



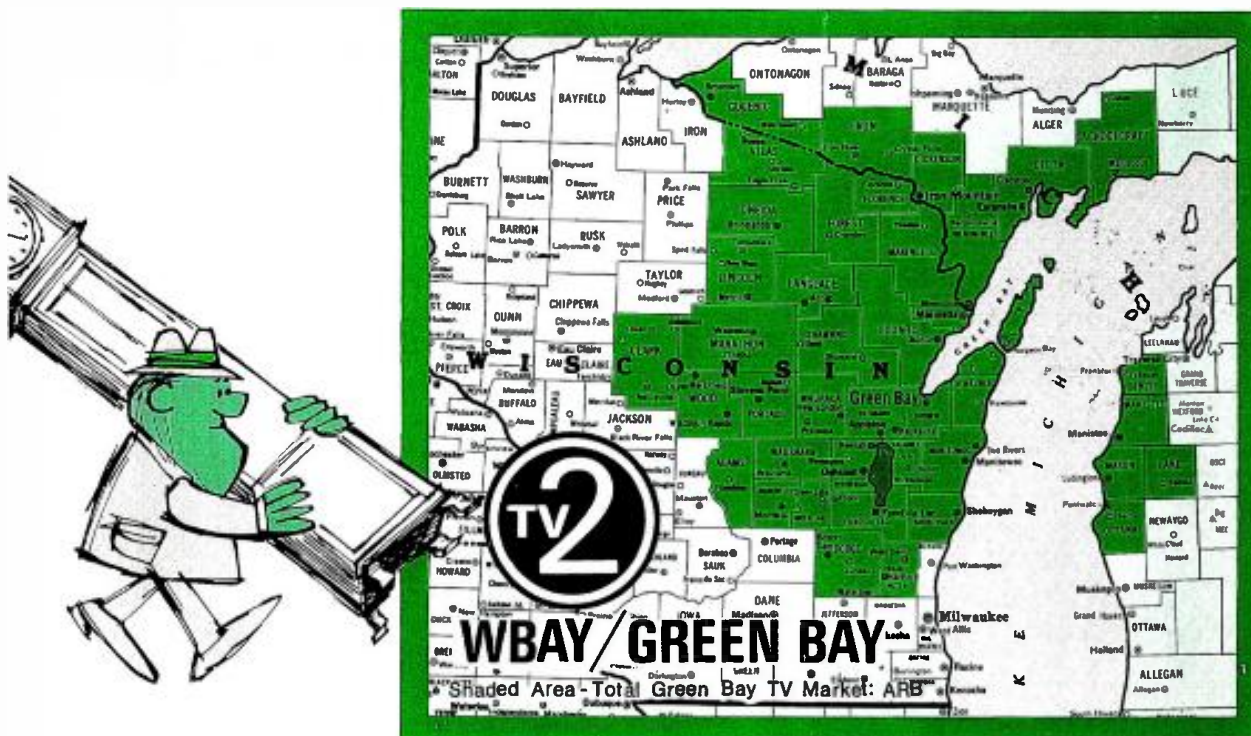
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A U L I R A R Y
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C A R I B B E A N A R E A

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

At last minute \$147-million Capacities deal clears FCC
Showdown starts this week on political-campaign reforms
Doctors summoned for radio alert system that went haywire
Standard term of broadcast billings gets test this month

Timebuyers: Don't be green with envy... Buy the Land of Milk & Money!



Green Power

in the Green Bay Television Market

ALREADY SOLD...

New York

Cleveland

Washington

Indianapolis

Buffalo

Saginaw

Omaha

Kansas City

Boston

St. Louis

Syracuse

Harrisburg, Pa.

Birmingham

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Milwaukee

Mobile

Atlanta

Los Angeles

Seattle

Portland, Ore.

Spokane

Las Vegas

Denver

San Diego

Salt Lake City

Sacramento

Colorado Springs

Monroe

Honolulu

Oklahoma City

El Paso

Phoenix

Little Rock

Houston

Warner Bros. Television

A Kinney National Company

Burbank • New York • Chicago

VOLUME 16

Consider the people.

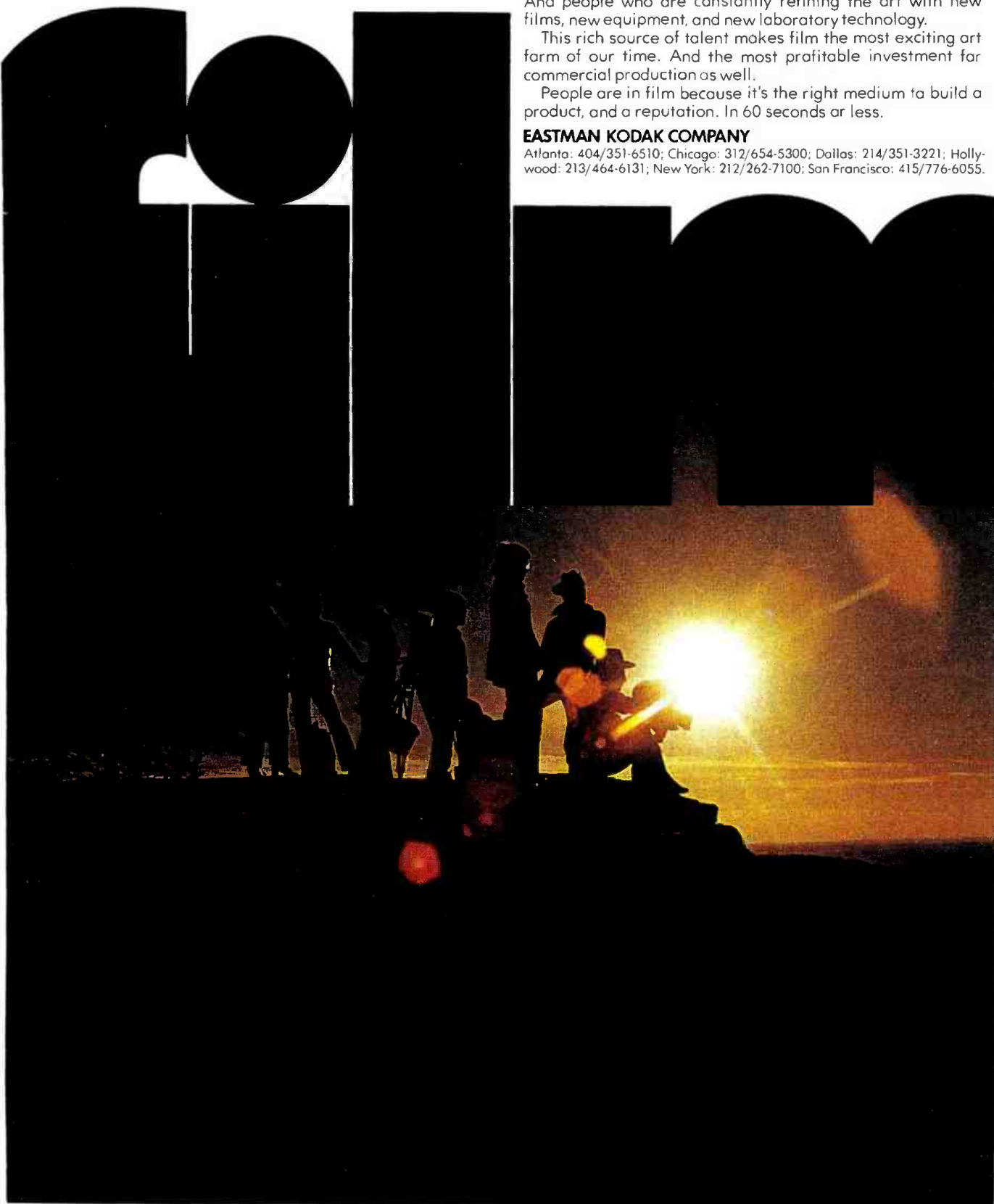
The film image can startle. Entertain. Innovate. Persuade. But the real power of film is people. People who are drawn to the personal freedom of the film medium. People who are expanding the possibilities of film through new techniques. And people who are constantly refining the art with new films, new equipment, and new laboratory technology.

This rich source of talent makes film the most exciting art form of our time. And the most profitable investment for commercial production as well.

People are in film because it's the right medium to build a product, and a reputation. In 60 seconds or less.

EASTMAN KODAK COMPANY

Atlanta: 404/351-6510; Chicago: 312/654-5300; Dallas: 214/351-3221; Hollywood: 213/464-6131; New York: 212/262-7100; San Francisco: 415/776-6055.



Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U. S. AIR FORCE



WIIC-TV

Reflections on a black George Washington

George Washington Carver was born in slavery . . . kidnapped by night raiders . . . separated from his mother who was then sold further South.

When he died, he left the South a legacy of 300 profitable uses for the peanut. He held a patent on none. "God gave them to me," he once said. "How can I sell them to someone else?"

WIIC-TV produced "The Peanut Wizard" as a tribute to him. It was aired for the first time during the Silver Anniversary year of George Washington Carver Day.

The Freedoms Foundation at Valley Forge found this documentary in keeping with the principles

behind the works of the first George Washington, and awarded WIIC-TV its highest honor.

It's the kind of recognition that comes from making an effort to reflect the real Pittsburgh: not all-white, not all-black—not all-anything-else. Just people who make up the predominant market in Western Pennsylvania.

A reflection of Pittsburgh

WIIC-TV

CB A Communications Service of
Cox Broadcasting Corporation

Capcities-Triangle deal, largest and most complicated broadcast-transfer in history, received sudden and unanimous approval from FCC last week. Transaction, totaling \$147 million, barely beats March 1 deadline. See . . .

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Broadcasting

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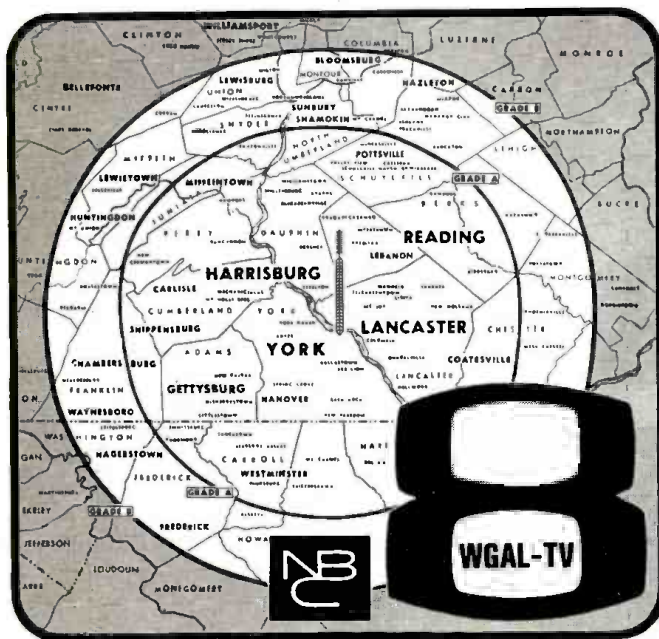
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**use WGAL-TV to keep your sales
running ahead**



WGAL-TV reach and in-depth coverage are unapproached because it delivers most viewers in its multi-city market*. Two other great selling factors: a big 50% color penetration; above-average stability and prosperity in its Channel 8 area.

*Based on November 1970 ARB estimates subject to inherent limitations of sampling techniques and other qualifications issued by ARB. Available upon request.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

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

Dinner flight

First public appearance of Astronauts Shepard, Mitchell and Roosa since last month's lunar odyssey will be before annual dinner of Radio and Television Correspondents Association at Shoreham hotel, in Washington, Wednesday (March 3). Neither President Nixon nor Vice President Agnew is expected this year (President has turned down invitations to all news media dinners). Correspondents can tip their hats to Herbert Klein, communications chief of executive branch, and Julian Scheer, outgoing assistant administrator for public affairs of National Aeronautics and Space Administration, for delivering astronauts.

Old-timers recalled that Alan Shepard, who headed latest moon mission, completed first sub-orbital flight only 10 years ago and made his initial appearance afterward at annual convention of National Association of Broadcasters in Washington. President John F. Kennedy, who had been in office only four months, personally escorted then commander Shepard to opening NAB session.

Austerity move

NBC-TV has decided to go ahead with its affiliates convention in May, but relocated and much abbreviated. Instead of Hollywood May 9-12, it'll be New York May 12 only. Among other casualties of current economy will be lavish banquet with big-name talent that has been traditional. This year's session will offer breakfast, closed meeting of affiliates, presentation by Don Durgin, luncheon with guest speaker or some discussion format and hospitality suite in hotel (New York Hilton). CBS-TV is going even further, eliminating its convention altogether but offering closed-circuit presentations ("Closed Circuit," Feb. 22). ABC-TV sources said late last week they were "still going ahead with convention plans for May 2-5," in Los Angeles.

Couric stays on

First official act of Paul Haney, who reported for work last Monday as executive vice president—public relations of restructured National Association of Broadcasters, was to name his chief deputy. John Couric, incumbent vice president, will continue in office as operations head in expanded PR division. Mr. Couric, 50, has been with NAB since 1957, was made vice presi-

dent in 1964. Other staff appointments will be forthcoming, according to Mr. Haney.

Expertise for sale

"Consortium" of broadcasting-CATV consultants with bases in New York and Washington is all but set for announcement. It puts together established TV Radio Management Corp., of Washington, operated by Richard P. Doherty, one-time VP of National Association of Broadcasters, and new GWB Associates, New York, comprising Richard L. Geismar, former president of Reeves Telecom, and Fred W. Walker and William M. Baue, former operational executives at Reeves. GWB principals have variously served with Westinghouse, Metromedia, Avco Broadcasting, Time-Life and DuMont. Mr. Geismar filed \$9-million suit against Reeves last week for breach of contract (see story, page 23).

Bartley plan

FCC Commissioner Robert T. Bartley, who has made it clear to old friends that he will retire when his term expires June 30, 1972, has new ambition: After spending his adult life as professional, he wants to go amateur. He is quietly pursuing studies for radio ham examination, and hopes to get his "ticket" about time he leaves commission at age 62.

Money tree

Ford Foundation's \$11.8 million in grants to noncommercial TV announced last week (page 36) put total allocated by foundation to ETV, since 1955, over \$200-million mark. Best estimates available at foundation, ETV's biggest and most consistent backer, are that such allocations total \$210 million, or average of \$14 million per year for 15 years.

No dope

FCC will issue public notice, probably this week, reflecting its concern over broadcast of drug-oriented lyrics. Document, which was adopted at urging of Commissioner Robert E. Lee, will put broadcasters on notice that their responsibility for knowing what goes on air from their stations specifically includes song lyrics, especially those containing references that can be interpreted as promoting use of drugs.

Commission, however, rejected sec-

ond proposal by Commissioner Lee—for notice of rulemaking aimed at incorporating notice in formal rules and, in effect, requiring broadcasters to have at hand published version of lyrics they broadcast. Commissioners may even have doubts about notice. Commissioner Nicholas Johnson, lone dissenter, is writing statement. Several of his colleagues are said to be preparing statements of their own.

Revival

Now that FCC has cleared sale of nine Triangle stations to Capcities and incidental spinoffs (see page 19), sales of rest of Triangle broadcast properties are expected to be presented to FCC soon. Not long after Triangle made Capcities deal it sold other stations—three TV's, two AM's, two FM's—to George Koehler, now Triangle general manager of broadcasting, for \$16 million. But when citizen groups attacked Capcities transfer, some of Mr. Koehler's backing suddenly dried up and hitches developed in proposed spinoffs of radio stations in portfolio. Now that opposition to Capcities has been removed and FCC approval given, Mr. Koehler's deals are beginning to jell again.

Shoppers

One prospective bidder for purchase of NBC's radio stations is group representing several black organizations, led by Rev. C. J. Vivian of Chicago. Although members have no firm financial backing now, they say they are confident they can get it. As with dozens of others who have expressed interest in buying some or all of NBC radio stations, NBC officials reportedly have been discussing prospects with Vivian group.

Dead issue

Back in Christmas season, Federal Trade Commission Chairman Miles W. Kirkpatrick attracted bit of attention with his proposal that FTC and FCC conduct unprecedented joint hearing on television programing aimed at children, with emphasis on commercials (BROADCASTING, Dec. 28, 1970-Jan. 4). Question is beginning to be asked whether anything will ever come of proposal. At FCC, where idea was never wildly popular, it appears to be dying from lack of attention. There has been little movement even toward study of proposal's feasibility.

You ought
to see our
Beautiful
new rep.

Mg mcgavren-guild
pgw radio, inc.

Now National Sales Representative
for

WDVR

The Station for Beautiful People.
In Philadelphia.

Wells, Houser confirmed

President Nixon's nominations of FCC Commissioner Robert Wells and Thomas J. Houser to new terms on commission were confirmed shortly after Senate convened Friday (Feb. 26).

Commissioner Wells will serve seven-year term that runs from July 1, 1970; Commissioner Houser will fill remainder of unexpired term of Commissioner Wells that ends June 30 (see page 28).

Net TV for soft drinks

In what was termed "unique" buy in soft drink field, Canada Dry Corp., New York reported Friday (Feb. 26), that it has purchased, in co-operation with its 180 franchised bottlers, \$3-million, 39-week schedule in prime time on three TV networks beginning April 5 for its ginger ale, mixers and Wink. In past, bottlers bought spot-TV announcements and Canada Dry was responsible for network-TV buys. Canada Dry spokesman said, however, that bottlers' spot-TV investments would continue. Agency is Grey Advertising, New York.

Comsat poised to file

Communications Satellite Corp. was scheduled to file with FCC today (March 1) application for \$250 million, multi-purpose domestic satellite communications system that is pegged on use of half facilities by TV networks.

Comsat filing follows by week announcement by AT&T that it was revising earlier application in conjunction with Comsat to add third satellite to prospective system (see page 49).

New Comsat proposal would place three satellites (two operating, one spare) in stationary orbit to cover 48 contiguous states plus Alaska, Hawaii and Puerto Rico. Each satellite, with seven-year life, would be capable of handling 24 TV channels or 14,400 voice circuits operating on 4 and 6 ghz and using cross-polarization techniques.

Application also will seek FCC approval for 132 earth stations, including two major send-recv facilities—in Southbury, Conn., for New York area, and in Santa Paula, Calif., for Los Angeles region.

Offer of eight, full-time channels to all TV networks is aimed at half-cost and greater capacity than now available from AT&T, Dr. Joseph V. Charyk, Comsat president, said at news conference Friday (Feb. 26). Price would be

about \$40 million, Dr. Charyk said, for TV package deal, including also two channels for Corp. for Public Broadcasting, and two for CATV industry. He admitted, however, talks with CATV groups had been fragmentary.

Specifications for TV, Dr. Charyk said, are subject to renegotiation which could reduce charges.

System is designed to handle other types of service also, including data, teletype, and telephone transmissions. But it is obvious, and Dr. Charyk admitted this, prospective system at moment requires acquisition of customers—with TV networks primary target.

Sale poses problems

Robert S. Strauss, president of Dallas-based Strauss Broadcasting Co. and

Line-up for CATV hearing

List of 61 spokesmen chosen to participate in eight panels in FCC's mammoth CATV rulemaking proceeding, was announced Friday (Feb. 26).

Panel 1, meeting morning of March 11 to discuss directions commission should follow to improve CATV's service to public including program origination, ownership or manner of operation of systems, separation of ownership of hardware and control over content, and other matters:

John W. Macy Jr., Corp. for Public Broadcasting; Paul B. Comstock, National Association of Broadcasters; Paul Visser, Hughes Aircraft Corp.; Everett C. Parker, United Church of Christ; Irving B. Kahn, Teleprompter Corp.; Albert H. Kramer, Citizens Communications Center; McGeorge Bundy, Ford Foundation; Jack Valenti, Motion Picture Association of America; Ted Ledbetter, Urban Communications Group.

Panel 2, meeting afternoon of March 11 to discuss proposals concerning commercial switching and payments to Corp. for Public Broadcasting:

Alfred R. Stern, Television Communications Corp.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; George W. Bartlett, NAB; Bruce Merrill, Ameco Inc.; Leonard M. Ross, Harvard University Law School; John E. McCoy, Storer Broadcasting Co.

Panel 3, meeting March 12, in morning to discuss CATV operation in top-100 markets:

Monroe Rifkin, American TV & Communications Corp.; Donald I. Baker, Dept. of Justice; Barry Zorhian, Time-Life Broadcasting Inc.; Jack Harris, Association of Maximum Service Telecasters; Leland L. Johnson, Rand Corp.; William L. Putnam, Springfield Television Broadcasting Corp.

Panel 4, meeting afternoon of March 12 to discuss CATV operation in markets below top-100:

Benjamin J. Conroy Jr., Communications Properties; Bill Fox, Lanford Telecasting Co.; Dale G. Moore, KGOV-TV Missoula, Mont.; Bruce Hebenstreit, New Mexico Broadcasting Co.; Judge Nat Allen, National TV Translator Association;

treasurer of Democratic National Committee, wants to give up battle to operate WGKA-AM-FM Atlanta.

Strauss Broadcasting has sold stations to GCC Communications of Atlanta Inc. for \$432,500, subject to FCC approval. And getting that approval may be complicated.

Commission in September 1968 approved Strauss's acquisition of stations without hearing and in face of protests from Atlanta residents objecting to Strauss's intention of abandoning stations' classical-music format in favor of middle-of-road music.

Atlantans, however, appealed decision, and U.S. Court of Appeals last October reversed commission, remanding case for evidentiary hearing (BROADCASTING, Nov. 2, 1970). Commission

George J. Barco, Pennsylvania Community Antenna Television Association.

Panel 5, meeting morning of March 15, on question of whether CATV systems should be owned by public or educational entities:

Donald V. Taverner, National Cable Television Association; Stuart Sucherman, Ford Foundation; Dr. Alber Horley, Department of Health, Education and Welfare; Joan Cooney, Children's Television Workshop; William D. Wright, Black Efforts for Soul in Television; Frederick Rebman, Community Television Inc.; Edward P. Curtis, Rochester Area Education Television Association.

Panel 6, meeting March 15 in afternoon, will deal with question of appropriate regulations between federal, state and local regulatory agencies in dealing with CATV:

Brice W. Rhyme, National Institute of Municipal Law Officers; Amos B. Hostetter Jr., Continental Cablevision Inc.; William K. Jones, New York State Public Service Commission; William Malone, General Telephone & Electronics operating companies; Paul Rodgers, National Association of Regulatory Utility Commissioners; Allan Novak, Development Technologies Inc.; Thomas Atkins, Councilman, City of Boston; Kenneth A. Cox, Microwave Communications of America Inc.; Thomas P. F. Hoving, National Citizens Committee for Broadcasting.

Panel 7, meeting morning of March 16 to discuss same issues as Panel 1:

Richard Block, Kaiser Broadcasting Corp.; Paul L. Klein, Computer Television Inc.; Irwin Karp, American Civil Liberties Union; Charlton Heston, Screen Actors Guild; John Summers, NAB; Weldon W. Case, Mid-Continent Telephone Corp.; J. Leonard Reinsch, Cox Broadcasting Corp. and Cox Cable Communications Inc.; Ossie Davis, Academy of Radio and Television Artists.

Panel 8, meeting morning of March 18 to discuss appropriate form of copyright settlement and its relation to commission's regulation of CATV:

Louis Nizer, New York attorney; David Horowitz, Columbia Pictures Industries; Bruce B. Lovett, American TV & Communications Corp.; Ernest W. Jennes, Washington attorney; Douglas A. Anello, Washington attorney; Stephen G. Breyer, Harvard Law School; Barbara Ringer, Assistant Register of Copyrights; Herman Finkelstein, counsel for American Society of Composers, Authors & Publishers; Frederick W. Ford, Washington attorney.

has not yet acted on remand order.

In view of present status of case it was not clear how commission would react to assignment applications, which have not yet been filed. Some commission officials on Friday (Feb. 26) indicated agency would take dim view of proposed sale until issues raised in court's opinions were resolved.

However, others felt that if GCC Communications could satisfy complainants in Atlanta, it could probably satisfy commission, even to point of persuading it to grant waiver of three-year rule. Presumably, GCC Communications, in making survey of community to determine "problems, needs and interests" (see page 33), will keep classical-music interests of vocal minority (according to Strauss survey, 16% of community favor classical music) in mind.

Sales price is about same as Strauss Broadcasting paid for stations. Broker is Blackburn & Co.

Besides Atlanta stations, Strauss Broadcasting owns KIXL-AM-FM Dallas and KCEB-AM-FM Tucson, Ariz. GCC Communications, whose president is Alexander M. Tanger, is subsidiary of General Cinema Corp. of Boston. It owns WERE(FM) Cleveland, WIFJ(FM) Philadelphia and KRBE(FM) Houston. Tanger owns individually WLKW-AM-FM Providence, R.I.

Scott, Mathias to testify

Senate Minority Leader Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.) are scheduled to be lead-off witnesses on second day of election-reform hearings being held this week by Senator John O. Pastore's (D-R.I.) Communications Subcommittee.

Also scheduled to testify that day (March 3) are Senator John V. Tunney (D-Calif.); CBS President Frank Stanton; Vincent T. Wasilewski, president of National Association of Broadcasters; Joseph Califano, general counsel of Democratic National Committee, and former FCC Chairman Newton Minow.

Senators Scott and Mathias last week introduced comprehensive campaign spending legislation (see page 38).

Witnesses on first day of hearings (March 2) will include Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edward M. Kennedy (D-Mass.) and Republican National Committee Chairman Robert J. Dole (Kan.); FCC Chairman Dean Burch and Russell Hemenway, director of National Committee for an Effective Congress.

Full FCC controls: Kahn

FCC powers to govern cable television should be enlarged to include local and

Week's Headliners



Mr. Schneider

Cy Schneider, president, Carson/Roberts, division of Ogilvy & Mather Inc., Los Angeles, named chief executive officer. He succeeds Ralph Carson who remains board chairman. Mr. Schneider, who joined agency in 1953, was named senior VP and director of client services in 1966 and elected president in 1967.

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

state regulation, Irving Kahn, chairman-president, Teleprompter Corp., New York, said in talk prepared for delivery at University of Chicago student communications seminar Saturday (Feb. 27). He also said Teleprompter will file its own application with FCC to build and operate earth stations to receive programs from satellites for distribution over cable TV systems.

Alluding to indictment by special federal grand jury in New York charging \$15,000 bribe in 1966 to obtain cable franchise in Johnstown, Pa., Mr. Kahn indicated broader FCC power to regulate CATV would prevent some local officials from demanding payoffs for franchises (BROADCASTING, Feb. 1).

There would be little reason for national cable system, satellite-fed, "if it merely added a fourth or a fifth network to join the endless game of follow-the-leader already being played by NBC, CBS, and ABC," Mr. Kahn said. "The prospect of satellite interconnection has relevance only in the diversity it can promote," he explained.

Five-year celebration

CBS News has developed special project titled *The American Revolution: 1770-1783*, under which at least two programs will be telecast on CBS-TV annually from 1971 to 1976 in celebration of U.S. bicentennial.

First two one-hour specials will be presented this year under sponsorship of Ford Motor Co., Detroit, through Grey Advertising, New York.

First episode, set for broadcast on April 6 (7:30-8:30 p.m.), centers around "interview" between CBS News correspondent Eric Sevareid in role of American journalist of 1770 with Frederick Lord North (portrayed by actor Peter Ustinov), who was King George III's prime minister and pivotal figure in decision to resist colonial efforts at independence.

Set sales slump in '70

Total radio and TV consumer sales (foreign and domestic) for 1970 slipped below 1969 figures despite increased last quarter activity, according to Electronic Industries Association.

EIA figures show 1970 and 1969 TV sales: color 5,320,688 vs. 6,191,806; monochrome 6,900,056 vs. 7,116,083; and total sales of 12,220,744 vs. 7,116,083.

Radio sales of 44,426,320 in 1970 fell from 51,352,742 in 1969. Meanwhile, sales of radio sets with FM capability accounted for 59% of total—21,332,308 in 1970 vs. 22,581,498 in 1969—an increase in share of total.

MCA renews credit line

MCA Inc. has renewed its revolving credit of \$134 million with its present lenders, Bank of America, First National Bank of Chicago and Marine Midland Bank, New York.

Lew R. Wasserman, MCA president, said renewed credit is for term of six years with prepayment privileges. It also provides for periodic reductions of portion of credit. He reported that interest rate in loans under credit is ½ of 1% above prime commercial rate in effect from time to time.

Propose CATV regulation

Bills to regulate CATV in Illinois were introduced into state senate and house by Republican leaders, but Democratic leaders declined to join in proposals.

Bills would prevent radio-TV and newspapers from owning cable systems in state. Bills also provide for 10% state tax on gross revenues plus added 5% tax for local governments. Move follows Maryland activity along same lines (see page 28).

Frazier-Ali preview?

Five CBS-owned television stations will carry *Profile of a Champion: Frazier/Ali* within five days of heavyweight title bout on March 8.

Half-hour special was produced by CBS-owned WCAU-TV Philadelphia, which will present program on Wednesday (March 3) from 8:30 to 9 p.m., while other outlets have air dates on Saturday (March 6).

We made a color TV with a better picture. You made it number one in America.

