget of \$55,000 will be used in test markets.

of local media for General Foods, and is to be coordinated by William G. Mulvey, Triangle's syndication sales manager, with GF's advertising agencies. These include Benton & Bowles, Grey Advertising, McCann-Erickson, Ogilvy & Mather and Young & Rubicam.

General Foods co-sponsored the specials on Triangle's WFIL-TV Philadelphia last year. Later it offered the six shows for 1970-71 in New York, Miami, Pittsburgh, Dallas-Ft. Worth, Buffalo, N.Y., Charleston-Huntington, W. Va., and Portland, Ore. After this test marketing, GF sought exposure in other markets, with the exception of those markets in which Triangle already had sold the series directly to a station.

ABC study affirms youth ad awareness

The key finding of a research study commissioned by ABC-TV is that people in the 18-49 age group are substantially better marketing and advertising prospects than other groups for both existing and new products.

The results of the study, conducted for the network by Lieberman Research Inc., New York, in 12 representative U.S. markets, were disclosed at a luncheon Thursday (Nov. 5) in New York for advertising agency research and media officials. Network executives stressed that, while advertisers and agencies have been aware for some time of the value of youth in their marketing approaches, the study was a broad-scale effort to confirm this judgment.

The Lieberman study was conducted on a personal-interview basis among a sample of 972 respondents in the 18-to-64 age grouping, split about evenly among men and women. The interviewing was conducted in September and included questions on awareness and ability to identify advertising themes and slogans; usage of product categories and awareness of new brands and types of products.

The results show that younger people (18-49) identified all but two of 63 advertising themes and slogans at a higher level than older people (50-64) and were less anchored to their current brands than older respondents. The younger group had been using current brands an average of 4.3 years, as compared with 6.5 years for the older category.

The study also reports that younger people heard about new products more rapidly than older people, are more receptive to new products, and are more apt to try them than are their elders. Lieberman researchers also found that both younger and older people tend to believe that new products are more likely to be used by younger people.

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JERRY DELLA FEMINA

Head of his own advertising agency, author of the new best-seller, "From Those Wonderful Folks Who Gave You Pearl Harbor," and outspoken advocate of new approaches to advertising.

BUD STEFAN

V.P., Director of TV Programming for Batten, Barton, Durstine & Osborn, one of Madison Avenue's best-liked and most-respected programming authorities.

JACK MCQUEEN

Director of Programming, Foote, Cone & Belding Cablevision. A noted executive who speaks from experience on programming/advertising methods and ideas.

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More time for renewal challengers

That's what FCC promises all as it extends deadline for citizens groups to file against Chicago stations

Eighteen months ago, the FCC modified some of its license-renewal procedures in an effort to bring them into line with the new realities of license-renewal protests and competing applications. Last week, it acknowledged by implication that the new procedures are not adequate for dealing with the continuing stream of last-minute petitions and protests from citizens groups opposing renewal applications.

The commission said it intends to explore means not only for providing "a longer period of time during which renewal applications will be available for inspection," but also for barring extensions of deadlines for filing protests unless "all interested parties" join in the request for them. It now acts on unilateral requests for extensions.

The commission disclosed its intentions in announcing it was extending until Nov. 16 the deadline for filing petitions to deny remarks of 42 Chicago-area radio and television stations (BROADCASTING, Nov. 2). The deadline was Nov. 2. Three citizens groups—Taskforce for Community Broadcasting, the Illinois Citizens' Committee for Broadcasting and the Better Broadcast Council—had submitted a request on Oct. 23 for extension until Nov. 30.

The cutoff rule now in effect was adopted in May 1969 when petitions to deny and competing applications were beginning to pose a serious problem for renewal applicants. It was designed to afford incumbents a measure of protection (BROADCASTING, May 19, 1969).

Their applications had been vulnerable to challenge until 24 hours prior to commission action on them—and commission action is not infrequently deferred for weeks or months. The new rule was meant to cut off such challenges after the first day of the last month of the license period. In effect, this meant opponents have 60 days to file against a renewal application, since such applications are due 90 days before a license expires.

However, over the past year, the commission has received—and generally granted—last-minute requests for extension of that deadline, invariably on the ground that the citizens groups were

seeking to resolve their differences with the stations involved. The commission now counts more than 100 deferred renewals, most of them the target of late-filed protests.

FCC Chairman Dean Burch, at a news conference last week, cited the request from the Chicago groups as "symbolic of the sort of thing we run into," in terms of 11th-hour telegrams requesting deadline extensions on the ground that negotiations were under way with the stations. He noted that the commission's action did not indicate approval of the goals of the citizens groups.

The commission, in its announcement last week, said a revision of procedures is necessary to afford "a better opportunity to interested persons to file a petition to deny and at the same time to insure orderly and proper renewal processing."

It is understood the commission is considering requiring broadcasters to file renewal applications 120 days in advance of the expiration of their existing licenses, instead of 90, as a means of affording citizens groups an additional 30 days to study the applications

and conduct negotiations with the stations.

Although broadcasters may not welcome that change, they would probably be happy about the second proposal the commission is considering. It would permit them, as "interested parties," to veto a request for an extension of the deadline for filing against their renewal applications.

However, as some sources within the commission pointed out, this provision would not necessarily staunch the flow of deadline extensions. Citizens groups could always file requests, in the form of informal complaints, which the commission might feel compelled to grant.

At a news conference in Chicago Thursday, James Nixon, executive coordinator, Taskforce for Community Broadcasting, announced that WEDC (AM) Chicago that morning had assured him it would sign an agreement with the coalition. The agreement is based on the model all stations are being asked to sign, a demand most have indicated they will refuse (BROADCASTING, Oct. 26).

Mr. Nixon complimented WEDC for its minority hiring and programing poli-

Blacks say AM stirs racial strife

With United Church help, they protest renewal in downstate Illinois

A station in Cairo, Ill., a city torn by racial tension, last week became one of the latest targets of Negro protests. The Black United Front challenged the renewal of WKRO (AM) Cairo, alleging the station is inciting the community to violence.

In its petition to deny, the Black United Front—which claims to include in its membership all of the black organizations in Cairo—alleged that WKRO accused it on the air of engaging in arson and sniping and refused to grant it time to reply.

The petitioners said that WKRO ac-

cused the Black United Front of setting fire to a building occupied by the Veterans of Foreign Wars. Afterward, the petitioners alleged, the station refused to grant time to officers of the front to refute the charge.

Additionally, the front charged the station with denying news coverage to the black community, failing to consult blacks to determine their programing needs, and failing to employ blacks in technical, programing and managerial posts.

The United Front was aided by the Office of Communication of the United Church of Christ in filing the petition and in efforts to gain representation for black viewpoints on WKRO.

Merrill C. Currier, president of WKRO, is director of the Cairo United Citizens for Community, which the petitioners described as "the local white vigilante movement." Mr. Currier was not available for comment late last week.

cies and said Representative Roman C. Pucinski (D-Ill.), principal WEDC owner with his wife, had agreed to quarterly meetings with the coalition, which he termed an asset to the community. The congressman could not be reached for comment.

Meanwhile, as they promised, the three groups filed a petition last week to deny the license renewal application of WCFL, which had refused to meet with the groups (BROADCASTING, Oct. 26).

They alleged that the station's ascertainment survey was not representative of the community, that the station engaged in excessive commercialization, and that it improperly logged programs—consisting principally of music—as public-affairs presentations.

The groups also noted that WCFL's renewal application does not contain required information on what programs it proposes to meet specific area needs. WCFL has refused to discuss its use of the airwaves with the Illinois Citizens Committee, the petitioners said.

The groups also leveled a questionable character issue against WCFL. They said articles in two area journals—the *Hyde Park Kenwood Voices* and the *Chicago Journalism Review*—contended that a WCFL news reporter was discharged because the mayor of Chicago (Richard Daley) was displeased by the newsman's reports. "The FCC should make an inquiry into the veracity of these charges," the groups said.

Asked what the coalition will do if the FCC turns down its WCFL petition and similar complaints it may file against other local stations, Mr. Nixon said the basic issue is the community need. "If the FCC doesn't act, then maybe we ought to take a look at the FCC," he said. Another of his possible pressure points, he indicated, might be the sponsors.

Lightning does strike twice

WMCA(AM) New York was broadcasting again within two hours after an electrical storm late Wednesday (Nov. 4) afternoon knocked the station off the air. A lightning bolt which hit a transformer that feeds the station's transmitter interrupted programming for one minute at 5 p.m., but WMCA quickly returned to the air by activating an emergency generator. But 40 minutes later, while electric utility crews were repairing the damaged transformer, a second bolt of lightning struck WMCA's transmitter directly and the station was off the air until 7:34 p.m. Station said damage was extensive, with one control panel and a generator having to be replaced at the transmitter site. An estimate of the damage has not yet been made.

NAB warns CATV perils radio, too

Task force plans to enlist radiomen in cable battle

The National Association of Broadcasters brought its newly organized political-action committee to Washington last week and, after a four-hour meeting that began with an 8 a.m. breakfast, some members dashed off to do their duty (lunch with FCC commissioners or staff aides, visits to their congressmen's office on Capitol Hill where they established relations with the aides of congressmen and senators, most of whom were home during the election recess of Congress). Most of the broadcasters, however, went about other business in Washington, or home.

The organization meeting of the group, bringing 42 of the 60 members together for the first time since its establishment last month (BROADCASTING, Oct. 26), was concerned principally with CATV. Other topics discussed, however, related to the political-broadcasting bill, the proposed one-to-a-cus-

tomer FCC ruling and the commission's prime-time rule.

The committee's first project is to try to persuade Congress to establish guidelines for cable TV that will, essentially, keep that burgeoning industry from putting over-the-air broadcasting out of business.

Members of the task force were agreed that it is necessary to enlist the aid of radio broadcasters in the campaign against CATV. Most radio broadcasters consider the cable-TV problem one for TV broadcasters. But, it was pointed out last week, many TV systems are now offering radio signals to their subscribers—many from outside the local market. These, it was noted, undoubtedly will help fragment the radio audience.

Also stressed was the forthcoming April 1, 1971, deadline when cable systems with 3,500 or more subscribers must begin local program origination, with permission from the FCC to sell advertising. The rate, it was said, undoubtedly will be similar to the local radio rate, which means loss of revenue for radio owners.

Also commented on was the possibility for an advertiser to be more interested in buying time on a radio station that is carried on the CATV system



The political-action committee of the National Association of Broadcasters met in Washington last week, with 42 of the 60 members on hand for this first, organizational meeting. Among those present were (clockwise beginning top left above): Jack Harris, KPRC-TV Houston; J. S. Sinclair, WJAR-AM-TV

Providence, R.I., and James Caldwell, WAVE-AM-TV Louisville, Ky.; Paul A. Comstock, NAB vice president for government affairs; Joseph M. Higgins, WHP-AM-FM-TV Harrisburg, Pa.; and chairman Dale G. Moore, KGOV-TV Missoula, Mont., who is also chairman of the group's parent committee.

than on one that is not.

It was announced to the assembled political action members that the Rocky Mountain Broadcasters Association is preparing a petition to be filed with the FCC asking that the current TV carriage and exclusivity provisions of the commission's CATV rules be applied to local radio stations. This will be done, according to Bill Simms, KODI(AM) Cody, Wyo., in the next few weeks. It would require, he explained, that cable systems carry all local radio stations before they bring in outside audio signals.

Other points and suggestions made during the morning's meeting included: (1) the FCC must be kept from adopting its so-called "public dividend" plan until Congress has held hearings on the proposal; (2) the broadcast industry should employ a professional lobbyist; (3) that the NAB must be careful to maintain close liaison with state associations, many of which have their own legislative committees.

In the course of the meeting, Dale G. Moore, KGVO-TV Missoula, Mont., chairman of the parent Future of Broadcasting Committee of the NAB, announced that all state slots were filled, except for Alaska. The congressional task force consists of 10 regional directors and a state chairman for each state. The latest state chairmen named are Dan McKinnon, KSON(AM) and KSEA(FM) San

Diego, who is a member of the NAB's radio board, for California; Lawrence S. Berger, KHVH-AM-FM-TV Honolulu, for Hawaii, and Charles E. Cord, KCRL-TV Reno.

Members also heard Willard E. Walbridge, Capital Cities Broadcasting Corp. executive, Houston, who is chairman of the board of NAB, and Paul B. Comstock, vice president for government affairs.

Mr. Walbridge termed the meeting successful, particularly he said, in establishing the "concept" of a continuing political-action team.

Not all broadcasters are sold on the congressional task force approach that has been established. For example, one who thinks it may not be effective is James C. Leake, principal owner of KTUL-TV Tulsa, Okla.; KATV(TV) Little Rock, Ark., and WSTE-TV Fajardo, Puerto Rico, as well as a CATV system in Ponca City, Okla. Mr. Leake, writing to Mr. Walbridge and Vincent T. Wasilewski, president of NAB, on Oct. 27 said he doesn't "believe that we will ever cure our ills by staying in Washington and fighting with politicians."

"I don't believe," he said, "that anything is solved in Washington; it has to be solved at the grass roots of this nation."

Referring to the 1960 battle against deintermixture that, he said, was won

by enlisting the support of viewers, Mr. Leake remarked: "Instead of putting all our efforts on the politicians in Washington, I suggest that we put forth our efforts on the local viewers in the hinterlands of this country and let them help us fight our battle."

"In the final analysis, we do not serve the politicians in Washington . . . we serve the people of this country. It is only through the people that we have any strength. If the public is not satisfied with television and with us, then we will slip out of sight regardless. If, on the other hand, the people like our services and think we have served them, they will then help us with our battle."

Mr. Leake's reference to deintermixture was to the proposal by the FCC to revise the 1952 TV allocation plan to make most cities either all VHF or all UHF. The public outcry was a major factor in causing the commission to drop the plan.

Big business, TV are culprits at lecture

FCC Commissioner Nicholas Johnson damned big business in general and television in particular in remarks he delivered last week as the Weinstock lecturer at the University of California at Berkeley.

The "remarks"—titled "Life Before Death in the Corporate State"—were 98 pages in length, bulging with quotes by everyone from President Nixon to Mason Williams, the poet, and footnoted with scripts from commercials.

Mr. Johnson said "it is the corporate control of television that is perhaps our nation's greatest tragedy" and that the medium has not only "failed to make us a better race of men" but has "made us worse than we were before." He contended that TV sustains and encourages ignorance, tries to deaden the senses and "encourages us to depend upon it like a drug."

Changing Hands

Announced:

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

WOAI(AM) San Antonio, Tex.: Sold by Avco Broadcasting Corp. to Jack and Bob Roth for \$2- to \$3 million (see page 49).

WAJA-TV Miami: Sold by Al Lapin Jr. and others to Spanish International Communications Corp. for \$1,440,000 in aggregate. Mr. Lapin has interest in KIHPTV San Bernardino, Calif.; KGPA-TV Phoenix; WDUV-TV Jacksonville, Fla., and KCCN(AM) Honolulu. Spanish In-



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70-37

ternational Communications is headed by Frank L. Fouse and Emilio Azcaraga; parent, Fouse Amusement Enterprises Inc., deals with management of Spanish motion picture and entertainment facilities. Spanish International Stations are KWEX-TV San Antonio, Tex., and KMEX-TV Los Angeles, WAJA-TV operates on ch. 23 with 389 kw visual and an antenna 920 feet above average terrain.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 67).

■ WMTR(AM) Morristown, N.J.: Sold by George and Kenneth Croy and family to Peter L. Arnow and others for \$1,350,000. Buyers own WDHA-FM Dover, N.J., and operate General Background Music in Englewood, N.J. WMTR is a daytimer on 1250 khz with 5 kw.

■ WBOW(AM) Terre Haute, Ind.: Sold by J. W. O'Connor to Eastern Broadcasting Corp. for \$600,000. Mr. O'Connor also owns WRAC(AM) Racine, Wis., and 35% of WCIU-TV (ch. 26) Chicago. Roger Neuhoft is majority owner of Eastern Broadcasting. Eastern owns WCVS(AM) Springfield and WHUT(AM) Anderson, both Illinois, and WHAP(AM) Hopewell, Va., and is applicant to purchase WOHI(AM) and WRTS(FM) East Liverpool, Ohio. WBOW is full time on 1230 khz with 1 kw day and 250 w night.

■ KOXR(AM) Oxnard, Calif.: Sold by Paul R. Schneider and others to Howard A. Kalmenson for \$598,000. Sellers will retain KPMJ(FM) Oxnard. Mr. Kalmenson owns KWKW(AM) Pasadena, Calif., and KENO(AM) Las Vegas. KOXR is full time on 910 khz with 5 kw day and 1 kw night.

■ WERE-FM Cleveland: Sold by Atlantic States Industries Inc. to Alexander M. Tanger for \$525,000. Sale is spin-off condition commission imposed on grant of sale of KFAC-AM-FM Los Angeles and WERE-AM-FM by Cleveland Broadcasting to ASI for \$7.7 million (BROADCASTING, Nov. 3, 1969). ASI, parent of station-representative, McGavren-Guild-PGW, also owns WRYT(AM) Boston; WLOB-FM Portland, Me.; KJTV(TV) Bakersfield, KMAK-AM-FM Fresno and KROY(AM) Sacramento, all California. Mr. Tanger owns GCC Communications of Cleveland—WERE-FM's new licensee—KRBE(FM) Houston; WLKW-AM-FM Providence, R.I.; WIF1(FM) Philadelphia, and has interest in WHDH-AM-FM-TV Boston. WERE-FM is on 98.5 mhz with 40 kw and an antenna 600 feet above average terrain.

■ WBKV-AM-FM West Bend, Wis.: Sold

by estate of August C. Berkholtz to Gazette Printing Co. for \$300,000. Robert Bliss is chairman of Gazette Printing Co. which publishes the Janesville (Wis.) Gazette and owns WCLO(AM) and WJVL(FM) both Janesville. WBKV (AM) is a daytimer on 1470 khz with 1 kw; WJVL(FM) is on 92.5 mhz with 32 kw and an antenna 135 feet above average terrain.

Cable television:

Neosho, Mo.: Sold by Galen O. Gilbert, Jim A. Eagan and William R. Bentley to National Trans-Video Inc., Dallas (multiple CATV owner). Consideration not disclosed. National Trans-Video owns systems in Alabama, California, Florida, Georgia, Illinois, Iowa, Mississippi, Oklahoma, Pennsylvania, Tennessee, Washington and Canada. Parent Sammons Enterprises also owns five AM's. Broker: Chapman Associates.

Greater public role urged for broadcasters

Willard E. Walbridge, Capital Cities Broadcasting senior vice president for corporate affairs and board chairman of the National Association of Broadcasters, called on broadcasters last week to lead in a campaign to impress on the American public "a spiritual awaken-

ing" to the "blessings of liberty. . . ."

Speaking to the Philadelphia chapter of the Broadcast Pioneers and that city's Poor Richard Club, Mr. Walbridge commented: "It may well be that we have inadvertently contributed to the feeling of the modern American's lack of security, his need to run to big brother as he gets hemmed in by the immediacy of the information that engulfs him."

Broadcasters, Mr. Walbridge said, must become more active in speaking out about matters affecting broadcasting as well as other public issues. "Leaders of other industries and institutions have opinions about us and speak out when the issue relates only to broadcasting. Isn't it proper [for the public's good] that we speak out on all public issues—not just those that affect us?" Broadcasting, he added, "must move away from its traditional role of being just a passive conduit to becoming a mature and vital force in the affairs of our nation."

Broadcasters, he concluded, must not only speak out on the ills of today (hedonism, bigotry, injustice) but "we must show the public with all of our skills by word and by deed that broadcasting is their last best hope to hold to their freedom."

The Philadelphia meeting also saw the presentation of the Broadcast Pio-

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neer's Liberty Bowl award to Roger Clipp, retired broadcast vice president of Triangle Stations.

FCC asks Justice view on AT&T's CATV plan

The FCC has requested the views of the Justice Department's antitrust division on a policy statement by the American Telephone & Telegraph Co. about furnishing facilities to CATV operators.

In a letter to Richard W. McLaren, assistant attorney general of the antitrust division, FCC Common Carrier Bureau Chief Bernard Strassburg asked if the provision of pole attachments by telephone companies involves a public offering of communications service and whether such activity is prohibited by the 1956 antitrust consent decree between Justice and the Bell System.

Mr. Strassburg said AT&T maintained that its pole-attachment policy does not constitute an offering of common-carrier services and that providing the attachments or duct space was not inconsistent with the consent decree, which provides that Bell may engage in businesses incidental to furnishing common-carrier services.

Mr. Strassburg said Justice's opinion "may have a significant effect" on the outcome of the commission's hearing on its jurisdiction over pole attachments.

Cross-owner ban cited by FCC in CATV contest

The FCC, noting that it prefers to stay out of a local Santa Clara, Calif., CATV franchise contest, has advised city officials that while they could issue a franchise to San Jose Cable TV Service, commission rules forbid the broadcaster-owned cable firm from operating the system.

San Jose Cable is partly owned by Gill Industries, licensee of KNTV(TV) San Jose. The commission wrote the city officials that such a franchise grant would be contrary to policies against cross-ownership of TV and CATV facilities in the same locality.

The City of Santa Clara said the cable system indicated it would request a waiver or amendment of the cross-ownership rules, and would be able to perform under its franchise application. San Jose Cable's franchise request states that CATV service would begin in May of 1971, barring delays in "pole rearrangements," and that it had already "taken care" of the required licenses for the use of FCC-regulated facilities.

Waiver of the cross-ownership rules would not be granted, the commission said, in the absence of "very unusual circumstances."

Reinsch calls for unfettered CATV

Cox chairman says cable growth will benefit all, including broadcasters

Suggesting that the objectives in the FCC's sixth report and order of providing television channels for every community in America have not been realized, J. Leonard Reinsch, president and chairman of the board of Cox Cable Communications Inc., Atlanta, said last week that it was time the FCC "recognized that CATV can help" not only itself but the growth of UHF television. "A seventh report and order which would more nearly fulfill the mandate of the Congress embodied in the 1934 Radio Act is needed," he said. Mr. Reinsch is also president of Cox Broadcasting, station-group owner.

Speaking before the second annual California Community Television Association convention in Coronado, Calif., Mr. Reinsch contended that it was time the commission gave cable television "the freedom to grow, to reach maturity to make this important supplementary TV service available to the public with the marketplace determining the extent of that growth."

Mr. Reinsch touched on several experiments Cox Cable is conducting in three of its systems. In Lewistown, Pa., the company tried the "minimum" approach—minimum equipment, personnel and programming. "That could not provide us with the answers we were seeking in local origination," he says. "Since June when we started, we've upgraded the system and are hopeful of breaking even financially by the first quarter of next year."

In San Diego, Cox started with what he termed an efficient package of equipment; trained production, engineering and sales personnel and a programming

CATV executive dies

The death of J. Fred Webber brought a half day's postponement of activities last week at the second annual California Community Television Association convention in Coronado, Calif. Mr. Webber, director of marketing with FCB Cablevision, Newport Beach, Calif., had just finished giving a short talk on local origination by the Newport Beach cable TV system when he was stricken with an apparent heart attack. He died a few moments later.

Mr. Webber has been with FCB since July of this year. He is survived by his wife, Ann, and a 13-year-old son.

format which Cox feels will become competitive over a period of time. An innovative approach is being tried by the multisystem owner in Warner Robins, Ga., site of a large military installation. In partnership with Young & Rubicam, New York, Cox is entering into a four-month project in local program origination that begins today (Nov. 9). Cox furnishes the facilities with both firms sharing the responsibility for local program development and advertising (see page 50).

Mr. Reinsch concluded his luncheon speech by saying that he knew some system operators were "dragging their feet about local origination, hoping the FCC will say 'April fool'." He continued that local origination must become the first step in programming a cable system. "But beyond that," he added, "are all the revenue-producing facets of CATV yet to be developed. We won't get to these new profit centers overnight, but local origination may provide that transition."

The Cox board chairman later told BROADCASTING that some of these new profit centers might include the syndication of programs to other CATV systems. He noted the parallels that exist between the early days of television's growth and the present stage of development of CATV. He added that the advancements in broadband cable communications will give a dimension to CATV "that no one at this convention can expect or anticipate."

A correction: Rust Craft on CATV

Rust Craft Broadcasting's comments on the distant-signal importation aspect of the FCC's package of CATV proposals were incorrectly interpreted in the Nov. 2 issue of BROADCASTING. Rust Craft filed in opposition to the use of distant signals by CATV.

