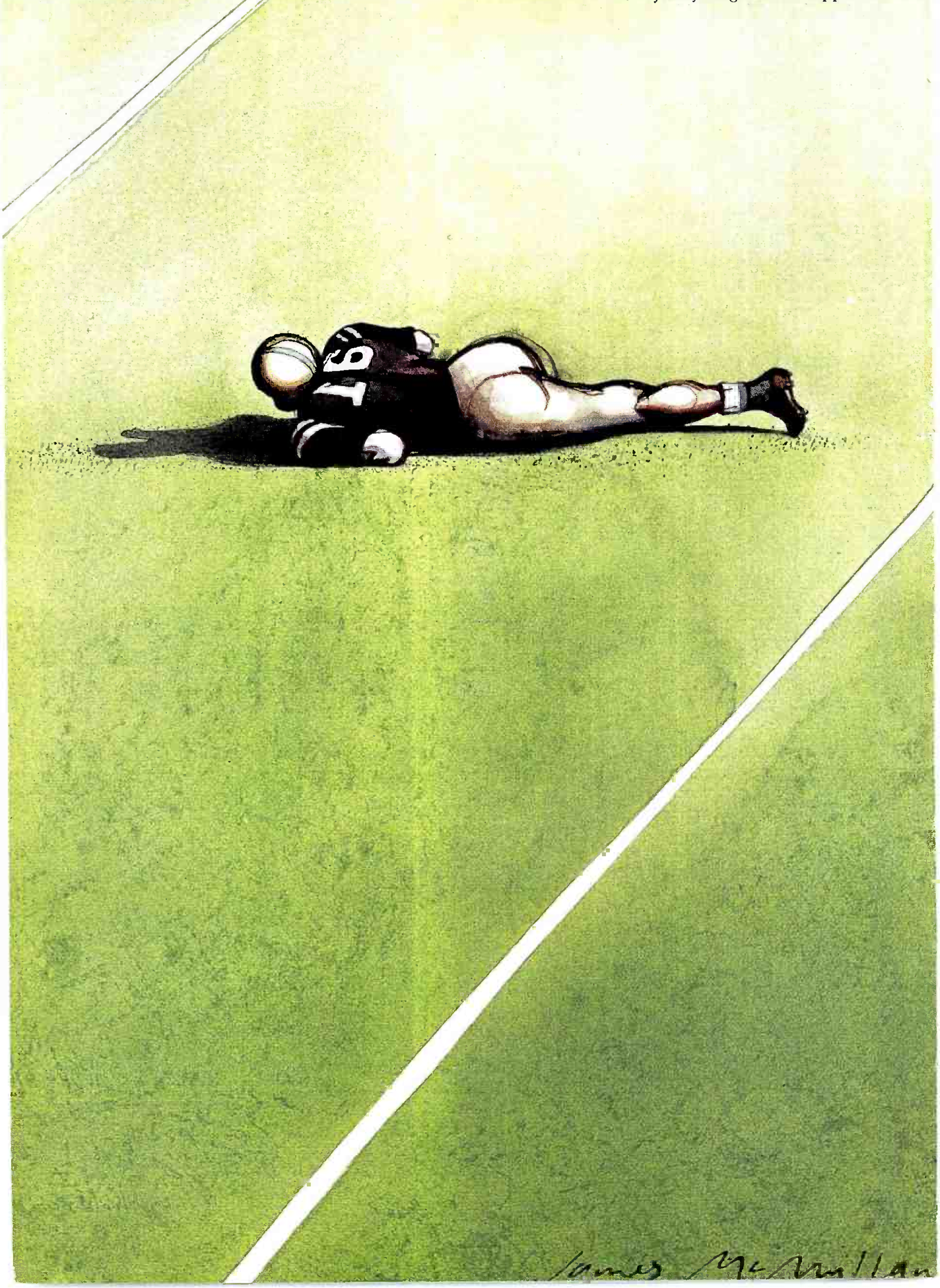
December 14, 1970: Our 40th Year: $1.00

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

Unger steps aside; lawyer out of Minow firm named to FCC
Two-year trend in radio: revenues up, profits down
In prospect for television: 30 seconds as basic unit of sale
Columbia survey finds major gains in broadcast journalism

The object of the game is to cripple the other.



Frank Merriwell is dead.

The clean-cut young quarterback takes the ball and scoots back into the pocket. He looks downfield, waiting for one of his receivers to get free.

He waits too long. A gargantuan defensive end smashes through the protection and, snarling an obscenity, levels him with a forearm clout to the side of the helmet, catching him with a knee to the solar plexus on the way down.

In the good old days of Frank Merriwell, the clean-cut young quarterback would have picked himself up off the ground, grinning heroically through the pain, and thrown a last-second game-winning touchdown pass. The foul-mouthed end, defeated, would have slunk off into the shadows, despised even by his own teammates.

Today, the quarterback goes back to the taxi squad, and the end goes to the Super Bowl.

The trouble is, most TV sportscasters go on talking about big-time athletes as if they were a collection of Frank Merriwells.

We don't.

On 'Man to Man', Merlin Olsen and Roman Gabriel probe the adult side of sport with two articulate athletes and one sports-fan celebrity each week.

Guests like Jerry West, George Plimpton, Carl Eller, Rock Hudson, Mario Andretti, Gordie Howe, Jim Bouton, Johnny Sample, and Chuck Connors.

They discuss the almost-constant pain many athletes have to put up with, the subtle influences of gamblers, whether an athlete can drink and still do his job, and a lot of other things that never occurred to Frank Merriwell.

'Man to Man' is a 26-half-hour, first-run sports series from MGM Television. (212) 262-2727

MAN TO MAN

The first adult sports show.

MGM TELEVISION 1350 AVENUE OF THE AMERICAS

RISENHOOVER & DALLAS/FORT WORTH EYEWITNESS the SPORTS

Sports Director Dick Risenhoover and Dallas-Fort Worth have teamed up. It's some team. The fact is it's the 11th ADI market in the Nation, and that is some team. Contact your HR representative for availabilities.

KDFW-TV

4

DALLAS-FORT WORTH

The Dallas Times Herald Station ☐ *Ves R. Box*, President ☐ represented nationally by HR

Closed Circuit®

Everybody rides?

Consideration being given by NBC to disposition of its radio network, along with possible sale of its owned-and-operated stations, has triggered speculation about what steps FCC might take to ease economic burden of radio networking. In one responsible quarter, it's thought at least four votes could be mustered to allow networks jointly to lease single set of land lines, staggering their feeds to affiliates (for live or delayed broadcasts). According to 1969 figures, radio interconnection charges were in excess of $7.5 million. Increased tariffs have been authorized by FCC effective this year.

ABC, with its four radio networks, actually is feeding separate news programing on staggered formula for use by stations as they see fit. Many stations use national network news transmissions as centerpiece of news roundups with their local and regional segments. Biggest assist would be given bonus stations, which not only pay their portion of line charges to get service, but also are charged on FCC-required logs, with network commercial time for which they get no remuneration. Networks may be wary of approaching co-op arrangements because of antitrust laws, but FCC, rather than see any radio network go under, might use good offices to get Justice Department clearance, if asked.

Ventures

At time when number of broadcasters seem ready to get out of radio, new company has been formed to get in. It's Firestone Communications Inc., established by William N. Farlie Jr., RKO General vice president for administration; James R. Lightfoot, general manager of Westinghouse Broadcasting's WBZ(AM) Boston, and Bertram R. Firestone, chairman of Baker-Firestone Inc., New York real-estate firm, and owner of Chance Hill, thoroughbred racing farm in Wilton, Conn. They hope in time to acquire and operate FCC limit of seven AM, seven FM stations in major markets and reportedly have some talks under way even though their offices (375 Park Avenue, New York) won't open until Jan. 1. Mr. Firestone is chairman of executive committee, Mr. Farlie board chairman, Mr. Lightfoot president.

Their theory is that radio's prospects are undervalued—that buying opportunities are being created in some cases by tight-money situation, in others by unwarranted "panic" over regulatory outlook where radio is concerned. Mr. Lightfoot has resigned at WBZ effective at end of year, to be succeeded by Sy Yanoff, now general sales manager. Mr. Farlie also has resigned effective at end of year with successor yet to be named.

Easing up

Broadcasters will apparently be given relatively free rein as to their obligations on informing public regarding cigarettes and health after statutory ban on cigarette commercials goes into effect Jan. 1. Commission policy statement circulating among commissioners for final approval last week is said to hold that health-hazard issue is no longer controversial and that broadcasters carrying anticigarette spots need not be concerned about providing balanced treatment.

Furthermore, statement reportedly does not hold that broadcasters must carry anticigarette spots or any other kind of information on health-hazard issue; broadcasters will be allowed discretion to decide which kinds of public-interest issues are of particular concern to their areas. Broadcasters would be asked to defend their choice of public-interest issues, but statement is said to make clear that commission will not publish "must play" list.

Late shows

CBS-TV, planning to program 7:30-10:30 p.m. New York time under prime-time access rule, has questionnaired affiliates on their own plans for 10:30-11 p.m. and their preferences as to starting time for late-night network programing including, among other choices, start of late-night entertainment at 11 p.m. and introduction of new quarter-hour or half-hour network newscast, if available, at 11-11:15, 11:15-11:30 or 11-11:30. Other alternatives offered for start of entertaining programing were 11:30 p.m. as at present, 11:15 p.m., "other" and "would not clear." CBS says it wants to determine late-night schedule soon.

One to the bar

Federal Communications Bar Association may gain member now that Sherman Unger's nomination to FCC has been withdrawn (see page 22). Mr. Unger, member of Cincinnati law firm before joining Nixon administration as general counsel of Housing and Urban Development, is going back to law. But he hasn't decided whether to practice in Cincinnati, Washington or both. In more than four months that elapsed between his nomination and its withdrawal, he read considerable amount of communications law, is said to feel he has acquired background helpful for career in that field.

Thomas J. Houser, named to succeed Mr. Unger as President Nixon's FCC nominee, will find at least one familiar face at commission—that of new general counsel, Richard Wiley, whom he knew when both were in private practice in Chicago.

Keeping distances

Though agencies fear loss of product protection with CBS-TV switch from 60 seconds to 30 seconds as basic sale unit (story, page 52), CBS officials insist they will do all possible to keep protection from deteriorating. So far as policy goes, they say chief change is that 120-second buyer in hour program at night, who now gets protection for his advertised products in full hour, will be guaranteed protection only in half-hour in which his commercials appear. But as practical matter, they say, he'll probably continue to be protected in other half-hour as well. In all cases they insist every effort will be made to maintain maximum separation between commercials for competing or incompatible products.

At very least, they maintain, these minimums will be observed: When two 30's are bought together—dominant practice now—products advertised in them will be protected against competition in their time segment (segment is half-hour at night, quarter-hour in daytime). Program "sponsors"—buyers of 120 seconds in program—will, as in past, have protection in that segment and also be entitled to billboards and cast commercials if they wish. In two-minute (120-second) commercial "pods," as in movies, buyer of one 30 will be protected in other three. Product in single 30 gets protection in that commercial position (i.e.: competing product will not be coupled with it). And buyer of three or more 30's will get protection for each segment in which it runs.

BROADCASTING, December 14, 1970: Vol. 79, No. 24
Postmaster: Send Form 3579 to BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

ON CRIME:
"We must be concerned about the spread of crime and violence and the disregard for the property rights of others, and yet we must be optimistic enough to believe that this problem can be solved."
Edward J. McNeal
Executive Director
Retail Merchants Assn.

ON HEALTH:
"Basically, our health problems in this city aren't rats or trash or inoculations, or VD or TB – our problems are people problems and the need for more of us to shoulder our responsibilities to ourselves, our families and our communities."
Dr. Robert Farber
City Health Commissioner

ON POVERTY:
"Here there is crime, here there is poverty, complex problems of education, economy. In these neighborhoods, poverty has become a life style."
Vernon R. Sheffey
Executive Director
Lafayette Square
Community Center

ON POLLUTION:
"Our young students want to know why our rivers are sewers and how can we clean them up."
James A. Pine
State Senator
Baltimore County
5th District

ON RACE:
"In its history our country has had some things to its credit in black-white relationships. But on the whole the record has been one of failure."
Dr. Benjamin Quarles
Professor of History
Morgan State College

ON NARCOTICS:
"Drug abuse in Maryland is a health hazard of epidemic proportions with practically no services available to meet it."
The Rev. Frederick J. Hanna
Former Coordinator
Drug Abuse Program
for City Health Dept.

OPINION POLL:

MARYLANDERS SPEAK THEIR MINDS

This featured portion of "NEWSWATCH" had its inception with a WMAR-TV poll of 521 opinion leaders throughout Maryland. So many of them chose to expand their comments on important issues that WMAR-TV decided to devote air time to their ideas. Over 55 of these voices have been telecast to date.

"NEWSWATCH," 6, 7 and 11 PM, doesn't just report the news – it invites the public to be a part of the news. Another reason for the continuing news leadership of WMAR-TV.

In Maryland Most People Watch

WMAR-TV

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

WeekInBrief

Thomas J. Houser, lawyer and deputy director of Peace Corps, will be nominated to fill six-month vacancy on FCC, White House announces. Nomination of Sherman Unger is being withdrawn at his own request. See . . .

Lawyer out of Minow firm named to FCC . . . 22

FCC figures show that revenues in 1969 registered 6.1% gain over 1968—up for second successive year—but that profits were down 11.1%. Prognosis for 1970 is bullish. See . . .

Radio trend: gross up, net down . . . 24

TV code review board of NAB calls for special task force to look into time standards in present TV code with aim of reducing number and length of commercials and other non-program material. Report is due Jan. 15. See . . .

Task force asked to cope with TV time . . . 50

As CBS-TV formally discloses it is switching from 60-second to 30-second commercial as basic unit of sale, ABC, NBC and station representatives appear ready—reluctantly—to follow suit. See . . .

The 'inevitability' of it all . . . 52

Report by jurors for Alfred I. du Pont/Columbia University broadcast-journalism awards is far more complimentary to broadcasters than one year ago; cites public service through news coverage. See . . .

A major tribute to broadcast journalism . . . 54

FCC tells three TV networks that they must improve their practices of distributing uncleared program material to nonaffiliates; gives them until June 30, 1971, to submit report on proposed changes. See . . .

FCC warns networks on uncleared shows . . . 58

General Electric Co. forms new subsidiary, Tomorrow Productions Inc., to produce TV programs, motion pictures and stage presentations. Thomas W. Moore, former president of ABC-TV, is named to head new company. See . . .

GE enters programing arena . . . 62

Sampling of numerous comments on FCC's CATV proposals, filed to meet deadline last week, reveals that distant-signal importation plan is among those most controversial. See . . .

Distant-signal plan sparks replies . . . 63

News-distortion issue, one of five involved in WPIX(TV) New York license renewal hearing, is examined as hearing briefly reopens in Washington last week. Proceeding is scheduled to resume Feb. 2. See . . .

Old issue, new site for WPIX hearing . . . 67

Merger of Plough Inc. and Schering Corp. gains FCC approval by 3-to-2 vote. Absence of Commissioner Robert T. Bartley breaks previous deadlock that had centered on one-to-customer rule. See . . .

FCC approves merger of Schering-Plough . . . 69

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Broadcasting

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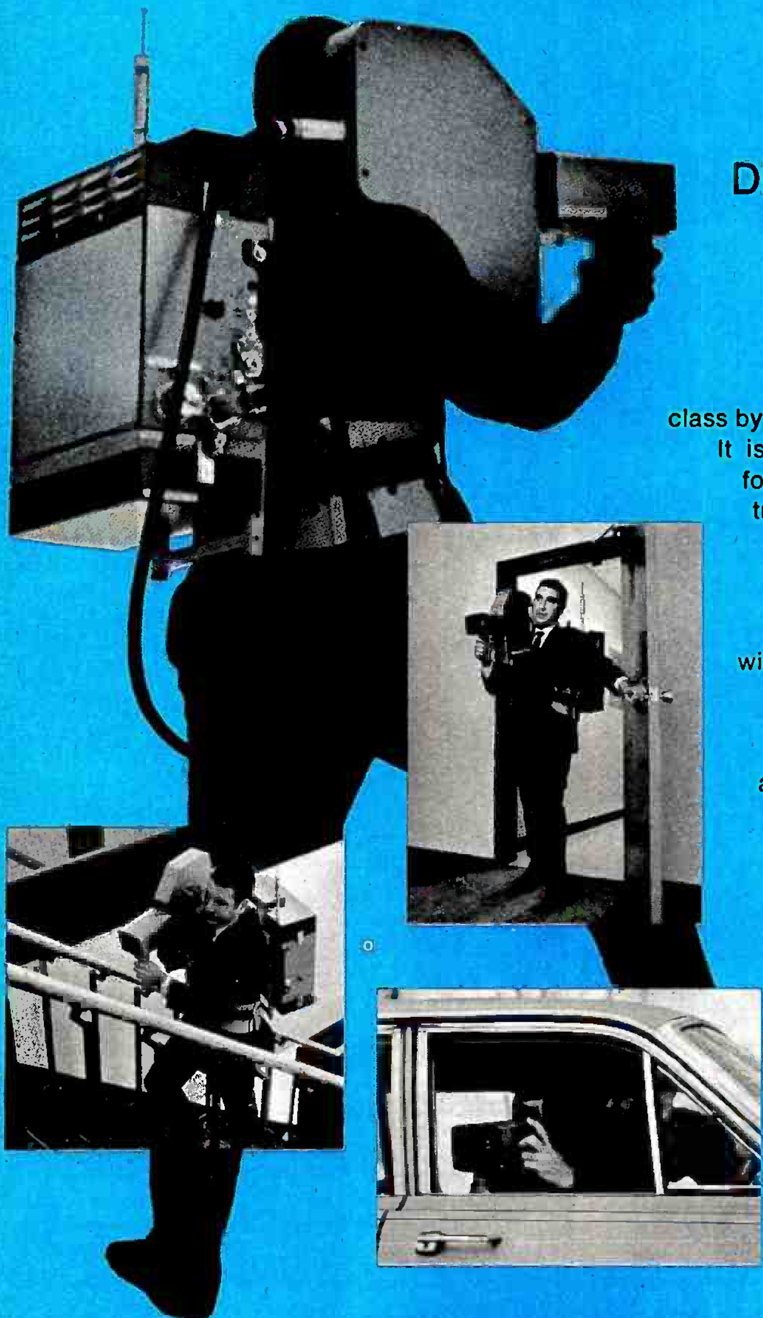
The Portable PCP-90... direct-broadcast color from the backpack



Digitally-controlled Norelco "Minicam" sends a live color-composite signal by microwave or triax

The Norelco PCP-90 "Minicam" is in a class by itself as the most mobile of field cameras. It is the go-anywhere, do-anything portable for broadcast quality color television. Controls can be beamed from as far away as 30 miles. Signal processing is done in the backpack. You can broadcast live, or take along a portable recorder and tape the action for playback. Operating wireless or on small, cost-reducing triax, the PCP-90 with its 1" Plumbicon* tubes brings total flexibility to color telecasting. Minicam is making the scene daily in an unprecedented variety of field, airborne and studio events. It's ready to make your scene now.

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A NORTH AMERICAN PHILIPS COMPANY

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Montvale, N.J. 07645 (201) 391-1000

*Reg. T.M. N.V. Philips of Holland

Late news breaks on this and opposite page.
Complete coverage of the week begins on page 22.

At Deadline

ABC, NBC announce 30's

Other shoe dropped Friday (Dec. 11) on conversion of basic network-TV sales unit from 60 seconds to 30—two shoes, in fact. Both NBC-TV and ABC-TV disclosed they were following CBS-TV's lead (BROADCASTING, Dec. 7; also see page 52), and making 30's their minimum-purchase requirement.

Neither specified exactly how its 30-second rate would be priced but it was assumed that, like CBS-TV, both would start by pegging it at 50% of current minute rates.

Don Mercer, NBC station relations vice president, told affiliates that "although this is not a change we would have initiated, the NBC-TV network must be competitive in its sales policies and cannot afford to be less flexible than any other network." But he said "we will continue to emphasize in our selling efforts the advantages of program proprietorship and the longer commercial forms." He said move to 30-base would be effective Jan. 1.

ABC sources said their salesmen were "on the street right now" selling new 30-second units although network had opposed change until CBS move "left us no alternative." Salesmen were selling new unit for first quarter of 1971 but there was speculation that some new sales might appear on screen before end of year.

Gets three-judge court

Six AM's seeking to block implementation of law to outlaw broadcast of cigarette commercials after Jan. 1 have won initial round in court suit. Federal Judge George L. Hart Jr. in Washington has decided that broadcasters' challenge poses "substantial" constitutional questions and has convened three-judge court to hear case. AM's bringing suit are WNAV(AM) Annapolis, Md.; WDOV(AM) Dover, Del.; WTMA(AM) Charleston, S.C.; KVFD(AM) Fort Dodge, Iowa; WLAG(AM) La Grange, Ga., and WMNI(AM) Columbus, Ohio (BROADCASTING, Dec. 7). Other judges will be Circuit Judge J. Skelly Wright and District Judge June L. Green.

Won't seem like GI Xmas

Bob Hope, who leaves today (Dec. 14) for 21st Christmas tour of American military bases overseas, is expected to announce it will also be his last. Mr. Hope, 66, is said to feel that after so many years away from home, he would like to spend next few holidays with his family. NBC-TV, which has carried Mr. Hope's Christmas special since 1955, will present this one as 90-minute program Jan. 14, 8:30-10 p.m. (NYT).

Carson/Roberts to O&M

Carson/Roberts, Los Angeles, is to become wholly-owned division of Ogilvy & Mather under letter of intent signed by agencies, according to joint announcement scheduled for release today (Dec. 14). Purchase terms were not announced and transaction, agencies said, "is still subject to final agreements."

O&M's domestic billing is estimated to be over $160 million this year. It became public company in 1966. Carson/Roberts, which claims to be largest West Coast-based agency, is billing $30 million. Agencies' broadcast billing in 1970, when added together, would come to more than $130 million. On that basis, O&M would have ranked seventh in list of top-50 broadcast agencies in U.S. (BROADCASTING, Nov. 23).

Under proposed agreement, Carson/Roberts, after acquisition, will retain its name and operate autonomously. Its principals will continue in their posts: Ralph Carson as board chairman, Jack Roberts as vice chairman and director of creative services, and Cy Schneider as president. Mr. Carson made announcement for Carson/Roberts and David Ogilvy, board chairman of O&M, for that agency.

Nixon mulls new formats

President Nixon has opened door to suggestions as to how he could make better use of news conferences to communicate with American people "without dominating the television too much."

He asked for suggestions at his news conference Thursday—first since July 30—after NBC's Herb Kaplow raised question about infrequency of such appearances, fact that has caused growing restiveness among White House reporters.

President, in raising question about dominating television, recalled that one network last summer decided to give "equal time" to President's opponents because "he was on television too much."

Consequently, he said, "televised press conferences perhaps should be limited."

His reference apparently was to CBS action providing time in July to Democratic National Committee Chairman Lawrence F. O'Brien to help balance coverage given President, which included five televised reports to nation since November 1969.

Among alternatives to formal televised news conferences, president suggested more informal conferences in his office, "more one-on-one," and television interviews in which "three of the top columnists" instead of anchormen would participate.

Sues to stop Viacom plan

Three minority stockholders in San Francisco CATV system principally owned by CBS have filed suit to block CBS's plan for spinning off its CATV and domestic-syndication operations as means of complying with FCC rules.

Suit, filed Friday (Dec. 11) in federal district court in San Francisco, attacks spin-off plan as violation of Securities and Exchange Act and antitrust laws, as well as effort to frustrate commission rules.

Stockholders say CBS gained control of company, Television Signal Corp., through "fraudulent" promises.

Suit seeks order barring CBS from transferring CATV to Viacom Inc., which will take over CBS's CATV and domestic-syndication operations. It will be owned by CBS stockholders but its stock will be publicly traded.

Stockholders—Louis Benedetti, Frank Veroucci Jr. and Marino Lacopi, also plan to bring matter to FCC's attention. They are expected to ask commission to issue cease and desist order and to

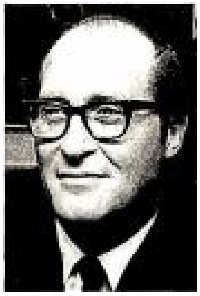
Looking to suburbs

Chicago White Sox cannot find any major Chicago radio station to carry American League team's 1971 season so, "we are going to the suburbs and could end up with as many as a couple-dozen small stations such as Joliet, Ill., and Hammond, Gary and Michigan City, Ind.," Stu Holcomb, team vice president-general manager, said Friday (Dec. 11). This would be apart from usual 90-station network of General Finance Corp. through Post-Keyes-Gardner, Chicago. WMAQ(AM) Chicago carried Sox for last four years. Team is in fourth year of five-year contract on WFLD-TV Chicago.

More "At Deadline" on page 10

Week's Headliners


Mr. Connelly


Mr. Nierman


Mr. Fuchs


Mr. Lashenick


Mr. Shaffer

Martin F. Connelly, VP, Metromedia TV Inc., named president of Edward Petry and Co., TV-station rep, replacing **Martin L. Nierman**, who becomes chairman of board (see story, page 49).

Hanno Fuchs, executive VP, creative services, Richard K. Manoff Inc., New York, named president. **Russell K. Shaffer**, senior VP and director of client services becomes executive VP and chief operating officer. **Jules H. Lashenick**, senior VP, named executive VP and continues as general manager. **Richard K. Manoff** relinquishes presidency but continues as board chairman and chief executive officer.

Julian E. AvRutick, VP and account supervisor, Young & Rubicam, New York, named senior VP in charge of Western operations with headquarters in Los Angeles. Mr. AvRutick, who has been with Y & R since 1960 in Toronto and New York, succeeds **J. T. Ellington Jr.**, who has resigned to become special deputy to postmaster general, Washington.

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

hold hearing on whether spin-off to Viacom amounts to frustration of commission rules barring networks from owning CATV systems and from operating domestic-syndication companies.

Action comes at time when commission itself is showing interest in CBS's move. Commissioners are said to have decided at meeting Wednesday to ask CBS for report on how spin-off plan conforms with commission rules.

CBS on Friday (Dec. 11) had no comment on court suit.

CBS stock prices on New York Stock Exchange opened Friday (Dec. 11) almost three points below closing on preceding day, reflecting adjustment for forthcoming distribution of Viacom International Inc. stock and status of CBS's annual 2% stock dividend.

CBS stock opened Friday at 27¼, closed at 27¾. Viacom, trading on when-issued basis since Dec. 3, when it opened at 19½ and closed at 19, closed Thursday at 16⅝ and Friday at 15¼.

Burnett executive VP

Gordon Rothrock, vice president, Leo Burnett Co., Chicago, promoted to executive vice president of Leo Burnett International which moves headquarters to Chicago in early 1971. He was managing director of London office 1962-66.

Gears for European CATV

Teleprompter Corp., New York, major CATV owner, and Suez American Risk Capital Fund S.A., Paris, have formed International Communications Systems S.A. to develop cable television and broadband communications services in Western Europe and United Kingdom.

Irving B. Kahn, chairman-president of Teleprompter, will be chairman and chief executive officer of new firm to be headquartered initially in France. Suez American is affiliate of CIE Financiere de Suez et de L'Union Parisienne, one of Europe's largest financial institutions.

Clutter study gets underway

General Foods sources reported that as of Friday (Dec. 11) nearly 60 people had indicated they would attend General Foods-Ogilvy & Mather meeting Wednesday (Dec. 16) to explore proposed "TV environment" (clutter) study (BROADCASTING, Nov. 2). Group will be made up of GF and O&M executives as well as representative groups of other advertisers and of broadcasters, it was said. Meeting will be held at Ogilvy & Mather offices in New York (GF's headquarters is in White Plains, N.Y.). Meeting follows formation of task force by TV-code review board of National Association of Broadcasters to study same problem (see page 50).

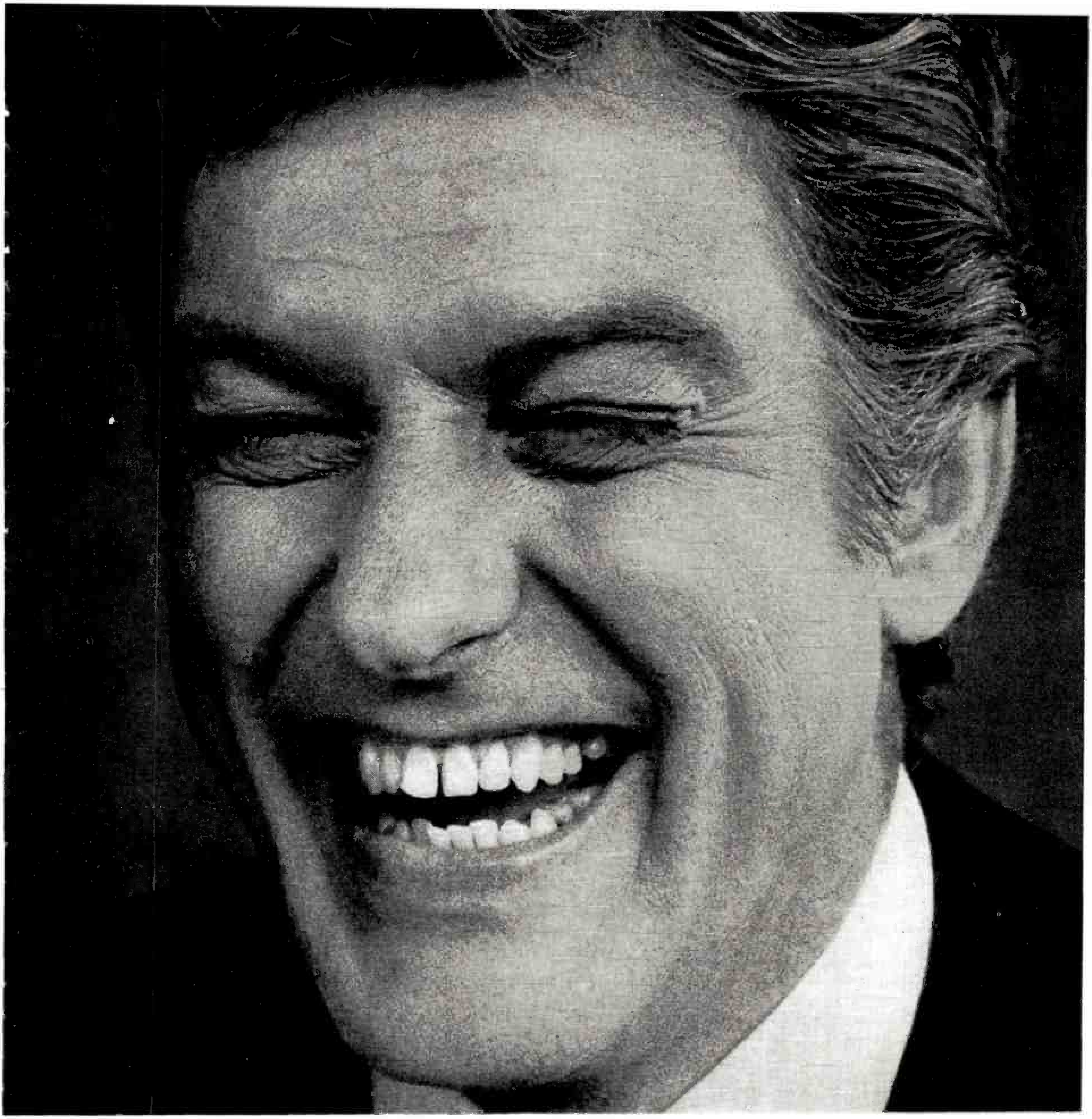
Study that would test commercial-TV lengths and program interruptions was first proposed at Association of National Advertisers convention by Archa O. Knowlton, director of media services for GF, and Jules Fine, senior vice president and director of marketing services at Ogilvy. At ANA, they called for support of other advertisers and of broadcasters in researching clutter problem and suggested formation of "industry study group."

Nixon 'uses' TV: Johnson

FCC Commissioner Nicholas Johnson was scheduled to deliver denunciation of Nixon administration's involvement in TV, in keynote speech today (Dec. 14) to London meeting of International Association of Political Consultants. This is third meeting of group, whose president is Joseph Napolitan, Washington-based political consultant.

Major thrust of Mr. Johnson's speech was indictment of President Nixon and members of his administration at what Mr. Johnson strongly contends is manipulation of TV for political advantage. He concluded, however, by offering these proposals for use of TV by political candidates:

- Prohibiting purchases of political time, making it available to them free.
- Apportioning time equally among all major party candidates, and giving it to others proportionally based on votes received in prior elections or number of signatures on petitions.
- Forbidding candidates from using time in less than five-minute segments.
- Balancing use of political propaganda films and advertising techniques by requiring candidates to be shown immediately following their political programs in settings over which they have no control, such as debates, press conferences or news interviews.



Follow our leaders!

"The Dick Van Dyke Show" is a leader.

First in its time period in Top 10 markets like Chicago and Washington, D. C. First again in cross-country markets like Dayton, Indianapolis, Kansas City, Norfolk, Sacramento-Stockton and San Diego. With 26 to 53 percent of the total audience.

Dick is the leading man with young homemakers. Women 18 to 49 make up 71 percent of total women viewing in Boston. 77 percent in Chicago. 83 percent in Milwaukee. 73 percent in Indianapolis. 72 percent in Kansas City. 73 percent in Philadelphia.

And what an audience builder. In market after market, Dick Van Dyke soars over the lead-in program. With increases as high as 220 percent!

Why not let Dick's following make you a leader?

CBS Enterprises

Follow our leaders...

NSI, Oct. 1970. Audience estimates subject to qualifications available on request.

Datebook®

A calendar of important meetings and events in communications

December

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).

Dec. 21—Annual stockholders meeting of *Walt Disney Productions.* Wiltern Theater, Los Angeles.

January, 1971

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

■Jan. 8—Entry deadline, *Northwest Broadcast News Association* news awards competition. Contact Lowell Ludford, PR dept, 3M Co., 3M Center, St. Paul 55101.

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. 12—Public hearing of the *Canadian Radio-Television Commission.* Centennial Centre, Ottawa.

Jan. 13-16—Annual meeting, *Rocky Mountain Cable Television Association.* Sheraton Motor inn, El Paso.

Jan. 14-15—32d annual New England marketing management conference and sales rally, *Sales & Marketing Executives of Greater Boston.* Statler Hilton hotel, Boston.

■Jan. 16—Organization meeting, steering committee, *Women Broadcasters of America.* Conrad Hilton hotel, Chicago.

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—Program origination seminar, sponsored by *National Cable Television Association.* Burlingame hotel, Burlingame, Calif. Contact Larry Bowin, NCTA, 198 16th St., Washington.

Jan. 18-20—First *Broadcasting Industry Symposium.* Kenneth A. Cox is chairman of conference; Richard W. Jencks and Donald H. McGannon are among speakers. Washington Hilton hotel, Washington.

Jan. 19—Radio Commercials Workshop, *International Radio and Television Society.* Waldorf-Astoria, New York. Inquiries: IRTS, 420 Lexington Avenue, New York 10017.

Jan. 19-22—Board meeting, *National Association of Broadcasters.* LaQuinta hotel, LaQuinta, Calif.

Jan. 21—1971 *Printing Week* banquet. Eric Sevareid is featured speaker. Bellevue-Stratford hotel, Philadelphia.

Jan. 21-23—Meeting of *Alabama Association of Broadcasters.* Parliament House, Birmingham.

Jan. 24-25—Meeting of *Idaho Association of Broadcasters.* Downtowner hotel, Boise.

Jan. 24-25—Meeting of *South Carolina Association of Broadcasters.* Wade Hampton hotel, Columbia.

Jan. 24-26—Midwinter convention, *Idaho State Broadcasters Association.* Downtowner hotel, Boise.

Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters.* Hilton inn, Oklahoma City.

Jan. 24-27—Annual convention, *National Religious Broadcasters.* Washington Hilton hotel.

Jan. 27-28—Meeting of *Georgia Radio and Television Institute.* University of Georgia, Athens.

Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Indianapolis.

Jan. 28.—*Federal Communications Bar Associa-*

1971 Radio Advertising Bureau management conference schedule:

■Feb. 1-2—Hyatt House, San Francisco.

■Feb. 4-5—Marriott motor inn, Dallas.

■Feb. 11-12—White Plains hotel, White Plains, N.Y. (New York area).

■Feb. 18-19—Sheraton Four Ambassadors, Miami.

■Feb. 22-23—O'Hare inn, Chicago.

■Feb. 25-26—Carrousel motor inn, Cincinnati.

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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.
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"Petticoat Junction" is a leader.

Now in its first syndication season after seven solid years on CBS. And a leader all over again. In markets north, east, south, west.

"Petticoat Junction" is first in its time period in Minneapolis-St. Paul, with a 42 percent audience share. First in Denver, with a 28 percent share. In Charleston-Huntington, with a 63 percent share. In Grand Rapids-Kalamazoo, with a 53 percent share. In Greenville-Spartanburg-Asheville, with a 41 percent share. In Louisville, with a 37 percent share. In New York, "Petticoat Junction" doubled its rating during its first month!

All of which points to petticoat power. Get it going on your station.

CBS Enterprises

Follow our leaders...

NSI. Sept. and Oct. 1970. Audience estimates subject to qualifications available on request.

tion luncheon, with Dr. Clay T. Whitehead as featured speaker. Army-Navy Club, Washington.

Jan. 31—Entry deadline, American Research Bureau's 3d annual contest to honor innovative uses of audience research data. Entry blanks obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammendale Road, Beltsville, Md. 20705.

February, 1971

■Feb. 1—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).

■Feb. 1—New deadline for reply comments on *FCC's* proposals concerning technical standards for CATV systems (Doc. 18894).

■Feb. 1—New deadline for reply comments on *FCC's* proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892).

■Feb. 1—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).

Feb. 1-3—Government affairs conference, *American Advertising Federation.* Washington Hilton hotel.

Feb. 3—Deadline for reply comments on *FCC's* proposed rulemaking regarding establishment of domestic communications satellite system.

Feb. 4-5—Spring meeting, *Louisiana Association of Cable TV Operators.* Ramada Inn, Monroe.

Feb. 4-6—*New Mexico Broadcasters Association* convention. Palms motor hotel, Las Cruces, N.M.

■Feb. 5-6—23rd annual seminar, *Northwest Broadcast News Association.* University of Minnesota, Minneapolis.

■Feb. 8—*FCC* hearing on license renewal of WPDQ(AM) Jacksonville, Fla. Jacksonville (Doc. 19126).

Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters.* John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.

Feb. 15-16—Program origination seminar, sponsored by *National Cable Television Association.* Dallas-Hyatt House, Dallas.

Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.

Feb. 16—Public hearing of the *Canadian Radio-Television Commission.* Centennial Centre, Ottawa.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

Feb. 16-19—Annual conference, *National Association of Television Program Executives.* Astroworld, Houston.

■Feb. 22—*FCC* hearing on license renewal applications for WIFE-AM-FM Indianapolis; KOIL-AM-FM Omaha, and KISN(AM) Portland, Ore. Washington (Doc. 19122-5).

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters.* Pfister hotel, Milwaukee.

March, 1971

March 1—New deadline set by *FCC* for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1 (Doc. 16495).

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

March 5-6—Convention, *Georgia Cable Television Association.* Augusta Towne House, Augusta.

March 8-11—Spring conference, *Electronic Industries Association.* Statler Hilton hotel, Washington.

March 9—Meeting of *New York Association of Broadcasters.* Thruway Hyatt House, Albany.

March 15—*FCC* deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system (Doc. 16495).

March 16—Public hearing of the *Canadian Radio-Television Commission.* Lord Nelson hotel, Halifax, N.S.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers.* Coliseum and Hilton hotels, New York.

March 28-31—*National Association of Broadcasters* annual convention. Conrad Hilton hotel, Chicago.

■March 30—Deadline for comments on applications for, and *FCC's* rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

March 30—*FCC* deadline for Western Tele-Communications Inc. to file for earth stations to be operated with systems proposed by other applicants.

March 30—*FCC* deadline for networks' affiliates

associations to apply for prototype receive-only earth station (Doc. 16495).

April, 1971

April 1—New deadline set by *FCC* for origination of programing by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

■April 4-6—Annual convention, *Southern CATV Association*, Sheraton-Peabody hotel, Memphis, Tenn.

April 13—Public hearing of the *Canadian Radio-Television Commission*. The hearing will deal only with proposed CATV policies and regulations. Centennial Centre, Ottawa.

April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

■April 26—Deadline for reply comments on applications for, and *FCC's* rulemaking proposal concerning, domestic communications satellite systems in 4 and 6 ghz bands or utilizing higher frequencies (Doc. 16495).

April 28 - May 2—National convention, *American Women in Radio and Television*. Timmie Pierce, WRC-AM-FM Washington, is convention chairman. Washington Hilton hotel, Washington.

May, 1971

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

May 18—Public hearing of the *Canadian Radio-Television Commission*. Bayshore Inn, Vancouver, B.C.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

June, 1971

June 7—Second World Administrative Radio Conference for Space Telecommunications, *International Telecommunication Union*. Geneva.

June 8—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

June 14-16—International conference on communications, sponsored by *Communications Technology Group* and *Montreal Section, Institute of Electrical and Electronics Engineers*. D. M. Atkinson, chairman. Queen Elizabeth hotel, Montreal.

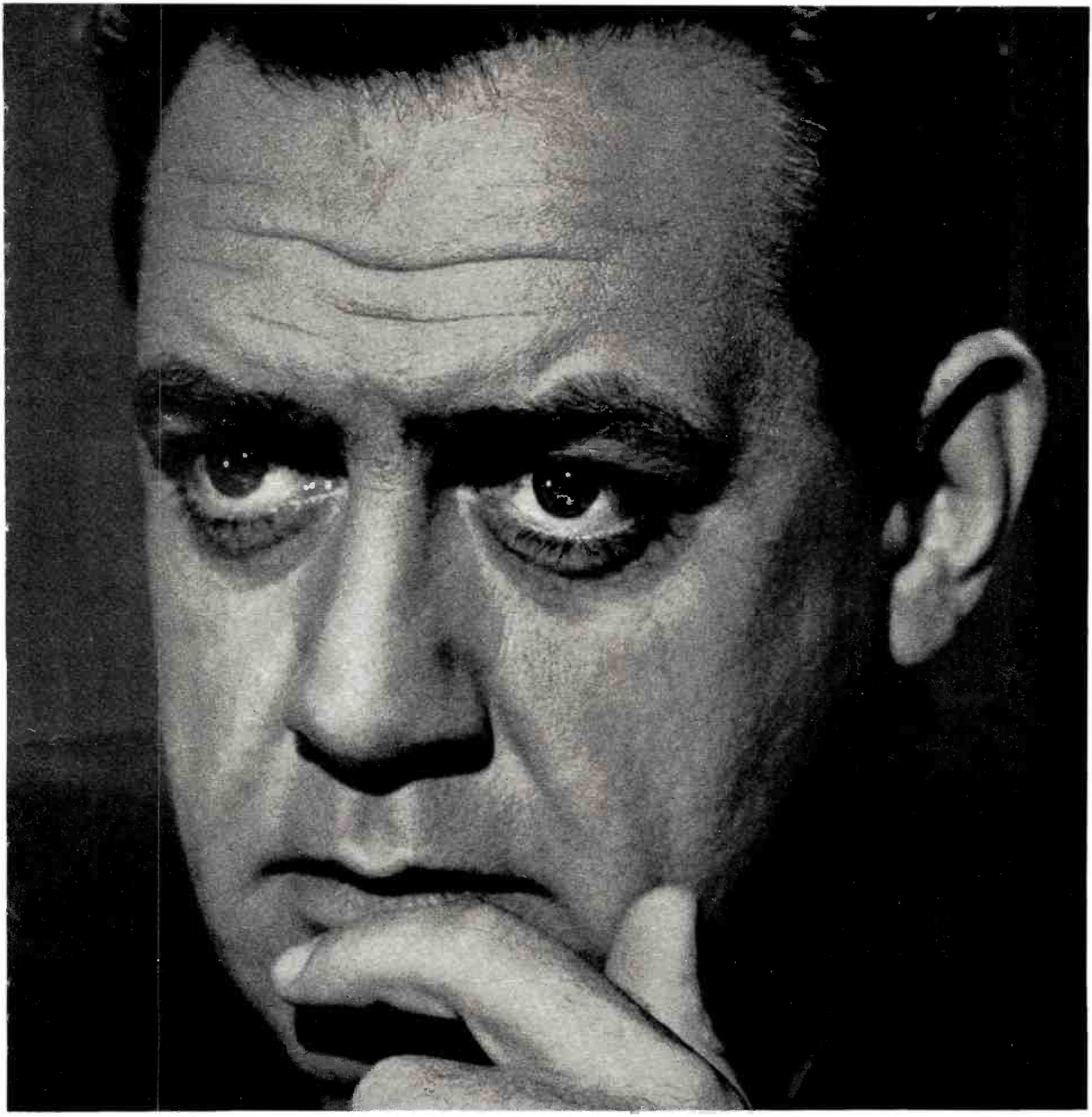
OpenMike ®

Digisonics: a new angle

EDITOR: I don't have to explain to you that, in general, broadcasters are not very happy about the whole International Digisonics proposition (BROADCASTING, Dec. 7).

One thing seems to have been completely overlooked in this whole affair: The broadcaster is supposed to be responsible for what goes out on his air. If this type of device is allowed, the broadcaster has no way of understanding or having knowledge as to what these codes contain or are all about. Therefore, he is in automatic violation of the basic rules under which he operates.

Under the circumstances outlined above, it would be entirely feasible that the FCC, an arm of the U.S. government, is automatically creating a situation whereby that very government could be in jeopardy. If a broadcaster doesn't know what he's putting on the air, if codes are coming in from all



"Perry Mason" is a leader.

The all-time champ: "Perry Mason" is the most successful series in syndication history. A leading audience contender any time of day—afternoon, early evening, prime time, late evening.

Take late evening, a good Mason time. The man to beat is Johnny Carson. And Mason does it time and again. In Dayton, Perry has a 90 percent audience lead over Johnny. In New Orleans, he's 46 percent ahead. And in Washington, D.C., Mason leads Carson by 24 percent.

That's leadership. That's...

CBS Enterprises

New York, Chicago, San Francisco, Dallas, Atlanta

NSI, Oct. 1970. Audience estimates subject to qualifications available on request.

sorts of places, is it not possible that this device could also be used for purposes against the interests and security of the U.S. and against the interests of the people of the U.S.?—*George Comte, general manager,* WTMJ-AM-FM-TV *Milwaukee.*

A blast at Kershaw

EDITOR: Andrew Kershaw's "Monday Memo" in the Nov. 30 issue of BROADCASTING ("Technology, not advertising, is the bearer of social change") is but one more in the tiresome series of moral cop-outs by admen. Agency people are usually quick to tout the persuasive powers of advertising. . . . Yet when talking about social change instead of product sales, many admen instantly try to talk down their persuasive powers.

The subjective judgments of admen about which life styles to depict strongly influence the selection of life style and aspiration by those exposed to the messages. Denial of this fact is by implication a denial of the persuasive powers of advertising. Agencies shouldn't even hire people who fail to recognize this truth—much less let them get to be president.—*Louis G. Schoen, Minneapolis.*

Two dropping out, not four

EDITOR: The story in your Dec. 7 issue incorrectly stated that NBC television network is canceling four prime-time programs at midseason.

The Red Skelton Show has not been canceled. It will continue with original programs through March, followed by selected repeats later in the summer.

Monday Night at The Movies has not been canceled. Its time period will be the new home for original made-for-television features under the umbrella title *NBC World Premiere Movie,* beginning Jan. 11. Since "World Premiere" films have been scheduled on all three NBC-TV movie nights in past seasons, our forthcoming move represents simply a change of concept—not cancellation—of one of our "Nights at the Movies."

Although five nights are affected by our midseason programing plans, there are only two cancellations.—*Josh Kane, manager, program and trade publicity, NBC-TV.*

He belongs in Vermont

EDITOR: In your report on the Senate's action in sustaining the Presidential veto of S. 3637 (Nov. 30), you moved our junior senator out of state. Senator Winston L. Prouty is of course a Vermonter. Broadcasters in our state were very pleased to have both Senators Aiken and Prouty switch their vote and back the veto.—*Frank A. Balch, president and general manager,* WJOY-AM-FM *Burlington, Vt.*

If your station isn't in the top 100 markets... this news is of compelling importance to you.

THIS IS YOUR LIFE is returning to television.

Starting January, 1971, Lever Brothers is sponsoring the new, totally contemporary Emmy winner in the Top 100.

RALPH EDWARDS, originator of this classic series, will be host. The surprise, excitement, and abiding human interest that made the program a fascinating national habit, will be even more enhanced. And remember, it will be a **today** program.

The series is available in all other markets, domestic and foreign. Except England, where two months after the series resumed recently, it leaped to the Number One rating.

Add new life to your schedule with THIS IS YOUR LIFE.

WESTERN VIDEO INDUSTRIES, INC.

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Los Angeles, California 90028
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Richard Dinsmore, Vice President

Produced by Gemini Productions and Western Video/Taped at Hollywood Video Center

MondayMemo *from Blair Vedder, executive VP, Needham, Harper & Steers, Chicago*

How to bring radio into its 'second golden age'

Radio, like women's skirts, has had more than its share of ups and downs over the past several decades.

Back in the years running into the early nineteen-fifties radio was the darling of the advertising world. Sponsors stood in line as America got its news from H. V. Kaltenborn, its sports from Bill Stern, its thrills from Jack Armstrong and its laughs from Jack Benny. Those were the days when Pepsi-Cola gave you twice as much for a nickel and when millions sat glued to their sets to hear whether that contestant on *Take It or Leave It* would take the big plunge and try for the $64 question.

But by 1955 the $64 question was: "Whatever happened to radio?"

What had been only sound now was sound and pictures. Television was here and it created an instant and total revolution in home entertainment. Many advertisers seemed convinced radio was dead. The trouble was it kept twitching.

In the late nineteen-fifties certain agency people and advertisers became aware of some advertising they had not seen on TV. "Where is this advertising coming from?" asked the curious adman as he switched off his clock radio or switched on his car radio. Could it be—why it must be, the commercials were on the radio. And someone else must be listening too.

This growing recognition that a lot of top customers were spending a lot of time listening to radio led some advertisers to seriously consider putting at least a small percentage of their advertising dollars back into radio. So in the early nineteen-sixties the so-called renaissance of radio began.

By last year the list of national blue-chip advertisers using radio was quite impressive. It include names like General Motors, Ford, Colgate-Palmolive, Sterling Drug, Plough Inc., STP and American Home products. But none of these uses radio as its primary medium and the list of big TV advertisers who put little or no money at all in radio is equally impressive: Procter & Gamble, Gillette, Miles Laboratories and Lever Brothers, to name a few.

Radio has long since established its credentials as a sales-producing medium among local retail advertisers. But there is a curious ambivalence toward radio among national advertisers, according to a study NH&S recently made. We surveyed the advertising managers of the top 125 national advertisers and the media directors of agencies ranging from large to middle size.

In essence they said radio has a lot going for it. General attitudes toward the medium are very favorable. Radio is seen as effective in comparison to other media. The quality of radio advertising has improved. The budget outlook is bullish.

Given all these positive attitudes, why aren't the results there? Why isn't radio getting a bigger share of the advertising pie?

For one thing, we found a number of misunderstandings about radio, all of which we as an agency have disproved with work for our own clients. But the study also showed some basic concerns about radio.

For one, the industry can help prove the effectiveness of radio by providing more documented case histories and documented sales success stories. In this business, like any other, nothing succeeds like success.

The industry also can help by making radio easier to buy.

An advertiser who wants to buy spot radio on a national basis is faced with a choice of more than 6,000 stations and an infinite number of combinations of those stations. He has only a limited amount of money, time and patience and must find solutions to his problems that are simple enough to implement quickly and efficiently.