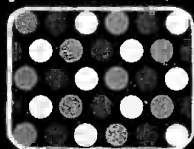
A little over a year ago, we introduced Zenith Chromacolor. A totally advanced color TV system with a color picture that out-colored, outbrightened, outcontrasted and outdetailed every giant-screen color TV before Chromacolor.

We said that unless you actually saw Chromacolor in person, you couldn't possibly judge how good it really was. Millions of you came in to see it. And you made Chromacolor the number one giant-screen color TV in America. Chromacolor, with Zenith's powerful Handcrafted chassis and patented Chromacolor picture tube... that fully illuminates every color dot on a jet-

black background to form the brilliant Chromacolor picture. If you haven't seen Chromacolor, visit your Zenith dealer and see what you're missing.

Chromacolor, in a complete selection of screen sizes.

Remember, there's only one Chromacolor and only Zenith has it. At Zenith, *the quality goes in before the name goes on.*



ZENITH
CHROMACOLOR

Simulated TV Picture

ONLY ZENITH HAS IT

Dual-purpose commercials can hit two targets with one shot

Can one television commercial do the job of two commercials when the audiences are different—that is, when the actual user of the product is not the same person as the purchaser?

Many products are used by one set of individuals, but usually purchased by another. This is especially true of children's products.

In our current economic climate, it would be highly desirable if advertising for these different audiences could be accomplished with one commercial, without sacrificing commercial effectiveness.

One of our clients, Binney & Smith, which manufactures Crayola crayons, uses television extensively to communicate with two audiences: the user—the child between the ages of 2 and 11—and the purchaser—the mother between the ages of 18 and 34. We use both children's shows and daytime women's shows, all network, to reach these two important target areas.

A close study of the various shows indicated that we were frequently picking up both the user *and* the purchaser in the same shows. For example, some of the daytime women's shows deliver almost as many children in the 6-to-11 age bracket as they deliver mothers; and conversely, on some of the children's shows, delivery of women is also fairly high, although not in the same proportions.

Though we determined that two different audiences can, indeed, be reached via a single broadcast vehicle, the challenge had just begun. The creative concept and execution of the actual commercial had to be so handled that, if shown on a daytime women's show to reach mothers, the commercial would not alienate or "lose" the child viewer—or vice versa.

We were able to work it quite well for Crayola. The agency developed a bank of eight different commercials which have been successfully aired on both children's and women's shows and with apparently equal effectiveness.

This was accomplished essentially with a strong product identification. In almost every commercial the product is a natural and integral part of the story line. In most of the messages, the product is being used by children—in totally believable, unexaggerated situations—so that the child viewer can identify with the story.

Similarly, the viewing mother can see the whole thing from an adult viewpoint. For instance, the story lines emphasize that crayons are "quiet toys," engaging the rapt attention of kids sometimes for hours while they create their own imaginary worlds on paper.

In these days of high-powered noise-makers, like chortling dolls, sputtering tanks, screeching spaceships and va-vooming racing cars blaring forth from the video screen, what parent can resist the idea of a quiet toy—and also, incidentally, a quiet commercial?

We managed to achieve that happy crossroads of concept and execution that can catch the interest of two diverse audiences.

One of our basic appeals to the adult female audience is the fact that using crayons keeps a child quietly occupied, so that poor, harassed Mom has a few serene moments, if not hours, to do household chores or just relax, while Junior cranks out drawing after drawing.

At first, it appeared that we couldn't do a commercial along these lines with a dual appeal. But a touch of humor, audio techniques inexpensively done, and strong product involvement did the trick.

All of these commercials have been developed as 30's, although the time segments we've been purchasing have been 60-second slots. We discovered that piggybacks were particularly adaptable, enabling us to get specific messages about the product across within a minute's time, by doing them as separate 30's. Our decision to go with 30's was also against the day when the networks

would have more and more 30's time segments available.

And we do not mean to negate the virtues of print media, because we do use a lot of print for all of our other clients, as well as for other Binney & Smith products.

But in the case of this particular children's product—crayons—we have moved out of print and put all of the consumer advertising into network television. The reason is that there is really no way in print media to reach both the adult and children's audience with a single insertion—and there is with video.

Another example of a "duo-appeal" commercial is what we've accomplished for another client, Millers Falls, which produces a line of power tools. A strong product feature is the safety of its shockproof line. This product was promoted into the Christmas season as a gift item involving both the husband and the wife, each talking about the product features from their separate viewpoints.

In this way, we achieved a balance in communicating to the purchaser—the wife buying it for hubby's Christmas gift—as well as with the male half of the partnership, by acknowledging his technical know-how and highlighting the product advantages in masculine terms.

These are but two examples we cite in our experience of a creative concept worked out logically for appeal to both audiences. One commercial for two achieves significant savings in the product budget and works toward more efficient use of time purchases.



Charles W. Reinhart joined the management staff of Chirug and Cairns, New York, 14 years ago as account executive and is now a vice president. His 25-year business experience ranges from copywriting to account management, advertising manager and marketing director, handling both industrial and consumer products. His over-all responsibility for the agency is in broadcast administration, where he is involved in everything from creative concepts through final commercial production and timebuying.

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GOV. JAMES A. NOE AND FRIENDS

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KNOE-TV

A JAMES A. NOE STATION
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Source: *Nielsen Station Index, average week audience estimates based on October 29-November 25, 1970, NSI, all-market cycle.

...Audience measurement of all media are estimates only—subject to defects and limitations of source, materials, and methods.



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Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

March

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, 1970 (Doc. 16495).

March 1—Newsmaker luncheon, *International Radio and Television Society*. Former Attorney General Ramsey Clark will speak on "Dissent and Communications". Empire room, Waldorf-Astoria hotel, New York.

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

March 2-4—Senate Communications Subcommittee hearings on election-campaign reform measures (BROADCASTING, Feb. 1). Room 5110, New Senate Office Building.

March 5-6—Convention, *Georgia Cable Television Association*. Towers motel, 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 11—Anniversary dinner, *International Radio and Television Society*, New York.

March 11-26—FCC oral argument and panel discussions on proposed rules governing diversification of control of CATV systems and other key CATV industry issues.

March 12-14—Meeting, board of directors, *American Women in Radio and Television*. Executive house, Scottsdale, Ariz.

March 15—New deadline for filing reply comments on FCC's proposal to permit inclusion of coded information in aural transmissions of radio and TV stations for purpose of program identification. Previous deadline was Jan. 18 (Doc. 18877).

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 *Canadian Radio-Television Commission*. Nova Scotian hotel, Halifax, N.S.

March 17—Annual meeting and election of officers, *Advertising Council*, New York. Ambassador hotel, Los Angeles.

March 18—Annual stockholders' meeting, *Cox Broadcasting Corporation*. CBC headquarters, Atlanta.

■ March 18—Workshop, sponsored by *Association of National Advertisers*, on changing service requirements of advertisers and how they are being met. Plaza hotel, New York.

March 18-20—General convention, *Florida State Cable Television Association*. Colonnades Beach hotel, Palm Beach Shores.

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

March 23—11th annual *International Broadcasting Awards* dinner. Century Plaza hotel, Los Angeles.

March 25—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be John Macy, president of Corp. for Public Broadcasting. Army-Navy Club, Washington.

March 26-27—Region 10 conference, *Sigma Delta Chi*. Union, Wash.

March 26-27—Forum on business and legal problems of television and radio, sponsored by the *Practicing Law Institute*, New York. Harry R. Olsson Jr., CBS, chairman. Water Tower Hyatt House, Chicago.

March 26-28—National convention, *Alpha Epsilon Rho*, national radio-TV honorary fraternity. Avenue 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 Telecommunications 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).

March 30—Annual membership meeting, *Association of Maximum Service Telecasters*, 9:30 a.m., Waldorf room, Conrad Hilton hotel, Chicago.

■ March 30—Public hearing of *Canadian Radio-Television Commission* on proposed reorganization of Famous Players Canadian Corp. Skyline hotel, Ottawa.

April

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

April 2-3—Region 3 Conference, *Sigma Delta Chi*. Knoxville, Tenn.

April 2-3—Region 4 Conference, *Sigma Delta Chi*. Cincinnati.

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

April 12-13—Annual Conference on Business-Government Relations, sponsored by *The American University Center for the Study of Private Enterprise*. Theme: A Dialogue with FTC. Shoreham hotel, Washington.

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

April 16—New deadline for comments from National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Jan. 15 (Docs. 18110 and 18891).

April 16-17—Meeting, officers and executive board, *Mississippi Broadcasters Association*. Laurel.

April 16-17—Region 6 Conference, *Sigma Delta Chi*. Minneapolis.

April 16-17—Region 7 Conference, *Sigma Delta Chi*. Wichita, Kan.

April 17—Annual meeting and awards banquet, *Georgia Associated Press Broadcasters Association*. Marriott motor hotel, Atlanta.

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 23-24—Region 1 Conference, *Sigma Delta Chi*. Hartford, Conn.

April 23-24—State convention, *Pennsylvania Associated Press Broadcasters Association*. Mount Airy lodge, Mount Pocono, Pa.

April 24—Annual meeting and awards luncheon, *Alabama Associated Press Broadcasters Association*. Holiday inn downtown, Mobile, Ala.

April 24—Region 8 Conference, *Sigma Delta Chi*. Hot Springs, Ark.

■ April 24—11th annual Western Heritage Awards ceremony. Cowboy Hall of Fame and Western Heritage center, Oklahoma City.

April 24-25—Region 2 Conference, *Sigma Delta Chi*. Chapel Hill, N.C.

April 25-30—Technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

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 26—Public hearing of *Canadian Radio-Television Commission*. Hearing will deal only with proposed CATV policies and regulations. Sheraton-Mt. Royal hotel, Montreal.

April 26-28—Annual conference of State Association presidents, and executive secretaries, sponsored by *National Association of Broadcasters*. Mayflower hotel, Washington.

April 30-May 1—Region 5 conference, *Sigma Delta Chi*. Terre Haute, Ind.

May

May 4-6—Spring meeting, *Pennsylvania Community Antenna Television Association*. Marriott

Major convention dates in '71

March 25-28—Annual convention of *National Association of FM Broadcasters*. Palmer House, Chicago.

March 28-31—49th annual convention of *National Association of Broadcasters*. Conrad Hilton hotel, Chicago.

April 28-May 2—20th annual national convention, *American Women in Radio and Television*. Washington Hilton hotel, Washington.

June 26-30—National convention of *American Advertising Federation*. Hawaiian Village, Honolulu.

July 6-9—Annual convention of *National Cable Television Association*. Sheraton and Shoreham hotels, Washington.

hotel on City Line Avenue, Philadelphia.

May 5—Meeting, *Missouri Association of Broadcasters*. University of Missouri, Columbia.

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

May 6—Luncheon sponsored by *Federal Communications Bar Association*. Featured speaker will be FCC Commissioner Thomas J. Houser. Army-Navy Club, Washington.

May 7-8—Distinguished Service Awards Banquet and joint Region 9 and 11 Conference, *Sigma Delta Chi*. Las Vegas.

May 7-8—Meeting, *Kansas Association of Broadcasters*. Raddison hotel, Wichita.

May 15-16—Meeting, *Louisiana Associated Press Broadcasters Association*. Royal Orleans hotel, New Orleans.

May 17—New deadline for comments from all parties except National Association of Broadcasters and American Newspaper Publishers Association on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was Feb. 15 (Docs. 18110 and 18891).

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

May 20—Spring managers meeting, *New Jersey Broadcasters Association*. Wood Lawn, Douglass College campus; Rutgers University, New Brunswick, N.J.

May 20-21—Annual spring conference, *Oregon Association of Broadcasters*. Red Lion inn, Medford.

May 20-22—Annual management convention, *Iowa Broadcasters Association*. Holiday inn south, Des Moines, Iowa.

May 21-22—21st annual convention, *Kansas Association of Radio Broadcasters*. Broadview hotel, Wichita.

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.

■ May 25-26—Workshop, sponsored by television committee of *Association of National Advertisers*, on "The Segmented Viewing Public of the '70's—And How to Reach Them." Plaza Hotel, New York.

June

■ June 4-5—Meeting of *Wyoming Association of Broadcasters*. Ramada inn, Cheyenne.

■ June 6-9—Annual student radio seminar, sponsored by *Kansas Association of Radio Broadcasters*. Kansas State University, Manhattan.

■ June 8—Public hearing of *Canadian Radio-Television Commission*. Government Conference Centre, Ottawa.

■ June 10-11—Meeting, *Indiana Broadcasters Association*. Indianapolis Hilton.

■ June 10-13—Meeting of *Mississippi Association of Broadcasters*. Sheraton-Biloxi hotel, Biloxi.

■ June 10-14—Spring meeting, *North Carolina Association of Broadcasters*. Jamaica Hilton, Ocho Rios, Jamaica.

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.

■ June 17-19—Meeting of *Missouri Association of Broadcasters*. Holiday inn, Lake of the Ozarks.

June 17-20—Meeting of *Oklahoma Broadcasters Association*. Fountainhead Lodge, Chectah.

June 18—New deadline for reply comments from all parties on FCC's one-to-a-market proposal and its newspaper-CATV crossownership proceeding. Previous deadline was March 15 (Docs. 18110 and 18891).

June 19-23—Meeting of *Georgia Association of*

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*Reg. U.S. Patent Office.

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Broadcasters. Jekyll Island, Ga.

June 21-26—18th annual advertising film festival, Screen Advertising World Association Ltd., Cannes, France.

June 27-July 1—Conference on educational communications, sponsored by Canadian Scientific Film Association, Educational Television & Radio Association of Canada, and Educational Media Association of Canada. Macdonald hotel, Edmonton, Alberta.

OpenMike

Needs extra 'Sourcebook'

EDITOR: Thank you for listing us in the equipment section of the 1971 BROADCASTING CATV SOURCEBOOK. We are certain that this listing will prove advantageous. Will you kindly send an additional copy?—Joseph S. Shrager, vice president, Herbach & Rademan Inc., Philadelphia.

Winner in two places

EDITOR: Your story dealing with the Freedoms Foundation and Ohio State awards (BROADCASTING, Feb. 15) correctly indicates that the Bell System video documentary, *It Couldn't Be Done*, was accorded the principal award for television by the Freedoms Foundation. But it fails to mention that this salute to American achievement—now being shown in 126 countries in 30 languages under the U.S. Information Agency aegis—also won an Ohio State award for impact on youth.—Jack Perlis, broadcast counsel—informational media, American Telephone & Telegraph Co., New York.

(Due to the number of awards [102] only the names of the recipients were carried with the number of honors each received. The Bell System award was one of the six Ohio State awards credited to NBC and NBC News in the story.)

BEST man

EDITOR: Your article concerning the University of Chicago seminar on media (BROADCASTING, Feb. 22) lists Gilbert Mendleson as a representative of the Citizens Communications Center. For the record, Mr. Mendleson is associated with Black Efforts for Soul in Television and not CCC.—Albert H. Kramer, executive director, Citizens Communications Center.

(An advance from the University of Chicago was the source of the erroneous information.)

On both sides of the river

EDITOR: Thank you for announcing the formation of my company (BROADCASTING, Feb. 8). However, I would like to call your attention to the fact that we will represent radio and TV stations in both Kansas City, Mo., and Kansas City, Kan.—Bruce Schneider, Bruce Schneider & Co., St. Louis.

(In the list of cities in which the new rep firm operates, Kansas City, Mo., was omitted.)

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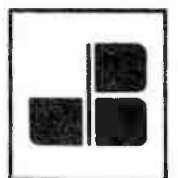
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BLAIR TELEVISION

Last-minute clearance for Capcities

Dispersion of media ownerships, deal with minorities win approval of biggest deal as deadline rushes on

In an action uncommon for its suddenness and unanimity, the FCC last week approved the biggest and most complicated package of broadcast-station transfers in history. It granted the acquisition of nine Triangle Publications Inc. stations by Capital Cities, the simultaneous spinoffs of the six Triangle radio properties involved and the sale of two Capcities television stations and a satellite. Capcities is also buying Triangle's program-syndication business. In all, the transactions add up to \$147 million.

The applications had been submitted to the agency last June but were presented to the commissioners, in the form of a voluminous staff report, only last Tuesday (Feb. 23). Within 24 hours the seven commissioners voted their approval without dissent. The basic contract in the transaction, Triangle's sale to Capcities, was to run out today (March 1) and was not to be extended ("Closed Circuit," Feb. 22).

Commissioner Robert T. Bartley, who has a long record of opposing approvals of station sales to group owners without a hearing, concurred in this decision with a statement expressing some misgivings but saying the total effect of the transfers would be a "diversification of control of mass media" and "an improvement in the general structure of broadcasting."

Commissioner Nicholas Johnson, who customarily opposes group acquisitions, also concurred but had not completed his separate statement late last Thursday.

In its decision the commission said the transfers would result in a dispersion of broadcast ownerships—an objective to be desired. It also cited as a factor in its approval an unprecedented agreement Capcities reached with citizen groups in the three cities where it will acquire television stations. The agreement calls for the company to commit \$1 million over a three-year period to the development of programs

reflecting the views of minority groups (BROADCASTING, Jan. 11).

Capcities, already a major group as the owner of five television and 11 AM and FM stations, emerges as a greatly strengthened force. It becomes the owner of WFIL-TV Philadelphia, in the fourth-ranked market, and WNHC-TV New Haven, Conn., in the 21st, as well as KFRE-TV Fresno, Calif., in the 69th.

The television stations Capcities is selling—to comply with the commission rule barring ownership of more than five VHF stations—are in smaller markets than Philadelphia and New Haven. The

TV combinations and the syndication business. In the transactions approved by the FCC last week Capcities is acting as a conduit for the assignment of Triangle's AM and FM stations. After all the trading is complete, Capcities will wind up acquiring the Philadelphia and New Haven VHF's, the Fresno UHF and the Triangle syndication for about \$55.5 million.

Capcities is selling WTEN-TV and its satellite to Poole Broadcasting Inc. for \$19 million and WSAZ-TV to Lee Enterprises for \$18 million. It will receive a total of \$14,455,000 in the sale of the



Trading out is Walter Annenberg (l), principal owner of Triangle Publications and now ambassador to the Court



of St. James's. Trading up is Thomas S. Murphy, chairman and president of Capital Cities Broadcasting.

stations are WTEN-TV Albany, N.Y., its satellite, WDCD(TV) Adams, Mass., and WSAZ-TV Huntington, W. Va. Capcities estimates that its net weekly circulation in the top-50 markets will increase from 2,440,834 to 4,761,435 television homes.

Capcities' other broadcast holdings are WROW-AM-FM Albany, N.Y.; WKBW-AM-TV Buffalo, N.Y.; WTVD(TV) Durham, N.C.; WPRO-AM-FM Providence, R.I.; WPAT-AM-FM Paterson, N.J.; KTRK-TV Houston; WJR-AM-FM Detroit, and KPOL-AM-FM Los Angeles

Capcities is paying Triangle a total of \$110 million for the three AM-FM-

Triangle radio stations—WFIL(AM) to Lin Broadcasting Corp., \$11.5 million; WFIL(FM) to John L. Richer, the station manager, \$1 million; KFRE(AM) to Walter Lake of McGavren-Guild-PGW, \$875,000; KFRE-FM to Richard A. Ingraham and Richard A. Wagner, Californians with broadcast experience, and Mr. Wagner's father, Richard W., \$105,000; WNHC(AM) to owners of WERI-AM-FM Westerly, R.I., \$850,000, and WNHC-FM to the station manager, Robert Herpe, \$125,000.

The commission's approval of the Capcities exchanges paves the way for Triangle to move ahead in its plan to

dispose of the rest of its broadcast properties—WNBF-AM-FM-TV Binghamton, N.Y.; WFBG-AM-FM-TV Altoona, Pa.; and WLYH-TV Lancaster-Lebanon, Pa. The proposed purchaser—for \$16 million—is George A. Koehler, general manager of Triangle's radio and television division. Like Capcities, he proposes to spin off the AM and FM stations.

What's more, the approval was likely to buoy hopes of the principals involved in two upcoming multistation transfers. One is the proposed \$100-million-plus merger of Corinthian Broadcasting Corp. into Dun & Bradstreet, which involves the transfer of Corinthian's five television stations and which has been pending action at the FCC for a year. The other is the announced plan for the sale of Time-Life Broadcast's 13 AM, FM and TV stations to McGraw-Hill for \$80 million, with McGraw-Hill selling off the radio stations.

The commission, in its order approving the Triangle-Capcities transactions, added a note of caution to future applicants. "Our approval is limited to the applications under consideration," the commission said. "Nothing is intended to suggest that we will give blanket approval to any and all 'spinoff' transactions."

The point was made in a passage in which the commission held that Capcities' spinoff of the Triangle radio stations did not amount to trafficking. The commission said that, in acting as a conduit for the passage of the radio stations, Capcities is not violating the rule banning the sale of properties held for less than three years. The commission also said that any profit Capcities might derive from the sale of the radio stations would be remote. The "bulk" of any cash Capcities gets from the spinoffs must be paid at once to Triangle in application to Capcities' debt. Hence Capcities has no chance to use proceeds of the spinoffs in retiring its debt to Triangle, the FCC said.

The commission also sought to make clear its continuing concern with concentration of ownership in major markets. It held that acquisitions were subject to its top-50-market policy—which requires a compelling public-interest showing in connection with the acquisition of more than two top-50-market stations—even though the number of Capcities stations in that bracket remain fixed. The commission said it was concerned with substance rather than "mere form," adding that a compelling public-interest showing is particularly important when the purpose of station acquisitions is to increase the number of top-50 homes that the buyer's stations will serve.

But the commission held that Cap-

Just under the wire

The U.S. Treasury will receive \$269,000 as a result of last week's Capcities transfers. But the sum would have been greater—more than 10 times greater—but for the largely successful efforts of the principals involved to meet a deadline.

The deadline was June 30, 1970, after which applications for transfer and assignment became subject to the FCC's new 2% grant fee. Eight of the 12 applications involved (including all of those for television properties) were filed in time—seven, on June 30.

Considering the total paid for the nine Triangle Publications Inc. and three Capital Cities Broadcasting Corp. outlets—\$144 million (\$3 million of the \$110 million to be paid Triangle is ascribed to its program-syndication business)—the fee could have been \$2,880,000.

Commission approval of one application that missed the deadline—for the sale of WFIL(AM) Philadelphia—will alone generate \$230,000 for the government. Fees will also be paid on the sales of WFIL-FM, \$20,000; KFRE(AM) Fresno, \$17,500, and KFRE-FM, \$2,100.

cities had made the required showing. In part, this involved Capcities argument that the transactions will reduce combinations of control of media. The commission said the sales will reduce concentration of broadcast media in Philadelphia, New Haven, Fresno and Albany (where Capcities is splitting off a television station from its AM-FM affiliates) and will "clearly reduce" Triangle's concentration of control of television stations serving Pennsylvania. The commission also said that, on the national level, the audience increases Capcities will gain as a result of the transactions would be "offset by an equally substantial increase in the competition" to which its new stations are subjected.

Many of the questions about the sale addressed by the commission had been raised by Citizens Communications Center, in its own behalf and on behalf of a group of law-school students, in a petition to deny the assignment applications. The public-interest law firm withdrew the petition after Capcities, following a series of conferences with it and citizen groups in Philadelphia, New Haven and Fresno, adopted its \$1-million Minority Program Project.

Capcities will apportion the funds among its television stations in the three cities over the next three years for programming designed to reflect the views, aspirations, problems and cultures of black and Spanish-surnamed minority groups. Capcities stations, a Capcities corporate production unit, or outside

sources will produce the programming; the project is expected to generate about six hours of material per year for each station.

And, while Capcities says it will maintain full control over the programs, it has promised to engage in extensive consultations with the affected groups on the manner in which funds are spent and on the programs that are produced. It says it will give "great weight and careful consideration" to any objection raised by an advisory committee representing any of the groups.

The commission, describing the project as a "major programming commitment to convey the views of racial and ethnic minority groups to the public at large," included the Minority Program Project in its judgment that Capcities had made the required "compelling public-interest showing."

WFIL-TV Philadelphia is on ch. 6 and an ABC-TV affiliate; WNHC-TV New Haven, ch. 8, ABC-TV; KFRE-TV Fresno, ch. 30, CBS-TV; WTEN-TV Albany, ch. 10, CBS-TV; WDCB(TV) Adams, ch. 19, satellite of WTEN-TV; WSAZ-TV Huntington, ch. 3, NBC-TV.

WFIL(AM) Philadelphia is on 560 khz with 5 kw; WFIL-FM, 102.1 mhz, 27 kw, antenna height 650 feet; KFRE(AM), 940 khz, 50 kw; KFRE-FM, 93.7 mhz, 68 kw, antenna 1,950 feet; WNHC(AM), 1340 khz, 1 kw daytime, 250 w night; WNHC-FM, 99.1 mhz, 10 kw, antenna 950 feet.

Capital Cities also owns Fairchild Publications which publishes *Women's Wear Daily*, *Home Furnishings Daily*, *Daily News Record*, *Footwear News*, *Supermarket News*, *Electronic News*, *Metalworking News* and *Men's Wear Magazine*. Capital Cities also owns a book division and Pontiac Press Co., which publishes the Michigan newspapers: *Pontiac Press*, *Inter-Lake News* and *Lakeland Tribune*.

Triangle publishes *Seventeen Magazine*, *TV Guide*, *The Morning Telegraph* and *Daily Racing Form*.

Straus group sells its Middletown, N.Y. AM-FM

The sale of WALL-AM-FM Middletown, N.Y., by the Straus Broadcasting Group, New York, to a newly formed corporation, Oroco Communications Inc., was announced last week by R. Peter Straus, president of Straus. The sales price is reported to be in the neighborhood of \$1 million ("Closed Circuit," Feb. 22).

The sale is subject to FCC approval. Oroco Communications is headed by James F. O'Grady Jr., who is president of RKO Radio Representatives Inc. Mr. O'Grady has submitted his resignation to RKO but will remain at his



LOU EMM — "The Morning Show"



NORM SWANSON
"3-D Show"



JOE WALDMAN
"The Joe Waldman Show"

WHIO

WHIO reflects the music preference of Dayton Adults

Light and sparkling music . . . helicopter reports . . . information . . . entertainment . . . sports . . . timely news. Lou Emm, Norm Swanson and Joe Waldman put it all together week-days to make WHIO number one among Dayton adults.*

*Source: ARB, Oct/Nov 1970, Metro Survey Area, Dayton Metro Share estimates, Monday through Friday, 6 AM-7 PM. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

A reflection of Dayton

WHIO Radio



A Communications Service of
Cox Broadcasting Corporation

Represented by CBS/RSS Radio Spot Sales

MEN 18+

Mon.-Fri. 6 am-10 am
Metro Share

WHIO	27.7
Station A	15.6
Station B	13.0

Mon.-Fri. 10 am-3 pm

WHIO	16.3
Station A	12.9
Station B	9.6

Mon.-Fri. 3 pm-7 pm

WHIO	16.2
Station A	16.8
Station B	13.3

WOMEN 18+

Mon.-Fri. 6 am-10 am
Metro Share

WHIO	29.0
Station A	15.2
Station B	12.3

Mon.-Fri. 10 am-3 pm

WHIO	16.3
Station A	12.3
Station B	13.0

Mon.-Fri. 3 pm-7 pm

WHIO	15.7
Station A	13.6
Station B	12.2

post until the FCC approves the transaction.

Straus also owns WMCA(AM) New York and WTLB(AM) Utica-Rome, N.Y., but is selling WTLB, also subject to FCC approval, to a local group headed by general manager Paul A. Dunn. It plans to concentrate its attention on WMCA.

Short-term renewals for Mass. stations

TV and satellite involved in personal-attack accusations by CATV's

The FCC has granted short-term license renewals to two Massachusetts television stations as a result of alleged violations of the personal-attack provisions of the Fairness Doctrine in the commonly owned stations' editorial policy. The commission also warned the licensee of WWLP(TV) Springfield and its satellite, WRLP(TV) Greenfield, that future violations could result in more drastic action.

Short-term renewal to April 1, 1972, was given to Springfield Television Broadcasting Corp., licensee of the two stations. The commission's action has stemmed from complaints by an association of New England CATV systems and Springfield Police Chief John F. Lyons.

Community TV Association of New England claimed that Springfield Television violated personal-attack rules in a series of anti-CATV editorials broadcast on WWLP(TV) and WRLP(TV) between February 1966 and February 1968. The association alleged in its complaint to the commission that the editorials included personal attacks against CATV systems within the reception area of the two stations. It stated that Springfield was therefore personally involved with the entities it had condemned in its broadcasts. The group also stated that Springfield Television had not regularly informed CATV systems of the broadcasts and had not regularly offered its TV facilities to CATV owners for time to respond. The group also charged that Springfield Television had never offered a pro-CATV viewpoint.

The licensee admitted the existence of the editorials but denied the charge that the stations were not regularly in touch with CATV owners. It further stated that offers of time to respond had been made to all CATV systems in the coverage area.

The commission said that Springfield Television had acted reasonably and in good faith in making time available for pro-CATV responses. The commission

noted, however, that licensees that editorialize on matters concerning them personally "should exercise extraordinary diligence to achieve fairness." The commission required Springfield Television to submit a complete report at the time of its next renewal date on procedures instituted to achieve fairness in such editorialization.