Rust Craft's point was: "Since over-the-air free TV along with AM and FM broadcast services furnish the structural foundation for CATV, should that over-the-air local service to all the homes be reduced to a nonviable status (as a great deal of radio is today), cable would lose its economic base and capacity to render a public service."

If that happened, Rust Craft said, "cable could only support itself with program charges and become completely a pay-TV system."

Conflict complicates cable deliberations

Conflict-of-interest charges may be brewing over the CATV connections of members of a cable TV subcommittee organized several months ago by District of Columbia officials to study the possibility of bringing CATV to the

Big-time venture in small-time TV

Cox and Y&R team up for four-month trial of local programing-advertising on CATV

Many residents of Warner Robins, Ga., a community of 32,000 outside Macon, were able last week to tune in to a new cable-television channel that delivered "grass-roots" live programing.

Beginning Monday (Nov. 2) at 7:30 a.m., they watched a former speech teacher giving international, national and community news; a local woman exhorting viewers to join in an exercise class; high-school students discussing their activities; a secretary reading stories to children and singing to musical accompaniment; and the mayor of Warner Robins reporting on community issues.

The new channel 12 is an experimental project of Young & Rubicam, New York, and Cox Cable Communications Inc., a subsidiary of Cox Broadcasting Corp., Atlanta. The undertaking is reportedly the first joint venture of its kind. Cox is providing the origination facilities (black and white). Cox and Y&R share the job of programing.

The Warner Robins cable-TV system owned by Cox delivers 11 other TV channels to more than 7,000 subscribers (60% penetration). Both Cox and Y&R decided on Warner Robins for their test because the community has almost doubled in size since 1960 and is adjacent to the Robins Air Force Base, Georgia's largest single employer.

The project in Warner Robins will last at least four months. If successful, Y&R and Cox may extend the experiment to the 31 other cable systems owned wholly or in part by Cox Cable Communications. These systems have 186,000 subscribers serving 51 communities in 15 states.

In part, the undertaking in Georgia is a response to the FCC's ruling that, by April 1, 1971, a cable system of more than 3,500 subscribers must provide locally originated programing on one of its channels. The Cox-Y&R partnership, according to the two, is a logical one since the FCC also has announced it would permit advertising to be sold on such channels to offset origination costs. Cox and Y&R will divide the advertising revenue.

"We sold our first commercial for Monday, the first day we were on the air," said Warren Bahr, executive vice president of media services, Y&R. "It was for a local political candidate. We've also sold time to a local haberdasher who's bought one-half of a weekly, one-hour teen-age dance show."

Rates vary, depending on the program, and range from \$40 to \$60 for a



Mr. Bahr

half-hour show and \$60 to \$75 for an hour show, according to Mr. Bahr. He noted there will be only four commercials to the half-hour and no advertising in station breaks.

Clare L. Simpson, Y&R vice president in charge of programing, said the emphasis will be on "community-involved" shows. The schedule runs 27 hours a week, Monday through Friday, including some repeat programing. All programs are originally carried live, except a daily half-hour travel film obtained from airlines and other transportation companies. Programing also includes several game shows featuring residents; commentary shows spotlighting representatives of community groups; service segments devoted to gardening and arts and crafts; and a talent program for local performers.

"We feel the real key to success is to keep it local," Mr. Simpson observed. "We have to keep the appeal narrow and personal."

The channel has only two full-time employes, Arnold Huberman of Y&R, who is serving temporarily as program director, and Ted Bierne, hired locally, who is technical director and time salesman. The others are largely part-time workers drawn from the air-force base and nearby high schools and colleges. These workers were trained for about a month.

Y&R decided on this undertaking, Mr. Bahr said, for two reasons. One is that there is a trend toward localization of media, and the agency wanted to

acquire experience in programing for CATV and test the advertising potential of cable. The other, Mr. Bahr stated, was to enlarge the base of advertising revenue of an agency from the national structure to the local-retail area in which CATV is expected to draw its main support.

Thomas Dowden, director of development for Cox Cable Communications, said, "We are pleased with the reaction to our programing for the first two days." He said he believed the four-month project should provide sufficient time to test the feasibility of programing for and selling time on cable.

He said Cox joined with Y&R because it felt the expertise of the agency in programing and advertising would supplement that of Cox in those areas. He indicated that other agencies also had indicated interest in a venture with Cox, but said Y&R was the furthest advanced in its willingness to participate on short notice.

"We put this project together in less than six weeks," Mr. Dowden said, "and we are very pleased with the results achieved in that short space of time."

Comments are asked on subcarrier use by FM's

The FCC last week proposed rules which would allow noncommercial educational FM stations to charge tuition fees for formal courses broadcast by a multiplex operation. The commission, in a separate rulemaking notice, also asked for comments on requests for expansion of the rules to permit a wider range of uses of the subcarriers of educational FM's, but did not forward a definite proposal.

The present rules require that multiplex broadcasting—simultaneous transmission of the main-channel program and one or more subchannel programs on a single FM carrier—by educational FM's be entirely nonprofit and non-commercial. The proposed rules would also amend regulations which permit educational FM's to broadcast programs produced or furnished by someone other than the FM station as long as no consideration is received by the licensee other than the furnishing of the material and costs incidental to production and broadcast.

The commission's proposal to allow FM facilities to charge a tuition fee was initiated by a petition by Educating Systems Inc., developer of an educational system involving four FM sub-

nation's capital.

Two members of the committee, attorney Carl Moultrie and Jeanus Parks, with the United Planning Organization, are on the board of newly formed Capitol Cable Corp., which filed for a cable TV franchise last January. And Charles T. Duncan, former city corporation counsel who is now in private practice, has just relinquished his position as chairman of the CATV subcommittee. Officials said he was among those who had evinced an interest in a cable franchise.

City attorneys are still in the process of establishing whether or not Washington is empowered to grant a franchise. Another question is whether a cable system should be operated by a municipal or private entity.

The District of Columbia city council has scheduled public hearings on CATV for Nov. 10 and 13. Information developed will be used in formulating regulations for establishing and overseeing CATV in the city.

Carnegie donates funds to promote ETV

Carnegie Corp. of New York has given \$281,000 to National Friends of Public Broadcasting Inc., New York, a newly formed enterprise. The grant, to cover a three-year period, will be used to pay a minimal staff and executive director to prepare and distribute pamphlets, set up workshops and conduct an annual conference.

Mrs. William Schuman, chairman, said the purpose of forming National Friends was to encourage volunteers to work for the benefit of public broadcasting stations, to become a part of the stations on a volunteer level and to eventually gain financial support from community involvement. She said the stations can use these unrestricted dollars to promote independence in programming and experimentation.

The organization's first meeting was in May 1969, and the first meeting of the new board of trustees will be Nov. 9 and 10 in Washington at the time of the National Association of Educational Broadcasters' annual convention.

Founder-chairman of the Friends of WNET New York (supporting WNET-TV New York), and a member of its board of trustees, Mrs. Schuman is the wife of William Schuman, composer and chairman of the Videorecord Corp.

Other officers of National Friends are Mrs. Allan E. Charles, San Francisco, first vice chairman; Mrs. Edmund D. Campbell, Washington, second vice chairman; Mrs. Stephen F. Harris, Boston, secretary; Mrs. Lyman L. Mitchell, Chicago, treasurer, and Miss Duncan MacDonald, executive director.

WOAI sale in works

Avco's San Antonio AM is ticketed for Roth

John T. Murphy, president of Avco Broadcasting Corp., and Jack Roth, president of Mission Central Co., announced last week an agreement in principle for Mission's purchase of Avco's WOAI(AM) San Antonio, Tex. The price was reputed to be \$2 million to \$3 million.

The agreement raises two problems because of Mission's ownership of KONO(AM), a full-time facility, and KITY(FM) both in San Antonio: duopoly and one-to-a-customer.

The FCC's duopoly rules prohibit ownership of two facilities in the same service in the same community. KONO is a Canadian clear-channel station with 5 kw daytime and 1 kw night; WOAI operates on a clear channel with 50 kw full time.

Mr. Roth reported active talks are in progress "with a lot of people" to sell KONO, but a buyer has not been singled out as yet.

The one-to-a-customer rule forbids the owner of any full-time station from

acquiring another in the same market.

While Mr. Roth would avoid the duopoly issue by making the purchase of WOAI contingent on the sale of KONO, he still must file with the commission and attempt to obtain a waiver of the one-to-a-customer rule if he retains the FM.

WOAI is one of only two stations in the U.S. to operate on exclusive frequencies. It is on 1200 khz. The other station is Avco's WLW(AM) Cincinnati, a 50-kw facility on 700 khz.

Besides WOAI and WLW, Avco owns WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WOAI-TV San Antonio, which is not involved in the agreement; WWDC-AM-FM Washington; KYA(AM) and KOIT(FM) San Francisco; WRTH(AM) Wood River, Ill., and Avco Radio Television Sales Inc., station representatives.

Mr. Roth also owns wwok Charlotte, N.C., and a construction permit for a new FM facility at Miami on 107.5 mhz with 100 kw.


WAPI
BIRMINGHAM, ALABAMA

st
FIRST IN ALABAMA
AM WAPI-AM
1922
FM WAPI-FM
1946
TV WAPI-TV
1949
STILL FIRST
IN ALABAMA
WAPI-TV Represented by
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WAPI AM & FM Represented by
Henry I. Christal Company, Inc.

channels. The commission said in the Educating system, an instructor asks multiple-choice questions over one channel, and a student, "usually at home," answers with the push of one of four buttons. The student then receives a message over the channel he has selected, acknowledging a correct or incorrect answer, and evaluating and discussing his answer.

The commission added the new rules also would apply to courses that are "clearly of a public service nature" as in the presentation of material for the blind through federal or state government agencies, not only to courses presented by educational institutions.

Restrictions on the use of the Educating system were also proposed to "avoid undue commercialization," the commission said. Rules would require that material be presented by or for a "bona fide" educational institution, or that the licensee investigate the material and deem it of educational or public service value; that payment be made to the educational institution or FM station, and that payment total no more than the approximate cost of conducting the subcarrier operation, general overhead, incidental operating costs and the usual tuition fees charged for similar material presented otherwise.

In asking for comments on possible expanded uses of subcarriers of non-commercial FM's, the commission acted in response to a proposal by the Educational Communications Division of the State of Wisconsin, licensee of noncommercial WHA(FM) Madison. The division is seeking permission to use a teaching device called an Electrowriter, which uses subcarrier tones to control a writing pen at a remote location.

N.C. AM owner explains why he ignored the FCC

Fred H. Whitley owns two radio stations in North Carolina, but the FCC has dismissed his renewal applications because he failed to respond to commission inquiries. Last week Mr. Whitley told the commission he has not been contemptuous of the commission's processes—he was merely trying to keep the stations operating.

Last December the commission asked Mr. Whitley for more information concerning his survey of community needs for WAAK(AM) Dallas and WGTL(AM) Kannapolis, and the apparent discrepancy between the minimum amounts of programming he had proposed for the stations and that actually carried. It received no word from Mr. Whitley. Last March the commission again wrote him, warning that his renewal applications would be subject to dismissal if he did not reply in 15 days. In April it fined the stations \$200 for not filing the re-

newal applications on time. Mr. Whitley paid the fines in June, but in September the FCC dismissed his renewal applications and deleted the WGTL and WAAK call letters effective Oct. 30.

In his petition for reconsideration of the action, Mr. Whitley said that neither station has changed its programming and that "the apparent discrepancies result from inaccurate analysis of programming under the commission's definitions in 1966. It is believed that the analyses in the current applications are correct."

Mr. Whitley also said he undertook more formal ascertainment surveys dur-

ing last April, May and June, but that the results did not change the knowledge he had "acquired informally and no program changes were deemed necessary."

Despite the tardiness of the filings, he concluded, he has not flouted the FCC's processes; but "has yielded to the press of the immediate necessities of operation and meeting the stations' payrolls with insufficient staff to deal with regulatory matters." He promised the tardiness would not continue.

Mr. Whitley indicated in his recon-

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produced by Ads Audio Visual Productions, Inc.

sideration petition that running the stations keeps him fairly busy. He noted he has only six employees at WAAK and seven at WGTL, and that he divides his time between the two daytime facilities in handling regulatory matters, managing the stations and acting as the only salesman.

Simmons expanding

W. R. Simmons & Associates Research Inc., New York, announced last week it will offer a new syndicated service of local market reports for television stations.

Simmons said the data for 30 local market reports will define each station's

audience by a large number of selective demographics and consumption by viewers of each of 130 to 140 product categories. Information is obtained by Simmons through personal interviews.

CBS is the first organization to sign for the new Simmons station index on behalf of its O-&O TV stations. A spokesman for Simmons said the first report will be delivered to clients within a few months, and henceforth on an annual basis.

Hastie evaluates CATV sale

J. Drayton Hastie, president of Reeves Telecom Corp., said last week that the agreement in principle for Teleprompter

Corp., New York, to buy Reeves's seven cable systems (BROADCASTING, Nov. 2) will not adversely affect Reeves's earnings.

The sale, for \$17 million, will result in a \$2 million to \$3 million profit, depending upon pre-payment of notes, Mr. Hastie said.

The transaction has the approval of Reeves's institutional lenders, he said, but will not cure all of the defaults under its loan agreements.

He said Reeves will remain in the fields of radio and television broadcasting, video-tape post-production and sound services, land development and international real estate service.

Telestatus

TELEVISION

Market-area planning: the first steps

How cost data based on city can be made to yield useful equivalent figures for the entire market

The switch from spot planning by central metropolitan city to planning by market area can be both a benefit and a problem. The benefit, of course, is that the market is a more realistic basis for measurement at a time when more and more people are moving away from the city. New television market-area definitions (Nielsen's Designated Market Area and American Research Bureau's Area of Dominant Influence) make this measurement possible. The problem in converting is that the planner uses past buying experience as the yardstick for future planning, and this experience relates only to metro-area buying.

As one guide to the transition from metro to market planning, last month's "Telestatus" presented market-by-market Nielsen data for conversion of rating-point goals (BROADCASTING, Oct. 5). This month, the Nielsen Station Index table shown below tells the planner how to use his metro-area cost data to estimate the cost of buying a given number of area rating points.

Here is the way a planner might use the data. The problem: Estimate a budget for an eight-week late fringe spot buy in New York with a goal of 100 area rating points a week.

1. The planner would start with his best current estimate of the cost per metro rating point. Suppose the figure is \$175. To convert to an area cost-per-point, he would go to the New York market, late fringe column. The multiplier is 108.

He determines that 108% of \$175 is 189, or \$189 per area rating point.

2. The planner multiplies \$189 times the weekly goal of 100 gross rating points. This produces the weekly budget estimate of \$18,900.

3. The planner multiplies the weekly budget by the duration of the schedule. The eight-week flight would be budgeted at \$151,200 (or 8 x 18,900).

The buyer then works with this budget and attempts to buy more effectively in the marketplace, either by achieving the goals for less money or by getting additional weight for the budget, depending on his instructions.

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

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.

"Telestatus" appears in BROADCASTING at the beginning of each month.

Market	Time Zone	Morn-ing	After-noon	Early Fringe	Prime	Late Fringe
Abilene-Sweetwater, Tex.	C	—	—	—	—	—
Ada-Ardmore, Okla.	C	100	83	64	74	86
Akron, Ohio	E	—	—	—	—	—
Albany, Ga.	E	122	110	100	93	114
Albany-Schenectady-Troy, N.Y.	E	94	104	102	103	121
Albuquerque, N.M.	M	105	109	105	105	117
Alexandria, La.	C	100	104	108	108	138
Alexandria, Minn.	C	—	—	—	—	—
Amarillo, Tex.	C	111	108	110	108	120
Atlanta	E	100	104	96	107	100
Augusta, Ga.	E	106	104	116	122	140
Austin, Tex.	C	100	95	100	102	120
Bakersfield, Calif.	P	100	100	100	100	100
Baltimore	E	100	105	106	105	109
Bangor, Me.	E	105	97	102	104	125
Baton Rouge	C	91	83	98	103	137

Market	Time Zone	Morn-ing	After-noon	Early Fringe	Prime	Late Fringe
Beaumont-Port Arthur, Tex.	C	112	109	104	108	117
Beckley-Bluefield, W. Va.	E	—	—	—	—	—
Bellingham, Wash.	P	—	—	—	—	—
Billings, Mont.	M	131	122	119	122	133
Biloxi, Miss.	C	—	—	—	—	—
Binghamton, N.Y.	E	133	126	123	126	138
Birmingham, Ala.	C	113	113	108	116	123
Boise, Idaho	M	100	105	108	103	104
Boston	E	100	104	107	107	108
Bowling Green, Ky.	C	—	—	—	—	—
Buffalo, N.Y.	E	106	104	104	103	118
Burlington, Vt.-Plattsburgh, N.Y.	E	100	108	107	117	120
Butte, Mont.	M	110	100	112	110	140
Casper, Wyo.	M	110	120	114	127	100
Cedar Rapids-Waterloo, Iowa	C	111	117	112	111	126
Champaign & Springfield-Decatur	C	100	104	110	107	120

Market	Time Zone	Morn-ing	After-noon	Early Fringe	Late Fringe
Charleston, S.C.	E	106	103	106	103
Charleston-Huntington, W. Va.	E	118	121	117	123
Charlotte, N.C.	E	125	114	109	112
Chattanooga	E	111	103	112	111
Cheyenne-Scottsbluff-Sterling, Wyo.	M	100	94	96	100
Chicago	C	100	100	100	103
Chico-Redding, Calif.	P	100	100	100	102
Cincinnati	E	100	100	105	104
Clarksburg-Weston, W. Va.	E	118	106	90	103
Cleveland	E	100	100	108	109
Colorado Springs-Pueblo, Colo.	M	94	100	100	103
Columbia, S.C.	E	123	108	113	121
Columbia-Jefferson City, Mo.	C	121	118	124	124
Columbus, Ga.	E	113	108	122	118
Columbus, Miss.	C	90	94	100	102
Columbus, Ohio	E	106	100	102	105
Corpus Christi, Tex.	C	106	100	103	103
Dallas-Fort Worth	C	100	100	108	105
Davenport, Iowa-					
Rock Island-Moline, Ill.	C	107	108	113	110
Dayton, Ohio	E	100	100	107	102
Denver	M	93	106	105	102
Des Moines-Ames, Iowa	C	100	100	110	110
Detroit	E	106	100	102	105
Dothan, Ala.	C	127	109	115	112
Duluth, Minn.-Superior, Wis.	C	111	107	111	109
Eau Claire, Wis.	C	—	—	—	—
El Paso	M	105	105	104	102
Ensign-Garden City, Kan.	C	—	—	—	—
Erie, Pa.	E	127	112	116	113
Eugene, Ore.	P	109	100	100	107
Eureka, Calif.	P	91	100	100	103
Evansville, Ind.	C	100	107	104	111
Fargo-Valley City, N.D.	C	—	—	—	—
Flint-Saginaw-Bay City, Mich.	E	86	92	93	96
Florence, Ala.	C	100	100	100	100
Florence, S.C.	E	127	113	104	113
Fort Dodge, Iowa	C	—	—	—	—
Fort Myers, Fla.	E	100	100	100	100
Fort Smith, Ark.	C	111	100	100	100
Fort Wayne, Ind.	E	116	103	106	107
Fresno, Calif.	P	113	105	109	109
Glendive, Mont.	M	—	—	—	—
Grand Junction-Montrose, Colo.	M	—	—	—	—
Grand Rapids-Kalamazoo, Mich.	E	119	108	105	107
Great Falls, Mont.	M	93	93	107	100
Green Bay, Wis.	C	105	113	104	106
Greensboro-High Point-					
Winston-Salem, N.C.	E	111	104	102	107
Greenville-New Bern, N.C.	E	139	140	137	133
Greenville-Spartanburg, S.C.-					
Asheville, N.C.	E	100	113	106	110
Greenwood, Miss.	C	—	—	—	—
Harlingen-Westaco, Tex.	C	100	100	100	100
Harrisonburg, Va.	E	100	100	100	100
Hartford-New Haven, Conn.	E	100	107	88	95
Hattiesburg-Laurel, Miss.	C	100	100	110	105
Hays-Goodland, Kan.	C	—	—	—	—
Honolulu	H	100	94	94	100
Houston	C	95	100	105	98
Huntsville-Decatur, Ala.	C	100	100	100	100
Idaho Falls-Pocatello, Idaho	M	95	95	97	98
Indianapolis	E	89	93	102	105
Jackson, Miss.	C	100	108	131	133
Jackson, Tenn.	C	—	—	—	—
Jacksonville, Fla.	E	100	104	104	102
Johnstown-Altoona, Pa.	E	150	116	118	105
Jonesboro, Ark.	C	—	—	—	—
Joplin, Mo.-Pittsburg, Kan.	C	115	118	115	119
Kansas City, Mo.	C	113	96	108	107
Klamath Falls, Ore.	P	100	100	100	103
Knoxville, Tenn.	E	129	107	117	121
LaCrosse, Wis.	C	—	—	—	—
Lafayette, Ind.	E	—	—	—	—
Lafayette, La.	C	106	100	109	109
Lake Charles, La.	C	100	100	100	100
Lancaster-Harrisburg-Lebanon-					
York, Pa.	E	92	100	100	98
Lansing, Mich.	E	113	100	104	104
Laredo, Tex.	C	100	100	100	100
Las Vegas	P	100	100	100	100
Lexington, Ky.	E	120	108	113	116
Lima, Ohio	E	100	100	100	100
Lincoln-Hastings-Kearney, Neb.	C	109	106	119	105
Little Rock-Pine Bluff, Ark.	C	100	100	104	111
Los Angeles	P	100	100	100	103
Louisville, Ky.	E	95	100	98	105
Lubbock, Tex.	C	111	113	111	105
Lufkin, Tex.	C	—	—	—	—
Macon, Ga.	E	93	104	96	102
Madison, Wis.	C	107	111	100	105
Manchester, N.H.	E	—	—	—	—
Mankato, Minn.	C	100	108	83	100
Marquette, Mich.	E	—	—	—	—
Mason City, Iowa-Austin-					
Rochester, Minn.	C	106	81	97	100

Market	Time Zone	Morn-ing	After-noon	Early Fringe	Prime Prime	Late Fringe
Medford, Ore.	P	100	95	104	104	
Memphis	C	100	107	115	109	
Meridian, Miss.	C	118	117	121	117	
Miami-Fort Lauderdale, Fla.	E	105	96	100	100	
Millwaukee	C	95	107	107	103	
Minneapolis-St. Paul	C	94	100	107	105	
Missoula, Mont.	M	100	100	100	100	
Mobile, Ala.-Pensacola, Fla.	C	100	103	100	103	
Monroe, La.-El Dorado, Ark.	C	104	107	108	112	
Monterey-Salinas, Calif.	P	100	100	100	106	
Montgomery, Ala.	C	106	100	98	113	
Muncie, Ind.	E	—	—	—	—	
Nashville	C	86	84	98	103	
New Orleans	C	100	100	111	108	
New York	E	105	100	102	102	
Norfolk-Portsmouth-						
Newport News, Va.	E	100	104	104	102	
North Platte-Hayes. McCook, Neb.	C	—	—	—	—	
Odessa-Midland-Monahans, Tex.	C	120	118	110	111	
Oklahoma City	C	100	104	108	111	
Omaha	C	105	100	108	105	
Orlando-Daytona Beach, Fla.	E	89	96	100	100	
Ottumwa, Iowa	C	—	—	—	—	
Paducah, Ky.-Cape Girardeau, Mo.	C	—	—	—	—	
Palm Springs, Calif.	P	—	—	—	—	
Panama City, Fla.	C	83	105	110	113	
Parkersburg, W. Va.	E	—	—	—	—	
Pembina, N.D.	C	—	—	—	—	
Peoria, Ill.	C	105	117	112	111	
Philadelphia	E	107	107	104	105	
Phoenix	M	100	95	103	105	
Pittsburgh	E	105	103	106	106	
Portland-Poland Springs, Me.	E	110	115	118	123	
Portland, Ore.	P	93	96	98	105	
Presque Isle, Me.	E	100	100	100	100	
Providence, R.I.	E	120	131	128	120	
Quincy, Ill.-Hannibal, Mo.-						
Keokuk, Iowa	C	119	120	121	115	
Raleigh-Durham, N.C.	E	92	116	110	116	
Rapid City, S.D.	M	93	90	105	106	
Reno	P	129	100	100	105	
Rhineland, Wis.	C	—	—	—	—	
Richmond-Petersburg, Va.	E	107	96	104	109	
Riverton, Wyo.	M	100	100	100	100	
Roanoke-Lynchburg, Va.	E	129	127	114	121	
Rochester, N.Y.	E	106	117	108	107	
Rockford, Ill.	C	100	108	122	112	
Roswell, N.M.	M	125	124	118	115	
Sacramento-Stockton, Calif.	P	111	100	102	109	
St. Joseph, Mo.	C	—	—	—	—	
St. Louis	C	100	96	102	100	
Salisbury, Md.	E	100	100	100	100	
Salt Lake City	M	100	100	105	100	
San Angelo, Tex.	C	—	—	—	—	
San Antonio, Tex.	C	105	108	105	105	
San Diego	P	100	100	100	100	
San Francisco-Oakland, Calif.	P	100	100	98	100	
Santa Barbara, Calif.	P	100	100	100	100	
Savannah, Ga.	E	107	115	113	115	
Seattle-Tacoma, Wash.	P	93	95	102	102	
Shreveport, La.	C	93	94	98	103	
Sioux City, Iowa	C	153	135	143	135	
Sioux Falls, S.D.	C	—	—	—	—	
South Bend-Elkhart, Ind.	E	100	100	100	102	
Spokane, Wash.	P	81	92	100	106	
Springfield, Mo.	C	125	122	111	115	
Springfield-Holyoke, Mass.	E	100	113	103	103	
Syracuse, N.Y.	E	122	122	116	118	
Tallahassee, Fla.	E	100	100	124	110	
Tampa-St. Petersburg, Fla.	E	100	111	100	102	
Terre Haute, Ind.	E	114	116	111	104	
Toledo, Ohio	E	113	104	100	102	
Topoka, Kan.	C	117	95	100	95	
Traverse City-Cadillac, Mich.	E	127	110	108	112	
Tri Cities, Tenn.-Va.	E	115	120	112	125	
Tucson, Ariz. (Nogales)	M	100	95	105	102	
Tulsa, Okla.	C	95	93	107	112	
Tupelo, Miss.	C	100	100	100	100	
Twin Falls, Idaho	M	100	107	92	100	
Tyler, Tex.	C	113	88	88	90	
Utica-Rome, N.Y.	E	100	110	105	110	
Waco-Temple, Tex.	C	100	100	106	102	
Washington	E	107	111	105	103	
Watertown, N.Y.	E	88	89	97	97	
Wausau, Wis.	C	—	—	—	—	
West Palm Beach, Fla.	E	100	85	94	97	
Western North Dakota	C	—	—	—	—	
Wheeling, W. Va.-Staubenville, Ohio	E	82	96	93	96	
Wichita Falls, Tex.-Lawton, Okla.	C	105	104	115	110	
Wichita-Hutchinson, Kan.	E	89	104	103	108	
Wilkes-Barre-Scranton, Pa.	E	113	107	123	115	
Wilmington, Del.	E	136	135	111	120	
Yakima, Wash.	P	111	117	130	111	
Youngstown, Ohio	E	111	107	104	103	
Yuma, Ariz.-El Centro, Calif.	P	100	100	100	100	
Zanesville, Ohio	E	100	100	100	100	

Vote of confidence in all news media

'Newsweek' survey finds general public approval, with TV leading the way

New evidence that most people think television and the other news media are doing a good job, despite high-level criticism in both government and non-government circles, was offered last week by *Newsweek Magazine*.