My colleague John Cole several years ago suggested that radio stations combine with others who offer similar marketing values in other markets, creating a ready-made target-audience media opportunity that the national advertiser cannot ignore. It still is a good idea.

Networks and magazines offer bulk media with some degree of selectivity and undeniable ease of purchase. If radio can devise some comparable way to package its product and move into the largely undeveloped area of market segment selling at less than the national level, the response will be automatic.

Another big problem facing radio has been a lack of interest in radio among creative people. Too many writers today see their future riding on their ability to conceive TV commercials that will grab attention not only for the product but for the author too. Meetings such as the Radio Advertising Bureau workshops are helping such people tune in to radio's potentials.

Similarly there has been a lack of research interest and effort in radio. The respondents in our study really seem to want to be convinced that radio is an effective advertising medium. What is needed is a study that will accurately measure the effectiveness of radio against other media, particularly the medium that is generally rated as the most effective of all, television. One of the most convincing studies of this type in recent years was conducted last spring by General Foods, measuring TV's sales power vs. three magazines.

Radio needs a "General Foods," a major TV advertiser who is willing to participate with the industry in an effectiveness comparison test between radio and TV. There are a variety of ways it could be done, but a test of this sort could go a long way toward answering advertisers' questions about radio's effectiveness.

None of these key problems could be solved overnight. But they are not insurmountable. When they are solved we may well be on our way into a second golden age of radio.

Blair Vedder is executive vice president and director of the Chicago division of Needham, Harper & Steers. His 19 years at NH&S have been spent chiefly in media; he was named vice president and director of media in 1958 and senior vice president of administration and corporate media in 1966. As part of NH&S's affiliation with Benson Advertising Group, London, he became resident director in the United Kingdom, returning to present post in late 1967. He served in Navy during World War II.

KID TALK

YES, kids talk and provide a completely different, delightful new syndicated series.

But NOT a kid show. The panel of youngsters voice their observations on adult problems, from urban traffic jams to the care and feeding of parents.

Result? Out of the mouths of babes comes great entertainment. For all ages. Young and old and in between. A demographic delight just right for closing the gap between late afternoon kid shows and your early evening schedule. Just as NBC's owned station in Los Angeles is doing with it starting this January.

HOST and executive producer of KID TALK is best-selling author Bill Adler, former member of the New York City Youth Board, long known for his work with children and his syndicated column, "Bill Adler's Letters From Kids."

Adler's more than fifty books, including *Letters From Camp, The Kennedy Wit* and *Boys Are Very Funny People,* have sold millions. His articles appear regularly in national magazines. He's simpatico to both kids and adults. So is this uniquely entertaining show. See for yourself. Call Dick Dinsmore at Western Video for a screening.

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Broadcasting®
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Lawyer out of Minow firm named to FCC

Houser, now with Peace Corps, is ticketed for job as Unger, mousetrapped by tax audit, bows out

Now it is Thomas J. Houser, 41, deputy director of the Peace Corps, who is President Nixon's choice to fill a six-month vacancy on the FCC. In a studiedly off-hand manner last Thursday, the White House announced the President's intention to nominate Mr. Houser in place of Sherman Unger, whose nomination, sent to the Senate in July, was being withdrawn, "at Mr. Unger's request."

Thus ended months of uncertainty for Mr. Unger, on whose nomination the White House placed a "hold" in September to await the outcome of an Internal Revenue Service "routine" audit of his 1968 income-tax return. The audit was completed last month and, although Mr. Unger will challenge its results, it is said to reveal no indication of wrongdoing ("Closed Circuit," Nov. 23).

However, in his letter requesting the withdrawal of his nomination, Mr. Unger told the President that "there is so little time left in the term for which I was nominated that further delay would, in my judgment, not serve in the best interests of your administration, the commission and the communications industry."

President Nixon, in a "Dear Sherm" letter of acknowledgment, said he would accede to the withdrawal "with particular regret." He said "it was a pleasure last July to send your name to the Senate. I was confident then as I am now that your many abilities would be of singular value to the commission's work, but I am sure that the decision you have made reflects long and careful thought."

The White House announcement also brought a sigh of relief from Republican members of the FCC, which increasingly has been stalled on 3-to-3 votes by the lack of a seventh commissioner. FCC Chairman Dean Burch met Mr. Houser last week, briefed him on the problems facing the commission, and is said to have endorsed him for the job.

But the announcement does not end speculation over the future character of the commission. Mr. Houser, a native of Chicago who was associated there with the law firm in which former FCC Chairman Newton N. Minow is a partner, is being named to complete the term of Commissioner Robert Wells, ending June 30. Mr. Wells, a Republican, was nominated in July to a full, seven-year term succeeding Democrat Kenneth A. Cox, whose term expired on June 30.

What happens next summer? Mr. Houser said last week that he would be

Houser in

"delighted to serve as long as the President wants." However, he also said he had been given no "commitment" as to the seven-year term beginning on July 1. And a White House source said his appointment is "for six months."

Among knowledgeable Republicans with good White House connections, speculation continues that Representative Charlotte Reid (R-Ill.) will be named to the seven-year term next summer. Mrs. Reid, who was elected in November to her fifth term, would be barred from appointment to the commission this year by a constitutional prohibition against the naming of a member of Congress to any government job which was created or whose pay was increased during the term of the Congress then in progress. FCC salaries were increased (from $28,750 to $38,000) during this Congress.

That restriction will no longer bind Mrs. Reid after the next Congress takes office in January. The White House has for some time had Mrs. Reid in mind as part of its answer to women urging the President to name women to high government posts. Her name cropped up in speculation in connection with the FCC as long ago as last May, even before Mr. Cox's term expired.

Mrs. Reid has consistently denied having been approached by the White House on her interest in a commissioner's job. But the unusual manner in which the White House is handling its appointments to the commission—moving Commissioner Wells over to a full seven-year term at this time instead of filling that vacancy with a new appointment—lends support to speculation that the President is simply keeping a seat warm for Mrs. Reid by his appointment of Mr. Houser.

Mrs. Reid has made it plain she likes her work in Congress and would not want to give up a congressional seat to which she had just been re-elected. However, she is less categorical when asked her feelings about leaving Congress next summer for the FCC.

Mr. Unger's fate—even before it became official last week—has been the subject of considerable speculation also. Mr. Unger, whose position as general counsel of the Department of Housing and Urban Development went by the boards after he was nominated to the FCC, is now out of government. And the feeling on the part of some in Washington is that his departure is no accident.

At the time the White House "hold" on his nomination became known, there were reports that Mr. Unger was a victim of a rivalry between "old" and "new" Nixon men. Mr. Unger is an old Nixon man. He has worked for the President in various political capacities over lean and fat political years since 1960.

In addition, as a member of the board of the Federal National Mortgage Association—a post he continues to hold—he raised a question of possible conflict of interest on the part of four board members, including the politically powerful board chairman, General Lucius D. Clay, who were associated with firms dealing with FNMA or owning FNMA stock.

However, Mr. Unger is said to feel his decision to request withdrawal of his nomination was forced by Democratic, not Republican, threats. He has said that Senate Democrats, still smarting from the attacks to which they were subjected during the recent political campaigns, were planning to use the IRS audit of his income-tax return as a basis for attempting to embarrass him and the President if Mr. Unger appeared before the Senate Commerce Committee for his confirmation hearing ("Closed Circuit," Dec. 7). Considering the short time left in the term, he said last week, it was not worth the price of giving the Democrats that opportunity.

The source of Mr. Unger's information concerning the Democrats' plans is said to have been Senator Norris Cotton (R-N.H.), who is senior Republican on the Commerce Committee and who placed the "hold" on Mr. Unger's nomination at the White House request. However, other committee sources say they were unaware of any such plans on the part of Democratic senators.

Whatever caused the aborting of his nomination, the exchange of letters between Mr. Unger and the President reflected considerable warmth. Mr. Unger expressed his appreciation for the "trust and confidence" the President placed in him in making the nomination and his thanks for the opportunity to serve as general counsel of HUD and as a director of FNMA.

He also said he looked forward to serving the President in the future, and concluded: "I am confident that this administration will continue to provide our nation with the firm, creative and resourceful leadership that it has already demonstrated and that our country is well served by your Presidency."

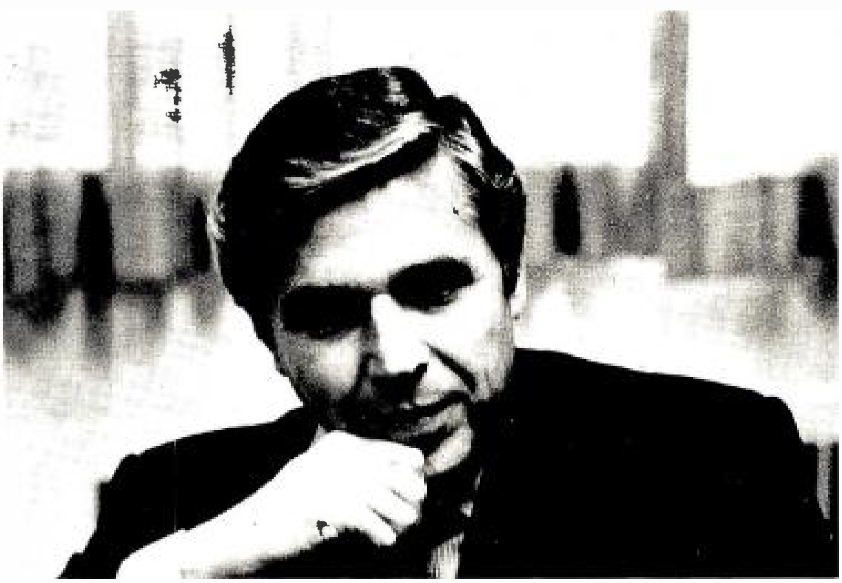
The President's letter was not only similar in tone but also left open the possibility Mr. Unger would be called on for future government service. "As you know, the encouragement and the friendship you have given me over the years mean a great deal, and I will always be grateful for your participation and your help in the campaigns we have fought together," the President wrote.

"Your service to this administration as general counsel to the Department of Housing and Urban Development was a credit both to you and to the department. In view of your steadfast dedication to the well-being of all of our fellow citizens, I am sure you will continue to serve this country in any activity you undertake in the years ahead, and I am going to look forward to another opportunity to count you as a member of our administration's team."

The White House announcement of the FCC appointment was made in a manner to attract minimum attention. A news release was issued to reporters late Thursday afternoon when they were busy with weightier matters. Secretaries John Volpe of Transportation and James D. Hodgson of Labor had just briefed White House reporters on the steps the government was taking in the railroad-strike crisis—then at its peak. And two hours later, President Nixon was to hold his first formal news conference in over four months.

Indeed, the decision on the timing of the announcement was apparently not made until midweek, at the earliest. Mr. Houser was unaware that the matter was completely buttoned up, let alone that the announcement was made, until he was informed by a reporter who called on him in his Peace Corps office a few blocks from the White House at 5:30 p.m.

The White House is understood to have settled on Mr. Houser, at least tentatively, more than a week before the


Unger out


Mrs. Reid in wings?

announcement was made. Along with several others he had been under consideration for the FCC post for more than a month.

Mr. Houser expressed considerable enthusiasm at the prospect of serving on the FCC. He regards the appointment as "a wonderful opportunity," one that will provide him with "a new growing and learning experience" after 17 months as deputy director of the Peace Corps. And, referring to the briefing Chairman Burch had given him on the commission's responsibilities, he said he was "excited about the possibility of having a hand" in making the "many serious decisions" the commission faces.

Unlike most new FCC appointees, he did not plead ignorance of the issues with which the commission is wrestling. However, he declined to comment on them before his confirmation hearing.

It was not immediately learned, however, whether the Senate Commerce Committee can hold a hearing on his nomination, and Commissioner Wells's, in time for the Senate to vote confirmation before Congress adjourns. Congress is expected to go home this week.

Accordingly, the White House presumably will have to exert considerable pressure if it wants the nominations confirmed in the current session. If the Senate does not act, the President could give both nominees recess appointments. This would permit them to serve until the next Congress convenes and the President sends the nominations to the Senate again.

Mr. Houser, who is married and the father of three children, was a politically active Republican before joining the Peace Corps in June 1969 and said to have had strong backing for the FCC job. John Mitchell, the attorney general, and Donald Rumsfeld, head of the Office of Economic Opportunity, whom President Nixon last week named a White House counselor, are said to have been among his boosters.

Mr. Houser worked for Mr. Rumsfeld, a close friend, in the latter's four successful campaigns for Congress.

Mr. Houser also served as campaign manager for Charles H. Percy in the latter's successful race for the Senate in 1966 and was special counsel to the senator from November 1966 until August 1967.

Mr. Houser has no communications-industry experience. But as a lawyer—he graduated from Northwestern University Law School in 1959—he gained considerable practice in administrative law. He represented the Association of Western Railways and the Chicago, Burlington & Quincy Railroad before the Interstate Commerce Commission and various state regulatory agencies.

And he comes recommended by a former FCC chairman, Mr. Minow, whose firm, Leibman, Williams, Bennett, Baird & Minow, Mr. Houser joined as counsel in 1967. "He is a very able lawyer, a very friendly, gregarious guy," Mr. Minow said last week.

Mr. Minow, who in his two years on the commission, from 1961 to 1963, was regarded as a hard-nosed regulator, laughed when asked if he thought Mr. Houser would take that kind of approach when he joins the commission. "I just don't know," said Mr. Minow, a Democrat. "He is a progressive Republican, a progressive moderate Republican . . . I think he will be pragmatic—and also very public-interest minded.

"He is a very good person, even though he is a Republican," said Mr. Minow. "You can quote me on that."

BroadcastAdvertising ®

Radio trend: gross up, net down

That's how FCC measures the record of 1969 and how quick readings of 1970 look now

Radio broadcasters were given a backward look last week at a solid sales year—1969.

And from where they were standing, near the end of 1970, the year winding up looked a lot better than many of them had expected. Although all available indicators suggested that 1970 results would fluctuate widely from market to market and station to station, many radio broadcasters were clearly posting 1970 sales gains over 1969, some by substantial margins.

The outlook for national radio sales for the first quarter of 1971 also was held to be promising, considering the sluggishness that continues to beset the national economy.

The look back at 1969 was provided by the FCC in release of its official radio financial data for the year. These figures put total advertising expenditures on radio at $1,200,400,000 or 6.2% more than the 1968 total. Networks were down 6.9% to $50,900,000 but national and regional spot added 2.16% to reach $349,600,000 and local sales climbed 9% to $799,900,000.

The FCC's 1969 figures were computed under a new format, but the commission recomputed 1968 data on the new basis to permit comparisons. Gross advertising revenues were defined as the total amounts paid by advertisers for use of broadcast facilities. They include commissions to advertising agencies and sales representatives and cover charges for broadcast time, programs, material, facilities and services supplied by broadcasters in connection with the sale of time.

Reports compiled by BROADCASTING on 1970 radio results in a scattering of markets showed station-to-station variations in national and regional spot activity ranging from drops of 6-8% below 1969 levels to increases of 12% or more, with even wider swings reported for local sales.

On an all-station basis, some knowledgeable sources ventured that local business in 1970 probably rose 5-6% above the 1969 record and that spot should be at or somewhat ahead of its 1969 total.

Leading radio-station representatives canvassed by BROADCASTING gave even more bullish reports on their own 1970 performances. Two-thirds said their sales for the year would be up, some modestly but others by 8-10% and one by an estimated 17-20%, while about 20% anticipated declines, mostly in the 6-10% range, and the rest expected to hold even with 1969.

Assessing sales for the first quarter of 1971, about half of the reps in the canvass said business was up from the comparable 1970 period and the others were about equally divided between those running behind and those maintaining year-ago levels.

Among the national networks, unofficial reports last week indicated little turn-around in 1970 from the decline

reflected in the FCC's 1969 report. One reported "substantial" sales increases, but another said it was holding "about level" with 1969 and the two others indicated declines attributable to the general economy. All were optimistic for the first quarter and full year of 1971, anticipating heavier business from automotive advertisers in particular and in some cases looking for a significant upturn in the general economy.

According to the FCC report for 1969, total revenues of radio continued up for the second successive year, registering a 6.1% gain over 1968. But profits slumped by 11.1%. All radio took in $1,085.8 million in revenues, compared to $1,022.9 million in 1968. Radio's profits of $100.8 million in 1969, however, were $12.6 million below the $113.4 million in 1968. Profit figures are before federal taxes.

These figures were scheduled to be released by the FCC today (Dec. 14). In the analysis for 1969, the commission also noted that TV and radio together had total revenues of $3.9 billion, up 9.5% over the previous year. Profits before federal taxes for both combined were up 7.6%, to $654.4 million.

The TV financial report for 1969 was issued last summer (BROADCASTING, July 27). It showed that TV broadcasters took in nearly $2.8 billion in revenues, up 10.9%, and that their profits before federal taxes reached $553.6 million, up 11.9%.

Total 1969 advertising expenditures in radio were $1,200.4 million—up from $1,130.3 million in 1968. This included, however, $124.7 million in commissions to advertising agencies, station representatives, brokers and others. It does not include the cost of commercials or the cost of programs supplied by advertisers. This is a newly structured table, different from previous years' reports, but similar to the breakout, reported also for the first time, in the TV financial figures for last year.

Of that $1,200.4 million total amount, $50.9 million went for network advertising, down from $54.7 million in 1968; $349.6 million went for national and regional spot advertising, up from 1968's $342.2 million; and $799.9 million went for local advertising, up from the previous year's $733.4 million.

Total sales to advertisers for time, programs, talent, facilities and services were $1,152.9 million before payment of commissions. Of this sum, network sales totaled $50.9 million including payments to owned stations and to affiliates (it was $41.1 million after these deductions); national and regional spot sales totaled $339.9 million, and local sales, $762.2 million.

On a revenue basis, after payment of commissions, the seven radio networks took in $35.8 million, down 5%, and posted a loss of $6.3 million, compared to a loss of $6.0 million in 1968. The seven networks were listed as CBS, MBS, NBC and ABC's three AM and one FM services. The 20 network-owned stations registered revenues of $50 million, up 14.7%, with profits up strongly to $4.2 million, compared to profits of only $852,000 in 1968.

Sales revenues of the other 4,174 AM and AM-FM stations were up 5.8% to $966.6 million, but profits were down 11.4% to $108.5 million. About 68% of radio stations reported profits in 1969 (three were 72% in this category in 1968).

FM station revenues continued up in 1969, reaching $67.4 million, up 26.7%. Those FM stations owned by AM broadcasters reported revenues of $34.0 million, up 36.5%; independent FM stations reported revenues of $33.4 million, up 18%. Independent FM's, however, lost $5.5 million in 1969; this compares to a loss of $3.9 million in 1968.

Almost 70% of the 442 independent FM stations reported losses in 1969, with the average loss calculated at $25,541. The average profit of the 136 independent FM's reporting a profit (out of 442 total) was figured at $16,674.

Reporting a profit were 2,778 stations; 1,270 reported a loss. Of the 145 stations with revenues of over $1 million, 131 said they were in the black, with 57 reporting they had profits of $500,000 or more. Of the 14 stations that had revenues of $1 million or more but that ended the year with red ink, five said they lost $500,000 or more.

As before, the largest expense went for general and administrative salaries; this was $347.8 million. Next in line were expenses for programs, $308 million; followed by selling, $175.3 million, and finally technical, $95.5 million. Total expenses were $926.6 million.

Radio broadcasters employed 64,690 during 1969, with 14,752 part time. Original investment in tangible property in 1969 was listed at $729.1 million; this was carried at a depreciated cost of $382 million.

During 1969, more than $53.2 million was paid out by 2,658 radio stations to proprietors, partners or stockholders. Twenty-three stations each reported paying out over $100,000 in such disbursements.

Among the radio stations reporting losses for the year, 1,328, whose losses totaled $45.1 million, listed payments to owners or took depreciation. The owners of 743 stations received a total of $11 million; depreciation totaling $17.9 million was taken by 1,241. And, there were 679 losing stations that reported paying owners and/or taking depreciation in amounts that exceeded their losses. In fact, it was pointed out, 377 such red-ink stations paid proprietors alone sums that exceeded their losses.

Broadcast revenues, expenses and income of networks and stations of radio[1] and television broadcast services

	1969	1968	Percentage change 1968-69
TOTAL BROADCAST REVENUES			
Radio	$1,085,800,000	$1,022,900,000	6.1%
Television	2,796,200,000	2,520,900,000	10.9%
Industry total	$3,882,000,000	$3,543,800,000	9.5%
TOTAL BROADAST EXPENSE			
Radio	$ 985,000,000	$ 909,500,000	8.3%
Television	2,242,600,000	2,026,100,000	10.7%
Industry total	$3,227,600,000	$2,935,600,000	9.9%
BROADCAST INCOME (before federal income tax)			
Radio	$ 100,800,000	$ 113,400,000	(11.1%)
Television	553,600,000	494,800,000	11.9%
Industry total	$ 654,400,000	$ 608,200,000	7.6%

[1] *Includes AM and FM broadcasting.*

( ) Indicates decline.

Note: 1969 radio data cover the operations of nationwide networks (CBS, MBS, NBC, and ABC's three AM networks and one FM network), 4,194 AM and AM-FM stations, 179 FM stations associated with AM stations but reporting separately in 1969, and 442 independent stations. These data also include the compensation paid by other (regional, state, etc.) networks to affiliated stations, but do not include the revenues retained by these other networks, nor their expenses. 1968 radio data cover the operations of nationwide networks, 4,161 AM and AM-FM stations (including the 179 associated FM's that reported separately in 1969) and 433 independent FM stations. Also included is the compensation paid by other networks to their affiliates, but not the revenue retained by the other networks nor their expenses.

1969 TV data cover the operations of three networks and 673 stations (including 22 satellites that reported separately). 1968 TV data cover the operation of three networks and 660 stations (including 18 satellites that reported separately).

Buick dealers renew Cubs

Early December is baseball time in Chicago. WGN(AM) there has announced Chicagoland Metropolitan Buick Dealers Association renewed for sixth year its part sponsorship of Chicago Cubs. WGN said Buick group, through North Advertising, Chicago, is first baseball renewal of season.

Market-by-market comparison of radio revenues and expenses

Selected revenue items and broadcast revenues, expenses and income of radio[1] stations by standard metropolitan statistical areas and by communities not in standard metropolitan statistical areas, 1969

Metropolitan Areas	No. of stations in operation	Network times sales 1969	Network times sales 1968	Gain or (loss)	Time sales to national & regional advertisers[3] 1969	Time sales to national & regional advertisers[3] 1968	Gain or (loss)	Time sales to local advertisers[3] 1969	Time sales to local advertisers[3] 1968	Gain or (loss)	Total stations reporting[4] 1969	Total broadcast revenues[5]	Total broadcast expenses	Total broadcast income[6]
Abilene, Tex.	6	$ 1,068	$ 435	$ 633	$ 111,743	$ 137,435	$ (19,692)	$ 682,500	$ 675,476	$ 7,024	6	$ 767,759	$ 730,302	$ 37,457
Akron, Ohio	5	21,368		21,368	1,525,829	1,469,804	56,025	2,719,033	2,240,941	478,092	5	3,824,061	2,842,480	981,581
Albany, Ga.	4	2,836	2,727	109	181,070	142,055	39,015	354,371	441,850	(87,479)	4	533,532	496,836	36,696
Albany-Schenectady-Troy, N.Y.	10	74,551	68,162	6,389	1,861,980	1,956,975	(94,995)	3,147,744	2,737,604	410,140	10	4,316,718	3,799,361	517,357
Albuquerque, N.M.**	9	18,353	16,175	2,178	471,119	536,050	(64,931)	1,309,384	1,503,842	(194,[illegible])	8	1,614,987	1,699,134	—84,147
Allentown-Bethlehem-Easton, Pa.-N.J.	8	20,100	23,249	(3,149)	521,279	559,018	(37,739)	1,867,801	1,826,164	41,637	8	2,334,723	1,892,861	441,842
Altoona, Pa.	6	3,954	3,376	578	194,077	169,761	(24,316)	662,090	638,450	23,640	6	829,536	886,755	—57,219
Amarillo, Tex.	7	7,365	6,973	392	360,504	352,714	7,790	1,026,728	1,026,955	(227)	7	1,281,704	1,317,202	—35,498
Anaheim-Santa Ana-Garden Grove, Calif.	2	*			*						2			
Anderson, Ind.	2	*						*			2	*	*	*
Ann Arbor, Mich.	5		143	(143)	90,381	82,520	7,861	662,484	565,430	97,054	5	771,324	869,699	—98,375
Asheville, N.C.	4	15,056	11,279	3,777	158,268	176,702	(18,434)	781,258	731,685	49,573	4	924,727	954,212	—29,485
Atlanta, Ga.	22	279,792	215,032	64,760	3,821,111	3,500,625	320,486	8,047,309	7,334,477	712,832	22	10,463,050	7,318,967	3,144,083
Atlantic City, N.J.	5	8,929	8,118	811	164,899	141,943	22,956	786,041	785,717	324	4	939,176	898,644	40,532
Augusta, Ga.-S.C. **	11	23,702	24,020	(318)	209,420	168,048	41,372	1,312,440	1,282,943	29,497	11	1,596,540	1,709,795	—113,255
Austin, Tex.	5	11,955	9,948	2,007	474,223	560,329	(86,106)	1,570,420	1,459,311	111,109	5	1,917,851	1,743,746	174,105
Bakersfield, Calif. **	14	37,431	34,652	2,779	459,462	399,735	(59,727)	1,201,775	1,236,106	(34,331)	13	1,593,675	1,774,817	—181,142
Baltimore	19	103,409	100,369	3,040	4,339,312	4,421,099	(81,787)	7,809,657	7,534,819	274,838	18	10,412,568	8,815,720	1,596,848
Baton Rouge, La.	7	6,512	6,628	(116)	214,240	277,983	(63,743)	1,688,445	1,709,895	(21,450)	7	1,762,793	1,549,182	213,811
Bay City, Mich.	2	*	*		*	*		*	*		2	*	*	*
Beaumont-Port Arthur, Tex.	9	23,912	2,780	21,132	384,498	456,085	(71,587)	1,351,233	1,377,486	(26,253)	8	1,639,387	1,653,740	—14,353
Billings, Mont.	5	5,986	7,123	(1,137)	192,330	184,331	7,999	607,503	533,484	74,019	5	759,576	755,820	3,756
Binghamton, N.Y.	5	13,043	19,739	(6,696)	259,771	365,272	(105,501)	864,217	854,116	10,101	5	1,078,131	1,130,155	—52,024
Birmingham, Ala.	15	42,420	31,890	10,530	1,283,275	1,342,052	(58,777)	3,175,299	2,984,685	190,614	15	4,088,696	3,501,132	587,564
Bloomington-Normal, Ill.	2	*	*		*	*		*	*		2	*	*	*
Boise City, Idaho	6	26,852	18,750	8,102	224,897	211,132	13,765	679,213	625,490	53,723	6	843,510	955,729	—112,219
Boston	19	291,385	186,341	105,044	9,978,098	9,883,420	94,678	9,178,394	8,698,229	480,165	19	16,760,359	13,067,247	3,693,112
Bridgeport, Conn.	3	5,937	1,107	4,830	499,254	525,725	(26,471)	1,099,572	1,076,228	23,344	3	1,437,007	1,275,563	161,444
Brockton, Mass.	2	*	*								2			
Brownsville-Harlingen-San Benito, Tex.	2	*	*		*	*		*	*		2	*	*	*
Buffalo, N.Y.	12	71,615	75,635	(4,020)	2,835,566	3,298,754	(463,188)	4,289,241	3,964,396	324,845	12	6,239,955	5,565,444	674,511
Canton, Ohio	6	32,835	31,289	1,546	810,355	703,865	106,490	1,127,873	953,394	174,479	6	1,841,831	1,854,444	—12,613
Cedar Rapids, Iowa	4	28,344	37,248	(8,904)	496,281	737,953	(241,672)	1,431,366	1,260,961	170,405	4	1,859,270	1,426,471	432,799
Champaign-Urbana, Ill. **	3	9,166	8,717	449	83,623	97,454	13,831	507,994	490,093	17,961	3	573,418	437,464	135,954
Charleston, S.C.	7	14,417	30,314	(15,897)	295,036	273,626	21,410	1,221,131	1,115,108	106,203	7	1,433,218	1,263,223	169,995
Charleston, W. Va.	7	26,163	22,716	3,447	354,551	297,328	57,223	1,530,439	1,301,820	228,619	7	1,819,829	1,651,988	167,841
Charlotte, N.C.	10	47,468	58,180	(10,712)	1,461,290	1,378,132	83,158	2,653,071	2,515,120	137,951	10	3,705,307	3,509,422	195,885
Chattanooga, Tenn.	9	19,983	18,925	1,058	372,902	336,237	36,665	1,959,440	1,757,111	202,329	9	2,236,639	2,151,324	85,315
Chicago	32	279,482	328,743	(49,261)	21,440,674	22,499,974	(1,059,300)	18,830,639	17,895,319	935,320	32	35,575,808	26,693,279	8,882,529
Cincinnati	9	352,268	369,534	(17,266)	3,176,716	3,280,527	(103,811)	5,099,892	4,802,031	297,861	9	7,279,826	5,801,999	1,477,827
Cleveland **	11	194,541	137,524	57,017	4,853,099	5,289,255	(436,156)	6,911,009	6,259,702	651,307	11	10,208,172	9,037,980	1,170,192
Colorado Springs	7	5,320	6,851	(1,531)	242,036	204,964	37,072	1,114,176	1,029,079	85,097	7	1,267,995	1,190,968	77,027
Columbia, S.C.	7	17,175	19,522	(2,347)	360,002	365,034	5,032	1,412,479	1,369,373	43,106	7	1,818,036	1,489,813	328,223
Columbus, Ga.-Ala.	6	10,202	10,580	(378)	279,469	248,470	30,999	1,307,239	1,175,798	132,043	6	1,512,471	1,369,663	142,808
Columbus, Ohio	7	27,860	25,958	1,902	3,554,902	3,174,954	379,948	3,952,681	3,675,480	277,201	7	6,624,459	4,490,606	2,133,853
Corpus Christi, Tex.	8	28,048	26,567	1,481	508,976	552,926	(43,950)	1,118,712	1,056,593	62,119	8	1,535,412	1,390,201	145,211
Dallas	13	103,358	94,073	9,285	3,524,613	3,542,376	(17,763)	6,065,954	5,013,327	1,052,627	13	8,450,963	6,000,348	2,450,615
Davenport-Rock Island-Moline, Ill.-Iowa	7	19,443	20,042	(599)	653,276	535,399	117,877	1,754,612	1,721,242	33,370	7	2,263,403	2,156,980	111,423
Dayton, Ohio	5	71,181	32,086	39,095	2,133,182	1,813,558	319,624	3,091,065	2,852,042	239,023	5	4,570,646	3,238,041	1,332,605
Decatur, Ill.	2				*	*		*	*		2	*	*	*
Denver **	19	103,479	109,228	(5,749)	2,860,350	3,059,382	(199,032)	6,658,148	5,894,258	763,890	18	8,407,726	8,213,822	193,904
Des Moines, Iowa	6	81,425	103,953	(22,528)	1,448,628	1,511,454	62,826	1,986,303	1,659,376	326,927	6	3,111,025	2,916,983	194,042
Detroit	12	327,215	376,303	(49,088)	9,166,983	9,231,114	64,131	11,176,741	12,223,052	(1,046,311)	12	17,862,890	13,393,449	4,469,441
Dubuque, Iowa	2	*	*		*			*	*		2	*	*	*
Duluth-Superior, Minn.-Wis.	10	33,054	36,532	(3,478)	286,196	386,624	(100,428)	1,216,022	1,120,368	95,654	10	1,500,489	1,371,649	128,840
Durham, N.C.	5	8,965	7,727	1,238	191,041	201,326	10,285	831,185	711,306	119,879	5	1,013,377	967,539	45,838
El Paso, Tex.	7	17,402	12,942	4,460	321,463	412,224	(90,761)	1,318,162	1,412,217	(94,155)	7	1,542,443	1,537,822	4,621
Erie, Pa.	6	16,488	17,379	(891)	251,025	267,803	(16,778)	993,922	740,232	253,690	6	1,175,736	1,256,416	—80,680
Eugene, Ore. **	9	4,871	6,234	(1,363)	327,038	319,993	7,045	922,213	864,403	57,810	9	1,194,545	1,290,304	—95,759
Evansville, Ky.-Ind.	6	11,394	13,052	(1,658)	238,734	270,301	(31,167)	1,178,021	1,082,754	95,267	6	1,416,154	1,253,950	162,204
Fall River, Mass.	2	*			*	*		*	*		2	*	*	*
Fargo-Moorhead, N.D.-Minn.	4	26,875	23,172	3,803	283,275	317,849	(34,574)	1,024,803	1,015,258	9,545	4	1,293,943	1,316,672	—22,729
Fayetteville, N.C.	5	5,373	5,196	177	152,364	148,164	4,200	982,839	854,124	128,715	5	1,122,556	980,773	141,783
Fitchburg-Leominster, Mass.	3				71,410	166,309	(94,899)	553,672	628,778	(75,106)	3	606,224	589,478	16,746
Flint, Mich.	7	24,610	18,339	6,271	805,797	659,597	146,200	2,268,882	1,999,098	(269,784)	7	2,872,161	2,568,788	303,373
Fort Smith, Okla.-Ark.	7	6,794	28,232	(21,438)	128,295	149,718	(21,423)	658,625	603,302	55,323	7	767,494	705,992	61,502
Fort Wayne, Ind.	5	16,618	22,475	(5,857)	710,283	676,959	33,324	2,023,711	1,803,782	219,929	5	2,636,541	2,028,769	607,772

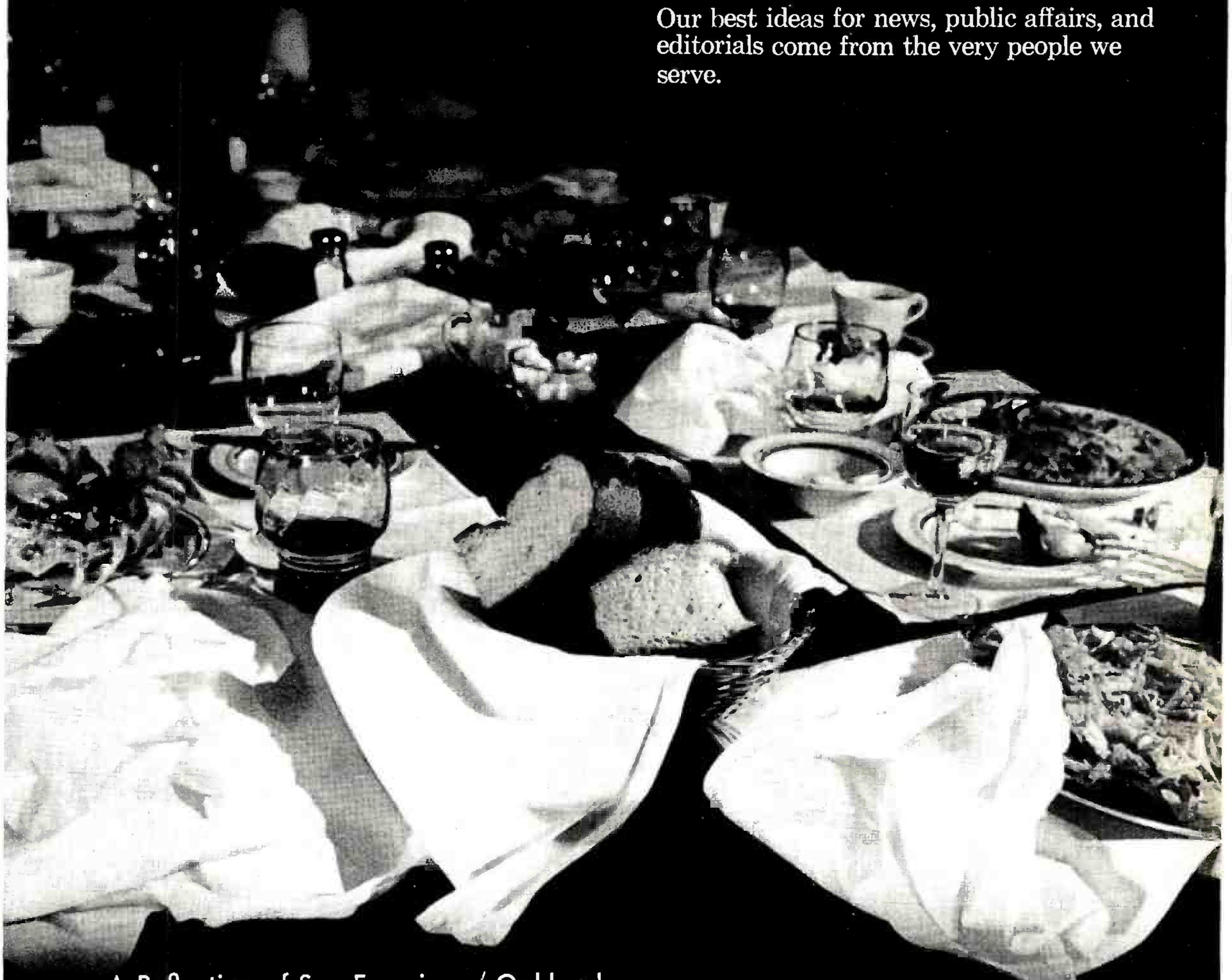
Fort Worth	7	28,886	45,770	(16,884)	1,272,968	1,115,206	157,762	3,481,553	2,859,537	622,016	7	4,266,155	3,292,612	973,543
Fresno, Calif.	12	26,291	26,805	(514)	1,440,056	1,339,515	(100,541)	1,856,566	1,786,219	70,347	12	2,872,327	3,015,022	—142,695
Ft. Lauderdale-Hollywood, Fla.	6	3,738	740	2,998	523,668	450,285	(73,383)	1,630,118	1,381,781	248,337	6	2,080,795	1,990,479	90,316
Gadsden, Ala.	3	2,509	4,628	(2,119)	118,390	97,274	21,116	545,365	486,630	58,735	3	662,117	548,902	113,215
Galveston-Texas City, Tex.	3	741	1,125	(384)	120,678	134,584	(13,906)	428,780	442,426	(13,646)	3	542,194	551,515	—9,321
Gary-Hammond-East Chicago, Ind.	5	2,318	1,424	894	40,444	49,112	(8,668)	1,310,715	1,299,114	11,601	5	1,304,029	1,256,864	47,165
Grand Rapids, Mich.	11	20,235	110,294	(90,059)	943,093	838,636	104,457	2,519,633	2,378,521	141,112	11	3,172,813	2,997,775	175,038
Great Falls, Mont.	4	7,800	8,671	(871)	148,001	174,551	26,550	415,713	404,130	11,583	4	604,543	586,298	18,245
Green Bay, Wis.	3	12,615	14,534	(1,919)	231,463	225,123	6,340	775,157	744,908	30,249	3	975,993	843,758	132,235
Greensboro-Winston-Salem-High Point, N.C.	16	34,776	28,690	6,086	687,885	714,616	(26,731)	3,192,335	3,021,538	170,797	16	3,757,699	3,164,090	593,609
Greenville, S.C.**	12	23,066	12,266	10,800	333,978	321,129	12,849	1,931,401	1,701,319	230,082	12	2,280,201	1,984,293	295,908
Hamilton-Middleton, Ohio	3	2,885	834	2,051	210,658	184,444	26,214	718,909	730,136	(11,227)	3	1,177,729	1,105,695	72,034
Harrisburg, Pa.	7	27,927	30,846	(2,919)	596,628	550,080	46,548	1,405,028	1,255,719	149,309	7	1,983,454	1,655,150	328,304
Hartford, Conn.	7	52,580	51,810	770	2,583,615	3,213,602	(629,987)	2,757,040	1,848,023	909,017	7	4,452,289	3,650,059	802,230
Honolulu	17	752	534	218	714,952	745,681	(30,729)	3,779,074	3,453,910	325,164	15	4,177,437	4,605,837	—428,400
Houston	18	116,637	65,656	50,981	4,046,422	3,843,841	202,581	8,120,527	7,400,173	720,354	18	10,616,797	8,541,825	2,074,972
Huntington-Ashland, Ohio-Ky.-W.Va.	6	10,475	14,072	(3,597)	322,734	378,415	(55,681)	1,084,279	1,106,040	(21,761)	6	1,352,183	1,186,543	165,640
Huntsville, Ala.	7				181,061	111,458	69,603	932,448	902,923	29,525	7	1,068,482	1,006,136	62,346
Indianapolis, Ind.	10	67,049	71,830	(4,781)	2,664,280	2,853,643	(189,363)	5,180,890	4,645,086	535,804	10	6,707,168	6,040,256	666,912
Jackson, Mich.	3	666	634	32	117,202	97,460	19,742	444,011	456,266	(12,255)	3	522,758	477,510	45,248
Jackson, Miss.	8	8,988	11,726	(2,738)	361,229	366,660	(5,431)	1,514,980	1,400,030	114,950	8	1,831,417	1,661,328	170,089
Jacksonville, Fla.	11	53,161	45,349	7,812	884,641	932,910	(48,269)	2,216,614	1,876,901	339,713	11	2,908,917	2,908,271	646
Johnstown, Pa.	9	15,802	15,271	531	230,242	274,670	(44,428)	860,771	792,739	68,032	9	1,072,277	1,095,750	—23,473
Kalamazoo, Mich.	5	11,718	27,125	(15,407)	416,081	302,771	113,310	1,082,091	1,036,219	45,872	5	1,448,779	1,316,745	132,034
Kansas City, Mo.-Kan.	11	86,353	62,353	24,000	2,762,908	3,042,933	(280,025)	5,238,609	5,609,345	(370,736)	11	6,903,608	5,230,413	1,673,195
Kenosha, Wis.	1	*			*			*			1	*	*	*
Knoxville, Tenn.	12	27,479	28,207	(728)	826,199	771,408	54,791	1,775,220	1,597,092	178,128	12	2,497,877	2,303,698	194,179
Lafayette, La.	3	1,713	1,968	(255)	209,660	209,427	233	719,646	656,549	63,097	3	900,503	769,446	131,057
Lafayette-West Lafayette, Ind.	2	*			*			*			2	*	*	*
Lake Charles, La.	4	7,479	6,749	730	135,955	149,446	(13,491)	545,777	538,812	6,965	4	663,485	606,626	56,859
Lancaster, Pa.**	5	10,069	7,955	2,114	215,706	250,944	(35,238)	837,869	763,101	74,768	5	10,040,293	1,001,109	39,184
Lansing, Mich.	6	3,078	575	2,503	369,461	329,570	39,891	1,237,739	1,251,085	(13,346)	6	1,581,691	1,285,673	296,018
Laredo, Tex.	2	*			*			*			2	*	*	*
Las Vegas, Nev.	8	30,234	42,961	(12,727)	229,974	182,864	47,110	1,369,808	1,115,621	254,187	8	1,528,004	1,600,239	—72,235
Lawrence-Haverhill, Mass.	2	*			*			*			2	*	*	*
Lawton, Okla.	2	*			*			*			2	*	*	*
Lewiston, Me.	3	4,687	4,217	470	73,471	62,002	(8,531)	330,372	310,502	19,870	3	396,784	390,220	6,564
Lexington, Ky.	3	9,807	10,303	(496)	294,768	332,878	(38,110)	758,345	654,629	103,718	3	1,042,389	891,724	150,665
Lima, Ohio	3	2,138	3,532	(1,394)	251,777	103,018	148,759	618,825	689,878	(71,053)	3	879,707	780,246	99,461
Lincoln, Neb.	4	2,819	3,795	(976)	219,160	198,510	20,650	1,087,907	975,204	112,703	4	1,282,230	1,216,732	65,498
Little Rock-N. Little Rock, Ark.**	11	40,797	35,538	5,259	605,208	598,928	6,280	1,956,945	1,940,889	16,056	11	2,358,327	2,206,635	151,692
Lorain-Elyria, Ohio	2	*			*			*			2	*	*	*
Los Angeles-Long Beach, Calif.**	30	295,475	265,262	30,213	19,973,715	21,337,907	(1,364,192)	31,001,921	25,861,594	5,140,327	29	43,500,018	34,336,539	9,163,479
Louisville, Ky.-Ind.	11	55,648	77,688	(22,040)	2,372,691	2,366,033	6,658	2,899,718	2,723,362	176,356	11	4,735,655	4,591,371	144,284
Lowell, Mass.	2	*			*			*			2	*	*	*
Lubbock, Tex.	8	11,678	17,709	(6,031)	244,874	290,022	(46,000)	1,542,378	1,503,590	38,788	8	1,679,437	1,618,586	60,851
Lynchburg, Va.	6	249	143	106	82,902	92,851	(9,949)	680,574	579,806	100,768	6	741,612	745,120	—3,508
Macon, Ga.	9	21,417	12,673	8,744	322,480	293,562	28,918	1,298,117	1,282,294	15,823	9	1,627,616	1,498,588	129,028
Madison, Wis.	4	13,469	17,165	(3,696)	515,291	480,347	34 944	1,556,454	1,598,666	(42,212)	4	2,055,138	1.796,856	258,282
Manchester, N.H.	3	19,284	19,216	66	206,609	187,251	19,358	791,461	801,730	(10,269)	3	948,866	917,340	31,526
Mansfield, Ohio	2	*			*			*			2	*	*	*
McAllen-Pharr-Edinburg, Tex.**	4	6,211	16,415	(10,204)	134,287	185,548	(51,261)	810,462	733,797	76,665	4	915,842	902,788	13,054
Memphis, Tenn.-Ark.**	12	60,548	61,963	(1,415)	1,953,723	1,843,766	109,957	3,183,076	3,097,454	85,622	12	4,676,141	3,476,577	1,199,564
Meriden, Conn.	1	*			*			*			1	*	*	*
Miami**	15	154,503	117,107	37,396	4,332,332	3,827,698	504,634	6,569,818	6,020,862	548,956	15	9,572,591	8,166,967	1,405,624
Midland, Tex.	4		187		90,788	116,897	(26,109)	367,182	393,465	(26,274)	4	451,362	465,830	—14,468
Milwaukee	13	55,832	50,603	5,229	3,192,821	3,258,378	(65,557)	4,999,088	4,227,182	771,906	13	7,276,407	6,544,483	731,924
Minneapolis-St. Paul	17	131,972	123,341	8,631	4,219,880	3,700,496	519,384	8,426,676	7,783,440	643,236	15	12,054,890	8,154,162	3,900,728
Mobile, Ala.	11	21,277	11,315	9,962	472,162	535,445	(63,283)	1,116,705	1,104,772	11,933	10	1,497,584	1,442,234	55,350
Monroe, La.	4	1,747	2,304	(557)	135,360	127,632	7,728	433,544	461,392	(27,848)	4	528,721	475,692	53,029
Montgomery, Ala.	9	9,441	8,312	1,129	423,553	310,783	112,770	823,119	934,171	(111,052)	9	1,252,504	1,307,167	—54,663
Muncie, Ind.	2	*			*			*			2	*	*	*
Muskegon-Muskegon Heights, Mich.	5	9,510	10,600	(1,090)	158,894	128,434	30,460	689,603	585,522	104,081	5	811,890	759,087	52,803
Nashville	12	89,821	83,849	5,972	1,912,361	1,869,124	43,237	3,181,194	2,965,475	215,719	11	5,467,222	4,549,974	917,248
New Bedford, Mass.	2	*			*			*			2	*	*	*
New Britain, Conn.	3	9,645			274,543			647,454			3	804,171	673,134	131,037
New Haven	5	3,202			838,176	946,301	(108,125)	1,770,165	1,665,989	104,176	5	2,321,223	2,163,401	157,822
New London-Groton-Norwich, Conn.	3	1,136	1,627	(491)	215,970	265,764	(49,794)	709,665	625,826	83,839	3	876,252	773,691	102,561
New Orleans	13	55,895	52,755	3,140	2,406,991	2,249,292	157,699	3,618,582	3,396,257	222,325	13	5,272,505	4,134,335	1,138,170
New York	34	478,772	596,250	(117,478)	34,390,089	30,566,132	3,823,957	29,885,356	29,502,687	382,669	34	55,441,561	43,883,389	11,558,172
Newark	8	117,028	107,830	9,198	1,434,744	1,772,449	(337,705)	2,509,732	2,197,122	312,610	6	3,679,163	3,958,685	—279,522
Newport News-Hampton, Va.	3	1,060	895	165	387,378	355,333	32,045	1,439,748	1,351,940	87,808	3	1,684,177	1,535,665	148,512
Norfolk-Portsmouth, Va.	8	26,013	25,091	922	751,287	829,938	(78,651)	2,057,556	1,816,989	240,567	8	2,531,676	2,603,300	—71,624
Norwalk, Conn.	2	*			*			*			2	*	*	*
Odessa, Tex.	4				82,390	102,129	(19,739)	478,403	453,282	25,121	4	534,843	564,970	—30,127
Ogden, Utah	4	63,604	71,459	(7,855)	7,625	6,196	1,429	261,294	292,291	(30,997)	4	312,136	314,018	—1,882
Oklahoma City	9	22,948	16,509	6,439	1,607,786	1,611,536	(3,750)	2,552,538	2,241,415	311,123	9	3,849,470	2,988,313	661,157
Omaha, Neb.-Iowa	7	74,890	84,341	(9,451)	1,298,203	1,300,306	(2,103)	3,121,302	2,751,472	369,830	7	3,936,733	3,306,933	629,800