The complaint from the Springfield police chief came in the wake of a 1969 editorial broadcast over WWLP(TV) and WRLP(TV) which accused the Springfield police department of "framing" a man convicted of a narcotics violation. Springfield Television contended that Chief Lyons was offered time to respond to the accusation and refused it. The police chief denied this.

The commission said in its action relating to this complaint that the Springfield editorials could be considered a personal attack within the meaning of its rules. The commission imposed no sanction, however, since the editorials took place during an FCC moratorium on personal-attack rules. At the time, the commission said, it was awaiting judicial review of the Red Lion case. Subsequently, no action was taken on personal-attack complaints voiced during this period. The commission did, however, instruct Springfield Television to submit a statement at license-renewal time describing its procedures in notifying individuals of their right to respond.

Springfield Television has been found guilty of fairness doctrine and personal-attack violations twice before—once in 1965 and again in 1967.

NAB finds two men to fill radio-board slots

The National Association of Broadcasters last week announced the designation of Robert R. Hilker, Suburban Radio Group, Belmont, N.C., and Harold R. Krelstein, Plough Broadcasting stations, as members of the association's radio board.

The two appointments were made under a change in by-laws that requires the designation of the runner-up candidate to a vacancy on the board when the incumbent resigns or changes his status in broadcasting. The change was voted recently by the membership in a mail ballot.

Mr. Hilker succeeds the late J. R. Marlowe, WGWR-AM-FM Asheboro, N.C.; Mr. Krelstein succeeds Perry Samuels, Avco Broadcasting Co., Cincinnati, who resigned from that position. Both terms end in 1972.

Court recognizes a UHF's dilemma

Tells FCC to reconsider Providence CP extension in view of CATV question

A now-dark UHF in Providence, R.I., has obtained a new, if only temporary, lease on life from the U.S. Court of Appeals for the District of Columbia.

The UHF station, granted to Channel 16 of Providence, R.I. by the FCC in 1953, went on the air in 1954 as WNET(TV) and operated for 17 months before stiff competition from nearby VHF stations forced it to pull the plug. It had gone on the air under a special authorization and had not received a license to cover its construction permit.

(The WNET(TV) call letters last year were assigned to a New York noncommercial outlet.)

The appellate court's action came last week when it reversed an FCC order denying Channel 16's application for an extension of time in which to complete construction. The court, in a unanimous decision, said the commission had acted "arbitrarily, capriciously and without rational basis."

Principally at issue is the permittee's reluctance to put the station back on the air until the commission decides what action it will take on the proposal of a CATV system, Vision Cable, to provide service in Providence. And a hearing the commission had ordered on that proposal in 1968, on the question of whether it would have an adverse impact on Channel 16, has been suspended pending the outcome of the major CATV rulemaking proceeding that is not yet completed.

The commission denied Channel 16's request for an extension of time to construct on the ground that the decision to postpone construction did not result from circumstances beyond the permittee's control. The commission rules permit extensions only for causes beyond a permittee's control "or upon a specific and detailed showing of other matters sufficient to justify extension." The commission, which reached its decision after an oral argument, had denied Channel 16's request for full-scale evidentiary hearing on its application.

Whether the decision to postpone construction was beyond Channel 16's control or not, the court said the permittee has shown "other matters sufficient to warrant further extension"—namely, the circumstances of the case and the continued uncertainty of the CATV situation in Providence.

The court noted that only the commission can resolve the uncertainty regarding CATV and said it is "under-

standable that Channel 16 and those similarly situated are reluctant to commit large sums of money until they have a clear indication of what the commission's cable policy is going to be."

The court added that it is "unrealistic" to say that Channel 16's delay in completing the station results only from economic considerations or the exercise of its business judgment. It said that even though "Channel 16 has been the victim of VHF," it "has amply proved its intention of getting back on the air by making further investments and commitments in the improvement of the station." This was a reference to funds spent in keeping the transmitter and studio available, on maintenance, repair and taxes, tower painting and lighting through the 13 years the channel has been dark, and on the purchase of 20 acres for a new tower and the purchase of new equipment.

"It would not be fair to wipe out this investment before the commission decides what to do," the court said. It also said that it did not see how cancellation of the Channel 16 permit would further the commission's aims of promoting UHF television; not only is no one waiting to pick up the permit, the court said, no one has ever applied for the second UHF channel that has been available in Providence for the past 15 years.

In remanding the case, the court gave the commission no specific instructions. It simply directed the commission to reconsider the matter in light of the opinion. The opinion was written by Judge Burnita Matthews, senior judge of the U.S. District Court who was sitting with Chief Judge David Bazelon of the D.C. Circuit Court of Appeals, and Judge Harold Leventhal.

Group owner of FM's acquires TV permit

The FCC last week granted the sale of a construction permit for WGMI-TV Gary, Ind., from General Media Television Inc. to Family Stations Inc. Consideration in the transaction was \$20,000.

Family Radio is a religious-oriented organization which operates KEAR(FM) San Francisco; KEBR(FM) Sacramento and KECR(FM) El Cajon, all California; and WFME(FM) Newark and WKDN(FM) Camden, both New Jersey. Family Radio plans to operate WGMI-TV as a noncommercial, religious outlet, supported by the public.

General Media received a construction permit for the channel-56 facility Oct. 6, 1966. It subsequently applied to the commission for extension of time to build the station and a modification of its authorized facilities. The commission denied the request, saying that such an authorization could not be made with-



With the arrival last week of Paul Haney, the new executive vice president for public relations, the senior executive staff of the National Association of Broadcasters is complete. Shown here with Vincent T. Wasilewski, president

of NAB (seated) are the three men who head NAB's new departments (l. to r.) Paul B. Comstock, executive vice president for government relations; Grover C. Cobb, executive vice president for industry relations, and Mr. Haney.

out a hearing.

In its action last week, the commission simultaneously granted General Media's request to complete construction and to change the proposed station's technical facilities, before ownership is assumed by Family Stations.

General Media is controlled by Earl B. Glickman and others. Harold Champing is the president of Family Stations. Other principals of the group are Scott L. Smith, vice president, and Peter Sluis, secretary.

WGMI-TV's construction permit authorizes power of 263 kw visual and 52 kw aural. Antenna height above average terrain will be 310 feet.

Former president files suit against Reeves

Reeves Telecom Corp., New York, has been sued for more than \$9 million by Richard Geismar, its former president and chief operating officer, who charged that he was dismissed from his post "without cause" and without remuneration and that defamatory statements were made about him following his ouster.

Named in the suit filed by Mr. Geismar in the U.S. Southern District Court of New York were the corporation and four of its directors, Chairman Hazard E. Reeves, Edward L. Glockner, Eugene Fryman and J. Drayton Hastie.

Mr. Reeves said last Thursday (Feb. 25) that he had not "been served with the papers."

The complaint states that Mr. Geismar signed a five-year contract with

Reeves Telecom, effective March 17, 1969, at an annual salary of \$85,000, and was dismissed on July 1, 1970, without reimbursement.

Mr. Geismar claimed that upon joining Reeves Telecom, he was given "a false and misleading" picture of the company as one that was "basically sound." Mr. Geismar also said that Mr. Reeves "had knowingly overstated the value of the current assets of Telecom by more than \$700,000 and understated its current liabilities by more than \$500,000."

After his dismissal, Mr. Geismar said, Mr. Reeves published a resolution in which it was stated that Mr. Geismar had been ousted from his position "by reason of his failure to furnish to the board of directors proper and adequate information as to the corporation and otherwise properly to discharge his duties."

Mr. Geismar said the resolution was "defamatory of plaintiff, held him up to obloquy and shame and constituted libel and slander."

Mr. Reeves said last week that "all I know about this is what I read in the newspapers." He added that "the company did poorly while Mr. Geismar was here and facts speak louder than words."

Reeves Telecom is active in videotape production and sound services and owns radio-TV stations and cable-TV systems. Reeves in the first half of 1970 had a net loss of more than \$4.8 million, as compared with a net loss of almost \$1.1 million for the corresponding period of 1969.

New platform, old antagonists

Hill panel hears broadcasters and cablemen re-enact same disputes they've had for years

A small group of members of the House of Representatives got a two-hour cram course on CATV and broadcasting last week—but they heard nothing that hasn't been said before.

The Capitol Hill meeting was sponsored by the Democratic Study Group's task force on communications, under the chairmanship of Representative Robert O. Tiernan (D-R.I.). The group heard from representatives of CATV and broadcasting, as well as a lone representative of the copyright owners.

Broadcasters were defended by a group consisting of Kenneth Cox, former FCC commissioner now in private law practice and widely regarded as a cable-TV expert ever since his days as special counsel to the Senate Commerce Committee during its CATV investigation in the late nineteen-fifties; Dale Moore, KGVO-TV Missoula, Mont., who is chairman of the cable-TV committee of the National Association of Broadcasters; David M. Baltimore, WBRE-TV Wilkes-Barre/Scranton, Pa., and John Dimling, NAB's research vice president.

Cable advocates were J. Leonard Reinsch, chairman-president, Cox Cable Communications Corp. which is principally owned by group broadcaster Cox Broadcasting Corp., of which Mr. Reinsch is also president; Alfred R. Stern, president of Television Communications Corp., and a former chairman

of the National Cable Television Association; Alan Novak, staff director of President Johnson's Task Force on Telecommunications Policy, which recommended the promotion of CATV because of its possibility for diversity in TV programming, and Gary L. Christensen, general counsel of NCTA.

Mr. Cox said CATV regulation ought to be left in the hands of the FCC. He also said: Don't tinker with broadcasting—it may not be perfect but it is the best available. And, he added, if diversity of programming is the goal, let CATV originate its own programs and pay for them. The importation of distant signals by cable systems, he said, is a form of unfair competition since cable operators do not pay for the programs they provide their customers.

Mr. Moore, in a vigorous attack on CATV, said that the impact of cable falls most heavily on small-market TV stations. He added that "a wave of FCC rulings has had a drastic effect on small-market broadcasters . . . who lack the funds to underwrite [extensive legal] activities." He warned: "Unless Congress and the FCC freeze further CATV development, broadcasting in rural areas will fall."

Mr. Baltimore, long a critic of the cable industry, said that in the past two years, his market has slipped from 44th to 58th and that the audience of his

station has been diluted by half. He charged also that cable operators degraded the quality of WBRE-TV's signal in order to give the impression that imported distant signals were better.

Mr. Reinsch called for the decision on CATV and broadcasting to be made in the market place, and added that "governmental action has always tended to lag behind technical progress." He said that the present FCC "freeze" on CATV is causing an even greater lag, since "cable communications is capable of performing many meaningful services for the public good." Broadcasting, he concluded, will endure because it possesses the "inherent strengths" of free enterprise.

Mr. Novak stressed the potential that CATV offers and said that this can best be realized by permitting the importation of distant signals. But, he added, the questions of copyright and fair compensation must first be decided.

Mr. Nizer reminded the Democratic panel that the question of copyright violations for the importation of distant signals will be answered soon—probably this spring—when a suit by CBS, charging Teleprompter Corp. with copyright violations, is argued in court.

An earlier battle, decided by the Supreme Court in 1968, held that cable TV does not require copyright payments.

Mr. Tiernan at one point suggested a cable-broadcast compromise, but later admitted that the discussion had shown such hopes to be futile.

Other members of the task force are: Brock Adams (Wash.), William Hathaway (Me.), Edward Koch (N.Y.), John Moss (Calif.), James Symington (Mo.), and Lionel Van Deerlin (Calif.).



Key figures representing broadcast and CATV interests engage in debate during the House Democratic Study Group's CATV panel discussion held Tuesday in Washington. Left to right in photos above are David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Dale Moore, KGVO-TV Missoula,



Mont.; Representative Robert O. Tiernan (D-R.I.), panel moderator; J. Leonard Reinsch, chairman and president, Cox Cable Communications, and president, Cox Broadcasting Corp., both Atlanta, and Alfred R. Stern, president, Television Communications Corp.

Viacom spin-off plans belittled

Opponents claim CBS's steps won't assure autonomous operation; ask full FCC hearing

Two groups of petitioners seeking to block CBS's plan to spin off the company's CATV and program syndication interests to CBS stockholders are urging the FCC to hold a full-scale evidentiary hearing on that plan. They say the steps CBS has taken to assure compliance with commission rules are meaningless.

What's more, one of the groups—comprising of three minority stockholders in a San Francisco CATV system principally owned by CBS—even raises a question as to CBS's qualification to remain a licensee. It says that CBS's conduct in connection with Viacom demonstrates "the impropriety of either allowing the granting of new licenses or of continuing existing license status."

The plan under attack calls for CBS to distribute to its stockholders all of its stock in Viacom International Inc., the inheritor of CBS's domestic syndication and CATV operations. CBS announced the plan in June, saying this action would permit it to comply with commission rules barring networks from those activities, and could be done with the least cost to its stockholders.

But petitions filed in December by the minority stockholders in Television Signal Corp., of San Francisco, and by 11 program producers and syndicators persuaded the commission to block implementation of the plan at the 11th hour—the stock was to have been distributed on Dec. 31, 1970—and to ask CBS for a more detailed explanation of its plan (BROADCASTING, Jan. 11).

Last month, CBS disclosed several steps it had taken beyond those originally contemplated as a means of assuring Viacom's independence (BROADCASTING, Jan. 25). These include the establishment of voting trust agreements affecting Viacom stock to be distributed to CBS officials who would own more than 1% of the stock as well as to all other CBS officials who would own more than 100 shares of Viacom; and the expansion of the Viacom board to nine members, six of whom never had been officers, directors or employees of CBS. CBS also noted that, in time, the normal working of the stock market would result in the redistribution of Viacom stock to non-CBS stockholders.

Last week, the program producers and syndicators said the change is merely "cosmetic" and without "any real significance"—that the "mutuality of economic interests" provide ample reason for expecting that, in practice,

the operations of the two companies will be complementary.

They said the commission should hold a hearing to determine whether Viacom and CBS would continue under common control, in violation of the rules designed to promote competition in the program-syndication and CATV fields. The program producers and syndicators are among a group that has filed an antitrust suit against CBS and ABC in connection with the production of motion-picture films and programming produced by independents.

The minority stockholders took a similar position; they argued that the commission's rules don't provide for the kind of "blind trust" CBS has proposed as a means of assuring Viacom's independence and that CBS could maintain control over Viacom through CBS directors, officers or employees on the boards of Viacom subsidiaries. In addition, they argued that the transfer of microwave licenses involved in the proposed spin-off requires a hearing.

But the thrust of their complaint is deeper than the rules involved—neither of which is yet in effect: the CATV-network crossownership ban does not become effective until August 1973; the rule barring networks from syndication activities has been stayed pending the outcome of litigation.

The complaint by Marino Iacopi, Louis Benedetti and Frank Veroucci Jr., who together own 19% of Television Signal Corp., grows out of their effort to block CBS from absorbing the company into Viacom without paying them what they consider reasonable compensation. CBS's top offer is \$500,000; they say their interest is worth \$5.7 million.

Mr. Iacopi, who founded Television Signal Corp., and his two colleagues, have taken their dispute with CBS to the federal district court in San Francisco, where they have filed an antitrust suit against the company seeking treble damages totaling \$17.1 million and

Viacom buying Ponce CATV

Viacom International Inc., New York, has agreed to buy 80% of Telemundo CATV Inc., subject to the approval of Puerto Rico Public Service Commission. The Puerto Rican firm holds a franchise for construction of CATV system in Ponce. Other details of the transaction were not available.

punitive damages of \$50 million.

The three have alleged that CBS acquired control of the system through fraud and coercion and that it has used fraudulent practices to "milk" the company's assets, all for the economic betterment of CBS.

In one of a number of affidavits accompanying their filing last week, Willard A. Hargan, described as a CATV consultant, said his study of TVS's finances indicates that the expenses allocated to TVS either are the result of "gross negligence" or reflect the use of TVS funds for activities "other than the operation of Television Signal Corporation's CATV franchise in the city and county of San Francisco."

A letter from a former official of a CBS CATV subsidiary, Nur-Cal Cablevision, in Oroville, Calif., was included to buttress a charge that TVS was required to purchase materials from CBS's 100%-owned subsidiary, CATV Equipment Co., at prices higher than those available elsewhere. The former official, John Ray, said he was directed to buy from the CBS subsidiary, regardless of price.

The three stockholders last week also alleged that CBS has not been candid in its connection with the TVS complaint—including its expressions of surprise at their December petition aimed at blocking the spin-off. They incorporated an affidavit from their attorney indicating that CBS had been aware since August 1970 that they would seek relief in the courts and at the FCC if CBS pressed its plans to absorb TVS while leaving them "in a locked-in position."

They even disputed CBS's contention that the charges contained in the two antitrust suits—theirs and the program producers' and syndicators'—have been denied. They said that CBS has filed "no responsive pleadings" in their suit and has not even acknowledged that the suit has been made a part of their complaint before the commission.

The commission also received comments in the proceeding from the Urban Law Institute, an organization funded by the Office of Economic Opportunity that represents organizations of the poor throughout the nation. Basically, it supported the positions taken by the San Franciscans and by the program producers and syndicators and said "more complete divestiture entailing the sale of CATV facilities or other appropriate action" is required.

ULI said its concern is with the right of public access to the media, and asserted that right has been limited "under existing network practices." It added that unless access and participation "are assured, the poor and all American minorities' constitutional rights will continue to be in grave peril."

The list of eligibles for TV-board roll

All TV members of the National Association of Broadcasters were to have received last week a list of 150 television broadcasters who have declared themselves as candidates for nomination to the TV board. There are six vacancies to be filled, and two of the incumbents already have announced for re-election: William Grant, KOAA-TV Pueblo, Colo., and Peter Storer, Storer Broadcasting Co., Miami Beach.

Candidates campaigning for election are Robert F. Bennett, WNEW-TV New York; Earl W. Hickerson, WCEE-TV Rockford, Ill.; Mort Watters, Scripps-Howard Broadcasting Co.; Fred Weber, Rust Craft Broadcasting Co.; Wilson Wearn, WFBC-TV Greenville, S.C.; and Robert F. Wright, WTOK-TV Meridian, Miss.

The NAB certification list is due to be issued once again, on March 8, at which time additional television broadcasters who have indicated that they are candidates for nomination will be added; at the same time those who were on the current list who have notified the NAB that they are no longer candidates will be deleted.

The election itself takes place at a TV meeting during the NAB conven-

tion in Chicago March 28-31. There candidates from the final list are nominated. After this members vote. NAB by-laws require that there shall be at least two nominees for each vacancy, which means that at least 12 nominations must be made at Chicago.

Members of the present TV board whose terms expire and who are not eligible for re-election are Norman P. Bagwell, WKY-TV Oklahoma City; Eldon Campbell, WFBM-TV Indianapolis; Harold Essex, WSJS-TV Winston-Salem, N.C., and Hamilton Shea, Gilmore Broadcasting Co., Harrisonburg, Va.

Pittsburgh drops press fee following McCulla protest

A report that the city of Pittsburgh planned to charge broadcast-newsman and cameramen a \$12 fee for press cards, prompted Jim McCulla, president of the Radio Television News Directors Association and director of news for ABC West Coast, to fire off a protest telegram that has apparently succeeded in getting the fee dropped.

The wire to Pittsburgh Mayor Peter Flaherty said the unprecedented action "served to put a dollar size on freedom of the press." It was announced last Wednesday (Feb. 24) that the fees would be dropped.

Changing Hands

Announced:

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

■ WERT-AM-FM Van Wert, Ohio, and WKLC-AM-FM St. Albans, W. Va.: Sold by Raymond I. Kandel and others to J. Ray Livesay, for WERT-AM-FM, and William A. Harrison for WKLC-AM-FM, for \$250,000 and \$367,500, respectively. Mr. Kandel is president of 2588 Newport Corp., which owns KYVA(AM) Gallup, N.M., and KTUC(AM) and KFMM(FM) Tucson, Ariz. Mr. Livesay owns WLBH-AM-FM Mattoon and WHOW(AM) Clinton, both Illinois. Mr. Harrison is involved in manufacturing businesses in Chicago area. WERT(AM) is a daytimer on 1220 khz with 250 w, and WERT-FM is on 98.9 mhz with 6.3 kw and an antenna 130 feet above average terrain. WKLC(AM) is a daytimer on 1300 khz, 1 kw, and WKLC-FM is on 105.1 mhz with 50 kw and an antenna height of 500 feet. Broker for both sales is Hamilton-Landis Associates.

■ WFSH(AM) Valparaiso-Niceville, Fla.: Sold by Mrs. Audrey DeBruhl to Charles F. Wister for \$160,000. Mrs. DeBruhl has no other broadcast interests. Mr. Wister is former owner of WPEO(AM) Valparaiso-Niceville. WFSH operates on 1340 khz with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).

■ WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven, Conn., KFRE-AM-FM-TV Fresno, Calif., and television program syndication business: sold by Triangle Publications Inc. to Capital Cities Broadcasting Corp. for \$110 million. Contingent on sale was Capital Cities "spin-off" of WFIL-AM-FM Philadelphia, WNHC-AM-FM New Haven, and KFRE-AM-FM to separate buyers for an aggregate of \$14,455,000 (see page 19).

■ WTEN-TV Albany, N.Y., WDCD(TV) Adams, Mass., and WSAZ-TV Huntington, W. Va.: Sold by Capital Cities Broadcasting Corp. WTEN(TV) and WDCD(TV) to Poole Broadcasting Co. for \$19 million, and WSAZ-TV to Lee Enterprises for \$18 million (see page 19).

■ WGMI(TV) Gary, Ind.: Sold by General Media Television Inc. to Family



FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER

MIDWEST VHF-TV

\$4,250,000

Well established station with long record of earnings. Basic network affiliation. Completely equipped for color. Nearly 500,000 homes in coverage area. Market indices all on plus side. \$2 million cash at closing. Terms on balance negotiable.

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71-9

Stations Inc. for \$20,000 (story, page 23).

■ **KPAY-AM-FM** Chico, Calif.: Sold by Lucian M. Richardson and Crockett Citizens National Bank to Richardson Broadcasting Corp. for \$373,693.59. Mr. Richardson and bank are co-executors of estate of J. Ned Richardson. Richardson Broadcasting is 86%-owned by Pacific Northwest Broadcasting Corp., licensee of KPNW-AM-FM Eugene, Ore. Frank Mertz owns 10% of Richardson Broadcasting, and rest is distributed through minority stockholders. Family of J. Hobart Wilson has controlling interest in Pacific Northwest. Mr. Wilson and son, Charles H., have minority interest in KEZI-TV Eugene. KPAY(AM) operates on 1060 khz with 10 kw unlimited-directional-night. KPAY-FM is on 95.1 mhz with 8.6 kw and has an antenna 18 feet above average terrain.

■ **KFWT-FM** Fort Worth: Sold by W. C. Windsor Jr. to Marsh Media Ltd. for \$315,000. Mr. Windsor also owns KFWT-TV there, which has been dark for some time. Marsh Media (principals of which are Stanley Marsh III, Tom F. Marsh, Michael Marsh, John S. Tyler and Estelle Marsh Watlington) has 25% interest in KVII-TV Amarillo, Tex. KFWT-FM operates on 102.1 mhz with 100 kw and an antenna 960 feet above average terrain.

■ **WRRR(AM)** Rockford, Ill.: Sold by Burnell L. Small, Len H. Small, Grace Small and Reva Small to Alan H. Cummings and Buddy Black for \$375,000. Burnell Small has majority interest in WKAN(AM) Kankakee, WQUA(AM) Moline and WIRL-AM-FM Peoria, all Illinois; KIOA(AM) Des Moines, Iowa, and WIRE(AM) Indianapolis. Len Small is majority stockholder of Kankakee Daily Journal Co., Kankakee, and Ottawa Publishing Co., Ottawa, Ill. Mrs. Grace and Reva Small have small holdings in their husbands' respective interests. Mr. Cummings is 75% owner of WLTD(AM) Evanston, Ill., and Mr. Black has small interest in that station. WRRR operates on 1330 khz with 1kw directional day.

Regional press meeting scores divestiture plan

FCC proposals prohibiting newspaper ownership of cable-television systems or broadcasting stations within the same market were attacked by the Inland Daily Press Association last week at its winter meeting in Chicago.

Association members adopted a resolution expressing "dismay and serious concern" that the FCC would consider restricting newspaper ownership of the electronic media. The members felt the FCC, as an independent agency, has no

business acting on a policy question that more properly belongs to Congress and the executive branch of the government.

Sanford Smith, general manager of the American Newspaper Publishers Association, told the meeting that FCC thinking has changed from a case-to-case basis to "over-all regulation where newspapers are adjudged guilty as broadcast owners just because they are newspapers." He noted only two other groups now are prohibited from being licensees—aliens and felons, "and we do not want to join that peer group."

Noting the FCC also proposes that within five years a newspaper would have to give up any station it now owns in the same market, Mr. Smith said this will result in \$1.9-billion worth of forced station divestiture. ANPA plans to file with the FCC in April to oppose such proposals, he said.

CBS staff reductions hitting upper echelons

The water was beginning to recede last week from the main wave of personnel cutbacks in CBS's retrenchment program (BROADCASTING, Feb. 15, 22), and it became clear that some well-known, long-time broadcasting figures

would be among the missing.

Ed Hall and Ed Scovill, veteran affiliate-relations executives, who were the managers of the department's Western and Midwest operations, respectively, were scheduled to take early retirement. Mr. Hall's Hollywood office reportedly is to be closed. Mr. Scovill operated out of New York headquarters.

Howard Kany, who had been director of international business relations for CBS Enterprises but had recently moved into the CBS/Broadcast Group in anticipation of the planned spin-off of Enterprises with Viacom International, also was reportedly set for early retirement.

In Washington, Robert Early, executive assistant to Theodore F. Koop, CBS Washington vice president, was let go.

In CBS News, William Cole, correspondent in Beirut, Lebanon. Larry Nathan, producer of CBS Radio's *World of Religion*, and Frank Kearns, a long-time correspondent, were among those released.

One of the highest ranking officers, if not the highest ranking officer, to leave was Norman Adler, a corporate vice president and general executive who in past years had been prominently identified with top management of CBS's subsidiary, Columbia Records. Werner

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Wells, Houser await approval of Senate

Pastore notes FCC must face application backlog, satellite and CATV issues

The nominations of FCC Commissioners Robert Wells and Thomas Houser to new terms on the commission were favorably reported out of the Senate Commerce Committee last Wednesday (Feb. 24). The nominations went to the Senate floor, where a vote was expected any time.

The action follows the committee's confirmation hearings held last Tuesday (Feb. 23) under Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee.

Both Commissioners Wells and Houser are serving on the FCC under recess appointments made by President Nixon last January. Commissioner Wells was appointed in 1969 to fill an unexpired term that ends June 30. He resigned that appointment to be eligible for the present full term that runs for seven years from July 1, 1970. Commissioner Houser has been nominated to fill the remainder of the unexpired term of Commissioner Wells that runs until June 30.

At the outset of the confirmation hearings last week, Senator Pastore cited three major problems confronting the FCC—its large backlog of applications, the still-unresolved domestic-satellite issue and the CATV proceeding that is "still in a state of flux." De-

lays in dealing with these issues work "unjustifiable hardships on the public interest," the senator said.

After that reminder, the hearing focused on the two commissioners. Senator Robert Dole (R-Kan.) who is also Republican National Committee Chairman, described Commissioner Wells as "one of the most diligent, conscientious and objective members" of the FCC. Senator Charles Percy (R-Ill.) read a letter from Senator Adlai Stevenson III (D-Ill.) endorsing Commissioner Houser, then himself endorsed Mr. Houser, referring at one point to Mr. Houser's concern for minority interests.

Senator Pastore stated that he hoped Senator Percy would join him and black representatives in arranging a meeting with the White House "to see if we can-



Mr. Wright

not persuade the President in the immediate future to make an appointment of a responsible black man on this commission." However, he added, "I can no more reject a qualified man because he is white than I could reject a qualified man because he is black." Senator Percy expressed his approval of that suggestion.

Senator James B. Pearson (R-Kan.) then cited Commissioner Wells's "personal, professional integrity" for the job.

FCC Commissioner Nicholas Johnson was present at the hearing, but did not testify. Instead he sent a letter to Senator Pastore in which he cited Commissioner Houser's "intelligence, independence, and lack of knee-jerk ideology."

He said the administration's nomination of Mr. Houser was a commendable action.

"The real test will come, of course, a few months from now when he [Mr. Houser] will be up for reappointment to a term for a full seven years rather than for a few months," Commissioner Johnson said. "Having demonstrated the imagination to experiment with the novelty of quality appointments, will the administration now have the courage to stick with one once made?" he asked.

Senator Pastore broached the CATV issue, stating he hoped the FCC would not do anything to injure broadcast television. He said: "I would hope that this committee would not find itself confronted with a fait accompli. I would not want this thing to be decided irrevocably and then, of course, have this committee entrusted with the responsibility of unraveling it. I would

Pleus, corporate director of acquisitions, was also let go.

Just what the company-wide total for personnel departures would be could not be ascertained. CBS sources said it probably would be impossible to put even an estimate on it for weeks and probably months.