Newsweek reported in its issue dated Nov. 9 that a poll conducted for it by the Gallup organization showed that, in terms of "keeping people informed about important problems," television news received favorable ratings from 65% of 1,560 persons polled, newspapers from 60%, radio news from 59% and newsmagazines from 41%. ("As the least widely followed of the media," *Newsweek* said, newsmagazines got a high "don't know" rating.)

These percentages evolved from polling all persons in the sample, whether they were regular users of all four media or not. When questions about a

medium were directed only to people who used that medium regularly, *Newsweek* said, the results were as follows:

A total of 67% of the TV viewers had a favorable attitude toward TV news's performance of its job (49% said it does a good job, 18% said excellent); 68% of listeners gave radio news a favorable report (54% good, 14% excellent); 75% of the readers of newsmagazines were favorable toward newsmagazines' performance (49% good, 26% excellent) and 62% of newspaper readers were favorable toward the job newspapers do (47% good, 15% excellent).

Other findings reported by *Newsweek*:

- "Nearly everyone polled (89%) felt that radio and television newsmen ought to be accorded the same constitutional protection guaranteed to print journalists under the Bill of Rights—an issue which [Vice President] Agnew raised in his initial attack on television."

- "A majority (51%) denied that television is dominated by newsmen and commentators 'who are always looking for ways to criticize the administration.' A sizable minority, 33%, do agree with this contention, though."

- "Forty-one percent disagreed (as

opposed to 34% who agreed) with the Vice President's view that there is too much power concentrated in the hands of a small group of men who direct radio and television news. Those who were worried about this concentration of power offered a variety of methods of correcting the situation." Among these: "Periodic shuffles of TV staffs," having national news interpreted in regions outside New York and, in "a few" cases, "outright censorship."

- "But people did not seem to be of a mind to tamper very much with how the press is run—or owned." Sixty-four percent said common ownership of several newspapers in different cities should be permitted; 24% said not. Half of those approving of newspaper chains said a chain should also be allowed to control broadcasting stations; 35% said not. But on the question of joint ownership of the newspaper and a TV station in a one-paper city, 44% said it should not be permitted as against 41% who said it should.

- About a third of the TV viewers thought TV news treatment was too much on either the conservative (8%) or the liberal (25%) side, but 52% thought TV treated both viewpoints

Reynolds is replaced by Reasoner on ABC-TV

In an effort to make ABC-TV more competitive with the other networks in its evening news presentation, ABC News last week named Harry Reasoner, a leading CBS newscaster and writer, as the New York anchorman of its weeknight, 7-7:30 p.m. EST program, starting Dec. 7.

Mr. Reasoner will succeed Frank Reynolds, who will be used as a special correspondent.

Mr. Reynolds recently criticized po-

litical advertising on television—and suggested such commercials be banned—at a time that President Nixon vetoed a bill that would have placed limits on such expenditures (BROADCASTING, Oct. 19). But Elmer Lower, president of ABC News, denied that Mr. Reynolds's reassignment had any connection with the newsmen's commentary on political advertising and said he was unaware of any expression of displeasure from the White House. He continued:

"We believe that with Mr. Reasoner we can make a breakthrough in audi-

ence viewing. He has a great acceptability with audiences. He is an excellent writer and commentator and he will have an opportunity to express his views. It is my responsibility ultimately to maintain a balance in our commentary."

Mr. Reasoner is resigning from CBS-TV after a 14-year association. He has covered elections for the network, served as White House correspondent and has been a reporter and writer of documentaries. Since 1963 he has been anchorman on CBS-TV's Sunday news program. He also has been co-host of CBS-TV's *60 Minutes* program. He has filled in for Walter Cronkite on CBS News' early evening newscasts when Mr. Cronkite was away.

Mr. Lower said that Mr. Reasoner in New York and Howard K. Smith in Washington will be the co-anchormen of the weeknight news program, which will be retitled *ABC Evening News with Howard K. Smith and Harry Reasoner*.

It was said that as a special correspondent, Mr. Reynolds will cover major world events, will be host of documentaries and will be the co-anchorman with ABC News science editor, Jules Bergman, on space shots.



Mr. Reasoner



Mr. Reynolds

equally and 15% said they didn't know. Roughly the same divisions of opinion were found for the other media, except that radio news had a lower rating for imbalance (9% said it favors the conservative viewpoint, 15% said it favors the liberal) and a higher percentage of undecided respondents (23%).

Newsweek concluded that "people seemed to think that on the whole the communications media were doing a pretty good job," but said: "There was also a vigorous minority report to be read between the statistics of the survey—suspicions of partiality, doubts of accuracy, worries about the powers that the press lords and newsmen seem to be accumulating." The criticism in part, *Newsweek* said, "boils down to a disagreement with journalists' judgment as to what is really 'news.'"

Newsweek—which is part of the communications complex that also includes *The Washington Post* and the Post-Newsweek Stations: WTOP-AM-FM-TV Washington, WJXT(TV) Jacksonville, Fla., WPLG(TV) Miami and WCKY(AM) Cincinnati—said Gallup conducted the survey without telling interviewees who was sponsoring it.

Publication of the findings followed by a week the release of another study, done by R. H. Bruskin Associates for the Television Information Office, showing that despite the critical attacks of the past two years television has increased its standing both as the public's number-one news source and as its most believable source (BROADCASTING, Nov. 2).

'Sesame Street' earns high marks as teacher

The Children's Television Workshop's *Sesame Street* program was given a high rating last week for its effectiveness in teaching youngsters a variety of basic facts and skills.

This evaluation was given to the first year of the TV program by the Educational Testing Service, Princeton, N.J., which conducted an independent evaluation of CTW. Its principal findings were that children who watched the program showed greater gains in learning than those who did not; children who watched the show the most gained the most; disadvantaged children who watched frequently made gains surpassing those of middle-class children who watched infrequently, and skills that received the most attention on the program were those that were best learned.

The study was conducted among 943 youngsters ranging in age from three to five. The children were questioned before *Sesame Street* went on the air last Nov. 10, 1969, and again at the end of the first season on May 29, 1970.

SDX report raps Nixon conferences

Says format for news parleys does not serve public interest

Strong criticism of the Nixon administration for the way it has communicated with the public is set forth in the annual report of the Freedom of Information Committee of Sigma Delta Chi, national journalistic society.

The report is to be presented to SDX delegates in Chicago this week at the society's annual convention at the Palmer House. The Nov. 11-14 meeting also will feature talks by Mrs. Katharine Graham, president of the Washington Post Co.; Nelson Poynter, chairman, *St. Petersburg (Fla.) Times and Independent*, and other industry representatives.

The Freedom of Information report is particularly critical of the nature of President Nixon's news conferences. It contends they have been reduced "essentially to a one-way proposition, convened when the President believes he has something to communicate."

The SDX report contends the news conference should not be scheduled for the convenience of either a President or the news media, but for the public convenience and interest. The public is best served by on-the-record questioning of the President at frequent intervals, the report continues, "preferably weekly, certainly no less often than bi-weekly."

The report observes that the television news conferences are not as wide-open and informative as they may seem because the President almost never allows a reporter to ask a follow-up question.

"SDX therefore suggests," the report says, "that the President consider experimenting with a monthly, one-hour, on-the-record, sit-down, nontelevised news conference with no more than 20

reporters: six from the regular White House press corps, including the two wire services, selected on a rotating basis by the newsmen themselves, and 14 drawn by lot for each occasion by the standing committee of correspondents, with no one eligible for two successive conferences."

Other administration officials, including Vice President Spiro Agnew and Attorney General John Mitchell, receive their share of criticism in the SDX committee report, which notes that "the year for broadcasters was hardly a bright one." The report also makes special mention of a rebuttal by Walter Cronkite to what he called an "undercover campaign" by the White House to discredit CBS news reporting from Vietnam.

The report recalls that Vice President Agnew "set the tone" for an attack on broadcast journalists, especially TV. "If this first year after his Des Moines speech is the beginning of the age of Agnew in journalism," it observes, "it does not portend to be a pleasant era for the journalist."

"Subpoenas of newsmen and their notes, repressive law enforcement toward student reporters at the scene of college disturbances, and continued secret meetings of school boards and other public groups nettled guardians of a free press in the various states this year," the report continues. "Increasing use of the subpoena at all judicial levels," it says, "will doubtless remain unless ultimately settled by fiat of Congress or decision of the U.S. Supreme Court."

The question of "shield" laws to protect newsmen and their sources from subpoenas is certain to be revived in the new Congress in January, the SDX committee concludes.

The SDX committee comments also cover Chief Justice Warren Burger. The report notes that Mr. Burger on occasion bars radio-TV coverage of his public addresses and has attempted to control reprint rights to his "State of the Judiciary" address to the American Bar Association. It also cites his practice of

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"backgrounders" on Supreme Court actions by taking into his confidence just two regular wire-service reporters at the court.

Chairman of the SDX Freedom of Information Committee is Richard P. Kleeman, Washington correspondent for the *Minneapolis Tribune*. Vice chairmen are David J. Kraslow, *Los Angeles Times*; Vance Trimble, *Kentucky Post and Times Star*; William J. Small, CBS, Washington; Alvin E. Austin, University of North Dakota, and George Beebe, *Miami Herald*. SDX representative on the joint media committee on news coverage problems is Theodore F. Koop, CBS, Washington.

SDX expects more than 700 journalists at its Chicago meeting this week. Panel sessions will range from politics of the 1970's and problems of ecology and pollution to the challenges for journalism in the new decade. Co-chairmen of the convention are Ralph Otwell, managing editor, *Chicago Sun-Times*, and Harold Gully, Leo Burnett Co.

When is phony news unethical?

WPIX news chief won't say mislabeled film misleads viewers

Lee Nelson, WPIX(TV) New York news director, told the FCC hearing on the *New York Daily News*-owned station's license-renewal application last week that mislabeling television film was not unethical if it is unintentional.

Anchorman of WPIX's nightly news broadcast, Mr. Nelson was the first witness called last week by the station's attorneys during the eighth week of the FCC hearing. He also said he did not know if erroneous labeling of film would "mislead" television viewers.

Mr. Nelson was replying to questions from Michael Finkelstein, attorney for Forum Communications Inc., which is challenging WPIX's license. Mr. Finkelstein had asked whether labeling a film from Bucharest as being in Prague, or a film on the "Scissors Bridge" photographed in Fort Belvoir, Va., and labeling it Vietnam, was unethical.

"It depends," Mr. Nelson replied, on "whether it was intentional." "What conclusion would the viewer draw if the screen said 'Prague'?" Mr. Finkelstein persisted.

"That he was seeing Prague," Mr. Nelson answered.

"Would the viewer be misled?" the Forum attorney asked.

"I don't know," Mr. Nelson replied. "He would be confused."

Last Wednesday (Nov. 4) the first

day of his testimony, Mr. Nelson told the hearing that several news writers who charged WPIX with distortion lacked news-broadcast experience. He said that often stories for the evening broadcast show would come to him from the writers as a "draft" and "in pretty rough form."

Sometimes, Mr. Nelson testified, he would return the draft to the writer with suggestions for change. Other times, he added, generally if the writer were recently hired, he would make the changes himself.

With Mrs. Nancy McCarthy, an FCC witness who had testified earlier last week, Mr. Nelson said, he had less difficulty. She was the most experienced writer at the time (August to December 1968), he said.

Mrs. McCarthy ended her testimony Monday (Nov. 2). It was her letter to a friend alleging news distortion which precipitated the FCC investigation.

Mr. Nelson told her, Mrs. McCarthy said, that Fred M. Thrower, WPIX president, called almost every day about what was on the evening news show, and occasionally while the show was on the air.

Mrs. McCarthy, under cross-examination by John R. Schoemer Jr., WPIX lawyer, acknowledged she exaggerated when she complained Dec. 5, 1968, to Mr. Thrower that there were two or three news distortions nightly over the station.

"Was that true?" Mr. Schoemer asked. "No. Not so. It was an exaggeration," she replied. Mrs. McCarthy also told the hearing that the letter to a friend was written hastily. "I don't like the grammar," she told Mr. Schoemer. "It was a letter to a friend. On yellow copy paper. Not a document I would present . . . Mr. (Arthur) Alpert [to whom the letter was sent] took the initiative . . . without either my general or specific permission."

Shortly before she was fired, Mrs. McCarthy met Mr. Nelson at a restaurant, he said. During this meeting she told him she was dissatisfied with the news operation, unhappy about technical problems of the show, and mostly, unhappy with Ted Kamp, then producer-director of WPIX's evening news show.

When he asked Mrs. McCarthy to cite instances of news distortion, Mr. Nelson said, she would not be specific.

"I began to wonder if she was attempting to get Kamp replaced and advance her position in some way," Mr. Nelson said. She seemed to want to stay at the station, he added, and suggested she could be made assignment editor or producer of the news shows.

In a subsequent meeting with Mr. Thrower, Mr. Nelson said they discussed Mrs. McCarthy's employment

status. "We felt she was a disruptive element for many reasons," he said, adding that they also felt perhaps she should be fired.

Reasons for describing Mrs. McCarthy as being disruptive, Mr. Nelson said, included her being difficult to get along with and refusing some assignments.

Leavitt Pope, WPIX vice president in charge of operations, said he received hundreds of memos and reports from WPIX lawyers and others dealing with the subject of distortion, once he began investigating charges the station had distorted news.

WWJ-TV renewal challenged again

AM-FM also hit this time as theater owners charge fairness violations

WWJ-TV Detroit last week saw its license-renewal application on the wrong end of a second petition to deny. Unlike the first petition, the one last week did not involve charges that the station has failed to serve the interests of Detroit area blacks (*BROADCASTING*, Nov. 2), but it did have a familiar ring.

It was filed by the National Association of Theater Owners of Michigan, which alleges that the station, along with its AM and FM affiliates, violated the fairness doctrine in coverage of the question of whether Michigan should exempt itself from the Federal Uniform Time Act of 1966. All three stations are targets of the petition to deny renewal.

The association, which claims to represent some 400 theater owners in the state, had filed fairness complaints against a number of Michigan stations, including WWJ-AM-FM-TV, in connection with the same issue in 1967. The legislature enacted an exemption statute in that year—thus allowing Michigan to remain on eastern standard time all-year 'round—and the voters affirmed that action after the matter was petitioned to a referendum in 1968.

The stations had opposed exemption, and the theater-owners association said last week that, during the drive to petition the matter to referendum, they had flooded "the airwaves with propaganda in the guise of newscasts, in total disregard of the fairness doctrine."

The association said WWJ-AM-FM-TV had ceased the practices alleged in the complaint after it was filed with the commission. But, it added, after the commission ruled, on Nov. 6, 1968, that there was no basis for denying the WWJ-AM-FM-TV license-renewal applications,

those stations "immediately resumed committing acts in violation of the fairness doctrine and in contravention of the public interest." The association said the stations promoted efforts to overturn the results of the referendum.

The association cited the Evening News Association's ownership of the Detroit News as another critical factor in the issue. It said that the licensee was using its "monopoly of news dissemination" in the Detroit metropolitan area "to manipulate and influence public opinion on the controversial issue" of daylight saving time for its "own selfish business interests."

A similar fairness complaint had been filed by theater owners in Indiana against stations in that state. The commission rejected the complaint in July, but the matter is back before it in a petition for reconsideration.

MGM turns off the turned on

Ban put on groups, records suggesting use of drugs; move draws positive response

The antidrug movement has gained the full support of MGM's Record Division with the announcement by Mike Curb, division president, that 18 groups, whose song lyrics suggest that something positive can be gained by using drugs, have been dropped by the company. The decision was further prompted, Mr. Curb said, by the fact that groups with this pro-drug thinking were "unreliable and could not be counted on to appear for television shows or concerts."

Mr. Curb emphasized that he felt it was the record company's responsibility to keep watch over the product rather than the programmer or broadcaster. "How does a record company feel knowing they put out an album that turned X number of kids on to drugs that are not familiar to them?" he asked. "The responsibility for seeing that doesn't happen should rest with the record companies."

Reaction so far has been generally favorable, Mr. Curb noted, with the most positive response coming from Gordon McLendon, Dallas-based group radio station owner. "He said he will never again play a record that had anything to do with drugs," Mr. Curb reported. "In fact, I may have his entire statement distributed around the country. We are trying to make it no longer the 'in' thing for record companies to market groups that are under the influence of drugs. I feel it is a tremendous detriment to young people who may be

exposed to drugs for the first time by an artist they musically may enjoy," he adds.

Any financial loss MGM may experience as a result of this decision is expected to be made up through promotion of other artists who do not rely on the drug culture for successful lyrics, Mr. Curb said. He pointed out that the fourth-quarter report put the company into the black for the first time in at least two years. "We expect to continue operating at a profit," he said. "MGM will be putting out an album with some of our artists singing antidrug songs. In general, the move has met with a positive response, and we feel we made the right decision."

Duffy: TV 'relevance' is a disappointment

A sampling of this season's "new social-conscious programming" on the TV networks "has left much to be desired" and as a result, according to James E. Duffy, ABC-TV network president, the networks are already reacting by changing their thinking.

Though Mr. Duffy was not explicit as to which series are to be affected, there were reports last week that the networks are effecting changes in scripts and creating new character roles for various shows which generally fit the description of reflecting social consciousness.

In a speech in Milwaukee Oct. 31 at the seventh annual Wisconsin Broadcasters Association-sponsored seminar for broadcast-career students, Mr. Duffy said that this poor showing in program sampling "has already, in fact, begun to alter the thinking of all three commercial networks for mid-season, and next season."

Mr. Duffy said that the TV networks "have made considerable progress in upgrading our programming." He said: "We are no longer all westerns or all action-adventures or all game shows or all comedies. But our own thing, with



Mr. Duffy

something to say and the talent with which to say it." He said the networks have found "new, creative ways to express today's issues and conflicts" in the attempt to reflect the social changes taking place in the U.S.

Mr. Duffy said, however, the networks may have "over-reacted to relevancy—both the word and the idea—sometimes employing it for its own sake rather than the sake of a program," and that "perhaps we have not done all that we might to attract, and be of more profound service to, the youth of our nation." He suggested TV seek to attract more young people to "our creative community, particularly writers, those who speak not only the language but the aspirations of their contemporaries."

New attack on TV violence

Suit will allege horror shows violate child viewer's rights

A group aiming to take the violence out of children's television programming says it plans to sue to establish a new legal principle: that children have a Fifth-Amendment right "to be free from the mental harm caused by the viewing of television programs that portray fictional violence and horror."

The suit, scheduled to be filed Thursday (Nov. 12) against an unidentified Washington TV station, is being undertaken by the 18-month-old Foundation to Improve Television (FIT), headquartered in Boston. FIT asked the FCC last fall to impose such a ban, but the commission announced last September it was delaying action on the petition, pending a report from the surgeon general's study of TV and violence (BROADCASTING, Sept. 28).

The \$1-million surgeon general's study, initiated early last year at the behest of Senator John O. Pastore (D-R.I.), who is the chairman of the Communications Subcommittee of the Senate Commerce Committee, is expected to be completed by midsummer next year.

FIT's president is Boston lawyer William S. Abbott, a selectman of Arlington, Mass., and father of a boy, 5, and a girl, 7. Mr. Abbott was a White House fellow with the Department of Agriculture in 1966-67 and was with the Agency for International Development, 1967-68.

The eight directors of FIT are Robert R. Pauley, former president of Mutual and ABC Radio; Katherine Peden, president of WNVL(AM) Nicholasville, Ky.,

who had been a member of the Presidential Commission on Civil Disorder; Orville L. Freeman, former Secretary of Agriculture; Dr. Roy W. Menninger of the Menninger Foundation, Topeka, Kans.; Dr. Jerome Kagan, professor of human development, Harvard University; Charles G. Berwind, Berwind Corp., Philadelphia, chairman of the Big Brothers of America; Gerald W. Blakeley Jr., Cabot, Cabot & Forbes Co., Boston real estate firm; and Mr. Abbott.

Mr. Pauley told BROADCASTING last week that he had been invited to become a director of FIT by Mr. Blakeley, a personal friend.

And, Mr. Pauley added, although he had "several" offers he never could be interested in working in TV because "I could not equate good broadcasting and the violence in children's programs." He also said TV's dependence on ratings offended him.

FIT will ask the U.S. District Court in Washington to issue an injunction prohibiting the selected station (FIT sources declined to identify the station last week), its network and those who advertise on the station from telecasting a violence-oriented program during prime child-viewing times. It also is asking for a declaratory judgment that would apply this injunction to all TV stations.

The FIT action is one of a series of recent moves involving citizens groups and children's programming. Pending before the FCC is a petition for rule-making from another Boston group, Action for Children's Television, that asked the commission to eliminate all commercials from children's programs and to require all stations to program for children at least 14 hours a week. This is under consideration at the FCC ("Closed Circuit," Nov. 2). In recent talks, FCC Chairman Dean Burch urged broadcasters to better their programming for children (BROADCASTING, Sept. 28, 21).

Network suit criticized at theater owners' meet

The suit filed last month by seven leading motion-picture companies seeking to put ABC and CBS out of the motion-picture making business is "asinine," Wometco Enterprises Senior Vice President Louis Wolfson II said last week.