Metropolitan Areas	No. of stations in operation	Network times sales 1969	Network times sales 1968	Gain or (loss)	Time sales to national & regional advertisers[3] 1969	Time sales to national & regional advertisers[3] 1968	Gain or (loss)	Time sales to local advertisers[3] 1969	Time sales to local advertisers[3] 1968	Gain or (loss)	Total stations reporting[4] 1969	Total broadcast revenues[5]	Total broadcast expenses	Total broadcast income[6]
Orlando, Fla.	10	36,615	36,348	267	731,053	730,208	847	2,278,402	2,231,511	46,891	10	2,749,114	2,574,018	175,096
Oxnard-San Buena-Ventura, Calif.	5	9,600	2,400	7,200	301,314	283,933	17,381	806,786	704,114	102,672	5	1,051,184	1,034,055	17,129
Paterson-Clifton-Passaic, N.J.	2	•			•			•			2	•	•	•
Pensacola, Fla.	8	5,574	6,589	(1,015)	140,902	135,082	5,820	1,427,284	1,367,690	59,594	8	1,521,769	1,352,599	169,170
Peoria, Ill.	5	23,288	20,278	3,010	497,095	571,527	74,432	1,394,124	1,489,743	(95,619)	5	1,775,149	1,560,427	214,722
Philadelphia, Pa.-N.J.-Md.	24	284,362	275,745	8,617	9,868,547	10,850,949	(982,402)	11,968,617	10,502,984	1,465,633	24	18,790,851	16,783,167	2,007,684
Phoenix**	19	59,006	37,570	21,436	1,483,834	1,538,808	(54,972)	3,604,571	3,237,636	366,935	19	4,715,605	5,054,668	—339,063
Pine Bluff, Ark.	5	124	120	4	64,371	63,359	1,012	433,391	394,905	38,486	5	493,141	490,086	3,055
Pittsburgh	22	75,967	76,429	(462)	4,347,532	4,342,452	5,080	7,122,337	6,459,378	662,959	20	10,572,659	9,320,189	1,252,470
Pittsfield, Mass.	2	•			•			•			2	•	•	•
Portland, Me.	5	34,335	34,323	12	483,494	459,243	24,251	831,290	725,799	105,491	5	1,204,729	1,078,609	126,120
Portland, Ore.-Wash.	16	61,767	64,413	(2,646)	2,677,202	2,606,660	70,542	3,896,721	3,918,633	11,912	16	5,740,690	5,737,518	3,172
Providence-Pawtucket-Warwick, R.I.-Mass.	13	58,501	70,661	(12,160)	1,822,330	1,812,478	9,852	2,913,060	2,917,769	(4,709)	13	4,248,617	3,832,118	416,499
Provo-Orem, Utah	4	80,706	68,085	12,621	53,456	48,405	5,051	296,634	261,413	35,221	4	374,013	401,281	—27,268
Pueblo, Colo.	6				124,823	107,091	17,732	509,902	470,999	36,903	6	596,226	641,723	—45,497
Racine, Wis.	2	•			•			•			2	•	•	•
Raleigh, N.C.	8	43,597	48,821	(5,224)	775,663	779,582	(3,919)	1,435,020	1,270,427	164,593	8	2,170,384	1,759,766	410,618
Reading, Pa.	3	10,790	13,867	(3,097)	155,235	207,039	(51,804)	831,291	818,389	12,902	3	952,302	819,731	132,571
Reno**	7	2,559	2,716	(157)	177,921	171,024	6,897	849,455	791,161	58,294	7	984,896	1,105,918	—121,022
Richmond, Va.	12	73,377	79,883	(6,506)	1,293,900	1,215,359	78,541	2,768,336	2,590,115	178,221	12	3,761,366	3,451,932	309,434
Roanoke, Va.**	7	22,845	21,218	1,629	310,606	304,270	6,336	1,201,306	1,073,580	127,726	7	1,459,501	1,237,212	222,289
Rochester, N.Y.	6	60,990	52,284	8,706	1,523,476	1,706,919	183,443	2,958,088	2,683,467	274,621	6	3,905,535	3,020,191	885,344
Rockford, Ill.	5	4,333	1,136	3,197	221,883	224,618	(2,735)	1,226,646	1,177,086	49,560	5	1,411,560	1,243,422	168,138
Sacramento, Calif.	9	27,946	26,195	1,751	2,308,159	2,205,814	102,345	2,036,757	1,999,013	37,744	9	3,652,091	3,479,583	172,508
Saginaw, Mich.	3	12,819	14,559	(1,740)	317,217	275,458	41,759	704,389	671,892	32,497	3	953,187	765,254	187,933
Salem, Ore.	6	505	17	488	96,983	91,117	5,866	595,924	579,872	18,052	6	682,724	718,659	—35,935
Salinas-Monterey, Calif.**	8	8,802	10,482	(1,680)	225,344	250,578	(25,234)	884,822	799,093	85,729	8	1,068,536	1,132,196	—63,660
Salt Lake City	12	46,350	46,021	329	1,029,607	1,020,034	9,573	2,318,517	2,278,280	40,237	11	3,248,147	3,139,221	108,926
San Angelo, Tex.	4	12,729	12,729	0	33,536	77,262	(43,726)	378,242	359,524	18,718	4	406,573	434,492	—27,919
San Antonio, Tex.	14	60,546	57,571	2,975	1,622,365	1,591,975	30,390	4,162,469	4,221,984	(59,515)	14	5,187,843	4,832,608	355,235
San Bernardino, Calif.**	27	32,809	30,864	1,945	1,270,386	1,029,652	240,734	2,603,981	2,480,450	123,531	27	3,740,586	4,063,541	—322,955
San Diego	10	51,286	54,438	(3,152)	3,363,140	2,964,488	398,652	2,956,136	2,646,809	309,327	10	5,373,023	5,823,594	—450,571
San Francisco-Oakland	18	156,851	186,001	(29,150)	13,115,279	13,939,282	824,003	11,233,446	10,002,571	1,230,875	18	20,404,588	18,489,393	1,915,195
San Jose, Calif.	7	1,962	70	1,892	1,267,007	1,190,424	76,583	2,252,718	1,971,043	281,675	7	3,062,897	2,957,095	105,802
Santa Barbara, Calif.	12	32,117	32,317	(200)	331,064	351,302	(20,238)	1,142,381	1,004,507	137,874	12	1,423,810	1,546,300	—122,490
Savannah, Ga.	7	15,119	14,508	611	262,485	220,020	42,465	989,891	859,316	130,575	7	1,227,513	1,033,058	194,455
Scranton, Pa.	6	15,283	16,602	(1,319)	550,879	589,713	(38,834)	1,223,894	1,129,934	93,960	6	1,677,806	1,517,362	160,444
Seattle-Everett, Wash.**	21	80,545	59,115	21,430	5,315,586	4,296,895	1,018,691	6,041,896	5,634,903	406,993	20	9,840,698	9,239,071	601,627
Sherman-Denison, Tex.	3	350	494	(144)	30,491	41,950	(11,459)	265,163	258,024	7,139	3	301,210	328,972	—27,762
Shreveport, La.	8	72,255	69,607	2,648	767,831	837,676	(69,845)	1,387,544	1,323,927	63,617	8	2,012,594	1,723,263	289,331
Sioux City, Iowa	3	1,067	2,221	(1,154)	126,704	123,019	3,685	610,846	621,956	(11,110)	3	713,085	611,776	101,309
Sioux Falls, S.D.**	4	7,763	9,338	(1,575)	185,930	137,331	48,599	746,119	748,682	(2,563)	4	889,664	717,971	171,693
South Bend, Ind.	4	18,169	20,140	(1,971)	312,548	300,455	12,093	916,526	909,559	6,967	4	1,127,109	1,024,152	102,957
Spokane, Wash.	11	47,791	30,593	17,198	784,629	704,612	80,017	1,434,028	1,274,584	159,444	11	2,017,639	2,051,535	—33,896
Springfield, Ill.	3	8,233	7,888	345	188,219	166,351	21,868	1,071,718	959,584	112,134	3	1,218,514	1,036,372	182,142
Springfield, Mo.	4	21,434	17,464	3,970	268,273	255,437	13,104	826,109	905,727	(79,618)	4	1,056,685	951,290	105,395
Springfield, Ohio	2	•			•			•			2	•	•	•
Springfield-Chicopee-Holyoke, Mass.	10	21,372	25,604	(4,232)	619,769	700,066	(80,297)	1,951,213	1,817,958	(133,255)	10	2,343,156	2,346,632	—3,476
St. Joseph, Mo.	3				171,643	177,444	(5,801)	531,224	532,990	(1,766)	3	642,906	708,852	—65,946
St. Louis, Mo.-Ill.	20	133,968	144,953	(10,985)	5,438,004	5,567,266	(129,262)	8,358,379	7,488,057	870,322	20	12,089,590	9,158,731	2,930,859
Stamford, Conn.	2	•			•			•			2	•	•	•
Steubenville-Weirton, Ohio-W.Va.	2	•			•			•			2	•	•	•
Stockton, Calif.	4	8,500			206,728	251,963	(45,235)	867,873	843,580	24,293	4	1,000,454	995,442	5,012
Syracuse, N.Y.	11	50,476	43,121	7,355	1,315,202	1,391,090	(75,888)	2,396,892	2,042,265	354,627	11	3,317,164	2,946,472	370,692
Tacoma, Wash.	5	6,061	11,962	(5,901)	197,213	227,679	(30,466)	683,765	532,032	151,733	5	830,451	912,736	—82,285
Tallahassee, Fla.	4	25	284	(259)	150,208	123,909	26,299	654,439	593,299	61,140	4	790,629	719,175	71,454
Tampa-St. Petersburg, Fla.	17	61,607	30,262	31,345	1,945,361	1,808,928	136,433	3,207,556	2,731,162	476,394	17	4,695,049	4,043,154	651,895
Terre Haute, Ind.	4	5,294	3,410	1,884	127,133	126,177	956	595,844	557,887	37,957	4	687,562	706,288	—18,726
Texarkana, Tex.-Ark.**	5	737	3,819	(2,882)	99,956	116,308	(16,352)	543,630	509,039	34,591	5	657,831	572,164	85,667
Toledo, Ohio-Mich.	7	38,471	30,197	8,274	1,242,495	1,402,184	(159,689)	3,077,440	2,842,948	234,492	7	3,785,109	3,481,336	303,773
Topeka, Kan.	4	16,127	22,306	(6,179)	549,228	562,727	(13,499)	1,055,354	1,022,383	32,971	4	1,494,017	1,294,093	199,924
Trenton, N.J.	4	4,770	4,777	(7)	346,196	372,675	(26,479)	1,076,343	987,113	89,230	4	1,430,690	1,436,153	—5,463
Tucson, Ariz.	11	9,468	5,586	3,882	582,133	457,234	(124,899)	1,487,589	1,404,506	83,083	11	1,879,758	2,014,720	—134,962
Tulsa, Okla.	9	17,893	29,969	(12,076)	1,113,297	926,559	186,738	2,141,191	2,147,413	(6,222)	9	2,911,611	2,632,626	278,985
Tuscaloosa, Ala.	5	3,884	5,319	(1,435)	70,645	73,125	(2,480)	644,616	557,029	87,587	5	731,913	650,194	81,719
Tyler, Tex.	4				99,168	129,296	(30,128)	535,907	468,786	67,121	4	617,122	578,305	38,817
Utica-Rome, N.Y.**	9	24,489	21,858	2,631	337,757	374,719	(36,962)	1,377,788	1,193,152	184,636	9	1,646,122	1,557,014	89,108
Vallejo-Napa, Calif.	2	•			•			•			2	•	•	•
Waco, Tex.	4	1,682	4,249	(2,567)	160,537	164,039	(3,502)	722,350	711,208	11,142	4	860,180	781,394	78,788
Washington, D.C.-Md.-Va.	23	50,735	88,614	(37,879)	7,369,414	6,319,146	1,050,268	10,871,422	10,841,526	29,896	23	16,771,485	13,858,372	2,913,113

Cast thy bread upon troubled waters.....

The Community Affairs luncheon. Stuffy? Not by any stretch of the imagination!
At KTVU, we get together with community leaders at least twice each week for a light lunch and a lot of heavy talk. Stretching our minds and our imaginations is the point of these off-the-record meetings.

Senators, students, the clergy, mayors, minorities, law enforcement, businessmen, just interested citizens, establishment and anti-establishment, have joined us at this table. KTVU has learned a great deal from these sessions and has acted on many of the ideas rising from them. Breaking bread with our neighbors has broken down a lot of old barriers.
Our best ideas for news, public affairs, and editorials come from the very people we serve.



A Reflection of San Francisco / Oakland

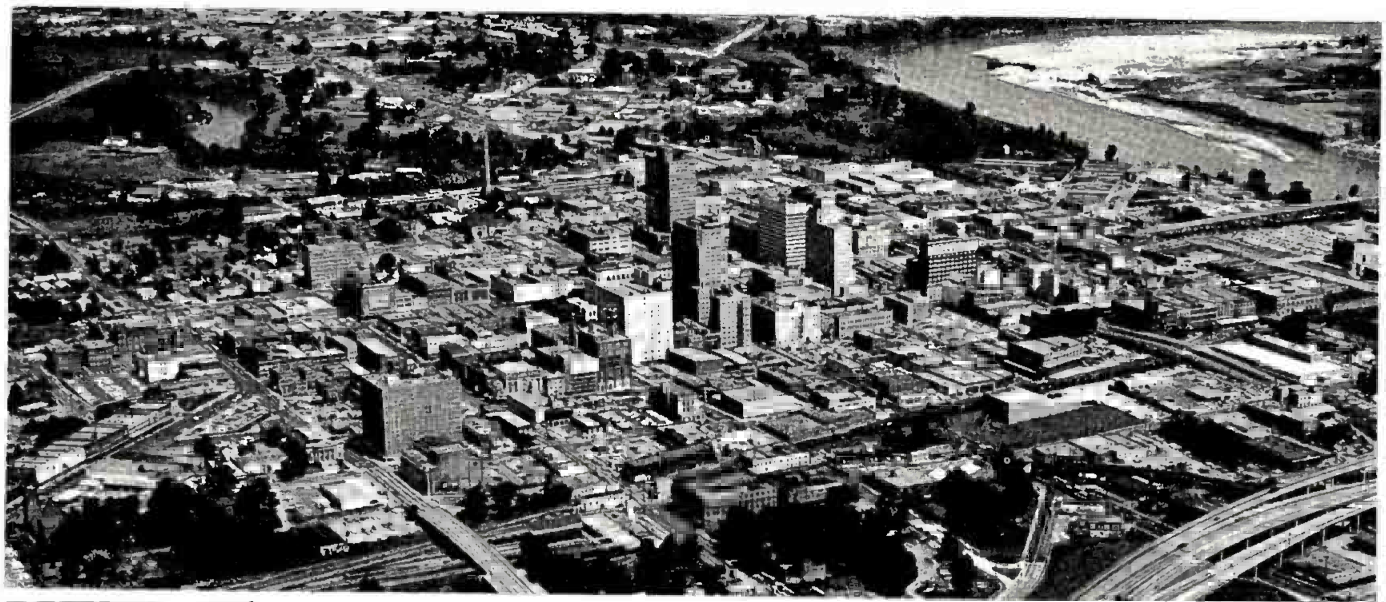
KTVU Television

Represented by TeleRep

2 KTVU

A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: KTVU San Francisco-Oakland, WSB AM-FM-TV Atlanta, WHIO AM-FM-TV Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, WIIC-TV Pittsb



KEEL, Shreveport.

WAKY, Louisville.

WBBF, Rochester.

Metropolitan Areas	No. of stations in operation	Network times sales 1969	Network times sales 1968	Gain or (loss)	Time sales to national & regional advertisers[3] 1969	Time sales to national & regional advertisers[3] 1968	Gain or (loss)	Time sales to local advertisers[3] 1969	Time sales to local advertisers[3] 1968	Gain or (loss)	Total stations reporting[4] 1969	Total broadcast revenues[5]	Total broadcast expenses	Total broadcast income[6]
Waterbury, Conn.	3	17,110	18,328	(1,218)	152,269	112,515	39,754	534,135	554,687	(20,552)	3	677,390	664,190	13,200
Waterloo, Iowa	3	2,270	3,166	(896)	319,650	244,257	75,393	757,544	766,037	(8,493)	3	1,051,326	889,242	162,084
West Palm Beach, Fla.	10	12,556	12,089	487	459,112	388,115	70,997	1,391,224	1,251,398	139,826	10	1,783,643	1,953,060	—169,417
Wheeling, W.Va.-Ohio	6	15,550	18,845	(3,295)	601,555	745,967	(144,412)	974,571	929,009	45,562	5	1,673,167	1,400,448	272,721
Wichita, Kan.	7	20,219	29,890	(9,671)	598,628	680,785	(82,157)	2,534,101	2,217,561	316,540	7	2,975,821	2,652,698	323,123
Wichita Falls, Tex.	3	10,854	10,831	23	277,774	318,675	(40,901)	625,559	632,357	(6,698)	3	878,020	820,585	57,435
Wilkes Barre-Hazleton, Pa.	6	31,992	34,292	(2,300)	189,988	184,491	5,497	1,022,562	929,742	92,820	6	1,194,926	1,126,299	68,627
Wilmington, Del.-N.J.-Md.	7	15,750	13,452	2,298	207,198	297,161	(89,963)	1,972,471	1,783,609	188,862	7	2,110,906	1,730,193	380,713
Wilmington, N.C.	5	753	454	299	102,328	99,893	2,433	466,740	419,077	47,663	5	563,262	571,885	—8,623
Worcester, Mass.	4	40,238	47,603	(7,365)	521,652	562,883	(41,231)	992,993	895,412	97,581	4	1,398,883	1,662,809	—263,926
York, Pa.	5	9,342	11,390	(2,048)	394,372	401,519	(7,147)	1,414,323	1,276,340	137,983	5	1,707,665	1,349,461	358,204
Youngstown, Ohio	6	32,252	66,095	(33,843)	656,869	715,044	(58,175)	1,527,191	1,335,636	191,555	6	2,075,872	1,803,506	272,366
Total	**1708**	**$8,060,456**	**$8,034,694**	**$ 25,762**	**$295,627,279**	**$293,627,769**	**$ 1,999,510**	**$501,387,814**	**$465,735,305**	**$ 35,652,509**	**1690**	**$718,245,773**	**$618,367,191**	**$ 99,878,582**

Non-metro areas of three or more stations

Area	No. of stations in operation	Network times sales 1969	Network times sales 1968	Gain or (loss)	National & regional 1969	National & regional 1968	Gain or (loss)	Local 1969	Local 1968	Gain or (loss)	Total stations reporting 1969	Total broadcast revenues	Total broadcast expenses	Total broadcast income
Anniston, Ala.	3				$ 36,059	$ 45,937	$ (9,878)	$ 484,619	$ 413,573	$ 71,046	3	$ 515,695	$ 452,461	$ 63,234
Decatur, Ala.	3	$ 8,340	$ 302	$ 8,038	34,427	30,660	3,767	264,645	294,308	(29,663)	3	304,659	287,211	17,448
Dothan, Ala.	3	5,226	7,194	(1,968)	50,429	58,029	(7,600)	315,394	295,415	19,979	3	365,596	284,150	81,446
Florence-Sheffield, Ala.	6	4,088	3,963	125	100,683	89,212	11,471	580,023	532,850	56,173	6	677,111	680,142	—3,031
Selma, Ala.**	3	2,061	2,253	(192)	32,900	21,044	11,856	290,565	266,827	23,738	3	322,173	327,348	—5,175
Anchorage	5				188,089	194,616	6,527	1,334,699	1,289,870	44,829	5	1,442,267	1,562,992	—120,725
Flagstaff, Ariz.	3		389	(385)	106,564	112,755	(6,191)	313,619	293,498	20,121	3	397,763	359,336	38,427
Prescott, Ariz.	3		15,518	(15,518)	15,371	8,408	6,963	113,968	106,729	7,239	3	150,491	184,029	—33,538
Yuma, Ariz.**	3	14,902	47,005	(32,103)	99,642	51,088	48,554	220,837	202,147	18,690	3	313,953	332,495	—18,542
Hot Springs, Ark.	3	4,120	3,445	675	61,913	72,743	(10,830)	311,875	307,898	3,977	3	369,504	361,843	7,661
Merced, Calif.	3				47,148	63,894	(16,748)	192,528	180,294	12,234	3	228,306	256,060	—27,754
Modesto, Calif.	3	2,522	4,324	(1,802)	204,911	175,628	29,283	517,633	468,519	49,114	3	663,677	712,793	—49,116
Redding, Calif.**	5	5,567	5,228	339	131,826	76,686	55,140	246,141	283,020	(36,879)	4	359,585	438,455	—78,870
San Luis Obispo, Calif.	3	14,912	9,766	5,146	152,153	118,588	33,565	367,502	337,122	30,380	3	507,780	456,197	51,583
Santa Rosa, Calif.	4				83,710	84,418	(708)	521,051	474,670	46,381	3	574,704	536,186	38,518
Grand Junction, Colo.	4	18,734	15,727	3,007	66,591	103,546	(36,955)	438,126	360,842	72,284	4	522,932	604,433	—81,501
Cocoa, Fla.	3				118,129	114,955	3,174	269,722	325,746	(56,024)	3	365,029	473,714	—108,685
Daytona Beach, Fla.	3	657	690	(33)	92,439	94,036	(1,597)	532,450	486,349	46,101	3	596,036	583,505	12,531
Fort Myers, Fla.	3	3,366	2,853	513	139,437	120,493	18,944	387,635	365,590	22,054	3	504,491	408,824	95,667
Gainesville, Fla.	4	3,978	4,814	(836)	93,504	76,338	17,166	602,857	498,687	104,170	4	740,925	664,670	76,255
Lakeland, Fla.	3	4,348	3,169	1,179	123,725	113,001	10,724	413,238	387,205	26,033	3	536,778	535,025	1,753
Ocala, Fla.	3	312	1,350	(1,038)	83,150	55,917	27,233	377,306	357,187	20,119	3	446,709	476,894	—30,185
Panama City, Fla.	4	331	74	257	61,086	50,732	10,354	312,388	378,950	(66,562)	3	374,255	401,866	—27,611
Sarasota, Fla.	4	3,158	3,375	(217)	90,164	77,320	12,844	473,451	388,525	84,926	4	548,534	536,558	11,976
Athens, Ga.	3	3,911	4,643	(732)	113,313	89,691	23,622	541,192	511,420	29,772	3	667,573	619,520	48,053
Brunswick, Ga.	3	3,314	3,276	38	57,639	88,517	(30,878)	360,371	294,776	65,595	3	412,264	409,421	2,843
Dalton, Ga.	3	55		55	30,055	29,164	891	346,749	333,695	13,054	3	375,876	294,542	81,334
Gainesville, Ga.	3	2,501	3,019	(518)	70,770	44,886	25,884	488,326	468,523	19,803	3	578,198	556,444	21,754
Griffin, Ga.	3	*	63		*	40,170		*	269,381		2	*	*	*
Rome, Ga.	4	2,290	31	2,259	67,498	64,502	2,994	574,103	518,996	55,107	4	646,987	638,139	8,848
Valdosta, Ga.	4				126,694	99,166	27,528	296,058	284,675	11,383	4	413,410	360,076	53,334
Hilo, Hawaii	3	2,581	1,722	859	10,308	18,334	(8,026)	251,212	237,158	14,058	3	259,050	332,101	—73,051
Mason City, Iowa	3	8,202	9,527	(1,325)	121,474	128,659	(7,185)	481,261	422,198	59,063	3	591,813	538,789	53,024
Idaho Falls, Idaho	3	18,670	22,258	(3,588)	102,718	98,277	4,441	356,588	393,426	(36,836)	3	459,345	432,808	26,537
Pocatello, Idaho	3	2,825	19,057	(16,232)	102,304	80,453	21,851	289,063	274,171	14,892	3	375,927	294,012	81,915
Twin Falls, Idaho	3	2,635	3,547	(912)	57,177	72,991	15,814	294,152	314,590	(20,438)	3	343,516	334,423	9,093
Salina, Kan.	3	625	3,617	(2,992)	455,097	400,621	44,476	469,084	434,537	34,547	3	891,858	871,774	20,084
Bowling Green, Ky.	3	134		134	80,180	74,921	5,259	373,308	333,372	39,936	3	434,963	378,648	56,315
Puducah, Ky.	3	6,044	6,607	(563)	97,710	89,452	6,258	389,579	362,027	27,552	3	476,933	453,375	23,558
Alexandria, La.	3	9,692	9,558	138	108,019	111,398	(3,379)	504,034	521,478	(17,444)	3	607,108	487,543	119,565
Battle Creek, Mich.	3	6,024	8,824	(2,800)	145,402	130,401	15,001	484,323	466,627	17,696	3	598,608	524,060	74,548
Cumberland, Md.	3	3,778	6,184	(2,406)	56,396	32,462	23,934	452,714	410,802	41,912	3	526,171	558,890	—32,719
Salisbury, Md.	3	6,800	6,450	350	80,993	85,201	(4,208)	463,764	447,850	15,914	3	534,589	499,340	35,249
Bangor, Me.	3	15,385	18,958	(3,573)	182,526	183,485	(959)	352,419	312,982	39,437	3	523,228	429,376	93,852
Rochester, Minn.	3	912	2,190	(1,278)	71,384	57,906	13,478	585,251	558,889	26,362	3	643,792	605,762	38,030
Columbus, Miss.	3				31,472	37,456	(5,984)	275,207	200,959	74,248	3	301,208	290,327	10,881
Greenville, Miss.	3	1,040	1,393	(353)	45,596	38,692	6,904	328,377	334,176	(5,799)	3	371,219	310,613	60,606
Greenwood, Miss.**	3	1,242	1,544	(302)	24,317	32,427	(8,110)	133,352	146,171	(12,819)	3	176,141	169,926	6,215
Hattiesburg, Miss.**	5	798	882	(84)	23,972	19,441	4,531	434,629	388,066	46,563	5	473,144	448,836	24,308
Laurel, Miss.	3	1,117	1,418	(301)	23,477	16,554	6,923	412,500	379,184	33,316	3	449,363	442,553	6,810
Meridian, Miss.**	5	3,197	2,976	221	55,332	58,380	(3,048)	519,469	493,249	80,220	5	563,834	563,594	240
Cape Girardeau, Mo.	3				109,313	120,832	(11,519)	311,052	242,504	68,548	3	405,442	358,658	48,784
Joplin, Mo.	4	4,900	5,754	(854)	75,941	86,838	(10,897)	279,328	290,018	(10,690)	3	347,140	334,659	12,481
Missoula, Mont.	4	27,064	27,194	(130)	42,484	46,202	(3,718)	534,488	476,719	57,769	4	611,216	599,727	11,489
Goldsboro, N.C.	3	26,952	25,655	1,297	17,446	25,724	(8,278)	432,937	438,932	(5,995)	3	485,192	447,844	37,348

Greenville, N.C.	3	27,530	24,921	2,609	69,942	64,555	5,387	233,424	206,449	26,975	3	315,881	332,535	—16,654
Hickory, N.C.	3	553	934	(381)	120,611	152,142	(31,531)	438,634	410,150	28,484	3	555,580	517,461	38,119
Jacksonville, N.C.	3				38,979	34,397	4,582	500,495	446,415	54,080	3	546,816	488,003	58,813
Kinston, N.C.	3	3,662	15,757	(12,095)	40,685	21,713	18,972	468,878	419,738	49,140	3	518,587	470,179	48,408
Rocky Mount, N.C.	3	16,792	18,254	(1,462)	20,255	19,808	447	321,032	309,938	11,094	3	361,317	348,483	12,834
Wilson, N.C.	3	12,681	10,275	2,406	55,494	66,023	(10,529)	305,431	277,155	28,276	3	396,089	372,002	24,087
Bismarck, N.D.	3	7,315	9,618	(2,303)	227,508	256,155	(28,647)	492,024	458,235	33,789	3	695,241	634,794	60,447
Minot, N.D.	4	1,305	1,852	547	85,921	122,522	(36,601)	512,288	368,043	144,245	4	584,079	581,215	2,864
Carlsbad, N.M.	3				22,811	32,485	(9,674)	139,333	155,062	(15,792)	3	176,120	180,909	—4,789
Farmington, N.M.	3				50,342	54,588	(4,246)	340,661	328,665	11,996	3	383,531	303,724	79,807
Roswell, N.M.**	6	1,624	2,021	(397)	91,617	94,871	(3,254)	286,796	255,539	31,257	5	413,197	559,527	—146,330
Santa Fe, N.M.	3				23,632	17,546	6,086	377,528	335,165	42,363	3	394,000	370,330	23,670
Elmira-Horseheads, N.Y.	4	11,352	12,359	(1,007)	50,154	56,883	(6,729)	655,923	603,432	52,500	4	715,367	692,547	22,820
Kingston, N.Y.	3	9,404	6,002	3,402	126,713	99,065	27,648	571,588	570,970	618	3	688,629	637,961	50,668
Plattsburg, N.Y.	3	18,586	12,701	5,885	75,675	85,374	(9,699)	491,573	407,684	83,889	3	585,100	626,838	—41,738
Watertown, N.Y.	3	11,469	11,321	148	81,619	49,709	31,910	432,060	447,316	15,256	3	530,758	553,044	—22,286
Klamath Falls, Ore.	3	5,780	4,000	1,780	69,224	81,672	(12,448)	211,943	199,971	1,972	3	280,311	264,782	15,529
Medford, Ore.	5	4,820	6,729	1,909	99,226	136,204	(36,978)	464,575	438,873	25,702	4	556,424	544,565	11,859
Roseburg, Ore.	3	4,388	3,173	1,215	49,713	57,608	(7,895)	254,651	280,902	26,251	3	295,928	300,001	—4,073
Williamsport, Pa.	3	9,280	10,747	(1,467)	53,384	61,733	(8,349)	274,805	252,597	22,208	3	347,056	343,915	3,141
Florence, S.C.	3	4,596	1,230	3,366	74,964	94,457	(19,493)	373,866	361,315	12,551	3	436,784	390,614	46,170
Orangeburg, S.C.	3				57,568	56,703	865	394,766	367,786	26,980	3	449,852	391,548	58,304
Spartanburg, S.C.	4	11,002	12,394	(1,392)	146,641	148,597	(1,956)	664,390	705,353	(40,963)	4	823,631	744,985	78,646
Sumter, S.C.	3				37,348	37,603	(255)	335,483	346,801	(11,318)	3	367,746	369,222	—1,476
Rapid City, S.D.	4	10,747	11,010	(255)	80,488	85,662	(5,174)	475,731	440,129	35,602	4	558,701	520,228	38,473
Jackson, Tenn.	3	1,282	1,655	(373)	88,511	96,039	(7,528)	435,829	373,360	62,469	3	518,638	433,486	85,152
Kingsport, Tenn.	3	1,408	2,844	(1,436)	49,439	51,756	(2,317)	437,693	417,017	20,676	3	508,339	515,588	—7,249
Big Springs, Tex.	3	2,987	2,413	574	59,910	63,142	(3,232)	291,871	291,711	160	3	346,035	319,787	26,248
Brownwood, Tex.	3	1,863	1,938	(75)	33,633	32,312	1,321	398,457	371,598	26,859	3	441,252	424,307	16,945
Del Rio, Tex.	3				25,136	2,984	22,152	132,414	122,262	10,152	3	173,176	185,719	—12,543
Bristol, Va.-Tenn.	5	1,500	1,931	(431)	121,679	87,642	34,037	514,561	396,424	118,137	5	634,637	645,060	—10,423
Charlottesville, Va.	3	7,415	8,659	(1,244)	122,901	106,142	16,759	595,880	542,823	53,037	3	725,170	753,280	—28,110
Danville, Va.	4	3,901	1,575	2,326	96,717	108,625	(10,908)	811,537	731,846	79,691	4	920,626	815,794	104,832
Harrisonburg, Va.	3	4,073	5,698	(1,625)	55,353	63,674	(8,321)	546,029	513,995	32,034	3	593,224	617,393	—24,169
Burlington, Vt.	3	16,146			130,959	*		607,552			3	724,072	667,495	56,577
Bellingham, Wash.**	4	392	109	213	112,570	101,692	10,878	432,064	381,368	50,696	3	519,567	532,204	—12,637
Kennewick-Pasco-Richlands, Wash.	4	*	190		120,497	66,675	53,822	468,700	473,919	(5,219)	4	552,830	577,146	—24,316
Walla Walla, Wash.	3	3,135	3,978	(844)	38,756	47,574	(8,818)	241,120	220,288	20,832	3	262,193	255,970	6,223
Wenachee, Wash.	3	*	4,874		*	83,636		*	315,704		2	*	*	*
Yakima, Wash.	5	7,188	8,977	(1,789)	204,555	202,642	1,913	562,529	529,470	33,059	5	734,380	730,981	3,399
Eau Claire, Wis.	3	3,125	3,757	(632)	50,866	51,242	(376)	716,459	653,863	62,596	3	771,675	727,737	43,938
La Crosse, Wis.	3	8,152	8,846	(694)	111,964	114,419	(2,455)	536,335	527,494	8,841	3	729,865	715,939	13,926
Manitowoc-Two Rivers, Wis.	3	341	529	(188)	25,891	23,506	2,385	487,015	482,179	4,836	3	498,794	518,054	—19,260
Wausau, Wis.	3	11,311	9,977	1,334	115,553	98,743	16,819	527,293	417,880	109,413	3	611,804	531,795	80,009
Beckley, W.Va.	3	7,442	6,874	568	79,864	97,446	(17,582)	487,404	417,559	69,845	3	578,662	547,670	30,992
Clarksburg, W.Va.	3	2,863	3,666	(803)	43,034	48,092	(5,058)	358,030	294,688	63,342	3	404,803	367,647	37,156
Parkersburg, W.Va.	3	4,269	4,047	222	62,525	69,087	(6,562)	477,160	426,597	50,563	3	535,520	489,021	46,499
Casper, Wyo.	3	7,632	19,391	(11,759)	82,650	51,715	30,935	405,443	429,849	(24,406)	3	462,166	502,775	—20,609
Cheyenne, Wyo.	4	17,118	18,653	(1,535)	37,568	23,189	14,379	315,347	297,901	17,446	4	370,629	349,915	20,714
Total	**347**	**549,807**	**648,759**	**(98,952)**	**$8,605,395**	**$8,453,122**	**$152,273**	**$ 43,018,999**	**$ 40,859,881**	**$ 2,159,118**	**338**	**$ 51,376,442**	**$ 49,610,412**	**$ 1,766,030**
Commonwealth and Possessions—Metropolitan Areas														
Mayaguez, P.R.[8]	5	1,612	112,229		$348,974	$ 323,416		509,154	457,134	52,020	5	846,377	814,355	32,022
Ponce, P.R[8].	5	57,028	173,472		578,134	598,854		402,266	276,685	125,581	5	956,517	744,472	212,045
San Juan, P.R.[7]	13	5,762	634,652		2,483,472	2,677,088		2,691,157	2,524,405	166,752	13	4,657,712	4,455,848	201,864
Total	**23**	**64,402**	**920,326**		**$3,410,580**	**$3,599,358**		**$ 3,602,577**	**$ 3,258,224**	**$ 344,353**	**23**	**$ 6,460,606**	**$ 6,014,675**	**$ 445,931**
Arecibo, P.R.[7]	3	11,100	18,433		278,777	267,529		205,423	209,664	(7,241)	3	469,573	406,581	62,992
OTHER COMMUNITIES [7]	21	91,136	1,080,809		1,151,279	936,362		1,714,920	1,589,482	125,438	19	2,789,265	2,532,773	256,492
TOTAL—COMMONWEALTH AND POSSESSIONS	**47**	**91,138**	**1,080,809**		**$4,840,636**	**$4,823,249**		**$ 5,522,920**	**$ 5,057,370**	**$ 468,550**	**45**	**$ 9,719,444**	**$ 8,954,029**	**$ 765,415**
Metropolitan areas United States	1708	$8,060,456	$ 8,034,694	$ 25,762	$295,627,279	$293,627,769	$ 1,999,510	$501,387,814	$465,735,305	$ 35,652,509	1690	$ 718,245,773	$618,367,191	$ 99,878,582
Non-metro areas of 3 or more stations	349	551,226	648,759	(97,533)	8,627,822	8,453,122	1,174,700	43,177,212	40,859,881	2,317,331	340	51,561,024	49,837,359	1,723,665
Non-metro areas of two stations	582	452,870	496,300	(43,430)	9,448,471	9,730,640	(282,169)	63,064,807	57,455,885	5,608,922	575	72,677,335	68,451,544	4,225,791
Non-metro areas of one station	1562	509,618	590,296	(80,676)	16,438,872	15,744,472	694,400	135,157,156	126,202,893	8,954,263	1544	152,375,407	141,513,418	10,861,989
Total United States	4201	9,574,170	9,770,049	(195,879)	330,142,444	327,556,003	2,586,441	742,786,989	690,253,964	52,533,025	4149	994,859,539	878,169,512	116,690,027
Commonwealth and possessions[1]	47	91,138	1,080,809		4,840,636	4,823,249	17,387	5,522,920	5,057,370	465,550	45	9,719,444	8,954,029	765,415
GRAND TOTAL	**4248**	**$9,665,308**	**$10,850,858**	**($1,185,550)**	**$334,983,080**	**$332,379,252**	**$ 2,603,828**	**$748,309,909**	**$699,311,334**	**$ 52,998,575**	**4194**	**$1,004,578,983**	**$887,123,541**	**$ 117,455,442**

(For all footnotes to preceding tables see page 36)

[1] Excludes 442 independent FM stations and 179 FM stations associated with AM stations but reporting separately.

[2] Stations with less than $25,000 in time sales report only total revenues and total expenses. However, stations with more than $25,000 in time sales accounted for 99 percent of the broadcast revenues of the reporting stations.

[3] Before commissions to agencies, representatives and others. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

[4] Excludes data for 54 stations whose reports were not filed on time.

[5] Total revenues consist of total time sales plus talent and program sales, plus other incidental broadcast revenue, less commissions.

[6] Before federal income tax. Note: — denotes loss.

[7] Not comparable with figures presented in previous years. In previous years, the share of local stations in revenue generated by presentation of programs of another Puerto Rican station was classified as network revenue. In 1969 these revenues are treated as national/regional spot revenues.

* Data withheld to maintain confidentiality.

** Not all stations in this market operated for the full year.

Selected revenue items, broadcast revenues, expenses, income of radio[1] stations for selected[2] communities within SMSA, 1969

Radio metropolitan area community-city, state	No. of stations in operations	No. reporting $25,000 or more time sales	Network time sales			Time sales[3] to national & regional advertisers[4]			Time sales[3] to local advertisers[4]			Total stations reporting	Total broadcast revenues[5]	Total broadcast expenses	Total broadcast income[6]
			1969	1968	Gain or (loss)	1969	1968	Gain or (loss)	1969	1968	Gain or (loss)				
Albany-Schenectady-Troy															
Albany, N.Y.	4	4	$ 43,608	$ 31,733	$11,875	$ 767,900	$ 748,853	$19,047	$ 1,492,054	$ 1,234,025	$249,029	4	$ 1,949,938	$ 1,726,481	$ 223,457
Allentown-Bethlehem-Easton															
Allentown, Pa.	4	4	17,660	20,892	96,770	403,089	443,754	(40,665)	1,081,033	1,058,019	23,014	4	1,437,510	1,099,221	338,289
Altoona															
Altoona, Pa.	3	3	3,153	2,552	601	172,051	156,822	15,169	484,227	463,407	20,820	3	630,445	697,773	—67,328
Atlanta															
Atlanta, Ga.	11	11	261,682	205,884	55,798	3,730,690	3,422,991	307,699	6,976,051	6,452,121	523,930	11	9,304,186	6,031,209	3,272,977
Augusta															
Augusta, Ga.	5	5	22,877	24,020	(1,143)	181,042	148,782	32,260	713,279	731,767	(18,488)	5	971,762	1,074,938	—103,176
No. Augusta, S.C.	3	3				493			412,029	391,635	20,394	3	411,116	419,280	—8,164
Bakersfield															
Bakersfield, Calif.	8	8	33,496	29,582	3,914	419,590	366,967	52,623	980,277	1,075,874	(95,597)	8	1,333,209	1,537,711	—204,502
Baltimore															
Annapolis, Md.	3	3				235,428	230,117	5,311	454,277	367,119	87,158	3	660,573	600,688	59,885
Baltimore, Md.	9	8	79,801	69,513	10,288	4,000,713	4,118,492	117,779	6,433,390	6,331,143	102,247	8	8,742,340	6,733,846	2,008,494
Beaumont-Port Arthur															
Beaumont, Tex.	4	4	19,678	1,316	18,362	333,189	376,882	(43,693)	915,512	835,557	79,955	4	1,165,534	1,137,113	28,421
Birmingham															
Birmingham, Ala.	9	9	40,203	31,890	8,213	1,198,918	1,278,703	(79,785)	2,397,093	2,265,716	131,377	9	3,253,326	2,728,574	524,752
Boston															
Boston	9	9	247,644	163,587	84,057	9,752,371	9,451,826	300,545	6,946,457	6,460,844	485,613	9	14,173,871	10,331,366	3,842,505
Buffalo															
Buffalo, N.Y.	6	6	67,334	68,249	(915)	2,544,234	2,941,150	(396,916)	3,592,912	3,316,554	276,358	6	5,277,191	4,698,599	578,592
Chattanooga															
Chattanooga, Tenn.	6	6	17,934	18,925	(991)	198,782	195,146	3,636	1,508,758	1,329,554	179,204	6	1,626,786	1,577,882	48,904
Chicago															
Chicago	13	13	265,546	314,944	(49,398)	20,339,512	19,427,457	(912,055)	11,885,056	12,877,828	(992,772)	13	28,265,179	21,112,648	7,152,531
Cleveland															
Cleveland	7	7	194,541	137,524	57,017	4,626,179	5,010,328	384,149	6,024,665	5,530,085	494,570	7	9,145,061	8,073,611	1,071,450
Dallas															
Dallas	7	7	91,583	94,073	2,490	3,478,348	3,486,591	(8,243)	5,366,828	4,473,154	893,674	7	7,735,839	4,892,706	2,843,133
Davenport-Rock Island-Moline															
Davenport, Iowa	3	3	9,991	6,732	3,259	347,202	285,592	61,610	806,638	724,895	81,743	3	1,060,334	1,025,628	34,706
Denver															
Denver	10	10	56,791	69,974	(13,183)	2,513,904	2,521,823	(7,919)	4,404,897	4,434,640	29,743	10	6,045,849	6,018,486	27,363
Detroit															
Detroit	6	6	327,215	376,303	(49,088)	7,894,197	7,530,738	363,459	7,308,121	8,599,294	(791,173)	6	13,836,748	9,549,969	4,286,779
Duluth-Superior															
Duluth, Minn.	3	3	18,324	16,815	1,509	203,295	298,263	(94,968)	557,594	502,606	54,988	3	752,408	705,877	46,531
Superior, Minn.	3	3	14,574	19,526	(4,952)	51,084	48,038	3,050	262,099	253,531	8,568	3	320,928	327,230	—6,302
Fort Smith															
Fort Smith, Ark.	4	4	6,794	28,232	(21,438)	114,850	139,938	(25,088)	510,091	476,385	33,706	4	607,837	566,536	41,301
Grand Rapids															
Grand Rapids, Mich.	6	5	16,689	107,292	(90,603)	934,782	832,163	102,619	1,710,535	1,646,219	64,316	6	2,334,373	2,233,703	100,670
Greensboro-High Point															
Greensboro, N.C.	5	5	26,854	19,180	7,674	313,828	372,588	(58,760)	1,164,038	1,062,347	101,691	5	1,428,537	1,113,081	315,456
Winston-Salem, N.C.	6	6	5,694	8,012	(2,318)	304,715	294,060	10,655	1,349,005	1,326,686	22,319	6	1,579,915	1,382,283	197,632
Greenville															
Greenville, S.C.	6	6	21,452	12,266	9,186	307,289	307,593	(295)	1,522,087	1,321,486	200,601	6	1,854,486	1,585,080	269,406
Harrisburg															
Harrisburg, Pa.	4	4	23,338	29,571	(6,233)	545,642	508,102	37,540	1,120,259	966,182	153,977	4	1,638,687	1,313,786	324,901
Houston															
Houston, Tex.	10	10	111,637	64,891	46,746	3,436,341	3,433,662	2,679	6,493,534	5,996,291	497,243	10	8,652,085	6,827,998	1,824,087
Huntington-Ashland															
Huntington, W.Va.	3	3	8,083	8,811	(728)	209,117	235,310	26,193	659,270	642,516	16,754	3	824,759	741,552	83,207
Johnstown															
Johnstown, Pa.	3	3	14,742	14,674	68	191,210	232,371	41,161	448,084	409,654	38,430	3	623,888	637,393	—13,505

OUR PRIME SUCCESS IS YOUR PRIME TARGET

Marcus Welby, M.D.	**Room 222**
ABC Movie of the Week	**The Johnny Cash Show**
ABC Sunday Night Movie	**Make Room For Granddaddy**
The Klowns	**Bewitched**
The FBI	**The Partridge Family**
Mod Squad	**Love, American Style**
NFL Monday Night Football	**That Girl**
Courtship of Eddie's Father	**The Brady Bunch**

ABC has 16 of the top 40 programs reaching adults 18-49. As you can see, these programs cover the entire range of entertainment – from drama to comedy, from movies to music. There's even a special for good measure. And they are spread throughout our entire schedule.

ABC is also out front in reaching the adult 18-49 market, with an average audience 9% larger than the second network and 12% larger than the third.

Network	Adults 18-49
ABC	13.5
Network X	12.4
Network Y	12.1

Turn to the other day-parts in which we program – Monday-Friday daytime, News and Dick Cavett – and you'll find a larger share of ABC's audience is recruited from the 18-49 segment of the population.

It's true; ABC thinks young. We always have. And viewers know it. In a new basic marketing study conducted for ABC by Lieberman Associates we found that people think of ABC as the network most likely to be viewed by younger people.

Network	Perceived as viewed by younger people
ABC	48%
Network X	27
Network Y	25

All of this is no demographic accident. It's part of a programming philosophy based on knowing that *your* best customers and *ours* are the same: young adults 18-49.

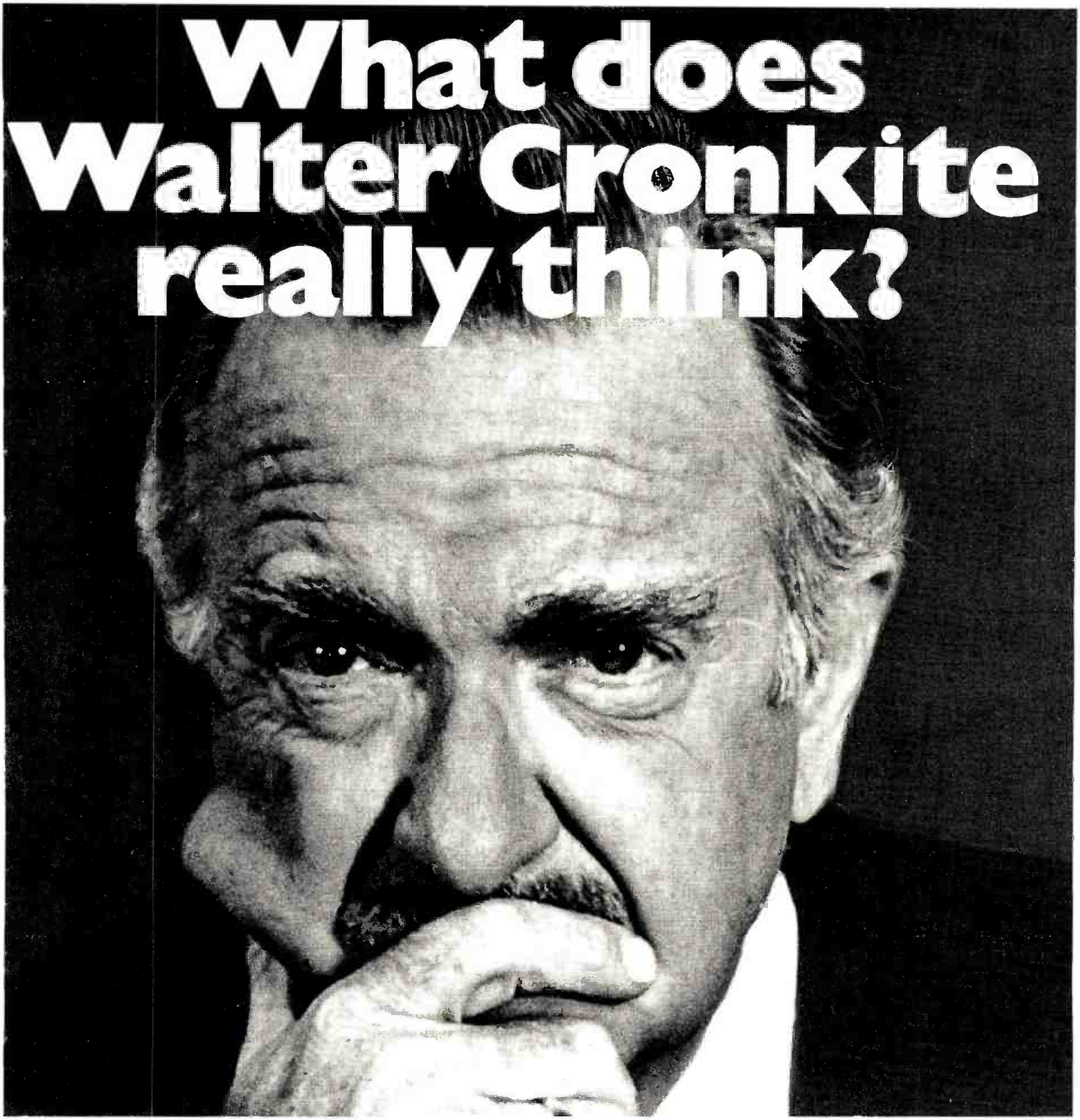
This is the marketing group that's much more responsive. In *awareness* of brands. In *recognizing* your advertising campaigns. In *trying* your products. The younger the consumer, the greater the market responsiveness.

And this is our target audience. We're out to deliver the greatest concentration of young adults in television. Shouldn't we get together?

ABC TELEVISION NETWORK

Source: National Nielsen Tv Rating Report, NTI audience estimates two weeks ending November 22, 1970, 7:30-11 pm. Rankings include specials. All audience data quoted are based on estimates from the rating source cited. Qualifications available upon request.