The generally reported goal of the cutback is a 15% reduction in CBS expenditures.

Md. assembly to tackle liquor ads, cable stations

Maryland Governor Marvin Mandel asked his General Assembly Thursday (Feb. 25) to place the growing cable-TV industry in that state under regulation of the state public service commission as a public utility.

If the bill, introduced in both houses, succeeds, the commission would acquire

the power to control rates and set standards of quality for CATV services. Maryland presently imposes no state controls over its 18 cable-TV systems, which serve mainly rural areas.

Under the new proposal all existing CATV systems would continue operations provided they meet the legislation requirements and file rate reports and other required information within 90 days of July 1.

A similar bill was introduced two years ago and met strong opposition from CATV spokesmen.

Also in Maryland, a resolution has been introduced by state senator James F. Clark Jr., asking the assembly to urge the state's national congressional delegation "to work for prohibition of advertising of all alcoholic beverages on television and radio." Senator Clark contended that a ban on liquor advertising would be a justifiable follow-up

to last year's ban on broadcast cigarette advertising.

Macdonald stays with House Communications

Representative Torbert H. Macdonald (D-Mass.) will continue to serve as chairman of the House Communications Subcommittee during the 92d Congress.

Mr. Macdonald's decision, affirmed by unanimous vote of the parent Commerce Committee and announced last week, ends speculation that he might move to the chairmanship of the Transportation and Aeronautics Subcommittee. That post fell vacant after the defeat last fall of Samuel E. Friedel (D-Md.).

Among the matters Mr. Macdonald says he wants the subcommittee to con-

hope that at some juncture you would allow this committee an opportunity to call the whole commission before it so that you can review with us in public session some of the thoughts that you have in mind before the big question is resolved. . . ."

Commissioner Wells said: "We need all the advice, ideas and information we can get, and expertise from here would be welcome."

"My position is that the commission is an agent of the Congress and I would hope we could have these guidelines in this subject," replied Commissioner Houser.

Inserted into the hearing record were letters to Senator Pastore from Senators Joseph M. Montoya (D-N.M.), George S. McGovern (D-S.D.), Hubert H. Humphrey (D-Minn.), Karl E. Mundt (R-S.D.), Thomas F. Eagleton (D-Mo.), Allen J. Ellender (D-La.), Quentin Burdick (D-N.D.), Mike Mansfield (D-Mont.), Milton R. Young (R-N.D.), Wallace F. Bennett (R-Utah), and John C. Stennis (D-Miss.). Each expressed personal views, or those of constituents, that CATV policy should be left to Congress to formulate and to the FCC to carry out.

At another point Senator Norris Cotton (R-N.H.) asked Commissioner Wells if he intended to serve a full seven-year term. "Yes, sir," the commissioner replied. "I have no other definite plans in mind." Mr. Wells is known to have thought about running for governor of Kansas if conditions turn favorable.

Later in the hearing William D. Wright, national coordinator for Black Efforts for Soul in Television, told Sen-

ator Pastore that a black commissioner would be more sensitive to, and representative of, black needs. For insertion in the record (and comment by the commissioners later) Mr. Wright asked what steps the nominees have taken to end discrimination in broadcasting or any other area of society.

Another witness appearing was attorney Anthony R. Martin-Trigona, who called on the nominees to reveal in advance their views on FCC matters, and maintained there should be a public interest lobby on the FCC.

Senators Philip A. Hart (D-Mich.) and Frank E. Moss (D-Utah) also submitted questions directed at Commissioner Houser.

Senator Hart asked for Mr. Houser's feelings on possible FCC standards for telephone service; financing for the

Corp. for Public Broadcasting; reduced rates (based on ability to pay) for interconnecting educational TV stations to public television networks; means by which the FCC could increase diversity of news sources and increase the level of competition; improving the FCC's responses to citizens' complaints; FCC involvement in preventing false advertising, and how Mr. Houser thought he could improve broadcasting.

Senator Moss asked Mr. Houser if he was familiar with the operations of the hundreds of small business firms that compete with the wireline companies in providing mobile-radio services. He also asked how Mr. Houser felt about the FCC's plan to give "a new bloc of frequencies to wireline companies and not to radio common carriers, which claim to have greater need."



(l.-r.) Messrs. Percy, Houser, Wells, Dole.

sider during this Congress are children's programming, CATV guidelines, permanent financing for noncommercial broadcasting, and for political broadcasting.

The Massachusetts congressman is now the second-ranking Democrat on the Commerce Committee.

SCLC will push for black wage hikes

The Rev. Jesse Jackson and the "Operation Breadbasket" arm of the Southern Christian Leadership Conference disclosed last week that a national drive is to be undertaken to win higher pay for Negro disk jockeys at radio stations that program to the black market. Chief target: white owners who allegedly pay blacks less than whites for comparable work.

The intent was made known following settlement of substantially higher new wage scales for black air personalities at WVON(AM) Chicago. Mr. Jackson acted as a mediator in the talks at the request of the WVON employees. Their present scale of \$11,700 per year will escalate to \$20,800 over a three-year period. Each man gets a \$6,500 raise this year, a boost of \$125 weekly immediately.

WVON's new ownership, Globetrotters Communications, pointed out, however, that the men had accepted what was WVON's offer. The increase was considered fair based upon a salary-adjustment study that was initiated long before the talks began.

The study included such factors as other comparable major-market operations, station sales volumes and prevailing wage scales.

A total of 11 men at WVON will re-

ceive the new pay, including four newsmen. Lucky Cordell, WVON general manager, who also acted as a mediator, explained the inclusion of the newsmen under the new agreement was one of his key points in presenting the employee case to ownership.

He said he feels that newsmen for too long have been treated as second-class citizens and he thinks their on-air contribution is equal to that of the disk jockeys.

On the other hand, he indicated, he was able to dissuade the employees from pressing their demands for extreme wage increases. These appeared to be based in part on their belief they had been so long underpaid and yet had contributed so much to building up the station to the point where it could command a sales price of \$9 million last fall. Globetrotters Communications acquired WVON at that record price for

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It might also be interesting to know that at any given time, about half our client list is No. 1 in their respective market, and they use the information we gather and recommendations we make to keep them that way.

The balance of our client list is composed of aggressive stations that are working toward that No. 1 position.

Our methods are both simple and complex. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

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a class-IV local outlet from Phil Chess and the late Leonard Chess, founder of Chess Records (BROADCASTING, Sept. 28, 1970).

Mr. Jackson, following the agreement, explained: "We plan to confront other local black stations in Chicago and others across the country to let the white owners know that black radio can't mean black salaries."

WVON's personalities are members of the American Federation of Television and Radio Artists. The AFTRA contract expires March 1 and is being renegotiated. The new minimums, however, will still be much lower than the amount WVON has agreed to pay its men.

Mr. Cordell is also executive secretary of the National Association of Television and Radio Announcers, a black-oriented group. He said, however, NATRA was not involved in the WVON talks and his office in the organization was incidental to his WVON role.

Gloom and doom from Michael Dann

Former CBS executive foresees bleak future for system he left

The commercial TV networks are in for a very rough, bumpy time in the months ahead, Michael Dann, vice president of the Children's Television Workshop, predicted last Thursday (Feb. 25).

Speaking at a New England Broadcasting Association meeting in Boston, the former senior vice president in charge of programming for CBS-TV detailed reasons for his dark predictions, commenting that the future holds a "state of turmoil for the industry not only on the economic front but on all fronts." He also recalled his Hollywood speech of last Oct. 13, when he said "the commercial network situation for the year 1971 on the economic front alone is so serious that I believe there is no chance for the network structure as we have known it to survive" (BROADCASTING, Oct. 19, 1970).

But there was more of the same black picture. He said there would be further network cutbacks in news, documentaries and specials, adding, "they will be substantially more severe than those the network presidents have already announced."

Despite an increase in gross sales for 1970, Mr. Dann said, network profits dropped substantially—even before the loss of cigarette advertising. Network prime time collectively was not profit-



Mr. Dann

able in January, he said, though this is normally a peak profit period. And sales have not risen despite the switch to the 30-second commercial base, Mr. Dann added.

Mr. Dann said there was an acute shortage of new program material for local stations. "At this point, not one major production company is making film series to fill any of the 21 half hours made available to local stations by the cutback in network evening time ordered by the FCC," he said.

He claimed that hundreds of network affiliates still have no plans on how to utilize the time periods being returned to them by the networks. "And it is quite possible," he said, "that during the next 12 months one or more of the networks will voluntarily cut back their evening time even more" than the FCC prime-time access rule requires.

Hollywood did not escape Mr. Dann's gloomy predictions. As TV's chief program supplier, he said, Hollywood is under extreme economic pressure and faces substantial reductions in existing production.

But Mr. Dann's outlook was not gloomy on all fronts. He thought there might be a bright outlook in some areas, such as independent stations, cable-television systems, noncommercial television and specialized independent production centers such as the Children's Television Workshop.

ABC, CBS, and NBC face a challenge today if they want to maintain full network service, he said. That challenge, he concluded, is to attract advertisers and viewers not now involved with the home screen. "Television networks' needs are such that the industry must appeal to all advertisers and to the entire American public," he said. "Not all the time, but at least some of the time."

First tremors rattle 'substantial service'

FCC data shows stations far from proposed standards; commissioners indicate unease over inquiry

Some early indications of the complexities and disputes the FCC will face in its efforts to define the "substantial service" element in license-renewal proceedings appeared last week.

Three concurring and one of the two dissenting commissioners to the 5-to-2 vote adopting proposed rulemakings and inquiry into the license-renewal process two weeks ago (BROADCASTING, Feb. 22) issued separate statements. And the FCC released figures indicating percentages of time presently allocated by TV stations to news, public affairs and local programing—key elements in the proposed definition for "substantial service."

In its notice of inquiry, the commission suggested guidelines, in terms of percentages of time devoted to local programing and programing designed to inform the electorate (news and public affairs), for determining "substantial service," as that term is used in the 1970 policy statement on comparative hearings involving renewal applicants. The commission said it would favor the incumbent in such hearings if he could demonstrate "substantial service."

The commission stressed that the guideline would be general and would not be automatically definitive, "either for or against" a renewal applicant. But the analysis of renewal applications released by the commission last week indicates that large numbers of stations would be required to upgrade their programing—particularly major stations in the case of public affairs—if they were to gain whatever security the suggested guidelines would provide (see tables).

Chairman Dean Burch, one of those who concurred, paraphrased Winston Churchill on democracy in expressing his feelings about the inquiry: "This may be the worst way of proceeding except when you consider all other ways of proceeding. Sooner or later—generally or in ad-hoc fashion—the agency must come to grips with the basic questions here raised."

He added that it might be better and more fair to do so "sooner and in a general inquiry than to await the slow accretion of policies formulated in nar-

row adjudications with limited records and limited participation by interested persons." But if the inquiry method does not prove feasible, he said, the commission will have to rely on the judgment of individual cases.

Commissioner H. Rex Lee expressed concern about the "inclusiveness and generality" of the standards and definitions suggested, adding that "their broad brush-and-sweep tend to neglect economic realities and structural differences within the broadcasting industry." What is realistic and financially reasonable for top-50-market stations, he said, may not be for stations in smaller markets.

He also said that there "seems to be some degree of shortsightedness" in a system that encourages local-live origination, local news and public affairs by broadcasters whose efforts to meet their public-interest obligations are undercut by CATV systems importing distant signals. The same could be said, he added, of small-market broadcasters faced with specialized programing demands imposed by competition and "the growing law of community-group rights."

The third concurring commissioner, Nicholas Johnson, is a long-time advocate of set criteria for judging renewal applicants. And in his statement he seemed more troubled by what the

commission left unsaid than by what it was proposing.

The notice, he observed, "is *not* necessarily a commitment to revise the performance levels upward in such manner as to continue to 'protect' approximately the same percentage of broadcasters as the present levels. Should it be?"

There remain, he said, "a great many open questions to be addressed in this inquiry—even apart from the most fundamental misgivings as to why we painted ourselves into this corner in the first place." Apart from the proposition that the commission must move, he added, "I'm open to suggestions on where we go."

Commissioner Robert Wells, who with Commissioner Robert T. Barkley dissented, said that "although many licensees will welcome the short-range benefits of having numerical requirements to meet," neither broadcasters nor the public will benefit from such a practice. Commissioner Wells, a former broadcast executive, expressed the fear that it would give broadcasters an incentive "to play this numbers game to satisfy the commission."

"If this occurs," he added, "the licensee will not be discharging his responsibility to operate the station in the public interest. If this country is to enjoy truly diverse programing, we must leave some measure of flexibility to the licensee. This policy will leave fewer decisions to management."

If the proposed guidelines are adopted, one decision the management of many large stations would be making is to up their amounts of public-affairs programing. The performance figures released by the commission indicate only 10% of the 67 major TV outlets involved, those with \$5 million or more annual revenues, come up to the proposed public-affairs standard—5% (or almost seven hours a week).

About 57 stations that report revenues of less than \$1 million annually—36 VHF affiliates, 15 UHF affiliates and six VHF independents—meet the standard for stations at the low end of the proposed 3-5% range for public affairs programing. The stations are all in the 33d percentile of their respective

Tailored for radio

President Nixon was pictured last week by CBS News White House correspondent Dan Rather as a radio believer, particularly when the President is concerned with "complicated matters."

Mr. Rather said in a broadcast following President Nixon's "state of the world" radio message Feb. 25:

"Richard Nixon believes in radio. He thinks that in complicated matters you can get through on radio better than you can get on television because you don't have the visual element to sort of muck things up. He did not deal in any great detail on the war. He's trying to tamp down concern about the war at this time. A major television appearance would not have fit with that."

categories.

The commission is also suggesting a special standard for prime time—3%, or about one hour a week. However, the commission has no information from its current renewal forms as to station's performance in either public affairs or news in prime time.

The other standards and the number of stations that would presently

meet them, as revealed in the commission's figures:

News, 8-10% for network affiliates—(about 22) of the 67 stations reporting revenues of more than \$5 million devote 10.1% or more of their time to news; 55 VHF affiliates (of 110) and 14 UHF affiliates (of 44) earning less than \$1 million schedule as much as 8% news weekly.

News, 5% for independent VHF stations—about six of the 18 stations involved carry that much.

The commission also proposes the same standards for affiliates and independents in prime time. (UHF independents and stations generally that are not profitable would be excluded from all of the guidelines.)

Local programing in prime time,

How FCC rates stations now

The FCC's suggested guidelines for determining the kind of "substantial service" that would give an advantage to a renewal applicant in a comparative hearing grew out of an extensive examination of service now provided by all television stations.

The commission staff reviewed the stations' renewal applications, picking out the volume of news, public affairs and local programing, and noted the revenues the stations reported. Out of this study the staff produced the following tables, showing in what percentiles, from 10 to 90, stations in various categories will fall in terms of their news, public affairs and local programing.

Percentage of total broadcast time devoted to news by class of TV station ¹

Percentile ²	VHF AFFILIATES				UHF AFFILIATES		VHF INDEPENDENTS
	In top-50 markets		Markets below 50		All markets		All markets
	Revenues over \$5 million	Revenues less than \$5 million	Revenues over \$1 million	Revenues less than \$1 million	Revenues over \$1 million	Revenues less than \$1 million	All revenue classes
10	12.2	11.3	11.7	11.1	11.0	9.2	6.7
20	11.0	10.0	10.8	10.1	10.1	8.4	5.6
25	10.6	9.7	10.2	9.8	10.1	8.2	5.4
33	10.1	9.1	9.6	9.1	8.8	8.0	4.9
50	9.0	7.7	8.6	8.0	8.4	7.2	4.6
75	7.0	6.1	7.0	6.3	5.4	5.5	3.1
90	5.5	4.7	5.5	5.2	3.9	3.0	2.8

Number of stations in class:

67

76

149

110

30

44

18

¹ Time devoted to news does not include time for commercial matter.

² Percentiles can best be explained by means of an example. For instance, in column two the figure 11.0 across from the 20th percentile means that 20% of the 67 stations in the top-50 markets with revenues greater than \$5 million devoted 11.0% or more of their program hours to news during

the composite week. The figure 7.0 in column two across from the 75th percentile means that 75% of the 67 stations devoted 7.0% or more of their program hours to news.

Source: Data from latest renewal forms.

Percentage of total broadcast time devoted to public affairs by class of TV station ¹

Percentile	VHF AFFILIATES				UHF AFFILIATES		VHF INDEPENDENTS
	In top-50 markets		Markets below 50		All markets		All markets
	Revenues over \$5 million	Revenues less than \$5 million	Revenues over \$1 million	Revenues less than \$1 million	Revenues over \$1 million	Revenues less than \$1 million	All revenue classes
10	5.6	4.7	4.8	4.9	5.0	5.8	8.3
20	4.4	3.9	4.0	3.8	4.6	4.4	3.9
25	4.0	3.5	3.7	3.5	4.5	3.5	3.7
33	3.7	3.2	3.2	3.1	4.1	3.2	2.8
50	3.0	2.5	2.5	2.4	2.8	2.5	2.2
75	2.2	1.8	1.7	1.5	1.4	1.2	1.2
90	1.6	1.1	1.1	1.0	1.1	0.8	1.1

Number of stations in class:

67

76

149

110

30

44

18

¹ Time devoted to public affairs does not include time for commercial matter.

Percentage of broadcast time between 6 and 11 p.m. devoted to local programing by class of TV station ¹

Percentile	VHF AFFILIATES				UHF AFFILIATES		VHF INDEPENDENTS
	In top-50 markets		Markets below 50		All markets		All markets
	Revenues over \$5 million	Revenues less than \$5 million	Revenues over \$1 million	Revenues less than \$1 million	Revenues over \$1 million	Revenues less than \$1 million	All revenue classes
10	19.9	18.6	19.3	19.0	18.8	18.8	30.8
20	18.6	16.8	18.5	18.1	17.9	16.4	24.1
25	17.6	14.7	17.4	17.1	16.2	13.7	22.8
33	17.1	12.0	16.1	16.1	13.4	11.4	18.7
50	15.2	8.9	11.4	11.7	8.6	8.6	17.2
75	10.0	7.1	8.6	8.2	6.8	2.9	11.4
90	5.0	1.4	7.1	6.4	2.4	0.0	5.1

Number of stations in class:

67

76

149

110

30

44

18

¹ Time devoted to local programing includes time for commercial matter.

Percentage of total broadcast time devoted to local programing by class of TV station ¹

Percentile	VHF AFFILIATES				UHF AFFILIATES		VHF INDEPENDENTS
	In top-50 markets		Markets below 50		All markets		All markets
	Revenues over \$5 million	Revenues less than \$5 million	Revenues over \$1 million	Revenues less than \$1 million	Revenues over \$1 million	Revenues less than \$1 million	All revenue classes
10	21.3	18.1	16.4	14.8	12.1	13.2	27.3
20	17.2	16.3	14.3	12.1	11.6	10.9	25.4
25	16.9	15.6	13.6	11.5	10.9	10.4	23.5
33	16.2	14.9	12.6	10.8	10.4	9.4	22.5
50	15.0	12.8	11.2	9.4	9.3	8.2	18.2
75	13.3	10.0	9.3	7.2	7.4	5.8	16.2
90	12.1	8.3	7.2	6.1	6.3	4.8	10.6

Number of stations in class:

67

76

149

110

30

44

18

¹ Time devoted to local programing includes time for commercial matter.

10-15%—about 33 of the stations subject to the maximum standard (they earn more than \$5 million annually) would meet it. The stations at the low end of the range (earning less than \$1 million) that devote at least 10% of their time to local programming include between 55 and 82 VHF affiliates, between 13 and 22 UHF affiliates, and more than 14 of the 18 independent VHF's affected.

With the same percentages applying to local programming throughout the week, 33 stations at the high end of the range would meet their guideline while some 60 stations at the low end—36 VHF affiliates, 11 UHF affiliates and almost all independent VHF's affected—would meet theirs.

FCC OK's primer for local 'problems'

Catechism-guide expected to dislodge 90 cases now pending at commission

Broadcast licensees and applicants uncertain as to their obligations in responding to a question in FCC applications referring to ascertainment of community problems now have a 36-questions-and-answers primer to dip into for guidance.

The primer, originally drafted by the commission more than a year ago and then redrafted in light of comments received in an inquiry proceeding begun on Dec. 19, 1969, was adopted by the commission two weeks ago (BROADCASTING, Feb. 22).

One immediate effect was to break the logjam blocking progress in some 90 hearing cases in which the ascertainment-of-problems question was at issue. They had been held up since March awaiting commission action on the primer ("Closed Circuit," Feb. 15). The commission last week said that applicants in hearing cases will be given 90 days to amend their applications to bring them into conformity with the primer. Applications not yet designated for hearing may be amended as a matter of right.

The primer will apply to applicants for new facilities, some major changes in license and proposed assignees and transferees. Since the commission is considering dropping the ascertainment question for renewal applicants—and requiring them to respond simply to a question on their area's problems and what they have done to meet them—the primer omits reference to them. However, until other standards are adopted, renewal applicants will be required to

comply with the primer.

The primer is essentially similar to the draft the commission submitted for comment. But some of the changes in the primer reflect the presence in the inquiry proceeding of citizens' groups, including Black Efforts for Soul in Television.

For instance, under the proposed primer, an application would be "subject to question" if it did not reflect consultation with representatives of a significant group. The adopted primer says such an application would be "defective."

The primer also makes it clear that, while lower-ranking station officials may consult with members of the general public in the ascertainment process, the job of dealing with community leaders must be handled by management-level officials.

In addition, it requires applicants to submit a showing as to the composition of the community in which they are seeking authorization to operate, and to report on broadcast matter they intend to carry to deal with specific problems in the area.

The primer notes that a broadcaster's obligation to areas outside of his city of license is secondary to that city. But it also asserts that he must ascertain and serve problems of major cities within his station's service contours or submit a showing as to why he does not intend to do so—for instance, the outlying city might have stations in the same services assigned to it.

The primer also attempts to eliminate the confusion it says has developed over what it is the commission expects the applicant to determine from his surveys and consultations. It is not simply program preferences, not whether a community wants western music or rock, the commission said in its order adopting the primer. Rather, it is interested in a larger question as to whether, for instance, a community needs schools or improved roads. Accordingly, the commission will ask not about "needs and interests," as it generally has in the past, but about "problems, needs and interests."

In its draft form, the primer used the word "problems" only, in an effort to eliminate applicants' "confusion." But, the commission said, a number of those who commented interpreted that as a major shift in its policy. Some said the government was imposing its judgment on broadcasters.

The commission last week said no change in policy had occurred and that the only judgment "imposed" on broadcasters is that they be "responsive to the problems of their communities"—a judgment which the commission says is required under the Communications Act.

Court defends media in libel decisions

Supreme Court rules on cases involving 'Time' magazine, two newspapers

The U.S. Supreme Court last week expanded the protection it has already afforded news media against libel.

In two cases involving politicians, it held that even stories that were false or that dealt with incidents remote in time were not necessarily grounds for libel.

And in a third case, it held that *Time* magazine could not be accused of malice because it failed to make clear, in a story dealing with "police brutality," that it was reporting allegations.

Although the cases involved newspapers and a magazine, the court's decisions would appear to give the same protection to radio and television.

In the two newspaper cases, the court held that accusation of criminal conduct against an official or a political candidate is relevant to his fitness for office and, therefore, subject to the test laid down in the *New York Times* decision. In that case the court held that officials cannot collect damages for defamatory falsehood unless malice is established.

One of the cases involved a report in the *Ocala* (Fla.) *Star-Banner* that the mayor had been charged with perjury in a civil rights case. Actually, the charge had been made against the mayor's brother.

But the court last week held that the case must be governed by the rule holding that public officials seeking to recover damages for libel must prove malice—that is, that the story was published in reckless disregard of the truth or falsity.

The other newspaper case involved \$10,000 judgments a jury had returned against the *Concord* (N.H.) *Monitor* and the North American Newspaper Alliance because of a Drew Pearson column, published on Sept. 10, 1960. It described a former New Hampshire congressman who was running for the Senate as a "former small-time bootlegger."

The jury, acting on instructions from the trial judge, held that since the alleged activities occurred during the 1920's and involved the candidate's private life, the newspaper and NANA were guilty of libel.

In overturning that judgment, the court held that, "as a matter of constitutional law . . . a charge of criminal conduct, no matter how remote in time or place, can never be irrelevant to an official's or a candidate's fitness for office for purposes" of applying the

New York Times test.

The court decision in the *Time* magazine case expressed the view that publishers who maintain standards designed to avoid "knowing falsehoods or reckless disregard of the truth" are entitled to the assurance that errors that do occur will not subject them to indeterminate financial liability.

The court said the magazine's failure to state that it was dealing in allegations may have reflected a "misconception". But, it added, it did not constitute "malice".

Chance for TV and film skills offered minorities

Third World Cinema Corp., New York, has been formed to provide opportunities for minority talent and crews in the motion-picture industry and to train them for jobs in the film and television fields.

Ossie Davis, black actor-playwright-director, will serve as president of the organization. He said the company plans to produce motion pictures in New York and will begin work immediately on "The Story of Billie Holiday" and will incorporate a foundation, the Institute of New Cinema Artists, to train minority-group members in more than 40 related film trades.

Third World Cinema intends to obtain its financing mainly from financial institutions and private investors, but the New York Model Cities Administration has requested approval for using \$400,000 of supplementary funds to buy an equity in the company, it was stated. In addition, the Manpower Career Development Administration of New York is considering an initial budget of \$200,000 to implement the training program of the organization.

ASCAP revenues attain record levels in 1970

American Society of Composers, Authors and Publishers revenues reached record highs during 1970, but distribution of nearly \$10 million received in settlement of licensing agreements with ABC and CBS have been held up pending conclusion of litigation on the method of disbursement.

The \$9,920,000 net proceeds of the network settlements covers payments for license fees for the period 1962 to 1969 and was to be paid to members in accordance with a special distribution plan proposed to members in September 1970, a plan submitted to and approved by the Department of Justice. In December of last year, ASCAP sent letters to its members saying that the special distribution was being abandoned and the monies would be lumped in

with those available for the payments to be made later that month. On Dec. 14 a publisher-member filed suit in federal court in Los Angeles to enjoin that distribution. Eight days later a New York judge ruled that the funds should be placed in escrow until the case could be decided. The federal court judge in New York ruled, on Jan. 29, that the monies could be distributed as part of the regular December payments. On Feb. 11 the money was released from escrow and part of it was distributed. Before the distribution could be completed, a restraining order was filed in Los Angeles pending appeal of the publisher-member's suit. A ruling is expected today (March 1) in New York.

Total domestic receipts for ASCAP reached \$65,073,000 for 1970. Some \$62,739,000 came from licensing fees while the remainder was from interest on investments and dues. A total of \$43,469,000 has already been distributed in 1970. The remainder of the \$52,986,000 available for distribution last year is still awaiting the outcome of the legal action.

ACT sets off on different tack

Women want stations to recruit citizen views on children's programing

Action for Children's Television is attempting to recruit television stations in its campaign to have standards established for children's programing. In a letter sent to 120 TV stations, ACT requested that the stations broadcast a 30-second spot containing a message prepared by that organization twice a week on separate days between 7 p.m. and 11 p.m., from March 1 to May 3.

The group's proposal was prompted by the FCC's invitation for comments aimed at the possible establishment of guidelines for children's programing (BROADCASTING, Jan. 25).

The Boston-based citizens' group's proposed broadcast announcement stated in part: "The Federal Communications Commission would like to know . . . what you would like to see on TV for children; what you feel about commercials aimed at children. In January the commission published a notice of inquiry asking questions about kids' TV. Until May 3, they will accept replies from broadcasters, advertisers and the public."

Replies on the commission's notice of inquiry are expected to come from broadcasters and advertisers, ACT noted last week, but the group expressed

a belief that the public, under the present conditions, might go uninformed in the matter. "The FCC has no mechanism for involving the public of their rights in this area," said ACT President Mrs. Evelyn Sarson. "But it is vital for the public to realize that every letter and formal comment to the FCC will have a definite effect on action by the commission."

Mrs. Sarson, however, expressed limited optimism for the success of ACT's request. The ACT president commented that she did not expect a large response from the stations. She doubted that stations would willfully accept public-service announcements calling on their audience to comment to the commission about their own programing. Thus far, said Mrs. Sarson, the only response from those contacted came from two Boston stations: WNAC-TV has agreed to air a 30-second spot carrying an abridged version of ACT's proposed message. WSBK-TV has referred the ACT letter to its Washington attorney.

Mrs. Sarson was "not sure" about what steps her organization would take in the event that the group's proposal does receive little response from the television stations. She did not rule out the possibility of a joint action of some sort by ACT and three other groups with which ACT is affiliated, but she was not sure if any effective legal measures could be taken to insure the success of the proposal.

Two weeks ago, ACT and the three other groups—National Citizens Committee for Broadcasting; Council on Children, Media and Merchandising, and the Office of Communications of the United Church of Christ—asked the commission to require stations to open up their programing records, in order to insure the validity of their forthcoming responses to the commission's invitation for comments (BROADCASTING, Feb. 22).