Delivering the keynote address at the Miami convention of the National Association of Theater Owners, Mr. Wolfson said the suit, which if successful would enjoin ABC and CBS from producing entertainment programs for themselves, for theater distribution or for anyone else (BROADCASTING, Oct. 5), "is not in the best interests of motion picture ex-

hibitors . . . At a time when we need product so desperately, I believe it is unhealthy for a segment of our industry to try to restrict the quantity of available product and try to eliminate substantial competition."

"From an exhibitor's standpoint," he added, "I believe the more responsible people making movies the better. And certainly ABC and CBS have given us some fine product over the past year or so."

Touching on another broadcast-related matter, Mr. Wolfson said: "Pay-TV will not work nationally and will never be a truly viable, significant industry . . . Pay-TV is not in the public interest. The most [it] could ever hope to achieve would be to have people pay for what they are now and have always been receiving free."

Mr. Wolfson said he considered pay-TV and CATV to be "similar."

Commenting on the potential competitive effect of the neophyte videocassette industry, Mr. Wolfson said "Nobody is quite sure where the cassette idea will go. I personally believe there will be a tremendous market for it. . . . I believe its primary competitive impact will be on the home entertainment market, whether radio, commercial TV, pay-TV or CATV."

Wometco is a diversified entertainment operation, which includes motion-picture theaters, radio and TV stations and CATV systems among its holdings.

The theater owners also heard ABC Inc. President Leonard H. Goldenson use strong language to refute the contention that ABC is interested in making motion pictures mainly for television.

He called such an attitude "unadulterated nonsense," and pledged to his audience that all ABC-produced films would run their course in theatrical showings. But he repeated that because of the high cost and scarcity of quality features, ABC planned to continue *Movie of the Week* production for the television network.

Mr. Goldenson, who was honored

Al Capp on radio

John Thayer/Don Bruce Together Inc., a new Memphis production firm, has signed cartoonist-radio commentator Al Capp to produce a series of five-minute daily features for national television syndication. The series, titled *The Al Capp TV Commentary*, already in production with a pilot ready for screening, will offer Mr. Capp and an occasional guest in a session of commentary, much in tune with his radio series which is syndicated in 120 cities. The cartoon character "Li'l Abner" will also be featured on occasion to illustrate one of Mr. Capp's points.

with the association's Walt Disney award, said there was a need for more and better motion pictures. He attacked the "smut, sex and profanity" found in films and said ABC was "not overly proud" of its association with "Candy" and "The Killing of Sister George." In the future, he added, ABC will forego X-rated productions in favor of more family-style movies.

Texan stresses import of minority programing

A Texas broadcaster who is president of the Association of Maximum Service Telecasters and who has been a hard-nosed leader in the fight against unrestricted CATV was scheduled to say today (Nov. 9) that TV and radio must provide "more programing, not less" for minority audiences.

Jack Harris, president of the *Houston Post's* KPRC-TV Houston, was to tell the Broadcasters Promotion Association in Houston that broadcasting's image in the public mind has retrogressed.

In the 1970's, Mr. Harris is to say, broadcasters "must provide more and better informational services, with expanded budgets, increased manpower, greater skills."

Stressing that news "has already become the most important segment of any self-respecting television station," Mr. Harris said that news departments must have "priority consideration and support of top management."

Attacks on broadcasting, he said, have come from government, but today they come from viewers.

In analyzing what's wrong, Mr. Harris said he starts with the general manager, who generally comes up from sales, and whose interest is sales.

But, Mr. Harris stated, "success in sales should be the result of success in programing and promotion, which add up to broad public acceptance." Service, he said, "is the total output on the tube. . . ."

Although TV is and should continue to be a mass medium, the Southwest broadcaster said, "many minorities have a right to expect and demand some of the things their interests call for, some of the time—a great deal more than they are now receiving."

"If we fail to provide it—and soon," he said, "I am afraid it will be required by government order."

Among other factors noted by Mr. Harris was the practice of pre-empting network time when the network is sending a minority program down the line. If there is a truly local program that needs to be carried, that is one thing, he said, but when the time is filled with old movies or off-network reruns, there

is only one reason: money. And, he added, when it is done by the largest and most profitable network affiliates, the reason is "greed."

Mr. Harris said he is also troubled that many large broadcasting groups are traded on the stock exchanges. "I fear fluctuation in market prices may become an undue concern of management holding stock options, and this may influence objectives and decisions."

"Stock market prices are tied to profits, not service, and I believe we broadcasters are entitled to profits only when we provide service."

A big gap is seen in TV news coverage

Charles E. Walker, under secretary of the treasury, told the Joint Council on Economic Education in New York last week that TV didn't report economic news.

Addressing the council at a dinner meeting in New York, Mr. Walker said that, while "news magazines have expanded their coverage of economic news and analysis," and news-oriented radio stations have appointed economics or business editors, "television runs a poor last when it comes to the quantity and quality of economic coverage."

Although there are "some very good TV journalists who report from time to time on the Washington economic scene," Mr. Walker observed, "there is not a single person in the nation's capital who specializes in covering such developments for television."

Changing Formats

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

■ WKTC(AM) Charlotte, N.C.—Action City Broadcasting Corp., effective Sept. 21, changed format from country and western to inspirational music with religious programming. Bill Hicks, program director, said the station draws heavily on contemporary religious music. He added that listener and advertiser response alike "has been most exciting." Ken Rogers, general manager, noted that WKTC is the only religious-oriented AM daytimer in the Charlotte market. WKTC operates on 1310 khz with 1 kw.

■ KBMR-FM Bismarck, N.D.—KBMR Radio Inc., effective Oct. 26, switched from a stereo, middle-of-the-road, automated tape service to country-and-western music. Mark Swendsen, program director, said the change resulted because affiliate KBMR(AM) there has accumulated an extensive country-and-western music library and because of disappointment with the tape service. The AM facility is a daytimer on 1350 khz with 500 w. KBMR-FM operates on 94.5 mhz with 100 kw and an antenna 450 feet above average terrain.

■ WHAG-FM Halfway, Md.—Regional Broadcasting Co., effective Oct. 12, dropped automated stereo service of middle-of-the-road music to program progressive rock from 6 p.m. to

midnight. FM facility continues to use tape service from 9 a.m. to 6 p.m. and simulcasts AM affiliate's contemporary MOR music from 6 a.m. to 9 a.m. each day. Dick Snyder, assistant general manager, said the "market was in need of progressive rock," noting several colleges and universities are in the station's listening area. WHAG(AM) is a daytimer on 1410 khz with 1 kw. FM facility operates on 96.7 mhz with 3 kw and an antenna 160 feet above average terrain.

AP group takes new name

The Associated Press Radio-Television Association has officially changed its name to the Associated Press Broadcasters Association. An overwhelming majority of the more than 3,200 broadcast members of the AP voted for the new name, according to APBA president Thomas Powell. The board of directors had voted to submit the proposal for the name change at its annual meeting in New York (BROADCASTING, Sept. 28).

Avco keeps Reds' games

Avco Broadcasting Corp., Cincinnati, which has been televising Cincinnati Reds' games since 1956, has been awarded rights to Reds telecasts for the 1971-72-73 seasons. The schedule for the three-year contract will include 35 games per season, predominantly away, and also the rights to playoffs. Principal sponsor for the broadcasts will be the Burger Brewing Co., Cincinnati.

Equipment&Engineering

Spectrum impact data sought

NAE report rejects validity of 'formulas' for 'ideal' system

The problem of defining the public interest in spectrum management is "elusive," and much more data on possible impacts of spectrum decisions is urgently needed, a National Academy of Engineering group has concluded.

In a report titled "The Application of Social and Economic Values to Spectrum Management," NAE's Committee on Telecommunications' Panel on Spectrum Value found that an "ideal system" for spectrum management "is the same as that sought through the ages for the improvement of all phases of government, and no solution beyond the selection of wise human judges using the best available information has been found."

The report is NAE's response to a

1968 request of the Office of Telecommunications Management (now the Office of Telecommunications Policy) for a review of problems in defining the public interest in electromagnetic-spectrum management.

The panel, chaired by NAE member Henri G. Busignies, senior vice president and chief scientist of International Telephone and Telegraph Corp., found that "formulas" for optimal spectrum allocation were exercises in frustration: "The ideal system . . . would be a systematic procedure that could be applied to determine and assess the social and economic values associated with the spectrum management decisions. . . . Our search found no such system. It was concluded that some type of for-

mula employing numerical values represented the only hope, but the study led to the conclusion that such an ideal system does not exist, nor can it be formulated."

Systematic analyses to develop models or formulas could be valuable to spectrum management, the panel found, but they cannot be used to compare the incomparable or delineate relative social values.

In testing possible models, the panel found that it was doubtful whether value per dollar or per person are the same for different applications. It notes: "The people and the value associated with them in a TV application are not the same as those in a mobile-radio application. The people affected by a

police radio application are not the same in the ghetto as in the suburbs."

The report expressed "very serious doubts as to the possibility of ever using dollars as a meaningful measuring stick" in defining and measuring value.

Neither have national goals been helpful, the panel commented, observing that "even . . . men of profound intelligence and goodwill could not reach complete agreement" except "in broad and vague terms . . . of little, if any, value in guiding the development of a systematic process of spectrum management."

A "small staff of highly competent analysts with training in the social sciences as well as technology" should be made available to government offices and laboratories to properly relate economic and social data to "the inevitable technical constraints," the report suggested.

The panel recommended establishing "procedures whereby the interest and counsel of other than adversaries in particular spectrum management issues could be brought into the total processes of evaluation. . . . One possible remedy would be to assemble an advisory panel of experienced public-spirited citizens from many fields with diversity ranging from poverty to space exploration, to be available to the spectrum managers when evaluations of significance are pending."

"Progress can be made," the panel concluded. "But this cannot be done by any simple formula. At the present time it cannot even be approached in a completely systematic manner. However, it is believed that more systematic ways can be developed and that these will lead to more nearly universally accepted solutions."

FCI buying facsimile manufacturing company

Facsimile Communications Inc., New York, announced last week it has agreed to acquire Information Utility Systems Inc., New York. Terms of the transaction, which is subject to approval by the FCI board of directors, were not disclosed.

Arnold Bloom, president of FCI, said the acquisition will give FCI, now operating a national facsimile network, "the hardware which will transmit by facsimile techniques from hard copy to hard copy and from microfilm to hard copy." In the take-over, FCI will be acquiring IUSI's proprietary technology and staff.

Ira Kamen is board chairman of IUSI, which holds patents in the facsimile communications field. The patented developments to be acquired, Mr. Bloom said, will create "lower-cost facsimile at high speed and economic access to the computer-stored microform documents which have become the records for corporate business, education and government."

Phone company gets OK on CATV role

Continental Telephone Co. of California last week was granted a waiver of FCC rules prohibiting telephone companies from providing facilities for affiliated CATV systems in the same service area.

Continental plans to construct additional distribution lines and trunk cable for its affiliate, Continental Transmission Corp., Victorville, Calif. The construction will enable the affiliate—the only

company authorized to provide CATV service in the city—to serve about 1,200 subscribers.

The commission may authorize waivers to provide CATV service in communities that could receive such service only through a system related to a local telephone company.

The commission granted the waiver by a 5-to-0 vote, but made it subject to the condition that Continental Telephone make pole attachment or conduit space available within technical limits to any other CATV system within the same telephone service area at reasonable rates. The construction is to be discontinued by March 16, 1974.

The commission noted that it cannot determine if any other CATV operator will be available to operate the system by 1974 and that a permanent waiver would be premature.

A customer shows its EVR recording

CBS's Electronic Video Recording system received its first customer demonstration last week when an EVR recording made by converting an Equitable Life Assurance Society training presentation was shown in New York.

The picture quality was adjudged only fair, but CBS sources said the conversion not only had been from a one-inch tape but had been done hurriedly and that improvements would be made in the future. During the demonstration, Motorola Inc., which manufactures the EVR units under CBS license, turned over to Equitable the first EVR teleplayer, and CBS gave the insurance company the first customer tape converted to EVR.

Promotion

BPA retains theme for '70 seminar

Group will develop motif from last year; youth culture will get special attention

Participants in the 15th annual seminar of the Broadcasters Promotion Association meeting this week (Nov. 9-11) in Houston will continue their focus on the "Responsibility and Challenges of Broadcast Promotion."

Last year's BPA seminar in Philadelphia considered by BPA officers as one of the more successful annual meetings in the organization's history bore the same title. But this year's adds the Roman numeral II to indicate a continuation in emphasis on involvement

of the promotion manager in helping station management deal with broadcast problems of the 1970's.

Several veteran broadcasters will help BPA participants in that endeavor: James E. Duffy, president of ABC-TV, is to be the opening speaker today (Nov. 9) to be followed by Jack Harris, KPRC-AM-TV Houston, and J. Leonard Reinsch, Cox Broadcasting Corp. and Cox Cable Communications Inc.

On Wednesday morning (Nov. 11), Marcus Cohn, Cohn and Marks, Wash-

ington law firm, and Willard Walbridge, of Capital Cities Broadcasting and board chairman of the National Association of Broadcasters, will address the seminar.

An underlying theme of the seminar will accent communication with youth. Keynote speaker at the Monday luncheon is Robben W. Fleming, president of the University of Michigan, and the main panel on Tuesday morning considers "How Can Broadcasters Better Reach and Relate to Today's Youth

Culture." This session, produced by Andrew C. Erish, director of advertising and promotion of the ABC-owned radio stations, includes as panelists Erich Segal, Yale University professor and author of "Yellow Submarine" and "The Love Story"; Joseph Rhodes Jr., Harvard University graduate student and member of the President's campus commission, and Melanie, winner of Europe's Edison award for the world's top female vocalist.

Workshop sessions on promoting radio; news-and-sports; TV-on-radio and radio-on-TV; and movies on a TV station, will be held this afternoon. Also slated is a concluding session of the seminar on Wednesday morning, with panelists Larry Laurent, *Washington Post*; David Victor, creator-executive producer of CBS's *Marcus Welby, M.D.* and Barbara Walters of NBC's *Today* show. Mike Shapiro, A. H. Belo Corp. (station and newspaper owner), is moderator.

At the awards luncheon on Tuesday, Paul Haney, former "voice" of the National Aeronautics and Space Administration's mission control, will be the speaker. A workshop and business meeting follow in the afternoon, with a

trade-press cocktail party and banquet held that evening. Also scheduled prior to BPA are independent meetings held by station-representation firms and station groups for promotion managers.

KABC-TV, KGO each win two BPA awards

KABC-TV Los Angeles and KGO(AM) San Francisco took two first prizes in the annual awards competition of the Broadcasters Promotion Association. Winners are being announced today (Nov. 9) in Houston, where the BPA is holding its annual seminar.

Categories and winners: Audience promotion in TV, WLS-TV Chicago (on-air), KABC-TV Los Angeles (other media) and KABC-TV (total campaign); in radio, WCBS(AM) New York and WFBM(AM) Indianapolis (both on-air), WNEW(AM) New York (other media); TV sales promotion, Harrington, Richter & Parsons, station representative, in the category of networks, groups, reps and stations in top 10 markets (KTUV[TV] Oakland-San Francisco, honorable mention), and KSL-TV Salt Lake City in category of stations in all other markets (CHCH-TV Hamilton,

Ont., honorable mention).

Also, radio sales promotion, KGO(AM) San Francisco (audio-visual material) and WIOD(AM) Miami (print material); community involvement in TV, WFBM-TV Indianapolis and honorable mentions to KABC-TV and to WQAD-TV Moline, Ill.; in radio, KGO, and honorable mentions to WNEW and to WSB(AM) Atlanta.

NAB to honor women's clubs

The National Association of Broadcasters has expanded its long-time cooperation with the General Federation of Women's Clubs with a new program aimed at recognizing clubwomen for their work in radio and TV.

The program—which is commencing with broadcasting's 50th anniversary—is designed to promote better understanding of radio-TV by clubwomen and assist local broadcasters in pinpointing community needs.

A citation and a Broadcaster Rose Bush will be presented in the spring of 1972 to the women's club in each state which has done the most to increase member involvement with the country's radio and TV stations.

FocusOnFinance

What next for broadcast stocks?

Analysts disagree on reasons for dip and on outlook for immediate future

Broadcast and related stocks slipped a bit in October, but Wall Street analysts last week tended to view this as a sort of consolidation after a period in which the issues as a group had shown good bounce and outperformed the market as a whole.

There was some feeling that stocks in and associated with broadcasting were, as one specialist put it, "just sitting there waiting for a resumption of growth." Some analysts also thought most broadcast-related stocks might tend to "mark time for a while" and possibly "pull back a little"—which, one noted, "is normal reaction after a strong recovery."

Others thought the next strong resurgence was not apt to come before the second quarter of 1971, thanks in part to uncertainty about what effect the loss of cigarette billings, effective Jan. 2, may have on first-quarter earnings.

In general, it has been felt that the imminent cigarette-billings loss has already been discounted in Wall Street trading and is not, in itself, apt to cause

any further dislocations of a substantial nature (BROADCASTING, Oct. 5).

Beyond that, several analysts last week noted that the FCC's prime-time access rule, which goes into effect no later than Oct. 1, 1971, will remove more commercial time from network inventories than loss of the cigarette busi-

ness will add, and thus eventually may enable networks to raise their rates.

Differences also were reflected in other ways. At one extreme, for example, one analyst said that "because so many things are still up in the air, I don't have any generally positive thought towards this industry." More optimistically, another felt that "broadcasters are building up quite a bit of leverage" for the future and that even though the situation right now may not be "exactly rosy," at least "it is stable."

The slightly off-month for broadcast and related issues also follows the down-

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ward pattern of the market as a whole, which is in part attributable to the inevitable anxieties preceding last week's elections. The over-all market showing, indicated by Standard & Poor's industrial average, was down .5% and the BROADCASTING index followed with a 2.2% loss. By categories, broadcasting stocks fell 4.8%, and broadcasting with other major interests was also down, 1.3%. Some individual issues in the two groups did advance, however: Rahall Communications was up 18.6% and Turner Communications, trading at 3½, was ahead 31.6%.

Service firms gained nearly 8% during October with Creative Management, now trading on the American Stock Exchange, pulling the category up with a 52.8% jump. Two agencies, Ogilvy & Mather and Wells, Rich, Greene, also made advances, 13.1% and 47%, respectively. Movielab, trading at \$2.75, was up nearly 30%.

Manufacturers and CATV companies fell back during the same period, with respective 2.1% and 4.2% losses. Tele-mation, an equipment manufacturer in Salt Lake City trading at 13, surged during the past month 48.5% and

Burnup & Sims, a Florida CATV concern recently added to the index, was up 16.3%.

Programers fared the worst with the category off 6.7% and only the Wrather Corp. showing a 36% gain.

Added to the index this month are two firms categorized with the service issues. Elkins Institute, with executive offices in Dallas, trains TV and radio announcers, operators and engineers, and is traded over the counter. Marketing Resources and Applications, another over-the-counter stock, is a New York-based time-buying firm.

The Broadcasting stock index

A weekly summary of market activity in the shares of 106 companies associated with broadcasting.

Stock symbol	Ex-change	Closing Nov. 5	Closing Oct. 29	% Change Month of Oct.	1970		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
Broadcasting									
ABC	ABC	N	23%	23%	-17	39¼	19%	7,073	146,765
ASI Communications	O	2¼	2¼	2¼	-10	7	2¼	1,789	3,667
Capital Cities	CCB	N	28½	27½	-5.2	36½	19½	6,061	166,678
CBS	CBS	N	28%	28½	-7.4	49%	23%	26,512	745,517
Corinthian	CRB	N	29%	27½	-5.6	33%	19%	3,381	92,978
Cox	COX	N	17	16%	-0.7	24%	10¼	5,789	97,660
Gross Telecasting	GGG	A	11½	11%	-1.1	17%	9%	803	9,331
Metromedia	MET	N	16½	16%	-11	22%	9%	5,733	92,416
Mooney	O	6¼	6½	6½	-10.3	8¼	4½	250	1,625
Pacific & Southern	O	13¼	13	13	-3.7	23	7½	1,636	21,268
Rahall Communications	O	18	15%	15%	+18.6	16½	5½	1,040	15,725
Reeves Telecom	RBT	A	3½	4	-8.5	15%	2	2,288	9,152
Scripps-Howard	O	17¼	18	18	-4	25	14	2,589	46,602
Sonderling	SDB	A	23%	23%	-1.6	34%	10¼	991	23,655
Starr	SBB	M	8¼	8%	-7.2	18¼	7½	461	3,748
Taft	TFB	N	19%	20	-6.4	29%	13%	3,712	74,240
							Total	70,108	1,551,027
Broadcasting with other major interests									
Avco	AV	N	10½	10%	-24.1	25¼	9	11,470	121,811
Bartell Media	BMC	A	5%	5%	-26.9	14	3%	2,254	11,540
Boston Herald-Traveler	O	30	30	30	-4.8	44	24	574	17,220
Chris-Craft	CCN	N	9%	6%	-19.1	11½	4%	3,797	24,187
Combined Communications	O	11	12½	12½	-27.6	17	5%	1,945	24,313
Cowles Communications	CWL	N	6%	7%	-31.4	10%	3¼	3,969	29,252
Fuqua	FOA	N	12%	12%	-9.9	31%	7	6,190	78,118
Gannett	GCI	N	28¼	28	+7.7	29½	18½	7,117	199,276
General Tire	GY	N	18%	18%	+10.3	20%	12%	18,434	303,239
Gray Communications	O	5¼	6	6	+9.1	7%	3%	475	2,850
Lamb Communications	O	3	3	3	-	8	2	475	1,425
Lee Enterprises	LNT	A	16	16	-	20%	12	1,957	21,527
Liberty Corp.	LC	N	15½	15%	-16.3	21%	13	6,744	102,239
LIN	O	7¼	7%	7%	+8.6	11½	3%	2,244	17,660
Meredith Corp.	MDP	N	20¼	21¼	-20.6	44%	18	5,733	121,826
Outlet Co.	OTU	N	12¼	12¼	-7.5	17%	10	1,342	14,829
Plough Inc.	PLO	N	71	71½	+3.2	85	55	6,883	492,135
Post Corp.	O	10	10	10	-	17½	8	713	7,130
Ridder Publications	O	14½	14½	14½	-	22	9%	6,217	90,147
Rollins	ROL	N	25%	25½	+10.3	40%	19%	8,044	205,122
Rust Craft	RUS	A	25½	26	+11.8	32%	18½	1,159	30,134
Storer	SBK	N	20	19%	-17.7	30%	14	4,223	79,181
Time Inc.	TL	N	33%	33%	-3.3	43%	25½	7,257	240,207
Trans-National Comm.	O	½	¾	¾	-17.3	4%	½	1,000	620
Turner Communications	O	3	3%	3%	+31.6	8%	2%	1,328	4,143
Wometco	WOM	N	17	17	-6.8	20%	13%	5,817	98,889
							Total	117,381	2,339,020
CATV									
Ameco	ACO	A	6½	6¼	-15.2	16	4	1,200	7,500
American TV & Comm.	O	13½	13%	13%	-15.6	24	10	1,775	23,963
Burnup & Sims	O	29¼	26%	26%	+16.3	26%	14	873	23,353
Cablecom-General	CCG	A	14%	13%	+0.9	23%	7%	1,605	21,860
Cable Information Systems	O	3%	3½	3½	+16.7	5	¾	955	3,343
Citizens Financial Corp.	CPN	A	11%	11%	-1.1	17½	9%	994	10,546
Columbia Cable	O	10¼	9%	9%	+14.7	15½	6%	900	8,775
Communications Properties	O	6½	6½	6½	-14.7	10½	6	644	4,186
Cox Cable Communications	O	18¼	17	17	+1.5	25	12	3,550	60,350
Cypress Communications	O	8	8	8	-5.9	17%	6	1,887	15,096
Entron	ENT	A	3¼	3½	-	8%	2%	1,320	4,620
General Instrument Corp.	GRL	N	16½	16	-14.7	30%	11½	6,250	100,000
Sterling Communications	O	4	3%	3%	-21.1	7%	3	1,100	4,125
Tele-Communications	O	12	12½	12½	+11.1	16%	8%	2,704	33,800
Teleprompter	TP	A	76%	75½	-4.9	133½	46	1,161	87,656
Television Communications	O	8¼	6%	6%	-19.2	19%	3%	2,816	19,346
Vlkoa	VIK	A	8%	8%	-19.5	27½	6%	2,316	19,107
							Total	32,051	447,880

Company reports:

A. C. Nielsen Co., Chicago, reported record consolidated sales for fiscal 1970, a trend that the ratings-services firm said has continued for 37 years. Record earnings for the year also were reported.