Radio metropolitan area community-city, state	No. of stations in operations	No. reporting $25,000 or more time sales	Network time sales 1969	Network time sales 1968	Network time sales Gain or (loss)	Time sales [3] to national & regional advertisers [4] 1969	Time sales [3] to national & regional advertisers [4] 1968	Time sales [3] to national & regional advertisers [4] Gain or (loss)	Time sales [3] to local advertisers [4] 1969	Time sales [3] to local advertisers [4] 1968	Time sales [3] to local advertisers [4] Gain or (loss)	Total stations reporting	Total broadcast revenues [5]	Total broadcast expenses	Total broadcast income [6]
Kansas City															
Kansas City, Mo.	5	5	36,427	33,349	3,078	2,406,988	2,694,114	287,126	3,854,968	4,157,698	302,730	5	5,336,485	3,818,306	1,518,179
Knoxville															
Knoxville, Tenn.	8	8	27,479	28,207	(728)	778,095	722,846	55,249	1,321,818	1,203,629	118,189	8	2,013,875	1,805,670	208,205
Lansing															
Lansing, Mich	3	3				343,516	314,007	29,509	983,034	923,165	59,865	3	1,301,908	966,522	335,386
Little Rock-North Little Rock															
Little Rock, Ark.	6	6	39,609	33,925	5,684	512,843	551,241	(38,398)	1,555,707	1,537,051	18,656	6	1,893,364	1,737,185	156,179
Los Angeles-Long Beach															
Los Angeles	12	12	278,051	231,064	46,987	17,338,166	18,399,540	1,061,344	22,168,924	17,841,024	4,327,900	12	33,270,715	25,238,966	8,031,749
Pasadena, Cal.	3	2	*			*	1,538,915		*	2,646,744		2	*	*	*
Louisville															
Louisville, Ky.	8	8	50,116	67,874	(17,758)	2,340,210	2,334,349	5,861	2,640,852	2,434,097	206,755	8	4,459,092	4,299,704	159,388
Macon															
Macon, Ga.	6	6	21,417	12,673	8,744	294,678	288,391	6,287	1,064,579	1,051,016	13,563	6	1,358,027	1,249,228	108,799
Memphis															
Memphis	9	9	60,548	61,963	(1,415)	1,953,723	1,843,766	109,957	3,098,578	3,011,269	87,309	9	4,550,000	3,360,550	1,189,450
Miami															
Miami	8	8	71,152	84,269	(13,117)	2,789,239	2,872,345	(83,106)	4,261,141	3,960,628	300,513	8	6,153,774	5,046,849	1,106,925
Milwaukee															
Milwaukee	7	7	51,576	46,562	5,014	3,115,845	3,175,153	(59,306)	4,166,424	3,458,265	708,159	7	6,378,692	5,553,905	824,787
Minneapolis-St. Paul															
Minneapolis	6	6	73,506	87,155	(13,649)	3,327,380	2,904,551	422,829	6,178,289	5,770,556	407,733	6	9,214,147	5,192,055	4,022,092
Mobile															
Mobile, Ala.	7	6	21,277	11,315	9,962	468,412	531,458	(63,046)	817,183	796,519	20,664	6	1,195,809	1,112,564	83,245
Nashville															
Nashville	7	6	83,857	83,849	8	1,810,432	1,786,516	23,916	2,146,468	2,029,158	117,310	6	4,368,692	3,537,700	830,992
New York															
New York	16	16	466,286	589,424	(123,138)	32,273,669	28,649,524	3,624,145	25,559,491	25,774,550	(215,059)	16	49,437,140	37,827,877	11,609,263
Newark															
Newark, N.J.	3	3	117,028	107,830	9,198	1,313,943	1,650,974	337,031	1,746,723	1,504,512	242,211	3	2,791,323	3,059,433	—268,110
Norfolk-Portsmouth															
Norfolk, Va.	4	4	17,434	17,685	(251)	674,764	734,112	(59,348)	1,536,140	1,397,957	138,183	4	1,975,036	1,818,667	156,369
Orlando															
Orlando, Fla.	5	5	35,884	36,348	(464)	611,356	579,514	31,842	1,865,459	1,817,508	47,951	5	2,224,646	2,018,945	205,701
Philadelphia															
Philadelphia	11	11	276,487	262,632	13,855	9,320,114	10,371,872	(1,051,756)	9,599,141	8,264,609	1,334,532	11	15,955,989	13,807,814	2,148,175
Phoenix															
Phoenix	12	12	40,888	30,550	10,338	1,061,547	1,097,328	35,781	2,370,748	2,035,118	335,630	12	3,191,628	3,218,942	—27,314
Pittsburgh															
Pittsburgh	8	8	81,146	63,072	1,926	3,873,283	3,970,825	(97,542)	5,205,516	4,580,257	625,259	8	8,325,038	6,900,327	1,424,711
Portland															
Portland, Ore.	9	9	61,767	58,756	3,011	1,625,136	1,784,661	(159,525)	2,200,622	2,267,717	67,095	9	3,407,154	3,646,895	—239,741
Vancouver, Wash.	4	3		5,657		659,684	656,203	3,481	1,031,062	1,100,989	(69,927)	4	1,436,618	1,315,768	120,850
Providence-Pawtucket-Warwick															
Providence, R.I.	7	7	47,819	58,856	(11,037)	1,653,262	1,728,922	(75,660)	2,313,495	2,234,732	78,763	7	3,487,209	2,990,296	496,913
Raleigh															
Raleigh, N.C.	5	5	43,597			759,549			1,302,717			5	2,008,758	1,575,824	432,934
Richmond															
Richmond, Va.	9	9	72,809	79,883	(7,074)	1,125,062	1,071,913	53,149	2,452,805	2,312,664	140,141	9	3,326,205	3,020,607	305,598
St. Louis															
St. Louis	9	9	121,621	139,953	(18,332)	4,852,346	5,007,445	(155,099)	5,933,838	5,474,059	459,779	9	9,356,325	7,159,250	2,197,075
Salinas-Monterey															
Salinas, Calif.	4	4	8,580	9,836	(1,256)	140,215	159,268	(19,053)	392,186	334,290	57,896	4	524,700	596,093	—71,393
San Antonio															
San Antonio, Tex.	11	11	45,546	52,571	(7,025)	1,340,412	1,311,031	29,381	3,454,648	3,449,096	(5,552)	11	4,317,686	4,136,480	181,106
San Bernardino-Riverside-Ontario															
Palm Springs, Calif.	3	2	*	5,229		*	127,463		*	297,638		3	346,752	500,231	—153,479
San Bernardino, Calif.	4	4	5,358	2,345	3,013	610,802	493,054	117,748	872,402	736,004	136,398	4	1,299,571	1,172,795	126,776
San Diego															
San Diego	6	6	46,474	51,358	(4,884)	2,910,770	2,543,361	367,409	2,265,197	1,953,535	311,650	6	4,328,844	4,749,826	—420,982
San Francisco-Oakland															
Oakland	3	3				2,380,016	2,760,828	(382,790)	2,158,849	1,923,629	235,220	3	3,732,729	3,681,900	50,829
San Francisco	10	10	156,851	186,001	(29,150)	10,563,206	10,930,199	(393,993)	8,186,117	7,155,690	1,030,427	10	15,676,576	13,582,862	2,092,714
San Jose						1,208,354	1,120,710	87,644	1,916,879	1,670,197	246,632				
San Jose, Calif.	4	4										4	2,669,064	2,404,958	264,106
San Juan															
San Juan, P.R.	8	8	*	625,593		1,525,226	1,407,418	117,808	2,163,897	1,778,251	385,646	8	3,323,224	3,057,569	265,655
Santa Barbara										86,211					
Lompoc, Calif.	3	2		108		*	6,713		*			3	162,319	207,461	—45,142
Santa Barbara, Calif.	5	5	21,939	22,883	(944)	272,165	272,717	(552)	592,716	547,245	45,471	5	794,105	898,727	—104,622
Santa Maria, Calif.	4	4	10,036	9,326	710	39,186	71,872	(32,704)	424,812	371,051	53,761	4	467,386	440,112	27,274



Stanley Tretick—Look Magazine ©

"I have always liked to work in the vineyards of purely objective journalism. I come from press-service reporting, you know. I was at United Press for a long period of my life. I used to say that I was the only newsman who enjoyed wire filing. I liked that job. I still do. I think it's fine to put the stuff together and to send it to the client newspapers. It is one of the most honored choices in Journalism."

What does Walter Cronkite really think? is the title of a cover story by Oriana Fallaci in the November 17, 1970 issue of *LOOK*.

As expected, Cronkite spoke of major issues. Frankly, we were pleased he remembered the out-of-the-limelight, non-bylined professionals who are the backbone of United Press International, Associated Press, Reuters and Agence France Presse. On behalf of all of them, thanks, Walter.

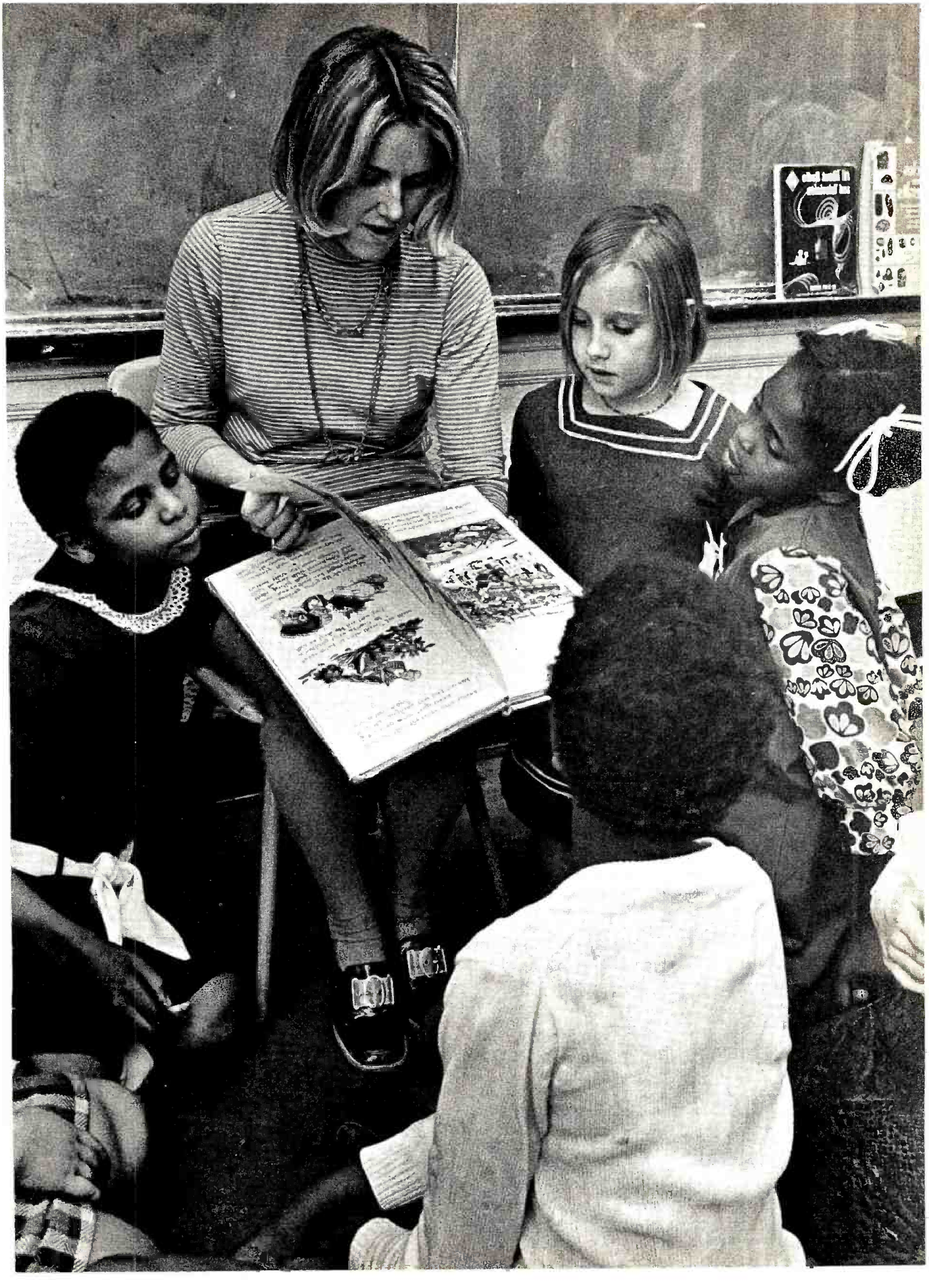
United Press International

(Continued from page 40)

Radio metropolitan area community-city, state	No. of stations in opera-tions	No. re-porting $25,000 or more time sales	Network time sales 1969	Network time sales 1968	Network time sales Gain or (loss)	Time sales [3] to national & regional advertisers [4] 1969	1968	Gain or (loss)	Time sales [3] to local advertisers [4] 1969	1968	Gain or (loss)	Total stations reporting	Total broadcast revenues [5]	Total broadcast expenses	Total broadcast income [6]
Seattle-Everett															
Seattle	12	12	80,545	59,115	21,430	4,997,125	3,905,723	1,091,402	5,040,249	4,671,491	368,758	12	8,574,594	7,787,620	786,974
Springfield-Chicopee-Holyoke															
Springfield, Mass.	3	3	6,410	10,889	(4,479)	483,664	550,005	(66,341)	919,363	915,263	4,100	3	1,225,749	1,147,057	78,692
Syracuse															
Syracuse, N.Y.	5	5	46,831	40,828	6,003	1,208,411	1,267,937	(59,526)	1,799,834	1,593,695	206,139	5	2,618,801	2,286,243	332,558
Tampa-St. Petersburg															
St. Petersburg, Fla.	4	4	14,711	8,388	6,323	915,123	809,590	109,533	854,482	669,056	185,426	4	1,573,874	1,264,136	309,738
Tampa, Fla.	8	8	46,896	21,874	25,022	997,009	972,670	24,339	1,627,110	1,426,142	200,968	8	2,375,299	2,060,220	315,079
Tulsa															
Tulsa, Okla.	6	6	17,893	29,969	(12,076)	1,023,166	827,959	195,207	1,960,381	1,933,837	26,544	6	2,648,838	2,319,554	329,284
Utica-Rome															
Utica, N.Y.	4	4	19,823	19,804	19	269,461	287,630	(18,169)	929,221	804,692	124,529	4	1,138,916	1,073,567	65,349
Washington															
Washington	7	7	43,489	79,397	(35,908)	5,529,592	4,967,092	562,500	6,198,727	5,750,922	447,805	7	11,080,400	9,251,120	1,829,280
West Palm Beach															
W. Palm Beach, Fla.	3	3		8		275,710	267,879	7,831	627,019	494,107	132,912	3	866,200	783,436	82,764
Wilkes Barre-Hazleton															
Wilkes Barre, Pa.	3	3	28,103	29,991	1,888	93,851	90,018	3,833	638,851	626,960	11,891	3	716,562	654,156	62,406
Wilmington															
Wilmington, Del.	4	4	11,199	12,266	1,067	183,765	270,201	(86,436)	1,623,618	1,468,840	154,778	4	1,737,675	1,399,889	337,786

[1] Excludes independently operated FM stations and FM stations associated with AM stations but reporting separately.
[2] Communities are included in this table if totals do not reveal individual station data.
[3] Stations with less than $25,000 time sales report only total revenue and total expenses.
[4] Before commissions to agencies, representatives and others. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.
[5] Total revenues consists of total time sales plus talent and programs sales plus other incidental broadcast revenues, less commissions.
[6] Before federal income tax. Note: — denotes loss.
* Withheld to maintain individual station confidentiality

(Continued on page 46)



Number of AM and AM/FM stations reporting payments to proprietors, partners, or stockholders, 1969[1]
(Excludes dividends and other payments from surplus)

Stations Reporting Payments of:	Number	Amount
Over $100,000	23	$ 3,332,137
75,000 - 99,999	44	$ 3,700,808
50,000 - 74,999	124	$ 7,385,605
40,000 - 49,999	111	$ 4,974,684
30,000 - 39,999	238	$ 8,113,802
25,000 - 29,999	155	$ 4,246,695
20,000 - 24,999	250	$ 5,528,218
15,000 - 19,999	329	$ 5,661,758
10,000 - 14,999	459	$ 5,611,679
5,000 - 9,999	481	$ 3,572,590
2,500 - 4,999	202	$ 747,923
Under 2,500	242	$ 328,966
Total	**2658**	**$53,204,865**

Relationship of station losses to reported payments to proprietors, partners and stockholders, and to reported depreciation, expense[1] 1969
AM and AM/FM stations reporting

1. Total number of stations reporting losses	1328	
A. Total amount of losses		$45,096,856
2. Number of losing stations which reported payments to proprietors, etc.	743	
A. Total amount of payments to proprietors, etc. ..		$10,991,374
3. Number of losing stations which reported depreciation expense	1241	
A. Total amount of depreciation expense		$17,904,066
4. Stations reporting a loss:		
A. Total number of stations reporting payments to proprietors, etc. and/or depreciation expense which together exceeded the amount of loss	679	
B. Total number losing stations reporting payments to proprietors, etc. which alone exceed the amount of loss	377	

[1] Includes only stations reporting for the full year. Excludes 179 FM stations that are associated with AM's but which reported separately.

Average financial data for AM and AM/FM[1] stations reporting profits by size of metropolitan area or community in which station is located, 1969
(Stations operating full year)
(In thousands of dollars)

	Average time sales per station reporting					Average per station reporting					
1960 Census population of:	No. of stations reporting total time sales of $25,000 or more	Networks	National & regional advertisers & sponsors	Local Advertisers and sponsors	Total stations reporting	Rev.	Exp.	Inc.	Total revenues	Total expenses	Total Income
2,000,000 and over	150	$ 8	$798	$836	150	$1,410	$995	$415	$211,507	$149,232	$ 62,275
1,000,000-2,000,000	108	12	362	562	108	811	574	237	87,563	61,955	25,608
500,000-1,000,000	228	4	216	350	226	500	400	100	112,950	90,404	22,546
250,000-500,000	263	8	108	258	263	346	289	57	91,120	76,032	15,088
200,000-250,000	60	2	75	275	60	337	285	52	20,191	17,090	3,100
150,000-200,000	91	2	68	200	91	264	225	39	24,024	20,449	3,575
100,000-150,000	119	2	60	192	119	242	205	36	28,748	24,442	4,305
50,000-100,000	74	1	39	165	74	199	175	25	14,762	12,941	1,821
25,000-50,000	260	2	34	171	260	204	179	25	53,087	46,816	6,471
10,000-25,000	495	1	20	129	495	148	130	18	73,496	64,515	8,981
5,000-10,000	457	*	12	98	462	109	96	13	50,388	44,197	6,190
2,500-5,000	314	*	8	73	319	80	70	10	25,551	22,405	3,146
Less than 2,500	161	*	6	70	163	75	67	9	12,302	10,861	1,441
Total	**2,778**	**$ 3**	**$102**	**$212**	**2,790**	**$ 289**	**$230**	**$ 59**	**$805,696**	**$641,144**	**$164,552**

* Less than $1,000.
[1] Excludes 179 FM stations that are associated with AM's but which reported separately.

Average financial data for AM and AM/FM[1] stations reporting losses by size of metropolitan area or community in which station is located, 1969
(Stations operating full year)
(In thousands of dollars)

	Average time sales for station reporting					Average per station reporting					
1960 Census population of:	No. of stations reporting total time sales of $25,000 or more	Networks	National & regional advertisers & sponsors	Local advertisers and sponsors	Total stations reporting	Rev.	Exp.	Loss	Total revenues	Total expenses	Total losses
2,000,000 and over	76	$14	$197	$301	76	$ 455	$618	$162	$ 34,610	$ 46,954	$ 12,343
1,000,000-2,000,000	67	7	151	258	69	353	451	97	24,391	31,087	6,695
500,000-1,000,000	118	3	69	179	121	222	275	52	26,918	33,243	6,325
250,000-500,000	137	2	38	132	141	156	193	38	21,981	27,273	5,292
200,000-250,000	27	1	24	113	27	130	163	33	3,522	4,402	880
150,000-200,000	52	1	23	117	54	132	157	24	7,139	8,462	1,322
100,000-150,000	55	5	31	132	57	154	179	25	8,795	10,211	1,416
50,000-100,000	48	2	24	108	50	124	150	26	6,196	7,497	1,300
25,000-50,000	100	1	22	110	104	127	153	26	13,171	15,918	2,746
10,000-25,000	191	1	16	96	196	109	123	14	21,381	24,184	2,803
5,000-10,000	167	*	8	68	171	75	85	10	12,801	14,466	1,665
2,500-5,000	143	*	7	59	161	60	69	9	9,636	11,056	1,420
Less than 2,500	89	*	7	53	101	55	63	9	5,520	6,405	884
Total	**1,270**	**$ 2**	**$ 40**	**$122**	**1,328**	**$ 148**	**$182**	**$ 34**	**$196,067**	**$241,163**	**$ 45,096**

* Less than $1,000.
[1] Excludes 179 FM stations that are associated with AM's but which reported separately.

FM FINANCIAL DATA—1958-1969

			Independent FM Stations			
Year	Total FM stations reporting	Total FM revenues (Millions)	Number of stations reporting	Revenues (Millions)	Expenses (Millions)	Income (Millions)
1969	1,961 [1]	$67.4	442	$33.4	$38.9	$(5.5)
1968	1,888	53.2	433	28.3	32.2	(3.9)
1967	1,706	39.8	405	22.6	26.8	(4.2)
1966	1,575	32.3	381	19.4	22.7	(3.3)
1965	1,381	24.7	338	15.7	19.0	(3.3)
1964	1,175	19.7	306	12.8	15.8	(3.0)
1963	1,071	16.3	294	11.4	14.6	(3.2)
1962	993	13.9	279	9.3	12.5	(3.2)
1961	938	10.0	249	7.1	9.7	(2.6)
1960	789	9.4	218	5.8	8.2	(2.4)
1959	662	5.7	148	4.3	5.9	(1.6)

NUMBER OF INDEPENDENT FM STATIONS REPORTING PROFIT AND LOSS, 1962-1969 [2]

Year	Total number reporting	Number reporting profit	Number reporting loss
1969	442 [3]	136 [4]	306 [5]
1968	433	148	285
1967	405	115	290
1966	381	111	270
1965	338	102	236
1964	306	93	213
1963	294	86	208
1962	279	71	208

[1] FM stations that are associated with AM stations in the same area were requested to file separate reports if all or virtually all of the time on the AM and the FM stations was priced and offered for sale separately. Stations in this category were asked to make a reasonable allocation of joint revenues and expenses to the AM and FM stations separately. Analysis of some of the reports revealed obvious deficiencies in the allocation methods employed so that the financial picture of both stations was considered unrepresentative. In these cases the AM and FM reports were combined. Examination of 179 of the reports revealed, on their face, no obvious inadequacies in the methods used to allocate joint revenues and expenses and they were not combined with their AM counterparts.
[2] Includes 387 FM stations that are part of AM-FM combinations but for which no FM revenues were reported.
[3] In addition to the 442 independent FM stations, 179 FM stations associated with AM stations reported financial data. Of these, 45 reported an average profit of $18,929 while 134 reported an average loss of $42,114.
[4] The average profit for these stations was $16,674.
[5] The average loss of these stations was $25,541.
* Data not available.
( ) Denotes loss.

RADIO FINANCIAL DATA, 1959-1969
(Industry Totals [1])

A. Gross Advertising Revenues [2]

Year	Total [3] ($ Million)	Network [4] ($ Million)	Network [4] Percent of Total	National and Regional Spot [5] ($ Million)	National and Regional Spot [5] Percent of Total	Local [5] ($ Million)	Local [5] Percent of Total
1969	$1,200.4	$50.9	4	$349.6	29	$799.9	67
1968	1,130.3	54.7	5	342.2	30	733.4	65
1967	997.6	58.2	6	298.3	30	641.2	64
1966	957.7	57.4	6	292.6	31	607.6	63
1965	868.7	54.3	6	261.3	30	553.0	64
1964	802.3	54.0	7	244.1	30	504.2	63
1963	747.6	51.5	7	231.0	31	465.0	62
1962	697.3	44.9	7	218.2	31	434.2	62
1961	651.0	47.7	7	205.6	32	397.7	61
1960	654.5	44.9	7	208.0	32	401.6	61
1959	612.3	43.9	7	193.8	32	374.6	61

B. Broadcast Revenues, Expenses, and Income (In millions of dollars)

Year	Revenues [6] Total	Revenues [6] AM, AM-FM [8]	Revenues [6] Independent FM	Expenses Total	Expenses AM, AM-FM [8]	Expenses Independent FM	Income [7] Total	Income [7] AM, AM-FM [8]	Income [7] Independent FM
*1969	$1,085.8	$1,040.3	45.5	$985.0	$929.2	55.8	$100.9	$111.2	(10.3)
**1969	1,085.8	1,052.4	33.4	985.0	946.1	38.9	100.9	106.4	(5.5)
1968	1,023.0	994.7	28.3	909.6	877.4	32.2	113.4	117.3	(3.9)
1967	907.3	884.7	22.6	826.5	799.7	26.8	80.8	85.0	(4.2)
1966	872.1	852.7	19.4	774.8	752.1	22.7	97.3	100.6	(3.3)
1965	792.5	776.8	15.7	714.7	695.7	19.0	77.8	81.1	(3.3)
1964	732.0	719.2	12.8	661.2	645.4	15.8	70.8	73.8	(3.0)
1963	681.1	669.7	11.4	626.2	611.6	14.6	54.9	58.1	(3.2)
1962	636.1	626.8	9.3	592.6	580.1	12.5	43.5	46.7	(3.2)
1961	590.7	583.6	7.1	561.3	551.6	9.7	29.4	32.0	(2.6)
1960	597.7	591.9	5.8	551.8	543.6	8.2	45.9	48.3	(2.4)
1959	560.0	555.7	4.3	517.6	511.7	5.9	42.4	44.0	(1.6)

[1] Includes nationwide radio networks, AM stations and FM stations. Also includes compensation paid to affiliated stations by other networks (regional, state, etc.). Does not include the revenues retained by these other networks or their expenses.

[2] Gross advertising revenues are the total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time, and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

[3] Detail may not add to totals because of rounding.

[4] Network advertising revenues for 1959-1968 were derived as follows: Sales of programs, material, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to national network time sales (before commissions) to arrive at the total national network figure. Compensation paid by other networks (regional, state, etc.) to affiliated stations was added to the national network figure to arrive at total advertising revenues.

[5] National and regional advertising revenues for 1959-1968 were estimated with the help of data obtained for the first time in 1969. These provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to national and local advertisers, (2) charges for programs, materials and facilities and services supplied in connection with sales of time, and (3) all other broadcast revenues. In prior years figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with the sales of time. The amounts of the latter were estimated for 1959-1968 by applying the ratios which prevailed in 1969. Local advertising revenues for 1959-1968 were derived in the same fashion as described for national and regional advertising. Because clarifying instructions were issued in 1969 regarding the classification of time sales into national and local, caution should be used in comparing these figures with prior years.

[6] Gross advertising revenues plus all other broadcast revenue less commissions.

[7] Before federal income tax. ( ) denotes loss.

[8] Revenues, expenses and income of the nationwide networks, and compensation paid to affiliated stations by other networks are included with AM, AM-FM figures.

* This is a new series. The revenues, expenses and income of 179 FM stations that are associated with AM's in the same area but which reported separately are not included in the AM, AM-FM totals but are included in the independent FM totals. See footnote [1] to table 16 for an explanation of the nature of these 179 stations.

** These figures are comparable with prior years. Data for the 179 associated FM stations that reported separately are included in the AM, AM-FM totals and excluded from the independent FM totals.

Broadcast financial data of nationwide networks and 4194 AM and AM/FM stations, 1969[1]
(In thousands of dollars)

Line No.	Broadcast revenues, expenses, and income	Networks[2]	20 owned-and-operated AM[3] stations	4174 other AM and AM/FM stations[4]	Total networks and 4194 stations
1	Sales to advertisers for time, programs talent, facilities, and services.				
2	Network sales	$49,370			—
3	Deduct: Payments to owned and operated stations	1,087			—
4	Deduct: Payments to other affiliated stations	7,167			—
5	Retained from network sales (line 2 minus lines 3 and 4)	41,116	$ 1,087	$ 8,578[5]	$ 50,871
6	Non-network sales				
7	To national and regional advertisers	—	40,474	299,400	339,874
8	To local advertisers	—	17,831	744,375[6]	762,206
9	Total non-network sales (line 7 plus line 8)	—	58,305	1,043,775	1,102,080
10	Total sales to advertisers (line 5 plus line 9)	41,116	59,392	1,052,354	1,152,862
11	Sales to other than advertisers	1,708	499	10,004	12,211
12	Total sales (line 10 plus line 11)	42,824	59,891	1,062,358	1,165,073
13	Deduct: Commissions to agencies, representatives, etc.	7,048	11,150	106,520	124,718
14	TOTAL BROADCAST REVENUES (line 12 minus line 13)	35,776	48,741	955,838	1,040,355
15	TOTAL BROADCAST EXPENSE	42,062	42,979	844,145	929,186
16	TOTAL INCOME (before Federal income tax) (line 14 minus line 15)	(6,266)	5,762	111,693	111,169

[1] Figures for the 4194 stations are not strictly comparable to previous years' figures. (See table B above). The 179 FM stations that are associated with AM's but which reported separately are excluded from this table, but were included with AM, AM-FM figures for 1968. See footnotes 3 and 4 below.

[2] CBS, MBS, NBC and ABC's three AM networks and one FM network.

[3] Includes 14 AM stations and 6 AM/FM combinations. Fourteen of the owned and operated FM stations are excluded from this table for 1969. The 1969 revenues of the 14 FM owned and operated stations totaled $1.3 million and their expenses totaled $2.9 million.

[4] Excludes 165 FM stations that are associated with AM's but which reported separately. The 1969 revenues of these stations totaled $10.8 million; expenses totaled $14.0 million.

[5] Includes $1,578 thousand in compensation from regional networks. The balance, $7,000 thousand, differs from the amount reported by the networks on line 4 because of differences in accounting methods.

[6] Since stations with less than $25,000 in time sales do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national non-network time and program sales may be included here.

( ) Denotes loss.

Average 1969 financial data for AM and AM/FM[1] stations in one & two station communities outside standard met-opolitan statistical areas by population of community (Stations operating full year)

Community population (1960 census)	One station communities: Number of stations	Average station revenue	Average station profit/loss	Two station communities: Number of stations	Average station revenue	Average station profit/loss
25,000-50,000						
Total stations report'g	37	$257,993	$32,495	115	$189,216	$12,908
Reporting profits	31	277,577	42,988	84	210,090	27,383
Reporting losses	6	156,805	21,723	31	132,655	26,313
10,000-25,000						
Total stetions report'g	277	150,828	13,917	303	124,682	6,778
Reporting profits	214	160,860	22,012	213	133,315	14,883
Reporting losses	63	116,752	13,578	90	104,250	12,406
5,000-10,000						
Total stations report'g	531	100,360	7,169	104	90,411	7,473
Reporting profits	396	107,631	12,819	70	107,293	15,663
Reporting losses	135	79,113	9,403	34	55,655	9,390
2,500-5,000						
Total stations report'g	463	72,204	3,747	22	77,125	9
Reporting profits	314	78,005	9,706	11	92,083	8,949
Reporting losses	149	59,979	8,809	11	62,167	8,931
Less than 2,500						
Total stations report'g	250	67,517	2,519	18	57,641	5,553
Reporting profits	157	74,051	8,741	10	67,677	6,920
Reporting losses	93	56,486	7,985	8	45,095	21,143
All communities						
Total stations report'g	1,558	99,446	7,207	562	127,537	7,501
Reporting profits	1,112	109,506	13,974	388	142,381	17,357
Reporting losses	446	74,364	9,665	174	94,435	14,478

[1] Excludes 179 FM stations associated with AM's but reporting separately.

Campaign-spending debate stays warm

Clerk of the House, others bring proposals before Ethics Committee

W. Pat Jennings, clerk of the House of Representatives, stirred interest last week with his own proposal for limiting political campaign spending. He wants to amend the hoary Corrupt Practices Act to put TV-radio expenditures, direct mailing costs and other media purchases on the same basis as billboards and newspaper advertising, and limit candidates to a $100,000 campaign spending budget.

Under the present act—passed in 1925—candidates are prohibited from spending more than $5,000 for billboards and newspaper advertising.

Mr. Jennings was among witnesses—mostly congressmen— who testified last Tuesday and Wednesday before the House Ethics Committee, which is holding hearings on obtaining and spending campaign funds. The committee will hold a final day of hearings tomorrow (Dec. 15), after which it will submit recommendations and proposed legislation to the House (BROADCASTING, Dec. 7).

Also recommended by Mr. Jennings, a former six-term congressman from Virginia, was an extension of the existing law to primaries and political committees operating within one state. The law now applies only to general elections and to committees operating in two or more states.

In addition, the House clerk favors elimination of the present loophole excusing candidates from failing to report expenditures and receipts if they claim no knowledge of the outlays; recommends requiring candidates to file financial reports five rather than 10 days before an election, and proposes a new definition of "filing." He would have it refer to actual receipt in the clerk's office rather than simple mailing, so records would be accessible to newsmen in the crucial days just preceding an election. Candidates would be required to supply detailed donor information and keep files open for public inspection for six rather than two years; fund transfers among political committees would have to be meticulously reported.

Mr. Jenning's proposals appeared to be warmly received by the members of the committee, headed by Representative Melvin Price (D-Ill.).

Glenn E. Watts, secretary-treasurer of the Communications Workers of America, presented the committee with a draft bill "for discussion of concepts" governing television debates of presidential and vice presidential candidates. (The bill was "adapted from the language" of a bill introduced in 1960 by Senate Commerce Committee Chairman Warren G. Magnuson [D-Wash.]).

The CWA bill would oblige networks and stations to furnish free time to qualified candidates for President and Vice President. Each presidential candidate would receive two hours of free time for his personal appearance and have the right to appear a total of five hours in debate with other qualified candidates. Each vice presidential candidate would receive one hour of free personal-appearance time and have the right to appear a total of two hours in debate with other qualified candidates. The FCC would "cooperate in the necessary arrangements for use of broadcast facilities under this act with parties representing the presidential candidates, the broadcasting networks, and the public."

Under the CWA bill, broadcast time extended to presidential candidates would be simultaneous in each time zone insofar as possible, stations would have no power of censorship over program content, and equal-time provisions of the Communications Act would be suspended in the use of free time by candidates. Treasury funds of up to $50,000 would be authorized to administer the act.

Russell D. Hemenway, national director of the National Committee for an Effective Congress, bipartisan citizens group which played a major role in writing and mustering support for the vetoed political-broadcasting bill, said the committee supported most aspects of Representative John B. Anderson's (R-Ill.) comprehensive spending bill (BROADCASTING, Dec. 7) but found the bill's government-subsidized TV time provisions to be neither practical nor workable.

Mr. Hemenway pointed out that the TV proposal could lead to "the flooding of airwaves in major markets such as New York by the vast numbers of candidates who would be eligible for and would undoubtedly accept such free time; the resistance of both the broadcasting industry and a large segment of the public to simultaneous preemption for political programs on a level below that of the Presidency; the difficulty of fairly allocating the most desirable time slots among the various candidates in a market area; and the extreme difficulty of dealing fairly and equitably with minority parties and candidates."

Taking issue with the argument raised by some broadcasters that the defunct political-broadcasting bill would have amounted to a broadcaster's subsidy for politicians, Mr. Hemenway maintained that "current rate practices in fact discriminate against candidates and in favor of commercial advertisers."

An "improved proposal," Mr. Hemenway suggested, might evolve from a mix of features from defeated S. 3637 and Mr. Anderson's proposal—a combination of "a limit on station charges, a partial government subsidy, and partial payment by the candidate. This might also provide candidates a greater cost reduction for program time than for spot time, and include a limit on spending for spots." The NCEC is at work developing recommendations along those lines now, Mr. Hemenway noted.

The office of Senate Minority Leader Hugh Scott (R-Pa.) was keeping quiet on the senator's comprehensive-type spending bill, which has been promised for delivery in late January or early February.

Political future for TV messages?

Maryland U forum hears experts debate value of medium in campaigns

The use of television as a campaign soapbox drew bouquets and brickbats from media consultants participating in a two-day conference on "Strategies in the New Politics" Dec. 5-6 at the University of Maryland in College Park.

Also attending the conference were campaign managers, professional political consultants, opinion analysts and professors of political science. The colloquium was scheduled to "provide a forum for discussion and review of the 1970 campaign."

Jay Weitzner, president of Broadcast Placement Co. and formerly with the J. Walter Thompson and Ogilvy & Mather agencies, said the most valuable function of broadcast political ads was to reinforce an already existing image of a candidate in the voter's mind, crystallizing his impressions. Mr. Weitzner, who among other things managed New York Mayor John Lindsay's 1965 campaign, said networks should provide more time for political spots and coverage. He also predicted that, as CATV's penetration deepens, candidates will be able to reach select portions of the electorate, such as ethnic groups and low-income families.

Robert Squier, president of The Communications Co., consultancy, and television manager of Senator Hubert Humphrey's (D-Minn.) unsuccessful 1968 bid for the Presidency, charged that television has "raised the cost of democracy" by requiring political candidates to "pay a ransom to get themselves before the people."

Estimating that approximately 60 cents out of each dollar spent in campaigning for federal office is allotted to television, Mr. Squier—who helped produce Senator Edmund Muskie's (D-Maine) election-eve telecast—said TV must lower its rates and operate on the premise that as a federally regulated medium it is obligated to serve the public interest.

Lamenting the death of the political-broadcasting bill, which he termed "a modest proposal for reform," Mr. Squier expressed doubt that President Nixon was sincere in his promise to support a comprehensive media-spending bill. He also said he doubted whether any alternative bill proposing that air time be furnished to candidates free of charge stood a reasonable chance for passage.

F. Clifton White, president of F. Clifton White & Associates and consultant to James L. Buckley, winner of the three-way tilt for senator from New York in the November elections, predicted that "we've seen the maximum use of TV in the 1970 elections." Mr. White said political broadcasting had got itself a bad name because of the publicity surrounding the expenditure of large sums for air time in certain races, and forecast the diversion of campaign funds into other media.

Walter De Vries, senior consultant for De Vries and Associates and instructor at the University of Michigan (Dearborn), argued that direct mailings to voters were sometimes more influential than broadcast messages. He also contended that newspaper editorials and stories were more powerful persuaders than most politicians believed them to be.

However, Mr. De Vries conceded that television remained an important molder of political opinion. He introduced a table indicating that television newscasts, documentaries and specials on politics were the most important factors influencing voting decisions among a select sample of the Michigan electorate in that state's 1970 gubernatorial election.

The most effective use of televised political ads, Mr. De Vries suggested, is obtained by giving them the flavor of news events and scheduling them in favorable adjacencies, such as regular newscasts, specials and documentaries. Radio, he suggested, was no longer of any significant value to candidates.

In contrast to budding sentiment for abolishing spots in favor of 30-minute or lengthier political broadcasts, Mr. De Vries asserted that four-to-five-minute spots were the most effective format.

Agency appointments:

- Jones Dairy Farm, Fort Atkinson, Wis., has named Rockwell, Quinn & Wall Inc., New York, to its nationally distributed line of meat products. Campaign plans have not been made, but Jones allocated over 50% of its ad budget to spot-TV when it was associated with its former agency, deGarmo, McCaffery Inc., New York.
- North American Van Lines, Fort Wayne, Ind., has named Pace Advertising Agency, New York, to handle advertising for its Greater Metropolitan area division, which includes New York, New Jersey and Connecticut. Transportation firm has allocated its total ad budget to a spot-TV campaign using 60-second commercials and running from Jan. 11 through May. Former agency was Creamer-Colarossi Inc., New York.
- Lufthansa German Airlines, New York, has appointed McCann-Erickson Inc., New York, to handle its $2.5-million account in North America effective Jan. 1. Agency spokesmen said some of the advertising budget would go into television. Former agency was D'Arcy Advertising, New York.

Petry, now TV rep, gets new president

Week after radio division is spun off, new man is brought in from outside

Changes in the top command of Edward Petry and Co. were announced last week with complete operational authority delegated to Martin F. Connelly, who was elected president at a special stockholders meeting in New York last Monday (Dec. 7).

In the executive realignment Martin L. Nierman, who has been president, moved up to board chairman. Ben H. Holmes, who had occupied the number-two spot as executive vice president, resigned from the pioneer representation company after an association of 15 years.

Another high-echelon Petry official who has resigned is Michael Corken, vice president and national TV sales director.

In installing Mr. Connelly in the top post, Petry stockholders went outside the company. Mr. Connelly, 38, has been a vice president of Metromedia TV Inc. and vice president in charge of Metro TV Sales. He has been with Metromedia since 1963 and had served as station manager or sales manager of several major TV stations, including KTTV(TV) Los Angeles and WNEW-TV New York.

The realignment followed by a week the sale of the radio division of Petry to a group of its key executives (BROADCASTING, Dec. 7). Petry Radio Sales is now operating as a separately owned company, with Edward Petry and Co., which Mr. Connelly now heads, functioning solely in the TV station-representation field.

Mr. Connelly was uniformly described by former associates last week as a creative executive, demanding but hard-working and, as one put it, "smart, smooth and with it." He was on the new job at 8:30 the morning after his election late Monday afternoon, having given up his Metromedia post the preceding Friday.

In his new role as board chairman Mr. Nierman expects to concentrate on working with stations.

Last week's changes were made after several stations on the Petry list left for other representatives. The latest, WBAL-TV Baltimore, is moving to Tele-Rep. Tele-Rep itself was formed two years ago by two Petry executives, Al Massini and Robert Schneider, to represent the three Chris Craft stations, two of which —KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.—had been represented by Petry. (The third, WTCN-TV Minneapolis, had been represented by Katz.)

Since then, six other stations have moved from Petry to Tele-Rep: KTNT-TV Seattle-Tacoma, WSB-TV Atlanta, WHIO-TV Dayton, KARD-TV Wichita, Kan., KVOO-TV Tulsa, Okla., and now WBAL-TV.

Numerically, the Petry list has not declined drastically. It currently numbers 39 stations, as compared with its high point of about 45. A number of the replacements have been UHF and smaller-market stations.

Mr. Connelly reportedly has been given a contract and stock in Edward Petry and Co. The shares he is acquiring as part of the agreement were given up by other Petry executives.

Mr. Nierman, who announced the appointment of Mr. Connelly as president and chief operating officer, has been with Petry since 1949. In 1963, Mr. Nierman was instrumental in organizing the group of employes that bought the sales organization from its founder, the late Edward Petry. Mr. Nierman had served as president since that time.

Mr. Holmes joined Petry 15 years ago as a salesman, and had been vice president in charge of the radio division before he was named executive vice president in 1965. He said last week he will take a vacation in Jamaica, where he has interests, and later will announce his future plans.

Task force asked to cope with TV time

Six-man NAB group is established to seek ways to curb too much non-program material

The TV code review board of the National Association of Broadcasters decided last week to take a new look at the bread and butter of broadcasting, commercial time.

The board, meeting Dec. 9 and 10 in Florida, adopted a resolution calling for a special task force to look into the time standards in the present TV code. The six-man task force was asked to report back to the review board on or before Jan. 15.

The obvious aim of the new study is to reduce the appearance of excessive commercials and other non-program material. Spurring consideration of this subject were proposals submitted to the board by the Station Representatives Association and John Blair & Co.

Mr. Shapiro

The resolution to undertake the review was proposed by Mike Shapiro, WFAA-TV Dallas, and seconded by Thad M. Sandsrom, WIBW-TV Wichita, Kans.

In naming the group, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., who is chairman of the TV code review board, commented that the new study is being conducted "for the purpose of strengthening and updating the time standards in the light of rapidly changing conditions and attitudes."

Both Mr. Ferguson and Mr. Shapiro are members of the task force. Others are Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S.C.; Alfred R. S^hneider, ABC, New York; William H. Tankersley, CBS, New York, and Herminio T. Traviesas, NBC, New York.

The task force was given five charges:

■ To re-evaluate the definition of prime time. At present this is specified in the TV code as any three consecutive hours in the 6 p.m. to midnight segment of the broadcast day as determined individually by each station. Presumably, an element in this consideration, is the FCC's prime-time rule, prohibiting a station from taking more than three hours of network programs between 7 p.m. and 11 p.m. The rule is effective Oct. 1, 1971.

■ To examine the feasibility of reducing the amount of non-program material in all time periods, with special attention to prime time. The present code limits non-program material to no more than 10 minutes in each 60-minute period in prime time, and no more than 16 minutes in each hour in all other periods.

■ To review and evaluate present program formats to determine whether commercials and other non-program material may be better scheduled within and adjacent to programs. This is aimed at the practice by many stations of streaming together many messages between the end of a program and the beginning of another. Among these practices, for example, are the running together of closing credits for a network program, network announcements of coming attractions, the closing commercial, local station commercials, messages and identification, and opening network commercials and announcements at the beginning of a new program.

■ To review the number of commercial and other non-program messages within specific time periods to determine the appropriate number of such messages or appeals. The code currently

Mr. Ferguson

limits the number of program interruptions to no more than two within each 30-minute program, and no more than four within each 60-minute program in prime time, and no more than four per 30-minute program in all other times. Also presumably involved in this category is the question of piggy-back commercials, where an advertiser may promote more than one product in what is considered a single commercial.

For its final charge, the task force was told to review all other aspects of the code's time standards as they relate to its mission.

At its meeting last week, the code review board had a recommendation from the Station Representatives Association that urged the adoption of more stringent time standards in two areas:

That a limit of two products be placed in 60-second commercials and a limit of one product in 30-second commercials.

And that it endorse the time standards recommended by John Blair & Co. This would eliminate all commercials between programs, giving stations two seconds on the hour for station identifications. It would also place all commercials, now carried between programs, within local and network programs. And it would limit non-program material to a maximum of 12 minutes in every hour, with no commercial longer than two minutes, and with a maximum of three interruptions per half hour. And, network affiliates would be permitted to have one minute of every four minutes of commercials in prime time for local or national spots; or one minute in every six in other time.

Objections to clutter and so-called overcommercialization are long standing and have come from both outside and within the broadcasting industry. In fact, seven years ago this month, a major meeting took place in New York that attacked virtually this same problem. It was held at the urging of Leroy Collins, then president of NAB, and foregathered a representation of broadcasters, network and NAB officials, advertisers and agencies.

Although no specific action was taken at that 1963 meeting, everyone was said to have come away "encouraged." Since then, step by step changes have been made in the TV code, but last week's move is the first that gives promise of a significant overhaul of the time standards.

During the past few years, piggy-back standards were adopted, the amount of non-program material was reduced by 20 seconds to the present limits, the segment for specifying prime time was cut back by an hour, from 6 p.m. to 1 a.m. to the present 6 p.m. to midnight, the provision dealing with interruptions was established, and a limitation imposed on the number of billboards.

The code review board turned thumbs down on requests from advertisers for approval to advertise sanitary napkins, tampons and douches, although the radio code board last September voted to allow commercials for the first two products. It also reaffirmed the ban on hard-liquor advertising, a subject that was triggered by the recent announcement by group UHF broadcaster, U.S. Communications Corp., that it would accept advertising for spirits (BROADCASTING, Nov. 20 et seq.). Concurrently the review board approved actions of the NAB Code Authority in denying permission for a beer and wine advertiser to use the phrase "cocktail time," and for a cooking program to show an identifiable bottle of liquor being used in a recipe.

The board also endorsed a code authority ruling requiring toy manufacturers to limit the use of stock film footage, real-life counterparts, fantasy and animation to the first one-third of the commercial, and imposing a condition that the last five seconds of the commercial must show the unadorned product (BROADCASTING, Nov. 30).

The board named a task force to work with the code authority to review toy guidelines, with authority to authorize revisions. Named to this committee were the Messrs. Schneider, Tankersley and Traviesas, and Morton S. Cohn, WLOS-TV Asheville, N.C.

Among other items, the board upheld code authority interpretations prohibiting the glamorizing of cigarette smoking in commercials (cigarette commercials are due to disappear from TV and radio Jan. 1, 1971 under congressional fiat).

And the board also backed the code authority in preventing claims or implications in proprietary drug advertising that the product is capable of overcoming anxieties or depressions.

New rep firm formed to help CATV systems

CableRep Inc., a national sales organization, has been formed in New York to represent cable television systems in the U.S.

C. Richard Bergh, former general manager of NBC-TV Spot Sales, and James V. McConnell, former executive vice president, Adam Young, Inc., have formed the new rep firm, which is expected to have offices in all major advertising centers.

Mr. Bergh is president and Mr. McConnell executive vice president of the new company.

CableRep offices are at 520 Fifth Avenue; telephone (212) 682-5844.

Two ad execs open black agencies in Chicago

Two new black-owned advertising agencies, Communicon Inc. and Proctor & Gardner, have opened in Chicago.

P&G is headed by Barbara Proctor, former copy supervisor on Toni products at North Advertising there. Address: 619 North Wabash; phone (312) 337-3815.

Communicon is headed by William Fonvielle, formerly media director at Vince Cullers Advertising, Chicago, and before that, media buyer at J. Walter Thompson Co. Fred Grant, executive vice president, and Larry Shaw, vice president, also were with Cullers.

In addition to usual advertising services including media, Communicon will function as a media-buying service for other agencies or advertisers. The firm also is entering radio-TV program production and packaging early next year. Address: 333 North Michigan; phone (312) 641-6468.

Station reps will work directly with clients

A new form of national radio station representation is being organized in Chicago under the name of Market-By-Market Sales by Roger O'Sullivan, formerly executive vice president of Avery-Knodel Inc. there. MMS salesmen in key markets will work directly for each station represented and be paid on commission basis by that station under the plan.

MMS will handle a list of only 10 noncompetitive stations, Mr. O'Sullivan said. Initial account is KRVN(AM) Lexington, Neb., soon to be 50 kw on 880 khz, he said. MMS will open Jan. 1 at 6 North Michigan Avenue, Room 2000.

"The only title involved will be 'market group head' for the key salesman located in each major advertising community," Mr. O'Sullivan explained, "and these group heads and their salesmen will function in national sales totally independent of group heads in other cities. Each of them will be responsible only to the stations represented. . . ."

New business will get a salesman the traditional 15%, he said, while a one-year account that renews will pay the man 10% and a two-year account that renews will pay him 5%. If a salesman doesn't perform, the station can replace him, Mr. O'Sullivan added.

The concept is to make the national representative salesman as responsive as the station's own local salesmen, Mr. O'Sullivan concluded.

He will be coordinator for the total plan.

The 'inevitability' of it all

Reluctant ABC, NBC, station reps all but ready to follow CBS move making 30's basic sale unit

CBS-TV formally disclosed last week that it is switching from the 60-second to the 30-second commercial as its basic unit of sale (BROADCASTING, Dec. 7), and although its competitors and many stations obviously didn't like it, the dominant feeling appeared to be that the move had become inevitable.

Even some of the strongest competitors of networks in the bid for the TV-advertising dollar, station-representation firms, took this position. They didn't like the timing—a soft economy, plus the loss of cigarette advertising coming up Jan. 2—and they obviously were concerned about the loss of spot dollars to network sales, but they also recognized that the trend has been toward 30's for several years.

Some rep firms indicated the move would probably lead them, in time, to recommend that their own represented stations make a similar switch. A number of stations have already done so, and one rep said his firm probably would have recommended a full-scale change to the 30 a year ago, except for fear that clients would construe it as a step toward raising rates.

NBC and ABC were pointedly critical of the CBS move, saying they deplored it and hoped CBS would change its mind. But officials of these networks also acknowledged that if CBS stuck to its decision—which it gave every indication of intending to do—ABC and NBC eventually would have little choice but to follow suit to remain competitive.

CBS officials said they were pricing the 30's at 50% of the current one-minute rate and sharply denied the move was in any way related to an attempt to raise rates. Prices are established—up or down—in the market place, they maintained.

They said the change to the shorter length would be effective "in the first quarter" of 1971 but did not deny that they would try to accommodate any advertiser who might want to buy on the new basis right away.

William B. Lodge, CBS-TV vice president for affiliate relations and networking, said in a wire notifying affiliates of the move last Monday (Dec. 7) that "since sponsors with multiple products long have been able to advertise two products in a 60-second position, the new unit of sale is intended to benefit the more modest-budgeted, one-product advertisers who may now make a fuller use of network television."

He assured affiliates that "we do not intend to permit the use of 30's for more than a single product except under the strict multiple-product limitations of the National Association of Broadcasters code which require such announcements to appear to the viewer as a single unit so as to avoid the appearance of greater commercialization."

The fear of further fractionalization had been voiced by a number of reps and stations and was explicitly cited by the directors of the Station Representatives Association in urging the code board to impose a ban on it at the board's meeting last week (see page 50).

The CBS offer of assurance on this issue was also criticized by others who contended that the difference between integrated and nonintegrated multi-product commercials is often hard to discern.

In his telegram, Mr. Lodge said CBS would "of course" permit advertisers to buy two consecutive 30's for one-minute announcements and expected some advertisers to do so.

"We feel that, by recognizing the realities of television advertising and by strictly limiting further fractionalization, we will benefit the smaller advertiser, will improve network sales and will not perpetuate a sales unit which no longer applies in practice," Mr. Lodge asserted.

The 60-second announcement is not nonexistent, but it is out of style. The latest figures from the Television Bureau of Advertising, compiled by Broadcast Advertisers Reports (BAR), indicate that 80% of all network-TV commercials are in the 30-second length, either standing alone or combined in piggy-backs.

CBS officials have frequently spoken of the 30-second base unit as an ulti-

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Nov. 22, 1970 (net time and talent charges in thousands of dollars)

	ABC		CBS		NBC					
Day parts	*Week ended Nov. 22*	*Cume Jan. 1-Nov. 22*	*Week ended Nov. 22*	*Cume Jan. 1-Nov. 22*	*Week ended Nov. 22*	*Cume Jan. 1-Nov. 22*	*Total minutes week ended Nov. 22*	*Total dollars week ended Nov. 22*	*1970 total minutes*	*1970 total dollars*
Monday-Friday Sign-on-10 a.m.	$	$	$ 263.8	$ 5,968.2	$ 338.1	$ 14,790.5	109	$ 601.9	3,890	$ 20,758.7
Monday-Friday 10 a.m.-6 p.m.	1,689.3	78,223.9	3,441.3	144,002.5	2,309.5	89,963.6	993	7,440.1	41,228	312,190.0
Saturday-Sunday Sign-on-6 p.m.	1,771.9	45,242.8	2,362.6	63,795.7	1,038.9	44,695.0	327	5,173.4	13,271	153,733.5
Monday-Saturday 6 p.m.-7:30 p.m.	366.4	12,411.3	812.7	34,779.7	741.3	26,828.2	91	1,920.4	3,710	74,019.2
Sunday 6 p.m.-7:30 p.m.	65.6	5,244.2	353.2	11,660.8	184.0	9,394.7	20	602.8	928	26,299.7
Monday-Sunday 7:30-11 p.m.	7,363.8	255,070.0	7,335.9	304,623.0	8,631.3	310,438.9	448	23,331.0	20,652	870,131.9
Monday-Sunday 11 p.m.-Sign off	798.5	17,356.6	341.1	17,029.2	641.1	33,203.2	140	1,780.7	5,526	67,589.0
Total	**$12,055.5**	**$413,548.8**	**$14,910.6**	**$581,859.1**	**$13,884.2**	**$529,314.1**	**2,128**	**40,850.3**	**89,205**	**$1,524,722.0**

mate inevitability.