ACT was the first organization to bring up the current question of children's programing. Last year the group asked the commission to impose tighter control of children's programing on broadcasters, asking for more variety in shows designed for young people and for a total ban on commercials during these shows (BROADCASTING, Feb. 9, 1970).

Is the American dream dirty?

Noncommercial WTTW(TV) Chicago refused to air eight minutes of National Educational Television's *The Great American Dream Machine* last Wednesday night (Feb. 24) because it considered a bedroom skit to be of questionable taste. NET officials said WTTW was not the only outlet to refuse to carry the sequence, two others also reported

declining, but their identities were not known.

The disputed portion of the show came just before 9 p.m. in Chicago and WTTW felt too many youngsters were still up at that time. The station substituted live studio volunteers accepting phone calls of subscriptions to support WTTW.

Robert Fuzy, WTTW program director, said the disputed sequence was not in keeping with the rest of the program—"It was obviously an attempt to shock with a dirty joke." The skit showed a man and girl (clothed) on a bed talking about a love affair.

Program notes:

Army football ■ The TNC Networks have been granted the radio rights to Army football games for the 1971 season. The highlight of the series will be the traditional Army-Navy game which TNC carried last year to more than 400 stations around the world.

Foreign flicks ■ CCM Films Inc. has begun a television leasing service. The company has an initial catalogue of 150 shorts and documentaries, many of which are award-winning foreign films previously released only to educational groups. Address: 34 MacQuesten Parkway South, Mount Vernon, N.Y.

TPS under contract ■ Transmedia Production Services Inc., the video-tape postproduction subsidiary of Transmedia International Corp., New York, will handle post-production and distribution for three advertiser-syndicated series: *The Galloping Gourmet*, Young & Rubicam—Freemantle International Inc. (both New York) series, in 120 markets; *The Ian Tyson Show*, Young & Rubicam—Hunt-Wesson Foods Inc., Fullerton, Calif., in 60 markets; and *The Sports Challenge*, CPM Programs Inc.—Colgate-Palmolive Co., both New York, in 80 markets.

McGee back ■ NBC News Correspondent Frank McGee, ill since Nov. 20 with an intestinal disorder, will return as co-anchorman on NBC-TV's early evening news show tomorrow (March 2). Rejoining David Brinkley and John Chancellor, Mr. McGee will anchor the *NBC Nightly News* report from New York.

High-brow radio ■ A new stereo music program, *Classical Wax*, is being produced and syndicated by WPJB(FM) Providence, R.I. The program will feature previews of new classical releases, plus interviews with their conductors or performers. In addition to these "spotlight" albums to be heard in their entirety, shorter selections from other albums will be played, followed by critical commentaries of the complete works. The host of the program is Barry Law-

CBS report enrages Pentagon's friend

Hebert blasts 'antimilitary' documentary (which he didn't see) on military PR

Representative F. Edward Hebert (D-La.), chairman of the House Armed Services Committee and one of the military's staunchest friends on Capitol Hill, didn't see last week's CBS News documentary, *CBS Reports: The Selling of the Pentagon*, which took a critical look at the massive public-relations and promotional activities of the Department of Defense. He said he had read about it in the *New York Times*. But that secondhand exposure was more than enough for Mr. Hebert, who promptly raged forward to denounce the program as antimilitary, inaccurate, "the most misleading and damaging attack on our people over there that I have ever heard of."

The documentary claimed that the Pentagon tries to counter what it considers to be the antimilitary stance of network-TV reporting by making war heroes available for taped home-TV reports by pro-Pentagon legislators. The program used a sequence from a tape showing Chairman Hebert who at one point in that segment asserted: "I'm one of those who believe that the most vicious instrument in America today is network television."

His office had co-operated with CBS in providing a film of Mr. Hebert interviewing a former U.S. prisoner of war. He said it was given with the understanding that it would be used in a special on POW's.

The *Times* review called the Hebert segment of *Selling* a "propaganda film" for the DOD where Mr. Hebert was seen "interviewing a Green Beret in a program for 'the taped home-district TV reports from pro-Pentagon politicians.'"

"All I ask for is accuracy," said Mr. Hebert, who stated that the film was for

a New Orleans TV program he had been doing for 18 years. He also denied that the POW was a Green Beret.

During a committee session later last week Chairman Hebert was questioning witness Roger T. Kelley, assistant secretary of Defense for manpower and reserve affairs, on the Army's paid recruitment ad campaign (BROADCASTING, Feb. 22). He asked whether any contracts for advertising had been agreed to by the networks, including CBS.

An affirmative reply from Mr. Kelley brought this response from the chairman: "Well, I'll explore the area of any funds being spent in that area in view of the attitude being taken toward the military by the chains [networks]." He added: "I'm sick and tired of our putting out money to people who are trying to degrade the uniform and stir up the people of this country."

The CBS News production, narrated by Roger Mudd and aired on CBS-TV last Tuesday (Feb. 23) at 10-11 p.m. EST, detailed the Pentagon's wide-ranging operations in the areas of radio, television, motion pictures, newspapers and exhibits. In summary, Mr. Mudd said: "On this broadcast we have seen violence made glamorous, expensive weapons advertised as if they were automobiles, biased opinions presented as straight facts. Defending the country not just with arms but also with ideology, Pentagon propaganda insists on America's role as the cop on every beat in the world."

"Not only the public but the press as well have been beguiled—including at times, ourselves at CBS News. This propaganda barrage is the creation of a runaway bureaucracy that frustrates attempts to control it."

rence, a collector of classical records.

Minority cinema ■ Formation of Third World Cinema, New York, as a motion picture-TV production company to be controlled by blacks, Puerto Ricans and other minority group members, was announced last week. Support for its creation is said to come from New York City officials and various federal and city agencies.

Vision week ■ The American Optometric Association has created a package of radio and television public service announcements in conjunction with Save Your Vision Week, March 7-13. The radio spots, entitled *A World Out of Focus* will expose the listener to the problems of youngsters with undetected

vision problems. The television announcement will emphasize the role of good vision in healthy childhood development. The messages are available without charge from the American Optometric Association, 7000 Chippewa St., St. Louis 63119.

The keeper's brother ■ MGM-TV's documentary division has begun preproduction on *The Ape People*, a one-hour special for airing this fall on NBC. The program is based on a book of the same title by Geoffrey H. Bourne, director of the Yerkes Primate Center, Emory University, Atlanta. Dr. Bourne describes the book's content as how man's secrets and similarities are revealed by his nearest relative.

Ford's better ideas include ETV news

Foundation allocates major part of broadcast funds for such programing; EBS gets \$9.2-million slice

The Ford Foundation last week announced over \$11.8 million in grants to noncommercial TV, allocating the bulk of the money for continued funding of national program production and for additional news and public-affairs programing.

Biggest grant went to Educational Broadcasting Corp., New York, which received \$9.2 million for national and local programing through mid-1972.

Included in the announcement was a \$1-million grant to the Corp. for Public Broadcasting for "partial support of a national advertising program for public television."

Also receiving Ford monies were various sources of programing and individuals or organizations planning to conduct studies in ETV.

Grants made for "continued support" of "newspaper-of-the-air" shows went to KERA-TV Dallas (Public Television Foundation for North Texas) which received \$660,000 to expand the coverage area of its *Newsroom* program in view of a transmitter relocation, and to WETA-TV Washington (Greater Washington Educational Television Association) for its "newsroom" show that started in March 1970. The foundation gave WETA-TV a \$400,000 supplementary grant to support news-program costs.

Of the \$9.2 million granted EBC in New York, \$1.2 million was allocated for local programing through June 30, 1971, by EBC's WNET(TV) New York. Educational Broadcasting Corp. repre-

sents a merger last year of the staffs of National Educational Television, which has been ETV's primary program producing service, and WNET (then WNDT-TV).

The local programing area at the New York station includes a planned "newsroom" show as well as various other community-oriented public-affairs efforts, including remote broadcasts from various points in New York city.

WNET officials indicated its news show—a half-hour nightly—would be in the "newsroom" format and would be the station's first regular news programing since last September when the station discontinued its 10-11 p.m. *Newsfront* show.

The foundation said that the Dallas and Washington *Newsroom* programs follow the concept initiated in 1968 by KQED(TV) San Francisco, in which newsmen report and analyze local and regional news events and then question each other to give added depth and interpretation to the stories. Ford's grants to cover costs of the news shows in these three cities, plus a fourth in Pittsburgh, now total approximately \$5.5 million, it was said.

Educational Broadcasting Corp's 1971 budget for the merged operation, according to Ford Foundation, is \$17 million. In addition to Ford's \$8.5 million, the foundation said, EBC will receive \$4 million from the Corp. for Public Broadcasting. The remainder is to come from public contributions and other sources, the foundation said.

EBC's budget for fiscal 1971 starts July 1.

According to the Ford Foundation, EBC is expected to continue to provide an average of three hours weekly of national programing to Public Broadcasting Service, which is noncommercial TV's networking facility. EBC, it was reported, is fashioning a schedule for next year "that is expected to stress a wider variety of program styles and formats."

The Ford Foundation's announcement noted that the \$1-million grant to CPB will enable the government-supported organization, through PBS, to continue a national advertising campaign that seeks a larger audience for noncommercial TV. Ford reported that 17 advertisements have already appeared in 51 publications, including magazines, metropolitan dailies and weekly magazines. (The ads, Ford officials said, attempt to increase station identification locally, inform the public of the range of programs available on ETV and develop PBS as the "Fourth Network.")

CPB also received \$40,000 from the foundation to support in part a study by Louis Harris and Associates. The organization will attempt to determine the attitudes and viewing habits of the noncommercial-TV audience.

The Academy for Education Development also received partial support for a feasibility study to be conducted by Douglass Cater, journalist and former special assistant to President Johnson. Mr. Cater's project, toward which

TV cameras gain entry into House

First coverage records Connally appearances at committee hearings

Television cameras showed up at full committee hearings of the House of Representatives for the first time last week, when all three TV networks and UPI Film covered both the Banking and Currency Committee and the Appropriations Committee in the Capitol.

The TV coverage of a House subcommittee took place two weeks ago when WTTG(TV) Washington had a camera crew covering a hearing held by the Subcommittee on Education

of the House Education and Labor Committee. The Metromedia station received the approval of the subcommittee chairman, Representative John Brademas (D-Ind.), to take cameras into that hearing room.

Last week's film coverage by TV occurred principally because Secretary of the Treasury John Connally, former Democratic governor of Texas now with the Nixon administration, appeared at both House committees. Actually, it was a double first for the House Appropriations Committee which has never before permitted any news coverage of its sessions.

Under present procedures, TV newsmen who want to cover a House committee with cameras ask the House Radio and TV Gallery to get permission from the chairman of the commit-

tee. The gallery also gets the word from the committee chairman as to whether cameras will be permitted even when no request has been made by TV news reporters.

The House policy that heretofore forbade TV cameras, radio microphones, and still picture-taking of House committee hearings originated with the late Speaker Sam Rayburn (D-Tex.) in the late 1940's. It was reversed last year when the House adopted reorganization plans. Among them was the provision permitting TV cameras into a hearing room. The committee may by majority vote overrule the chairman on this point. Among other restrictions, the new rules limit the number of TV cameras to no more than four, and require that lighting levels be kept as low as possible (BROADCASTING, Oct. 16, 1970).

the foundation granted \$10,000, would explore whether it would be feasible for a "nongovernmental communications policy institute or council" to be established to conduct research on communications policies and on ways to improve U.S. and international communications and encourage "constructive self-criticism among the media, possibly along the lines of the British Press Council."

Other noncommercial grants announced were \$25,000 to Chicago Educational Television Association to support production of 60 half-hour shows on *The Black Experience*, for which Dr. John Hope Franklin of the Uni-

versity of Chicago is consultant and Charles Branham, a doctoral student in history at the university, is to be on-camera person; \$17,235 for national distribution of 13 shows of *Bird of the Iron Feather* series, also about blacks and produced under a \$500,000 foundation grant and distributed by PBS.

Also, a \$400,000 supplement was granted to support *Hollywood Television Theater*, directed by Lewis Freedman, whose productions include "The Andersonville Trial" and "Big Fish, Little Fish," already telecast, "Montserrat," to be seen March 2, and "Poet Game" in April. Planned for next season are adaptations of John Dos Passos'

novel "USA" and Clifford Odets' "Awake and Sing."

A \$10,000 grant went to Joseph P. Kennedy Jr. Memorial Hospital for support of the National Symposium on Children and TV held last October under joint sponsorship of the hospital, Action for Children's Television (ACT) and Boston University. Detroit Educational Television Foundation received a \$350,000 loan from the foundation for the purchase by its WTVS(TV) of a former Storer Broadcasting plant. The Kresge Foundation is providing \$400,000 toward the purchase and the Ford Foundation loan will be secured by a first mortgage.

International

Another Bushnell buy down the drain

\$18.7-million withdrawal is second major purchase to be called off

Bushnell Communications Ltd. of Ottawa has announced it is unable to raise the necessary funds to buy the Canadian Marconi Ltd. broadcast properties in Montreal and must forfeit a \$4-million deposit.

The Canadian Radio-Television Commission had approved Bushnell's purchase of CFCF-AM-TV, CFQR-FM and CFCX (shortwave), all in Montreal, last July (BROADCASTING, July 20, 1970). But Stuart Griffiths, president of Bushnell Communications, said the company could not go through with the \$18.7-million purchase because it could not raise the money before a Feb. 26 deadline.

Mr. Griffiths said Bushnell's potential backers in the purchase decided not to put up the funds after an investigation into the situation. He said that although they found no problem in his own firm, they just decided not to make an investment in Canadian broadcasting.

Bushnell announced earlier this month that it could not go through with the planned purchase of the Thomson-Davies radio and TV stations in Ontario because it lacked sufficient funds to complete the \$7.75-million purchase. As a result, Bushnell had to forfeit an \$825,000 deposit (BROADCASTING, Feb. 15). The Thomson-Davies stations are CKWS-AM-FM-TV Kingston, CHEX-AM-FM-TV Peterborough, CFCH-AM-TV North Bay, CKGB-AM-FM Timmins, CJKL(AM) Kirkland

Lake and CJTT(AM) New Liskeard, all Ontario.

Despite the setbacks in the efforts to buy the Thomson-Davies and Marconi properties, R. N. Brining, Bushnell's vice president and treasurer, said he knows of no lack of confidence among Bushnell's investors. He said possible investors in the major purchases are just unsure of the future.

He attributed the scarcity of capital to the general economic situation and to the Canadian-content regulations adopted by the CRTC. (The new Canadian-content rule for AM radio stations went into effect Jan. 18, and TV stations must comply with new Canadian-content regulations by October of 1972.)

Both the present economic condition and the Canadian-content rules developed after the preliminary sale agreement with Marconi was signed, Mr. Brining said.

He said Bushnell would be confirming its expansion plans in the next four months and has been hoping to add CATV systems to its operations, even though the CRTC failed to approve a previous Bushnell cable purchase proposed last July.

Bushnell shares have dropped from

Title bout on TV overseas

ABC International Inc. has acquired television rights to the Joe Frazier-Muhammad Ali world heavyweight bout March 8 for 13 TV stations in Latin America and Korea, it was announced last week by Kevin O'Sullivan, president ABC International. The event will be telecast live via satellite to ABC Worldvision stations in Puerto Rico, Korea, Panama, Costa Rica, Colombia and Chile and by delayed broadcast to Honduras, El Salvador, Nicaragua, Guatemala, Ecuador, Bermuda and Dominican Republic.

a high of \$29.50 in May 1969 to a low of \$4 at the close of trading on Friday, Feb. 19.

Now that the sale of the Montreal stations to Bushnell has failed to materialize, Canadian Marconi must decide whether to sell the stations or request an exemption from the CRTC sale order. Don Martz, vice president of broadcasting for Marconi, said the firm has not decided what it will do. He noted that when the sale to Bushnell was agreed to, Marconi had a cash problem. But that is gone now, he said.

Abroad in brief:

Order from East ■ An order for color video-tape production equipment totaling \$230,000 has been placed by Radiotelevizija, Skopje, Yugoslavia, through Ampex Great Britain Ltd. Three video-tape recorders, a color-TV camera and switcher will be installed in RETV's new production center in Skopje, according to an Ampex spokesman.

Rich-Ramos formed ■ W. Robert Rich and Vincente Ramos have formed Rich-Ramos Associates, New York, to function in the area of international TV-film distribution. Both have resigned from TelCom Associates, New York, TV program buying and marketing company, of which Mr. Rich was president, and Mr. Ramos was international vice president. Headquarters are at 527 Madison Avenue, New York, and other offices will be opened in Paris, Tokyo and Sydney.

Full European service ■ SSC&B-Lintas, International, New York, has purchased substantial interest in Norway Reklamebyraa A/S, Oslo. Purchase gives SSC&B-Lintas full-service offices in every Western European country and will bring its billings close to \$20 million in the four Scandinavian countries.

It's multiple choice on political bills

No end to reforms proposed for election campaigns as witnesses prepare for Senate hearings this week

Broadcasters who are scheduled to appear before Senator John O. Pastore (D-R.I.) and his Communication Subcommittee hearing on political spending legislation—set to begin tomorrow (March 2)—undoubtedly will vigorously oppose some of the provisions of a bill introduced late last week by Senate Minority Leader Hugh Scott (R-Pa.) and Senator Charles McC. Mathias Jr. (R-Md.).

Broadcasters had hoped the bill would treat all media alike. It does, except in one respect. It requires broadcasters to accept political advertising, but it does not require newspapers, magazines or billboards to do so.

And, the Republican political spending bill also calls on broadcasters to give a little more for political campaigns. In an introductory section to its provisions on broadcasting, the bill (S. 956) states: "Broadcast licensees have an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues. . . ."

Another bill scheduled for introduction early this week by Senator George McGovern (D-S.D.) would prohibit broadcasters and newspapers from selling time or space at more than their lowest unit rate. A similar provision is in the Scott-Mathias bill.

On the House side last week Representative John B. Anderson (R-Ill.) and over 50 co-sponsors introduced a package of four bills (H.R.'s 5088, 5090, 5093 and 5096), one of which provides public subsidization of political-TV time.

The Senate bills are likely to figure in Senator Pastore's hearings that are scheduled to run through March 4. They will deal with a reform bill (S. 382) co-sponsored by Majority Leader Mike Mansfield (D-Mont.) and Senators Howard W. Cannon (D-Nev.) and Pastore, along with related proposals. These may include a measure (S. 1) by Senators Mike Gravel (D-Alaska) and James B. Pearson (R-Kan.), as well as the Scott-Mathias and McGovern legislation.

The Mansfield-Cannon-Pastore bill is nearly identical to the bill the same senators introduced in the waning days of



Senators Scott (l) and Mathias

the 91st Congress. It prohibits a candidate for the offices of President, senator, congressman, state governor, or lieutenant governor from spending on broadcast campaign advertising more than seven cents per vote cast for the same office in the last preceding general election, or \$20,000, whichever is greater.

It also provides that the same candidates may not spend in nonbroadcast media more than 14 cents per vote cast in the last election or \$40,000, whichever is greater.

In addition, it repeals Section 315 of the Communications Act (equal-time requirement) for presidential and vice presidential candidates and stipulates that broadcast time charges may not exceed the station's lowest unit rate.

The Gravel-Pearson bill limits campaign spending in both primaries and general elections to 10 cents per registered voter in a candidate's district or \$40,000, whichever is greater. The limitation applies to broadcasting, billboards, newspapers and periodicals. The measure calls for free TV-radio time for presidential and vice presidential candidates and repeals Section 315 for those candidates. In the case of paid time, a candidate could not be charged more than the station's lowest unit rate. The

bill is also sponsored by Senators Edmund S. Muskie (D-Me.), Bob Packwood (R-Ore.), Jacob K. Javits (R-N.Y.) and Edward W. Brooke (R-Mass.).

At a news conference last Thursday (Feb. 25), Senator Scott indicated that his bill has not been fully endorsed by the White House, and that FCC Chairman Dean Burch—who is scheduled to appear at the Pastore hearings—may be the administration's spokesman on the political spending issue. Chairman Burch was appointed by President Nixon and served as chairman of the Republican National Committee under Senator Barry Goldwater.

The Scott-Mathias bill provides that detailed reports must be filed by candidates and political committees directly to an independent Federal Elections Commission. The Federal Elections Commission would make annual reports and keep its files open for public inspection. It would also be charged with conducting audits and reporting violations to law enforcement officials.

Under the measure an individual may not contribute more than \$15,000 to a presidential campaign; \$10,000 to a Senate campaign, and \$5,000 to a House campaign. Candidates for President or Vice President could not contribute

more than \$50,000 to his own campaign. The limit is \$35,000 for Senate candidates and \$25,000 for House candidates.

The bill would repeal Section 315, but only as it relates to the offices of President and Vice President. The sale of broadcast time and print space to candidates would be made at the lowest unit rate during specified pre-election periods. However, the legislation stipulates that only broadcasters may not refuse to sell "reasonable" time to legally qualified candidates.

The tax incentives for small political contributions provide a maximum \$25 tax credit or a maximum \$100 tax deduction.

Additionally, the bill provides that a specified amount of political mail may be sent at the rate now offered to non-profit organizations.

Senator McGovern's legislation would provide federal assistance to federal-office candidates in the form of drawing accounts in the Federal Treasury. The Treasury would pay campaign bills after receiving invoices from candidates.

In general elections, drawing accounts for Senate and House candidates would amount to 50 cents per vote cast in the average of the last two prior elections for the office in question. For presidential general elections, the account would be computed state by state, in each state where the presidential candidate appears on the ballot. It would amount to 25 cents per vote cast in the preceding election. Assistance to candidates in primary elections would in all cases amount to one-half that available to major-party candidates in the comparable general election—25 cents per vote in House and Senate primaries, 12½ cents for presidential primaries. Assistance would not be available in uncontested elections. Under the formula, the annual cost of the federal campaign assistance would amount to \$93 million, or 69 cents per citizen of voting age. New parties or minor parties would be eligible for drawing accounts one-fifth the size of the major parties, provided they polled a certain percentage of votes in the last election or could provide a specified number of petition signatures.

No funds could be spent by or for a candidate in excess of two times the amount of the federal subsidy.

The bill also prohibits broadcasters and newspapers from selling time or space to federal-office candidates at more than the lowest unit rate sold to commercial advertisers.

A key feature of the bill is that enforcement of the disclosure provisions would be based on automatic monitoring of each candidate by his opponent. The bill provides for full reporting by all political committees, daily reports by all suppliers of services to candidates,

publication of candidates' reports in newspapers and the establishment of a supervisory Federal Elections Commission.

The legislation permanently suspends Section 315 to allow appearances by all major-party nominees without giving equal time to minor-party candidates.

The bill sets a limit of \$50 on private contributions to campaigns and provides a tax credit of half of the first \$50 of any political gift.

The Anderson bill would eliminate loopholes in the Corrupt Practices Act by extending its coverage to primaries and conventions and by requiring Washington and political committees to register and report.

It sets ceilings on individual contributions at \$5,000 for presidential campaigns, \$2,500 for Senate campaigns and \$1,000 for House campaigns. Somewhat higher ceilings are placed on committee contributions.

The measure also limits amounts candidates may spend for TV and radio time, billboard and print advertising, postage and telephones. Candidates for the House could spend 30 cents per registered voter; candidates for the Senate could spend 25 cents, and candidates for President, 20 cents.

The bill provides public subsidization of television time in the amount of five half-hour blocks for presidential candidates, three for Senate and two for House candidates in the 35 days before a general election. It also gives reduced mailing privileges to Senate and House candidates.

Additionally, the legislation would require full disclosure of the names and addresses of all contributors and vendors of campaign supplies and establish a Registry of Election Finance in the General Accounting Office to administer the law, publish and analyze reports and make investigations of violations.

The bill would also establish a 50% tax credit on contributions to federal candidates up to \$50 annually.

The roster of witnesses scheduled to testify on the first day of the Communications Subcommittee's hearings next week are Senators Mike Gravel (D-Alaska), James B. Pearson (R-Kan.), Edward M. Kennedy (D-Mass.) and Republican National Committee Chairman Robert J. Dole (Kan.); FCC Chairman Dean Burch and Russell Hemenway, director of the National Committee for an Effective Congress.

Those scheduled to appear the following day include Senator John V. Tunney (D-Calif.); CBS President Frank Stanton; Vincent T. Wasilewski, president of the National Association of Broadcasters; Joseph Califano, general counsel of the Democratic National Committee, and Newton Minow, former FCC chairman and chairman of the

Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era.

Other witnesses will be Julian Goodman, president of NBC; Leonard Goldenson, president of ABC; Joseph Beirne, president of the Communications Workers of America; Washington political analyst-activist Philip M. Stern; Charles M. Kinsolving Jr., vice president of the Bureau of Advertising, New York; Robin Ficker, unsuccessful Democratic primary candidate for the Maryland state senate last year, and John Gardner, chairman of Common Cause.

Poll opposes curbs on any particular medium

A nationwide survey of adults by the Roper Organization Inc., New York, shows that 63% of the population is opposed to legal limitations on specific forms of spending for political campaigns.

The results of the poll, which was conducted in January among 1,993 men and women 18 years and older, are being announced today (March 1) by the Television Information Office, which commissioned the survey. TIO revealed that 21% want no limits imposed upon campaign spending, while another 42% favor limitations but believe the candidates should be left free to determine how those expenditures should be made.

Respondents were asked if limits should be placed on spending in certain specified promotional and advertising outlets. Curbs were favored by 10% of the sample on paid political TV programs: 7%, sound trucks; 6%, billboard; 5%, newspaper advertisements; and 7%, paid political radio programs.

Roy Danish, director of the TIO, commented that the findings indicate that "there is not a widespread popular desire to limit campaign expenditures for broadcasting time." He added that "there appears to be a reasonable wish to see total expenditures held to some fixed limit with latitude to the candidate to use the available funds to his best advantage."

Solid 1970 for NH&S

Needham, Harper & Steers Inc., New York ad agency, announced last week that billings and revenues in 1970 reached record levels of \$141 million and \$19,270,000, respectively. The agency said billings amounted to \$26 million more than in 1969, while 1970 revenues were \$3,483,000 higher than in the previous year. Billings in 1970 include \$130 million for NH&S in North America and \$5 million for agency's share of USP-Benson Australia.

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Court reviews cigarette ad ban

**Six radio stations, NAB claim ban violates
Constitution in not applying to all media**

To broadcasters generally, the \$240 million they used to receive annually in cigarette advertising is something they try not to think too much about as they seek out sponsors to fill the time that was vacated on Jan. 12 by act of Congress. But a three-judge federal court in Washington last week began pondering the merits of a suit that could result in some or all of that cigarette money pouring back into broadcasting.

The suit, brought by five owners of six radio stations, and supported by the National Association of Broadcasters in a friend-of-the-court appearance, maintains that the act banning cigarette commercials on radio and television is unconstitutional. It alleges the law violates the First Amendment guarantee of free speech and the Fifth Amendment guarantee of due process. Both claims hinge on the charge that Congress discriminated against broadcasting—specifically radio, in the broadcasters' suit—in not applying the same kind of ban to all media.

A Justice Department attorney arguing the case for the government asked the court to dismiss the suit. L. Patrick Gray III, an assistant attorney general, seeking to use the broadcasters' financial stake in the outcome of the case against the challengers, said they were attempting "to translate a pecuniary loss into a First Amendment activity."

Even assuming the act does raise a First Amendment issue, he said, it is not unconstitutional on that ground. He said Congress had "a legitimate statutory concern" in enacting the law; "there is a cognizable public health issue" involved—and has been since 1965, when Congress enacted the law requiring a health-hazard warning on cigarette packages. Furthermore, he said, commercial speech "is less vigorously defended than other kinds of speech."

Nor does the act violate the Fifth Amendment, even though it does single out radio and television for special treatment. He said the act rests on governmental studies made over the past five years and should not be set aside. The court, he said, would be "usurping the legislative function" if it were to go behind a legislative record which, he maintained, "provides a reasonable basis" for the action taken.

Attorney Paul Dobin, appearing for the five broadcasters said, however, that while commercial speech may not merit

the same kind of protection as, say, a political debate, it cannot be banned without compelling a very high standard of judicial review and in his view, the ban on broadcast advertising of cigarettes—at least radio advertising—does not pass that kind of muster, primarily since Congress has not seen fit to ban cigarette advertising on other media. He said that Congress did not study the question of cigarette advertising in other media and had simply "lumped" radio and television together without attempting to distinguish between them in terms of money spent on either one or of their respective impact on the public.

But, asked Circuit Court of Appeals Judge Skelly Wright, a member of the three-judge panel, couldn't Congress take up the question of advertising in other media at a later date? "Congress doesn't have to address itself to all evils at one time," he said.

But, Mr. Dobin said, Congress did not indicate it would turn to the other "evils" later. He noted the act banning cigarette commercials from radio and television bars states and other government agencies from banning cigarette advertising from other media on grounds of health. The tobacco interests, he said, wanted the bill; it protects their advertising in other media.

He also pointed out that the act's declaration of policy says nothing about reducing consumption of cigarettes. Congress couldn't say that, he said, "because they regularly vote funds to subsidize the production and sale of tobacco and the advertising of cigarettes in other countries."