For fiscal year ended Aug. 31:

	1970	1969
Earned per share	\$ 1.48	\$ 1.32
Consolidated sales	106,225,694	98,863,718
Net Income	7,727,462	6,984,614

Post Corp., Appleton, Wis., publisher and group broadcaster, reported increases in profits of 14% for the third

quarter and 6% for the nine months of fiscal 1970, as compared to last year. Post's board also declared a regular quarterly dividend of 4 cents per share payable Nov. 20 to stockholders of record Nov. 9.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.69	\$ 0.65
Revenues	8,905,200	7,890,733
Net income	516,439	483,342

John Blair & Co., New York, reported an increase in revenues and a slight decline in net earnings for the first nine months of the year, ended Sept. 30.

Francis Martin Jr., Blair president, said the reduction in earnings for the period was attributable to City News Printing Corp., acquired last November. He added that the operations of this subsidiary "have begun to reflect the turnaround program begun earlier this year."

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.02	\$ 1.08
Revenues	47,731,000	44,925,000
Net Income	2,648,000	2,811,000

Cohu Electronics Inc., San Diego-based broadcast equipment manufacturer, re-

	Stock symbol	Ex-change	Closing Nov. 5	Closing Oct. 29	% Change Month of Oct.	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	11%	10%	-23.7	31½	8%	6,120	66,524
Disney	DIS	N	126	120	-2.1	158	89%	5,894	707,280
Filmways	FWY	A	7½	7½	-17.8	18½	5%	1,842	13,815
Four Star International	O		1%	1%	-12.5	4	1½	666	1,166
Gulf & Western	GW	N	16½	16%	-7.2	20%	9½	15,362	247,789
Kinney National	KNS	N	28%	28%	-0.9	36	20%	10,402	295,105
MCA	MCA	N	21%	20%	-10.8	26	11%	8,195	170,128
MGM	MGM	N	14½	14%	-18.1	29%	12%	5,883	86,774
Music Makers	O		2%	2%	—	9	2%	589	1,325
National General	NGC	N	16%	16%	-2.9	20%	9	4,910	82,243
Tele-Tape Productions	O		2%	2%	-35.7	6%	1½	2,183	4,912
Transamerica	TA	N	12%	12%	-21.1	26%	11%	63,630	803,010
20th Century Fox	TF	N	8%	8½	-15	20½	6	8,562	72,777
Walter Reade Organization	O		3	3½	-13.3	8%	2%	2,414	7,846
Wrather Corp.	WCO	A	9	9	+36	4%	10%	2,211	19,899
Total								138,863	2,580,593
Service									
John Blair	BJ	N	14%	15%	+2.4	23½	10%	2,598	40,580
Comsat	CQ	N	48	46%	+3.3	57%	25	10,000	463,700
Creative Management	CMA	A	12%	13%	+52.8	14%	12%	1,182	15,803
Doyle Dane Bernbach	O		21	21	-2.3	24½	13%	1,919	40,299
Elkins Institute *	O		10%	10%	—	10%	10%	1,667	17,087
Foote Cone & Belding	FCB	N	7%	7½	-7.6	12%	7%	2,175	16,313
Grey Advertising	O		9%	9%	+4.1	13%	5%	1,207	11,310
LaRoche, McCaffrey & McCall	O		9	9	—	17	8½	585	5,265
Marketing Resources & Applications *	O		3%	3%	—	7	1	504	1,638
Movielab	MOV	A	2%	2%	+29.7	7½	2	1,407	3,869
MPO Videotronics	MPO	A	5%	6%	-12.6	9%	4%	558	3,415
Nielsen	O		37	36%	-7.4	42½	26	5,299	192,089
Ogilvy & Mather	O		24	22%	+13.1	23%	14%	1,096	24,792
PKL Co.	PKL	N	3%	3%	—	12%	2½	743	2,415
J. Walter Thompson	JWT	N	27	28	+7.7	36	21%	2,764	77,392
Wells, Rich, Greene	WRG	A	13%	12%	+47	14%	5	1,581	20,347
Total								33,105	917,589
Manufacturing									
Admiral	ADL	N	7%	8	-12.3	14%	6½	5,158	41,264
Ampex	APX	N	16½	17%	-9.8	48½	12½	10,874	188,881
CCA Electronics	O		2%	2%	-8.8	5	1½	800	2,096
Collins Radio	CRI	N	14%	15	-9.1	37%	9	2,967	44,505
Computer Equipment	CEC	A	4%	4%	-12.3	12%	3½	2,406	10,226
Conrac	CAX	N	13%	13%	-18.4	32%	11	1,262	17,504
General Electric	GE	N	86%	85%	+4.7	87½	60%	90,884	7,804,209
Harris-Intertype	HI	N	49%	49½	-2.9	75	36%	6,308	31,225
Magnavox	MAG	N	30%	31%	-4	38%	22%	16,429	505,669
3M	MMM	N	89%	88%	-2.1	114%	71	56,058	4,939,831
Motorola	MOT	N	50½	47%	-0.8	49%	31	13,334	634,432
RCA	RCA	N	23%	22%	-13.3	34%	18%	66,926	1,522,567
Reeves Industries	RSC	A	3%	3%	-15.7	5%	2½	3,458	11,653
Telemation	O		12	13	+48.5	24	8½	1,080	14,040
Westinghouse	WX	N	65%	64½	+0.9	69%	53%	39,803	2,567,294
Zenith	ZE	N	32	31%	-3.8	37%	22%	19,020	603,885
Total								415,589	18,938,281
Grand Total								807,077	26,775,136
Standard & Poor Industrial Average			92.51	91.76	-0.5				

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 Oct. 29.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
*New additions to index.

ported continued losses for the nine months ended Sept. 30:

	1970	1969
Earned per share	(\$ 0.13)	\$ 0.28
Revenues	5,427,969	7,623,811
Net income	(176,166)	394,885
Shares outstanding	1,401,152	1,357,806

Combined Communications Corp., Phoenix-based group broadcaster, reported a 55% increase in profits for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.41	\$ 0.33
Gross revenue	17,373,179	13,316,190
Net income	852,511	548,416
Average shares outstanding	1,945,929	1,650,985

Note: Extraordinary income in 1969 amounted to \$0.07 per share.

Creative Management Associations Inc., Los Angeles-based talent agency, has reported an increase of over 50% in profits for the first nine months of the current fiscal year and a 62% increase in income for the third quarter from \$207,670 or 20 cents per share to \$336,588 or 30 cents per share.

Nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.53	\$ 0.38
Revenues	8,105,749	7,691,024
Net income	584,651	386,632
Shares outstanding	1,101,642	1,008,676

Walt Disney Productions, Burbank, Calif., has estimated results for its fiscal year to be the best in the company's history. Revenues were up 13% while income increased 41%. Those figures do not include an adjustment for the loss incurred by Penn Central Commercial Paper which Disney plans to write off and deduct for tax purposes. The net effect would be to reduce net income by \$740,000 or 13 cents per share. Estimates are subject to final audit. For the year ended Oct. 3:

	1970	1969
Earned per share	\$ 3.79	\$ 2.82
Revenues	167,000,000	148,367,000
Net income	22,400,000	15,804,000
Shares outstanding	5,905,000	5,597,000

Filmways Inc., New York, reported that gross revenues slipped substantially for

its fiscal year ended last Aug. 31 and the 1970 period ended with a net loss of more than \$1 million resulting from an extraordinary loss of \$1,905,146 in connection with Filmways' shutdown of its auto-racing facilities at Sears Point, Calif.

For the fiscal year ended Aug. 31:

	1970	1969
Earned per share	(\$ 0.72)	\$ 1.43
Revenues	78,841,953	88,289,657
Net income	(1,129,856)	2,504,080

Note: 1970 net income before extraordinary loss totals \$775,250 or \$0.32 per share.

Media General Inc., Richmond, Va., publisher and group broadcaster, reported a 12% increase in profits and an 8% increase in total revenue for the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.40	\$ 1.39
Revenues	93,521,336	86,958,763
Net income	4,721,273	4,218,575
Shares outstanding	3,442,242	3,031,295

Times Mirror Corp., New York, reported declines in revenues and profits for both the third quarter and nine months ended Oct. 4, as compared to the same periods last year. The drop was attributed to a continuing softness in the economy which affects newspaper advertising linage.

For the nine months ended Oct. 4th:

	1970	1969
Earned per share	\$ 1.24	\$ 1.52
Revenues	337,600,000	314,200,000
Net operating income	18,900,000	22,800,000

Note: Extraordinary income from sale of KRLD-AM-FM Dallas added 4.6 million to net income and 30 cents per share to 1970 earnings. An extraordinary item last year increased income 31 cents per share. Results for 1970 include the operations of the *Dallas Times Herald* and KDFW-TV Dallas accounted for as a pooling of interests and figures for 1969 have been restated to reflect this. Also included is 51% interest in *Newsday Inc.*, Long Island, New York, from the date of acquisition (May 19, 1970). Operating net income does not include minority interest income which amounted to \$390,633 for the 40 weeks and \$258,179 for the 12 weeks.

United Artis's Theatre Circuit Inc., New York, which has interests in CATV, reported fiscal 1970 revenues of \$75,155,104, as compared to \$68,691,138 for 1969, but a decline of about \$1

million in net income.

For year ended Aug. 31:

	1970	1969
Earned per share	\$ 1.50	\$ 2.19
Revenues	75,155,104	68,691,138
Net income	2,422,209	3,494,055
Average shares outstanding	1,617,888	1,594,675

Fuqua up this quarter but down for the year

Fuqua Industries Inc., Atlanta-based diversified company and group broadcaster, reported a 24% increase in profits for the third quarter, but a decrease in profits for the nine-month period, as compared to similar periods last year.

The lower net income level for the nine months is the result of a poor second quarter which Fuqua attributed to the effect of the Teamsters' strike and "timing differences of sales and income" of its luxury residential development subsidiary. J. B. Fuqua, chairman, added that broadcasting and theater operations so far this year have been more profitable than last year.

Fuqua net operating income rose to \$3,028,000 or 46 cents per share in the third quarter versus \$2,473,000 or 37 cents in 1969. Sales for the July-September period were \$80,440,000 against \$72,315,000 last year. Both sales and earnings were the largest ever reported by Fuqua in a third-quarter period.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.79	\$ 1.30
Net sales and other income	232,690,000	223,952,000
Net income	5,333,000	8,489,000

Note: 1969 figures restated, on a pooling of interest basis, to include business acquired in 1969 and 1970 and year-end adjustments applicable to the first nine months of 1969.

Financial notes:

■ CBS Inc has bought 49% of Klingbeil Co., Columbus, Ohio, developer and manager of residential communities in nine states since 1901. In 1969, Klingbeil's construction volume was about \$30 million. Under the agreement, concluded Oct. 31, CBS paid \$5 million to Klingbeil for new and treasury shares equivalent to a 24½% interest and \$5 million to present Klingbeil shareholders for a 24½% interest. CBS also has an option to buy the balance of the firm's stock in 1975.

■ Doyle Dane Bernbach, New York, has completed the acquisition of Snark Products Inc., Fort Lee, N.J., wholesaler and distributor of pleasure boats for an undisclosed amount of stock. Agreement was first announced last summer (BROADCASTING, Aug. 31). Alex Roth, president and chief executive officer, and James W. McMullern, executive vice president and sales manager, will continue to head Snark.

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Broadcast advertising

Alfred H. Edelson, executive VP and creative director, Henry J. Kaufman & Associates, Washington, advertising and PR firm, elected president. He succeeds **Henry J. Kaufman**, elected chairman and chief executive officer. **Robert R. Denny**, head of PR division, elected VP.

Michael G. Turner, executive VP, SSC&B, New York, rejoins Ogilvy & Mather there, as member of board, senior VP and director of agency's Houston office.

Gordon T. Wallis, chairman and chief executive officer, Irving Trust Co., New York, banking firm, elected director, J. Walter Thompson, New York.

Marvin D. McQueen, senior VP, D'Arcy Advertising, New York, named managing director of New York office. He succeeds **D. H. Lewis**, who resigns.

Norman J. Muse, VP, Leo Burnett, Chicago, named executive creative director.

Eugene Bove, executive art director; **Mary Cotter** and **Roz Reynolds**, copy supervisors, and **Martin J. Waters**, associate media planning director, BBDO, New York, elected VP's.

Martin C. Rifkin, director of print production and traffic, and administrator of art studio, Benton & Bowles, New York, elected VP.

James W. Thomas, general sales manager, Sheaffer Pen Co., Fort Madison, Iowa, named VP of marketing. He assumes responsibility for total marketing functions of Sheaffer.

W. Thomas Dawson, general sales executive, CBS Radio Spot Sales, New York, appointed to newly created position of director of development.

David E. Murphy, with KFMS(AM) San Francisco, RKO station, appointed account executive and head of new San Francisco office of RKO Radio Representatives/FM. **Martin W. Hawke**, account executive, Avco Radio Sales, Los Angeles, appointed account executive and head of Los Angeles office of RRR/FM, and **Angelo Garcia**, media buyer, BBDO, New York, joins RRR/FM, New York, as account executive.

Albert Holt, manager of sales, WCBS-TV New York, appointed sales manager, special projects. **Vance Harrison**, national sales manager, WCBS-TV, appointed local sales manager. **Albert Jerome**, automotive sales manager, WCBS-TV, succeeds Mr. Harrison. **Richard**

Goldstein, retail sales manager, WCBS-TV, appointed sales manager, retail/development.

Joseph D. Lastort, local sales manager, WFBG-TV Altoona, Pa., appointed general sales manager. He is succeeded by **J. Thomas Connors**, with WFBG-TV.

Austen G. Smithers, manager, sales development, Group W Radio, New York, named general sales manager, WEEI-AM-FM Boston.

Sue H. Anderson, with KMOX-FM St. Louis, appointed sales manager.

Wallace B. Waters, with WAVS(AM) Fort Lauderdale, Fla., named sales manager.

James G. King, with Tatham-Laird & Kudner, Chicago, joins D'Arcy Advertising, St. Louis, as media supervisor.

Morton M. Siegel, general manager, WINE-AM-FM Danbury, Conn., joins Benanti Advertising, Danbury, as general manager.

Jerry Houle, account executive, N. W. Ayer, Boston, joins Hill, Holliday, Cosmopolos, Boston, in same capacity.

Stephen M. Sandler, Eastern region advertising manager, Ralston-Purina, St. Louis, joins Winius-Brandon, St. Louis agency, as account executive.

Glenn T. Potter, with WTTG-TV Washington, appointed to newly created position of local sales manager.

Media

L. William White, general manager, WKBG-TV Boston, joins WKBD-TV Detroit, in same capacity. He succeeds **Richard L. Freeman**, named area VP, Kaiser Broadcasting, licensee of both stations. Mr. White is succeeded by **Jay Q. Berkson**, general manager of Kaiser's WKBF-TV Cleveland. Mr. Berkson is succeeded by **Arthur R. Hook**, program manager, WKBF-TV.

Benjamin Owne Bolden, VP and general sales manager, WOL(AM)-WMOD(FM) Washington, appointed general manager succeeding late **John H. Pace** (BROADCASTING, Oct. 26).

Lucky Cordell, assistant manager, WVON(AM) Cicero, Ill., appointed general manager, succeeding **Robert Bell**, appointed to executive position with station operator, Globetrotter Communications.

George Kolpin, KDMO(AM) Carthage, elected president, Missouri Broadcasters Association, succeeding **Lee Marts**, KCMO-TV St. Louis. **Jerrell Sheperd**,

KWIX(AM) Moberly, elected VP, and **Edward J. Schuelein**, KCRG-TV Jefferson City, re-elected secretary-treasurer.

Robert Crager, WWBZ(AM) Vineland, elected president, New Jersey Broadcasters Association, succeeding **Nicholas DeRienzo**, WCRV(AM) Washington. **Anthony Marano**, WCTC-AM-FM New Brunswick, elected VP.

Thomas W. Kipple, president, Northern Entertainment, permittee of WGTU-TV Traverse City, Mich., also appointed manager of station, which is not yet on air.

Philip Stigleman, with WKBV-AM-FM Richmond, Ind., appointed assistant general manager and sales manager succeeding late **James F. Wickemeyer**.

W. P. Hill, program director, WKBZ(AM) Muskegon, Mich., joins WKJR(AM) Muskegon Heights, Mich., as general manager.

Robert M. Chase, with WGLN(FM) Sylvania, Ohio, appointed general manager.

Thomas M. Karavakis, manager, WDUX(AM) Waupaca, Wis., joins Chapman Associates, brokers, in Chicago office. **Joe M. Leonard Jr.**, president, Leonard Productions, Dallas, appointed Dallas affiliate of Chapman.

Robert H. Schied, Eastern regional director, CATV Marketing, Dublin, Calif., joins TM Communications, Tampa, Fla., group-CATV operator, as marketing manager for Florida operations.

Kenneth R. Clark, for four years in Kano, Nigeria, developing closed-circuit TV system under program sponsored by Ohio University, Athens, joins Corp. for Public Broadcasting, Washington, as project administrator. He will be responsible for coordinating administration of CPB grants and contracts and conducting project analyses.

Roy Walters, supervisor of customer service, Mid-Continent Telephone System, Fort Wayne, Ind., joins Essex International there as manager, customer service and planning, of firm's communications and CATV division.

John Montgomery, executive director, Iowa Educational Broadcasting Network, and general manager of noncommercial KDIN-TV Des Moines, Iowa, and KIIN-TV Iowa City, named consultant in instructional services, National Association of Educational Broadcasters, Wash-

ington.

Charles G. Herbits, director of program development for Maine Educational Network, joins National Public Radio, Washington, as director of business and legal affairs.

James J. Flynn, with WPIX Inc., licensee of WPIX-TV New York and WICC(AM) Bridgeport, Conn., appointed controller of parent firm.

Gordon Tuell, formerly with noncommercial KCTS-TV Seattle, appointed general manager, noncommercial KWSU-AM-TV Pullman, Wash.

David J. Brugger, executive producer of children's programming, Iowa Educational Broadcasting Network, Des Moines, appointed network operations manager.

Programing

William G. Rhodes, president, Kittyhawk Television, owners of WKTR-TV Dayton, Ohio, joins Avco Broadcasting as sales manager, syndication division at Avco's WLWD(TV) Dayton.

Joseph Ceslik, director of research, United Artists TV, New York, elected assistant VP.

Edwin Cooperstein, president-general manager, WNJU-TV Linden-Newark, N.J., joins Canyon Films, Phoenix, as director of sales development.

Michael F. Gummer, operations director, WBAL-TV Baltimore, appointed producer-director.

Barbara Fenhagen, formerly with Academy Film Productions, Baltimore, joins WJZ-TV there as associate producer.

William P. Tilghman, with WEAT-TV West Palm Beach, Fla., appointed production manager.

James P. Van de Velde, program director, WNHC-TV New Haven, Conn., joins Triangle Educational Services, division of Triangle Communications, Radnor, Pa., as director of program development.

News

Breck Harris, with WBAP-AM-FM-TV Fort Worth, appointed radio news director.

Dick Darby, assistant news director, WALA-TV Mobile, Ala., appointed news director.

Jim Steer, news anchorman, KMSP-TV Minneapolis, and **Fred Thomas**, news reporter and anchorman, WMAQ-TV Chicago, join WMAL-TV Washington as anchormen.

George Watson, correspondent, ABC News, New York, appointed chief of London bureau. He succeeds **Bill Beutel**, who returns to ABC News, New

York, and WABC-TV there.

Richard Hocter, with WHIO-TV Dayton, Ohio, joins KMBC-TV Kansas City, Mo., as weathercaster.

Raymond Hozer, correspondent, WZZM-TV Grand Rapids, Mich., joins WKJR(AM) Muskegon Heights, Mich., as news director.

Richard N. Braude, state-house correspondent, Quincy (Mass.) Patriot Ledger, joins WEEI-AM-FM Boston as director, editorial and public affairs.

Bob George, executive producer, KGO-TV San Francisco, joins KING-TV Seattle as news producer.

Albert Johnson, news writer, WNBC-TV New York, joins WRC-TV Washington as staff reporter. Both are NBC-owned stations.

Ralph Neill, senior correspondent, Australian Broadcasting Commission, joins WJZ-TV Baltimore as news reporter.

William Nagy, assistant to director of accounting, ABC, New York, appointed business manager, ABC News there.

Peter Reynolds, business manager, ABC Radio News, New York, appointed assistant business manager, ABC News.

Promotion

Tim Perrin, with KPRO(AM) Riverside, Calif., joins KFMS(FM) San Francisco as promotion director.

John Machado, director of information services, WQED(TV)-WQEX(TV) Pittsburgh, appointed director of special events. He is succeeded by **Robert M. Adams**, promotion manager, WNBC-AM-FM New York.

Equipment & engineering



Mr. Schkolnick, formerly video product manager, closed-circuit TV, Riker Information Systems, subsidiary of Riker-Maxon, appointed product manager, commercial video systems, audio-video systems division, Philips Broadcast Equipment Corp. (Norelco), subsidiary of North American Philips, Montvale, N.J. He will be responsible for video systems in CATV, educational, industrial and institutional fields.

John R. Eastling, head of operations, systems division, and **William F. Emons Jr.**, in charge of equipment group field sales, Memorex Corp., Santa Clara, Calif., named VP's, equipment group.

Phillip A. Rubin, manager of educational communications systems, space division, North American Rockwell, Downey, Calif., joins Corp. for Public Broadcasting, Washington, in newly created position of director of engineering, research and development. He will have responsibility for developing CPB policies in all technical areas.

R. Terry Hoffman, with Telemation, Salt Lake City equipment manufacturer, appointed to newly created position of assistant to president.

William F. Boucher, manager, quality control, International Video Corp., Sunnyvale, Calif., named manager, manufacturing. He is succeeded by **Wayne J. Lee**, supervisor, product test department. **George T. Sowlakis**, senior product engineer, named manager, manufacturing engineering.

Allied fields

John J. O'Malley Jr., legal counsel, Office of Telecommunications Policy, Washington, appointed senior attorney-adviser to chief of domestic radio division of FCC Common Carrier Bureau. **Richard G. Gould**, chief, advanced technology division, Office of Telecommunications Policy, appointed special assistant to chief of international satellite communications division of Common Carrier Bureau.

William C. Koplovi'z Jr., teacher, Bullis School, Potomac, Md., and attorney, joins legal staff of National Association of Broadcasters, Washington.

Deaths

Bertram B. (Pat) Geyer, 79, co-founder in 1911 of Geyer Advertising, Dayton, Ohio, which eventually was to become Lennen & Newell, died Oct. 31 at Doctors hospital, New York. He is survived by his wife, Esther, and three sons.

Lawrence S. Thees, retired VP, RCA electronic components division, Harrison, N.J., died Oct. 27 at his home in Sea Girt, N.J. He is survived by his wife, Ethel, son and daughter.

Don Kellet, 62, sports director for Triangle Stations, 1948 to 1953, with headquarters at WFIL-TV Philadelphia, and more recently general manager of Baltimore Colts of American Football Conference, died of heart attack at his home in Fort Lauderdale, Fla., Nov. 4. He is survived by his wife, Dorothea, and two daughters.

Steve Smilanich, 42, UPI newsman and assistant sports editor, New York, died Nov. 2 in automobile accident near Mount Pleasant, N.Y. He is survived by his wife and three sons.

As compiled by BROADCASTING, Oct. 27 through Nov. 3 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, 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

Actions on motions

- Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co. et al.), TV proceeding, granted petition by Golden Orange Broadcasting Inc. for leave to amend application to supply current information with respect to proposed general manager (Docs. 18295, 18297-8, 18300). Action Oct. 23.
- Chief Hearing Examiner Arthur A. Gladstone in Homewood and Birmingham, both Alabama (Charman Radio and Television Co., et al.), TV proceeding, dismissed petition by Birmingham Television Corp. for clarification of chief hearing examiner's memorandum opinion and order of Oct. 8 (Docs. 15461, 16760-1, 16758). Action Oct. 26.
- Hearing Examiner Forest L. McClenning in Jacksonville, Fla., Miami, and Asheville, N.C. (Florida-Georgia Television Inc. et al.), TV proceeding, referred to review board for such action as it deems appropriate petition for leave to amend by Florida-Georgia Television Inc. (Docs. 10834, 17582-6). Action Oct. 28.

Other action

- Review board in San Diego denied application of Gross Broadcasting Co. for additional time to build new TV on Ch. 31 at San Diego. (Doc. 18377). Ann. Oct. 30.