An executive said last week that one of the most important factors in the decision to make the move now stemmed from presentations CBS-TV has been making on demographic breakouts and product-usage data for audiences of different shows.

The 30-second base, he said, provides a flexibility that will enable an advertiser to pinpoint more exactly than ever before the advertising of his products to the audience he wants to reach on the basis of demographics.

He also said many small advertisers want to get into network television who cannot afford 60's but will be able to buy 30's.

RAB conferences focus on specifics of sales

The Radio Advertising Bureau announced last week that its 1971 management conferences will focus on ideas that can be translated into immediate sales and on special motivational sessions.

The two-day meetings will be held in San Francisco on Feb. 1-2 at the Hyatt House; Dallas, Feb. 4-5, Marriott Motor Inn; New York, Feb. 11-12, White Plains (N.Y.) hotel; Miami, Feb. 18-19, Sheraton Four Ambassadors; Chicago, Feb. 22-23, O'Hare Inn, and Cincinnati, Feb. 25-26, Carrousel Motor Inn.

Miles David, RAB president, said the meeting will be split again by market size with separate sessions for large- and small-market stations. He announced that Dr. Harry Sherman, who has conducted sales seminars for leading broadcast groups and industrial firms, will lead the "motivational" section.

Mr. David also said that RAB has started an "idea search," asking stations to submit sales, management and promotion suggestions that have proved to be productive. The best of these ideas will be presented at the conferences.

Campbell-Mithun moves to two-division setup

Campbell-Mithun Inc., Minneapolis, has moved toward new diversification and announced it is splitting into two operating divisions, each with its own president.

Raymond O. Mithun, founder-chairman, continues as chairman of the finance committee of the parent firm, while Albert R. Whitman continues as chairman of the executive committee. Robert R. Burton, who has been chairman and president of the agency, becomes president of the new Chicago/Dallas division. He remains chairman of the parent firm.

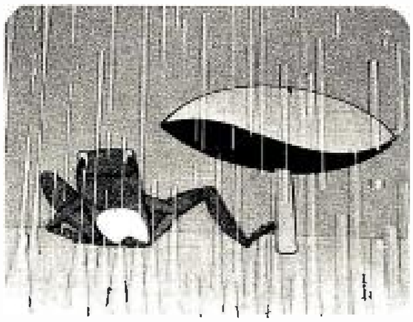
Stanhope E. Blunt, who has been a senior vice president and general manager of the Minneapolis office, becomes president of the new Twin Cities/Denver division. Mr. Mithun explained that the move will prepare the agency "for future acquisitions and expansion."

The agency billed more than $33 million in the broadcast media this year.

Animated animals enliven 'mini' weather forecasts

The commercial TV viewer in Syracuse, N.Y., is a captive audience of the weather forecaster at 9:00 every night. But, if he is the fidgety type who longs for the days of the less complex forecast, he'll welcome the 10-second length of the "Mini-Weather Forecast." Sponsor Marine Midland Trust Co. of Central New York has bought the 9 p.m. slot on Syracuse's WHEN-TV, WNYS-TV and WSYR-TV for film spots that have animated animals portraying the expected weather conditions, followed by art to illustrate different banking services of Marine Midland Trust.

T. A. Best Inc., Skaneateles, N.Y., is the agency that created the special forecast commercials by converting a combination of 59 possible weather conditions, based on U.S. Weather Bureau terminology, into film animation.



Awards won; account lost

Alka-Seltzer leaves DDB for Wells Rich Greene as sales are disappointing

Miles Laboratories Inc., Elkhart, Ind., upset by lagging sales of Alka-Seltzer and Alka-Seltzer Plus cold tablets, has switched the heavy broadcast account from Doyle Dane Bernbach to Wells Rich Greene, New York.

A Miles spokesman last week said: "The sales just didn't come up to what we projected." He denied, however, reports that Alka-Seltzer sales dropped by 4% and that the cause was the introduction of the cold tablets which ate into the analgesic product. "You would have to draw your own conclusion on just why we did what we did," he said.

The billings for the account totaled $22,425,000 for network and spot television in 1969, and $10,949,400 for the January-June 1970 period, according to Television Bureau of Advertising compilations.

Mrs. Mary Wells Lawrence, chairman and president of WRG, is not unfamiliar with the product. She was formerly with Interpublic's Jack Tinker & Partners, which had the account before it moved to DDB on Nov. 1, 1969.

In a letter dated Dec. 8 to stockholders, Dr. Walter A. Compton, Miles president, wrote, "While the commercials have received much favorable attention and wide acclaim, current conditions dictate a new approach. The assignment brings back to the account the talents of Mrs. Lawrence who played a major role in the creation of our breakthrough in advertising for Alka-Seltzer in 1965."

He also told stockholders sales for the last quarter of this year would be disappointing. Sales of the consumer-products group, Dr. Compton wrote, which produces the products, would be short of 1969's all-time record but well above the 1968 level.

While Doyle Dane lost substantial Miles billing, it gained the Schick double-edge razors and blades account of the Schick Safety Razor Co., a division of Warner-Lambert Pharmaceutical Co. (DDB keep Miles SOS soap pads, Tuffy, Copper Kleen, Silver Kleen as well as new products). The Schick business, handled by Compton since 1958, billed about $5 million last year. Before accepting it, DDB resigned the products account of the toiletries and safety razor divisions of the Gillette Co.

9 stations want ACT message

Action for Children's Television, Newton Center, Mass., which asked 123 stations in the top-25 markets to carry 30-second spot-TV announcements advising viewers of deceptive advertising of toys on TV (BROADCASTING, Dec. 7), reported last Thursday (Dec. 10) that more than 20 outlets had replied to its request. ACT said no station agreed to carry the spot announcements, but nine asked for the taped message.

Fairbanks signs to pitch banks, S&L's on TV, radio

Actor Douglas Fairbanks Jr. will appear in radio and television spots for individual banks and savings and loan associations next March.

The package offered by Personality Productions Inc., Los Angeles, includes Mr. Fairbanks's services in four radio and television commercials, all production costs and the option for the president of each participating organization to appear with Mr. Fairbanks in the commercial. The offer also includes transportation for presidents of each financial institution to Los Angeles, where the spots are to be produced, and Mr. Fairbanks's free endorsement in printed advertisements.

The first series of commercials will be produced in February, according to Dick Reibold, president of the agency. A new package will be produced in June and September.

Ford dealers buy 'Lombardo'

The Ford Dealers Association in the Western region will sponsor the 90-minute *New Year's Eve with Guy Lombardo* in 32 Western cities. The agency is the J. Walter Thompson Co. in Los Angeles, San Francisco, Denver and Seattle. ABC Films, which produces and distributes the program, said the number of markets that will be carrying the holiday show now exceeds 100.

Rep appointments:

- WBAL-TV Baltimore: Tele-Rep Inc., New York.
- WFAA-AM-FM Dallas: Katz Radio, New York.
- WDOT(AM) Burlington, Vt.: Harold H. Segal & Co., Boston.
- WMBH(AM) Joplin, Mo.: Grant Webb & Co., New York.
- WCLN(AM) Newport, N.H.: Eckels & Queen Inc., Boston.

Programing

A major tribute to broadcast journalism

DuPont-Columbia panel, in sharp turnabout, finds much to praise and far less to condemn

Broadcast journalism grew "impressively" in its performance during the past year, the jurors for the Alfred I. du Pont/Columbia University broadcast-journalism awards said last week in a report far more complimentary, and more moderate in criticism, than the scathing document that preceded it a year ago.

Where the first du Pont/Columbia report had pictured broadcasters as money-grubbing purveyors of shallow programing (BROADCASTING, Nov. 17, 1969), the new one cites instance after instance in which they risked financial losses by putting news coverage above the sensitivities of advertisers.

"The broadcasters' eagerness and ability to serve the public was as consistently demonstrated by this year's coverage of the environmental crisis as by anything in their 50-year history," the report said.

"This was even more impressive when one took into account the possibility that such coverage, if it remained honest and achieved its avowed ends, could weaken the broadcasters' financial base [because] among the nation's principal polluters were many of broadcasting's biggest advertisers.

"On virtually every serious environmental program names were named; not infrequently the culprits were the broadcasters' own clients."

The 156-page report, "Survey of Broadcast Journalism 1969-70: Year of Challenge, Year of Crisis," covers the du Pont/Columbia awards year from July 1, 1969, through June 30, 1970. It was published last week by Grosset & Dunlap (paperback, $1.95; hard cover, $5.95). Marvin Barrett, director of the survey and awards program, was editor.


Mr. Abel

In addition to the findings and conclusions of the jurors, headed by Elie Abel, former NBC newsman and now dean of the Columbia University Graduate School of Journalism, the volume contains special articles on related subjects.

These include "The FCC and the Future of Broadcast Journalism" by Kenneth A. Cox, former FCC commissioner and winner of a du Pont/Columbia award for 1969-70 for championing the public interest in broadcasting; "Subpoenas: Should Reporters be Forced to Tell What They Know?" by Marcus Cohn, Washington communications attorney; observations and suggestions by Edward W. Barrett, director of the Communications Institute at the Academy for Educational Development and a member of the awards jury; a tribute to combat cameramen by Michael Arlen, author and critic, also a juror, and a report on a special monitoring of newscasts across the country on Earth Day (April 22) by William F. Seifert, educator and former graduate student at Columbia.

The report was based on a year of research conducted under the supervision of the Columbia Graduate School of Journalism and involving 60 correspondents across the nation, correspondence with more than 400 broadcasters and "a large group" of volunteer monitors enlisted from the membership of the American Association of University Women.

"From these sources we were able to get some idea of the best the industry was producing as well as of its more conspicuous lapses," the jurors' report said. "The best—and we have no doubt that broadcasting's best lies in the area which is our particular responsibility—was very good indeed.

"It seemed to us that this year many stories were more deeply humane, told by men increasingly able and willing to penetrate the subtleties of life in America in the last half of the 20th century. Reporting skills and resources had grown impressively, particularly on the local level.

"Although frequently the picture presented was appalling, the courage of broadcasters in showing it to us lifted our spirits in some mysterious way. For in the process of exposing suffering and degradation, violence and stupidity, the men who write, filmed and broadcast these programs seemed to be saying that something must and can be done, that Americans are still capable of improvement and correction.

"At its most devastating, broadcast journalism was at its most hopeful."

The jurors found much to criticize but did it in tones more moderate than those that marked last year's report. Some criticism was couched in questions, such as:

"Why did the networks with their enormous wealth and skill so frequently let a less affluent associate outstrip them? Why, when they *did* something admirable, did they so often give it low visibility, limit its circulation or place it in direct competition with the principal ornament of a rival's schedule?

"Why on at least two occasions had they abandoned in mid-career series that bore great promise? Why, with essential programing fighting for air time, was the schedule left wide open to projects which—although superficially innocuous—could be justly described in the useful parlance of pornography as 'totally without redeeming social value'?

"Why did so many local stations with towering incomes plough so little of them back into activities that would serve the public—a public to whom they were indebted not only for their profits, but for the airwaves they used to gain them? Why, finally, whenever broadcasting sustained heavy criticism or saw a possible decline in revenues, was its first response to threaten to lobotomize itself—to cut off what it did best and what was most vital to American society?"

The report, after an opening review of "The Year in Broadcast Journalism," devoted full chapters to five specific areas:

■ "Agnew and the Tiny Fraternity of Privileged Men," examined the Vice President's attacks on media, starting with the famed Nov. 13, 1969, blast at network TV news, and broadcasters' responses.

The report found an assessment of long-term effects impossible to make. Network commentary following presidential broadcasts "did seem to drop immediately after" the initial Agnew attack, but "the harshness or gentleness of network analysis and opinion was difficult to measure."

On the local level, the report said, effects "seemed to be comparatively slight." In a survey of 238 broadcast news directors, 34 reported some change in the amount of commentary or analysis following speeches by government officials (26 increased, eight decreased); 32 were more inclined to carry network commentary, 24 were less so; and "a surprising 115 stations reported that they had begun a conscious search for 'good news' items to balance downbeat coverage." Only 12 of the 60 du Pont/Columbia correspondents could find real evidence of impact on news handling, "and most of that was marginal."

The report said the Vice President had "sensitized America as it never had been before to the enormous importance of electronic news" but that "this awareness was linked in too many minds to a denial of the industry's most impressive accomplishment, the awakening of Americans to the social and political issues of the day."

■ "Television and the Presidency," reviewed President Nixon's use of tele-

A microcosm of television news

Columbia's long look at Earth Day shows heavy local coverage, little commentary

The form and content of one evening's local TV-news programing on 171 stations throughout the country was examined in detail by the duPont-Columbia "Survey of Broadcast Journalism" released last week (see accompanying story). It provided information on such topics as the proportion of national to local coverage; relationship of commercial to news; editorializing and percentage of taped and filmed segments.

The evening of April 22, Earth Day, was chosen for the study because the day's events and the ecology theme supplied an opportunity for journalistic initiative and innovation, according to William F. Seifert, the educator who wrote the report on the survey. The survey made use of 94 monitors to log the main newscasts of the 171 local TV outlets, of which 149 were network affiliates, 16 were commercial independents and six were educational or municipal facilities.

The newscasts selected by duPont correspondents as the most important of the day most often were the early-evening programs, preceding or following the network news (81% of those covered). Of the 171 newscasts, 113 were half-hour; 51, one hour; five, 15 minutes; one, 40 minutes and one, 20 minutes.

Correspondents reported that the average number of stories during half-hour news programs on the stations monitored were 14.3. The highest number of items cited by a single station was 43; the fewest was six.

The report indicated that the average number of commercial messages for a half-hour program was 14, with an average of 6.1 commercial interruptions. About 48% of the commercials were 30 seconds in length, while 30% were 60 seconds; 14%, five seconds; 4%, 15 seconds; 3%, 20 seconds and 1%, 40 seconds.

Approximately 46% of the monitored telecasts were illustrated with film or tape. The report said that on the day monitored, 43% of the stations covered exclusively local events in their local newscasts; 44% emphasized local but included national stories and 13% accentuated national over local news.

Only one station of all those monitored failed to include news of Earth Day activities. The report identified the station as WRAL-TV Raleigh-Durham, N.C. Total time devoted to coverage ranged from one minute, five seconds to 27 minutes, 45 seconds, with the national average amounting to five minutes.

The correspondents said that on 84% of the stations, no special, locally produced programs, documentaries or discussion shows were carried on Earth Day. There was no live coverage of events on 92% of the stations, it was reported.

The report said there were frequent clashes of commercial content with the news on Earth Day. It mentioned instances of commercials for a pesticide following a commentary on the ecological crisis; a gasoline spot coming on top of an Earth Day segment and an oil dealer's advertisement flashing on immediately after a story about a deputy mayor protesting an oil-exploration project.

The report reflected disappointment over the paucity of editorials dealing with ecology that day. It said: "Out of the 39 stations reported as having editorials on Earth Day, only 15 dealt with environmental issues (less than 8% of our sample)."

vision and the sprawling controversy over broadcasters' responsibilities and obligations under the fairness doctrine to provide time to reply to him. The deepest problem, the report said, was to find ways to provide access to the media.

"In any case," the report continued, "it was imperative that broadcasters provide the reassurance that their journalistic functions were not susceptible to any irrelevant inside or outside pressures—political, economic or social.

"The day-to-day performance of the networks and individual broadcasters had not always given this reassurance. But if their schedules were not to become totally misappropriated by partisans and special pleaders, some sort of guarantee of objectivity and commitment was required. So far, they seemed more inclined to put forward excuses or inadequate alternatives."

■ "Television and Political Campaigning," delved into issues surrounding big-budget TV campaigning. The report speculated that "the problem would not be finally solved probably short of the complete elimination of political advertising.

"Then the television journalists' role in the political campaigns might take on some of the importance it has in Great Britain, where short campaigns, a ban on political advertising on radio and TV and an allocation of equal time among parties mean that "the politician's real impact depends not so much on money or clever packaging, but rather on his exploration of the issues and his eloquence in presenting them in press conferences, speeches and television interviews. There the professional skill and news judgment of the broadcaster can be crucial."

■ "Government and Broadcast Journalism," explored pressures brought upon broadcasters by government officials and agencies, as well as regulation affecting TV and radio.

The report was skeptical about suggestions by John Macy, president of the Corp. for Public Broadcasting, that noncommercial television was better equipped than commercial TV to provide sustained coverage of the many sides of major public issues, and was wary, too, about the indicated belief of Dean Burch, FCC chairman, that true diversity would have to come from cable TV, UHF and noncommercial sources.

"Singly and in concert these two highly knowledgeable and concerned men seemed to be saying that the medium, which wielded more power of persuasion than any in history, had been almost totally appropriated to the uses of entertainment and distraction and that it was no longer capable of informing its vast audience about the incredibly pressing issues it faced."

Commercial broadcasters, the report continued, might think twice before agreeing with such suggestions, because news and public affairs "could become their principal justification for continued attention in a future filled with competitive technological wonders—home video recording, television cassettes, domestic satellites and cable interconnects.

"On the other hand, for men of substance and seriousness to tell networks and local stations that it is too much to expect them to make money and at the same time adequately serve the public interest was not only patronizing but insulting to those many broadcasters who have tried and succeeded."

■ "The Environment, the Consumer and the Broadcaster," an exploration of radio-TV coverage in areas that, the report said, provided "some of the year's best and toughest reporting, network and local."

The report singled out network and group-owner performances that it considered exceptional in dealing with environmental problems but said that "even more significant" than these "were the efforts of those local stations that took on the subject single-handed." Over-all coverage of consumer news was considered "much less impressive," especially in terms of documentary treatment.

"In a single year," the report concluded, "television had brilliantly conveyed to the average viewer the marvels and the horrors of the world he lived in.

"The Moon walk, and even more memorable, those glimpses of the Earth hanging like some medieval monarch's jeweled orb against the vastness of space, gave anyone who cared to tune in some inkling of the wonder the Deity had created and what man, his surrogate, was capable of achieving.

"At other times, moving across the nation's screens in endless repetition were the sickening images of lakes and streams roiled with filth, smokestacks belching deathly gloom over cities, lines upon lines of cars snaking through Himalayas of junk—close-ups of that same jeweled sphere—and what man had done to it.

"It was a prodigious leap, and a medium called upon and capable of making it deserved not only our sympathy but our admiration and our praise."

In addition to the 1969-70 du Pont/Columbia award winners, who had been announced earlier (BROADCASTING, Nov. 30), the report singled out numerous stations and individuals for outstanding performances during the 1969-70 year.

These included Richard S. Salant, president of CBS News; Mike Wallace, CBS News; Robert Goralski, NBC News; Edwin Diamond, WTOP-TV Washington; Bill Kurtis, WBBM-TV Chicago; Tom Pettit, NBC News; Morley Safer, CBS News; Paul Friedman, WRC-TV Washington; Ed Roeder, WJXT-TV Jacksonville, Fla.; National Educational Television, CBS and NBC, each for specific series; Westinghouse Broadcasting, Metromedia Inc., and Cox Broadcasting also for specific programing and individual stations such as WMAQ-TV Chicago, WHYN-TV Springfield, Mass., WFBM-TV Indianapolis, WFIL-TV Philadelphia, WIIC-TV Pittsburgh, WTOP-TV Washington, KDKA-TV Pittsburgh, WHEC-TV Rochester, N.Y. KQED-TV San Francisco, KTAR-TV Phoenix, WMC-TV Memphis, WTTW-TV Chicago, WMAR-TV Baltimore and WDIO-TV Duluth, Minn.

Winners of the 1969-70 awards will receive them Wednesday (Dec. 16) in ceremonies on Columbia's Morningside Heights campus in New York. Principal speaker will be Clay T. Whitehead, making his first major address since becoming director of the new Office of Telecommunications Policy at the White House.

Winners in addition to Mr. Cox are John Laurence and the *CBS Evening News* for a series of reports on "Charlie Company" in Vietnam; Fred Freed and NBC for *Pollution Is a Matter of Choice;* WCCO-TV Minneapolis for *Grunt's Little War*, dealing with the views of soldiers in Vietnam; WOOD-TV

WABC-TV success stirs competitors' changes

The growing popularity of WABC-TV New York's 6 p.m. and 11 p.m. EST news programs has caused the other TV network-owned stations in New York—WCBS-TV and WNBC-TV—to look back with apprehension at their loss of ratings.

WCBS-TV already has begun making some changes in the look and style of its news programs to meet the competition, a company spokesman said last Thursday (Dec. 10). Jim Jensen will anchor both the 6 p.m. and 11 p.m. newscasts, replacing Bob Young on the late news program. Mr. Young will continue as a correspondent with the station, the spokesman said.

A new WCBS-TV set is being built to have a horseshoe-shaped desk, at which several correspondents can sit and report the events. "It's not going to look like a space-age station, but primarily it will be more spacious," the spokesman said. He said the news programs will continue to be serious in content, adding, "no paper airplanes and horseplay."

WNBC-TV was reticent about disclosing its plans to stem the WABC-TV ratings rise. Richard Graf, news director, said, "I see us having to change. The ratings picture at 6 and 11 is up for grabs."

How to turn a dry well into a $6 million success story.

Five years ago the Tyonek Indians in Alaska barely made a living, trapping and fishing.

Then Humble paid them six million dollars for the right to look for oil on their land.

The Tyoneks spent their money wisely. They formed their own construction company and invested in a utility company, a lumberyard and a small airline. Then they completely rebuilt their village with modern homes, electricity, roads and a new school.

As the village took on a new look, the villagers took up new occupations. They became welders, electricians, surveyors and other skilled technicians.

Now the work is done. And so is our drilling. Sad to say, we didn't find oil. But it's nice to know someone got some good out of our search for oil.

Because we've learned, as we go about our business of making good products and a fair profit, there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

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

Grand Rapids, Mich., for *Our Poisoned World*, a series on the ecological crisis, and Frederick Wiseman and NET for a documentary, *Hospital.*

Jurors serving with chairman Abel and Messrs. Barrett and Arlen were Richard T. Baker, professor of journalism at Columbia; Marya Mannes, critic, commentator and author, and Sig Mickelson, vice president of the Encyclopaedia Britannica Educational Corp. and former president of CBS News.

FCC warns networks on uncleared shows

Report is sought on what opportunity independents have to pick up programs

The FCC last week put the TV networks on notice that they must improve their practices of distributing uncleared program material to nonaffiliates.

The commission gave ABC, CBS and NBC until June 30, 1971, to report on policies and practices they have adopted to make available programs not being carried on their affiliates, to stations in the same markets and to stations in small markets within the reception range of large-city stations. It said that, while it did not feel new rules were presently required, it would determine what future steps to take after receiving the reports.

The commission cited four specific categories in the uncleared-program area as requiring improvement:

- Placing on alternate stations programs carried on affiliates only part of the time and one-time-only programs.
- Alternate stations receiving adequate notice of program availability.
- Independent stations receiving "reasonable" compensation.
- "Stability" in recapture practices (the means by which a regular affiliate regains network programs that had been carried by a nonaffiliate) for independent stations.

The commission noted that network practices and policies in making programs available to small-market stations appear to have been "too restrictive" with the result that many small-market stations are unable to obtain desirable programs, making their continued operation questionable.

The commission's action last week stemmed from a notice of rulemaking and inquiry dating back to June 1965. The proposed rule would have required networks to attempt to place a program on another station in the community if the regular affiliate did not carry it and if the sponsor agreed.

Comments and reply comments were filed in late 1965 and early in 1966 and the FCC held oral argument on the issue last April (BROADCASTING, May 4).

Subsequently, the commission concluded that rules should not be adopted because the placement of uncleared programs by networks "appears to have improved substantially," particularly in regard to regularly scheduled programs not taken by affiliates, and because any but the most general rules would "destroy desirable flexibility in network stations' relations and the clearance process."

However, the commission stressed that this conclusion should not imply that it considers the present situation satisfactory. As examples of conditions open to question, it cited network discrimination against independent stations by requiring them to pay for line charges even when they do not receive compensation for carrying network programs—practices not usually applied to regular affiliates. The FCC said it expects networks to take steps to either increase compensation amounts or to decrease the costs to such stations.

In regard to notifying alternate stations of program availability, the commission noted that independents need time not only to request programs not carried by affiliates, but also to promote and publicize them. It said affiliates would be expected to give networks their program decisions in time for the networks to notify independent stations three weeks in advance of broadcast.

Where single programs such as specials are involved, the networks should make good-faith efforts to place them when affiliates do not carry them, the commission asserted.

On the matter of recapture rights by affiliates, the commission said stability was required to help the development of UHF independents and to encourage them to carry uncleared programs. It cited a recently adopted practice by ABC and CBS guaranteeing a station 13 weeks of broadcast when it takes a program and then requiring four weeks' notice before the program can be recaptured. NBC will be expected to adopt a similar policy, it added.

In small markets the proposed rule would have required the network to attempt to place a program being carried by a regular affiliate on a station in another community if the advertiser requested it. The commission noted that, while no action was warranted in this particular area, the availability of network programs in some markets was unsatisfactory and must be improved.

Chairman Dean Burch and Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee voted in favor of the order; Commissioner Robert Wells concurred in part and dissented in part, issuing a statement.

Red space program subject of special

Doubleday, in first TV production effort, will film show inside Russia

The entry into TV production of Doubleday and Co., New York, station-owner and book publisher, was announced last week, along with an unusual arrangement it has with the Soviet Union for use of film in a documentary to be prepared on Russia's space program.

According to Doubleday, the company will be allowed to send a camera crew into the Soviet Union to obtain additional footage. The documentary on the Russian space program is scheduled to be completed within six months.

Doubleday expects to have access to files of unclassified Soviet film under an agreement reached last spring with the television division of the Novosti Press Agency. The agreement was negotiated by Steward Richardson, Doubleday's executive editor, and Rafael Saakov, who heads Novosti's TV division.

A new division of Doubleday—Doubleday Productions Inc.—will produce children's programs and the documentaries for TV sale to networks and for syndication. It also will consider production for cable TV, public television, home cassettes and theatrical distribution.

Joseph Kotler, a former vice president of Warner Bros. Television, is an associate and actively operates the new division. (Alexander Hoffman, Doubleday group vice president, heads the new division.) Mr. Kotler stressed plans for heavy production of children's programs and eventual production of motion pictures. He also said Doubleday Productions would announce release of a children's TV show in about two weeks.

Doubleday owns KOSA-TV Odessa-Midland, KROD-AM-TV El Paso, KITE-AM-FM Terrell Hills-San Antonio and KDTV(TV) Dallas, all Texas; KDEF-AM-FM Albuquerque, N.M.; KRNO-AM San Bernardino, Calif., and KHOW-AM-FM Denver.

'Obscenity' panel urges rehiring of station head

A student-faculty committee investigating charges of obscenity on WCWP(FM) Brookville, N.Y., C. W. Post College's student-run, noncommercial station, has recommended that Steven Post, former director, be rehired.

Mr. Post, along with his staff, was

dismissed from his $13,000-a-year position Nov. 30 for not controlling the alleged use of obscenity on the station (BROADCASTING, Dec. 7). Dr. Julian Mates, dean of the fine arts division, had closed down the campus radio station, claiming pornographic literature had been read on the air. He said the shutdown was to protect the station's license. The committee of six faculty members and six students also recommended that a broadcast panel be elected to set up broad guidelines for broadcasting.

Mr. Post, meanwhile, brought suit last Wednesday (Dec. 9) in federal court in Brooklyn to force the college to reinstate him and reopen the station. In the suit, he charged the college officials had shut down the station in violation of constitutional guarantees of free speech and due process.

White House parley on children spotlights TV

Broadcasting, particularly television, is going to be a frequent topic in Washington at this week's White House Conference on Children. At a news briefing last week, Stephen Hess, national chairman of the conference, labeled TV as one of six prevalent themes appearing in papers prepared for the conference.

Each of 24 forums prepared working papers which are subject to final modification by the 4,000 conference delegates.

One of the forums, "Child Development and the Mass Media," headed by Fred Rogers of noncommercial TV's *Misteroger's Neighborhood*, directs itself entirely to the influence of the media on children. It condemns the media for inattention to the "inner needs" of children and for ignoring principles of healthy child development. It cites those responsible as not only the media industries, but commercial sponsors of media content, parents, and child-development specialists.

As its primary goal, the mass media forum recommended the establishment of an "Institute for Child Development and the Mass Media." The institute would be responsible for many of the other goals set up by the forum: fostering the production of programing and materials which respect the child as a creative, imaginative individual and attempts to draw the child into active dialogue; encouraging research and experimentation; creating a library of existing mass-media materials; encouraging parents to teach their children to discriminate in media-content selection; and establishing training programs.

Another forum, "Emergence of Identity: The First Years," proposed programing for parents which would aid them in day-to-day child-rearing problems.

Program heads vow cutback rule fight

Werner suggests NBC-TV may air shows critical of FCC prime-time order

The possibility of informational shows explaining the adverse effects, to the viewer and the network, of the FCC-ordered prime-time cutbacks, might be in order, according to Mort Werner, vice president, programs, NBC-TV. Adding that he was unfamiliar with the possible equal-time ramifications, Mr. Werner noted that such programs are a worthwhile consideration.

He was speaking to the regular monthly meeting of the Hollywood Radio and Television Society and was joined in sort of an informal "meet the press, radio-television stations and producers" by Fred Silverman and Martin Starger, his counterparts at CBS and ABC, respectively.

"The networks may have felt that the cuts would never materialize," Mr. Werner said. "Now, we'll just have to fight it out and hope that the commission changes its mind."

How to fight it? Mr. Silverman claimed the best way is for everyone affected to be as vocal as possible. "I do not feel that the quality of local programing will match that of the shows cut from the network," the CBS vice president said. "It's really kind of ridiculous. The rule won't accomplish what it states but will drag down the quality." CBS has said that two news shows, *60 Minutes* and *News Hour* might be dropped from the schedule because of the cutback.

ABC's Starger noted that TV's image was the result of the programs it offered and as a consequence, he added, the networks must produce the best programing available. "Whether TV's critics really speak for all the viewers they say they do is open to question," Mr. Starger said. "I don't think so and I don't think the public is as fed up with television as its critics say they are."

Messrs. Silverman, Werner, and Starger (l-r).

CATV will add to woes of 'prime-time' – Seiden

The FCC's prime-time rule, which is due to go into effect Oct. 1, 1971, unless overturned by the courts, may have a greater impact on broadcasters than the FCC, or broadcasters themselves, envisioned—if the commission carries out its CATV proposals (see story, page 63).

That's the prediction of M. H. Seiden & Associates, whose calculations on the impact of cable TV on the audiences and revenues of TV stations were contained as part of a filing by 21 network affiliates in the FCC cable TV proceedings. Dr. Seiden was a special consultant on CATV to the FCC in 1965.

The current Seiden report estimates that the predominant loss to a TV station from CATV "distraction" will occur primarily in non-network programs —since network affiliates are protected against duplication of network programs under present FCC rules. The firm also noted that stations receive more per-program revenue from non-network programs than from network programs. In the studied cases, the Seiden research company says, this is 51% of gross revenues. Consequently, it maintained, non-network time is worth half again as much as network time in terms of revenue earned. The non-network program that earned the highest gross revenues, in 92% of the cases, the Seiden firm determined, was the local news broadcast. It also noted that the most revenue from non-network programing came from the average weekday, rather than Saturday or Sunday.

Therefore, the impact of CATV weighs most heavily on the audiences and revenue of non-network programs, it stressed.

Under the prime-time access rule, stations have to add an additional 30 minutes of their own to program an additional 30 minutes. The Seiden firm assumes that most stations will use the

10:30-11 p.m. period for this purpose. Based on additional calculations, the Seiden firm figured that non-network program revenue will rise from 51% to 60% of gross revenues—a higher percentage of station revenues subject to the impact of CATV.

TV-FM 'Calebration' set by WBC in four cities

A four-track stereo-video music concert will be broadcast by Westinghouse Broadcasting Co., New York, using its TV stations in conjunction with FM stations in four cities in late December and early January. WBC said the quadraphonic program, "Calebration," a 90-minute rock-music concert featuring Linda Rondstadt, the Chambers Brothers and Boz Scaggs, with visual effects by Jerry Abrams head lights, will be broadcast by WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, and KDKA-TV Pittsburgh, with two local radio outlets used in each city.

In San Francisco, FM stations KIOI and KCBS collaborated with WBC's KPIX(TV) in the first "Calebration" presentation on July 11 from midnight to 1:30 a.m. WBC said an enthusiastic response led to a second quadraphonic concert in San Francisco on Aug. 30 in prime-time and that KPIX plans to continue to continue "Calebration" on a regular basis.

Foundation urges more aid for children's TV

Improved television programing for children was urged last week by Lloyd N. Morrisett, president of the John and Mary R. Markle Foundation, in the organization's annual report.

He advocated increased cooperation by the public and broadcasters in providing programing for children that will be educational as well as entertaining. He also suggested that cable TV systems set up specialized channels to carry children's programs.

The 43-year-old foundation had supported medical education and research as its major program between 1947 and 1969 but in the past year it has focused on the educational uses of the communications media, including TV, radio, newspapers, magazines, books and films. Appropriations in fiscal 1970 totaled $2,280,000.

The foundation has been instrumental in the progress of *Sesame Street* (Children's Television Workshop) for which it appropriated $250,000 in the 1969-70 period for the purpose of testing, research, promotion and production. A $169,000 grant was made to support the first 14 months of a prototype program by the Institute for Educational Development that seeks learning breakthroughs to inner-city children by using *Sesame Street*-involved materials. A $45,000 grant was made to Rand Corp. for a study of CATV program content, another of $500,000 to Rand will help it establish a program in communications policy. Harvard University received $15,654 to study how children learn from TV and film.

An expansion of PLNX service

The seven CBS-owned AM stations and WTOP(AM) Washington last week began receiving 10 regularly scheduled spot-news feeds each day from CBS Radio's Private Line News Exchange (PLNX). Previously, the stations had received one regular feed at 11:30 p.m., plus bulletins as necessary.

In making the announcement, CBS Radio said it also expects a substantial increase in the amount of original broadcast material from the exchange such as features, analysis and newsmaker interviews.

The feed exchange operates from 10 a.m. to 10 p.m. EST, with the first feed at 10:45 a.m. each day supplying cuts from one of a continuing special news-feature series covering ecology, religion, youth, medicine and drugs. In addition, the feed's weekend magazine, a block of 15-20 features and background reports for use on the weekend, is transmitted each Thursday night.

PLNX, which originates from New York, was inaugurated by CBS Radio in June 1968, and by the end of this year will have distributed more than 16,000 news reports, inserts and actualities to the stations, according to CBS Radio.

ChangingFormats

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

- WJRD(AM) Tuscaloosa, Ala.—Cooper Radio Inc., effective Nov. 23; commenced broadcasting from 11 p.m. to 5 a.m. with "progressive modern" music, adding six hours to its broadcast day. WJRD continues its top-40 format throughout the rest of the day. Station is full time on 1150 khz with 5 kw day and 1 kw-directional at night.
- WMAS-FM Springfield, Mass.—Masscom Broadcasting Corp., effective Nov. 13; switched from an "easy-listening good-music" format to "progressive heavy rock" programing. WMAS-FM simultaneously ended previous 50% duplication of WMAS(AM) programs. WMAS-FM is on 94.7 mhz with 50 kw and an antenna 175 ft. above average terrain.
- WWAM(AM) and WWTV-FM, both Cadillac, Mich.—The Fetzer Stations, effective Dec. 5; switched from a middle-of-the-road music format to a modern-country/Nashville sound Monday through Saturday from 7 p.m. till midnight. Both stations are simulcast 100%. WWAM(AM) is on 1370 khz with 5 kw day and 1 kw night. WWTV-FM is on 92.9 mhz with 100 kw full time and an antenna 490 feet above average terrain.
- WENY-FM Elmira, N.Y.—The Green Group, effective Nov. 9; instituted programing of "progressive and underground rock" between 6 p.m. and midnight, Monday through Saturday, in place of middle-of-the-road music. Station continues MOR format throughout rest of the day. WENY-FM is on 92.7 mhz with 700 w and an antenna 560 feet above average terrain.
- WOFM(FM) Greeneville, Tenn. — Radio Greeneville Inc., effective Dec. 1; commenced programing of country and western music, replacing previous "easy-listening" format. WOFM broadcasts in stereo on 94.9 mhz with 26.5 kw and an antenna 245 ft. above average terrain.

ABC-TV affiliates win some, lose some

Network gives stations final replies on questions aired at November meet

ABC-TV officials notified the network's primary affiliates last week that they had reviewed plans that had proved to be among the chief sticking points of their November meeting with the affiliates board of governors (BROADCASTING, Nov. 23) and were standing pat on some, amending others.

The 6.5% reduction in primary affiliates' station compensation (3.25% for noninterconnected affiliates) to help pay for AT&T's increased line charges, and the reduction in prime-time programing effective in January, both must stand, they said.

They also agreed to stand by a 50% reduction in co-op fees—the affiliates board had wanted a 100% reduction—but said it would apply only from January to September 1971. ABC had indicated earlier that it would review the question of co-op fees next spring to determine whether to continue the reduction, increase it or return to the old policy.

The network's plan to require live clearance of prime-time programs in markets with three or more stations will be both adjusted and delayed, however.

The communication to affiliates, signed by President James E. Duffy and Affiliate Relations Vice President Richard L. Beesemyer, said ABC held the "serious conviction that improvements in our live clearance position are synonymous with our desire to become a fully competitive network," but that the affiliates board "has convinced us that from our affiliates' standpoint, now is not the appropriate time to institute this new policy and accordingly we are amending it."

As amended, the plan will go into effect with the start of the 1971-72 season next fall rather than next month and, subject to ABC approval, "will permit the delay of telecasts within the prime-time hours not programed by the network," but with the expense of the delayed telecast to be borne by the affiliate involved in each case. "Prime time" in this context was defined as 7-11 p.m. New York time on Sunday and 7:30-11 p.m. Monday through Saturday.

Messrs. Duffy and Beesemyer said that in the November meeting the affiliates board had presented affiliates' objections to the various plans "in the strongest of terms"—a phrase borne out by a report sent to the affiliates earlier by George A. Koehler of the Triangle Stations, chairman of the affiliates board. Mr. Koehler's report described the board's "almost total dissatisfaction" with these network plans and characterized the network on occasion as "unequivocal, adamant and unbending."

In their message last week, Messrs. Duffy and Beesemyer said the reduction in compensation would cover 61% of the network's AT&T cost increase. Excluding reductions taken by ABC-owned stations and secondary stations, they estimated the primary affiliates would carry about 40% of the increase.

As for reducing program time in January—in what the affiliates board called "an irregular checkerboard pattern" invoked on short notice nine months before the cutback ordained by FCC's prime-time access rule is due to go into effect—the network officials said they were convinced the changes "will result in the strongest and most successful program schedule which can be provided.

"We are equally convinced that these changes will produce not only a most favorable position for the balance of the season but will provide us with the most viable schedule base for the fall of 1971, when the prime-time access rule becomes effective," they said.

Meanwhile, in a follow-up report to affiliates, Mr. Koehler reviewed some of the other points covered in the November meeting. Among them were the following:

- The network's 1972 Olympics coverage is now three-quarters sold.
- ABC will decide in late February or early March whether to program 7:30-10:30 or 8-11 p.m. under the prime-time access rule.
- If the prime-time access rule is rescinded, ABC will decide whether to restore programing "based on the economy" at that time. "At this moment, network officials would recommend wall-to-wall programing."
- In the first part of the current season, ABC "has cleared an additional 158 half-hours per week in prime time. We view this as an important gain. The network's overall competitive position has improved as well."
- But live clearances of daytime, weekend and news programs have declined. So have clearances of the late-night *Dick Cavett Show*. Stations not clearing *Cavett* or not clearing it live "probably will be visited in the next month or two for exposure to the network's story on Cavett."
- The network will schedule three golf tournaments in the first quarter of 1971 and five tournaments in the second quarter.
- ABC has more than 35 projects in program development and says it's spending more than either of the other networks in this area.
- ABC "will likely run no documentaries in the first quarter" of 1971.
- ABC will "provide personalized Harry Reasoner promos on request."

'Juvenile Jury' series being made by Four Star

Four Star Entertainment Corp. intends to accentuate its policy of offering first-run TV programing in 1971 through the release of a group of seven one-hour environmental specials and a modernized version of the old *Juvenile Jury* series.

Richard Colbert, executive vice president of Four Star Entertainment, said last week the *Seven Seas* specials on oceanography already have been sold in 35 major markets, including outlets belonging to Kaiser, Keystone and the Post-Newsweek group, for a start in January. Among the station buyers have been WTOP-TV Washington, KRON-TV San Francisco, WBAL-TV Baltimore, WCCO-TV Minneapolis and KHOU-TV Houston.

He said production of *Juvenile Jury* would begin in Hollywood on Dec. 20 and noted that the first sale already has been made to KABC-TV Los Angeles. The half-hour weekly series will be produced by Jack Barry Productions, which is part of Four Star, and will feature Mr. Barry as program host.

TAF plans production of syndicated series

Trans Atlantic Film, London, which has produced and sold seven one-hour TV documentary film specials in the U.S. since its formation 18 months ago, is expanding into the area of program series for the syndication market. TAF is headed by the husband-wife team of Robert Albert (an American) and Revel Guest (a Britisher).

"Both of our new series will be factual and, like all our productions, will have an international flavor, so that we can sell them in England, the U.S. and the rest of the world," Miss Guest said in New York last week. "We plan to have them ready for next fall."

The seven one-hour programs TAF has completed were made as co-productions (six with Group W and one with Metromedia Producers Corp. and Metromedia Television). In return for financing, guidance and consultation on the films, the station groups received the programs for their own markets and the syndication rights in the U.S. and Canada.

Among the shows already telecast in the U.S. are *Norman Mailer v. Fun City, U.S.A.* and *Last Summer We Played in the Alps.*

GE enters programing arena

Former ABC-TV chief heads Tomorrow Productions; firm will create shows for TV, films, stage, CATV

Messrs. Moore (l) and Scarff

General Electric Co. announced last week its intention to become "a major force in the entertainment industry" with the formation of Tomorrow Productions Inc., a new subsidiary in the production of TV programs, motion pictures and legitimate stage presentations.

The company has appointed Thomas W. Moore, former president of ABC-TV and recently chairman of Ticketron Inc., New York, as president of Tomorrow Productions.

Mr. Moore said the new company will be involved in all phases of television programing. He told a news conference in New York that Tomorrow hoped to make some program contributions for the 1971-72 season, working through established TV-production companies.

He added that Tomorrow Productions also is exploring the possibilities of participating in the field of cable television and cassettes and will be active in closed-circuit television, using such facilities as General Electric's Command Performance Network, which arranges for business and industrial programs.

General Electric, a leading manufacturer of electrical and electronics equipment, has had some background in entertainment programing through its ownership of WGY(AM), WGFM(FM) and WRGB(TV) Schenectady, N.Y.; WSIX-AM-FM-TV Nashville, and KOA-AM-FM-TV Denver.

Donald D. Scarff, vice president and group executive in charge of GE's consumer products group, under which Tomorrow Productions will operate, noted that the company has been involved in syndication on a limited basis through the sales of some of the country-music shows originating at WISX-TV.

Mr. Scarff declined to reveal the amount of money GE would commit to the new undertaking, but said it would be "a multimillion-dollar investment" and would be in amounts to be expanded "as the opportunities arise."

In the motion-picture area, Tomorrow will help in the financing of productions and also may acquire several small independent producing companies, Mr. Moore said. Budgets for the movies would be in the area of $1,750,000 to $2.5 million, he said, falling between the high-cost and low-cost features.

Tomorrow Productions will make its headquarters at 777 Third Avenue, New York 10017, effective Jan. 4, 1971.

Mr. Moore said he hoped to assemble a staff of about 40 and will open an office in Hollywood. He was scheduled to go to Hollywood over the weekend to arrange for space there and to interview job applicants.

Mr. Moore has been an executive in the broadcast field since 1952. He joined ABC in 1956 and was vice president of programing and vice president of sales before he was elevated to the post of president of the network in 1963. In 1968, he was named a group vice president of ABC and left shortly thereafter to become chairman of Ticketron, an automated system for the sale of tickets to theaters and other entertainment events. Mr. Moore said that he would

New support urged for noncommercial TV

The urgent need to strengthen noncommercial television and to foster public-service programing on cable TV was underlined by Edward W. Barrett, director of the Communications Institute at the Academy for Educational Development, in the DuPont-Columbia Broadcast Journalism Report released last week (see story, page 54).

Mr. Barrett, who wrote a section of the report titled "One Juror's Observation," called for substantial public television to supplement the commercial medium. He said the Corp. for Public Broadcasting "is now little more than the shell of what is possible," and suggested that funding of public TV might be accomplished, as it is in Japan and England, through some kind of a dedicated tax.

Mr. Barrett, who is a former dean of the Columbia Journalism School, suggested that local authorities encourage nonprofit institutions or noncommercial-TV stations to seek CATV franchises. He recommended also that some channels be reserved for public service and that provisions be made to finance programing on those channels.

Turning to commercial broadcasting, Mr. Barrett asserted that "effective means of depriving the probably shabby operators of their public franchises are clearly in order." He said "truly effective community protest" should be encouraged, as should new applicants for licenses that have been abused.

Mr. Barrett said the problem with American communications is not that the mass of people are getting less than what they really want, but that important minorities have few, and sometimes no, options. He continued:

"In some ways it is remarkable there are as many cases as there are in the 'vast wasteland,' given the system that exists. A careful reader of broadcast schedules, for example, can find occasional gems on commercials as well as public television. And it is indisputable that the American people are better informed about their world because of radio and television news and public-affairs programing. The picture seems bleak mainly when compared with the potential."

continue as a consultant to Ticketron and be on its board of directors.

Cronkite to cablemen: help keep censors away

CBS News commentator Walter Cronkite told the first CATV advertising/programing seminar in Los Angeles last week that government licensing of television is a "power to make us conform." He noted that the potential for censorship was there and could be used "at the mercy or the whim of politicians and bureaucrats and whether they choose to chop us down or not, the mere existence of their power is an intimidating and constraining threat in being."

Mr. Cronkite added that strong broadcast journalism was an essential ingredient in contemporary life. Pointing out that it was a rare American city with more than one newspaper, he said he thought the broadcaster could serve as a monitor to assure that newspapers did not "by plot, caprice or inadvertence miss a major story."

He challenged the cable television operators to open channels for reporting and expression of divergent views. Then he urged them to join "those of us who are dedicated to free press and free speech in trying to assure that government, local, state or federal, keeps its hands off cable-TV programing." If cable provides ample time for a variety of publics, he said, government will feel no temptation to pry the time loose.

The seminar, attended by about 200, was sponsored by the Center for Communications, a subsidiary of Youth Marketing Inc., Los Angeles.

Fairness charge denied

The FCC has rejected a fairness-doctrine complaint filed by Bert Savage, chairman of the American Civil Liberties Union, and Mary Sinclair, both Midland, Mich., who claimed that a WNEM-TV Bay City, Mich., special, *The Atom and the Environment*, failed to acknowledge the dangers of radiation and thermal pollution. They also complained that the show, telecast Dec. 16, 1969, was sponsored by the power company that is building nuclear reactors in nearby Midland.

In rejecting the complaint, FCC Complaints and Compliance Division Chief William B. Ray said that the station had afforded a reasonable opportunity for conflicting views and had pledged its intent to continue programing on the issue.

TheMedia

Distant-signal plan sparks replies

Most comments to suggested FCC regulations for cable TV deal with that controversial proposal

Interest in the FCC's proposed regulations for cable television continues to be anything but passive. That was evidenced by more than 90 comments—many of which included lengthy supporting data—filed last Monday by broadcasters and other parties to meet the Dec. 7 deadline.

And, although the comments as a whole expressed opinions on virtually every major aspect of the commission's proposals, samples of the filings indicated that the distant-signal importation scheme is among those most disputed.

Under this proposal, advanced along with others by the commission last June (BROADCASTING, June 29), CATV's in the top-100 markets would be permitted to carry four distant independent signals (and any distant network programing needed to provide full network service) in addition to locals, provided they substitute commercials in distant signals for those of local stations. They would also be required to pay 5% of their subscription revenues to the Corp. for Public Broadcasting—the so-called public-dividend aspect of the proposals.

The National Association of Broadcasters urged the commission to abandon the proposal, maintaining it would through audience fragmentation seriously jeopardize UHF television and would destroy the ability of many VHF stations to provide adequate local service. NAB added that the financing of noncommercial broadcasting should come primarily from public sources and that the substitution plan is both unfair and unworkable.

The National Cable Television Association basically supported the distant-signal proposal, but suggested eliminating the present application of nonduplication rules to local signals and abolishing restrictions on carriage of overlapping grade-B signals. In addition, it suggested CATV systems pay 1¼% of their subscription revenues for each distant signal instead of a flat 5%. It concluded that, if the proposed rules or its alternative proposals are not adopted, the commission should adopt interim importation rules.

"The proposal would discourage competition, cripple television programing and prevent both free television and cable from realizing their potentials," asserted the Association of Maximum Service Telecasters. Alternatively, it urged the commission to permit outside signal carriage only to the extent necessary to provide signals from affiliates of the three networks, one independent and one educational station. AMST noted that commercial substitution is not technically feasible and that, even if it were, revenues from substituted commercials would be far below the revenues which stations would lose because of the fragmentation of their own audiences and possibly insufficient for them to recoup expenses necessary to implement substitution.

NBC said the commission should reject the commercial-substitution plan in favor of the "far sounder approach" the commission proposed in December 1968 that would authorize importation upon consent of the originating station.

In their joint comments, 11 TV stations maintained the commission should adopt the 1968 proposal that would treat overlapping signals from adjacent television markets as equivalent to distant signals for purposes of CATV regulation. But there should be no provision for retransmission consent, they said.

The Justice Department said a less restrictive plan, such as affording relief in individual market situations upon the showing that importation threatens minimum TV service, would allow the CATV industry to achieve its full competitive potential.

In their joint filing, 10 major motion-picture producers and five related unions said importation would result in the production of fewer programs and programs of poorer quality spread over a greater number of channels. Its recommendations included importation only by agreements with copyright owners, a compulsory licensing system for carriage of local signals and for distant-signal importation, and a system of limited exclusivity or nonduplication.

One of the defects of the importation plan, according to ABC, Taft Broadcasting and other TV owners, is that it does not recognize the problems associated with overlapping markets, with the result that the proposal would permit carriage of many more than four outside signals.

A group of 68 CATV operators serving more than 800,000 subscribers held that the number of distant signals to permit the success of CATV in a given major market is variable and should be determined by the individual CATV operator and the local franchising authority. They said payments to CPB are unfair to stations carrying only one distant signal and urged the commission to abandon its 5% proposal and support legislation introduced by Representative Robert O. Tiernan (D-R.I.) last September. The bill called for a 2% excise tax on radio and TV sets plus federal matching funds to finance noncommercial broadcasting.

And, they said, if the FCC is really interested in fostering the development of UHF, it should channel a portion of the advertising revenues from profitable V's to UHF, which could provide the base for a fourth network. If such a network were all UHF, they reasoned, arguments over the "unfairness" of the impact of CATV on UHF would become moot.

The National Association of Educational Broadcasters maintained that importation should be prohibited except upon prior approval by local or state educational entities, and perhaps the distant-signal educational station as well. The 5% plan, it said, should be considered only as one avenue for ETV funding.

The Corp. for Public Broadcasting proposed unlimited importation of distant ETV signals if no objection was made by the local noncommercial licensee, with substitution of appeals for funds by local stations for those in distant signals and the 5% payment to CPB. It proposed that the funds be managed separately from other funds for ETV. And, it added, the 5% plan should not be considered as an alternative to a more permanent financing plan. It also proposed allocating 50% of all CATV channel capacity to ETV.