Mr. Dobin said he was not suggesting that a court decision upholding the broadcasters' free-speech contention would prevent Congress from dealing with cigarette advertising. "You should tell Congress," he said: "You did something wrong in applying this just to radio; you were afraid of stirring up a hornet's nest. That's not a legitimate reason for inhibiting free speech."

"If there is a clear public policy to discourage the advertising and consumption of cigarettes," Mr. Dobin added, "then it wouldn't violate the First Amendment."

John Summers, general counsel for the NAB, was cut off by Judge Wright shortly after he began speaking, the victim of a misunderstanding as to how much time he would be allowed; he had expected to be given a half hour, the

amount of time each of the other lawyers was allowed. Instead, the court had intended to give both sides a half hour each, for a total of one hour.

However, Mr. Summers managed to make the point that if the court did not agree with Mr. Dobin's argument, it could still hold that there were "less drastic means" available to Congress than those it selected for dealing with cigarette-and-health problem.

The licensees involved in the suit are Capital Broadcasting Co. (WNAV[AM] Annapolis, Md.) and Dover Broadcasting Co. (WDOV[AM] Dover, Del.), both owned by Henry Rau; Turner Communications Corp. (WTMA[AM] Charleston, S.C.), Northwest Broadcasting Co. (KVFD[AM] Fort Dodge, Iowa), The LaGrange Broadcasting Co. (WLAG[AM] LaGrange, Ga.) and North American Broadcasting Co. (WMNI[AM] Columbus, Ohio).

The advertiser as prime-time producer

Ogilvy's Eaton calls for sponsor-developed programs to fill freed network periods

The FCC-ordered prime-time programming cutbacks can and should re-open the market for advertiser-sponsored programs comparable to network productions in quality yet lower in cost. This opinion was expressed to members of the Hollywood Radio and Television Society by Howard Eaton Jr., senior vice president and director of broadcasting for Ogilvy & Mather Inc., New York.

The advertising-agency vice president said he expected it would take \$34-38 million worth of product to fill the time periods networks have been forced to vacate and that advertisers would be willing to provide the funds if they can be shown that the reward will outweigh the risks.

Using *This Is Your Life*, which O&M revived for Lever Bros., one of its clients, as an example, Mr. Eaton said there was a whole new "middle market" where shows could be produced at a cost of \$60,000 to \$70,000 per half hour as opposed to networks figures said to be near \$100,000. His calculations were based on spot TV versus network cost-per-thousand figures.

He said that his agency had encountered two surprises when they first offered *This Is Your Life*. "We would have been happy to clear 50 or 75 major markets when we first offered the program," Mr. Eaton said. "But the networks cut back service in January

and we have cleared over 150 markets to date. We could have 200 markets if we wanted them." The program was sought for network exposure by ABC, but the sponsor is said to have felt it could obtain better exposure by staying in syndication.

"The second surprise was about commercial time," Mr. Eaton continued. "Our calculations were based on four commercial minutes per half hour, which we knew most stations accept, even though their networks use three. We were surprised when the first request came through for a five-minute format," he said. "And guess who asked for it—the ABC O&O's, the flagship stations of the network."

Mr. Eaton continued that those complaining about the lack of funds with which to create programs do not even consider the advertiser, who will develop the shows, if it can be demonstrated that the possible benefits outweigh the risks. He noted that some of the larger sponsors who some consider program advertisers are really shifting their budgets into spot. Mr. Eaton cited another client, General Foods, whose spot budget now is \$50,000,000. He pointed out that Sears, Montgomery Ward, and other retailers would soon become among the biggest spenders in spot TV.

"What about the fourth network?" Mr. Eaton asked. "The door is now wide open for a new distribution network as an alternative to today's inefficient nonnetwork distribution methods. We must get on with development of products for the middle market for the 1972 season. It is time for our industry to get its head out of the sand," he concluded.

Mony selects sports for network ad plunge

An estimated \$1.2-million purchase on ABC-TV by Mutual of New York represents the major insurance firm's first use of network television. According to Mony, the purchase totals 54 commercial announcements. The ways include participation in golf series (the campaign was to start with the 53d PGA championship over the past Feb. 27-28 weekend), *The American Sportsman* series on Sundays, and such shows as NCAA football pregame and highlight shows in the fall.

The campaign was announced last week by John G. Kelly, second vice president for public relations at Mutual of New York. Mr. Kelly said that TV's "dynamic components—pictures, sounds, color, emotion and viewer involvement—will enable Mony to relate its name [pronounced 'money'] to the financial planning and insurance needs of the public." The slogan underlying the ad theme is "It's good to have Mony in your future."

The company said it chose sports as the network programing most likely to reach prospects for its products. Mony described them as life, health, group and pension insurance in addition to variable annuities and its mutual fund.

Mony will also back network TV with co-op ads (a 30-second version of its network commercial) and merchandising materials keyed to the television campaign, and furnished to insurance agents urging them to contact the local TV station "for help in preparing your commercials." A print of the TV-commercial is to be made available to the agent through Vernet Hayden.



Kingen Feleppa O'Dell Inc., New York, has changed its corporate name to KFO Inc. Richard Feleppa (l.), formerly executive vice president of the agency, becomes president succeeding Larry

Kingen, who resigned last December. Rorbert O'Dell (r.), formerly vice president and creative director. Agency headquarters remain at 295 Madison Ave.

Moment of truth for new calendar

To some dissent from stations and local accounts
standard billing period goes into operation now

The new standard billing month for spot television and radio, which theoretically went into effect in January but for practical purposes will take effect with invoices for March business, is beginning to create a stir as the time for the switch-over approaches.

The atmosphere appears to be taking on some urgency both because of the approaching deadline and also because some agencies reportedly have sent out word that they will not accept invoices submitted on the old basis. Through station reps, the American Association of Advertising Agencies is currently distributing a sort of catechism that also reports that all AAAA member agencies support the new system and specifically naming the top-20 spot-TV agencies as being on record for it.

The new system, designed to simplify bookkeeping and expedite payment of bills, calls for the last Sunday of each month to be treated as the end of the month for billing purposes (BROADCASTING, Dec. 7, 1970). A parallel feature defines the "standard broadcast week" as running from Monday through Sunday. Together the two changes conform billing for rotation plans with monthly end dates so that, according to advocates, most invoices will cover complete cycles and thus reduce uncertainties and misunderstandings and speed up payments.

The system was devised and approved by the AAAA, the Radio Advertising Bureau, the Station Representatives Association and the Television Bureau of Advertising, and the Association of National Advertisers agreed to recommend that advertisers approve it. Stations were asked to start billing on the new basis in invoices for January business.

By coincidence, however, both Janu-



Mr. Masini

ary and February this year ended on Sundays, so March is the real effective month because its last Sunday is the 28th, three days before the calendar end of March.

Though most reps have approved the new plan, and indicate that most of their stations are going along with it—reportedly including more than 200 TV stations and an unspecified number of radio stations—intermittent complaints have been heard, chiefly from radio stations. Their main complaint appears to be that since all of their clients, particularly local clients, will not accept billing on the final-Sunday basis, the stations will be required to maintain two systems—one for clients on calendar-month billing and one for those on the new system.

There has also been considerable grumbling among stations on grounds

that they should have been consulted before the plan was approved by the associations.

The loudest public objection yet, however, came last week from Tele-Rep, which announced it favors the idea of a standard week/month but objects to the final-Sunday cutoff as a serious troublemaker for rep and station bookkeeping. Tele-Rep proposed that each quarter be arbitrarily set up to include two four-week months followed by a five-week month.

Al Masini, president and general manager of Tele-Rep, said that for reps and station managers "the whole spot-TV business is based upon a comparison of the current calendar month versus the same calendar month last year."

The final-Sunday plan, he contended, would require a revision of all 1970 figures to conform with the final-Sunday months of 1971, and, since five-week months vary from year to year, the figures would have to be reworked each year. His plan, with one five-week month consistently in each quarter, would require only a reworking of 1970 figures to permit comparison, Mr. Masini said.

"Tele-Rep's commission system, as is the case with most reps, is paid monthly and is based upon a monthly increase/decrease this year versus last, by agency and by product within agency," he said. "Thus each individual product would have to be adjusted each month. Most stations have a similar system for local salesmen."

More than that, he continued, "considering the slowness with which invoices are paid, any final adjustments will affect not only the original yearly figures but the reworked figures as well. Both stations and reps will have to keep two sets of books continually. Furthermore, if there are any stations at a rep that do not elect to go to the standard broadcast week and month, a third set of books will have to be maintained at the rep for these stations."

Even ardent advocates of the final-Sunday cutoff agreed that Mr. Masini raised valid points, but those close to the development of the new standards said the 4-4-5 concept he advocated had been seriously considered by the standardization committee. In the end, they said, a majority felt the final-Sunday advantages outweighed those of the 4-4-5 approach.

One of the final-Sunday advantages was said to be to simplify accounting

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procedures between agencies and their clients. Mr. Masini said he realized agencies as well as broadcasters and reps have problems but that he felt the scope of the problems of both sides should be brought out into the open so that the "best solution" could be better ascertained.

He circulated his proposal to other reps, SRA, TVB and others close to the issue with a request "that the industry take another look at the merits of the 4-4-5 system."

Those who helped develop the new standards felt that most of the problems Mr. Masini cited regarding comparisons between different years could be taken care of—though Mr. Masini was clearly doubtful—by averaging or by applying an appropriate mathematical factor.

For example, they said, sales for a 28-day month under the new system could be compared with 28/31sts of a 31-day month last year, or months could be converted to weeks and the results of, say, the first four weeks of each period could be compared. Or the months' sales could be averaged by days and totals for the same number of days compared.

Some authorities agreed that converting last year's figures to a weekly basis could be a big job "at first," but they also maintained that even in comparing full-calendar months some adjustments have always had to be made—adjustments for differences in the number of weekends in the month, for example, and for the dates when various holidays fell.

They saw no need for dual-billing operations merely to accommodate some clients on final-Sunday billing and others on a calendar-month basis. After the final Sunday, they said, stations can prepare and send invoices to those agencies or clients on the final-Sunday basis and at the calendar end of the month they can bill the rest, "the way the gas company does."

Some 1,900 copies of an AAAA series of questions and answers regarding the new system were being distributed to station managers by reps, according to SRA, which said all but one of its members was supporting the plan. The exception, according to SRA, was a radio rep who wanted to consult further with his stations before reaching a decision.

The AAAA letter, by Robert Purcell of the association staff, who is secretary of the standardization committee, said all AAAA members—who together place 80% of all agency-placed advertising in the U.S.—support the new plan.

Moreover, he said, all of the top-20 spot-TV agencies as reported in BROADCASTING last Nov. 23 are specifically on record in favor of the proposed system,

and these account for 66% of all spot-TV billings (see story page 42).

Mr. Purcell said any station may bill on the final-Sunday basis, whether it is using the relatively new standard invoice form or not. "Of course," he added, "the new system was designed with the standard invoice in mind, and the ultimate goal is for all stations to bill on the new final-Sunday system using the standard invoice."

To indicate that billing is on the final-Sunday basis, he said, stations should insert the final-Sunday date—March 28 on invoices for March—at the appropriate place on their invoices. AAAA and TVB, he said, are exploring the possibility of sending all TV stations rubber stamps to mark their invoices, and radio stations might want to buy their own stamps or stickers.

If agencies billed on the final-Sunday basis are returned by agencies as unacceptable, Mr. Purcell said, "if the problem is simply a question of the acceptability of the new billing system," stations should advise him. He said AAAA would work with the agencies and that if the problem was with a client, AAAA would help the agency to point out that an ANA committee has endorsed the final-Sunday system," as has Procter & Gamble, General Foods and many other advertisers."

For answers to other questions, he said stations should feel free to talk to members of the joint industry committee on standardization of broadcast billing, which is headed by George Arnold of Young & Rubicam.

He identified other members, in addition to himself, as John Amey, Katz Agency; M. S. Kellner, SRA; Robert Kennedy, Dancer-Fitzgerald-Sample; Lawrence Loiello, Ogilvy & Mather; Frank Moore, Interpublic; Jonne Murphy, RAB; Albin Nelson, TVB; Richard Passanant, Harrington, Righter & Parsons; Michael Rich, Leo Burnett Co., and Robert Washburn, Ted Bates & Co.

"Any major undertaking of this kind is difficult," Mr. Purcell wrote, "and the

changeover period will give headaches to everyone concerned. The broadcasting industry and the agency business, however, have looked at the enormous problem we currently live with, considered the ultimate benefits of the new system and have agreed to work together to make it a reality. We hope we can count on your early support."

The bandwagon gets crowded

All AAAA members now said to support new billing periods

Agencies on record in support of making the final Sunday of each month the standard cut-off for spot-TV and spot-radio billing purposes (see page 42) include all of the top-20 spot-TV agencies as listed by BROADCASTING for 1970 (BROADCASTING, Nov. 23, 1970), the American Association of Advertising Agencies said last week.

In fact, AAAA said in a letter being distributed to station reps, all AAAA member agencies support the plan.

Lists compiled by other sources indicate the number of specific commitments to the new system is growing.

The 20 named by AAAA: Ted Bates, BBDO, Benton & Bowles, Leo Burnett (though Burnett was said to be in the midst of data-processing revisions that would prevent or limit its participation in the first few months), Compton, Cunningham & Walsh, Dancer-Fitzgerald-Sample, D'Arcy, Doyle Dane Bernbach, Erwin-Wasey, William Esty, Foote, Cone & Belding, Clinton E. Frank, Grey, McCann-Erickson, Ogilvy & Mather, SSC&B, J. Walter Thompson, Wells, Rich, Greene and Young & Rubicam.

Other sources said Lennen & Newell and Kenyon & Eckhardt were among other major spot agencies on record

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for the plan.

It was assumed that all offices of all or most of these agencies would accept final-Sunday billing. Other agencies reported as supporting the plan, in a list compiled by various sources—by the Katz Agency, H-R Representatives, Station Representatives Association and AAAA—include the following:

Grey-North, Arthur Meyerhoff, Needham, Harper & Steers, Post-Keys-Gardner, Tatham-Laird & Kudner and Edward H. Weiss, all based in Chicago.

Campbell-Mithun and Knox Reeves in Minneapolis were reported as leaning toward the system but not definitely committed.

In Atlanta the list was said to include Burke Dowling & Adams (subsidiary of BBDO), Burton-Campbell, Harris & Weinstein, Liller Neal Battle & Lindsey and Tucker Wayne.

Henderson Advertising, Greenville, S.C., and Bloom Advertising and Sam Price Co. of Dallas were also said to support the plan.

In Detroit the list included Campbell-Ewald, MacManus, John & Adams and Ross Roy Inc.

Los Angeles agencies were reported to be Ayer / Jorgensen / McDonald, Brown Clark & Elkus, Carson/Roberts, Honig-Cooper & Harrington and Reach McClinton Anderson McConnell.

In Philadelphia, Aitkin-Kynett, N. W. Ayer, W. B. Doner, Kalish & Rice, Lewis & Weightman Inc. were said to have approved the system.

So were Vansant Dugdale in Baltimore, Botsford Ketchum in San Francisco and Fox Sweeney & True in Denver.

Moss checks chances for ad-effects 'institute'

Legislation aimed at determining the impact of advertising on society may be introduced by Senator Frank Moss (D-Utah), chairman of the Commerce Committee's Consumer Subcommittee.

Senator Moss has instructed the subcommittee staff to examine the feasibility of a measure that would create a National Institute of Marketing and Society within the U.S. Public Health Service or the National Science Foundation.

There is a substantial amount of knowledge concerning the behavior of individuals subjected to advertising, but much of it is funded by businesses interested in a fairly narrow range of information, said Senator Moss. He added that much of that knowledge "is obscured by the economic self-interest of the sponsors of the research."

The proposed institute could objectively examine the "psycho-social impact of advertising" and make it available for public scrutiny, he said.

Nixon outlines broad consumer plan

President proposes a public advocate, injunctions to hit false advertising

The nation's consumers last week got the word from the White House as to what President Nixon wants Congress to do for them. But to some in Congress, it is too little; they prefer their own proposals.

The President's consumer message covered a wide range of activities. But one of particular interest to those dealing with regulatory agencies and certain to spark a fight in Congress involves consumer advocacy.

He suggested that a consumer advocate that would represent consumers before regulatory agencies and the courts be placed within the existing structure of government. He said this would be "a better approach than the creation of still another independent agency which would only add to the proliferation of agencies without dealing with the problem of effectiveness."

But he said he would withhold specific recommendations pending the receipt of comments, due April 20, on the report of his Advisory Council on Executive Organization (BROADCASTING, Feb. 15). The council had suggested that a consumer advocate be placed within the Federal Trade Practices Agency that would take over many of the functions of the Federal Trade Commission. But if Congress determined to press ahead without awaiting his suggestions, the President urged it, "as an interim measure," to place the advocacy function within the FTC.

The proposal was promptly denounced as "half-hearted" by Representative Benjamin S. Rosenthal (D-L-

N.Y.). Along with Representative Florence P. Dwyer (R-N.J.), he is heading a bipartisan coalition backing a bill (H.R. 4429) to create an independent consumer agency.

The bill is similar to one that passed the Senate last year over the President's objections but died in the House Rules Committee on a tie vote. The House Government Operations Committee is expected to hold hearings on the Rosenthal bill soon, and the Senate Government Operations Committee is reported ready to give early consideration to a companion measure being prepared by Senator Abraham A. Ribicoff (D-Conn.).

Representative Rosenthal, who was critical of the entire message, said the "few positive steps" in it "are outweighed by halfsteps, sidesteps and backsteps to confuse and mislead the consumer."

The message was similarly regarded by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. He said that the administration "remains out of step with the congressional march toward full consumer justice."

Among his specific complaints was the message's failure to recommend that the FTC be given power to impose penalties for frauds and deceptions and to require restitution to consumers of money lost through such practices.

However, the President does propose legislation giving the government new power affecting advertising. One proposal would authorize the FTC to obtain court injunctions that would halt immediately allegedly deceptive or unfair advertising and other practices. At present, such practices can continue until a case is adjudicated.

The President also renewed an appeal for legislation that would empower the Justice Department to move against manufacturers who engage in specified fraudulent and deceptive advertising and selling practices.

The proposal, in addition, would give consumers victimized by such practices the right to band together in class-action suits to seek damages. However, they could bring such cases only after the successful termination of a suit brought by the Department of Justice. Some congressional Democrats, including Representative Rosenthal and Senator Magnuson, say stronger class-action legislation is required.

In addition to his legislative proposals, the President issued an execu-



Mrs. Knauer

tive order creating a White House Office of Consumer Affairs to advise him and to analyze and coordinate all federal activities in the consumer field. He named Mrs. Virginia Knauer, now his special assistant for consumer affairs, director of the new office. Last year, Congress did not act on legislation he proposed to create such an office.

The President also indicated plans for using the mass media, "including the Corp. for Public Broadcasting," in disseminating consumer information. He said he has asked Elliot L. Richardson, secretary of Health, Education and Welfare, to work with Mrs. Knauer in developing such a program.

ARF nears goal in funding audit plan

The Advertising Research Foundation reported last week that it has \$72,000 of the \$100,000 it seeks to start a new "open-audit plan."

At its annual meeting in New York, ARF also disclosed that 18 member companies had pledged sponsorship of the plan. The foundation said it needed seven additional sponsoring members (thus, each contribution totals \$4,000).

Among the sponsors are networks, agencies, advertisers, magazines and newspapers, ARF said. The proposal for an "open-audit plan" was made last fall by Paul E. J. Gerhold, ARF president, at the organization's annual conference in New York (BROADCASTING, Nov. 16, 1970). The plan would offer "official ARF registration" to commercial research services and provide ARF-controlled spot auditing of their operations at no cost to the research companies.

In other actions, ARF's board elected

Samuel Thurm, advertising vice president, Lever Bros., as chairman; S. Heagan Bayles, SSC&B chairman, as vice chairman; George H. Allen, vice president, magazine division of Fawcett Publications, as treasurer. Also re-elected were Mr. Gerhold as president, Ingrid C. Kildegaard as vice president, and Joey Harris as secretary.

Goodrich back to TV with sports programing

The B. F. Goodrich Tire Co., Akron, Ohio, will return to television after a one-year absence with a concentrated campaign for its passenger-car tires.

Beginning March 7, Goodrich will co-sponsor a variety of network sporting events such as the National Basketball Association playoffs, college and professional football, the Stanley Cup hockey playoffs, and the Amateur Athletic Union track and field meets.

BBDO, New York, is the agency.

Business briefly:

The Post Division of General Foods Corp., White Plains, N.Y., through Grey Advertising, New York, will begin a network and spot-TV campaign for its new cereal, Post Cinnamon Raisin Bran. The 30-second spots are scheduled to begin in April and run for 10 weeks.

Ohio Art Co., Bryan, Ohio, toy manufacturer, through Stahl Associates, there, has purchased a weekly 10-minute segment for 52 weeks on CBS Radio's *Arthur Godfrey Time* for its Etch-a-Sketch drawing toy. According to CBS Radio, Ohio Art is the first toy manufacturer to buy time on the program for a full year.

Also in advertising:

New branch ■ Chuck Blore Creative Services, Hollywood, has opened a branch office in New York. The firm creates and produces radio commercials. Stephen B. Labunski, named VP last month, will handle Blore's eastern sales operations. The new office is at 30 East 37th St., Suite 12A, New York 10016.

Going south ■ Lewron Television Inc., New York TV equipment facility house, will make its equipment available to advertisers and television-commercial producers who wish to film spots during baseball's spring training season in Florida. The firm will maintain a Norelco PCP 70 hand-held camera and videotape recorder from March through May.

Heavy TV campaign for Tijuana Smalls

General Cigar Co., through Ogilvy & Mather Inc., both New York, is introducing Tijuana Smalls little cigars nationally with what it terms the heaviest television schedule in its history. The product was introduced experimentally last year in selected areas.

The schedule, which was to be launched last Friday (Feb. 26), calls for a sustained prime-time campaign on the three TV networks and a national spot campaign.

Ninety-second commercials were to be Sunday (Feb. 28) on ABC's Sunday night movie and again today (March 1) on NBC's Monday night movie. These 90-second commercials are made up of three different but consecutive 30-second spots. Other spots to be used during the campaign will be 30- and 60-second commercials.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenues estimates—week ended Jan. 31, 1971 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 31	Total dollars week ended Jan. 31	1971 total minutes	1971 total dollars
	Week ended Jan. 31	Cume Jan. 1- Jan. 31	Week ended Jan. 31	Cume Jan. 1- Jan. 31	Week ended Jan. 31	Cume Jan. 1- Jan. 31	Week ended Jan. 31	Cume Jan. 1- Jan. 31	Week ended Jan. 31	Cume Jan. 1- Jan. 31
Monday-Friday Sign-on-10 a.m.	\$ \$		\$ 114.4 \$ 451.9		\$ 268.0 \$ 880.6		66 \$ 382.4	242	\$ 1,332.5	
Monday-Friday 10 a.m.-6 p.m.	1,510.5	5,430.6	3,128.8	13,993.6	1,629.5	7,560.2	857	6,268.8	3,209	26,984.4
Saturday-Sunday Sign-on-8 p.m.	1,517.5	5,048.0	1,072.7	6,238.9	367.5	6,239.3	283	2,957.7	1,155	17,526.2
Monday-Saturday 6 p.m.-7:30 p.m.	522.0	1,407.3	509.2	2,152.7	520.4	3,233.1	67	1,551.6	347	6,793.1
Sunday 6 p.m.-7:30 p.m.	341.0	378.5	164.0	2,040.3	211.6	1,058.2	27	716.6	81	3,477.0
Monday-Sunday 7:30-11 p.m.	5,324.2	23,101.7	5,954.5	24,494.7	8,813.1	31,114.8	416	18,091.8	1,865	78,711.2
Monday-Sunday 11 p.m.-Sign off	211.6	1,395.4	157.8	649.6	475.7	1,941.0	90	845.1	350	3,986.0
Total	\$ 9,426.8	\$ 36,761.5	\$11,101.4	\$ 50,021.7	\$10,285.8	\$ 52,027.2	1,826	\$30,814.0	7,249	\$ 138,810.4

The EBS fiasco: an almost disaster

Investigations fly in Washington as weekend blunders point to weak links in attack-alert chain

The FCC took a first step last week to prevent another Emergency Broadcast System false alarm by authorizing the broadcast desks of the Associated Press in New York and the United Press International in Chicago to authenticate emergency messages with government officials beginning last Saturday (Feb. 27). Both wire services will not move EBS activation messages unless confirmed by other government sources.

The move was taken following recommendations by a National Industry Advisory Committee that met in Washington last Thursday and Friday (Feb. 25-26).

Until last week, the New York AP office and the UPI Chicago office merely had been transit points, passing along automatically emergency broadcast messages—which for 10 years have always been test messages to confirm that the system is working.

On Saturday (Feb. 20) at 9:30 a.m. EST, the usual test message from the Civil Defense Warning Center in Colorado Springs turned out not to be a test—but the real thing, an official, formal alert.

The error was made by a civilian employe of the center who inadvertently inserted a prepared emergency-action notification perforated tape into his transmitter, instead of the usual test tape. The warning center is located in the same complex in Colorado Springs as is the North American Defense Command. NORAD, however, was never at any time involved in the mistaken alert.

Most TV and radio stations questioned the message's authenticity because it arrived at the anticipated test time, even though it carried the correct authentication code word for the day. Most stations hurriedly checked their area's key EBS stations and finding them broadcasting as usual (except in one instance) held off going into emergency operation. Each area in the country has a designated key station that is tied through a "dedicated" private teletypewriter line directly to the White House.

Within minutes following the erroneous alert, a cancellation message was transmitted from Colorado Springs



The man who is responsible for determining what happened on Feb. 20 when an actual alert was inadvertently sent to all broadcast stations via the Associated Press and United Press International wire news circuits is Kenneth W. Miller, chief of the Emergency Communications Division (above). The division is part of the FCC's Office of Executive Director. It is Mr. Miller and his colleagues who have to find out why the system did not work as planned and what to do to make sure that this never happens again. His report and recommendations go to FCC Commissioner Robert Wells, who has been assigned responsibility for defense matters by FCC Chairman Dean Burch.

—although even the cancellation message failed at first to carry the proper authentication word.

The mishap set off what was generally described as a mild panic in some areas. But the fact that most stations did not go off the air after receiving the alert, many observers felt, prevented a panic much worse than the Orson Welles' *War of the Worlds* radio broadcast in 1938.

Nevertheless, there was grumbling on Capitol Hill as well as in daily newspapers at the dual error—the erroneous transmission of the real alert on

the part of the warning center which is a part of the Army's civilian defense office, and the failure of broadcasters to follow EBS procedures.

Early last week, the FCC sent out a questionnaire to all broadcast licensees asking for information on what occurred that Saturday morning when the alert came through, and also for recommendations. Broadcasters were asked to respond by Monday (March 8).

But a random check of stations throughout the country last week showed clearly that most broadcasters, knowing that this was the time for the test, held off putting the EBS procedure into effect until they confirmed the authenticity of the message from other sources.

In Chicago, however, WGN(AM), the primary alert station in that area, marched right down the right path after it received the alert.

The WGN scenario reads as follows: 8:36 a.m., AP and UPI teletype messages completed in news room. 8:38 a.m., message delivered to AM master control and authenticated with proper code word. 8:40 a.m., message re-authenticated with engineer in charge at transmitter at Hancock, Ill. 8:44 a.m., WGN initiated EBS procedure by broadcasting part one of pre-recorded cartridge containing standard message to the public. This was followed by carrier off-on and tone transmittal designed to activate an emergency receiver at other stations. This was followed by the broadcast of part two of the pre-recorded cartridge.

8:46 a.m., just as the cartridge began a repeat of the message, UPI notified its customers that the alert was in error. The EBS procedure was immediately stopped and WGN went back to normal programing after a brief announcement had been made of the error. 9:13 a.m., official authenticated message received canceling false emergency notice.

Not all stations, however, moved so rapidly. KFWB(AM) Los Angeles, for example, reported that its newsmen suspected the alert notification from the beginning and began checking other sources, including the Westinghouse News Bureau in Washington. The en-

gineer on duty that morning tuned to KFI(AM) Los Angeles immediately, since that is the primary EBS station for the area, and heard the retraction announcement.

In the New York area, executives of key EBS stations said they were immediately suspicious of the alert message for a variety of reasons. One of the most frequently mentioned was that the alert moved at the same time that test EBS messages regularly move and, as one said: "The odds against a real emergency actually happening at exactly the same time that the tests are run seemed astronomical." Stations undertook to double check in various ways but, because of their suspicions, elected to remain on the air with normal programming.

At WABC(AM) New York, whose key responsibility is for the Hudson Valley and Catskills areas, officials said newsmen on duty were immediately suspicious because several factors did not coincide with various criteria they have

drawn up for double checking. For one thing, they said, the ABC network was not feeding emergency reports as it would have been if the alert were real.

Officials at WNBC(AM), New York, which has responsibility for New York's five boroughs, were suspicious for similar reasons and especially because the alert came when tests normally are conducted, they said, and the "panic wire"—a ringing of bells that is supposed to accompany a real alert—"remained mute." They alerted appropriate people to stand by but stayed with regular programming while continuing to check, including calls to the Associated Press and United Press International radio wires. By the time the checks were made, the cancellation message came.