Existing TV stations

Final action

- WBVI-TV Panama City, Fla.—FCC denied application for review filed by Bay Video Inc., permittee, appealing decision by review board denying additional time to construct station. Action Oct. 28.

Action on motion

- Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Inc.), TV proceeding, granted petition by Southern Broadcasting Co. for leave to amend application to reflect deletions of business interests, change call sign, and deletion or diminution of business interests of Messrs. Rice, Stick and Coan (Docs. 18906-7). Action Oct. 21.

Rulemaking petition

- KZAZ(TV) Nogales and Tucson-Nogales, both Arizona—FCC proposed, on petition of I.B.C. licensee, reassignment of ch. 11 from Nogales to Tucson-Nogales, as hyphenated assignment. Action Oct. 28.

Call letter action

- KVET-TV, Channel Twenty-Four Corp., Austin, Tex.—Granted KVUZ(TV).

Network affiliations

ABC

- Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC

deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

- KXLF-TV Butte, Mont. (Garryowen Butte TV Inc.) Contract dated Sept. 3, 1970, replaces one dated June 9, 1966; effective Oct. 1, 1970, to Oct. 1, 1972. Programs delivered to Salt Lake City AT&T testboard. Network rate, \$350; effective Jan. 1, 1971, \$339; compensation paid at 30% prime time.

- KFBB-TV Great Falls, Mont. (Harriscope Broadcasting Corp.) Amendment dated Sept. 15, 1970, extends effective date from Oct. 1, 1970, to Oct. 1, 1972, and decreases network rate to \$411.

- KTEN-TV Ada, Okla. (Eastern Oklahoma Television Inc.) Amendment dated Sept. 25, 1970, extends effective date from Oct. 1, 1970, to June 1, 1971, and reduces network rate to \$194.

- KMED-TV Medford, Ore. (Radio Medford Inc.) Contract dated Aug. 31, 1970, replaces one dated April 2, 1969; effective June 15, 1970, to Sept. 1, 1971. Programs delivered to Medford AT&T testboard. Network rate, \$350; effective Jan. 1, 1971, \$327; compensation paid at 111.1% prime time.

CBS

- Formula: Same as ABC.

- WTTV(TV) Bloomington, Ind. (Sarkes Tarzian Inc.) Contract dated Sept. 28, 1970; effective Sept. 13, 1970, to Aug. 31, 1971. Programs delivered to station. Network rate, \$525; compensation paid at 30% prime time.

- KFBB-TV Great Falls, Mont. (Harriscope Broadcasting Corp.) Contract dated Sept. 10, 1970, replaces one dated Sept. 11, 1969; effective Sept. 13, 1970, to Aug. 31, 1971. First call right. Programs delivered to station. Network rate, \$250; compensation paid at 30% prime time.

New AM stations

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Sylacauga and Jacksonville, Ala. (Heart of Dixie Broadcasting Co. et al.), AM proceeding, stayed indefinitely proceeding pending review board action on joint request of parties for approval of agreement whereby Jacksonville would dismiss application in return for reimbursement of expenses; on request of Dixie Broadcasting Co., dismissed application (Docs. 18898-900). Action Oct. 23.

- Hearing Examiner Charles J. Frederick in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, granted petition by Media Inc. for leave to amend application to make minor corrections in location of ant. site; granted petition by Jud to amend application to note that president of Jud has been president and director of National Cable Television since 1966, and treasurer of Armstrong Utilities Inc. since Dec. 1968 (Docs. 18768-9). Action Oct. 2.

- Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, scheduled further hearing conference for

Nov. 5 (Docs. 18640-1). Action Oct. 29.

- Chief Hearing Examiner Arthur A. Gladstone in Owensboro and Hawesville, both Kentucky (L and L Broadcasting Co. and Hancock County Broadcasters), AM proceeding, designated Hearing Examiner Jay A. Kyle as presiding officer and scheduled prehearing conference for Dec. 8 and hearing for Jan. 13, 1971 (Docs. 19068-70). Action Oct. 23.

- Hearing Examiner David I. Kraushaar in Sulpulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding, on request of M. W. Cooper, applicant, scheduled rehearing conference for Nov. 6 (Docs. 13341-2, 13344). Action Oct. 26.

Other action

- Review board in Europa, Miss., AM proceeding, granted motion for extension of time to file responsive pleadings, filed Oct. 28 by Tri County Broadcasting Co. (Docs. 19026 and 19027). Action Oct. 30.

Existing AM stations

Final actions

- KUBC Montrose, Colo.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 101 Vista View Drive, Montrose (second remote control point). Action Oct. 26.

- WAPE Jacksonville, Fla.—Broadcast Bureau granted CP to install new trans. Action Oct. 22.

- WGUN Atlanta—Broadcast Bureau granted CP to change ant. trans. and studio location to Battle Forrest Drive at Doolittle Creek, Decatur, Ga., and increase ant. and ground system. Action Oct. 22.

- WKVI Knox, Ind.—Broadcast Bureau granted CP to install new trans. for aux. use and operate by remote control. Action Oct. 22.

- WNPS New Orleans—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Oct. 26.

- KNCB Vivian, La.—FCC denied petition by North Caddo Broadcasting Co., licensee, for reconsideration of Sept. 9 action denying request for waiver of AM "freeze" criteria and returning amendment to specify 1320 khz rather than 1300 khz. Action Oct. 28.

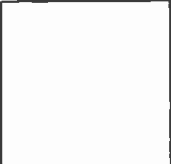
- WCME Brunswick, Me.—FCC notified, in response to request by Lincoln Smith and Earl J. Ormsby for review of Broadcast Bureau ruling, WCME Inc., licensee, that it did not comply with personal attack rules. Action Oct. 28.

- WAAK Dallas and WGTL Kannapolis, both North Carolina—FCC granted petition by licensee for stay of effective date of action dismissing renewal applications.

- WSMG Greenville, Tenn.—Broadcast Bureau granted CP to increase D power to 1 kw; remote control permitted. Action Oct. 26.

Other action

- KTRM-AM-FM Beaumont, Tex.—FCC granted



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Summary of broadcasting

Compiled by FCC, Oct. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,289	2	10	4,301	74	4,375 ¹
Commercial FM	2,114	0	43	2,157	131	2,288
Commercial TV-VHF	496	2	14	512	14	526
Commercial TV-UHF	149	0	33	182	109 ²	296
Total commercial TV	645	2	47	694	123	822
Educational FM	405	0	22	427	44	471
Educational TV-VHF	76	0	8	84	5	89
Educational TV-UHF	100	0	11	111	12	123
Total educational TV	176	0	19	195	17	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.

request by Dynamic Broadcasting Corp. to assume temporary control of KTRM-AM-FM until action is taken on application for purchase of KTRM Inc., licensee, for period not to exceed 90 days. Action Oct. 28.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Safford, Ariz. (Al G. Stanley [KATO] and Tri-County Broadcasting Co.), AM proceeding, on request of Broadcast Bureau, advanced hearing to Nov. 9 (Docs. 18936-7). Action Oct. 21.

■ Chief Hearing Examiner Arthur A. Gladstone in Baton Rouge (Capital City Communications Inc.), renewal of license of WLUX, designated Hearing Examiner Forest L. McClenning as presiding officer and scheduled prehearing conference for Dec. 9 in Washington and hearing for Jan. 13, 1971, in Baton Rouge (Doc. 19067). Action Oct. 23.

■ Chief Hearing Examiner Arthur A. Gladstone in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, because of unavailability of hearing accommodations at Tacoma, Wash., transferred hearing to Seattle on Nov. 18 (Doc. 18929). Action Oct. 26.

■ Hearing Examiner David I. Kraushaar in Homewood and Birmingham, Ala. (Chapman Radio and Television Co., et al.), TV proceeding, granted petition by Birmingham Broadcasting Co. for leave to amend application to report divestment of WLPH Irondale, Ala., by transfer to Alabama Religious Broadcasting Co. on October 12, company owned in part (66%) by two of petitioner's principals; accepted amendment for information purposes only, it being understood that acceptance is deemed not to insure to comparative advantage of petitioner (Docs. 15461, 16760-1, 16758). Action Oct. 27.

■ Hearing Examiner Chester F. Naumowicz Jr. in Chattanooga (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, scheduled prehearing conference for Nov. 9 (Docs 18901-2). Action Oct. 28.

Fines

■ KIST Santa Barbara, Calif.—FCC notified Western States Radio Inc. licensee, that it has incurred apparent liability for forfeiture of \$1,000 for willful or repeated violation of Communications Act (operation of transmitting equipment) and sections 73.93 (operator requirements) and 73.113 (operating log) of rules.

■ WKKR Pickens, S.C.—FCC granted application by Pick Radio Co. for reconsideration of commission action dismissing application for renewal of license of WKKR for period ending Dec. 1, 1972, notified Pick that it has incurred apparent liability of \$1,000 for willful or repeated violation of rules for failure to file 1968 and 1969 financial reports on time. Actions Oct. 28.

Call letter application

■ WELA, Radio Elizabeth Inc., Elizabeth, N.J.—Requests WJDM.

Call letter actions

■ KRNO, San Bernardino Broadcasting Co., San Bernardino, Calif.—Granted KBON.

■ WMMJ, Dome Broadcasting Inc., Lancaster, N.Y.—Granted WXRL.

New FM stations

Applications

■ Paragould, Ark.—Progressive Broadcasters of Arkansas seeks 104.9 mhz, 3 kw. Ant. height above average terrain 253 ft. P.O. address Box 341, Paragould 72450. Estimated construction cost

\$36,600; first-year operating cost \$30,000; revenue \$65,000. Principals: G. I. Higgins (90%), Bruce Higgins (10%). G. I. Higgins owns jewelry concern, has interest in commercial fishing sales outlet and is on board of directors of bank in Paragould; Bruce Higgins has been associated with KRLLW(AM) Walnut Ridge, KDRS(AM) Paragould, and KAMO(AM) Roger, all Arkansas, and KLID(AM) Poplar Bluff, Mo. Ann. Oct. 26.

■ Cayey, Puerto Rico—Santiago Grevi seeks 97.7 mhz, .14 kw. Ant. height above average terrain 1120 ft. P.O. address 2224 Lafayette Avenue, Bronx, N.Y. 10473. Estimated construction cost \$29,600; first-year operating cost \$23,750; revenue \$50,000. Principals: Santiago Grevi, sole owner. Mr. Grevi is commissioner, New York State Narcotics Control Commission, and produces program on WLIB-AM-FM New York. Ann. Oct. 26.

Final actions

■ Colby, Kan.—Golden Plains Inc.—Broadcast Bureau granted 100.3 mhz, 100 kw. Ant. height above average terrain 614 ft. P.O. address Highway 25, south, 1065 South Range, Box 27, Colby 67701. Estimated construction cost \$66,431.65; first-year operating cost \$10,320; revenue \$32,285. Principals: W. A. Mosier, president; Sam W. G. Lowe, senior vice president; Dwight S. Reed, secretary-treasurer, and Edward P. Shurick, vice president (each 25%). Principals own KXXX(AM) Colby. Mr. Mosier owns 10% of Multi-Vue TV Inc., Colby CATV system and has real estate interests. Mr. Lowe is lawyer and has real estate interests. Messrs. Reed and Shurick are chairman of board and president, respectively, of H-R Television Inc. and H-R Representatives Inc., TV and radio rep firm, respectively. Action Oct. 22.

■ Prince Frederick, Md.—Calvert County Broadcasting Co. Broadcast Bureau granted 92.7 mhz, 2.4 kw. Ant. height above average terrain 465 ft. P.O. address 2922 Tellestar Court, Falls Church, Va. 22042. Estimated construction cost \$29,357; first-year operating cost \$50,000; revenue \$50,000. Principals: George E. Gautney and Carl T. Jones (each 50%). Messrs. Gautney and Jones are partners in consulting engineering and communications and electronics firms. Ann. Oct. 19.

■ Melford, Mass.—Tufts University—Broadcast Bureau granted 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. Action Oct. 23.

■ Dillon, Mont.—Vigilante Broadcasting Inc. Broadcast Bureau granted 98.3 mhz, 1 kw. Ant. height above average terrain 480 ft. P.O. address Box 950, Dillon 59725. Estimated construction cost \$13,500; first-year operating cost \$16,500; revenue \$7,200. Principals: Burt H. Oliphant (70%), Peggy S. Oliphant, Leslie H. Smith and Adelia L. Smith (each 10%). Mr. and Mrs. Oliphant each own 45% of KANA(AM) Anaconda, Mont.; Mr. and Mrs. Smith each own 10% of KDBM(AM) Dillon, Ann. Oct. 16.

■ Newport, N.H.—Eastminster Broadcasting Corp. Broadcast Bureau granted 104.9 mhz, 3 kw. Ant. height above average terrain 255 ft. P.O. address Lund Road, Nashua, N.H. Estimated construction cost \$1,500; first-year operating cost \$3,000; revenue \$10,000. Principals: Samuel P. Bronstein, treasurer, et al. Eastminster Broadcasting Corp. owns WOTW-AM-FM Nashua, WDNH(FM) Davis, and WCNL(AM) Newport, all New Hampshire. Ann. Oct. 21.

■ Oneida, N.Y.—Warren Broadcasting Inc. Broadcast Bureau granted 106.3 mhz, 3 kw. Ant. height above average terrain 186 ft. P.O. address Genesee Street, Oneida 13421. Estimated construction cost \$18,553.52; first-year operating cost \$7,000; revenue \$20,000. Principals: William J. and Vivian Warren (jointly 100%). Mr. Warren owns WMCRA(AM) Oneida and WHLT(AM) Hunting-

ton, Ind.; Mrs. Warren is vice president-secretary-director of licensee corp. of same stations. Ann. Oct. 16.

Initial decision

■ Rockmart, Ga.—FCC gave notice that initial decision released June 5, proposing grant of application of Georgia Radio Inc., licensee of WPLK Rockmart, for CP for new FM in that community became effective Oct. 29. (Doc. 18314). Ann. Oct. 30.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La. (LaFourche Valley Enterprises Inc. and Soul Broadcasting Company), FM proceeding, granted motion by LaFourche Valley Enterprises Inc. and changed prehearing conference from Oct. 27 to Nov. 5 (Docs. 19004-5). Action Oct. 23.

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice Of Dixie Inc. and First Security and Exchange Co.), FM proceeding, reopened record; granted petition by Voice of Dixie Inc. for leave to amend application to provide new revised exhibit to show change in ownership of Integrated Broadcasting Inc., by Voice stockholders William E. Bennis Jr., and Robert A. Bennis; closed record (Doc. 18664, 18666). Action Oct. 27.

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (White River Radio Corp. et al.), FM proceeding, on request of Broadcast Bureau, advanced to Nov. 4 prehearing conference scheduled for Nov. 9 (Docs. 19017-9). Action Oct. 21.

■ Chief Hearing Examiner Arthur A. Gladstone in Corona, San Bernardino and Upland, all Florida (Major Market Stations Inc., Newell Broadcasting System Inc., Dick Clark Television Productions Inc. and Kippco), FM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer and scheduled prehearing conference for Dec. 8 and hearing for Jan. 13, 1971 (Docs. 19062-66). Action Oct. 23.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, set procedural dates and postponed hearing to Dec. 1 (Docs. 18975-6). Action Oct. 22.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, continued without date evidentiary hearing scheduled for Oct. 27 (Docs. 18308, 18793). Action Oct. 22.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, granted petitions by Delaware-Gahanna FM Radio Broadcasting Station Inc. for leave to amend application as it relates to certain programming and financial aspects (Docs. 18308, 19793). Action Oct. 28.

■ Hearing Examiner Forrest L. McClenning in Sarasota, Fla. (Christian Fellowship Mission Inc. and Trend Broadcasting Inc.), FM proceeding, granted motion by Christian Fellowship Mission Inc. and continued prehearing conference to Nov. 6 (Docs. 18971-2). Action Oct. 29.

■ Hearing Examiner Ernest Nash in Valdosta and Lake Park, both Georgia (Christian Radio Fellowship Inc. and Florida-Georgia Interstate Inc.), FM proceeding, on request of Christian Radio Fellowship Inc., dismissed with prejudice, application of Florida-Georgia Interstate Inc. (Docs. 18963-4). Action Oct. 26.

Other actions

■ Review board in Rockmart, Ga., FM proceeding, denied request for approval of payment, filed July 15 by Faulkner Radio Inc. (Docs. 18314-15). Action Oct. 28.

■ Review board in Whitley City, Ky., AM proceeding, granted petition to extend date for reply, filed Oct. 28 by Jellico Broadcasting Corp. (Docs. 18959 and 18960). Action Oct. 30.

Rulemaking actions

■ FCC amended FM table of assignments in second report and order in Doc. 18476, making three new assignments in Kentucky, deleting two and substituting another ch. for one of those deleted. Action Oct. 28.

■ Drew, Miss., and Berlin, N.H.—FCC amended FM table of assignments to assign ch. 237A as first ch. to Drew and delete ch. 241 as second ch. at Berlin.

Call letter applications

■ Multi-Com Inc., Muskegon, Mich.—Requests WQWQ-FM.

■ Contemporary Media Inc., Columbia, Mo.—Requests KFMZ(FM).

(Continued on page 75)

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Assistant general manager. Northeast medium market. Strong background in sales and programming. You'll sell and oversee sales and operations. \$9500 base salary plus incentive bonus. Send resume and current earnings. Box L-40, BROADCASTING.

Station manager. Strong sales for daytime in small northeast market. Minimum 7 years experience. \$9000 salary. Car allowance and percentage of profits. Send resume and current earnings. Box L-58, BROADCASTING.

Sales manager. Leading New York FM radio station is seeking a dynamic experienced salesman with supervisory ability and a proven track record. Definitely a career opportunity. Box L-70, BROADCASTING.

A selling manager who likes to hunt and fish will find this area paradise. Resume, recent picture, references, please. Box L-97, BROADCASTING.

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San Jose FM. Sales manager, salesman. Excellent salary, commission. New contemporary stereo FM starting soon. Write Ron Cutler, 1775 Los Gatos-Almaden Road, San Jose, Calif. 95124.

Announcers

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

Spanish format. Need first phone announcer for new California AM daytime. Box L-14, BROADCASTING.

Dynamic western Massachusetts wants all around middle of the road announcer for air shift, copy and production. Interview at your expense. Great future because of expansion in company. Box L-93, BROADCASTING.

Experienced announcer with first ticket . . . able to do play by play . . . for responsible position with a real going AM-FM station in midwest . . . AM format MOR . . . FM automated . . . start \$150 per week . . . must be community minded and willing to work . . . no maintenance . . . send resume to Box L-110, BROADCASTING.

Announcers continued

Midwest contemporary MOR, first phone personality needed immediately. Station rated #1. Salary open. Send tape, full resume, salary requirements. Box L-113, BROADCASTING.

50-50 copy and announcing. Must be able to type and turn out good copy. Beautiful town near Sequoia National Park. Mild climate. Must have experience and record that will bear investigation. Send complete resume and tape. KONG, Visalia, California.

Radio announcer. Position open in Colorado or New Mexico. Experienced in announcing, copy, sports. Salary more than \$500.00 plus extras. You are now at a small station and deserve an opportunity. Darrel Burns, KRNS-AM-FM, Los Alamos, New Mexico. An equal opportunity employer.

Hold everything. No more tapes or applications accepted. Present applications being evaluated. Will announce new employee shortly. WTRY, Troy, New York.

Excellent opportunity for quality announcer at MOR AM-FM 90 miles from N.Y.C., S. Lubin, WVOS, Liberty, N.Y. An equal opportunity employer.

Technical

Board operator for major midwest FM station. Experience and license required. Box L-39, BROADCASTING.

Immediate opening—chief engineer 5 KW D-DA plus FM. STL planned. In N.Y.'s pleasant Hudson Valley. Box L-54, BROADCASTING.

Chief engineer—Metropolitan New York station. Thoroughly experienced. AM-FM. Send all details to Box L-59, BROADCASTING.

Assistant chief for east coast AM directional. No announcing. Excellent equipment and working conditions. Send resume, references and current pic to Box L-90, BROADCASTING.

Immediate opening for experienced technician with first ticket. Light announcing with automated daytime. Dave Drew, WDLR, Delaware, Ohio.

Here is your great opportunity as chief engineer in medium market radio. We are looking for an extremely qualified man to have full technical responsibility for AM and FM plus Gates ATC automation, two production studios and other up-to-date equipment in this progressive mid-Wisconsin station. Must have strong technical experience in radio and anxious to make this his career in broadcasting. Will pay top salary for the right man. Fringe benefits include pension program, complete family hospitalization, life insurance. Must have strong references. Professional with experience only. Contact Jack R. Gennaro, Gen. Manager, WFHR/WWRW radio, Wisconsin Rapids, Wisconsin or write with complete resume. Area code 715-423-7200.

Chief engineer for AM-FM 3KW FM transmitter 5KW directional AM in Lexington, Ky. Supervise four man engineering staff. Must be fully trained in maintenance and repair. Send letter to General Manager, WLAP, Lexington, Ky. 40507.

News

Newsman for Eastern major market. Exciting area, excellent living conditions. Experienced or trainee. Require dependable, mature man. Send tape, resume, references and current pic to Box L-89, BROADCASTING.

Central Massachusetts station—where area news all important—wants newsman. Interview at your expense. Box L-94, BROADCASTING.

Mature news man or woman for progressive station in midwest. Sales or production capability also desirable. Send resume, picture and tape (if announcer) to Box L-100, BROADCASTING.

Wanted: newsman with sportscast and play-by-play capabilities. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

News position open—KSO radio, Des Moines, Iowa. Business phone 515-265-4251 or home 515-244-4854. Contact Perry St. John.

News continued

Top 40 needs person immediately to deliver, write, gather and edit. No beginners—rush tape, resume and writing. Samples to WAMS, Wilmington, Delaware 19807.

Immediate opening for dedicated young newsman who wants to join one of the top radio news operations in Wisconsin. Will consider newsman with limited experience if he has lots of potential and is willing to learn. Prefer young married man from midwest whose military obligations has been fulfilled. This is not a 40 hour week job, but professional reward is high. Station equipment and staff of this five KW AM&FM combination are among the best. This is an outstanding opportunity and the opening is immediate. Rush resume and tape to Cliff Borden, News Director, WFHR-WWRW, Wisconsin Rapids, Wisconsin 54494 or call 715-423-7200.

Lansing, Michigan is an ideal place to really learn news. Excellent opportunity for young eager newsman with six station group offering stock and management as goal. Send tape and resume to Manager, WITL.

Programing, Production, Others

Spanish format. Need experienced program director for new California AM daytime. Box L-15, BROADCASTING.

Operations director with first class license. Automated station in southeastern Michigan. Generous fringe benefits and opportunity for advancement. Salary open. Send resume to Box L-18, BROADCASTING.

Situation Wanted, Management

Young aggressive general manager-sales manager presently employed. Strong leadership, heavy sales. Excellent record. Background will stand rigid investigation. Box K-207, BROADCASTING.

Managerial, twenty years experience as top executive, radio, TV. Prefer Michigan-Ohio-Illinois. Best references. Box L-9, BROADCASTING.

Manager/sales motivator/consultant level program available with reasonable notice. Employed by top ownership. 20 years competitive experience medium and major markets. Family man desires outdoor influence for small children. Northern tier preferred. \$15,600 plus 3 percent stock conversion. Box L-55, BROADCASTING.

Working, selling manager, 16 years experience, seeks FM challenge in southeast multiple market. Box L-65, BROADCASTING.

Attention station owners, alert radio salesmen with major market and network experience would like to manage your station. Complete take charge. Box L-69, BROADCASTING.

See Television Situations Wanted Management ad Box L-77, BROADCASTING.

Operations-program manager available now for small or medium market northeast station. Will relocate. Box 235, Oceanside, New York 11572.

Available immediately, experienced general manager, 15 years experience. Prefer southwest, but will consider all replies. Medium to small market. Telephone 714-882-0480 or forward all replies to J. W. Melton, 404 Sequoia, San Bernardino, California 92407.

Sales

Ambitious young announcer with B.A. in Mass communications looking for break into sales. South Florida or Northeast. Married. Details. Box K-250, BROADCASTING.

Experienced southeast sales manager-announcer, strong play-by-play. Can invest, manage. Box L-8, BROADCASTING.

Available: Selling sales manager or salesman. National, regional, local. AM or FM. Large or small. Box L-33, BROADCASTING.

National, regional, local, small, medium, large, AM, FM. Box L-75, BROADCASTING.