Importation would not necessarily promote program diversity, said the All-Channel Television Society. ACTS suggested the commission test the importation theory on a market-by-market basis, adding one distant signal at a time to determine the number needed to promote CATV development and protect local UHF's.

Another FCC proposal for CATV would limit CATV ownership to a maximum of 50 systems with 1,000 or more subscribers in the top-100 population centers and would provide further restrictions where CATV operators owned other media interests. It also requested comments on whether there should be restrictions in crossownerships of CATV with radio stations and other entities.

NAEB and CPB said it would be wiser, easier and far less disruptive to prevent vast chains of CATV systems rather than break them up after they are established. However, they recommended the FCC exempt educational broadcasters from multiple ownership of cable systems.

A group of 16 radio licensees told the commission a crossownership ban would "undermine and retard" CATV development and advised the commission to look to radio operators as a "fertile source of investment capital, communications know-how, business acumen and programing ideas."

ABC, NAB and General Electric Co. asserted that it is too early in CATV's development to impose multiple-ownership restrictions. ABC suggested the matter be deferred until the other issues affecting CATV are resolved.

ABC also recommended a federal licensing policy for CATV and the appointment of an advisory board to devise a regulatory scheme and a division of authority in CATV matters. CPB, NAEB, ACTS and GE were also among those favoring federal licensing of cable.

NAB said regulation should be shared by federal and local governments, but noted local authorities should not be precluded from adopting additional standards that do not conflict with federal regulations. Time-Life Broadcast Inc. agreed that regulation should be shared, but added that federal licensing would be ineffective for a number of years because of the FCC's limited resources and undesirable because matters of local regulation demand swift, efficient responses.

Ford Foundation called on the FCC to encourage competition and diversity in cable television by requiring municipalities to favor the applications of non-profit groups for franchises over commercial applicants. Non-profit franchise holders might be more willing to experiment with the new technology since they would be free of stockholder pressures to return a profit, the foundation observed.

It also suggested that non-profit groups and commercial operators might collaborate in owning and operating a CATV system.

In addition, it said the FCC should guard against "premature franchising"; should insure that all parts of the community, especially low-income areas of the inner city, are served by CATV; should assure that channels are available and funds set aside for community-service use of cable systems, and should stipulate that part of the gross revenues from cable systems be earmarked for community groups originating programing.

Feb. 1 deadline for FCC's CATV proposals

The deadline for reply comments on the FCC's CATV proposals has been extended from Jan. 8 to Feb. 1, 1971, the commission announced last week.

An extension to Feb. 15 for replies on the distant-signal importation aspect of the proceeding was requested last month by ABC, the All-Channel Television Society, the Association of Maximum Service Telecasters, the National Association of Broadcasters and the National Association of Educational Broadcasters (BROADCASTING, Nov. 23). However, the National Cable Television Assn. opposed the joint request on the ground it would delay resolution of the proceeding.

The commission compromised and set Feb. 1 as the new reply deadline for all its CATV proposals (which also include diversification of control of cable, federal-state or local relationships and technical standards). The vote was 5-0 with Commissioner Robert T. Bartley absent.

Ex-NAB aide to head NCCB in Washington?

The National Citizens Committee for Broadcasting is expected to move from New York to Washington, with a new executive director at its helm.

Reports circulated last week that Warren Braren, who is a consultant to the Office of Communications of the United Church of Christ, New York, and former director of the New York office of the National Association of Broadcasters Code Authority, will be filling the position of executive director at the NCCB. The office has been vacant since July 15 when Ben Kubasik resigned (BROADCASTING, June 29).

Earl K. Moore, committee counsel, said the move to Washington was an inevitability. He noted that the new location would make the committee more "convenient to the FCC." But, he said, NCCB has no plans to use the close proximity for lobbying purposes. There was no indication of a change in the relationship of board chairman Thomas P. F. Hoving with NCCB.

Mr. Braren was dismissed from his

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Thank you.

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NAB code post in May 1969, after he continued to charge the NAB with using self-regulation as a "political expedient." He said the NAB had misled Congress and the public into believing the industry had an effective self-regulation program and used the controversy, then looming, over cigarette advertising on TV as an example (BROADCASTING, Dec. 8, 1969).

Mr. Moore also said the NCCB position of president, which has never been filled, was not under consideration right now. At one time, he said, FCC Commissioner Kenneth Cox was under consideration, but now the committee is more concerned with filling the executive directorship.

Macy tells mayors: Build, lease CATV

He says systems could help solve problems of local governments

Corp. for Public Broadcasting President John W. Macy Jr., addressing the 47th Annual Congress of Cities last Thursday (Dec. 10) in Atlanta, urged the nation's mayors to keep their fingers in the CATV pie, if not to bake it for themselves.

Citing cable communication as an important resource in solving the problems of local government, he told the 2,500 mayors that as the elected leaders of the cities they are responsible for the future of CATV. Such a future would include several possibilities which he urged the delegates to consider.

He proposed that the cities themselves construct cable systems and lease them to nonprofit community organizations to operate. The "logical operator" of this type of system, he claimed, would be the local noncommercial broadcaster. However, he noted, under present FCC rules requiring divestiture of local broadcast-CATV crossownership, this is not possible.

He suggested the initial investment in this "public utility" would be worth it in terms of financial and public benefits. Since it is possible for a cable system to pay for itself in approximately four years, profits can then be rechanneled into the system to improve it. A city-owned system would mean that the public would retain more effective control of the operation.

If the noncommercial broadcaster could operate the system (The National Association of Educational Broadcasters has filed with the FCC to exempt noncommercial broadcasters from the crossownership ruling [BROADCASTING, Aug. 10]) he would, Mr. Macy said, be "just another user with limited access to some

Mr. Macy

of the channels." Other interests—commercial broadcasters, the city government and newspapers—would have "expanded access."

If the system is to be privately owned, he urged that franchises not be granted solely on the basis of the highest bid. He called on city officials to consider the number of services rather than the amount of dollars offered and to refuse to grant a franchise to an applicant unprepared to build a duplex (two-way) system within a reasonable amount of time.

Mr. Macy also recommended what CPB set forth earlier in the week in comments filed in response to the FCC's proposed CATV regulatory package (see page 63): The commission should allocate 50% of all cable-TV channel capacity to noncommercial uses. He said that CPB had also urged that the FCC's proposal that 5% of revenues from a CATV system be collected to support the Corp. for Public Broadcasting—the so-called public dividend plan—be altered so that the funds are dedicated for use in the planning of cable systems and the production of programing on the channels reserved for noncommercial use. This, he said, would be the "public dividend" from CATV.

A CATV goes after instant saturation

A Charleston, W. Va.-based CATV operator, Paul Crabtree & Associates, will wire every agreeable home in Point Pleasant, W. Va., free of charge and give free service for an average of 60 days to those accepting the offer.

The unusual arrangement, which was proposed by the city after the franchise was granted, is claimed to be the only one of its kind in the country. Paul Crabtree, president of the cable-TV firm, predicts an 85-90% original saturation of the occupied dwellings in the town against an average 30% original saturation in towns with comparable existing over-the-air TV signals. He hopes that enough of the original subscribers will retain the service after the introductory period to offset the losses the company will incur during that time.

The city will also lose the 3% franchise payment it would have received from Crabtree & Associates if the firm had realized an income from service to the town. After the introductory period, however, Point Pleasant will receive 3% of the gross receipts derived from a $5.50 monthly service charge as franchise payment.

The system will be serving five towns in the area, including Point Pleasant, Middleport and Pomeroy, both Ohio, and Mason and New Haven, both West Virginia. Middleport has requested the same free-wiring agreement with Crabtree & Associates. The other towns are expected to follow suit and Mr. Crabtree said the firm was inclined to expand the concept. He stated that "the potential benefits outweigh the evident risk."

There are an estimated 2,200 homes in Point Pleasant and an estimated 6,000 homes in the five-city area the system will cover. It will offer a minimum of nine channels and will program locally. The entire system is planned to begin operation next May.

Fund urged for 'people's lawyers'

Johnson suggests it could free attorneys for public-interest cases

FCC Commissioner Nicholas Johnson, who has frequently urged the nation's lawyers to involve themselves in public-interest law cases before the government, last week offered a suggestion as to how such involvement might be induced as: "The people's lawyers fund."

It would be established by the government and used to pay lawyers who represent such groups if they win.

Commissioner Johnson made the suggestion in Washington in a speech accepting the second annual Public Defender Award of the *New Republic* (consumer advocate Ralph Nader received the award last year). He made it clear he felt the need for public-interest lawyers was particularly great "given the present administration's cynical view towards dedicated public officials (of either party)."

He cited the firing of Interior Secretary Walter Hickel as an example of what he regards as the administration's insensitivity to the public interest. And he said that, in view of AT&T's request that he disqualify himself from participating in all telephone matters before the commission and the effort of five state associations of broadcasters to have him impeached, he is sure President Nixon would fire him if the President had that option.

In suggesting creation of "The People's Lawyers Fund," Commissioner Johnson said public-interest cases cannot be left entirely to public-interest law firms—although, he said, the need for such firms is great. Nor can it be left, he said, to volunteers from corporate law firms.

His proposal, he said, would provide economic support for lawyers "who would like to do public-interest work but need some remuneration, however modest," and would "free up" a considerable amount of legal talent.

As for precedents for his suggestion, he pointed to the contingent-fee arrangement in personal-injury cases. He also said the treble-damage action in antitrust cases is another example "of a congressional incentive to private, rather than governmental, enforcement of the laws by those injured."

In sketching his proposal, he said a fund could be established, separately or within each governmental agency, "to provide reasonable attorney's fees to any attorney representing a public-interest group who wins before an agency (or the inevitable court appeal before justice is done and the agency is reversed)."

Such a fund, he said, "could prove to be the best use we ever made of a relatively modest proportion of our tax dollars. It could prove to be the salvation of the people's waning faith in the capacity of their own government to serve any sane corporate interests."

Banzhaf students seek to renew his tenure

Antismoking crusader and consumer advocate John Banzhaf has been denied tenure as a faculty member of the George Washington University National Law Center. But the law students, including many whom he has encouraged to form legal-action groups, are seeking to have that decision reversed.

The effect of the faculty's action, taken on a vote of 18 to 13, is to notify Mr. Banzhaf that his position with the university will be terminated at the expiration of his current contract, which runs through the end of the 1971-72 school year. He has been with the university since 1968.

However, university law students requested and were given a meeting with the faculty on Wednesday night, and presented petitions with 600 signatures asking the faculty members to reconsider their vote. Law school Dean Robert Kramer promised to present the petition to a faculty meeting Friday (Dec. 18), and expressed the view that the faculty would meet in January to consider the matter further.

A university spokesman said the vote to deny tenure was not related to Mr. Banzhaf's off-campus activities and Associate Dean Edward A. Potts said all discussion at the meeting related to "his qualifications for the opening he now occupies, as a lifetime appointment."

However, some faculty members were reported to have objected to Mr. Banzhaf's teaching methods, which included organizing groups of students in his unfair trade practices class to litigate before regulatory agencies and the courts.

Old issue, new site for WPIX hearing

News-distortion ground is covered once again, this time in Washington

After 42 days in New York, the FCC hearing on WPIX(TV) New York's license-renewal application reopened for a Washington run last week, and closed, at least temporarily, on the news-distortion issue—only the first of five issues involved in the proceeding.

For most of the run, Walter Engels, special assistant in the news room and formerly station news manager, and Fred Thrower, president of the station, revisited some of the charges forming the basis of the issue—that the station had mislabeled film clips and used outdated film to illustrate current events.

And on Thursday, Francis Flynn, board chairman of WPIX and its parent, Daily News Inc., took the stand as WPIX's final witness on the news-distortion issue to relate his association with the station—"my baby," as he referred to it at one point—and, in the process to defend its journalistic integrity.

The hearing is tentatively scheduled to resume Feb. 2, when Forum Communications Inc., which is seeking to supplant WPIX as licensee of channel 11, will present evidence on a question as to its financial qualifications to operate a station.

Mr. Engels took sharp questioning from Pat Valicenti, counsel for the FCC's Broadcast Bureau, and Michael Finkelstein, lawyer for Forum, in connection with charges originally made by former WPIX news staffer Nancy McCarthy. It was her charges, contained in a letter to a friend who turned it over to the FCC, that provided the basis for the news-distortion issue.

Mr. Valicenti, at one point, attempted to demonstrate that the station, contrary to its own policy, had used stock film, taken in May 1968, to illustrate a Paris peace conference story broadcast in October that year, without identifying it. But Mr. Engels insisted he had no way of knowing whether the correspondent making the report had identified the film.

And Mr. Finkelstein bore down hard in seeking to establish that, contrary to his previous denials, Mr. Engels knew at the time that an Aug. 22 film of Prague during the Soviet Union invasion of Czechoslovakia was mislabeled as having come "via satellite." The film was an edited version of a tape flown in from London the previous day and shown that night on the station. But Mr. Engels insisted he had been misled by the fact that he had seen some

Mr. Flynn

Mr. Tierney

scenes in the Aug. 22 telecast that he had not seen the night before.

Both Mr. Thrower and Mr. Flynn defended Mr. Engels as a man whose experience with the station, dating back to the time it went on the air, attested to his integrity.

They also both maintained that, until Mrs. McCarthy made her charges, WPIX's reputation had never been challenged—except, Mr. Flynn said, by some individuals who had brought libel suits that were "not successful".

Mr. Flynn, who said he had helped prepare the Daily News's original application for channel 11 and had maintained a close interest in the station's operations over the years, asserted that his policy for the news department from the beginning was that it produce "accurate, objective, interesting news programing."

Left hanging at the close of the hearing Thursday was whether WPIX would be permitted to present a film it says recreates many of the stories involved in the news-distortion charges. John R. Schoemer Jr., counsel for WPIX, said the purpose of the film is to provide a clearer understanding of the stories' impact on viewers. However, Mr. Valicenti and Mr. Finkelstein objected to its screening, principally on the ground that WPIX could not assert the film was an exact reconstruction of the stories in question.

Hearing Examiner James F. Tierney said he would not accept the film as evidence because of the "imprecision" of the "restructuring". But he invited the attorneys to present memoranda on whether he should permit that type of evidence.

One other point that may revive the news-distortion issue briefly involves Mr. Thrower's diaries for 1968 and 1969. They were turned over to Mr. Valicenti and Mr. Finkelstein Thursday for their possible use in crossexamining Mr. Thrower on efforts he said he had made to hire a new over-all head of the station's news operations. The efforts, according to Mr. Thrower, began in August 1968, before the McCarthy charges erupted, and continued down to January 1970, when Lewis (Bill) Brown was hired.

Mr. Tierney said he would schedule another day's hearing on Wednesday if the lawyers feel further crossexamination is necessary.

Ad exec becomes consultant

Jack Jones, for the past 10 years vice president, advertising, Mattel Inc., Hawthorne, Calif., will resign effective Feb. 5 to form a marketing and communications consultancy firm, Jack Jones and Associates. Offices will be in Beverly Hills and New York. First accounts include Mattel, National Periodical Publications, and Licensing Corp. of America. Latter two are subsidiaries of Kinney National Service Inc., New York. The firm also will develop and package children's shows for network and syndication.

ChangingHands

Announced:

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

- WKAY(AM) and WGGO(FM), both Glasgow, Ky.—Sold by Jack Pedigo and others to Clovis and Moena Sadler for $190,000. Mr. and Mrs. Sadler are currently employed by WKAY and WGGO—Mr. Sadler as general manager and Mrs. Sadler as program and sales manager. Additionally, both own an antique business. WKAY(AM) is on 1490 khz with 1 kw day and 250 w night. WGGO(FM) is on 95.1 mhz with 43 kw and an antenna 410 feet above average terrain.
- WARD(AM) Johnstown, Pa.—Sold by Walter M. Thomas, Margaret E. Gartland and Rita Gillespie, Shirley Jordan and Dr. George D. Gartland, to Benjamin C. Werk, Norman W. Sponseller, Shelby L. Estep and Dustin C. Lewis for $175,000. Mrs. Jordan, Mrs. Gillespie and Dr. Gartland are executors of estate of George D. Gartland, who died last September, and own 37% of the assignor as a group. Mr. Thomas and Mrs. Gartland have interests in WARD-TV Johnstown. Mr. Werk is currently manager of WARD-AM-TV. WARD(AM) is full time on 1490 khz with 1 kw day and 250 w night.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 78).

- KRAQ(TV) Sacramento, Calif.: Construction permit sold by Manning Slater and others to Hugh A. Evans, Mrs. Della Grayson, Morris Lavine and others for $26,800. Sellers own KRAK(AM) Sacramento and have controlling interests in KKUA(AM) Honolulu. Mr. Evans and Mr. Lavine are attorneys. Mrs. Grayson has just sold KUBA(AM) Yuba City, Calif., jointly with her husband (see below). KRAQ(TV), which will be an independent, has a CP to operate on channel 15 with 490 kw visual and an antenna 1,120 feet above average terrain.
- KUBA(AM) Yuba City, Calif.: Sold by Sidney A. and Della G. Grayson to David M. Jack and others for $300,000. Mrs. Grayson is a stockholder of Grayson Television Inc., permittee of a CP

for KRAQ(TV) Sacramento, Calif. Buyers own KUDY(AM) Spokane, Wash., and KLIQ-AM-FM Portland, Ore. KUBA operates full time on 1600 khz with 5 kw day and 500 w night.

■ WCOY(AM) Columbia, Pa.—Sold by Ronald Krancer to Ernest Tannen and Charles Stewart for $160,000. Mr. Tannen owns WEEZ(AM) Chester, Pa.; has 50% interest in WYRE(AM) Annapolis, Md., and in WSVP(AM) West Warwick, R.I., and owns 90% of WDMV(AM) Pocomoke City, Md. He also owns Mediamerica, Silver Spring, Md., farm network and broadcast sales promotion and consulting service. Mr. Stewart is general manager of WDMV and owns 10% of that station. WCOY is a daytimer on 1580 khz with 500 w.

Howard U. obtains its FM as a gift

After failing in its bid for FM channel, school is given WTOP-FM Washington

Washington's Howard University, the largest predominantly black institution of higher learning in the country, will finally get the FM station it has been seeking—as a gift from Post-Newsweek Stations.

The company announced last week that it will donate WTOP-FM Washington to the university, thereby establishing the first minority-owned broadcast outlet in the nation's capital, where a sizable majority of the residents are black.

According to Katharine Graham, president of Post-Newsweek's parent, the Washington Post Co., it is hoped that the gift "can make a very substantial impact on the opportunity for minority employment in all phases of broadcasting, not only in Washington but throughout the country." And Larry H. Israel, chairman and president of Post-Newsweek Stations, said the company will further that goal by providing full technical assistance to the university during the transfer of station operations.

"For several years," Mr. Israel said in a statement, "the Post-Newsweek Stations in Washington [WTOP-AM-FM-TV] have undertaken a training program to upgrade the skills of minority employes, but we have recognized that our efforts could be maximized in an environment which combined technical skills with practical station operations. As a result of our experience, we are convinced that operation of a station by Howard University will result in an outflow of scores of trained and talented young men and women who can find successful employment in broadcasting."

The gift comes several months after Howard failed in its attempt to become a contender for the last available FM channel in the Washington area. The university tried to join Pacifica Foundation and National Education Foundation, whose applications had already been designated for hearing at the time, but the FCC ruled that it had simply filed its application too late (BROADCASTING, June 15).

James E. Cheek, president of Howard, noted in accepting Post-Newsweek's gift that the station is valued at more than $750,000. "Even more important than its monetary value, however," he said, "is the practical and symbolic effect of Howard's ownership and control of a broadcasting station. . . . We consider this a major step forward for Howard University in its determination to advance the role of black citizens toward a better America in the years ahead."

WTOP-FM operates on 96.3 kc with a power of 20 kw. It has programed contemporary music, along with substantial duplication of its all-news affiliate, WTOP(AM). Assuming FCC approval of the donation, Mr. Israel said, Post-Newsweek will permit Howard to keep the station's antenna on the tower of WTOP-TV.

FCC approves merger of Schering-Plough

Bartley's absence breaks impasse that had centered on one-to-a-customer rule

The deadlock on the merger of Plough Inc. into Schering Corp. was finally broken last week as the FCC approved the transaction by a 3-to-2 vote.

On two previous occasions the commission split 3 to 3 with Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee arguing that the one-to-a-customer rule would bar the transfer of Plough's stations to a merged company. At last week's first formal vote on the merger, Commissioner Bartley was absent and Commissioners Johnson and H. Rex Lee dissented with statements.

The same three commissioners, with Mr. Bartley voting the first time since entering the hospital Oct. 27 for surgery, brought the commission to a 3-to-3 deadlock two weeks ago with dissenting votes on the Corinthian Broadcasting-Dun & Bradstreet merger (BROADCASTING, Nov. 30).

The commission's action last week authorized the transfer of Plough

Broadcasting Co. from Plough Inc. to a new corporation, Schering-Plough Corp. Plough Broadcasting is the licensee of WCAO-AM-FM Baltimore, WCOP-AM-FM Boston, WJJD-AM-FM Chicago, WMPS-AM-FM Memphis and WPLO-AM-FM Atlanta. No cash was involved in the transfer, which involves an exchange of stock. The commission said it would determine the grant fee later.

Under the merger plan, Plough Inc., Memphis, manufacturer of drugs, cosmetics and home products, and Schering Corp., Bloomfield, N.J., manufacturer and distributor of ethical drugs, would retain their independent identities of operating subsidiaries of Schering-Plough. Plough shareholders will own 39.3% of the new company; Schering stockholders, 60.7%. Abe Plough, founder of Plough Inc., will continue as president of that company and will become chairman of Schering-Plough. W. H. Conzen, president of Schering, will be president and chief executive officer of the new company (BROADCASTING, July 6).

The companies contended that because of technical integration of the stations and economic reasons the stations could not be sold separately as required under the one-to-a-customer rule. They pointed out that certain of the FM program services, providing classical music and youth-oriented programing, depended on AM revenues for their existence.

The commission, noting that in a number of cases the stations share common studio and technical facilities, concluded that a waiver of the rule was warranted.

Stanton term extended as head of USIA advisers

President Nixon last Monday (Dec. 7) announced his intention to renominate Frank Stanton, president of CBS, as chairman of the United States Advisory Commission on Information. Also named as nominees were Hobart Lewis, president of *Reader's Digest;* James A. Michener, author, and John Shaheen, president, Shaheen Natural Resources Co. Mr. Lewis succeeds Thomas Vail, publisher and editor, *Cleveland Plain Dealer*; Mr. Michener succeeds Palmer Hoyt, publisher and editor of the *Denver Post*, and Mr. Shaheen succeeds Morris Novik, New York radio-TV consultant. The United States Advisory Commission on Information serves as a general overseer of the United States Information Agency, reviewing and evaluating U.S. foreign information, cultural and educational policies and programs. Fifth member of the commission is William F. Buckley, editor of *National Review*.

President Nixon confers with (l-r): USIA Director Frank Shakespeare, Mr. Shaheen, Mr. Michener, Dr. Stanton, Mr. Buckley and Mr. Lewis.

No sign of fallout from Hughes battle

His broadcast interests seem untouched by clash within corporate empire

The impact of the power struggle for Howard Hughes's Nevada gambling operations, brought to light last week, is not expected to affect the broadcasting interests of the mysterious billionaire recluse, it was learned.

As rumors about the latest whereabouts and welfare of Mr. Hughes circulated—including claims of his demise, kidnapping or serious illness—his status became a key factor in the battle under way between executives of the Hughes Tool Co. and Robert A. Maheu, whom the tool firm is trying to dismiss as director of the Nevada operations.

A stock proxy presumably signed by Mr. Hughes, which authorized removal of Mr. Maheu from the board of a subsidiary company that operates two casinos in Las Vegas, was introduced into the proceedings. However, a copyrighted story by Hank Greenspun, publisher of the *Las Vegas Sun*, claimed a handwriting expert was ready to adjudge the Hughes signature on the proxy an "imitation." This fanned the flames of the latest mystery revolving around the 65-year-old Hughes and the disposition of his empire.

At the same time, Ed Morgan, a partner in Welch & Morgan, the Washington communications law firm handling all of Mr. Hughes's broadcasting interests, shrugged at reports that the power battle would affect these broadcasting interests. "I would assume that nothing will happen to affect the broadcast interests of Hughes Aircraft Co.," Mr. Morgan stressed. Hughes Aircraft owns 168,000 shares of stock or 17% interest in TelePrompter, the CATV systems operator.

Mr. Hughes, through the Hughes Tool Co., is the owner of KLAS-TV Las Vegas—previously purchased from Mr. Greenspun—and the Hughes Sports Network. In addition, in the summer of 1968, Mr. Hughes touched off a wave of excitement in the broadcasting industry when he made a tender offer, of about $148.5 million, through the Hughes Tool Co., to buy ABC Inc. Mr. Hughes later abandoned the offer (BROADCASTING, July 22, 1968).

Meanwhile, late last week, Mr. Greenspun, hinting that he had spoken with Mr. Hughes himself, reported that an "unimpeachable source which I accept" had sent him a memo indicating that Mr. Hughes was alive and well, probably in the Bahamas.

Media notes:

New Roper venture ■ The Roper Organization, New York, new commercial, marketing and public affairs research concern, was opened last week. Burns W. Roper, head of the new firm, was president and chairman of Roper Research Associates until it was acquired by Daniel Starch and Staff last year (BROADCASTING, Sept. 29, 1969). Mr. Roper was an officer and director there.

Book notes:

"A Dictionary of Slang and Unconventional English," by Eric Partridge, The Macmillan Co., New York, 1,528 pp. $18.50.

Though manageable in its size, this, the seventh edition, has been revised, updated and enlarged and is two volumes in one. One volume is the dictionary, the other a supplement consisting mainly of new words and phrases and filling over 500 pages. Obviously the book covers much territory. Its pages carry definitions of—as the book itself announces—"colloquialisms and catch phrases, solecisms and catachreses, nicknames, vulgarisms and such Americanisms as have been naturalized."

"A New Pictorial History of the Talkies," by Daniel Blum, updated by John Kobal and illustrated with photographs, Grosset & Dunlap, New York, 339 pp. $9.95.

A collector's item and with reference value to TV programs and promotion personnel "Talkies" is *Life*-magazine size and has on the average 10 or more nostalgic photographs on each of its pages. The book begins with the talkies, reported to be the instant Al Jolson crooned to his mother in "The Jazz Singer" in 1929, and ends with movies released in 1968. Stills from hundreds of films appear in the book's pages. The story is told with thousands of stills from the movies and photos of the greats and near greats of the cinema.

FocusOnFinance®

G&W reports profits in all eleven divisions

Gulf & Western Industries Inc., diversified business enterprise, last week reported higher sales and higher earnings per share for the first quarter of fiscal 1971.

David N. Judelson, president, told stockholders on Tuesday (Dec. 8) that all 11 of the firm's operating groups—including Leisure Time, of which Paramount Pictures is a part—showed an operations profit in the three months ended Oct. 31, 1971.

Net income was $15,206,000, equal to 73 cents a share in the first quarter, compared with $15,863,000 or 71 cents a share a year ago. Outstanding shares of stock were reduced by more than a million in the interval between the reported quarters.

Sales for the three months rose to $390,764,000, as against $387,249,000 the year before. Earnings for the quarter a year ago included a gain from a securities sales of $134,000 or one cent a share. There were no gains or losses from securities transactions in the first quarter of fiscal 1971, Mr. Judelson said.

Charles G. Bluhdorn, chairman, told stockholders that G&W is trying to bring Paramount to 5% of Gulf & Western's total assets.

	1970	*1969**
Earned per share**	$ 0.73	$ 0.71
Net sales & other operating revenues	390,764,000	387,249,000
Net earnings	15,206,000	15,863,000
Average shares outstanding	19,022,000	20,247,000

*Amounts shown for 1969 have been restated to reclassify the operations of business subsequently disposed of or not presently consolidated.

**Based on the average common and common equivalent shares outstanding during the respective periods.

A tax break on WERE-FM sale

The FCC, under a new policy permitting postponement of taxes on some station transfers, last week granted a tax certificate to Cleveland Broadcasting Inc., in connection with the sale of WERE-FM Cleveland to GCC Communications of Cleveland Inc.

The commission's action came in the wake of the former licensee's spin-off of the Cleveland FM, in compliance with the FCC's rules on station ownership and the one-to-a-market interim policy.

Cleveland Broadcasting Inc. has been a subsidiary of Atlantic States Industries Inc. since November 1969. At the time of the transfer of control of Cleveland Broadcasting to ASI, Cleveland was the licensee of WERE-AM-FM, KFAC-AM-FM Los Angeles and WLEC-AM-FM Sandusky, Ohio. Because ASI already owned five AM stations, it could not purchase three more under the commission's rules. It therefore sold WLEC-AM-FM to Lake Erie Broadcasting Co.

Under the commission's interim one-to-a-market policy, ASI is also barred from acquiring an AM and FM in the same market. However, it wished to retain ownership of KFAC-AM-FM and requested a waiver of the interim policy to permit the common ownership. The commission agreed, on condition that the licensee dispose of WERE-FM.

As the sale of WERE-FM was "necessary or appropriate" for compliance with the ownership and one-to-a-market policies, the commission said, granting of a tax certificate to alleviate financial pressure was an applicable measure.

Atlantic States Industries also owns: WRVT(AM) Boston; WLOB-AM-FM Portland, Me.; WNVY(AM) Pensacola, Fla., and KMAK(AM) Fresno and KROY(AM) Sacramento, both California.

Financial notes:

- MCA Inc., Universal City, Calif., has declared a quarterly dividend of 15 cents per share on the MCA Inc. common stock outstanding, payable Jan. 12, 1971, to stockholders of record Dec. 28.

■ RCA has declared a quarterly dividend of 25 cents per share on common stock, payable Feb. 1, 1971, to holders of record Dec. 18. In addition, dividends of 87½ cents per share on the $3.50 cumulative first preferred stock and $1 per share on the $4 cumulative convertible series first preferred stock, both for the period from Jan. 1 to March 31, 1971, were declared payable April 1 to holders of record March 12.

Ampex sets up financing arm

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, has formed Ampex Credit Corp., a wholly owned subsidiary that will begin operations Jan. 1. The new firm was formed to finance long-term accounts receivable of the Ampex Video Products and full payout leases for the Videofile Information Systems divisions. It will also handle lease and installment purchases for other Ampex divisions. C. R. Goodlet, president of Comtel Leasing Inc., has rejoined Ampex Corp. as vice president and general manager of the new subsidiary. Prior to joining Comtel, Mr. Goodlet held various credit-management positions with Ampex over a 12-year span.

RCA-Coronet merger gets boards' boost

The acquisition of Coronet Industries, Dalton, Ga., manufacturer of carpets, furniture and fabrics, by RCA Corp. has been approved by the boards of directors of both firms. The agreement

The Broadcasting stock index

A weekly summary of market activity in the shares of 107 companies associated with broadcasting.

	Stock symbol	Exchange	Closing Dec. 10	Closing Dec. 3	Closing Nov. 25	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	24⅞	23½	22	23⅞	19⅝	7,073	155,606
ASI Communications		O	2	2	2	7	1¾	1,789	3,578
Capital Cities	CCB	N	27	28⅛	26¼	36½	19½	6,061	159,101
CBS	CBS	N	30	28⅞	28¾	49⅞	23¾	26,512	762,220
Corinthian	CRB	N	25⅞	25½	28¼	33⅞	19⅝	3,381	95,513
Cox	COX	N	18¼	18⅜	17⅜	24⅝	10¼	5,789	100,613
Gross Telecasting	GGG	A	10¾	11⅛	10⅜	17¾	9⅜	803	8,335
Metromedia	MET	N	18	17⅝	17⅛	22⅜	9¾	5,734	98,223
Mooney		O	6½	5⅝	5¾	8¼	4½	250	1,438
Pacific & Southern		O	14½	14½	13½	23	7½	1,636	22,086
Rahall Communications		O	16⅜	15¼	15¼	19	5½	1,040	15,860
Reeves Telecom	RBT	A	2¼	2⅝	2¾	15⅞	2	2,288	6,292
Scripps-Howard		O	18½	18	17¾	25	14	2,589	45,955
Sonderling	SDB	A	22⅝	22⅛	21¼	34⅞	10¼	991	21,059
Starr	SBG	M	9	9⅜	9⅞	18¼	7½	461	4,555
Taft	TFB	N	24	24⅛	21⅜	29¾	13⅞	3,712	79,363
							Total	70,109	1,579,797
Broadcasting with other major interests									
Avco	AV	N	12	10¾	10⅛	25¼	9	11,470	116,191
Bartell Media	BMC	A	4⅜	4¼	4½	14	3¾	2,254	10,143
Boston Herald-Traveler		O	23	20	20	44	24	574	114,800
Chris-Craft	CCN	N	7	7⅜	7½	11½	4⅝	3,797	66,448
Combined Communications		O	10	9¾	9½	17	5¾	1,945	212,978
Cowles Communications	CWL	N	7	7	7¼	10⅞	3¼	3,969	28,775
Fuqua	FOA	N	11⅞	12⅝	11	31¾	7	6,190	68,090
Gannett	GCI	N	33	29½	29½	29½	18½	7,117	209,952
General Tire	GY	N	21⅜	21⅛	18¼	20⅝	12¾	18,434	336,421
Gray Communications		O	6⅜	5¾	5	7⅝	3¾	475	2,375
Lamb Communications		O	2¾	2⅝	2½	6	2	475	1,188
Lee Enterprises	LNT	A	17⅛	16⅝	15⅝	20¾	12	1,957	30,588
Liberty Corp.	LC	N	15⅞	15½	15¼	21⅞	13	6,744	102,846
LIN		O	6⅝	6¾	5⅝	11½	3¼	2,244	12,634
Meredith Corp.	MDP	N	21¼	22⅝	20½	44⅝	18	2,744	56,252
Outlet Co.	OTU	N	13⅝	12⅝	11	17¾	10	1,342	14,762
Plough Inc.	PLO	N	77¼	72	73⅝	85	55	6,883	506,795
Post Corp.		O	9	9½	9¾	17½	8	713	6,952
Ridder Publications		O	16⅜	16½	16⅛	22	9¼	6,217	100,280
Rollins	ROL	N	28	29	26⅞	40⅜	19⅞	8,044	216,223
Rust Craft	RUS	A	30¼	29½	28⅝	32¼	18½	1,159	33,182
Storer	SBK	N	18¾	20⅜	19¼	30¾	14	4,223	81,293
Time Inc.	TL	N	43¾	40⅝	37¼	43½	25½	7,257	270,323
Trans-National Comm.		O	½	⅛	1/16	4½	1/16	1,000	60
Turner Communications		O	2¼	2¼	2⅜	8¾	2¼	1,328	3,161
Wometco	WOM	N	16¼	16⅞	15⅞	20¼	13¾	5,817	92,374
							Total	114,372	2,695,086
CATV									
Ameco	ACO	A	6⅛	6⅛	5½	16	4	1,200	6,600
American TV & Comm.		O	16¾	17	16¼	24	10	2,042	33,183
Burnup & Sims		O	31¾	32¼	31¾	26¾	14	873	27,718
Cablecom-General	CCG	A	14⅞	15⅞	13⅝	23⅞	7⅜	1,605	21,876
Cable Information Systems		O	2¾	2¾	2½	5	¾	955	2,388
Citizens Financial Corp.	CPN	A	13	13¼	13	17½	9¾	994	12,922
Columbia Cable		O	10½	9	9	15½	6¾	900	8,100
Communications Properties		O	8¼	8¾	8½	10½	6	644	5,474
Cox Cable Communications		O	18⅞	18⅞	17½	25	12	3,550	62,125
Cypress Communications		O	6¾	6	6	17¾	6	1,887	11,322
Entron	ENT	A	2¾	2⅞	2⅞	8⅛	2⅝	1,320	3,802
General Instrument Corp.	GRL	N	16⅞	15⅞	13½	30⅞	11½	6,250	84,375
Sterling Communications		O	3⅜	3⅞	3⅞	7¼	3	1,100	4,268
Tele-Communications		O	12¼	12½	11½	16¼	8½	2,704	31,123
Teleprompter	TP	A	80¾	78	70½	133½	46	1,161	81,851
Television Communications		O	6⅞	7	6⅝	19¼	3¾	2,850	18,896
Viacom *	VIA	N	16⅝	19	*	19½	16⅝	—	—
Vikoa	VIK	A	7¼	8	7	27½	6⅛	2,316	16,212
							Total	32,351	432,235

is subject to approval by Coronet's stockholders. RCA stockholders must approve an increase in RCA's authorized common stock from 80-million to 100-million shares.

The sale would mark RCA's entry into the home-furnishings field and add to the company's diversification program in a consumer-growth area (BROADCASTING, Oct. 19). The transaction would involve a share-for-share exchange of Coronet and RCA stock. There are about six million shares of Coronet common either outstanding or reserved. The sale represents about $150 million in RCA stock. Coronet would become a wholly owned subsidiary of RCA.

Company reports:

Teletronics Industries Inc., Dallas, manufacturer and leaser of color television sets, reported an increase in sales and net income for the three months ended Sept. 30:

	1970	1969
Earned per share	$ 0.07	$ 0.07
Sales	247,237	202,771
Net income	29,265	27,346
Average shares outstanding	418,418	418,418

Television Communications Corp., New York-based multiple-CATV owner, reported a 25% increase in net earnings and 30% increase in revenues for the first quarter of the fiscal year ended Oct. 31. Alfred R. Stern, TVC president, said he anticipated continued upward thrust for the remainder of the year.

For three months ended Oct. 31:

	1970	1969
Earned per share	$ 0.05	$ 0.04
Operating revenues	1,727,104	1,337,350
Net earnings after credit for tax carryover	143,362	114,863
Average shares outstanding	2,897,290	2,790,824

	Stock symbol	Exchange	Closing Dec. 10	Closing Dec. 3	Closing Nov. 25	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programing									
Columbia Pictures	CPS	N	10⅞	9⅞	9¼	31½	8⅝	6,120	56,610
Disney	DIS	N	145⅛	148¾	142½	158	89⅞	5,894	838,422
Filmways	FWY	A	6⅞	7¼	7⅛	18½	5⅞	1,842	13,133
Four Star International		O	1⅝	1¾	1¾	4	1½	666	2,041
Gulf & Western	GW	N	18½	16¾	15⅜	20¾	9½	15,362	234,271
Kinney National	KNS	N	28¾	29	25⅝	36	20⅞	10,402	298,878
MCA	MCA	N	21	20⅞	19⅜	26	11⅜	8,195	155,705
MGM	MGM	N	17¼	15½	14	29⅛	12⅛	5,883	89,010
Music Makers		O	3	2¾	2⅛	9	2⅛	589	1,325
National General	NGC	N	14⅞	15⅜	15⅛	20¼	9	4,910	73,061
Tele-Tape Productions		O	1¾	1¾	2	6¾	1½	2,183	4,101
Transamerica	TA	N	14	14¼	11¾	26¾	11⅜	63,630	771,832
20th Century Fox	TF	N	7⅞	8	7½	20½	6	8,562	62,075
Walter Reade Organization		O	2⅜	2¼	2½	8⅝	2	2,414	4,821
Wrather Corp.	WCO	A	7⅛	8⅛	7¼	10¾	4⅛	2,211	16,317
							Total	**139,729**	**2,621,612**
Service									
John Blair	BJ	N	14	15	14⅛	23½	10¼	2,598	35,073
Comsat	CQ	N	50¾	51½	43⅞	57¾	25	10,000	475,000
Creative Management	CMA	A	10½	10⅞	10¾	14¼	10	1,083	10,830
Doyle Dane Bernbach		O	19	22	19½	24½	13¼	2,074	45,110
Elkins Institute		O	9½	9¾	9½	10¼	9½	1,664	15,837
Foote Cone & Belding	FCB	N	7½	8	8¼	12½	7¼	2,175	17,139
Grey Advertising		O	8⅞	8¾	8⅝	13½	5¾	1,207	10,416
LaRoche, McCaffrey & McCall		O	8½	8¾	9	17	8½	585	5,119
Marketing Resources & Applications*		O	3	2¾	3	7	1	504	1,512
Movielab	MOV	A	2¼	2⅛	2	7½	2	1,407	3,349
MPO Videotronics	MPO	A	5⅝	5¾	5⅝	9⅞	4⅜	558	3,281
Nielsen		O	37¾	37½	37¼	42½	26	5,299	197,388
Ogilvy & Mather		O	23	24	23⅛	23¼	14½	1,096	25,208
PKL Co.	PKL	A	3¼	3½	3⅛	12⅝	2½	743	2,297
J. Walter Thompson	JWT	N	31¾	30½	27½	36	21⅛	2,764	77,392
Wells, Rich, Greene	WRG	A	14⅞	12⅞	11¾	14¼	5	1,581	18,782
							Total	**35,341**	**943,733**
Manufacturing									
Admiral	ADL	N	7¾	8⅜	7⅜	14⅞	6½	5,158	37,396
Ampex	APX	N	17⅝	17⅞	14⅝	48½	12½	10,874	171,266
CCA Electronics		O	2½	2½	2⅝	5	1½	2,096	5,512
Collins Radio	CRI	N	14⅝	14¾	11⅝	37¼	9	2,967	38,571
Computer Equipment	CEC	A	3⅞	4	3⅞	12¼	3½	2,406	9,624
Conrac	CAX	N	14⅜	14⅞	12	32¼	11	1,262	16,255
General Electric	GE	N	89⅞	87¾	85¾	89⅞	60¼	90,884	7,941,444
Harris-Intertype	HI	N	53	49¾	47⅜	75	36¼	6,308	305,938
Magnavox	MAG	N	36¾	36⅜	31⅜	38⅞	22¼	16,429	581,258
3M	MMM	N	95⅛	91⅝	85⅜	114¾	71	56,058	5,045,220
Motorola	MOT	N	53½	54	46¼	56	31	13,334	653,366
RCA	RCA	N	26⅝	25½	22	34⅝	18⅛	68,403	1,599,262
Reeves Industries	RSC	A	2⅞	3	2⅞	5¼	2½	3,458	9,993
Telemation		O	12½	10½	11	24	8½	14,040	150,930
Westinghouse	WX	N	67⅞	66¾	62	69¾	53¼	39,803	2,572,468
Zenith	ZE	N	37½	36¾	31¾	37¾	22¼	19,020	677,683
							Total	**352,505**	**19,816,182**
							Grand Total	**744,607**	**26,586,510**
Standard & Poor Industrial Average			**98.67**	**94.48**	**93.38**				

A-American Stock Exchange
M-Midwest Stock Exchange
N-New York Stock Exchange
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of Nov. 25. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
* New addition to index.

Alaska carrier set as satellite-circuit operator

RCA Alaska Communications Inc. is expected to take over the Alaska Communications System and begin operations as the Alaska long-lines telecommunications carrier on Jan. 10, 1971.

Howard R. Hawkins, president, RCA Alascom, said the company planned to file last Thursday (Dec. 10) the necessary tariffs with the FCC and the Alaska Public Utilities Commission for interstate, intrastate and international services. Tariffs become effective 30 days after filing in accordance with regulatory statutes.

The FCC last Nov. 10 designated RCA Alascom as the carrier to operate satellite circuits between the Talkeetna, Alaska, and Jamesburg, Calif., earth stations. RCA expects an FCC decision shortly on its application to acquire 50% ownership in the Talkeetna station.

Mr. Hawkins also said that, since the Alaska PUC granted certification of RCA Alascom as a long-lines telecommunications carrier, the firm has been trying to obtain supplemental authorizations from the FCC. These authorizations are necessary for acquisition of the ACS and RCA's entry into service in Alaska.

Can automated process 'hear' recorded sound?

Sound Signatures Inc., Los Angeles, and Tracor Inc., Austin, Tex., last week announced the development of a new process they said can identify any recorded sound by computer.

Sound Signatures, which developed the electronic device, and Tracor, which designs and manufactures computer systems, said the first major application is expected to be in the monitoring of radio and TV stations to collect information on musical performances on behalf of music publishers and composers entitled to royalties. Another service planned is the monitoring of radio and TV stations to establish proof of performance of recorded commercials.

In the music performance field, the companies' approach is to compile a computer library of every recording represented by a performance rights organization that subscribes to the service. The system will be updated to include new releases. Comparisons then are made of these master tapes with monitor tapes, recorded at selected stations, to identify the recorded sound carried on the monitored outlets.

A spokesman for a performance rights organization who attended a demonstration of the new system said "it holds out interesting possibilities, but we feel the technology still has to be improved."

A spokesman for Sound Signatures and Tracor said a system could be made available to a client in about 18 months after the order is received.

Miniaturized circuits on the way, experts told

Miniaturization of solid-state devices for color television and other similar complex consumer electronic gear is becoming so advanced that soon all the works for a color set can be held in the palm of your hand, all but the picture tube.

This significant technical trend was but one of many electronic advances explored in Chicago last week by 18,000 scientists and engineers from around the world at the 26th annual National Electronics Conference. More than 300 exhibits of new products and services were shown.

The color-TV advances were related by Dr. M. M. Atalla, group vice president, Fairchild Camera & Instrument Corp., who said progress in developing hybrid integrated-circuit subsystems is moving so well such tiny system bits are already replacing multiple transistors, diodes and resistors and "tomorrow they will be replacing entire printed-circuit boards."

NEC presented its award of merit to William J. Weisz, executive vice president and assistant chief operating officer, Motorola Inc., a pioneer in land-mobile technology. NEC's outstanding achievement award for consumer electronics went to Dr. Robert Adler, vice president and director of research, Zenith Radio Corp.

CATV relay move delayed

Community-antenna microwave relay systems now occupying the band allocated to business radio service have been given an additional five years to move to higher frequencies. That was the decision of the FCC last Wednesday (Dec. 9) in extending the cut-off date from Feb. 1, 1971, to Feb. 1, 1976 for the systems to vacate the 12200-12700 mhz band.

After the 1970 date, CATV-microwaves will have to relocate to 12700-12950 mhz, the band now allocated to the community-antenna relay service.

Tariff Commission gets set-dumping argument

The Treasury Department has ruled that Japanese television sets are being sold in the U.S. at prices below those charged in Japan for the same sets, a violation of the Antidumping Act.

Treasury acted following the dismissal of a suit brought by the J. C. Penney Co., which markets Japanese sets under its own brand name and which had sought to delay the ruling. On Sept. 1, the Treasury Department issued a tentative finding that Japanese sets were being dumped, and under the antidumping law, the department was required to issue determination of that fact within 90 days (BROADCASTING, Sept. 14).

The case is now referred to the Tariff Commission for a determination of whether there has been injury to U.S. manufacturers as a result of the dumping practices. The commission also is required to rule within 90 days and if a finding of injury is made, Treasury will then impose duties on the Japanese sets to balance the damage.

RCA shuts Memphis plant; second closing in 2 weeks

RCA announced last week it will close its Memphis TV-receiver manufacturing plant at the end of this year, putting about 1,600 out of work. RCA earlier reported that its solid-state operations in Cincinnati would be phased out by February next year, and that its receiving-tubes manufacture at the same plant would close by mid-1971 (BROADCASTING, Dec. 7).

Barton Kreuzer, executive vice president, consumer electronics, blamed continuing softness in domestic industry sales of TV receivers for the plant closings.

Mr. Kreuzer also noted that the $20-million manufacturing plant in Memphis had been established in 1966 on the basis of industry projections that indicated a boom in receiver sales was in the offing. Estimates at that time were that sales of color and black-and-white TV sets would approach the 14-million mark by 1970.

Broadcast advertising

David E. Davis Jr., senior VP and director of Chevrolet client services, Campbell-Ewald, Detroit, named executive VP and director of creative services.

Mr. Boyes *Mr. Kaplan*

Fred Boyes, associate research director, Kenyon & Eckhardt, New York, named VP. **Jack Kaplan**, VP and Northeast media director, K & E, appointed director of media services.

Michael E. G. Kirby, account supervisor, account management department, Young & Rubicam, New York, named VP.

Wallace A. Scotten, account supervisor, Bishopric, Lieberman, Harrison and Fielden, Miami, named VP.

John Burgreen, executive VP, Adler Communications Inc., and general manager, Adler-owned WHAG-AM-FM-TV Hagerstown and WAYE(AM) Annapolis, both Maryland, joins Abramson and Himelfarb, Washington agency, as VP and senior account manager.

Bill Abrams, formerly creative director with Bozell & Jacobs, appointed VP and creative director, Parkson Advertising Agency, New York.

Al Porte, VP and account supervisor, Clyne-Maxon, New York, joins Zeneth Eidel Associates there as partner and executive VP.

Paul W. Fraser, account executive, Metro TV sales, Chicago, appointed VP, Kelly, Scott & Madison, New York.

Lyn P. Stoyer, local sales manager, WLWC-TV Columbus, Ohio, joins Black Hawk television stations (KWWL-TV Waterloo, Iowa, KAUS-TV Austin, Minn.) as VP of TV sales. **Robert L. Tibbetts**, account executive, WMT-TV Cedar Rapids and KRNT-TV Des Moines, both Iowa, also joins Black Hawk stations as Western regional sales representative.

Charles M. Lieber, general sales manager, WJW-TV Cleveland, joins WMAL-TV Washington, in same capacity.

Daniel J. Abramson Jr., formerly assistant account executive, Gardner Advertising, St. Louis, joins Warwick & Legler, New York, as account executive. **Joel H. Carp**, formerly senior project director, E. L. Reilly Co., New York, joins W & L, as market research project director.

Manuel H. Eisner, local sales manager, WGAR-AM-FM Cleveland, joins WDBN-FM Medina, Ohio, as VP and director of sales.

Robert H. Biernacki, formerly account executive, Major Market Radio, New York, joins WABC(AM) there, as sales manager. **Ronald S. Cheswick**, formerly president of Ronan Raceway Inc., New York, joins WABC as director of research and sales development.

Patrick A. Loftus, with KBEA(AM) Mission, Kan., appointed sales manager.

Arthur H. Ruggles III, account executive, WNHC-FM New Haven, Conn., appointed local-regional sales manager.

Warren B. Wiethaupt, VP and account executive, Gardner Advertising, St. Louis, appointed account supervisor.

Robert Foster, account executive, Earle Ludgin & Co., Chicago, joins Toni division of Gillette Co. there as product manager.

Kiril J. Kirchoff, account executive, KPLR-TV St. Louis, appointed local sales manager.

Richard B. Armfield Jr., marketing manager, WBAL-TV Baltimore, appointed assistant director of sales.

Lois Korey, with Jack Tinker & Partners, New York, joins Needham, Harper & Steers, there as creative director.

Jose Antonio Reynes III, account executive, Ogilvy & Mather, joins home entertainment products division of North American Philips Corp., New York, as advertising manager.

Virginia Fruhan, media buyer, Hill, Holliday, Connors, Cosmopulos, Boston, appointed media director.

Joan Fitzpatrick, executive research assistant, Tele-Rep, joins HR Television, New York, as research supervisor.

Joseph Dowling, VP-research, Storer Television Sales; **Philip Luttinger**, director of CBS-TV stations research, and **James Yergin**, VP-research, Westinghouse Broadcasting Co., elected to research advisory committee of Television Bureau of Advertising.

McCaffrey heads galleries

Joseph McCaffrey, WMAL-AM-FM-TV Washington, elected chairman, Executive Committee of Radio-Television Correspondents' Galleries of Congress. He succeeds **Charles Warren**, Mutual Broadcasting System. **Robert Clark**, ABC News; **Frank Jordan**, NBC News, and **Marya McLaughlin**, CBS News, elected vice chairman, secretary, and treasurer, respectively.

Media

Robert A. Daly, director of business affairs, CBS-TV, New York, elected VP.

Howard I. Hoch, manager, stations planning, CBS Television Stations Division, appointed director of administration, WCBS(AM) New York.

William E. Schiller, director of operations, Western division, Storer Cable TV, appointed general manager, Western region, Thousand Oaks, Calif. **James H. Hall**, director of operations, Eastern division, appointed general manager, Eastern region, Sarasota, Fla.