Executives at WOR(AM) New York, whose responsibility is New Jersey, said they were suspicious of the message for several reasons. In addition to the timing, they said, the message was incom-

plete. If the alert had come during, say, the Cuban missile crisis, they said, they might have switched to emergency programming, but in the absence of any such crisis conditions—and in view of all the indications that the message was erroneous—they elected to continue regular programming while they double checked the validity of the alert. They also kept in mind the potential chaos that might result if they and other stations switched to emergency operations and the message proved false.

In Washington none of the major stations went off the air. The reason is simple; all are tied in on a special line directly to the White House and it was immediately apparent when nothing came over the special line that the emergency message was in error. The same direct circuit to the White House exists for all four networks; their Washington news bureaus are tied to the White House over ever-ready dedicated telephone lines.

But throughout the country many

The Bomb and the broadcasters

Stations' growing role in warning system began with advent of atomic weapons

How to inform the American public if World War III were literally on the wing has been a matter of tremendous concern to the U.S. government since the early days of the cold war. The development of sophisticated weaponry quickly outmoded the siren-warning systems of World Wars I and II. Sirens simply did not have the penetrating capability the enemy would have; they didn't cover the whole country, and were not capable of being heard by all of the people all of the time.

Thus, some 20 years before the Emergency Broadcasting System fiasco two weekends ago (see page 46) began the voluntary Conelrad system—a complicated formula using random clusters of key radio stations on two specified frequencies to warn citizens of an impending attack. It was also intended as a means of getting the President on the air to talk to the nation. Conelrad was designed in this complex fashion to prevent enemy-manned bombers from "homing" on radio-station frequencies.

The advent of intercontinental ballistic missiles changed that picture. No longer was it necessary to confuse the enemy by shifting radio frequencies. Missiles are guided to their targets by the stars and other guidance systems.

They don't need to home on radiation from a target.

So, it was with some relief that broadcasters were able in 1963 to drop the Conelrad system and install in its place the Emergency Broadcast System. Conelrad equipment, which at once became obsolete, had cost broadcasters several million dollars. EBS, also a voluntary service, is designed to do two things—warn the public of an emergency, and get the President on the air—all on a five-minute alert message from the White House. Basic to the system is the requirement that it function on a five-minute lead time. The system goes into operation only on direct orders of the President.

What happened Feb. 20 was that the system was activated by a single man at the National Emergency Warning Center which has been designated by the White House the task of alerting broadcast stations.

Under EBS, all radio stations meeting certain requirements are eligible. The most important of these criteria is the ability of the station to interconnect to national, state and local civil-defense operational areas. If the station meets all the requirements, the FCC issues it a national defense emergency authorization (NDEA) that permits it to remain on the air after notification of a national emergency. All other stations must leave the air at this time. At present, there are 2,800 stations holding NDEA's, the preponderance of which are AM stations. However, a substantial number of FM stations are included and some TV stations which participate solely through their audio chan-

nels (the video transmissions cease).

Among the principal problems in establishing EBS has been the determination of how to alert broadcasters to the existence of an emergency so that the system could be put into effect. Three alerting methods are in existence. The first is for the White House to order notifications to be sent out to all stations via the teletype circuits of the Associated Press and United Press International.

The second method is through a "dedicated" private, and heretofore confidential, teletype circuit that links the White House with the TV and radio networks and key radio stations throughout the country, as well as AT&T. All network-affiliated stations would receive the alert by way of the internal circuits of the networks.

The third method is off-air monitoring of key NDEA stations in all areas by all other radio and TV stations. All broadcast stations are obliged to have equipment for this type of monitoring.

Since the object of all this is to alert the public, a fourth method, still under development, is to develop a circuit in radio receivers that would, whether the set is off or on, automatically sound an alarm. Prototypes of this system have been tested during the last year.

A fifth system, still not in being, is one that has been urged by the Office of Civilian Defense, an arm of the Department of the Army. This envisions the establishment of a network of low-frequency radio transmitters that would, with the proper receiver in the hands of the public, become another source for warning the populace of an attack.

stations failed completely in moving into the emergency procedure. Many of the stations said that by the time the wire-services message was brought upstairs to the newsroom, the cancellation was included.

This is what has so disturbed the FCC and its industry-advisory group, as well as leaders in Congress and at the Pentagon. Investigations are under way at all levels.

FCC Commissioner Robert Wells, who is the designated defense commissioner, ordered a detailed questionnaire sent to all broadcast licensees by the middle of last week. The questionnaire asks all TV, AM and FM licensees whether they subscribe to AP or UPI or both, whether there is any type of external alarm unit associated with the wire-service teleprinters, whether they received the emergency alert on Feb. 20, what time station employees saw it, what action station took, and if none, why.

The FCC interrogatory also asked for comments or recommendations.

The Pentagon announced immediately that it is conducting an investigation of the error. Louis Smoyer, the Colorado Springs warning center chief, has already revised the positions of the emergency tapes so that the real warning is now segregated by itself in a desk drawer.

W. S. Eberhart, the civilian clerk who made the mistake, was quoted as saying: "I can't imagine how the hell I did it." He has been at the warning center for 15 years.

In Congress, the reaction was also immediate. Senator John Stennis (D-Ala.), chairman of the Senate Armed Services Committee, said the committee has begun an investigation of the occurrence. He said also that he believes a study of the entire emergency broadcast system is called for—not only to guard against another error but also to determine why the message did not get the attention it demanded. The alert tests, Senator Stennis added, "apparently have become so routine that many television and radio stations fail to give an alleged and possibly catastrophic emergency message the attention which it demanded."

Senator Robert P. Griffin (R-Mich.) called not only for an Armed Services Committee investigation of the error but also for "a thorough investigation of the civil-defense warning procedures as well as the whole civil-defense structure and operation in general."

Senator Robert C. Byrd (D-W. Va.) said the "inexcusable blunder" not only raises questions that must be answered but also reveals carelessness and ineptness. "The country," he said, "should have been made painfully aware that

not only the military blundered, but also that many radio and TV stations are obviously not prepared to play the role expected of them in any warning system.

Senator John O. Pastore (D-R.I.), who was presiding at the nomination hearings of Robert Wells and Thomas Houser to be FCC Commissioners (see page 28) virtually opened his questioning of Commissioner Wells with the words: "What happened?"

In addition to the Saturday morning EBS tests, a similar Sunday evening test is made also over the AP and UPI circuits. This also has been going on for 10 years. Ironically, the test on the Sunday following the error also became a blooper of sorts; the warning center failed to "capture" the AP circuit due to a technical malfunction. Every three months, all broadcast stations receive a sealed envelope containing the authentication code words for each day of the 90 days.

The industry-advisory council meeting that took place in Washington last week originally had been scheduled to prepare for a panel discussion of the EBS to be held at the National Association of Broadcasters convention in Chicago next month. It was hurriedly augmented with other members called in by the FCC after the Feb. 20 fiasco. Vincent T. Wasilewski, president of the NAB, is chairman of the full NIAC, which represents all elements of the telecommunications industry.

Little harmony in translator views

AMST wants interference protection for stations; NCTA asks same for cable

Broadcasters and translator and CATV interests last week sounded discordant reviews of the FCC's proposed revisions to bring television-translator station rules into harmony with the new regulations covering FM translators.

The proposed rules provide in part that a translator application will not be granted if the station would be within the predicted grade-B contour of an adjacent channel TV station; that a translator operating with 100 w or more on an assigned and unused channel will be protected against interference by other translators, but need not protect other translators; and that translators will be prohibited from causing interference to the input signals of other translators (BROADCASTING, Jan. 18).

In comments last week, the Association of Maximum Service Telecasters Inc. took issue with the entire proposed

rulemaking proceeding, contending that the rule changes that will result "will still not put the VHF and UHF translator services on a sensible and efficient basis." AMST called for a revamping of existing policies by adoption of a "consistent and comprehensive plan for translator service and not periodic patchwork modification of the rules."

AMST contended that rather than extend the present translator noninterference concepts as proposed, the commission should adopt "a suitable mileage separation table based upon the interim-limited standards such as proposed by AMST in 1966 and now under consideration." Continental Urban Television Corp., licensee of KGSC-TV (ch. 36) San Jose, Calif., and UHF translator operator, also sought a provision in the proposed rules for mileage separation requirements to "insure" interference protection.

AMST added that "a more comprehensive approach to translator non-duplication problems should be adopted by the commission, noting that the proposed rules should be modified to allow a regular TV station licensee the opportunity of improving its service in its principal city before granting the application of another person to duplicate its programs in those portions of the principal community where the local station's signals cannot be received.

Wometco-Skyway Broadcasting Co., licensee of WLOS-TV (ch. 13) Asheville, N.C., and VHF translator operator, contended in its comments that the proposal to ban new translators from operating within the predicted grade-B contour of an adjacent channel TV station would "seriously impede use of VHF channels for translators and discourage applicants from applying for them. In many cases," it said, "VHF translators are the practical and sometimes the only way for local TV reception to be obtained."

Comments were also filed by the National Cable Television Association and Teleprompter Corp., multiple CATV owner, both of which urged the commission to consider the relationships between translators and CATV systems in its proceeding.

NCTA contended that noninterference with CATV systems by translators would help "to remove inconsistencies between the rules governing two services which the commission considers to be supplementary to television broadcast service." NCTA added that rebroadcast consent, on a program-by-program basis, from the source of the program, should be required of translators so long as a similar rule, "in the form of interim procedures, is imposed on CATV's."

Teleprompter urged more stringent proposals, one of which would provide that translators assume the prime re-

sponsibility of protecting CATV systems from interference by translators. Teleprompter further urged that if a translator failed to assume the responsibility in working with CATV systems to eliminate translator-caused interference or any other condition of technical operation by the CATV system that would result in operation inconsistent with the FCC's proposed CATV technical standards, the translator's operation should be suspended.

The commission last week extended the time for filing comments and reply comments in this proceeding to March 8 and March 19, respectively.

Sync solution for Tchaikovsky simulcast

Engineers and producers have overcome compatibility difficulties for a planned stereo FM-television simulcast of Tchaikovsky's *Queen of Spades*.

The problem originated in efforts to synchronize the video-taped portion of the program with the sound track, which was recorded on a 16-track audio recorder. Engineers at noncommercial WGBH-FM-TV Boston, where the opera was produced; producers of the National Educational Television Opera Theater; and audio producers at RCA in New York concerted their ideas to design a playback synchronizer capable of providing speed variations to produce nearly instantaneous synchronization of the video and audio tapes. By utilizing the synchronizer, the sound track was locked to the video tape at constant speed.

Queen of Spades was not taped live, as previous simulcasts have been. Performers were video and audio taped in segments at the WGBH-TV studios. To add genuine reverberation effects, the sound track was carried by telephone lines to speakers on the stage of Boston's Jordan Hall, picked up by microphones at the rear of the hall and fed back to WGBH-TV for re-recording. The 16 audio tracks were then mixed down to two for the stereo broadcast.

The result of these efforts was to be aired simultaneously yesterday (Feb. 28) by noncommercial TV and FM stations in New York, Boston, Washington, Los Angeles, San Francisco and Chicago.

In another experimental operation involving simultaneous transmission WSM-FM and WLAC-FM both Nashville, Tenn., were to air one hour of programming in "quadraphonic" stereo yesterday also. Originating in the studios of WSM-FM two of the four audio channels were to be carried via telephone to WLAC-FM for transmission. The effect for the listener with two stereo-FM receivers is the sensation of being in the middle of the orchestra.

Satellites: more time, more new proposals

As FCC extends its deadline for filing, AT&T announces plans for a bigger system

AT&T announced last week that it plans to double the capacity of its projected domestic-satellite system by adding an extra satellite to the system.

At the same time, the FCC extended the deadline for filing applications for a domestic-satellite service from March 1 to March 15 with concomitant two-week extensions for reply comments and for applications for earth stations.

In its original filing with the FCC last fall, in conjunction with the Communications Satellite Corp., Washington, AT&T said it planned to use two satellites with one as a backup. Each satellite would be capable of providing eight TV channels (or 2,400 voice channels). At the same time AT&T said it would build five earth stations at New York, Chicago, Los Angeles, Atlanta and Dallas-Houston area (BROADCASTING, Oct. 19, 1970). AT&T estimated its capital investment for the revised system would be about \$96 million; payments to Comsat, it said, would be about \$37.5 million a year over a seven-year period. Comsat would be responsible for procuring, launching and maintaining the satellites in geostationary orbits for AT&T use, as well as providing tracking, telemetry and control facilities.

The AT&T announcement came the day after Comsat announced that it planned to file an application with the FCC for a comprehensive, multipurpose system to provide a wide range of communications services, including TV and radio circuits. Another application is expected also from Microwave Communications Inc. and Lockheed Aircraft Corp.

The FCC action was at the request of Fairchild Hiller Corp. and Western

Tele-Communications Inc. In granting the extension, however, the commission said that it "would be reluctant to grant any extension which would substantially delay consideration" of those firms who have already submitted "timely" applications.

Earlier, the commission accepted the applications by Hughes Aircraft Co., General System Companies (GT&E) and Hawaiian Telephone Co. for domestic-satellite facilities, but told Hughes that its applications to use additional facilities to transmit TV programs to CATV systems were incomplete.

The commission told Hughes it failed to establish eligibility to use microwave frequencies proposed for terrestrial interconnection between Califon, N.J., and San Juan Capistrano, Calif., earth stations and its operating centers. It asked for more information in this area. Hughes and the others filed their applications last year (BROADCASTING, Dec. 28, 1970 - Jan. 4).

The first application for a domestic-satellite system was filed last August by Western Union. It asked for permission to put up three satellites, to build six earth stations and 31 terrestrial microwave relay stations. The Western Union proposal estimated a capital investment of \$95 million. Its application also said it would charge a flat fee of \$105,000 monthly per channel for TV programs.

Ampex order for Pittsburgh

An order for over a million dollars worth of equipment has been placed with Ampex Corp., Redwood City, Calif., by Television Production Center, Pittsburgh. The order is for video-tape production and post-production gear. TPC will, on March 15, begin offering full tape production, remote facilities and distribution services for producers, advertisers and broadcasters in the eastern United States. Included in the order are three AVR-1 videotape recorders and computer-aided programing, switching and slow-motion systems.

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Storer group cuts its airline losses

Northeast's improvement enables company to turn '69 loss into profit in '70

Storer Broadcasting Co., Miami Beach, Fla., has reported profits in 1970 totaling \$3,793,620, or 90 cents per share. These figures offset a loss in the previous year of \$2,677,910 or 63 cents lost per share.

A Storer spokesman said the most significant contributing factor in the favorable comparison between the two years was the diminished losses of Northeast Airlines, of which Storer owns 86.1%. The company's share of Northeast's loss amounted to \$10,021,000 in 1970, compared with \$20,100,000 the year before. Extraordinary items attributed to Northeast, after taxes, were \$356,000 in 1970, \$2,271,000 in 1969.

Before extraordinary losses, Storer's profits were \$4,149,000 in 1970, compared to a loss of \$406,000 the year before.

Broadcast-related performance in 1970 was down, according to the Storer report. While station revenues in the past year were virtually the same as in 1969, increased expenses, due to the general economic recession, caused a decline in broadcast-related operations from \$20,943,000 in 1969 to \$19,381,000 in 1970.

Profit for broadcast-related operations also declined in the fourth quarter of 1970, to \$6,693,000, from \$7,543,000 in the corresponding period a year ago. But Storer's over-all fourth-quarter profits in 1970 totaled \$296,000, compared with a loss in the same period of 1969 of \$5,952,000. The 1969 loss, however, was primarily attributed to an extremely large extraordinary item included in the last quarter of that year, chiefly related to deficits incurred in operating the airline.

The proposed merger between Northeast Airlines and Northwest Airlines, meanwhile, continues to be stalemated. Northwest is dissatisfied with conditions imposed on the transaction by the Civil Aeronautics Board, which has already approved the merger (BROADCASTING, Feb. 15). Northwest has indicated that unless the matters are resolved to its satisfaction, it will exercise its option to terminate the agreement. Both airlines have petitioned the

CAB for reconsideration of the restrictions.

For the year ended Dec. 31, 1970, Storer has reported:

	1970	1969
Earned per share	\$ 0.90	\$ (0.63)
Revenues from broadcast operations	64,553,427	64,641,454
Net income	3,793,620	(2,677,910)

Note: Net income figures for both years include losses of \$756,496 and \$1,585,917, respectively, net of income tax effect, for minority interest of Northeast Airlines Inc., which is required to be recognized under generally accepted accounting principles.

Cowles revenues decline in 1970

Cowles Communications Inc., New York, station owner and publisher, has reported a net income of \$647,000 or 16 cents a share, including extraordinary items, in 1970. In 1969, the firm had showed a net loss of \$1,883,000 or 47 cents a share including extraordinary items. After deducting extraordinary items, however, Cowles showed an operating loss of \$2,287,000 or 58 cents a share in 1970, compared to earnings of \$291,000 or seven cents a share in 1969.

Gross revenues last year were \$145,832,000 compared with \$158,917,000 in 1969 after excluding revenues from discontinued operations of \$7,343,000 and \$12,259,000 respectively.

Cowles Communications stockholders will vote March 24 on the proposed sale of some of Cowles's properties, including WREC-TV Memphis, to the *New York Times* (BROADCASTING, Nov. 2, 1970).

Included in the extraordinary items is the stock sale of Television Communications Corp., sale of Star Publishing Corp., Magazines For Industry Inc. and Cowles Encyclopedia operations.

	1970	1969*
Earnings per share	\$ 0.16	\$ (0.47)
Revenues**	145,832,000	158,917,000
Net income	647,000	(1,883,000)
Shares outstanding	3,968,587	3,968,587

*Restated for comparative purposes to show separately results of discontinued operations.

**Figures for both years exclude revenues from discontinued operations.

DDB reports 8% billing gain

Doyle Dane Bernbach Inc., New York, and its subsidiaries reached a new high in gross billings in fiscal 1970 of \$276 million, a gain of about \$20.5 million or 8% above the \$255 million reported in 1969.

At its annual stockholders' meeting last week in New York, the advertising

agency also reported net income of \$4,444,679. After deduction of two extraordinary items, income dropped to \$3,762,679, compared with \$3,890,743 the year before.

The extraordinary items were the "unrealized loss" in DDB's stock ownership in KMS Industries which was written off, and a loss in the firm's investment in an Italian theatrical production.

Joseph R. Daly, president, classified 1970 as a tough year for business generally and for Doyle Dane Bernbach—"but we survived it, and survived it with a flourish," Mr. Daly said. He pointed out that billings, sales and per-share earnings all rose in 1970.

For the year ended Oct. 31:

	1970	1969
Earned per share	\$ 1.96	\$ 1.89
Billings	275,993,484	255,656,524
Net income	3,762,679	3,890,743
Weighted average shares	1,918,144	2,060,797

Worldwide billings boost JWT earnings

Record billings and earnings for 1970 were reported last week by the J. Walter Thompson Co., New York. Worldwide billings climbed by \$33 million, while domestic billings dropped \$7 million. The company's net income rose by 10% to \$7.3 million from \$6.6 million in 1969.

The company said that in 1970 it had retired substantially all of its long-term debt and raised its quarterly dividend from 20 cents to 25 cents a share.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 2.86	\$ 2.57
Capitalized billings	772,600,000	739,781,000
Commissions and fees	112,512,000	107,868,000
Net income	7,335,000	6,646,000

Signal Co.'s take a financial tumble

The Signal Companies Inc., Los Angeles-based conglomerate that owns 49.9% of Golden West Broadcasters, group owner there, reported a net loss of nearly \$48.5 million for fiscal 1970. The loss was the result of the company's previously announced plans to write off \$32,421,000 relating to the development of turbine engines by the Garrett Corp., a Signal subsidiary. Also included in the mark-downs was the company's stock portfolio, which was reduced \$25,187,000 to yearend market value. In addition, a \$5-million write-down in what the company terms small, marginal gas and oil properties was also

taken. Lastly, an extraordinary loss of \$5,822,000 was incurred relating primarily to the disposition of petroleum refining and marketing assets at year-end.

The write downs wiped out \$19,940,000 in net income, earned during 1970, down from the more than \$52.3 million the company earned in 1969. Sales were also down from the 1969 figures.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share		
(loss)	\$ (2.68)	\$ 2.52
Revenues	1,487,711,000	1,503,293,000
Net income (loss)	(48,490,000)	52,310,000
Shares outstanding	19,054,000	20,756,000

Company reports:

Ampex Corp., Redwood City, Calif., broadcast-equipment manufacturer, reported a continued downslide in earnings for the third quarter. William E. Roberts, board chairman, had previously indicated that net income for fiscal 1971 would be well below that for 1970. Mr. Roberts noted that the company anticipated a recovery for fiscal 1972, beginning May 1, 1971.

For the nine months ended Jan. 30:

	1970	1969
Earned per share	\$ 0.25	\$ 1.06
Revenues	221,913,000	229,601,000
Net income	2,730,000	11,444,000
Shares outstanding	10,874,406	10,837,372

Media General Inc., Richmond, Va., publisher and group broadcaster, registered a slight decline in revenues and income in 1970 over the preceeding year, after extraordinary items. Income comparisons for 1970 and 1969 were based on restatement of income in 1969 to reflect operations of all companies since acquired on a pooling-of-interests basis.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.83	\$ 1.88
Revenues	127,135,404	120,016,952
Net income	6,342,554	5,862,426
Extraordinary items	(192,950)	117,992

Communications Satellite Corp., Washington, reported an increase of \$22,564,000 in operating revenues last year over previous year's figures. Less than 1% of firm's total revenues, however, came from television interests.

For year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.75	\$ 0.71
Revenues	69,598,000	47,034,000
Net income	17,501,000	7,129,000

John Blair & Co., New York station representative, reported revenues for 1970 reached a record high of more than \$65 million but net earnings slipped by 10% from 1969 levels. Francis Martin Jr., president of Blair, said "the operations of the company for 1970 were affected by the general softness of the economy and the corresponding effect on advertising expenditures." He added that City News Printing Corp., East

Rutherford, N.J., a subsidiary, did not contribute to earnings in 1970 but said a realignment of its operations has been completed and "better results are expected for 1971."

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.50	\$ 1.65
Revenues	65,090,000	62,769,000
Net earnings	3,892,000	4,305,000

Columbia Pictures Industries Inc., New York, of which Screen Gems is a division, reported that gross income increased but net income declined during the second quarter of its fiscal year.

For the 26 weeks ended Dec. 26, 1970:

	1970	1969
Earned per share	\$ 0.16	\$ 0.53
Gross income	119,632,000	112,800,000
Net income	958,000	3,250,000

RKO General Inc., wholly owned subsidiary of General Tire and Rubber Co., Akron, Ohio, reported a large increase in net income over the previous year, despite a continued deficit in the operation of Frontier Airlines, which is 57% owned by RKO General.

For the year ended Dec. 31, 1970:

	1970	1969
Revenues	\$100,803,000	\$102,284,000
Net income	4,199,000	1,489,000

Note: Includes extraordinary gain of \$3,078,000 in 1970 and an extraordinary loss of \$3,220,000 in 1969.

Conrac Corp., New York diversified firm involved in communications, data,

automatic production, industrial control, aerospace and education, reported a slight increase in sales last year, while net income declined. Fourth quarter sales and net income were, respectively, \$12,538,979 and \$385,723 or 27 cents a share, up from a net of \$237,489 or 15 cents on sales of \$13,159,878 for the last quarter of 1969.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per common share	\$ 1.12	\$ 1.26
Sales	52,776,402	52,314,811
Net income	1,577,085	1,750,321
Operating profit	3,104,085	3,620,321
Shares outstanding	1,258,792	1,249,522

Sonderling Broadcasting Corp., New York, group broadcaster, motion-picture theater owner and station rep., reported increase in revenues and income in 1970 of 21% and 12% respectively. The year marks the seventh consecutive 12-month period in which the firm has recorded record earnings.

For the year ended Dec. 31, 1970:

	1970	1969
Earned per share	\$ 1.69	\$ 1.53
Revenues	22,794,000	18,777,000
Net income	1,695,000	1,515,000

Note: Assuming conversion of convertible debentures and exercise of stock options and warrants, per-share earnings would have been \$1.58 in 1970 and \$1.39 in 1969.

Wells, Rich, Greene Inc., New York, reported its net income more than tripled to \$631,869 for first quarter of

Booth Newspapers, Inc.

has formally acquired

WTWO-TV

of Terre Haute, Indiana

(We the undersigned initiated and assisted with negotiations)

J. N. WELLS & COMPANY

Brokers and consultants to broadcasters and publishers

325 West Park Avenue

Wheaton, Illinois

fiscal 1971, compared to \$200,318 or 13 cents a share, a year earlier. The Agency's billings rose 33.3% for quarter ending Jan. 31 to \$26,737,000 from \$20,065,000.

For the three months ended Jan. 31:

	1971	1970
Earnings per share	\$ 0.40	\$ 0.13
Billings	26,737,000	20,065,000
Revenues	4,008,555	3,009,913
Net income	631,869	200,318

MPO Videotronics, New York producer of television commercials, reported a substantial decline in profits in its fiscal

year ended Oct. 31, 1970:

	1970	1969
Earned per share	\$ 0.24	\$ 0.64
Revenues	16,492,265	17,138,736
Net income	136,141	353,163

Columbia Cable Systems, Westport, Conn., multiple-CATV owner, showed increase in both revenues and income in its fiscal 1970, over the previous year.

For the year ended Sept. 30, 1970:

	1970	1969
Earned per share	\$ 0.34	\$ 0.10
Revenues	3,373,632	2,880,791
Net income	320,493	86,271
Average shares outstanding	948,763	901,263

Financial notes:

■ **Tele-Communications Inc.**, Denver-based multiple-CATV owner, has announced closing of that firm's merger with Centre Video, State College, Pa., CATV operator. Centre Video becomes a wholly owned subsidiary of TCI. Value of the transaction is placed at \$7.6 million. Centre Video board of directors ratified merger Nov. 25, 1970, and its stockholders ratified pact Dec. 8, 1970. Transaction increases TCI's total number of CATV subscribers to more than

The Broadcasting stock index

A weekly summary of market activity in the shares of 110 companies associated with broadcasting.