Sales continued

After four years experience in TV media research, local and network. I am seeking an opportunity to break into radio/TV sales in the New York metropolitan area. Married. Box L-79, BROADCASTING.

Young, experienced salesman with degree. Ready to be your top salesman. Also production and announce. Don't delay. Box L-102, BROADCASTING.

Announcers

Radio/TV play-by-play announcer wants to relocate before basketball season. Box L-12, BROADCASTING.

Professionally trained announcer. Prefer news. Will relocate. Box L-19, BROADCASTING.

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

MOR, first, no pro, New York, Michigan, anywhere. Box L-62, BROADCASTING.

First phone, highly experienced. News, DJ or combination. \$150 week or better. Personal interview, no tape available. Within reasonable proximity to New York City, Box L-61, BROADCASTING.

First phone, fifteen years experience, seek announcer, announcer-sales, announcer-engineer. Prefer south. Box L-62, BROADCASTING.

First phone—Bill Wade School grad. some college—27—military complete—single—want chance to learn everything anywhere. Reply to Box L-67, BROADCASTING or 714-420-8156.

Love my listeners. One year experience. One station. Want larger station Virginia area. Rock. 3rd endorsed. Hold positions of program director, music director. Single. 23. Mature. Dedicated. Tight back. Military complete. Box L-71, BROADCASTING.

I'm young, experienced and will move anywhere to work for a rock or progressive rock station that doesn't sound like a juke box. Box L-72, BROADCASTING.

Need job yesterday, not the greatest voice, three years experience, desire to bust a gut for your station. Box L-73, BROADCASTING.

Experienced first phone announcer available. 413-739-8241, 7-9 PM. Box L-74, BROADCASTING.

Disc jockey, 3rd phone beginner, no experience. Top 40 or MOR plus news, commercials. 25, married, military free. Box L-76, BROADCASTING.

Announcer, 26, first phone, creative, dependable, with a sense of humor. At present location 3 years. Tired of mickey mouse radio. Prefer rock or MOR. Excellent knowledge of pop music, can write and talk with imagination. Not a time and temp robot. Would like to relocate in Wisconsin. Will consider any position. Box L-80, BROADCASTING.

I'm a more music first phone jock, draft exempt, single, and ready to rock. Winter's on its way; the snow's about to fly. I dream of California radio and longingly breathe a sigh. I'm negotiable when it comes to pay. Why don't you send for my tape and resume. Box L-81, BROADCASTING.

First phone—L.A. pro available within 100 miles of L.A. Any format. Box L-83, BROADCASTING.

Personality-rock jock. College grad, 1 1/2 years broadcasting experience. 3rd ticket. For tape & resume, send to Box L-85, BROADCASTING.

Disc jockey, limited experience, 3rd phone, married, 2 children. Seeking top 40 late evening or all night position. Upper New England area preferred. Box L-86, BROADCASTING.

Audience builder. Experienced D.J./salesman. Available now. Phone 803-794-3658. Box L-95, BROADCASTING.

Groovy young English guy, experienced in heavy voice, will travel, no ticket. N.Y.C. school grad. Box L-98, BROADCASTING.

First phone, reliable DJ-announcer-production experience in radio and TV looking for permanent position. Box L-103, BROADCASTING.

Small MOR south. Want a rock block? Can give you a good answer to big giant's encroachment. Mom will like it too. First/congenial. Box L-104, BROADCASTING.

First phone. Experienced, versatile. Want small/medium . . . coast, modern music. Family . . . no problems. Box L-105, BROADCASTING.

Voice characterizations, experienced, 3rd, dependable, draft exempt. Box L-111, BROADCASTING.

Announcers continued

First phone drive-time host—good music required. Personable. 15 years all markets. Married. Would try TV. 219-456-2449 or write Box L-112, BROADCASTING.

Someone told me that if I put a broken record under my pillow at night, the good fairy would get me a radio slot . . . Lies! Lies! Lies! However, I'm still open for any late evening or all night offers. 3rd phone. Box L-116, BROADCASTING.

3rd phone—broadcasting school graduate—Navy—veteran—21-go-getter. Phone (301)662-6773 after 6 PM EDT.

Talk show host—MOR d.i. unique, repeat, unique format, no fights, no hassles, makes friends for sponsors, station, northeast preferred, will relocate for right offer. Proven track record, references, major market calibre. M. Sandler, 292 Smith St. Perth Amboy, N.J. 08861. Call collect (201)442-3488.

Announcer—three years experience with classical station. Willing to relocate, prefer metropolitan area. Write Gary Williams, 619 Surry Street, Portsmouth, Virginia.

Top 40 jock seeks good job. One year experience; news OK, tight board, good production. Sports background also. Draft exempt and will relocate. Phone 607-734-9919.

13 months experience as D.J. and assistant sports director. Top 40 or MOR. 1st class license. Hours not important. Arnold Koenig, 73-50 Bell Blvd., Bay-side, N.Y. 11364. Call 212-HOB-5267 after 7:00 p.m.

7 years radio/TV personality; midwest, resume, 3rd. R. L. Jung, 616-674-8581.

1st phone. Broadcasting school graduate. Relocate. Randall Frasier, 2994 Reynard Way, San Diego, California 92103, 714-298-5869.

1st phone, beginner, good voice, broadcast grad., draft deferred, single, young, aggressive, dependable, will relocate in east. Dave Wolf, 235 S. Pleasant Ave., Dallestown, Pa. 17133, (717) 244-2917.

Black jock, top 40 R&R, third phone, broadcast grad, beginner, will relocate anywhere!!! Dean Reynolds, 1231 Sheridan Ave., Bronx, N.Y. 10456.

Wanted: \$50,000 a year. Mercedes, Miss Universe for secretary furnished. Will consider other offers. John Garner, 3404 S.E. 44, Okla. City, 405-672-0479.

First phone announcer-salesman, mature, smooth voiced pro, college degree. Prefer east. Contemporary MOR. Jerry Pirli, 211 Elk Street, Syracuse, N.Y.

Experienced in MOR disc-jockeying, news, sports. Will relocate. 201-521-0643.

Announcer with first ticket. 29, married. Prefer west. Call or write Stanley Smedberg, 5112 Sepulveda #214, Sherman Oaks, California. (213) 789-9439.

Experience, personality, family. Station being sold. Looking for I'm out in cold. Top 40, MOR, Modern country. I heck 'um all. John Garner, 3404 S.E. 44, Okla. City, 405-672-0479.

Personality deejay; 5 years experience in top-40; third endorsed. Telephone 701-572-5757.

Versatile broadcaster, 15 years experience, third. South or West. 406-252-3956.

Announcer broadcast graduate, 3rd endorsed, wants a break. Available now. Anthony, 814 South Alma, San Pedro, California.

Have personality, will travel. Write, call, or send smoke signals. John Garner, 3404 S.E. 44, Okla. City, 405-672-0479.

1st phone, combination D.J. and play by play. Heavy emphasis on all sports broadcasting. No sales. No maintenance. Write 4385 Fair Oaks Rd., Apt. D, Dayton, Ohio 45405.

Black announcer, school trained—vet. Jazz-MOR-sports-news. Ron Sutton, 1514 Webster St., N.W., Washington, D.C. 202-882-9470 after 6:30 P.M.

Sound good like a jock should. John Garner, Okla. City, 405-672-0479.

D.J. announcer. Gospel or jazz. Ernest Adams, 99-08 197th St., Hollis, N.Y. 11423.

End your morning hang-ups. Call John Garner, Okla. City, 405-672-0479.

Technical

Chief engineer/announcer hard worker . . . six years experience, prefer country MOR formats, hilly and wooded areas—central north, and northwest states only. Box L-88, BROADCASTING.

Technical continued

Christian engineer desires chief's position at Gospel station. Experienced. Some announcing background. Now available. Wayne Huhta. 309-526-8681.

News

Look, I'll sell, write & produce, interview, write & deliver news but let's make money. I'm qualified, mature. Call (405)323-3063. Box L-78, BROADCASTING.

Assignment/city editor solidly-grounded hard news. In bigtime network, local radio & TV 6 yrs. Know general & ethnic communities, newsmakers, sources. Gov't contacts varied, live. Was multi-prize winning N.Y.C. newspaperman. Wrote hard & soft books, magazines. BA-journ. No upward mobility in present slot as PR chief. major N.Y.S. problem agency. Box L-87, BROADCASTING.

News director—radio-TV—move anywhere—for right salary—must be stable company. Best news or interested in becoming best. Box L-117, BROADCASTING.

Newsman, 10 years experience, with right credentials. Currently in major market, seeking the same in midwest. Family man. Call John, 317-639-4111.

I want a radio news job where I can deal with issues. BA English, veteran, 27, married, trained, some experience. Will relocate, prefer west coast or progressive city. Tape, resumes: Frank Warlick, 5575 16th Street North, Arlington, Virginia 22205, 703-536-8449.

Radio/TV anchorman-reporter available immediately for West Coast. Married, 35 and completely professional. Twelve years experience in major markets including network feeds. David Stone, 3825 34th Avenue West, Seattle, Wash. (206) ATwater 4-7166.

Newsman, write, announce, produce, wants position now. Wire or write: Jim Ritchie, Box 682, Federal Bldg., Duluth, Minn. 55801.

Experienced newsman seeks position with medium or major market operation. Will relocate. Married and draft exempt. Call evenings: Gene Steinberg, 803-556-0885.

Programing, Production, Others

Copywriter, prefers New England area. 203-658-6196 or Box K-140, BROADCASTING.

Experience, flexibility and production know-how: I'm looking for a secondary market up tempo MOR or rocker to do my thing for you. Third endorsed, college and professional. If interested call (212) 241-7108 for air check and resume.

Television Help Wanted

Sales

Experienced local TV salesman call Mr. K. Babb for interview, WISH-TV, Indianapolis 317-924-4381.

Announcers

Needed Immediately: TV announcer, production man; booth and on-camera work, excellent fringe benefits. Write: WTPA-TV, Box 2775, Harrisburg, Pa. 17105. An equal opportunity employer.

Technical

TV studio engineer upstate New York Educational production center: Production operations, video-tape editing, VR1200 editor/editec and maintenance. FCC 1st phone and two years broadcast experience required. Small vacation city environment. Salary: \$10,700 plus generous retirement and benefits. Box K-254, BROADCASTING.

Staff technician: Needed for a middle Western TV station. Full color operation, new equipment, top one hundred market area, fine city. Must have first phone, experience desirable, but not absolutely necessary. Reply to Box L-5, BROADCASTING.

Engineer with first class license. Some experience preferred in studio equipment maintenance. Educational TV, KAMU-TV, Ch. 15, 5 day week. Immediate opening. Call or write George Shearer, C.E. (713) 845-1526, KAMU-TV, Texas A&M University, Bagley Hall, College Station, Texas 77843.

Wanted: Engineer with first phone. Control room operation, maintenance, and occasional transmitter duties. Experience preferred. Contact Ken Renfrow, Chief Engineer, KOAA-TV, 2226 TV Lane, Pueblo, Colorado 81002.

Television Help Wanted

Programing, Production, Others

Reporter major eastern affiliate seeks top flight sports director and reporter. Send resumes to Box L-6, BROADCASTING. An equal opportunity employer.

Producer-director—must have experience in producing commercials, newscasts and live shows. Creativity a must. Send resume and audition tapes to: Sherman A. Strickhouser, Program Manager, WJAR-TV, 176 Weybosset Street, Providence, Rhode Island 02903. Equal opportunity employer.

Television Situation Wanted

Management

Marketing and management: Successful young CATV and communications professional as consultant and marketing rep for TELCO, FCC, and private industry. Seeking challenging position in CATV/Bdcastg. or Broadband Comm. either as executive assistant or in marketing with management opportunities. Ambitious, energetic, capable and highly motivated. BSE/MBA/MBE degrees. Box L-77, BROADCASTING.

Program director desirous of more opportunity. Over 10 years experience, programing and commercial production. Public affairs expertise . . . medium market oriented. Send replies to Box L-96, BROADCASTING.

General sales manager—with VHF in top 40 market. Currently 38% ahead for the year (will document). Desires to discuss opportunities with progressive broadcast groups/stations. 37, with advanced degrees, and excellent industry references. Box L-109, BROADCASTING.

Announcers

Currently employed announcer-personality, with the accent on announcer. Help me put the accent on personality, I can do news, sports, weather and commercials. Let me do one or more of those for you if you are in the top 40 markets and can afford real talent. Tape and resume on request. Box L-63, BROADCASTING.

Sincere, friendly, enthusiastic TV personality. Finest through 14 years as newscaster, weatherman, emcee, announcer in 13th market. Top ratings. Will consider all offers. Gene Barry, 1509 Aquila Avenue North, Minneapolis, Minnesota 55427.

Sales

See Television Situation Wanted Management at Box L-77, BROADCASTING.

Masters degree: Broadcasting management. Five years radio experience, writing and performing. Desire job in television sales or management. First phone. Experienced in audience research. Box L-82, BROADCASTING.

Technical

First phone, transmitter experience. Married, car. Rural area preferred. Box L-114, BROADCASTING.

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box L-115, BROADCASTING.

News

Assignment editor or news director, can manage your news gathering or direct your department. Major market experience. Anchorman for 11 years. Excellent references including present Detroit employer. Box L-3, BROADCASTING.

News director—radio-TV—move anywhere—for right salary—must be stable company. Best news of interest in becoming best. Box L-118, BROADCASTING.

Programing, Production, Others

Director-producer ready to move up. Moderate experience—7 months at small top 10 UHF. Heavy live and tape. Consistent innovative idea man who demands a creative challenge. Mature, highly resourceful, professional discipline with excellent references. BA in RATV, M. 25, I-Y, single. Should my credentials be consistent with your needs, please contact Box L-92, BROADCASTING for further details.

Film production. Recent honors graduate of major university. Single and draft-exempt. Primarily interested in writing, shooting, and/or editing film. Familiar with all film and electronic production equipment. Strong background in writing and still photography. Box L-99, BROADCASTING.

Production manager desires a change. Move up or new challenge. Know promotion, sales development. Fifteen years experience. Let me contribute and be a part of your growing company. Box L-107, BROADCASTING.

Programing, Production

Others continued

Good background in commercial and educational TV. Much remote experience plus technical know-how. Degree. Box L-108, BROADCASTING.

Somebody needs me! In broadcasting since 1965. College graduate. Experienced in all phases of television production, news, film, radio, and cinematography (single and double system). I. Stuart Lande, #80 Pleasant Hill, Carbondale, Illinois 62901.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: AM field strength meter, Nems-Clarke type 120 or RCA type WX-2, State age, condition, and price. Box K-147, BROADCASTING.

16 inch discs wanted containing old radio programs, comedy, drama, children's shows, news, mystery, etc. or taped copies of the disc. Don Maris, 1926 Cherokee, Norman, Okla. 73069.

Wanted: One used studio-type Vidicon black and white camera with viewfinder, minimum 100 feet cable. Call Jack Schuser, WSBA-TV, York, Pennsylvania, 717-843-0043 (collect).

FOR SALE Equipment

Rigid Transmission Line—6 1/2" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

Overhead too high? Price breakthrough! Newsroom brand recording tape. Try dozen reels, satisfaction guaranteed. 7" dozen, \$11 or 5" dozen, \$9. Newsroom Products, 1602 Dunterry—McLean, Virginia 22101. Dealers welcomed.

Two RCA TK-43 color studio cameras complete with all accessories in excellent condition. Have required practically no maintenance. \$90,000 for both or \$50,000 each. Houston-Fearless Mini-color film processor complete with McBeth densitometer and Corning ph meter. \$12,500. Box L-68, BROADCASTING.

For sale: Used G.E. limiter 4 BA 7A1 \$100.00. Used General Radio frequency deviation monitor type 1181-A \$40.00. Used Gates modulation monitor MO-2639 \$75.00. Used 25 year old Gates console Model 31 \$100.00. KTEE Radio, Box 2147, Idaho Falls, Idaho 83401.

2 Marconi Mark VII's—4 Plumbicon color cameras. Good condition—three years old. Best offer. Contact WRET-TV, P.O. Box 12665, Charlotte, N.C.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Breeze video test generator, Model VTG2B, produces long window, composite NTSC sync in small 2 1/4 lb. package @ \$395.00. Made in USA for VIF International. Box 1555, Mtn. View, California 94040. (408) 739-9740.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

2-RCA-70C turntables \$100.00. Villane Sound, 137 Tollgate, Owings Mills, Maryland 21117.

1 GE type TY43-A Helical Antenna tuned to channel 11. Reasonably priced. P.O. Box W—Johnson City, Tennessee 37601.

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.

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.

Games, gimmicks, intros, breaks, jokes! Unique! \$2.25 month. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Miscellaneous continued

Attention—announcers—DJ's—newsmen. Be ready for that next opening let us duplicate your master, air-check or audition tape. Satisfaction guaranteed. Up to 5 in. tape—3 dupes for \$17.95; 7 in. tape—3 dupes for \$22.95. Send money order and tape to AMPS Broadcast Recording Service—3924 Wilshire Blvd., Los Angeles, Calif. 90005. We pay return postage. All tapes received acknowledged. A division of the AMPS Agency—Broadcasting's Outstanding Placement Service. All other recording services available—audition, airchecks, audition counselling.

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, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. 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 Maln, 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 Programing, production, newscasting, sportscasting, console operation, disc locking 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.

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(Continued from page 68)

Call letter actions

- Redwood Empire Broadcasters, Santa Rosa, Calif.—Granted KZST(FM).
- Freeport Broadcasting Co., Freeport, Ill.—Granted WACI(FM).
- Sioux Falls College, Sioux Falls, S.D.—Granted *KCF5(FM).
- Advance Inc., San Marcos, Tex.—Granted KRMH(FM).
- Nathan Hale High School, Seattle—Granted *KNHC(FM).

Existing FM stations

Final actions

- KCBH(FM) Los Angeles—Broadcast Bureau granted CP to install new trans. and new ant.; ant. height 1,180 ft. Action Oct. 22.
- KREP(FM) Santa Clara, Calif.—Broadcast Bureau granted license covering aux. trans. Action Oct. 26.
- WLEX-FM Lexington, Ky.—Broadcast Bureau permitted remote control. Action Oct. 26.
- WRKD-FM Rockland, Me.—Broadcast Bureau granted request for SCA on 23.625 mhz, 39.375 mhz, 55.125 mhz and 70.975 mhz. Action Oct. 23.
- KFMP(FM) Cape Girardeau, Mo.—Broadcast Bureau granted mod. of license to operate by remote control from 8 North Sunset, Cape Girardeau, by employes of station only (second remote control point). Action Oct. 21.
- WOIV(FM) Deruyter township, N.Y.—FCC granted application by Christian Broadcasting Network Inc. to change equipment and increase facilities of WOIV(FM) from 5.2 kw to 42 kw. Action Oct. 28.
- WZPR(FM) Meadville, Pa.—Broadcast Bureau granted CP to install new ant.; ant. height 570 ft.; remote control permitted. Action Oct. 26.
- WQAL(FM) Philadelphia—Broadcast Bureau granted mod. of license covering change in studio and remote control location to 555 City Line Avenue, Lower Merion township, Pa. Action Oct. 26.
- WCRS-FM Greenwood, S.C.—Broadcast Bureau permitted remote control. Action Oct. 26.
- KSFA-FM Nacogdoches, Tex.—Broadcast Bureau granted CP to replace expired permit. Action Oct. 22.
- *WSUS(FM) Stevens Point, Wis.—Broadcast Bureau granted CP to change trans. location to Learning Resources Center, Reserve Street, Stevens Point; change studio location to Campus Laboratory School, Briggs & Reserve Streets, Stevens Point; remote control permitted. Action Oct. 22.
- *WSUW(FM) Whitewater, Wis.—Broadcast Bureau granted CP to change trans. and studio location to 303 Hyer Hall, Whitewater; install new trans.; make changes in ant. system; ant. height 185 ft. Action Oct. 26.
- WPRM-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of license covering change in studio and remote control location to Caguas, P.R. Action Oct. 26.

Call letter application

- KCOR-FM, Inter-American Radio Inc., San Antonio, Tex.—Requests KQXI(FM).

Call letter action

- WBSM-FM, Gray Communications Inc., New Bedford, Mass.—Granted WGCY(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following and co-pending aux.: WRCK(AM) Tusculum, Ala.; WLAW(AM) Lawrenceville, Ga.; WPCO(AM) Mt. Vernon, WPDF(AM) Corydon, WRAY-AM-FM Princeton and WSLM-AM-FM Salem, all Indiana; WLSI(AM) Pikeville, Ky.; WPAG-AM-FM Ann Arbor. *WTSD(FM) Drayton Plains, and WLKM(AM) Three Rivers, all Michigan; WLOX(AM) Biloxi and WSWG(FM) Greenwood, both Mississippi; WGAI(AM) Elizabeth City, N.C.; WAEF(FM) Cincinnati; WLWC(TV) Columbus, Ohio; and WDNT(AM) Dayton, WENR(AM) Englewood and WTNE(AM) Trenton, all Tennessee. Actions Oct. 28.
- WCTW-FM New Castle, Ind.—Broadcast Bureau granted renewal of license. Action Oct. 21.
- WBCH-AM-FM Hastings, Mich.—Broadcast Bureau granted renewal of licenses. Action Oct. 27.
- KAYE(AM) Puyallup, Wash.—FCC issued order specifying which parties are to make initial presentation of evidence on various issues in hearing on application of KAYE Broadcasters Inc. for renewal of license of KAYE (Doc. 18929). Action Oct. 28.

Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KEZR(FM) Anaheim, Calif., to April 1, 1971; WFTG-FM London, Ky., to Dec. 1; WRSL-FM Stanford, Ky., to Dec. 16; *KTIS-FM Minneapolis, to April 4, 1971; *WJVS(FM) Morristown, N.J., to Jan. 1, 1971; WIBO(FM) Waverly, Ohio, to April 1, 1971; WMNT-FM Manati, Puerto Rico, to Jan. 15, 1971, and KWTX-FM Waco, Tex., to Feb. 18, 1971. Actions Oct. 27.
- Broadcast Bureau granted mod. of CP's to extend completion dates for following: KXOA(AM) Sacramento, Calif., to Dec. 31; WPLO(AM) Atlanta, to April 23, 1971; KDRG(AM) Deer Lodge, Mont., to Dec. 15; WOND-TV Atlantic City, N.J., to April 26, 1971; WOBL(AM) Oberlin, Ohio, to April 1, 1971; WCOS(AM) Columbia, S.C., to Jan. 18, 1971; WDXB(AM) to Jan. 13, 1971 and WDXB(FM), both Chattanooga, to Dec. 22; WISS(AM) Berlin, Wis., to April 23, 1971, and WMIL(AM) Milwaukee, to Dec. 15. Actions Oct. 26.
- *KIXE-TV Redding, Calif.—Broadcast Bureau granted mod. of CP to change type trans. Action Oct. 22.
- *KTSC(TV) Pueblo, Colo.—Broadcast Bureau granted mod. of CP to change type trans. Action Oct. 22.
- WSRF-FM Ft. Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 140 ft. Action Oct. 21.
- WDBO-FM Orlando, Fla.—Broadcast Bureau granted mod. of CP to change ant. height to 1465 ft. and change DA pattern; change location of remote control point to 30 South Ivanhoe Boulevard, Orlando. Action Oct. 21.
- Marion, Ill., 3-D Communications Corp.—Broadcast Bureau granted mod. of CP to make changes in transmission line. Action Oct. 26.
- WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted mod. of CP to change trans. location to Highway 41, 4.75 miles southeast of Henderson; make changes in ant. system; ant. height 275 ft. Action Oct. 21.
- *WMAB(TV) State College, Miss.—Broadcast Bureau granted mod. of CP to change type trans. and type ant. Action Oct. 22.
- Absarokee, Mont., Absarokee Community TV Club—Broadcast Bureau granted mod. of CP's for new VHF translators to serve Absarokee on ch. 5 by rebroadcasting KULR-TV and ch. 12 by rebroadcasting KOOK-TV, both Billings, Mont. Action Oct. 22.
- WOND-TV Atlantic City, N.J.—Broadcast Bureau granted mod. of CP to change ERP to vis. 603 kw; aur. to 120 kw; change type trans. and ant.; ant. height 300 ft. Action Oct. 26.
- WIF1(FM) Philadelphia—Broadcast Bureau granted mod. of CP to change studio location to 1 Decker Square, Bala-Cynwyd, Pa.; operate by remote control from proposed studio location. Action Oct. 26.
- KJDO-TV Rosenberg, Tex.—Broadcast Bureau granted mod. of CP to change ERP to vis. 1,410 kw and aur. 282 kw; change type trans. and type ant.; ant. height 1,450 ft.; granted mod. of CP to extend completion date to April 27, 1971. Actions Oct. 27.
- WKJC(FM) Bluefield, Va.—Broadcast Bureau granted mod. of CP to change studio location to 132 Stockton Street, Bluefield; operate by remote control from proposed site. Action Oct. 26.