Alex Sheftell, general sales manager, WMAL-TV Washington, appointed manager, WMAL-FM there.

Woodford Dulaney, acting VP and

station manager, WLKY-TV Louisville, Ky., named executive VP and general manager.

Robert J. Rossow, with RRR National Sales, New York, appointed station manager, WROR-FM Boston.

Gary Lewis, president and general manager, KAFY(AM) Bakersfield, Calif., appointed VP, Robert E. Eastman Co., New York (parent company). **Gary R. Fuller,** operations director, KAFY(AM), appointed general manager.

William J. O'Neil Jr., with WAKR-TV Akron, Ohio, appointed operations manager.

Steven Berger, account executive, KQV(AM) Pittsburgh, appointed general manager, KQV-FM there.

Paul H. Downs, VP and general manager, WABR(AM) Orlando, Fla., appointed general manager, WCHS-AM-FM Charleston, W. Va.

Programing

Mike Fields, with KDKA-TV Pittsburgh, joins WLS-TV Chicago as producer.

Albert F Hammer, Roy D. Key and **William P. Laffey,** corporate assistant to president, head of vehicle-leasing division, and general manager of media department, respectively. named VP's, Pepper & Tanner Inc., Memphis.

News

Don Shinkle, news director, KRCG-TV Jefferson City and **Jerry Condra,** news director, KQTV-TV St. Joseph, both Missouri, elected president and VP, respectively, Missouri Radio-TV News Association.

Larry Weller, with KWIX(AM) Moberly; **Jerry Condra,** with KQTV(TV) St. Joseph, and **Jim Wise,** also with KWIX(AM), elected president, VP and treasurer, respectively, Missouri AP Radio-TV Association.

Fred Mooke, news director, WIOD(AM) Miami, joins WTVJ(TV) there as executive news editor.

Theodore W. Landphair, staff writer, *National Observer*, Washington, joins WMAL-AM-FM-TV there as public-affairs director.

Ron Scott, assistant news director and anchorman, KTVH-TV Wichita, Kan., joins WISN-TV Milwaukee, in same capacity.

Steve Murphy, with WOW-AM-FM-TV Omaha, appointed news director.

Howard David, with WHWH(AM) Princeton, N.J., appointed sports director.

Karen Smith, with KMOX(AM) St. Louis, joins KGMY(AM) Missoula, Mont., as news director.

Barney Morris, newscaster, WXYZ-TV Detroit, joins KTLA(TV) Los Angeles as co-anchorman.

Promotion

Mickey Wellman, with promotion department, WWL-AM-FM-TV New Orleans, appointed promotion director.

Maynard B. Albert, with WTIC-AM-FM-TV Hartford, Conn., appointed promotion manager.

Bernard J. Roswig, press representative, CBS-TV Network Press Information, New York, appointed manager, news publicity.

Con Reisinger, merchandising specialist, Triangle Stations, appointed promotion and merchandising manager, Triangle-owned WFPG-AM-FM-TV Altoona-Johnstown, Pa.

Joseph Montes, with KRDU(AM) Dinuba, Calif., joins KNXT-TV Los Angeles as manager, community relations.

Equipment & engineering

William H. Moore, staff VP, government-products division, Electronic Industries Association, Washington, named VP and assistant general manager of EIA. He is succeeded by **Jean A. Caffiaux,** business manager.

Carl Gates, director of market planning for consumer-products division, RCA, named VP-marketing, Califone-Roberts division of Rheem Manufacturing Co., Los Angeles.

Joseph F. Dundovic, director of marketing engineering, Nortronics Co., Minneapolis manufacturer of magnetic recording heads, named VP and director of market development.

L. J. Styles, VP, Superior Continental Corp., Hickory, N.C., and general manager, Superior cable and equipment division, named group VP.

John Lehotsky, district manager, Telemation California, Palo Alto, appointed manager, government accounts, Telemation, Salt Lake City. Mr. Lehotsky will be based in Washington.

Ronald M. Baker, technical representative, RCA, joins WGTU-TV Traverse City, Mich., as chief engineer.

John P. Reno, with WTIC-AM-FM-TV Hartford, Conn., appointed supervisor of facilities.

Allied fields

Christopher S. Carver, manager, business planning, and **Richard E. Putman,** manager, audio-video development engineering, both GE's Visual Communication Products Department, appointed manager, network production and manager, technical operations, respectively, GE's Command Performance Network, Syracuse, N.Y. **Paul F. Schonewolf,** merchandising manager, electronic sales operation, GE's Consumer Electronics Division, appointed manager, network sales, Command Performance Network. Command Performance Network is large-screen, custom color video network serving 25 U.S. cities.

Joseph R. Reifer, attorney, joins Washington communications law firm of Cole, Zylstra & Raywid.

International

W. J. Robert Field, VP, Lennen & Newell (Canada) Ltd., Montreal, appointed director of marketing, English services division, Canadian Broadcasting Corp., Toronto.

Hugh Broun, sales executive, Screen Gems Proprietary Ltd., Australia, appointed sales manager.

Deaths

Jeanne Curtis Webber, 55, freelance writer and former writer-researcher for Bell Telephone Laboratory's science-TV series, died Dec. 3 of cancer at Memorial hospital, New York. Mrs. Webber was wife of Gordon Webber, VP and creative department manager at Benton & Bowles, New York. She is survived by her husband and three daughters.

A. Bartlett Ross, 47, TV producer, died Dec. 1 of cancer at Good Samaritan hospital, Hollywood. He is survived by his wife, Carmela, a son and three stepchildren.

Jimmy Houtt, 79, pioneer broadcaster and program producer, died Dec. 8 in Daytona Beach, Fla. Before retiring in 1957, he was musical and program director of WNBC(AM) New York for 27 years.

Adolphus J. (Dol) Brissette, 64, radio executive and orchestra leader, died Dec. 2 at his home in Salisbury Gardens, Mass. He had been program-production manager of WTAG(AM) Worcester, Mass., since 1945. He is survived by his wife, Eva, and a son.

Allen H. Burke, 34, general manager, WDKC(FM) Albany, N.Y., died Dec. 1 in his home there of pneumonia. He is survived by his wife, Lenore, and two sons.

J. Clyde Nunn, 62, general manager, CJFX(AM) Antigonish, N.S., died Dec. 4 in Antigonish after a long illness. He had been a pioneer of Atlantic Broadcasters Ltd. and a member of Nova Scotia legislature. He is survived by his wife, Nora, five daughters and three sons.

As compiled by BROADCASTING, Dec. 1 through Dec. 8 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

Start authorized

■ KNCT(TV) Belton, Tex.—Authorized program operation on ch. 46, ERP 185 kw vis., 34 kw aur. Ant. height above average terrain 1,260 ft. Action Nov. 19.

Final action

■ Battle Creek, Mich.—FCC dismissed petition by Channel 41 Inc. for reconsideration of commission action accepting for filing application by Jackson Television Corp. for assignment of CP and extending construction time.

Actions on motions

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott TV Booster Club Inc.), TV proceeding, granted request by H & B Communications Corp. and canceled Dec. 1 prehearing conference; set procedural dates and scheduled hearing for Feb. 9, 1971, in Prescott (Docs. 18817-8). Action Nov. 30.

■ Hearing Examiner David I. Kraushaar in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, denied both motions filed by Birmingham Broadcasting Co. for continuance of hearing and "to effectuate ruling" (Docs. 15461, 16760-1, 16758). Action Dec. 1.

Other actions

■ Review board in Homewood, Ala., TV proceeding, dismissed appeal from hearing examiner's ruling, filed Nov. 17 by Birmingham Broadcasting Co. (Docs. 15461 et al.). Action Dec. 2.

■ Review board in Denver, TV proceeding, granted application of The Denver Post Inc., for extension of time to construct KHBC-TV Denver (Doc. 18997). Action Dec. 3.

■ Review board in Waterbury, Conn., TV proceeding, adopted order granting motion to correct transcript, filed Nov. 4 by Connecticut Television Inc. and Impart Systems Inc. (Doc. 18376). Action Dec. 2.

■ Review board in Orlando, Fla., TV proceeding, granted petition to reopen record, filed May 20 by TV 9 Inc., and petitions for leave to amend, filed May 20 by TV 9 Inc., May 26 by Comint Corp. and June 23 and Oct. 19 by Mid-Florida Television Corp. (Docs. 11083, et al.). Action Dec. 3.

■ Review board denied requests for extension of time to construct stations by following: Beta Television Corp. (WBBU-TV Buffalo, N.Y.); Associated Television Corp. (WGTC-TV St. Paul); Mozelle Y. Hanan, administratrix of estate of Marco Hanan (KXO-TV El Centro, Calif.); Rochester Telecasting Co. (KCTR-TV Rochester, Minn.); Marbro Broadcasting Inc. (KIHP-TV San Bernardino, Calif.), and canceled CP's. (Docs. 18993-6, 18998). Actions Dec. 3.

Existing TV stations

Final actions

■ WZZM-TV Grand Rapids, Mich.—FCC denied petition by West Michigan Telecasters Inc., for reconsideration of April 29 action, denying request for waiver of mileage separation requirements of rules and dismissing without hearing application for changes in authorized facilities of WZZM-TV. Action Dec. 2.

■ WBTV(TV) Charlotte, N.C.—FCC dismissed WEAL Inc., licensee of WUBC(TV) Greensboro, N.C., as party in proceeding on application of Jefferson Standard Broadcasting Co. [WBTV(TV)] to increase ant. height to 1,800 ft. and move trans. site 22 miles to new location about five miles north of Denver, N.C: (Doc. 18880).

■ WTAR-TV Norfolk, Va.—FCC denied application by WTAR Radio-TV Corp., licensee, for review of review board order enlarging issues in proceeding involving mutually exclusive applications of WTAR-TV and Hampton Roads Television Corp. Action Dec. 2.

Initial decision

■ Hearing Examiner Chester F. Naumowicz Jr. in Florence, S.C., TV proceeding, recommended denial of application of Daily Telegraph Printing Co., licensee of WBTW(TV) Florence, for CP to increase coverage by moving trans. and raising ant. height (Doc. 18650). Ann. Dec. 7.

Actions on motions

■ Chief, Broadcast Bureau, on request of I.B.C., licensee of KZAZ-TV Nogales, Ariz., extended through January 7, 1971, time to file comments and through January 18, 1971, time to file reply comments in amendment of TV table of assignments. (Nogales and Tucson, both Arizona) (Doc. 19075). Action Dec. 2.

■ Chief, Office of Opinions and Review, in Indianapolis (Indianapolis Broadcasting Corp. [WISH-TV]), TV proceeding, granted motion by applicant and extended to Dec. 18, time to reply to oppositions of other parties to petition for reconsideration filed Oct. 9 (Doc. 18983). Action Nov. 24.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. and Forum Communications Inc.), TV proceeding, ordered hearing in competitive proceeding to resume in Washington on Dec. 7. Action Nov. 30.

■ Hearing Examiner James F. Tierney, in ABC's request for renewal of authority to deliver network radio and TV programs to stations in Canada and Mexico, closed record in proceeding and ordered dates previously affixed for submission and filing of proposed findings, conclusions and reply findings, if any, to remain in effect (Doc. 18606). Action Nov. 23.

Other actions

■ FCC ordered Victor Muscat, permittee, to show cause why six CP's should not be revoked: KVMP(TV) Tulsa, Okla.; KMYO-TV Little Rock, Ark.; KIKS-FM-TV Lake Charles, La.; WTVU(TV) New Haven, Conn., and ch. 24, Memphis. Action Dec. 2.

■ WNEM-TV Bay City, Mich.—FCC Complaints and Complaints Division Chief William B. Ray informed Mary Sinclair and Bert Savage, complainants, that licensee did not violate fairness doctrine in 30-minute broadcast of *The Atom and the Environment*, dealing with nuclear power. Action Dec. 3.

Call letter action

■ KKBC-TV, Double H Corp., Lubbock, Tex.—Granted KMXN-TV.

New AM stations

Start authorized

■ WHCW Lakewood, Ky.—Authorized program operation on 1170 khz, 5 kw-DA-D. Action Nov. 19.

Final action

■ Humble City, N.M.—E. A. Cox, Reese L. Greaves, and Glen L. Houston, d/b as CGS Co. FCC granted 1110 khz, 1 kw. P.O. address: Box 1948, Hobbs, N.M. 88240. Estimated construction cost $45,927.72; first-year operating cost $56,760; revenue $70,000. Principals: E. A. Cox, Reese L. Greaves and Glen L. Houston, all general partners and each 33⅓%. Mr. Cox owns appliance store. Mr. Greaves is postmaster. Mr. Houston is partner in law firm, president of chemical company, chairman of board of agricultural chemicals manufacturing company and of farm machinery sales and service company. Action Nov. 10.

Actions on motions

■ Hearing Examiner David I. Kraushaar in Winona, Miss. (Tri-County Radio Inc. and Southern Electrics Inc.), AM proceeding, set procedural dates and rescheduled hearing for April 13, 1971 (Docs. 19051-2). Action Dec. 2.

■ Acting Chief Hearing Examiner Jay A. Kyle in Youngstown, Ohio and Ellwood City, Pa. (Media Inc. and Jud Inc.), AM proceeding, because of illness of hearing examiner (Charles J. Frederick). continued Dec. 1 hearing without date (Docs. 18768-9). Action Nov. 30.

■ Hearing Examiner Chester F. Naumowicz Jr. in Bentonville, Ark. (Northwestern Communications Corp.), AM proceeding, granted petition by applicant to reopen record; received into evidence petition for leave to amend and appended exhibits filed by applicant on Oct. 21, identified as Northwestern No. 5; closed record; and ordered proposed findings of fact to be filed on or before Dec. 16 (Doc. 18869). Action Nov. 30.

Other actions

■ Review board in Owensboro, Ky., AM proceeding, granted petition for extension of time, filed Nov. 30 by Hancock County Broadcasters (Docs. 19068-19070). Action Dec. 2.

■ Review board in Eupora, Miss., AM proceeding, granted motion for extension of time, filed Dec. 4 by Radio Tupelo (Docs. 19026-27). Action Dec. 7.

■ Review board in Ruidoso, N.M., AM proceeding, denied application of Fred Keysbier for new

Summary of broadcasting

Compiled by FCC, Dec. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,304	2	13	4,319	63	4,382[1]
Commercial FM	2,145	0	39	2,184	124	2,308
Commercial TV-VHF	498	2	12	512[2]	14	526
Commercial TV-UHF	155	0	29	184[2]	108	292
Total commercial TV	653	2	41	696	122	818
Educational FM	419	0	15	434	42	476
Educational TV-VHF	76	0	9	85	4	89
Educational TV-UHF	102	0	9	111	12	123
Total educational TV	178	0	18	196	16	212

** Special Temporary Authorization.*

[1] Includes 25 educational AM's on nonreserved channels.

[2] Indicates four educational stations on non-reserved channels.

AM on 1360 khz, 5 kw-D, at Alamogordo, N.M. (Doc. 17624). Ann. Dec. 4.

■ Review board in Henrietta, N.Y., AM proceeding, granted motion for extension of time to file responsive pleadings, filed Nov. 30 by Oxbow Broadcasting Corp. (Docs. 17571-17573). Action Dec. 2.

Rulemaking petition

■ New York—Alert Inc. Requests amendment of rules to modify limitation on height of ant. structures. Ann. Dec. 4.

Call letter application

■ Loren F. Bridges, Kodiak, Alaska—Requests KVOK.

Existing AM stations

Final actions

■ KIST Santa Barbara, Calif.—Broadcast Bureau granted mod. of license covering change in corporate name to Radio Santa Barbara. Action Nov. 30.

■ KLOV Loveland, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to March 15, 1971. Action Dec. 3.

■ WWCO Waterbury, Conn.—Broadcast Bureau granted mod. of license covering move of main studio location outside city limits of Waterbury to CIDCO Building, Straits Turnpike, Route 63, Middlebury, Conn. Action Nov. 30.

■ WTRL Bradenton, Fla.—FCC granted application by Fletcher-Mitchell Corp., licensee, to increase power from 250 w-D to 1 kw-LS. Action Dec. 2.

■ WFTL Fort Lauderdale, Fla.—FCC granted application of WFTL Broadcasting Co., licensee, to change operation on 1400 khz, 250 w-N, 1 kw-LS-U, from DA operation to non-directional ant. Action Dec. 2.

■ WCOF Immokalee, Fla.—FCC granted application of Carl Richard Buckner, licensee, to increase D power on 1490 khz, 250 w-U, to 1 kw. Action Dec. 2.

■ WOCN Miami—FCC granted application of WOCN Inc., licensee, to increase D power on 1450 khz, 250 w-U, to 1 kw. Action Dec. 2.

■ WMBM Miami Beach, Fla.—FCC granted application of Community Service Broadcasters Inc., licensee, to increase D power on 1490 khz, 250 w-U, to 1 kw. Action Dec. 2.

■ WSTU Stuart, Fla.—FCC granted application of WSTU Inc., licensee, to increase D power on 1450 khz, 250 w-U, to 1 kw. Action Dec. 2.

■ WLTH Gary, Ind.—Broadcast Bureau granted license covering use of former main trans. Action Nov. 30.

■ WORC Worcester, Mass.—Broadcast Bureau granted mod. of license covering operation of aux. trans. by remote control from 8 Portland Street; conditions. Action Nov. 30.

■ WKLM Wilmington, N.C.—Broadcast Bureau granted license covering new aux. trans. for aux. purposes only. Action Nov. 30.

■ KOV Pittsburgh—Broadcast Bureau granted CP to install new alt. main trans.; remote control permitted. Action Dec. 4.

■ WTTO Toledo, Ohio, WLYV Ft. Wayne, Ind., and WLAV Grand Rapids, Mich.—Broadcast Bureau granted mod. of licenses covering change in name to Shepard Broadcasting Corp. Action Nov. 30.

■ KUTI Yakima, Wash. — Broadcast Bureau granted CP to install new trans. for aux. use. Action Dec. 4.

■ WBEV Beaver Dam, Wis.—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Dec. 1.

■ WOSH Oshkosh, Wis. — Broadcast Bureau granted CP to make changes in ant. system, ant. height 348 ft.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, denied Nov. 23 telegraph request by applicant to continue date for filing of proposed findings of fact and conclusions of law until Jan. 11, 1971; set procedural dates (Doc. 18710). Action Nov. 25.

■ Acting Chief Hearing Examiner Jay A. Kyle in Stamford, Conn. (Western Connecticut Broadcasting Co.) revocation of licenses of WSTC-FM, granted request of applicant and rescheduled prehearing conference for Dec. 3 (Doc. 19043). Action Nov. 23.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp. and SENCland Broadcasting Systems Inc.), revocation of WLAS, denied motion by SENCland for stay of depositions (Docs. 18549. 18813-4). Action Nov. 25.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, dismissed applicant's motion to compel answers and denied motion to compel verified and responsive answers (Doc. 18929). Action Nov. 19.

Other action

■ Review board in Ruidoso, N.M., AM proceeding, granted application of Sierra Blanca Broadcasting Co., licensee of KRRR Ruidoso, for CP to change authorization from 1340 khz, 250 w-N-U, 1 kw-D, to 1360 khz, 5 kw-D (Doc. 17625). Ann. Dec. 4.

Fine

■ KCCR Pierre, S.D., and KHAK Cedar Rapids, Iowa—FCC notified Agruss Broadcasting Inc. of apparent liability for forfeiture of $2,500 for violations of rules including falsification of logs by stations. (KCCR, $1,000 and KHAK, $1,500.) Actions Dec. 2.

Rulemaking petitions

■ KVRE Santa Rosa, Calif.—Amended application to request assignment of ch. 257-A at Santa Rosa, instead of ch. 249-A. Ann. Dec. 4.

■ WMIN St. Paul—Requests amendment of rules to permit class IV AM's to operate with licensed D facilities, power not to exceed 500 w, commencing at 6 AM local time, and until sunrise. Ann. Dec. 4.

Designated for hearing

■ WPDQ Jacksonville, Fla.—FCC set for hearing application of Belk Broadcasting Co. of Florida Inc., for renewal of license (Doc. 19126). Action Dec. 2.

■ WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN Portland, Ore.—FCC set hearing license renewal applications in consolidated proceeding. Action Dec. 2.

New FM stations

Applications

■ Troy, Ala.—Pike Broadcasting Inc. Seeks 105.7 mhz, 100 kw. Ant. height above average terrain 397 ft. P.O. address Route 4, Troy 36081. Estimated construction cost $88,286; first-year operating cost $40,739; revenue $49,312. Principals: Joe B. Griffin, James P. Wood and James G. Clower Sr. (each 33⅓%). Mr. Griffin is television coordinator, Troy State University; Mr. Wood owns furniture company and is director of educational foundation; Mr. Clower is bank director. Ann. Nov. 2.

■ *Jacksonville, Fla.—Community Television Inc. Seeks 89.9 mhz, 100 kw. Ant. height above average terrain 821 ft. P.O. address 2037 North Main Street, Jacksonville 32206. Estimated construction cost $281,987; first-year operating cost $82,697; revenue none. Principals: Martinez Baker, trustee, et al. Ann. Nov. 9.

■ *Pendleton, Ind.—South Madison Community School Corp. Seeks 91.7 mhz, 10 w. Ant. height above average terrain 94 ft. P.O. address 301 South East Street, Pendleton 46064. Estimated construction cost $18,265; first-year operating cost $6,000; revenue none. Principals: Thomas W. McAllester, president, et al. Ann. Nov. 25.

■ Winchester, Ky.—WWKY Inc. Seeks 100.1 mhz, 3 kw. Ant. height above average terrain 190 ft. P.O. address Box 535, Winchester 40391. Estimated construction cost $17,562.50; first-year operating cost $6,000; revenue $19,311.71. Principals: Wilda Horton, sole owner. Wilda Horton is president of licensee and holds 49% of stock in licensee as executrix of estate of Donald J. Horton, in addition of 51% of stock on her own. Ann. Nov. 25.

■ Sault Ste. Marie, Mich.—Lock City Broadcasting Co. Seeks 92.7 mhz, 3 kw. Ant. height above average terrain 285 ft. P.O. address 109 East Harris Street, Newberry, Mich. 49868. Estimated construction cost $7,680; first-year operating cost $22,015.20; revenue $36,000. Principals: Leon B. Van Dam, sole owner. Mr. Van Dam is general manager of WNBY(AM) Newberry; owns printing establishment and owns rental units. Ann. Dec. 1.

■ *Thief River Falls, Minn.—Area Vocational-Technical School, Independent School District #564. Seeks 89.5 mhz, 10 w. Ant. height above average terrain 100 ft. P.O. address Highway One East, Route 4, Thief River Falls 56701. Estimated construction cost $15,913.25; first-year operating cost $2,400; revenue none. Principals: Mervin Prestebeck, school board president, et al. Ann. Nov. 13.

■ Jackson, Miss.—TAB Broadcasting Co. Seeks 94.7 mhz, 100 kw. Ant. height above average terrain 358 ft. P.O. address 2240 Southwood Road, Jackson 39211. Estimated construction cost $28,840; first-year operating cost $47,000; revenue $52,000. Principals: James Alexander Bowab, Clifford Albert Thomas and Edward Sawaya Thomas Jr. (each 33⅓%). Mr. Bowab is in U.S. Navy; Mr. Thomas is vice president, production, of shirt manufacturing firm; Mr. Thomas Jr. is president of same company. Ann. Nov. 25.

■ *Jefferson City, Mo.—Board of Curators, Lincoln University. Seeks 88.9 mhz, 43 kw. Ant. height above average terrain 73 ft. P.O. address 820 Chesnut Street, Jefferson City 65101. Estimated construction cost $52,400; first-year operating cost $11,215; revenue none. Principals: Carl F. Sapp, president, et al. Ann. Nov. 9.

■ *Durham, N.C.—Community Radio Workshop Inc. Seeks 90.3 mhz, 3 kw. Ant. height above average terrain 133 ft. P.O. address 336 East Pettigrew Street, Durham 27701. Estimated construction cost $64,545; first-year operating cost $171,138; revenue none. Principals: Robert Spruill, president, et al. Ann. Nov. 18.

■ *Scranton, Pa.—Northeastern Pennsylvania Educational Television Association. Seeks 89.1 mhz, 2.9 kw. Ant. height above average terrain 1,250 ft. P.O. address 2300 Adams Avenue, Box 4444, Scranton 18509. Estimated construction cost $40,000; first-year operating cost $42,500; revenue none. Principals: George H. Strimel Jr., executive vice president, et al. Ann. Nov. 30.

■ *Ephrain, Utah—Snow College. Seeks 89.5 mhz, 10 kw. Ant. height above average terrain 88 ft. P.O. address 150 East First Street, North, Ephrain 84627. Estimated construction cost $455; first-year operating cost $1,000; revenue none. Principals: Floyd S. Holm, president, et al. Ann. Nov. 13.

■ *Selah, Wash.—Associated Student Body of Selah High School. Seeks 90.5 mhz, 10 w. Ant. height above average terrain 42 ft. P.O. address 316 Nachez Avenue, Selah 98942. Estimated construction cost $2,745; first-year operating cost $800; revenue none. Principals: Don R. Batey, school principal, et al. Ann. Nov. 25.

Starts authorized

■ WSCH(FM) Aurora, Ill.—Authorized program operation on 99.3 mhz, 1.25 kw. Ant. height above average terrain 440 ft. Action Oct. 28.

■ WDDD(FM) Marion, Ill.—Authorized program operation on 107.1 mhz, 3 kw. Ant. height above average terrain 155 ft. Action Nov. 20.

■ KLJC(FM) Mount Pleasant, Iowa—Authorized program operation on 105.5 mhz, 3 kw. Ant. height above average terrain 300 ft. Action Oct. 30.

■ WFTG-FM London, Ky.—Authorized program operation on 103.9 mhz, 3 kw. Ant. height above average terrain 190 ft. Action Nov. 20.

■ KNIS(FM) Carson City, Nev.—Authorized program operation on 94.7 mhz, 29 kw-U. Ant. height above average terrain 2,160 ft. Action Nov. 20.

Final actions

■ San Francisco—Poor Peoples' Radio Inc. Broadcast Bureau granted 89.5 mhz, .008 kw. Ant. height above average terrain 460 ft. P.O. address 1390 Market Street, San Francisco 94102. Estimated construction cost $3,190; first-year operating cost $2,810; revenue none. Principals: Meyer Gottesman, president, et al. Action Nov. 19.

■ Rochester, Ind.—Fidelity Broadcasting Inc. FCC granted 92.1 mhz, 3 kw. Ant. height above average terrain 101 ft. P.O. address Highway 23 West, Monticello, Ind. Estimated construction cost $12,500; first-year operating cost $27,600; revenue $31,000. Principals: Joseph P. and Patricia A. Sweeney, president and secretary-treasurer, respectively (jointly 99.4%), et al. Principals own WFOT(FM) Columbia City and WVTL(FM) Monticello, both Indiana. Mr. Sweeney is general manager of WVTL(FM). Action Dec. 2.

■ Ashland, Wis.—WATW-FM Inc. Broadcast Bureau granted 95.9 mhz, 3 kw. Ant. height above average terrain 155 ft. P.O. address 914 West Second St., Ashland. Estimated construction cost $22,845; first-year operating cost $10,000; revenue $15,000. Principals: WATW-FM is wholly owned subsidiary of WATW Inc., Ashland, Wisc. E. A. Walker is president, treasurer and 100% owner of WATW. He also owns WIKB(AM) Iron River, Mich. and is president of WJPD(AM) Ishpeming, Mich. Action Nov. 27.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Donaldsonville, La. (LaFourche Valley Enterprises Inc. and Soul Broadcasting Co., FM proceeding, set procedural dates and scheduled evidentiary hearing for Feb. 2, 1971 (Docs. 19004-5). Action Dec. 2.

■ Acting Chief Hearing Examiner Jay A. Kyle in Satellite Beach and Melbourne, both Florida (William H. Brown and Cape Canaveral Broadcasters Inc.), FM proceeding, because of illness of hearing examiner, continued Dec. 10 hearing without date (Docs. 19013-4). Action Dec. 2.

■ Hearing Examiner Forest L. McClenning in Scottdale, Pa. (Quality Radio Inc. and L. Stanley Wall). FM proceeding, set procedural date and continued hearing to Jan. 25, 1971 (Docs. 19053-4). Action Dec. 2.

■ Hearing Examiner Herbert Sharfman in Virginia Beach, Va. (Payne of Virginia Inc. et al.), FM proceeding, rescheduled prehearing conference for Jan. 11, 1971 at 9 a.m. (Docs. 19095-7). Action Nov. 20.

■ Hearing Examiner James F. Tierney in Burney and Fall River Mills, California (Ulysses Sherman Bartmess and W. H. Hansen), FM proceeding, set procedural dates and scheduled evidential hearing for March 16, 1971 (Docs. 19034-5). Action Nov. 25.

■ Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters and Wireless of Indiana), FM proceeding, granted petition by King & King Broadcasters and severed applications (Docs. 18614-5). Action Nov. 25).

Other actions

■ Review board in Rogers, Ark., FM proceeding, granted motion for extension of time, filed Nov. 30 by KAMO Inc. (Dockets 18973-18974). Action Dec. 2.

■ Review Board in Oxnard Calif., FM proceeding, granted joint petition for approval of agreement and dismissal of application, filed Oct. 6 by Albert L. Crain and Raymond I. Kandel and granted petition for leave to amend and grant of application, filed Nov. 3 by Raymond I. Kandel (Docs. 18981-18982). Action Dec. 3.

Rulemaking actions

■ FCC amended FM table of assignments to make assignments to four communities in Mississippi, two in Iowa and one each in North Carolina, Texas, New York, Oklahoma, Missouri and Indiana (Doc. 18905). Action Dec. 2.

■ Benton, Salem and West Frankfurt, all Illinois —FCC proposed changes in FM ch. assignments in Benton, from ch. 252A to 292A; Salem, from ch. 249A to 261A, and West Frankfurt, from ch. 292A to 249A. Action Dec. 2.

Call letter applications

■ KAGE Inc., Winona, Minn.—Requests KAGE-FM.

■ New York University, New York—Requests *WNYU-FM.

■ East Stroudsburg State College, East Stroudsburg, Pa.—Requests *WESS(FM).

Call letter actions

■ The Kent School, Kent. Conn.—Granted *WKSB(FM).

■ Perry Broadcasting Co., Perry, Iowa—Granted KDLS-FM.

■ Superior Broadcasting Co., Helena, Mont.—Granted KCRI(FM).

■ Mikro-Dawn Inc., McKean, Pa.—Granted WMDI(FM).

Existing FM stations

Final actions

■ *KANG(FM) Angwin, Calif.—Broadcast Bureau granted CP to install trans. and ant.; change ERP to 20 kw; remote control permitted. Action Dec. 4.

■ KBKB San Diego—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted; condition. Action Dec. 4.

■ *WPKN(FM) Bridgeport, Conn.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ERP 2.4 kw; ant. height 550 ft.; remote control permitted; condition. Action Dec. 4.

■ WEAI(FM) Jacksonville. Ill.—Broadcast Bureau granted request for SCA on 67 khz. Action Dec. 2.

■ WLAV-FM Grand Rapids, Mich.—Broadcast Bureau granted mod. of license and SCA to change name to Shepard Broadcasting Corp. Action Nov. 30.

■ KSIS-FM Sedalia. Mo.—Broadcast Bureau permitted remote control. Action Nov. 23.

■ WOAL(FM) Philadelphia—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; ERP 19 kw; ant. height 740 ft.; remote control permitted; condition. Action Nov. 27.

■ WCOS-FM Columbia, S.C.—Broadcast Bureau granted license covering changes; studio and remote control: 2nd Floor, Cornell Arms Building, Pendleton at Sumter Street; ERP 10 kw; ant. height 402 ft. Action Nov. 30.

■ WESC-FM Greenville, S.C.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 340 ft.; remote control permitted. Action Nov. 27.

■ KNUS(FM) Dallas—Broadcast Bureau granted request for SCA on 67 khz. Action Nov. 27.

■ KLLL-FM Lubbock, Tex.—Broadcast Bureau granted CP to install new trans. Action Dec. 4.

■ WWLA(FM) La Crosse, Wis.—Broadcast Bureau granted mod. of SCA to make changes in programing. Action Dec. 2.

■ WISN-FM Milwaukee—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Dec. 1.

■ WTMJ-FM Milwaukee — Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Dec. 1.

Call letter application

■ WWMS(FM), Williams County Broadcasting System Inc., Bryan, Ohio—Requests WBNO-FM.

Call letter actions

■ WWGO-FM, Burback Broadcasting Co., Erie, Pa.—Granted WCCX(FM).

■ KBFM(FM), Corbin Broadcasting Co., Lubbock, Tex.—Granted KLLL-FM.

■ WRAC-FM, WRAC Broadcasting Co., Racine, Wis.—Granted WRKR(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K11CF Shinrock, N.M., and Many Farms, Ariz.; and K07DA Casas Adobes, K02AM, K06AQ, and K07BT, all Camp Verde, Verde Valley, Cornville and Rimrock; K13FV Lower Verde Valley, Camp Verde Rimrock and Cornville; and K06GH and K09BZ, both Shiprock, New Mexico and Many Farms, all Arizona. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K80AQ Needles, Calif., and Gas City, Davis Dam and Bullhead, all Arizona; K70AH, K72BJ, K74BR and K76BO, all Parker; and K06DZ and K07IQ, both Alpine; K07FP Lakeside area, Show Low Lake area, Show Low and Shumway area; K04DI, K07GE, and K13GD, all Chinle; K09IP, K11IU and K13IZ, all Grand Canyon; K06AP and K70GC, both Greer; K13JI Flagstaff; K02BW Casas Adobes; K02DR, K06DS and K07GB, all Pima; K04AI, K06AE, K07AP and K13FY, all Prescott; K04FN, K06FB, K07HX and K09IH, all Quartzsite; K06BO, K07EV and K11CY, all St. Johns, and K07DO, K09IO, K11IT and K13HJ, all Seligman, Deer Lodge and Hyde Park, all Arizona. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K80AQ Tucson; K70DY, K72CR, K74CW, K76CG and K78CB, all Bagdad; K70BY, K72CK, K74BK, K77AD and K80AE, all Globe and Miami; K70BJ and K74AV, both Navajo Compressor Station; K74DC and K77BX, both Casas Adobes; K73AJ and K80AP. both Peach Springs; K74AN and K77AM, both Chloride; K70AC, K78AC and K82AA, all Kingman; K72AV and K75AI. both Big Sandy Valley, all Arizona; and K76AQ Gas City, Bullhead City, and Davis Dam. all Arizona, and Needles, Calif.; K77BJ and K80BK. both Doney Park Area, Ariz., and K72AE Needles, Calif., and Gas City. Davis Dam and Bullhead, all Arizona. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following and co-rending aux.: WSDM(FM) Chicago. and WSEI(FM) Olney. both Illinois; *WBCR-FM Beloit. Wis.; *WHPK-FM. WCIU-TV and *WTTW(TV), all Chicago; WAUG-FM Augusta. and WBLJ(AM) Dalton, both Georgia; WDIX-AM-FM Orangeburg. S.C.; WGIG(AM) Brunswick. Ga.; WIKY-AM-FM Evansville. Ind.; WLEC-AM-FM. Sandusky, Ohio and WLTH(AM) Gary, and WRIN(AM) Rensselaer, both Indiana. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: WCCR(AM) Urbana. Ill.; WCSW(AM) Shell Lake. Wis.; WEDC(AM) Chicago; WFAW-AM-FM Fort Atkinson. Wis.; WGIL(AM) Galesburg. Ill.; WGN(AM) and WGRT(AM), both Chicago; WHSM(AM) Hayward. Wis.: WIND(AM) Chicago; WIXN-AM-FM Dixon. Ill.: WJMC-AM-FM Rice Lake. Wis.: WKAI(AM) Macomb, Ill.; *WMBI-AM-FM Chicago; WNOV(AM) Milwaukee: WPDR-AM-FM Portage. and WRJC-(AM) Mauston. both Wisconsin; WROK-AM-FM Rockford. WVLN(AM) Olney and WVON(AM) Cicero. all Illinois; WYLO(AM) Jackson and WCOW(FM) Soarta. both Wisconsin: WEFM-(FM) and WFMT(FM) both Chicago: WISM-FM Madison. Wis.; WJVM(FM) Sterling, Ill.; WKFM(FM) Chicago; WLRW(FM) Champaign, Ill.; WNIB(FM) Chicago; *WNUR(FM) Evanston. Ill.; WNUS-FM Chicago and WRSV(FM) Skokie and WSAB(FM) Mt. Carmel, both Illinois. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KFIZ(AM) Fond du Lac. Wis.: WAKO-AM-FM Lawrenceville, Ill.; WAKX(AM) Superior. WAPI-AM-FM Appleton, WATW(AM) Ashland, WAUK(AM) Waukesha, WAXX(AM) Chippewa Falls, WBEV-AM-FM Beaver Dam, WBIZ-AM-FM Eau Claire and WBOO(AM) Baraboo, all Wisconsin; WCGO-(AM) Chicago Heights and WCIL-AM-FM Carbondale. both Illinois; WCLO(AM) Janesville and WCOW(AM) Sparta. both Wisconsin; WCSJ-(AM) Morris, Ill.; WCUB(AM) Manitowoc, Wis.: WDLM(AM) East Moline. Ill.: WDUX-AM-FM Waupaca. Wis.; WDQN-AM-FM Du Quoin, Ill.; WEAQ(AM) Eau Claire. Wis.; WEBQ-AM-FM Harrisburg, WFIW-AM-FM Fairfield, WFRL(AM) Freeport, WGEM-AM-FM Quincy and WGEN(AM) Geneseo. all Illinois; WGEZ(AM) Beloit, Wis.; WGFA-AM-FM Watseka and WGLC-AM-FM Mendota. both Illinois; WHA(AM) Madison, Wis.: WHBF(AM) Rock Island and WHCO(AM) Sparta. both Illinois; WIBU(AM) Paoynette. Wisc.; WIBV(AM) Belleville. Ill.; WIGM-AM-FM Medford, Wis.: WILL-(AM) Urbana, WILY(AM) Centralia, WINI(AM) Murphysboro, WINU(AM) Highland and WIRL-(AM) Peoria. all Illinois; WISN-AM-FM Milwaukee; WISV(AM) Viroqua. Wis.; WIVS(AM) Crystal Lake. WJBD(AM) Salem, WJBM-AM-FM Jerseyville, WJIL(AM) Jacksonville. WJOL-AM-FM Joliet, WJPF(AM) Herrin, WJRC(AM) Joliet and WKAN(AM) Kankakee. all Illinois; WKAU(AM) Kaukauna, and WKBH(AM) La-Crosse, both Wisconsin: WKEI-AM-FM Kewanee, Ill.; WKOW(AM) Madison, and WKTS-(AM) Sheboygan, both Wisconsin; WKZI(AM) Casey and WLBK-AM-FM DeKalb. both Illinois; WLBL(AM) Auburndale and WLCX(AM) La Crosse. both Wisconsin; WLDS(AM) Jacksonville, Ill.: WLIP-AM-FM Kenosha, Wis.; WLPO-AM-FM La Salle. WLUV(AM) Loves Park, WMAY-(AM) Springfield and WMBD-AM-FM Peoria, all Illinois. and WMIL-AM-FM Milwaukee.

And WMIR(AM) Lake Geneva and WMNE-(AM) Menomonie. both Wisconsin; WMRO(AM) Aurora. Ill.; WNFL(AM) Green Bay, WOBT-AM-FM Rhinelander. WOCO-AM-FM Oconto, WOKL(AM) Eau Claire. WOKY(AM) Milwaukee. WOMT(AM) Manitowoc, and WOSH-AM-FM Oshkosh. all Wisconsin; WPMB(AM) Vandalia, WPEO(AM) Peoria, and WPRC(AM) Lincoln, all Illinois; WPRE-AM-FM Prairie Du Chien, Wis.; WPRS-AM-FM Paris and WQUA(AM) Moline. both Illinois; WRAC-AM-FM Racine, WRCO-AM-FM Richland Center, and WRIG-AM-FM Wausau. all Wisconsin: WRIT-AM-FM Milwaukee; WRMN-AM-FM Elgin, WROY-AM-FM Carmi, WRTH(AM) Wood River, WRTL(AM) Rantoul, WSDR(AM) Sterling, WSIV-AM-FM

(Continued on page 87)

PROFESSIONAL CARDS

SERVICE DIRECTORY

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—$2.00 minimum.
Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. **Forward remittance separately.** All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
Deadline for copy: Must be received by Monday for publication next Monday.
Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—$2.00 minimum.
All other classifications 35¢ per word—$4.00 minimum.
Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch. 5" or over billed at run-of-book rate.—**Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity** advertising require display space. **Agency commission** only on display space. **No charge** for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Wanted—aggressive manager who can sell local retailers and has sales and administrative experience. Five figure salary-bonus arrangement with good fringe benefits. 3 station midwest market of 135,000. Early 1971 starting date. Box M-54, BROADCASTING.

Manager wanted for Black owned major market AM-FM soul station. Five years experience required. Good salary and bonus for the right man. Extensive sales experience and knowledge of management essential. Please send resume and references immediately to Box M-85, BROADCASTING. Employment commencing January 4, 1971.

Growing group has opening for strong, practical-minded, sales-oriented manager for small fulltime FM facility in one of northern Ohio's richest markets. Ideal living in university community. Would consider man now stymied in second slot, ready to move up and grow with aggressive, hard-hitting organization. Good track record helpful but not necessary if you have ambition and genuine desire to tackle challenging opportunity. Excellent fringe benefits. Write fully to Box M-93, BROADCASTING.

Assistant manager capable of complete management within 12 months of full-time AM. Opportunity with growing chain in medium-sized attractive growth market in Midwest. Requisites: 1. Successful sales record. 2. Ability to follow instructions. 3. Detail-oriented. 4. Self-motivated and energetic. 5. Ability to motivate others. 6. Stability, dedication and honesty. This is an excellent opportunity for a pleasantly aggressive man seeking a management career in broadcasting. Call 303-242-5899.

Help Wanted Sales

Wanted: Salesman or radioman wanting sales. Continuous sales training. Age 24-40. Midwest operation. Box L-255, BROADCASTING.

Top 40 radio station in medium size Alabama market has immediate opening for salesman. Must be above average on taped production. Only air work is five hours sign-on shift Saturdays. Active account list (not left-overs) with guarantee draw of $160 per week. Right man will be making over $12,000 within a year. We are interested in a young man with potential, whom we can train, but some sales experience necessary. If you are interested in selling as a profession instead of a hit-and-miss trade; if you are ethical in the conduct of business and personal affairs; if you desire to stand a little taller and prouder than your competitors, then you should contact us for an interview, because you are the type person we now have associated with our organization. Send complete resume, photo and air check tape to Box M-76, BROADCASTING.

Christian format—Eastern major market FM stereo wants experienced, committed salesman. Salary base plus commission. Resume to Box M-106, BROADCASTING.

Sales manager for large market station. We are looking for the best sales or potential sales person in broadcasting, and will make it possible for him to become the highest paid sales manager in radio. Age no factor. Must have good education, solid fundamental sales background, proven record of radio sales and of successfully training radio salesmen. Must document all claims. Tell us about yourself. Sell us! Make this the best written presentation you've ever made. EOE. Box M-124, BROADCASTING.

KFRO - 1370, ABC, Longview, Texas offers sales opportunity for man with past announcing, sales experience. Send sales record, resume to James R. Curtis.

Salesman for AM & FM in good, fast growing market. Excellent opportunity for person with experience or beginner. WBNR, Beacon-Newburgh, New York.

Golden opportunity for 2 sober but aggressive broadcast salesmen . . . one to become sales manager. Base + travel allowance + commission + override in the heart of beautiful northern Wisconsin. Station has high card with strong base of contract business. Let me hear about you and your financial needs. Contact: Bruce Micek, General Manager, WELF, Tomahawk, Wisconsin. 715-453-4700.

Sales continued

WMAD AM/FM radio as part of its planned growth program is now accepting applications for general sales manager. The person selected will receive a base salary plus override on all station sales. This is an outstanding opportunity to earn a good income and develop your management abilities. All applications confidential. Contact Dan Palen, Gen. Mgr., WMAD, Madison, Wis. (608) 271-6611.

Sales manager—opportunity for self-starter to break into management. Must be experienced in sales and be a good jock with tight board. Small market award-winning modern country station. Five figure money. 218-927-3322 after six.

Announcers

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-196, BROADCASTING.

Dee Jay. First ticket. Must be married, dependable. References checked. Good money. Give us a couple of years. We'll guarantee placing you in better job if qualified. Letter and tape now. Personal interview later. Box L-251, BROADCASTING.

Bright MOR major market south considering aspiring DJ with potential to mold. Good voice, humor or topicality ability desired. Send resume, tape to Box L-262, BROADCASTING.

Wanted: 1st phone, heavy voiced, rock jock, for daytime slot. Production ability a must. Good pay, stable station. Send resume, tape & photo to Box L-277, BROADCASTING.

All around man, production, 1 hr/AM talk daily, programing, etc. 100,000 mkt north east, established. Box M-6, BROADCASTING

Mature sounding morning man for top rated contemporary station in New England. Stable, respected organization offering many company benefits. $140-$160 to start. Send air check and complete resume to Program Director, Box M-19, BROADCASTING.

I am: A. An excellent announcer B. An excellent first phone engineer C. A dedicated pro D. All of the above/if you can circle D. send tape, resume and salary requirements to Box M-41, BROADCASTING.

Southwest Virginia—Immediate openings for two experienced versatile announcers. Family station with mainly C&W format. Send tape, resume and salary requirement to Box M-63, BROADCASTING.

Southwest Ohio station going soul. Need 8 integrated jocks. Should Johnny Daye—Nick Powers—Bob Patton—Porky Chadwick—Dorthy Hurd—read this—respond! Box M-69, BROADCASTING.

Wanted: announcer with first class ticket. Good on-air man who can service equipment. Western New York state. Send resume, references, tape, picture and salary requirements to Box M-89, BROADCASTING. Confidential.

Christian format—Eastern major market FM stereo wants experienced, committed announcer. Resume and salary requirements to Box M-105, BROADCASTING.

Virginia 5KW near a metro area needs an experienced morning man with first ticket. Your chance to move ahead, send resume, tape, picture, references and salary requirements now, Box M-107, BROADCASTING.

Wanted—experienced announcer who is completely familiar with modern country music. Excellent opportunity to work with one of the top country music stations in the nation. We are located in a major market in Florida. The man we are looking for must have a mature voice—No Howdy Neighbor type. New studios, many fringe benefits and better than average starting salary. Excellent advancements for the right man. Send tape and resume to Box M-112, BROADCASTING.

Announcer—production man, must be experienced. Top line MOR eastern operation. Permanent position with long established station. Box M-114, BROADCASTING.

Announcers continued

For 8 months, I have been looking for a jock to work at the number one contemporary station in a top ten market. Where are you? The opening is here as soon as I find the right man. Send complete resume and recent air check to Box M-117, BROADCASTING. An equal opportunity employer.

Alaska's top adult music station needs experienced, professional, mature sounding announcer. Good to MOR format. $850.00 to start. 5 day week. Excellent working conditions. No beginners. Send tape, resume to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska 99501.

New KMRN radio still needs an experienced newsman and first phone announcer. Salary commensurate with ability. All new installation, news scanner, and production room. Send tape, resume, and pix to Manager, KMRN Radio, P.O. Box 221, Cameron, Missouri.

Announcer, bright up-tempo morning man with interest in making additional money selling. Third endorsed. Must be stable, personable, ambitious. Experience and references required. KOAK, Red Oak, Iowa 51566 or call 712-623-2584.

Classical. Announcer/programer/producer for state noncommercial network. Knowledge of classics, pronunciation required. Prefer good voice, but depth of music knowledge most important. Immediate. Send resume to KSJR, Collegeville, Minnesota 56321.

Experienced, mature air-personality for MOR-music-talk station. Also opportunity for talk-show if qualified. Tape and resume to George Taylor, WALE, Fall River, Massachusetts 02722.

Announcer: First ticket. WAMD, Aberdeen, Md. 21001.

Experienced MOR announcer with good news delivery needed immediately. No beginners please. Send tape, resume and references in initial correspondence to William M. Winn, P.D., Radio Station WESB, 43 Main Street, Bradford, Penna. 16701.

Air personality for contemporary non-rock format. Play-by-play or talk show also available for right person. We do everything; personality dj, news, editorials, talk and sports. Good competitive market. Must be experienced. Tape and resume to WRTA, Altoona, Pa.

Better than average salary, 5 day week for mature-voiced radio announcer by multiple station operation. Strong on commercial, good board operator, straight shift. Send tape, picture and complete information to Hal Barton, WTAD, Quincy, Illinois 62301.

Professional T-40 morning man for WTVR request radio in Richmond, Virginia. I want a man with experience, who can follow direction. No calls. Send air check and resume to Ron Savage, WTVR, 3301 West Broad Street, Richmond, Virginia 23230.

Combo dj/chief engineer with PD potential for MOR fulltime non-directional AM in attractive midwest market. Beautiful recreational area. Need pro dj with family-type humor and who is competent engineer with first. Must be stable, sober, dedicated. Call 303-242-5899.

Technical

Major Chicago stereo station seeks capable, competent, experienced engineer. Box L-303, BROADCASTING.

Reliable and experienced engineer for stereo B SCA and 1kw daytimer. Strictly maintenance, security, New York State. Box M-5, BROADCASTING.

Transmitter engineer. WAMD, Aberdeen, Md. 21001.

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.

News

Experienced newsman capable dealing with nation's top newsmakers. Box M-61, BROADCASTING.

Wanted: newsman with sportscast and play-by-play capabilities. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

Programing, Production, Others

Producer-director. Upper midwest NBC affiliate needs creative individual. Must have switcher experience and be able to shoot and edit film. Send resume to Box M-26, BROADCASTING. Equal opoprtunity employer.

Changing format, need young P.D. morning man who knows country music in mid-road format. Full-time, medium market, in Florida. This could be your first success if you are willing worker. Tape, resume and salary requirements first letter. Box M-83, BROADCASTING.

Copywriter/announcer. Pleasant working conditions, excellent pay, retirement plan, pleasant living conditions. If you can fill the bill, we will pay you well. WCWC, Radio Road, Ripon, Wisconsin 54971.

Situation Wanted, Management

General manager: Experienced AM-FM and TV sober, reliable family man, 38. Twelve years experience, N.Y. or Pennsylvania. Box L-256, BROADCASTING.

Veteran radio station manager with first phone, top air delivery and strong sales seeks relocation; preferably with ownership potential. Available six weeks. Reply to Box M-72, BROADCASTING.

Miracles—no. Hard work and results—yes!! Fully experienced general manager available soon, due to station acquisition. Sales-oriented and cost-conscious. Professional broadcaster who knows public service and community involvement. Translate into increased profits. Presently employed top twenty market. Excellent industry references. Box M-101, BROADCASTING.

Attention Florida. 12 year pro, now teaching broadcasting at East Coast college desires return to radio. 9 years last station. 3rd. Prefer small to medium station in trouble. Crazy? Try me. Available early to mid '71. Box M-104, BROADCASTING.

Management team available about Jan. 1, 1971. Highly commercial dedicated broadcasters. F.C.C. 1st phone, thoroughly seasoned all phases. We seek a real challenge within 200 miles Washington, D.C. Make 1971 your year. Let us hear from you now. Box M-125, BROADCASTING.

Small western markets! Creative broadcaster with proven track record sales, programing, administration. 13-years experience. 1st phone. Have capital to invest. Dutch Walker, 999 Ogden St., Denver, Colorado 80218. Phone 623-6402.

!!! Attention !!! Absentee owners. Are you in need of an experienced, reliable manager? If so, contact Jay Harrison, at 848 Webb St., Daingerfield, Texas 75638. Will furnish references to interested parties.

Sales

Looking to the future—ambitious 30 year old wants sales position with management possibilities. Prefer larger market area. Box M-102, BROADCASTING.

Top biller, AM salesman, medium market, looking to move up and away in radio or TV sales or management. Box M-120, BROADCASTING.

Announcers

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

Top 40 small market PD, 2 years, wants to grow. Looking anywhere. Prefer Colo., Ariz., Northwest. Programing, production. BJ degree. 25. Single. 3d. Need $600. Any size market. Professional only. Box L-179, BROADCASTING.

Experienced married morning man, available Feb. 1, upon service discharge. 5 yrs. civilian plus 1 yr. AFRTS radio & TV. School trained 3rd endorsed. C&W or MOR. Box L-245, BROADCASTING.

DJ first . . . copywriting, production second. Experienced, third, good voice, some college, draft exempt. Consider all but prefer MOR, contemporary, lower Michigan or warm weather. Box L-297, BROADCASTING.

Florida 1st phone announcer. Seven years experience. Wants to move up. Box L-299, BROADCASTING.

Announcers continued

Pro with first. Exp. P.D. production. Interested in future not "blue sky". Box M-9, BROADCASTING.

Beginner, will relocate. Third phone. Ex-actor with great talent. Unique voice. Box M-12, BROADCASTING.

1st phone, top-notch Black jock—7½ years experience—major market—TV booth, production specialist—needs change. Box M-17, BROADCASTING.

First phone, pro, wanting medium size market AM shift. College, small market experience, seven years. MOR or rock. Mature sound of authority. Housewife's friend. Sleeper of the year. Box M-37, BROADCASTING.

1st phone drive time more music jock seeks stable position with professional friendly staff. All locations and formats considered. Box M-68, BROADCASTING.

Currently employed by respectable midwest group. No room for advancement. Seek morning shift as P.D. Seven years experience, all phases, top references. Viet-Nam vet. Box M-70, BROADCASTING.

Three years in Phila. market, good voice, mature, 3rd phone, TV experience. Need work immediately. Can program MOR-good music with excellence. Proven success in 3 shifts. Call Mel Perry, 215-878-7773. Box M-71, BROADCASTING.

First with 2½ years sign on experience. Solid entertainer, production good. MOR but can rock. Married, ready to move up. Box M-77, BROADCASTING.

Experienced, dependable 1st phone DJ, desires permanent position in northeast. Box M-88, BROADCASTING.

First phone, experienced, seeking job in January, will announce or transmitter watch. Box M-95, BROADCASTING.

My talk show went from a 1.2 rating to a 9.4 in six months, in an eleven AM station market. I switched to "staff" at a giant recently, and want back to talk. Also have ample news experience. Box M-96, BROADCASTING.

Professionally trained announcer—D.J. newscaster, mature; sales oriented to service station accounts. Box M-98, BROADCASTING.

MOR evening jock, experienced, plus copy, production. Want to relocate. A worker—no goof-off, presently employed, references, Box M-103, BROADCASTING.

Black jock, third, exceptional beginner, seeking top 40, rock, R&B, MOR. Box M-119, BROADCASTING.

Extremely ambitious 24 year old black beginner seeks responsible announcing or sales position, broadcast school 3rd endorsed, military completed, will relocate. James Nelson, 21 Brookledge Street, Roxbury, Massachusetts 02121 617—282-0827.

Experienced professional seeks new challenge. Call 219-743-4611.

First phone; highly experienced; available now. Can do news, dj or both. Would also like to accept challenge as news director or PD. Try me. Your locale must be reasonably close to New York City. Would also cherish opportunity to work for small New York City station. No tape available, but can come for personal interview today. Contact Larry Kay, (516) 791-6557, 58 Fairview Avenue, Valley Stream, Long Island, New York 11581.

No work here. Young first phone jock with 1 year experience. Willing to work anywhere with stability. I love radio, and know rock! Lee McCann, 6207 Sampson Blvd., Sacramento, California 95824. (916)-421-5865.

Personality deejay, five years experience, third endorsed. Call 701-572-5757.

1st phone, broadcast school grad, exc ref, mil exp. Ed Fellows, 1103 Fresno St. Apt. A, San Diego, Calif. (714) 295-2229.

First phone announcer, medium or major market, college degree. Jerry Pirli, 211 Elk Street, Syracuse. N.Y.

1st phone announcer, experienced. Available now. Phil Flory, 2901 N. 8th, Garden City, Kansas.

11 years experience. Personality—programer—sales—sports—promotion. Nick Powers, 869 St. Agnes, Dayton, Ohio (513-274-1003).

Nebraska location desired directly after holidays. 1st phone announcer, sportscaster, MOR contemporary, C. W. Bill Wade radio-school and E.B.I. graduate. S. Lahners, 4073 Swift Ave., San Diego, Calif. 92104. Phone 284-3256.

English d.j. (pop)—chatty, informative. Write airmail for tape: 16 Elizabeth Road, Wimborne, Dorset, England.

Technical

First phone, first telegraph experienced wants transmitter job. Box M-21, BROADCASTING.

Urgently need first phone operators position either radio of TV switching. Desire midwest. Would consider instructors position in technical institute. Box M-78, BROADCASTING.

Chief or supervisor strong on maintenance. 18 years AM-FM-TV available immediately. C. L. Sweet, 24 Jefferson Ave., Evansville, Ind.

Gary Grae is alive and well after doing transmitter watch in Galapagos Islands. Would like to get back into top 40 radio. Combo, single, and 3 yrs college. Call 317-253-3182, 7980 Hoover Court, Indpls., Ind. 46260.

News

15 years experience. Currently heading 5 man department in midwest capital city. Seeking position in mountain west. Minimum $10,000. Box M-1, BROADCASTING.

Weathergirl, consumer editor on-the-air reporter, on-the-street reporter at top O and O station. Radio and television production experience. BA degree in broadcasting. Major market only. Top references. Box M-20, BROADCASTING.

Dig, gather, write, read, radio news. Very capable, limited experience. Good references. Degree. Box M-29, BROADCASTING.

Need sports man? Play-by-play—strong news good production—MOR and C&W music background. Box M-94, BROADCASTING.

Revile with style—young film and drama critic seeks full-time or part-time position. Learned, witty and aware. Box M-99, BROADCASTING.

I've got it—experience: Now news director major suburban, talent: correspondent all news giant. You'll be impressed. Large markets only. Prefer outside work. Hurry! I need a change, fast. Box M-123, BROADCASTING.

News/sports director—13 years—college degree—southeast only—prefer Florida—Atlanta—will consider all—305-585-8335 after five.

First class ticket seeking midwest small market station. Experienced in board and in news and copy writing. Phone Dennis Meehan: 319-266-0958.

Am seeking a news position with any credible, issue-oriented operation in a major or medium market outside of the South. Have the background and the desire to achieve. All offers considered. Reply Box 61, Rock Island, Illinois 61201.

Programing, Production, Others

1st phone, major market Black announcer seeks P.D. DJ position. Top production 7½ years experience. Box M-16, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box M-28, BROADCASTING.

Major market personality working one of the top ten markets, background of giant ratings, wants position as operations/program director. Those stations that want more than just average ratings need apply. Top fourty/MOR. All replies considered. Box M-48, BROADCASTING.

Damn good PD with 1st, experienced, top 40, C&W, vet, knows news counts, invest 6¢, write Box M-64, BROADCASTING.

Sports director seeks bigger market with collegiate play-by-play. Currently major Ohio p-b-p . . . program-sports director-top salesman. Box M-65, BROADCASTING.

I broadcast 101 high school + college sporting events last year. Am seeking major college play-by-play. Currently sports-program director-#1 salesman. Box M-66, BROADCASTING.

Radio broadcaster with twenty-five years commercial experience in all phases of radio would like to join faculty of university or broadcasting college. Available early 1971. Reply to Box M-73, BROADCASTING.

Copywriter, reporter. Ivy league grad. Willing to try hand at programing, announcing. Excellent knowledge of contemporary music. Box M-81, BROADCASTING.

Wanted a new or existing station in a 30,000 plus market, looking for a working PD, who strongly believes in demo tapes, comedy spots, and a big town sound in a small city. MOR can swing, let's get together. Box M-90, BROADCASTING.

Situations Wanted

Programing, Production, Others continued

Experienced all phases major market area. 3rd. College-references. Will relocate. Paul Anthony, 315 No. Montreal, Dallas, Texas 75208.

Audience gone? Billing down? Time, temp, and record mag surveys won't hold listeners today. Solution: "The Young Adult Approach to Contemporary Music." Family man, 3 years college, 1st phone, 6 years experience from bottom up to 50,000 watts in a top 20 market. Seeking position as PD and/or operations director in med. size market or possibly air slot at top station. Available in Jan. Just completed 2 years with Uncle Sam (AFN). Prefer scenic area rather than smog and traffic jams. Looking for a permanent home, not a fortune. Interested? Write: L. N. Fleckles, 535 N. Michigan Ave., Apt. #3212, Chicago, Illinois.

Television Help Wanted

Management

Must find many-talented broadcasters who can sell, write, produce, announce within producer's proven, copyrighted TV format in major market. Business savy, stability, self-motivation absolute requirements. Achieve $20,000 easily. Our top men make $60,000 plus. Perform successfully and you'll have a minimum of supervision. Send resume & picture. Also VTR or audio tape if available. Box M-86, BROADCASTING.

Technical

Immediate opening for chief engineer. UHF all color station in southwest. Send resume, including salary requirements to Box L-294, BROADCASTING.

Florida Mobile Videotape independent needs video maintenance engineer, production oriented. Prefer young single man ready to grow with booming company. Reply to Box L-311, BROADCASTING.

Chief technician for New York state cable system. Experienced in all areas of CATV . . . system construction, system maintenance and supervise technical staff. Available immediately. Box M-110, BROADCASTING.

Chief engineer—for southeastern public TV station converting to color and planning construction of public FM station. Experience in broadcast engineering, operations, and management required. Resume must include experience, salary history, and expected salary. Box M-118, BROADCASTING.

Wanted, experienced television broadcast technicians. Good pay and opportunity for advancement. Equal opportunity employer. Send resume to KERA-TV, 3000 Harry Hines, Dallas, Texas 75201, or call (214) 747-0641.

News

Anchorman-news director must be all around pro. Ability to plan, write, film, edit, create, think and handle people. Cannot be prima donna. Long hours and long responsibility. Pay is ok and people are pleasant. Send resume, VTR or film and money requirements to Box M-60, BROADCASTING.

This capital city NBC affiliate needs aggressive, competent anchorman with good voice and appearance. Should know film, shooting, and editing as well as being a competent writer. Good salary, working conditions, and company benefits. Call Jack Hoskins, Program Manager, 217-528-0465.

Programing, Production, Others

Creative director. Want a chance to do all those things you've always wanted to do? Large southeast market major group R and TV offers it to the person with complete knowledge and capability in field of graphics, continuity, set design and all other related areas. Write with brochure and samples to Box M-62, BROADCASTING.

Producer/director for southeastern public TV station. Studio and remote experience required. 16mm experience desirable. Sample tape or film required. Competitive salary, excellent fringe benefits. Send resume to Box M-122, BROADCASTING.

Florida ETV has excellent opportunity for continuity-traffic director. Must be capable of writing good copy, with keen interest in promotion and publicity. Formal training and/or experience required. Send photo and resume to: Bruce Pertle, WFSU-TV, 202 Dodd Hall, Tallahassee, Fla. 32306.

Television Situation Wanted

Management

Five years experience, radio and television production, operations, management. Seeking additional management experience as assistant program director or production manager. Can relocate, prefer east coast but will travel for right position. Box L-241, BROADCASTING.

Television Situations Wanted

Management continued

Executive vice president-general manager. Large-market station or group. Nationally-recognized industry leader. Quality administrator-troubleshooter. Specialist in competitive programing and sales (national and local). Thoroughly experienced and successful all phases, including station-ownership. 16 years in television; 12 prior years, radio. 46; health excellent. College degree. Accustomed to much responsibility, including total direction of large corporation. Capable of achieving substantially increased profits and prestige in remarkably short time. Box M-74, BROADCASTING.

Operations/production director for medium to medium/large station. 16 years administrative ability and production know-how, solid in all phases, creative film & VTR. References. Resume on request. Box M-109, BROADCASTING.

Sales

15 years national and local sales and management now in a losing business in Florida. Wish to return to TV. Any area. 813—686-8591 evenings.

Announcers

Talk variety show host. Top ratings. 18 years broadcast experience. College. Box M-27, BROADCASTING.

Technical

Chief engineer, presently comfortable but not satisfied. TV transmitter and color studio construction experience, radio proofs. Box L-220, BROADCASTING.

Five years heavy maintenance and construction. Asst. chief or maintenance supervisor Florida or Southern Coast. Box M-13, BROADCASTING.

Present chief desires step up. Maintenance and construction of full color studio and remote transmitter. AM and stereo automation experience. Box M-80, BROADCASTING.

News

Professional meteorologist experienced in TV-radio broadcasting. Seeks greater growth opportunity. Member AMS, Box L-278, BROADCASTING.

Eager, young political science graduate seeks return to broadcast news following military service. Experienced in writing, reporting and photography with major market TV and radio. Excellent references, available mid-January. Box M-67, BROADCASTING.

TV staffman/newsman—under-employed in Big-10 market, seeks more work and more opportunity elsewhere. 16 years radio/TV. Box M-79, BROADCASTING.

Media newsman, copywriter. Ivy league grad. Aggressive, thorough reporting, plus interesting copy. Box M-82, BROADCASTING.

Newsman, fresh from service, seeks commercial break. 17 months on air, broad production experience. Excellent writer. B.S. degree. Your man. Box M-87, BROADCASTING.

News directorship sought: If your present news staff is lacking in administration and ratings; then let this veteran top 15 professional supply the know-how. I have the major market expertise to make or keep your operation first. (anchorman 12-years). Education, maturity, dedication, communication . . . Box M-91, BROADCASTING.

Anchorman candidate. Potential director. Credentials, mature, fair, innovative. Decade of experience. Serious about news. You? Box M-111, BROADCASTING.

Somewhere, a shop exists with an opening for a dedicated and professional radio newsman who wants to switch to TV. Currently with 50KW, have excellent record with samples and references to prove it. Box M-116, BROADCASTING.

WRC-WMAL, Washington, KNX Hollywood. WAPI Birmingham—WDOD Chattanooga, WGAR Cleveland—WTOP Washington—WCBM Baltimore—WMCA New York—WVNJ Newark—WINS New York. Channels 4, 5, 7, 9, 11, 13 New York. Copa Cabana, New York. Countless commercials and major film narrations. All positions resigned for advancement. At 55—tired of the rat race—willing to listen. No tapes. The stations speak for themselves. John McKnight, 4 Wylde Place, Montclair, New Jersey.

Programing, Production, Others

Avant-garde, 1/2" videotape producer, MBA Columbia January '71, looking to become involved in production, programing for CATV or ETV. Box M-23, BROADCASTING.

Programing, Production, Others continued

Creative young producer/director—over two years in television production. Experienced in all phases of film and videotape production. Looking for challenging position. Especially interested in ETV. Send for resume. Box M-92, BROADCASTING.

From the Dick Cavett show to you in time for Christmas: Bob Raser—familiar in all phases of program production. Desire responsible position from associate director to associate producer. Let's talk: (212) 686-7226/(914) 732-4623. Box M-97, BROADCASTING.

34-year-old professional broadcaster available. Experience spans program director, production manager, producer/director, and announcer. Box M-100, BROADCASTING.

Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Want immediately used channel nine or ten transmitter for export. Power five or ten kilowatts air cooled. Must be available within sixty days. Buyer will inspect on location and if acceptable take over shipping details. Please wire TVBALD, Salt Lake City. Make, model number, price and availability date.

FOR SALE Equipment

Heliax-styroflex. Large stocks-bargain prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623. Phone (415) 832-3527.

HJ7-50 Andrews Heliax 1⅝" Air coaxial transmission cable jacketed 10,000 feet available 5-2000' reels perfect surplus test reports available 50% of factory price can be cut to order at tremendous savings. Brokers invited. For FM broadcast communications microwave radar—Action Electric Sales, 1633 N. Milwaukee Ave., Chicago. 312—235-2830.

Recording tape sale—1.5 Mil. 1200 and 600 ft., Send $1 for sample reel. Wholesale discounts as low as 65 cents/5" in quantity. Newsroom Products, 1602 Dunterry—McLean, Va. 22101. Distributors wanted.

ATC equipment: (2) G-24 Carousel, (2) CSU Carousel service units, (1) RA5A random access units, (1) MDF motor-driven fader, (1) automatic logging encoder and decoder, (1) Victor digit-matic logging printer, (1) DC-10 digital clock, (1) SC-48 TPG time pulse generator, (1) CBS Audimax. All equipment stereo except Audimax. Call or write: Gary Weber, 3940 Euclid Avenue, Cleveland, (216) 391-1260.

Gates FM-1G 1000 watt transmitter 3 yrs old, mint condition 2 extra finals, manuals, etc. $3,995 or $3,500 without exciter. Contact Ron Mighell, WTGN, Lima, Ohio 45805, 419—227-2525.

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

TV klieg lights Fresnel 8" $40 each; 12" $70 each; 8" motorized $40. All used but guaranteed. Tele-Measurements, Inc., 145 Main Avenue, Clifton, N.J. 07014. 201—473-8822.

New Ampex AG-440-1 recorder, cases, $1495.00 Walker (201) 746-2794.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! $9.95. Command Productions, Box 26348, San Francisco 94126.

Want to contact script writer(s) of Oscar Wilde episode, "Have Gun, Will Travel." Write R. D. Pepper, P.O. Box 1068, Palo Alto, Calif. 94302.

Addresses—Printed Kleenstick by state, every radio station. Revised monthly. 5 sets per State. 3 States, $25. 7 States $50. 1602 Dunterry—McLean, Va. 22101.

Miscellaneous continued

Managers, PD's, DJ's, we have professional custom recorded personalized one liners, promos, commercials, programs! Write for free samples and info! Mother Cleo, Box 521, Newberry, S.C. 29108.

Current Comedy—65-70 original, topical one-liners each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

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INSTRUCTIONS

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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

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Need a 1st phone fast?? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest Instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best on Q&A courses? Our next Intensive Theory Course will begin January 11th, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

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Manager wanted for Black owned major market AM-FM soul station. Five years experience required. Good salary and bonus for the right man. Extensive sales experience and knowledge of management essential. Please send resume and references immediately to

BOX M-84, BROADCASTING

Employment commencing January 4, 1971

Help Wanted Technical

RADIO BROADCAST SALES ENGINEER

Broadcast Equipment/Technical Operations Experience

Oklahoma, Kansas, Arkansas Territory

The leading manufacturer of radio broadcast equipment has an established territory open covering Oklahoma, Kansas, and Arkansas for immediate take over. Prior broadcast equipment sales and technical operations experience are essential.

The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcaster since 1922. Salary plus commissions with benefits and paid travel expenses.

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Assistant Personnel
Manager (217) 222-8200

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Announcers

CHIEF ENGINEER

California radio station seeks full time chief engineer experienced in maintenance of studio equipment and of directional antenna systems. With resume, please send salary requirements.

BOX L-242, BROADCASTING

AIR PERSONALITY

District of Columbia network AM-FM station looking for experienced, bright MOR personality. Send resume to

BOX M-126, BROADCASTING.

Announcers continued

TELEPHONE TALK

Midwest major market station has excellent opportunity for broadcaster with strong beliefs who likes to speak out. Must be mature, educated and "gutsy" with some experience at it. The right person will become a powerful community voice and enjoy a fine association. Salary open. Send all information and tape. Strictly confidential.

BOX M-7, BROADCASTING

For Best Results

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Broadcasting

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Announcers

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Top radio and/or TV station in southeast. Add sports director with 20 yrs. radio-TV. 40 yrs. old. Do college or pro play-by-play. Have some net commitments. Need base of operation. Write

BOX M-113, BROADCASTING

FOR YOUR MARKET

Two-way telephone show host and interviewer (currently in major market). I am that rare bird (hawk) that your station needs. Rush inquiries to:

BOX M-121, BROADCASTING

News

COMMUNICASTER

After five years in politics, experienced broadcaster seeks return to first love. News, commentary, analysis, interviews, talk shows in either radio or TV. Not a reporter, a DJ or an engineer. Seeking challenging assignment in D.C. area but will consider mid-Atlantic or east coast. Size of station and initial salary not as important as challenge or market or assignment. Call 301—788-9281.

Situations Wanted

News continued

Ex newsman now special assistant to re-elected congressman wants return broadcasting. Sideline leading D.C. All-news station. Earning 20/21M. Know legislative process. Consider any serious offer. Bonafide references. Available NOW. Boss aware of this ad.

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Office: (202) 225-6131

Television Help Wanted

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Opening for television local sales manager in medium sized midwestern market. Prefer experienced applicant but will consider highly successful salesman who desires management experience. Send complete resume to:

BOX M-51, BROADCASTING

Television

Situations Wanted Management

NEED A STATION MANAGER?

Creative young manager of small-medium TV station looking for challenge and opportunity. Knowledgeable all phases. Ready to help build your ratings, image, and profits. Contact:

BOX M-115, BROADCASTING

News

IS IT A DREAM----OR

Is there a quality TV and/or radio operation in a medium to large market where a man with sixteen years as a New York city TV-radio personality could exchange his versatility for a family life away from commuter trains and the New York style? Can give you in return news (on air, on camera and personally written)—sports (major league baseball and football background). A droll morning man approach plus one of the great commercial announcing voices in New York. Can write, sell and offer the added advantage of 16 years of contacts in the entertainment and advertising circles of NYC. I'm not a dream. Are you?

BOX M-108, BROADCASTING

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Wanted To Buy

Stations

WANTED IN 1971

Midwest broadcasting company wants to acquire fourth midwest small-medium market radio station in 1971. Please contact us right away in full confidence. All replies will be acknowledged.

BOX M-75, BROADCASTING

FOR SALE STATIONS

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Channel 51, Ft. Lauderdale, Florida, 692 kw vis, 138 kw aur; ant, 547t/549g, 1,000 foot tower may be available on favorable terms. All RCA. broadcast equipment, leasehold interests in studio and transmitter properties, programing subject to payables, and office furniture, fixtures and equipment. Temporary authority to remain dark expires February 1, 1971. Station can be operative very quickly. Sale subject to applicable FCC rules and regulations. Urgent action requires collect telephone calls to Paris G. Singer, Ft. Lauderdale, Fla., a/c 305—563-2541 only from bona fide, sophisticated, knowledgeable broadcasters.

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For Sale Stations continued

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N.Y.	small	fulltime	200M	58M	N.H.	small	AM & FM	275M	29%
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East	metro	AM & FM	165M	cash	NW	metro	daytime	100M	29%
Wash.	metro	daytime	135M	NEGO	East	metro	daytime	285M	29%

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media brokerage service®
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(Continued from page 80)

Pekin, WSOY-AM-FM Decatur, WTAD-AM-FM Quincy, WTAX-AM-FM Springfield, and WTAY-AM-FM Robinson, all Illinois; WTCH-AM-FM Shawano, Wis.; WTIM-AM-FM Taylorville, Ill.; WTKM(AM) Hartford, and WTMB-AM-FM Tomah, both Wisconsin; WTMJ-AM-FM Milwaukee; WVMC(AM) Mount Carmel, Ill.; WWDA(AM) Wisconsin Dells, WWIS(AM) Black River Falls and WWJC(AM) Superior, all Wisconsin; WXCL(AM) Peoria, Ill.; WXCO(AM) Wausau, Wis.; WZBN(AM) Zion, WZOE(AM) Princeton, WAJP(FM) Joliet, WAUR(FM) Aurora and WBNQ(FM) Bloomington, all Illinois; WBON(FM) Milwaukee; WCWC-FM Ripon and WDMW(FM) Menomonie, both Wisconsin; WEAI(FM) Jacksonville, Ill.; WEAU-FM Eau Claire, Wis.; WELL-FM Freeport, WEXI(FM) Arlington Heights and WFMB(FM) Springfield, all Illinois; WFMR(FM) Milwaukee, and WFNY(FM) Racine, Wisconsin.

And WGBM(FM) Viroqua, Wis.; WHBF-FM Rock Island, Ill.; WIAL(FM) Eau Claire and WIFC(FM) Wausau, both Wisconsin; WILY(FM) Centralia, WIVC(FM) Peoria and WIZZ-FM Streator, all Illinois; WJVL(FM) Janesville, Wis.; WKAI-FM Macomb, WKAK(FM) Kankakee and WKKD-FM Aurora, all Illinois; WKUB(FM) Manitowoc, WKZN(FM) Kenosha and WLIH-FM New London, all Wisconsin; WLNR-FM Lansing, Ill.; WLVE(FM) Baraboo and WMFM(FM) Madison, both Wisconsin; WNUW(FM) Milwaukee: WPGU(FM) Urbana, Ill.; WRIG-FM Wausau, WRVB Madison and WRVM(FM) Suring, all Wisconsin; WRWC(FM) South Beloit, WTAS(FM) Crete and WTWC(FM) Urbana, all Illinois; WVLE(FM) Kaukauna and WWLA(FM) La Crosse, both Wisconsin; *WBEZ(FM) Chicago; *WDGC-FM Downers Grove, *WETN(FM) Wheaton, *WGLT(FM) Normal and *WGRN(FM) Greenville, all Illinois; *WHA-FM Madison and *WHAD(FM) Delafield, both Wisconsin; *WHFH(FM) Flossmoor, Ill.; *WHHI(FM) Highland, *WHKW(FM) Chilton, *WHLA(FM) Holmen, *WHMD(FM) Marinette, *WHRM(FM) Wausau, *WHSA(FM) Brule and *WHWC(FM) Colfax, all Wisconsin; *WILL-FM Urbana, *WIUM(FM) Macomb, *WKOC(FM) Kankakee and WLCC(FM) Lincoln, all Illinois; *WLFM(FM) Appleton, Wis.; *WMHS(FM) Morrison, *WMTH(FM) Park Ridge, *WNIU-FM DeKalb, *WNTH(FM) Winnetka and *WONC(FM) Naperville, all Illinois; WFRV-TV Green Bay, Wis.; WGEM-TV Quincy, WHBF-TV Rock Island and WICD(TV) Champaign, Illinois; *WHA-TV Madison, Wis; *WILL-TV Urbana, Ill.; WMVS(TV) and *WMVT(TV), both Milwaukee; *WSIU-TV Carbondale and *WUSI-TV Olney, both Illinois; WVTV(TV) Milwaukee; WICS(TV) Springfield and WIRL-TV Peoria, both Illinois; WISN-TV and WITI-TV, both Milwaukee; WKOW-TV Madison and WLUK-TV Green Bay, both Wisconsin; WMBD-TV Peoria, Ill.; WMTV(TV) Madison and WSAU-TV Wausau, both Wisconsin; WSIL-TV Harrisburg, Ill.; WTMJ-TV Milwaukee; WTVO(TV) Rockford, Ill.; *WRFW(FM) River Falls and *WRPN-FM Ripon, both Wisconsin; *WRSE-FM Elmhurst, Ill.; *WRST-FM Oshkosh, Wis.; *WSIU(FM) Carbondale, Ill.; *WSSU(FM) Superior, *WSUP(FM) Platteville and WSUS(FM) Stevens Point, all Wisconsin; *WUWM(FM) Milwaukee; *WVIK(FM) Rock Island and *WVKC(FM) Galesburg, both Illinois; WAEO-TV Rhinelander, WAOW-TV Wausau and WBAY-TV Green Bay, all Wisconsin; WCIA(TV) Champaign, Ill.; WDSM-TV Superior, Wis., and WEEK-TV Peoria and WEEQ-TV La Salle, both Illinois. Actions Nov. 25.

■ Broadcast Bureau granted renewal of licenses for following: WAIT(AM), WFLD-TV, WGN-TV, WJJD-AM-FM, all Chicago, and WLTD(AM) Evanston, Ill. Actions Dec. 3.

■ WIRV Irvine, Ky.—FCC granted application of Irvenna Broadcasting Inc. for renewal of license for remainder of regular license term (license expires August 1, 1973). Action Dec. 2.

■ WARV Warwick-East Greenwich, R.I.—Broadcast Bureau granted renewal of license subject to condition that assignment of license be consummated within 45 days, and that commission be notified of such consummation within one day thereafter. Action Nov. 30.

■ WNEU Wheeling, W. Va.—Broadcast Bureau granted renewal of license. Action Nov. 23.

■ WTKM Hartford, Wis.—Broadcast Bureau rescinded action of Nov. 25 which granted renewal of license. Action Dec. 1.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KGOE(AM) Thousand Oaks, Calif., to May 1, 1971; WKCB(AM) Hindman, Ky., to April 25, 1971; WJTO-FM Bath, Me., to April 15, 1971; KRVN(AM) Leixngton, Neb., to May 1, 1971, and WLNA-FM Peekskill, N.Y., to May 23, 1971. Actions Nov. 30.

■ W10AL Cherokee, Big Cove community and Ela Community, all North Carolina—Broadcast

Bureau granted mod. of CP to delete Ela Community, N.C., from principal community and make changes in ant. system. Action Dec. 1.

■ WCOT-TV Akron, Ohio — Broadcast Bureau granted mod. of CP; to change ERP to 1,100 kw vis., 219 kw aur.; change type trans. and ant.; ant. height 710 ft.; condition; granted mod. of CP to extend completion date to June 4, 1971. Actions Dec. 4.

■ WDAS-FM Philadelphia — Broadcast Bureau granted mod. of CP to extend completion date to March 30, 1971. Action Nov. 30.

■ LaGrange, Tex., Lloyd E. Kolbe—Broadcast Bureau granted mod. of CP to make changes in FM trans. and ant. Action Dec. 4.

■ W82AM Maricao, P.R. — Broadcast Bureau granted mod. of CP; to extend completion date to June 4, 1971; make changes in ant. system. Actions Dec. 4.

Other action, all stations

■ FCC adopted procedures for testing of Emergency Broadcast System on random basis. Action Dec. 2.

■ New York—Broadcast Bureau granted NBC extension of authority to transmit broadcast material of foreign program station to AM's, FM's and TV's authorized by Canada and Mexico, to Dec. 5, 1971. Action Nov. 30.

Translator actions

■ Acting Chief Hearing Examiner Jay A. Kyle in Glendive, Mont. (Meyer Broadcasting Co. and Harriscope Broadcasting Corp.), CP for new translator, because of illness of hearing examiner (Charles J. Frederick), continued Dec. 1 hearing without date (Docs. 18737-8). Action Nov. 30.

■ W07AS Whitesburg, Ky. — Broadcast Bureau granted CP to include Eolia, Ky., in principal community, change type trans.; make changes in ant. system. Action Dec. 1.

■ K70BZ Bemidji, Minn.—Broadcast Bureau granted CP to change frequency of UHF translator from ch. 70 to ch. 72; change call letters to K72DT. Action Dec. 1.

■ W77AH Westerly, R.I. — Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to June 1, 1971. Action Dec. 1.

■ K74DQ Brownwood, Tex.—Broadcast Bureau granted CP to change from ch. 74 to ch. 72; change call letters to K72DU. Action Dec. 2.

■ K81AJ Ellensburg and Kittitas Valley area, both Washington—Broadcast Bureau granted CP to change frequency of UHF translator from ch. 81 to ch. 74; change type transmitter; change call letters to K74DT. Action Nov. 30.

Ownership changes

Application

■ KYCA(AM) Prescott, Ariz.—Seeks transfer of control of Southwest Broadcasting Co. from KTAR Broadcasting Co. (100% before, none after) to Lou and Nancy Silverstein (none before, 100% after). Consideration: $100,000. Mr. Silverstein is sales representative for publishing company. Mrs. Silverstein is operations assistant for KHEP(FM) Phoenix. Ann. Nov. 13.

Actions

■ KCYN(AM) Williams, Ariz.—Broadcast Bureau granted assignment of license from Grand Canyon Aircasters to Hancock Broadcast House. Consideration: $58,000. Sellers: John H. Connor, president, et al. Buyers: Allan S. Hancock, president (37%); William L. Woodruff, vice president (25%), et al. Mr. Hancock is vicar of St. Philips Episcopal Church, Topeka, Kan., and 30% owner of coffee house. Mr. Woodruff is program director of KTBS-TV Topeka. Action Dec. 4.

■ WETH(AM) St. Augustine, Fla.—Broadcast Bureau granted assignment of license from D & R Broadcasting Corp. to Gatorland Broadcasting Inc. for $60,000. Sellers: Rea L. Holman, vice president, et al. Buyers: Thomas W. Sims, president (25%), Dr. Charles B. Crow Jr., vice president (10%), Marion B. Grant, secretary-treasurer (33%) and William A. Grant Jr., board chairman (32%). Mr. Sims does free-lance work in public relations, sales promotion and advertising. Dr. Crow practices internal medicine. Mr. and Mrs. Grant have interest in WWWB-AM-FM Jasper, WWWR(AM) Russellville and WWWF(AM) Fayette, all Alabama. They also have interest in Jasper CATV system. Action Nov. 30.

■ WJPF(AM) Herrin, Ill. — Broadcast Bureau granted assignment of license from Egyptian Broadcasting Co. to Greentree Broadcasting Co. for $307,000, subject to adjustments. Seller: Robert A. Ferrari, et al. Buyers: Charles D. Powers (45%), Percy Faith (10.384%), et al. Mr. Powers has 50% interest of Century Broadcasting Co., licensee of KEXO(AM) Grand Junction, Colo.; Mr. Faith is music composer. Action Nov. 30.

■ WPVL(AM) Painesville, Ohio—Broadcast Bureau granted assignment of license from WPVL Inc. to Lake Communications Corp. for $537,500. Sellers: Theodore Oppregard and Carl Lee (jointly 100%). Buyer: Anthony S. Ocepek, sole owner. Messrs. Oppregard and Lee owned equal interests in WVSC-AM-FM Somerset, Pa., prior to transfer (see below). Mr. Ocepek is employed by WELW(AM) Willoughby, Ohio. Action Nov. 30.

■ WCOY(AM) Columbia, Pa.—Broadcast Bureau granted assignment of license from Krancer Communications Inc. to Eastern Shore Broadcasting Co. for $160,000. Seller: Ronald Krancer, sole owner. Buyers: Ernest Tannen and Charles Stewart (jointly 100%). Mr. Tannen owns WEEZ(AM) Chester, Pa., has 50% interest in WYRE(AM) Annapolis, Md., and WSVP(AM) West Warwick, R.I., and 90% of WDMV(AM) Pocomoke City, Md., and farm network and media sales promotion and counseling service. Mr. Stewart owns 10% of WDMV and is general manager of station. Action Nov. 27.

■ WVSC-AM-FM Somerset, Pa.—Broadcast Bureau granted transfers of control of WVSC Inc. from Carl L. Lee (50% before, none after) to T. M. Oppregard (50% before, 100% after). Consideration: $537,500. Messrs. Lee and Oppregard were formerly equal stockholders of WPVL(AM) Painesville, Ohio. Action Nov. 30.

CATV

Applications

■ Bowling Green, Fla.—Bowling Green Cable TV Inc. Seeks distant signals of: WMFE-TV, WFTV-(TV) and WDBO-TV, all Orlando; WESH-TV Daytona Beach-Orlando; WBBH(TV) Fort Myers; WSUN(TV) St. Petersburg and WLCY-TV Tampa-St. Petersburg, all Florida. (Tampa-St. Petersburg, Fla., ARB 31.) Ann. Dec. 4.

■ Columbus and Bibb City, both Georgia—Columbus Cablevision Inc. Seeks distant signals of: WATL(TV) and WTCG(TV), both Atlanta (Columbus ARB 81). Ann. Dec. 4.

■ Glens Falls, N.Y.—Champlain Cablevision Inc. Seeks distant signals of: CBFT(TV) and CFCF-(TV), both Montreal, Canada; WCAX-TV Burlington, Vt.; WPTZ(TV) Plattsburg-North Pole, and WKTV(TV) Utica, both New York (Albany-Schenectady-Troy, N.Y., ARB 42). Ann. Dec. 4.

■ Town of Lake George, N.Y.—Champlain Cablevision Inc. Seeks distant signal of: WOR-TV Burlington, Vt., CBFT(TV) and CFCF(TV), both Montreal, Canada; WCAX-TV, WPIX(TV) and WNEW-TV, all New York; WPTZ(TV) Plattsburg-North Pole, and WKTV(TV) Utica, both New York (Albany-Schenectady-Troy, N.Y., ARB 42). Ann. Dec. 4.

■ Village of Lake George, N.Y.—Champlain Cablevision Inc. Seeks distant signals of: WCAX-TV Burlington, Vt.; WPTZ(TV) Plattsburg-North Pole, and WKTV(TV) Utica, both New York (Albany-Schenectady-Troy, N.Y., ARB 42). Ann. Dec. 4.

■ Stillwater, Okla.—Frontier Cablevision Inc. Seeks distant signal of KCIT-TV Kansas City, Mo., (Oklahoma City ARB 51). Ann. Dec. 4.

■ Clearfield, Pa.—Television Communications Corp. Seeks distant signal of: WPGH-TV Pittsburgh (Johnstown-Altoona, Pa., ARB 29). Ann. Dec. 4.

Final actions

■ KLC-54 Corning and Orland, both California—Cable Television Bureau granted mod. of CP to add relay of authorized TV's to system in Orland. Action Nov. 17.

■ WEF-70 Ventura, Calif.—Cable Television Bureau granted CP for new relay station to bring signal of KCOY-TV Santa Maria, Calif., to system in Ventura; trans. location: on broadcast peak in Los Padres National Forest, Calif. Action Nov. 24.

■ WEF-71 Lincoln, Neb.—Cable Television Bureau granted CP for new relay station to be used with system in Lincoln; trans. location 2 miles due west of Crete, Neb. Action Nov. 24.

■ Falls township, Pa.—FCC dismissed petition by Bucks County Cable TV Inc., operator, asking for authority to conduct experiments with commercial substitution proposals in proposed new CATV rules. Action Dec. 2.

■ Bellows Falls, Vt.—Bellows Falls Cable Co.—Cable Television Bureau dismissed petition for waiver filed Oct. 25. Action Dec. 2.

■ Wheeling, W. Va.—FCC denied motion by Wheeling Antenna Inc., owner and operator, for stay pending judicial review of decision prohibiting multichannel carriage (Doc. 18612). Action Dec. 7.

Other actions

■ Cable Television Bureau announced that on February 1, 1971, all licenses in community antenna relay service expire regardless of when they were granted. Renewal applications should be filed with commission (or postmarked) on or before December 31. Ann. Dec. 2.

■ FCC announced that all CATV systems having 3,500 or more subscribers are required to provide program originations to "significant extent" and to have available facilities for local production and presentation of programs other than automated services as of April 1, 1971. Systems in operation on or before Dec. 31 are required to pay annual fee on or before April 1, 1971, based on average number of subscribers during 1970. Ann. Dec. 3.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 8. 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*.

■ Lynwood, Calif.—Theta Cable of California (multiple-CATV owner and subsidiary of Hughes Aircraft Corp. and TelePrompter Corp., New York, also a multiple-CATV owner), Los Angeles, has requested a franchise in the following cities: Lynwood, Compton, Cudahy, Maywood, Bell Gardens, Huntington Park, Bellflower, Paramount, Lakewood, Downey, and Norwalk, all California. Nation Wide Cablevision Inc. (multiple-CATV owner) has also requested a franchise in Bell Gardens, Calif.

■ Melbourne, Fla.—General Instrument Corp. has sold its half interest in Florida TV Cable Inc., Melbourne, Fla., to American TV & Communications Corp. (multiple-CATV owner), Denver, which is now sole owner of the company. Price: $4 million.

■ Wells, N.H.—LVO Cable Television (multiple-CATV owner), Tulsa, Okla., has requested a franchise. Donald B. Crisman, speaking for the company, said it would be unfeasible for the firm to service Wells alone. However, LVO could extend service down from a franchise they presently hold in Biddeford, N.H.

■ Fort Lee, N.J.—Vision Cable TV Inc., Hackensack, N.J., has requested a franchise.

■ *Sea Bright, N.J.*—Futurevision Cable Enterprises Inc. has been granted a franchise. The same company has requested a franchise in Eatontown, N.J.

■ Glens Falls, N.Y.—The common council granted the request of Normandy Broadcasting Corp., Glens Falls, to run trunk lines through the southern part of the city with the consent of Champlain Cablevision Corp. (multiple-CATV owner), Troy, N.Y.

■ Porter, N.Y.—STV Cable Inc., Niagara Falls, N.Y., has requested either a franchise or a permit allowing it to place cables on Lower River Road. Lines would have to go through part of Porter from the company's base in Lewiston, N.Y., to serve Youngstown, N.Y., whose residents have expressed interest in CATV.

■ Rouses Point, N.Y.—Telecable Communications Corp., Baltimore, has requested a franchise.

■ Akron, Ohio—Harry Horvitz, publisher of the Lorain and Mansfield daily newspapers, purchased Multi-Channel TV Cable Co., Mansfield, Ohio, from Transairco Inc., Akron, Ohio. The purchase price was $1.67 million.

■ Troy, Ohio—Cypress Communications Corp. (multiple-CATV owner), Pacific Palisades, Calif., has requested a franchise. They have also applied for a franchise in Tipp, Ohio.

■ Red Lion, Pa.—The borough council granted a request by Garden Spot Cable Services Inc., Lancaster, Pa., to assign the franchise granted by council covering Red Lion borough to Southern National Pennsylvania Bank in connection with a financing agreement.

■ State College, Pa.—Tele-Media Corp., State College, Pa., is taking over the assets of Teleview Inc. (multiple-CATV owner), East Palestine, Ohio.

■ Austin, Tex.—Citizen's Financial Corp., Cleveland, has merged its wholly owned subsidiary, Tower Communications Inc. (multiple-CATV owner), Coshocton, Ohio, into Communications Properties Inc., Austin, Tex. The deal includes a $14-million exchange of stock and Citizen's Financial will own approximately 65% of Communications Properties.

■ Marshall, Tex.—The Marshall city council has extended the franchise for Valley Cable Television Service for one year. This action was taken to allow the FCC more time to act on the company's applications for carriage of distant stations from Dallas-Fort Worth, both Texas, to Marshall.

■ *Saxtons River, Vt.*—The Public Service Board of Vermont has granted a franchise to Voice and Vision of Vermont Inc. The board also approved the sale of the Stetson Cable TV Co., serving the Jacksonville area, to Area Telecable Corp. for $300. The buyer also was granted a franchise in Whitingham, Vt.

An adman who says consumerism has a place in business

Week's Profile

Paul Foley gives the impression of controlled energy. He sits in one of the many offices of McCann-Erickson in New York, crossing and uncrossing his legs, or flinging an arm back on a stuffed chair.

He answers questions with measured words, changing them in between sentences almost like an editor blue-penciling copy.

This is not strange, since the chairman of the board and chief executive officer of one of the largest advertising agencies in the country is a former newspaper reporter and foreign correspondent. Words are his game.

But advertising agencies are on the firing line now about their words, and there are cries within the industry to institute self-regulation before the government acts.

The rallying cry is consumerism, and consumerism is nothing new to Paul Foley. In a speech last March in San Francisco, entitled "Do Not Abandon the Consumer to Consumerism," he said the consumer expected to be persuaded honestly—"She wants to believe in us. If she loses that faith—beware."

For more than a decade now, Mr. Foley says, McCann-Erickson has been checking new-product claims of its clients. And earlier this year a consumer-affairs coordinator was appointed within the agency. Indeed, he regards consumerism as another element in the evolution of agencies.

In regard to selling products, he notes, agencies have gone through three or four stages. Originally, the agency was the agent for the sale of space. It then moved into the area of what to put into that space and was then regarded as serving the client and media.

Today, Mr. Foley says: "I now suggest that it be regarded as serving the consumer. I don't mean we should drop our other friends. Rather we should convince ourselves and our clients that they should operate in the best interests of the consumer. In the long run—about 10 years—if advertising is not honestly consumer-oriented, it will fail to persuade and we will lose the game."

The purpose of advertising, Mr. Foley says, is to persuade people to act in their own best interest. And to do this, the advertiser and his agency must serve the consumer well.

Advertising, he feels, must move not only to protect the consumer, but to serve him affirmatively—paralleling the present movement from a production-oriented economy to a consumption-oriented one.

Although advertising always tries to deal in large numbers, Mr. Foley believes it has an enormous interest in the individual. He suggests that "persuasion is a little like kissing. It happens one at a time in a highly personalized relationship. It doesn't occur en masse."

It would almost seem that Mr. Foley was born into the business. That's not true. His father was city editor of the *Pontiac* (Mich.) *Press,* and Mr. Foley himself started out as a police reporter after he graduated magna cum laude from Notre Dame in 1937.

Paul Foley — chairman of the board, chief executive officer, McCann-Erickson Inc., New York, and editor-in-chief, agency's published product; b. March 12, 1914, Pontiac, Mich.; BA, magna cum laude, University of Notre Dame, 1937; reporter, Chicago Evening American, *1937-38; editorial staff,* Pontiac *(Mich.)* Press, *1938-39; copywriter, Grace & Bement Inc., advertising agency, 1940-43; Office of War Information, 1943, New York City; bureau chief, Istanbul, Turkey, 1944-45; executive VP, director, MacManus, John & Adams Inc., 1946-56; senior VP, director, McCann-Erickson, New York, 1956; vice chairman, board of directors, 1963; chairman of board, chief executive officer, 1965; m. Sophye Balicki, Oct. 31, 1937; children—Susan Mary, Peter Michael, Jane Celeste. Member: board of advisors, National Catholic Office for Radio and Television; board of directors, Advertising Council, University of Notre Dame board of trustees; member of numerous other civic and cultural organizations.*

Later he served with the Office of War Information both in this country and in Istanbul, Turkey, during World War II. And he returned to the U.S. as an Associated Press correspondent.

Although he hasn't covered a news story for 20 years, Mr. Foley takes a lively interest in the controversy over censorship and the media. His years in the advertising business give him a special perspective on that debate: while rejecting any form of censorship, he calls for a sense of responsibility that takes into account the unique characteristics of each medium.

For example, he says: "The area of responsibility of the television camera has to be almost instantaneous. It has to be almost a physical balance." Newspapers, he says, have "a linear thinking process and a better chance for balance than you have in the non-linear instantaneous transmittal in television." However, Mr. Foley adds, television news coverage of a live story such as the Chicago riots is not only superior but totally uncensored even by the reporter.

He says now that he had planned to stay in the newspaper field. But friends persuaded him to go back to advertising.

Before the war, he had been moonlighting in advertising and publicity jobs while working as a reporter. In 1946, he joined MacManus, John & Adams Inc., Detroit, as a copywriter. He moved up the ladder to become its creative director on an automobile account, then executive vice president and a member of its board of directors. By then he was on his way in the advertising business.

Mr. Foley joined McCann-Erickson in 1955, was elected board chairman in 1964 and named chief executive officer in 1968.

A very busy man, spending a great deal of his time traveling, Mr. Foley has no time for the horseback riding he used to enjoy. But, busy though he is, he manages to read three to four books a week.

In recent years, he has spent some of his free time researching American history. He is particularly interested in the American Revolution and for years has wanted to write a book about General "Mad" Anthony Wayne.

Not surprisingly, he hasn't found the time. As if his responsibilities in the advertising business weren't enough, Mr. Foley is affiliated with a rare variety of organizations. The list contains more than a dozen names and includes everything from the board of the Advertising Council to the Metropolitan Museum of Art to the National Committee for an Effective Congress to the Pennsylvania and Detroit historical societies. It seems remarkable that he can find time to read a book, let alone write one.

Editorials

Cool it

The National Association of Broadcasters may be doing the politic thing in trying to persuade U.S. Communications Corp., owner of five UHF stations, to retreat from its announced intention to accept hard-liquor advertising. The attention attracted by the company's original announcement has precipitated the predictable response. Legislators whose constituencies include discernible numbers of drys are already deploring the televised mention of demon rum in the American parlor.

It is sensible for the NAB to be worried about the political reprisals that would be invited if the bars against liquor advertising were suddenly lowered by a significant number of stations. The mood of Congress may be fairly gauged by the passage of legislation outlawing broadcast advertising for cigarettes and limiting broadcast advertising for political candidates, the latter staved off only by a presidential veto that was sustained by four Senate votes.

But perhaps the liquor controversy at hand is being overblown. Only five broadcast stations out of 7,000 on the air have indicated an intention to change policy. Their actions constitute no defection from the NAB code, which prohibits liquor commercials; the USCC stations are not subscribers to the code.

Nor is there a huge repository of liquor advertising about to be undammed. The organized distillers have their own code which is dead set against the use of broadcast advertising. So far no unorganized distiller has bought the first spot on any of the USCC stations.

It is really not the NAB's responsibility to attempt to impose its code restrictions on stations that have chosen not to join the code. For political purposes the association has made the necessary showing of alarm. Now it would be well advised to turn to larger dangers.

Once the limelight is directed elsewhere, the U.S. Communications stations ought to do nothing to reclaim it. If they wish to pursue their new policy quietly, and according to the careful restrictions they have drawn on content and placement, it is entirely possible that they can establish precedents that can gradually be adopted elsewhere. If that comes to pass, USCC will be owed a debt for breaking very difficult ground.

Short enough

What has long been regarded as inevitable occurred last week: The CBS-TV network disclosed that it was switching from the 60-second to the 30-second commercial as the basic unit of sale.

Critics of the move, particularly station reps and broadcasters worried about what it may do to their spot-TV business, may consider the timing especially horrendous, considering the state of the economy and the imminent departure of cigarette billings. But in some respects the wonder is that it did not happen before. CBS officials have been predicting it for years, literally. And although NBC and ABC condemn it, no one seems to doubt seriously that to stay competitive they will have to follow suit.

The official explanation suggests that when the decision was made, the CBS eye was looking in several directions—at new-business prospects, at prevailing business trends and possibly even at Washington. The prevailing trend in commercial lengths, of course, has progressed so far as to almost cease being a trend: The 30's are in, in network as well as spot; latest figures indicate that about 80% of all network-TV commercials are 30's, either standing alone or in one-minute piggyback combinations. And when CBS noted that with 30's as the base little advertisers would find it easier to use network TV, it was obviously thinking of new prospects without, we suspect, overlooking Washington, where regulators and legislators have long voiced concern about the chances of the little guy versus the big guy in network-TV advertising.

About two and a half years ago, after an especially forceful CBS endorsement of the 30 as the base unit, we suggested on this page that the outcome, already being shaped by the strong trend to 30's at the station level, had become inevitable (BROADCASTING, May 13, 1968). Today we have another suggestion: that the line be drawn here. There will undoubtedly be demands for even shorter units, but they must be resisted. Shorter units can lead to nothing but eventual deterioration of television's effectiveness.

Wipe away the tears

A dozen years ago, when it became obvious that radio networking would never recover its pre-television eminence, ABC's top management decided to go out of the radio-network business. It was dissuaded only by the political advice that the government would find ways of penalizing it in regulating its other broadcast enterprises if it put its decision into effect.

Right now NBC is wondering how it can rid itself of a radio network and group of owned stations that it has been unable to operate profitably. The worry is that the FCC may not approve a station transfer if the network is not somehow preserved.

Whatever nostalgia may be felt at the news that NBC, the pioneer, is giving up on radio networking, it ought not to obscure the observable reality that there are more than enough radio networks to go around. In addition to NBC there are CBS, Mutual and ABC, the last being four networks all by itself. Beyond those, there are specialized networks operated by AP and UPI. In the radio economy of 1970 this profusion makes no sense.

It goes without saying that there is a need for the preservation of strong radio networking as a basic means of communication in this country. But that need would probably be better filled if one or more networks left the field, to the inevitable strengthening of the survivors.

Drawn for BROADCASTING by Sid Hix

"He says if you want an interview, you'll have to climb on his lap like a good girl!"