Other actions, all stations

- FCC extended effective date of amendments to commission educational broadcasting rules governing parties furnishing programs and funds for educational broadcasting to Nov. 30. Action Oct. 28.
- Chicago—FCC granted request by group of Chicago community organizations for waiver of rules to allow extra time to file petitions to deny renewal applications of number of Chicago radio and television stations for period of two weeks. Action Nov. 2.

Translator actions

- K76AQ Mohave county, Ariz.—Broadcast Bureau granted CP to change type trans. of UHF translator. Action Oct. 27.
- K72AE and K80AQ, both Needles, Calif., and Gas City, Davis Dam and Bullhead, all Ariz.—Broadcast Bureau granted CP's to change type trans. of UHF translators. Action Oct. 27.
- K10GR Solvang, Calif.—Broadcast Bureau granted CP to add amp. to trans. and increase output power of VHF translator. Action Oct. 27.
- South Lake Tahoe, Calif., Circle L Inc.—Broadcast Bureau granted CP for new VHF translator to serve South Lake Tahoe and Meyers, both California, on ch. 11 by rebroadcasting KCRL-TV Reno. Action Oct. 22.
- South Lake Tahoe, Calif., Washoe Empire—Broadcast Bureau granted CP for new VHF translator to serve Stateline, Calif., on ch. 13 by rebroadcasting KTVN(TV) Reno. Action Oct. 22.
- K09GB Derby Mesa, Colo.—Broadcast Bureau granted CP to change type trans. and make changes in ant. system. Action Oct. 27.
- K02BS Dotsero' and area between Cabin Creek and Dotsero, all Colorado—Broadcast Bureau granted CP to make changes in ant. system. Action Oct. 27.
- K06GC Drummond, New Chicago, rural area south of New Chicago and Hall, all Montana—Broadcast Bureau granted CP to change frequency from ch. 6 to ch. 10; specify principal community as Drummond, New Chicago, Hall and Willow Creek rural area, and make changes in ant. system; change call letters of VHF translator to K10HI. Action Oct. 21.
- Mimbres, N.M., New Mexico Broadcasting Co.—FCC granted CP for new UHF translator to serve Mimbres on ch. 70, by rebroadcasting KGGM-TV Albuquerque, N.M. Action Oct. 28.
- K02EY Zuni, N.M.—Broadcast Bureau granted CP to make changes in ant. system of VHF translator. Action Oct. 27.
- Klamath Falls, Ore., Oregon Broadcasting Co.—Broadcast Bureau granted CP for new VHF translator to serve Dairy and Swan Lake area, both Oregon, on ch. 6 by rebroadcasting KOTI(TV) Klamath Falls, Ore. Action Oct. 27.
- Merrill, Ore., Oregon Broadcasting Co.—Broadcast Bureau granted CP for new VHF translator to serve Merrill-Malin area on ch. 13 by rebroadcasting KOTI(TV) Klamath Falls, Ore. Action Oct. 27.
- K12HE Wheatland, Wyo.—Broadcast Bureau granted CP to change type trans. of VHF translator and add amp. and increase output power. Action Oct. 23.

Ownership changes

Applications

- KVOY(AM) Yuma, Ariz.—Seeks transfer of control of KVOY Radio Inc. from Neil Sargent, Clara Lou Wilfert and William L. Lindsey (100%

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before, none after) to Magnamedia Inc. (none before, 100% after). Consideration: \$300,000. Principals of Magnamedia Inc.: Robert (Casey) Meyers (80%) and James Stowe (20%). Mr. Meyers owns automobile dealership, has interest in auto body supplying firm, real estate developing firm and owns leasing corp. Mr. Stowe is general manager of WGNT(AM) Huntington, W. Va. Ann. Oct. 28.

■ **WAJA-TV Miami**—Seeks assignment of license from Coastal Broadcasting System Inc. to Spanish International Communications Corp. for acquisition of liabilities by assignee not to exceed \$1,150,000 and additional payment of \$290,000. Sellers: Al Lavin Jr., president (94.4%), et al. Mr. Lavin has interest in KHPH-TV San Bernardino, Calif. Buyers: Fouse Amusement Enterprises Inc.; Frank L. Fouse (51%), Emilio Ascarraga (20%), Reynolds V. Anselmo (15%), et al. Fouse Amusement Enterprises deals with management of Spanish motion picture and entertainment facilities; Mr. Ascarraga has numerous business and broadcast interests in Mexico; Mr. Anselmo is executive vice president of assignee. Ann. Oct. 27.

■ **WABR(AM) Winter Park, Fla.**—Seeks assignment of license from Norfolk Broadcasting Corp. to Roundsville of Tampa Inc. for \$1,075,000. Sellers: Louis H. Peterson (51%) and Jon C. Peterson (49%). Jon C. Peterson is secretary-treasurer of WNOR-FM Norfolk, Va., owns electric sign manufacturing firm, has interest in WETO(AM) Deland, Fla., and camp ground rental concern and is president and director of billboard advertising concern. Buyer: Robert W. Rounsaville, sole owner. Mr. Rounsaville owns WFUN(AM) Miami; WDAE-AM-FM Tampa, Fla.; WYLD(AM) New Orleans; WCIN(AM) Cincinnati; WLOU(AM) Louisville, Ky., and WVOL(AM) Berry Hill, Tenn. Ann. Oct. 16.

■ **WKSN-AM-FM Jamestown, N.Y.**—Seeks transfer of control of Trend Broadcasting Inc. from Lowell W. and Jean L. Paxton (59½% before, none after) to Warren A. and Anne B. Koerbel (40% before, 99½% after). Consideration: \$60,000. Warren A. Koerbel and Anne B. Koerbel have interest in WTBY(AM) Waterbury, Conn., and WYND(AM) Sarasota, Fla. Ann. Oct. 28.

■ **KFMK-FM Houston**—Seeks transfer of control of Liberty Communications Corp. from James A. Lammers, Floyd Clark, Harold Clark, Vincent Bash, E. E. Reitman, R. C. Plemons and Mark Love (jointly 72% before, none after) to Crawford Broadcasting Co. (28% before, 100% after). Consideration: \$58,200. Principals of Crawford Broadcasting Co.: Ruth Crawford Porter (30%),

Donald B. Crawford, Richard Crawford, Dan D. Crawford, Dean A. Crawford and Donna Lee Crawford (each 14%). Principals are executors of estate of Percy B. Crawford, deceased, which owns WCYA(AM) Hammond, Ind.; WDAC(AM) Lancaster, Pa., and WMUZ(AM) Detroit; has interest in WDJC(AM) Birmingham, Ala., and in KFMK-FM, Donald Crawford is director and manager of KFMK; owns WDCX Buffalo, N.Y., and has interest in WDJC(AM) Birmingham, Ala. Ruth Porter and Donald and Richard Crawford are officers and directors of KELR(AM) El Reno, Okla. Ann. Oct. 28.

Actions

■ **WPKM(FM) Tampa, Fla.**—Broadcast Bureau granted sale of stock of Technico Leasing Inc. from Don E. Hoffmann (33¼% before, none after) to T. C. Brewer (none before, 33¼% after). Consideration: \$3,330. Action Oct. 27.

■ **KDFL(AM) Sumner, Wash.**—Broadcast Bureau granted assignment of license from Puycallup Valley Broadcasting Co. to Valley Communications Corp. for \$65,500. Seller: Brian Calkins. Buyers: James E. Weese, president, J. Edward Johnson, vice president, F. Waldemar Carlson, treasurer, Frederick O. Frohmader, secretary, and Richard D. Forster (each 20%). Mr. Weese owns jewelry store and has real-estate interests, Mr. Johnson owns drive-in restaurant, Mr. Carlson is real-estate salesman and Mr. Frohmader is attorney. Mr. Forster was formerly salesman and announcer for KBKW(AM) and KXRO(AM), both Aberdeen, Wash. Action Oct. 22.

CATV

Final actions

■ **WDY-77 Poplar Bluff, Mo.**—Cable Television Bureau granted CP for new relay station to bring KMOX-TV, KPLR-TV, KSD-TV and KTVI(TV), all St. Louis, to system at Dexter and Poplar Bluff, both Missouri. Action Oct. 30.

■ **WDY-79 Clovis and Cannon Air Force Base, both New Mexico**—Cable Television Bureau granted CP for new relay station to bring KFDA-TV, KGNC-TV and KVII-TV, all Amarillo, Tex., to system at Clovis and Cannon Air Force Base. Action Oct. 30.

■ **WDY-80 Mangum, Hollis and Altus, all Oklahoma**—Cable Television Bureau granted CP for new relay station to bring KWTV(TV) and WKY-TV Oklahoma City to system at Mangum, Hollis and Altus. Action Oct. 30.

■ **WDY-71, WDY-72, WDY-73 and WDY-74 Bucks county, Pa.**—Cable Television Bureau granted CP's for new relay stations to bring non-broadcast programs to system in Bucks county. Action Oct. 26.

■ **Newberry, S.C.**—FCC granted petition by Carolina, and WAIM-TV Anderson, S.C. Action Oct. of rules dealing with interim processing procedures in Doc. 18397 and for authority to carry distant signals of WBTV-TV and WSOC-TV, both Charlotte; WLOS-TV Asheville, all North Carolina, and WAIM-TV Anderson, S.C. Action Oct. 28.

■ **WDY-78 Victoria, Tex.**—Cable Television Bureau granted CP for new relay station to bring KENS-TV, KWEX-TV and WOAI-TV all San Antonio, Tex., to system at Victoria. Action Oct. 30.

Other action

■ **FCC ruled that WBRE-TV Wilkes-Barre, Pa.**, is entitled to exclusivity against WGAL-TV Lancaster, Pa., at Pottsville and Minersville, both Pennsylvania, but not in Schuylkill Haven, Pa. Action Oct. 28.

Actions on motions

■ **Hearing Examiner Basil P. Cooper in Fairless Hills, Pa.** (Delaware County Cable Television Co. and Bucks County Cable TV Inc., et al), CATV proceeding, scheduled prehearing conference for Nov. 20 to determine whether Bucks County Cable TV Inc. is now in compliance with requirements of commission's CATV rules and will continue to comply with commission's rules and if so whether hearing in Doc. 18432 should be terminated (Docs. 18140 et al, 18432). Action Oct. 26.

■ **Hearing Examiner Frederick W. Denniston in Berwick, Foundryville and Nescopeck, all Pennsylvania** (Cable TV Co.), CATV proceeding, ordered parties, including Broadcast Bureau, to distribute written testimony on or before Nov. 25 and to make notification of witnesses required for appearance at hearing by Nov. 27 (Doc. 18986). Action Oct. 27.

■ **Hearing Examiner Lenore G. Ehrig in Santa Maria, Calif.** (Central Coast Broadcasters Inc.), CATV proceeding, postponed indefinitely Nov. 23 hearing so commission may have opportunity to act upon pleadings which will be filed with it (Doc. 18949). Action Oct. 26.

■ **Hearing Examiner Millard F. French in Bryan,**

Tex. (Community Cablevision Corp), CATV proceeding, denied motion by Community Cablevision Corp. to extend time for filing proposed findings and conclusions (Doc. 18922). Action Oct. 21.

■ **Hearing Examiner Jay A. Kyle in Santa Cruz, Calif.** (Teleprompter of Santa Cruz Inc.), CATV proceeding, closed record and terminated proceeding (Doc. 18914). Action Oct. 28.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Nov. 3. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ **Saratoga, Calif.**—California Cable Television Corp.'s franchise, awarded 18 months ago, has been revoked because company was unable to bear cost of placing cables underground as stipulated in ordinance.

■ **South Gate, Calif.**—Theta Cable of California has applied for franchise to operate system with initial capacity of 25 video channels plus FM. Installation charge will be \$19.50, with \$6 monthly fee. City will receive 5% of gross receipts. Theta Cable is owned by Hughes Aircraft and Teleprompter Corp. (multiple CATV owner).

■ **Estes Park, Colo.**—Estes Park CATV Inc. has been awarded a 10-year franchise.

■ **Lafayette, Colo.**—Franchise has been granted to Mountain Stations Video with specification that 15 channels of service be provided. (This corrects Nov. 2 item in which city of grant was listed as Lafayette, Ind.)

■ **Decatur, Ill.**—Sentinel Communications Inc. has applied for franchise to operate 32-channel system, which would be in addition to system presently operated by General Electric Cablevision Corp.

■ **Charlestown, Ind.**—GRC-TV has received franchise. Installation charge will be \$10, with \$4.75 monthly charge. City will receive revenue on ascending scale from 2½% to maximum of 4½% of company's gross receipts.

■ **Salisbury, Mass.**—North American Communications Systems Inc. has applied for franchise.

■ **St. Paul**—Community Tele-Communications Inc. has applied for 20-year franchise. Firm would provide up to 20 channels at average monthly fee of \$5.

■ **Wymore, Neb.**—D and M Cable Construction Co. has been granted non-exclusive, 20-year franchise.

■ **Andover, N.J.**—Garden State Cable Television has received non-exclusive franchise.

■ **Wilton, N.H.**—Young's Community Television has been granted franchise.

■ **Buffalo, N.Y.**—Comax Cable Corp. has applied for franchise.

■ **Hudson Falls, N.Y.**—Normandy TV Cable Co. has been awarded franchise. Installation charge will be \$15, with \$5 monthly fee.

■ **Portville, N.Y.**—Allband Cablevision has applied for franchise. Town is presently served by Southern Tier TV Cable Inc.

■ **Reedsport, Ore.**—Cable TV of Reedsport has requested a rate increase. Company wants hike to \$6.00 for those now paying \$5.75 per month and for those presently paying \$4.00 per month an increase to \$4.75 effective Jan. 1, 1972, followed by increase of 25¢ monthly until rate of \$6.00 is reached.

■ **Sweet Home, Ore.**—City council approved increase in monthly charges for buildings such as apartments, motels and mobile homes. New base monthly rates for two outlets are \$10 for apartments and \$9 for motels and mobile homes. Half of increase will be assessed this fall and other half Oct. 1, 1971.

■ **Kutztown, Pa.**—Keystone Cable TV Inc. has been granted non-exclusive franchise. Installation fee will be \$7.95 with monthly fee of \$4.95. Borough will get 5% of gross annual receipts, plus \$2.50 for each 150 feet of cable and \$2.50 for each utility pole used.

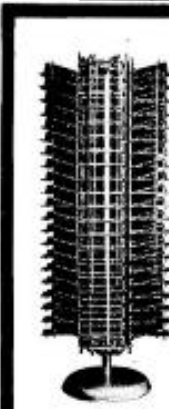
■ **Tyler, Tex.**—Television Cable Service Co. (formerly General Communications and Entertainment Co.) has received permit.

■ **Vernon, Tex.**—Vernon CATV Inc. has been awarded franchise.

■ **Oak Harbor, Wash.**—Island Video Systems and Oak Harbor TV Cable Co. have applied for franchise.

■ **Whiting Village, Wis.**—Teltron Cable TV has applied for franchise.

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Programing, Production, Others

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Fred Silverman's main preoccupation as a youngster and later as a college student was radio and TV programing. He was an ardent devotee of *The Shadow* and *The Lone Ranger* and other dramatic radio serials of the late nineteen-forties. When he was 11, he visited the offices of the networks and independent producers in New York and obtained scripts, from which he and several other friends re-enacted the dramas in the basement of his home. Subsequently, he majored in radio and television at Syracuse University and received his master's degree in television programing and theater from Ohio State University.

Today, Mr. Silverman has parlayed his youthful interest into a successful career in broadcast programing. Last June, at the age of 32, he was named vice president, programs CBS-TV.

"I don't know if many other youngsters used to do the sort of thing I did," he observed, "but this whetted my interest in programing and helped move me to a career in broadcasting."

Mr. Silverman was tabbed as a young man to watch in TV programing in 1963. Four years after his university training was completed, he was chosen, at 26, as director of daytime programing for CBS-TV. His prowess at fashioning innovative and commercially successful daytime schedules, plus a brief interlude earlier this year as vice president, program planning and development, led to his selection as the successor to Michael H. Dann, who has departed CBS-TV and commercial broadcasting to become a vice president of the Children's Television Workshop.

Mr. Silverman is a medium-sized, solidly built bachelor who displays no flourishes or flamboyance in speech and manner. But he shows a quiet confidence that he can fill his new job.

"Of course, luck has played a part in my career," he said in reply to a question. "Luck and timing are important in many phases of life. But once you have the opportunity, you have to show what you can do."

Mr. Silverman said he played a minimal role last winter in molding CBS-TV's prime-time schedule for 1970-71 but pointed out that he worked with network President Robert D. Wood in shifting programs from their original spots before the season began. His imprint will be felt more clearly on CBS-TV's 1971-72 programing alignment.

Though Mr. Silverman seems to shun publicity, he has displayed a penchant for adroit self-merchandising. For example, he wrote his thesis for a master's degree from Ohio State on a historical analysis of ABC-TV programing from 1952 until 1959. He conducted extensive research in New York with top ABC-TV executives, became acquainted

From 'The Shadow' to the substance of TV programing

with them, and sent copies of the thesis to each of the three networks.

Several years later, when he was on the staff of WGN-TV Chicago, he voluntarily wrote a critique of CBS-TV programing on a single night in which the network ratings were weak, and suggested certain moves. He recalls that Oscar Katz, who was then vice president for programs, CBS-TV, disagreed with Mr. Silverman's conclusion but found the analysis impressive. Mr. Katz remembered the young program analyst in 1963 when the position of director of daytime programs was available and offered him the job.

Mr. Silverman considers the work involved in his thesis and the background

Week's Profile



Fred Silverman, VP, programs, CBS-TV; b., Sept. 13, 1937, New York City; B.S. in radio-television, Syracuse University, 1958; M.S. in TV programing and theater, Ohio State University, 1959; continuity editor, staff producer, director of program development and scheduling, WGN-TV Chicago, 1959-1963; director of programing WPIX(TV) New York, Feb. 1963-April 1963; director of daytime programs, CBS-TV, 1963; VP, daytime programs, 1964; VP, program planning and development, Feb. 1970; VP, programs, CBS-TV since June 1970; member, International Television and Radio Society; hobbies—boating, tennis, reading.

he acquired at WGN-TV, where he remained for about three years, as the two main springboards of his early career. He advises TV programing aspirants to join independent stations for their early training.

"An independent outlet is a network in microcosm," he commented. "At WGN-TV, we had to program for 19 hours a day against three network O-&O's. I think I was fortunate to be with WGN-TV, which I regard as the best-run TV station in the country.

"At an independent station with fierce network competition, you learn how to counterprogram; how to find the weak spots in network schedules; how to experiment with innovative programing. At WGN-TV, we were among the first stations to go with seven nights a week of movies."

Since June Mr. Silverman has been functioning at a whirlwind pace, working about 12 to 14 hours a day. Initially, he was preoccupied with helping to iron out some kinks in this fall's programing scheduling, and more recently he has been immersed in program planning for the next season.

In recent weeks, the load has lightened, he said, and he is hopeful he will be able to slip away for a brief vacation. He enjoys traveling to places as distant as Europe and South America.

"We are pleased with the way the '70-'71 line-up is working out," he remarked, "but in this business, we have to keep looking out. We've put together about 20 projects and pilots for next season, which is a high number for CBS."

For next season, according to Mr. Silverman, CBS-TV is accentuating the "star" performer. It has pilots in preparation or properties already set centering around David Janssen, Don Rickles, Dick Van Dyke and Sandy Duncan, a young Broadway actress with "tremendous potential for stardom."

"We feel that in television today the most important ingredient is the star," he said. "If you have the star, you can tailor the material to fit the person."

Though prime-time programing is now Mr. Silverman's main concern, he still casts an affectionate eye at daytime, which was his domain at CBS-TV for almost seven years. He pointed out that CBS-TV now has a substantial lead in ratings in this sector over the other networks and is attracting an increasing percentage of the young.

The 1971-72 season occupies much of Fred Silverman's mind, but not all of it. When asked about his long-range ambitions, Mr. Silverman replied: "My main ambition now is to have a successful season next year, but some day I would like to teach broadcasting in a university."

Nothing fuzzy here

Apart from the claims of the parties (each won a stunning victory if you believe its spokesmen) there was at least one conclusive outcome of last Tuesday's elections. It proved that the television blitz and the alleged buying of elections through domination of the air are political figments.

This is not to say that the broadcast media are not effective when properly used. None are better. Yet the results in such populous states as New York and Ohio, where millionaire candidates who ran lavish campaigns lost out, gives the lie to the hitherto unchallenged claims.

What these off-year elections prove is that the criteria for successful selling are the same for candidates, products or services. In Florida, State Senator Lawton Chiles, the successful Democratic candidate for the U.S. Senate, walked a thousand miles, shaking hands, because he said he couldn't afford TV, radio or airplanes. On the other hand, Milt Shapp, the millionaire CATV pioneer who used the broadcast media extensively four years ago when he was virtually unknown but lost, won the gubernatorial election this time because he was known and had the Democratic party backing that had been denied him in 1966.

If a thread of agreement was to be found in all of the post-election analysis it was that the American voter had made up his own mind about issues and candidates. As many television-using candidates lost as won. In this major test, television was proved to have no magic of its own. It cannot elect a candidate the public doesn't want.

The outcome of last week's election should contribute to more prudent consideration at the next session of Congress of a workable nondiscriminatory bill to control campaign expenditures.

The take-over

The principal power to make and execute federal policy in broadcast regulation is being captured from the Congress and the FCC by the United States Court of Appeals for the District of Columbia. As a result of decisions issuing from that one court in recent years the direction and intensity of regulation have been profoundly altered.

Two decisions handed down a fortnight ago were in character. In one the court instructed the FCC to exert more supervision over programming. In the other it suggested that the fairness doctrine should be extended to cover advertising that may in any way be judged controversial. Neither instruction was issued in so many words, but the implications were chillingly obvious.

The programming case arose after the FCC denied a protest against a transfer of WGKA-AM-FM Atlanta to a buyer who proposed to change the stations' musical format from classical to popular. The protest came from a group of citizens who had been roused to action by a columnist for the *Atlanta Journal*. In ordering the FCC to give the group the hearing that had been denied, the court has as much as told it to reject the transfer of the stations unless the original format is restored.

Nor did the opinion stop at that. The court said that in Atlanta there were some 20 radio "channels" that are "all owned by the people as a whole, classics lovers and rock enthusiasts alike." The court said it was in the public interest "for all major aspects of contemporary culture to be accommodated by the commonly owned public resources whenever that is technically and economically feasible."

Here the court was directing the FCC to decree that acid rock, bubble-gum chart tunes, country and western, the big-band sound and so on to the fugues of Bach will be played in proportion to the incidence of such tastes in the total audience. Is the next step to program the whole radio system out of a cartridge rack in Washington?

In the other case, extending the fairness doctrine beyond cigarette advertising—to which the same court once said the doctrine would be uniquely applied—the appellate justices remanded an FCC denial of a protest by a union of retail clerks against the license renewal of WREO(AM) Ash-tabula, Ohio. The union complained to the FCC that the station canceled a union campaign of paid announcements urging listeners to boycott a store where the union was on strike but continued to carry the store's conventional advertising. (The station had broadcast 322 of the union's announcements before canceling.)

The appellate court told the FCC to look more deeply into the allegations of discrimination against the union and to consider whether the fairness doctrine should be applied. Citing the cigarette case as precedent, the court said the labor dispute in Ashtabula was a controversial issue of public importance. The hint was that any advertising involving an issue that met that test could trigger the fairness doctrine and an accommodation of messages to counteract the advertising.

Thus in one week the appellate court has moved the FCC well beyond its former boundaries, and there is little the FCC can do but go where it is sent. If it fails to act as the court suggests, the agency merely faces another reversal. It will find little refuge in appeals beyond. The Supreme Court has been an expansionist as the appellate court on broadcast regulation.

Only the Congress has the power to reverse the alarming course that the courts are setting. The better legal minds available to broadcasting ought to be drafting legislation now, in the hope of getting congressional action before other licensees begin heeding the examples of those that have recently gotten out of the business.



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