	Stock Symbol	Ex-change	Closing Feb. 25	Closing Feb. 17	Closing Feb. 11	High 1970-71	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	29	29 3/4	30	30	19 1/2	7,073	\$192,739
ASI Communications		O	2 1/2	2 1/2	3 1/4	7	1 1/4	1,789	6,708
Capital Cities	CCB	N	36 1/2	34	34 1/2	36 1/2	19 1/2	6,061	201,528
CBS	CBS	N	36 1/2	35 1/2	33 1/4	49 1/2	23 1/4	27,042	909,422
Corinthian	CRB	N	32 1/2	29 1/2	29 1/2	33 1/2	19 1/2	3,381	95,953
Cox	COX	N	22 1/2	22 1/2	23 1/2	24 1/2	10 1/2	5,789	128,805
Gross Telecasting	GGG	A	13 1/2	13 1/2	13 1/2	17 1/2	9 1/2	803	10,841
Metromedia	MET	N	24	23 1/2	23 1/2	24	9 1/2	5,734	123,281
Mooney		O	4 1/2	5 1/2	5 1/2	8 1/2	4	250	1,250
Pacific & Southern		O	15 1/2	16 1/2	15	20 1/2	5 1/2	1,638	24,131
Rahall Communications		O	22 1/2	25 1/2	26	28 1/2	5 1/2	1,040	27,820
Reeves Telecom	RBT	A	3 1/2	3 1/2	3 1/2	15 1/2	2	2,288	7,733
Scripps-Howard		O	21 1/2	22 1/2	23	25	14	2,589	58,253
Sonderling	SDB	A	28	29	26 1/2	34 1/2	10 1/2	991	27,500
Starr	SBG	M	11 1/2	12 1/2	12 1/2	18 1/2	7 1/2	461	5,592
Taft	TFB	N	34 1/2	33 1/2	34 1/2	34 1/2	13 1/2	3,712	103,936
Total								68,400	\$1,875,675
Broadcasting with other major interests									
Avco	AV	N	15 1/2	16 1/2	15 1/2	25 1/2	9	11,470	\$203,593
Bartell Media	BMC	A	6 1/2	6 1/2	6 1/2	14	3 1/2	2,254	12,690
Boston Herald-Traveler		O	24	26	26	44	24	574	15,068
Chris-Craft	CCN	N	8 1/2	8 1/2	9 1/2	11 1/2	4 1/2	3,804	34,236
Combined Communications		O	14 1/2	13 1/2	13 1/2	17	5 1/2	1,945	24,313
Cowles Communications	CWL	N	9 1/2	9 1/2	9 1/2	10 1/2	3 1/2	3,969	36,661
Fuqua	FOA	N	20 1/2	21 1/2	20 1/2	31 1/2	7	6,401	108,049
Gannett	GCI	N	38 1/2	36 1/2	37 1/2	38 1/2	18 1/2	7,117	257,991
General Tire	GY	N	24 1/2	23 1/2	24 1/2	25	12 1/2	18,344	433,469
Gray Communications		O	7	7 1/2	7 1/2	7 1/2	3 1/2	475	2,969
ISC Industries	ISC	A	6 1/2	6 1/2	6 1/2	7 1/2	4 1/2	1,628	11,808
Lamb Communications		O	2 1/2	2 1/2	2 1/2	6	2	475	1,368
Lee Enterprises	LNT	A	23 1/2	23 1/2	23	23 1/2	12	1,957	40,608
Liberty Corp.	LC	N	22 1/2	23	22 1/2	23	13	6,744	150,931
LIN		O	9 1/2	9 1/2	9 1/2	11 1/2	3 1/2	2,244	21,318
Meredith Corp.	MDP	N	28	25 1/2	23 1/2	44 1/2	16	2,744	62,783
Outlet Co	OTU	N	17	18	18 1/2	18 1/2	10	1,342	22,143
Post Corp.		O	11 1/2	12 1/2	12 1/2	17 1/2	8	713	8,556
Ridder Publications		O	23 1/2	21 1/2	22	23 1/2	9 1/2	6,217	138,328
Rollins	ROL	N	33 1/2	32 1/2	32	40 1/2	19 1/2	8,053	241,590
Rust Craft	RUS	A	33	33	32 1/2	33	18 1/2	1,159	34,191
Schering-Plough	PLO	N	69 1/2	66 1/2	69 1/2	69 1/2	46	25,084	1,690,159
Storer	SBK	N	23	24 1/2	24 1/2	30 1/2	14	4,223	95,586
Time Inc.	TL	N	47 1/2	46 1/2	48 1/2	48 1/2	25 1/2	7,257	333,822
Trans-National Comm.		O	3 1/2	3 1/2	3 1/2	4 1/2	1 1/2	1,000	5,000
Turner Communications		O	2 1/2	3	3	8 1/2	2 1/2	1,328	3,984
Wometco	WOM	N	19 1/2	21 1/2	21 1/2	21 1/2	13 1/2	5,817	114,188
Total								136,577	\$4,154,999
CATV									
Ameco	ACO	A	9	9	9 1/2	16	4	1,200	\$10,356
American Electronic Labs.	AEL	O	7 1/2	7 1/2	8 1/2	8 1/2	2 1/2	1,620	7,290
American TV & Comm.		O	17 1/2	19 1/2	19 1/2	24	10	2,042	41,351
Burnip & Sims		O	30 1/2	31	34	34	14	887	28,402
Cablecom-General	CCG	A	13 1/2	13 1/2	13 1/2	23 1/2	7 1/2	1,605	22,470
Cable Information Systems		O	3 1/2	3	2 1/2	5	1 1/2	955	2,388
Citizens Financial Corp.	CPN	A	15 1/2	16 1/2	16	17 1/2	9 1/2	994	18,401
Columbia Cable		O	9 1/2	10 1/2	10 1/2	15 1/2	6 1/2	900	9,675
Communications Properties		O	8 1/2	9 1/2	8 1/2	10 1/2	6	1,800	15,300
Cox Cable Communications		O	19 1/2	19	19	25	12	3,550	76,325
Cypress Communications		O	7 1/2	8 1/2	8 1/2	17 1/2	6	1,679	13,432
Entron	ENT	A	3 1/2	4 1/2	4	8 1/2	2 1/2	1,320	4,792
General Instrument Corp.	GRL	N	20 1/2	41	22	41 1/2	11 1/2	6,250	126,563
Sterling Communications		O	4 1/2	4 1/2	5	7 1/2	3	1,100	5,500
Teleprompter		O	14	16 1/2	16 1/2	16 1/2	8 1/2	2,704	45,292
Television Communications	TP	A	64 1/2	68 1/2	68 1/2	133 1/2	46	1,161	98,975
Viacom	VIA	N	20 1/2	18 1/2	17 1/2	20 1/2	15 1/2	2,897	28,622
Vikoa	VIK	A	11 1/2	11	11 1/2	27 1/2	6 1/2	2,316	63,469
Total								38,840	\$636,327

135,000, through 21 states.

■ National General Corp., Los Angeles, insurance and leisure-time company, and its subsidiary, Digital Development Corp., San Diego, digital-computer operations firm, have jointly filed with Securities and Exchange Commission for registration of 2,100,000 shares of common stock of Digital Development (representing all shares outstanding of Digital Development). Shares will be offered to National General shareholders on subscription basis. Exchange will be

through cash and exchange of National General common stock or by exchange of National General common stock alone. Loeb, Rhoades & Co., New York, will head team of underwriters.

■ Interpublic Group of Companies has filed for registration with the Securities and Exchange Commission 750,000 shares of common stock, 400,000 of which are to be offered for public sale. Remaining 350,000 are shares outstanding. Shares will be offered for a maximum of \$18, through Smith, Barney &

Co. underwriters. Interpublic group, based in New York, is engaged in advertising, public relations, market research and sales promotion.

■ LVO Cable, Tulsa, Okla., has filed for registration of 374,000 shares of common stock with Securities and Exchange Commission. Earlier report had listed LVO Cable as having issued 340,000 shares (BROADCASTING, Feb. 22). Offering price will be \$12 maximum per share, through CBWL Hayden-Stone Inc., New York.

	Stock Symbol	Ex- change	Closing Feb. 25	Closing Feb. 17	Closing Feb. 11	1970-71		Approx. Shares Out (000)	Total Market Capitali- zation (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	15%	15%	17%	31%	8%	6,150	\$89,175
Disney	DIS	N	177%	171%	83%	177%	89%	6,012	947,672
Filmways	FWY	A	10%	11%	10	18%	5%	1,754	18,014
Four Star International		O	1%	1%	1%	4	1%	588	919
Gulf & Western	GW	N	25	25	24%	25	9%	14,964	344,172
Kinney National	KNS	N	32%	33%	30%	36	20%	10,469	303,601
MCA	MCA	N	25%	27%	27	27%	11%	8,165	204,125
MGM	MGM	N	21%	22%	22%	29%	12%	5,883	127,955
Music Makers		O	2%	3%	3%	9	2%	589	1,696
National General	NGC	N	22%	23%	25%	25%	9	4,910	106,203
Tele-Tape Productions		O	2	1%	1%	6%	1%	2,163	3,820
Transamerica	TA	N	17%	18%	18%	26%	11%	63,630	1,113,525
20th Century Fox	TF	N	11%	12%	13%	20%	6	8,582	89,901
Walter Reade Organization		O	3	3%	3	8%	2	2,414	7,556
Wrather Corp.	WCO	A	7%	7%	8	10%	4%	2,200	16,500
Total								138,551	\$3,372,634
Service									
John Blair	BJ	N	17%	18%	17%	23%	10%	2,583	\$45,848
Comsat	CQ	N	63	58%	58%	63	25	10,000	575,000
Creative Management	CMA	A	15%	15	14	15%	10	1,102	14,601
Doyle Dane Bernbach		O	24%	26%	24%	26%	13%	1,919	44,137
Elkins Institute		O	10%	11%	11%	12%	9	1,664	20,384
Foots Cone & Belding	FCB	N	9%	9%	9%	12%	7%	2,175	19,031
Grey Advertising		O	12%	13	11%	13%	5%	1,207	12,830
LaRoche, McCaffrey & McCell		O	14	14%	14%	17	8%	585	7,020
Marketing Resources & Applications		O	14%	9%	7%	14%	1	504	1,452
Movielab	MOV	A	3%	3%	3%	7%	2	1,407	4,756
MPO Videotronics	MPO	A	6%	6%	7	9%	4%	558	3,421
Nielsen		O	44	43%	43%	44%	26	5,299	230,507
Ogilvy & Mather		O	26%	29%	28%	29%	14%	1,029	26,240
PKL Co.	PKL	A	5%	5%	6%	12%	2%	743	3,715
J. Walter Thompson	JWT	N	42%	40	38%	42%	21%	2,746	101,602
Transmedia International *		O	3%	3%	—	5%	1%	535	2,005
Wells Rich Greene	WRG	A	23%	23%	22%	23%	5	1,581	30,640
Total								35,637	\$1,143,196
Manufacturing									
Admiral	ADL	N	11	11%	12%	14%	8%	5,158	\$52,870
Ampex	APX	N	19%	20%	20%	48%	12%	10,874	224,331
CCA Electronics		O	2%	2%	2%	5	1%	2,096	52,240
Collins Radio	CRI	N	16%	18	17%	37%	9	2,968	50,842
Computer Equipment	CEC	A	5%	5%	5%	12%	3%	2,406	11,429
Conrac	CAX	N	23	24	23	32%	11	1,262	27,449
General Electric	GE	N	108%	104	104%	108%	60%	90,884	9,077,494
Harris-Intertype	HI	N	63	65%	64	75	36%	6,308	372,172
Magnavox	MAG	N	40%	41%	42%	42%	22%	18,674	869,128
3M	MMM	N	102%	103%	102%	114%	71	56,058	5,500,972
Motorola	MOT	N	63%	62%	61%	63%	31	13,334	786,706
RCA	RCA	N	31%	32%	32%	34%	18%	68,403	2,069,191
Reeves Industries	RSC	A	3%	4	4	5%	2%	3,458	12,968
Telemation		O	11	11%	11%	24	8%	14,040	129,870
Westinghouse	WX	N	78%	76%	78%	78%	53%	40,705	2,986,933
Zenith	ZE	N	43%	43%	42%	43%	22%	19,020	763,273
Total								353,648	\$22,787,868
Grand Total								771,653	\$31,110,897
Standard & Poor Industrial Average			106.53	107.82	107.52				

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 Jan. 26.
Over-the-counter bid prices supplied by Merrill Lynch,
Pierce Fenner & Smith Inc., Washington.
* New entry.

New gains in color and multiset TV homes

Penetration nears 50% and 40% respectively,
with affluent households leading the way

The number of American households with more than one television set and at least one color set continues to grow. According to the latest figures from the American Research Bureau, 46% of all TV homes have color, and 39% have more than one receiver; Nielsen Station Index data yield similar figures. These represent a gain of seven percentage points in color ownership, and six in multiset ownership, over estimates published early last year in "Teletatus" (BROADCASTING, Feb. 2, 1970; March 2, 1970).

Not surprisingly, the color and multiset homes (which overlap considerably) concentrated in upper-income brackets. Among households with annual income of over

\$10,000, color ownership is 40% above the national average; multiset ownership, 53% above the average.

The following local-market color and multiset ownership data are taken from the Nielsen Station Index, and the markets refer to Nielsen Designated Market Areas (DMA). All information is based upon replies to the NSI household sample in each DMA.

Nielsen cautions that the figures are sample-base estimates, subject to error.

"Teletatus" appears in the first BROADCASTING issue of each month. A report on local-market UHF ownership as measured by ARB will appear in April.

DMA Market	Total TV Households Sept. '70	Color % Nov. 1969	Nov. 1970	Multiset % Nov. 1969	Nov. 1970
Abilene-Sweetwater, Tex.	72,580	45	53	26	24
Ada-Ardmore, Okla.	44,420	29	31	19	15
Albany, Ga.	73,340	34	47	26	28
Albany-Schenectady-Troy, N.Y.	396,550	39	45	38	39
Albuquerque, N.M.	187,330	39	46	31	30
Alexandria, La.	64,210	36	40	21	21
Alexandria, Minn.	78,330	31	34	16	21
Amarillo, Tex.	140,340	47	56	29	29
Atlanta	845,660	39	46	35	38
Augusta, Ga.	147,170	38	42	34	31
Austin, Tex.	109,310	37	44	25	32
Bakersfield, Calif.	89,080	48	58	29	33
Baltimore	624,790	36	39	49	50
Bangor, Me.	77,210	34	41	24	32
Baton Rouge	146,380	46	49	34	37
Beaumont-Port Arthur, Tex.	127,210	42	49	31	34
Beckley-Bluefield, W. Va.	84,510	34	40	28	26
Billings, Mont.	51,580	38	44	24	24
Binghampton, N.Y.	147,000	39	43	29	33
Birmingham, Ala.	433,590	33	41	28	30
Boise, Idaho	86,220	37	45	27	28
Boston-Manchester-Worcester, Mass.	1,536,310	37	41	46	42
Buffalo, N.Y.	561,230	41	46	40	39
Burlington, Vt.-Plattsburg, N.Y.	114,920	34	38	30	30
Butte, Mont.	35,120	40	46	25	25
Casper, Wyo.	35,550	37	41	27	23
Cedar Rapids-Waterloo, Iowa	235,450	38	46	26	31
Champaign-Springfield-Decatur, Ill.	258,920	43	50	29	28
Charleston, S.C.	123,040	39	43	36	39
Charleston-Huntington, Parkersburg, W. Va.	408,540	36	42	27	28
Charlotte, N.C.	398,000	35	41	34	31
Chattanooga	207,630	39	44	29	32
Cheyenne, Wyo.-Scotts Bluff, Neb.-Sterling, Colo.	53,670	43	43	29	25
Chicago	2,558,920	40	46	44	43
Chico-Redding, Calif.	92,530	43	54	25	26
Cincinnati	576,520	46	48	42	46
Clarksburg-Weston, W. Va.	65,690	29	41	26	25
Cleveland Akron	1,249,850	47	52	44	45
Colorado Springs-Pueblo	132,650	43	54	34	34
Columbia, S.C.	139,780	38	45	35	39
Columbia-Jefferson City, Mo.	108,610	36	44	22	23
Columbus, Ga.	140,130	37	43	35	37
Columbus, Miss.	46,780	25	32	20	25
Columbus, Ohio	456,910	52	57	45	46
Corpus Christi, Tex.	110,730	46	54	34	36
Dallas-Fort Worth	897,870	43	51	36	40
Davenport, Iowa-Rock Island-Moline, Ill.	270,010	42	50	34	34
Dayton, Ohio	396,730	48	55	43	46
Denver	445,680	45	55	39	39
Des Moines-Ames-Fort Dodge, Iowa	254,060	40	44	29	27
Detroit	1,419,480	44	49	47	49
Dothan, Ala.	84,020	39	38	26	29
Duluth-Superior, Wis.	137,110	35	48	31	33
Eau Claire, Wis.	33,750	35	40	20	27
El Paso	134,170	44	50	38	43
Erie, Pa.	103,990	44	52	31	40
Eugene, Ore.	98,970	41	51	28	27

DMA Market	Total TV Households Sept. '70	Color % Nov. 1969	Nov. 1970	Multiset % Nov. 1969	Nov. 1970
Eureka, Calif.	38,930	41	51	30	34
Evansville, Ind.	170,010	43	44	30	31
Fargo-Valley City-Pembina, N.D.	152,670	32	36	25	20
Flint-Saginaw-Bay City, Mich.	327,620	47	55	37	38
Florence, S.C.	71,050	35	39	27	27
Fort Myers, Fla.	28,130	44	57	33	33
Fort Smith, Ark.	60,890	29	39	21	18
Fort Wayne, Ind.	163,250	50	60	35	41
Fresno, Calif.	247,880	51	58	28	30
Glendive, Mont.	4,080	32	31	13	21
Grand Junction-Montrose, Colo.	31,050	35	38	15	20
Grand Rapids-Kalamazoo, Mich.	405,730	37	50	33	37
Great Falls, Mont.	55,810	42	49	25	28
Green Bay, Wis.	243,400	46	56	33	37
Greensboro-High Point-Winston-Salem, N.C.	316,030	34	40	32	37
Greenville-New Bern-Washington, N.C.	204,390	35	39	32	33
Greenville-Spartanburg, S.C.	370,880	34	39	29	30
Asheville, N.C.	31,970	38	38	33	33
Greenwood, Miss.	31,970	38	38	33	33
Hartlingen-Weslaco, Tex.	83,860	35	44	30	31
Harrisonburg, Va.	25,280	22	31	22	24
Hartford-New Haven, Conn.	578,970	39	44	38	41
Hattiesburg-Laurel, Miss.	41,930	32	42	24	34
Honolulu	190,800	41	52	27	31
Houston	685,730	42	53	35	40
Huntsville-Decatur-Florence, Ala.	127,890	42	48	28	30
Idaho Falls-Pocatello, Idaho	51,600	47	60	28	26
Indianapolis-Lafayette-Muncie	672,830	45	53	38	39
Jackson, Miss.	203,680	37	41	28	33
Jacksonville, Fla.	280,440	38	45	32	32
Johnstown-Altoona, Pa.	233,500	30	47	24	32
Joplin, Mo.-Pittsburg, Kan.	130,450	36	45	20	23
Kansas City-St. Joseph, Mo.	602,520	37	43	32	35
Klamath Falls, Ore.	16,820	42	44	24	24
Knoxville, Tenn.	261,070	30	38	28	29
La Crosse, Wis.	74,640	34	48	27	26
Lafayette, La.	121,370	35	41	28	28
Lake Charles, La.	42,910	48	52	33	39
Lancaster-Harrisburg-Lebanon-York, Pa.	347,930	44	51	36	38
Lansing, Mich.	158,550	44	51	38	42
Laredo, Tex.	16,750	29	31	33	35
Las Vegas	90,120	59	63	50	46
Lexington, Ky.	122,250	32	43	23	31
Lima, Ohio	52,070	52	53	31	33
Lincoln-Hastings plus, Neb.	195,080	40	47	25	28
Little Rock-Pine Bluff, Ark.	283,370	38	45	22	27
Los Angeles-Palm Springs	3,323,580	52	57	39	42
Louisville, Ky.	385,960	36	41	30	33
Lubbock, Tex.	108,500	56	62	28	33
Macon, Ga.	99,740	33	42	31	26
Madison, Wis.	133,010	41	50	29	32
Mankato, Minn.	49,570	27	42	18	23
Marquette, Mich.	51,890	35	38	22	24
Mason City, Iowa-Austin-Rochester, Minn.	106,600	43	48	29	31

DMA Market	Total TV Households Sept. '70	Color % Nov. 1969	Nov. 1970	Multiset % Nov. 1969	Nov. 1970
Medford, Ore.	40,930	44	45	28	22
Memphis-Jackson, Tenn.-Jonesboro, Ark.	529,950	31	41	27	31
Meridian, Miss.	66,690	27	34	19	26
Miami-Fort Lauderdale	613,530	50	54	43	44
Milwaukee	552,100	45	51	40	43
Minneapolis-St. Paul	712,080	36	45	35	38
Missoula, Mont.	25,230	32	38	18	17
Mobile, Ala.-Pensacola, Fla.	253,300	40	46	32	30
Monroe, La.-El Dorado, Ark.	137,090	36	41	26	24
Monterey-Salinas, Calif.	147,520	46	50	32	35
Montgomery, Ala.	110,340	36	44	28	31
Nashville, Tenn.-Bowling Green, Ky.	448,790	33	38	25	30
New Orleans, La.-Biloxi, Miss.	468,030	39	45	39	39
New York	5,891,610	35	40	47	46
Norfolk-Portsmouth-Newport News, Va.	341,360	36	41	41	40
North Platte, Neb.	13,640		45		25
Odessa-Midland-Monahans, Tex.	91,400	51	59	34	33
Oklahoma City	368,460	39	46	27	31
Omaha	260,730	39	45	32	34
Orlando-Daytona Beach, Fla.	326,110	46	53	30	35
Ottumwa, Iowa	34,140	35	43	13	22
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	217,810	35	36	23	21
Panama City, Fla.	31,060	43	45	26	27
Peoria, Ill.	171,700	44	59	31	36
Philadelphia	2,164,210	39	48	47	48
Phoenix	328,960	40	49	34	34
Pittsburgh	989,190	37	42	42	41
Portland, Ore.	517,370	49	52	37	37
Portland-Poland Spring, Me.	197,000	33	50	31	36
Presque Isle, Me.	24,690	25	32	23	27
Providence, R.I.	483,600	38	45	44	44
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	124,480	36	44	25	27
Raleigh-Durham, N.C.	260,720	40	48	35	35
Rapid City, S.D.	43,480	32	46	26	22
Reno	68,830	47	58	32	35
Richmond-Petersburg, Va.	296,630	30	37	35	38
Riverton, Wyo.	8,720	26	47	17	19
Roanoke-Lynchburg, Va.	254,360	34	38	32	27
Rochester, N.Y.	272,180	43	46	45	47
Rockford, Ill.	153,980	49	54	36	38
Roswell, N.M.	42,850	42	60	34	25
Sacramento-Stockton, Calif.	533,400	50	57	32	36
St. Louis	881,570	35	38	34	35

DMA Market	Total TV Households Sept. '70	Color % Nov. 1969	Nov. 1970	Multiset % Nov. 1969	Nov. 1970
Salisbury, Md.	51,420	31	40	33	28
Salt Lake City	308,170	36	47	28	32
San Angelo, Tex.	27,160	42	53	28	32
San Antonio, Tex.	347,370	36	42	34	33
San Diego	405,370	50	56	37	39
San Francisco-Oakland	1,432,370	44	52	39	39
Santa Barbara, Calif.	81,360	51	52	31	33
Savannah, Ga.	90,770	39	42	29	28
Seattle-Tacoma-Bellingham, Wash.	727,330	41	53	32	34
Shreveport, La.	297,940	37	43	29	30
Sioux City, Iowa	136,020	37	48	23	26
Sioux Falls, S.D.	170,500	31	36	22	23
South Bend-Elkhart, Ind.	160,990	53	57	37	40
Spokane, Wash.	233,560	47	54	30	31
Springfield, Mo.	147,360	30	37	21	22
Springfield-Holyoke, Mass.	184,170	39	43	36	37
Syracuse-Elmira, N.Y.	324,590	40	49	39	44
Tallahassee, Fla.	86,350	27	39	24	24
Tampa-St. Petersburg, Fla.	531,830	41	53	30	35
Terre Haute, Ind.	127,850	41	44	31	33
Toledo, Ohio	289,950	46	48	39	41
Topeka, Kan.	106,520	32	41	23	27
Traverse City-Cadillac, Mich.	104,700	36	39	27	28
Tri-Cities, Tenn.-Va.	169,980	37	39	28	29
Tucson, Ariz.	126,360	44	47	36	36
Tulsa, Okla.	306,380	38	47	28	29
Tupelo, Miss.	22,040	31	31	27	17
Twin Falls, Idaho	30,440	37	41	19	19
Tyler, Tex.	69,570	27	37	27	25
Utica-Rome, N.Y.	121,580	39	42	33	34
Waco-Temple, Tex.	137,140	38	45	28	28
Washington	1,059,260	37	42	44	44
Watertown, N.Y.	64,990	37	46	25	30
Wausau-Rhineland, Wis.	99,190	38	43	28	30
West Palm Beach-Fort Pierce, Fla.	148,390	44	53	28	32
Western North Dakota	105,050	27	37	21	22
Wheeling, W. Va.-Steubenville, Ohio	144,890	44	50	37	35
Wichita Falls, Tex.-Lawton, Okla.	137,220	43	49	27	28
Wichita-Hutchinson plus, Kans.	341,980	39	48	27	28
Wilkes-Barre-Scranton, Pa.	292,790	44	51	34	32
Wilmington, N.C.	88,180	31	34	28	27
Yakima, Wash.	98,990	46	54	27	30
Youngstown, Ohio	198,800	45	55	44	45
Yuma, Ariz.-El Centro, Calif.	35,940	36	41	23	27
Zanesville, Ohio	25,200	36	56	21	29

Fates & Fortunes

Broadcast advertising

James Suydam, senior VP, International Group, subsidiary of Ted Bates & Co., New York, named senior VP of parent.

Samuel F. Melcher Jr., executive VP and general manager, Lehn & Fink Consumer Products Division of Sterling Drug, Montvale, N.J., named chairman, Association of National Advertisers' radio advertising committee, New York.

Edward Acree, president, Cargill, Wilcox & Acree, Richmond, Va., agency, elected board chairman. **Harry M. Jacobs**, executive VP, elected president.

Raymond F. Ferguson, account supervisor, and **Herbert A. Miller**, manager of radio-TV production, Warwick & Legler, New York, named VP's.

Enid S. Futterman, copywriter, Grey Advertising, New York, elected VP.

Richard N. Risteen, senior VP and general manager, Bozell & Jacobs, New York agency, joins Warwick & Legler there as senior VP in account management.

Frank P. McDonald, VP, associate

media director and manager of media planning, Cunningham & Walsh, New York, named VP and director of TV-program operations.

Marion Calale, media director, Young & Rubicam, New York, appointed to newly created position of director of advertising, Rheingold Breweries there.

Hal Walton, marketing supervisor, Robert E. Wilson, New York agency, joins pharmaceutical-advertising division, BBDO, New York, as media director.

William L. Gregory, media buyer, Clinton E. Frank, Chicago, appointed media planner.

Paul Schulman, broadcast-account executive, Doyle Dane Bernbach, New York, joins Gardner Advertising there as director of programing.

Craig E. Deitschmann, creative group supervisor, Campbell-Mithun, Chicago, appointed creative director, Noble-Dury & Associates, Nashville agency.

James R. Bostic, director of advertising and merchandising, American Motors, Detroit, appointed director of marketing planning. **Henry P. McHale**, direc-

tor of marketing plans and research, appointed director of merchandising.

David C. Agate, media buyer and planner, Kenyon & Eckhart, Chicago, joins Theo. Hamm Brewing Co., St. Paul, as media-services manager.

Richard A. Game, account executive, ABC Radio, Chicago, and **James G. Blashill**, account executive, Henry I. Christal Co., New York, station representative, join CBS Radio in same capacity. Mr. Game will work in CBS's Chicago office and Mr. Blashill in New York.

Robert B. Farrow, director of national sales, Plains Television Stations, and operations director, WICD(TV) Campaign-Danville, Ill., appointed general sales manager, WICS(TV) Springfield, Ill., and WICD. WICD and WICS are Plains stations.

Thomas R. Blose, manager, H-R Television Representatives, Atlanta, joins Petry Radio Sales there in same capacity.

Michael Davison, associate media director, Erwin-Wasey, Los Angeles, appointed to newly created position of di-

Media



Mr. DeFranco

Joseph DeFranco, CBS assistant general attorney, Washington, appointed CBS general attorney. Mr. DeFranco joined CBS law department, New York, in 1960 and transferred to Washington in 1964.

Burton C. Person, director of corporate planning, CBS, appointed director of planning, CBS Broadcast Group.

David J. Lavin, chairman, Sugardale Foods, Canton, Ohio, and **Roland S. Tremble**, recently named VP, finance, Downe Communications (BROADCASTING, Feb. 15), elected directors of Downe. Mr. Lavin was president of Imperial Broadcasting Co., operator of cable systems in Canton and Louisville, Ohio, before Imperial was acquired by Downe last year.

Cecil M. Sansbury, independent management consultant in communications industry, named president and general manager, WNFL(AM) Green Bay, Wis.

William G. Evans, general manager, WDEF-TV Chattanooga, named executive VP of Park Broadcasting of Tennessee, licensee of WDEF-TV.

Donald O. Williams, business manager and assistant secretary-treasurer, Trans Video Corp., division of Cox Cable Communications, San Diego, named VP and general manager of Trans Video.

John C. Moler, former president, WHN(AM) New York, named president and chief executive officer, Radio New York Worldwide, licensee of WRFM(FM) New York. **Marlin R. Taylor**, station manager, WRFM, named VP, programming. **Joseph P. Losgar**, chief engineer, WRFM, named VP in charge of engineering.

Peter B. Wolcott, in independent real-estate business, named VP and general manager, KGRV(FM) St. Louis.

Jim Atkins, general manager, WGTO(AM) Cypress Gardens, Fla., named executive VP and general manager, WPDQ(AM) Jacksonville, Fla.

James G. Croll, Midwest sales manager, BROADCASTING magazine, Chicago, and former manager, KOAA-TV Colorado Springs, joins Quality Media, division of Kaiser Broadcasting, group owner, as Midwest manager, Chicago.

George S. Carr, formerly senior account executive, WBG-AM-FM Philadelphia, appointed general manager, WMHI-AM-

FM Frederick, Md.

Milton Louis Bohard, sales manager, WIRE(AM) Indianapolis, appointed general manager, WGEE-AM-FM there.

Robert L. Lamb, general sales manager, WATI(AM) Indianapolis, appointed general manager.

John F. Feeney, director of promotion, NBC, New York, appointed station manager, KHON-TV, Honolulu.

Otto A. Blaha, account executive, WNLC(AM) New London, Conn., joins WREB(AM) Holyoke, Mass., as manager.

John J. Miller, manager, KCSR(AM) Charleston, Neb., joins KCOL(AM) Fort Collins, Colo., in same capacity. He is succeeded at KCSR by **Irvin Burkey**, sales manager. **Wil Huett**, program director, KCSR, also appointed assistant manager.

Jack Stockton, program manager, WBBM-FM Chicago, appointed director of operations.

Corey Meyer, operations supervisor, WDBO(AM) Orlando, Fla. appointed to same position at WDBO-FM.

Mike Maddex, executive director, World Evangelistic Enterprise Corp., licensee of WEEC(FM) Springfield, Ohio, named president.

Programing

Jack Arden, New York manager, Television & Radio Features, named VP. Company was formerly Radio Features Inc.

James F. Denyer, account executive, McFadden, Strauss and Irwin, Los Angeles PR firm, named director, publicity and promotion, Paramount Television there.

Jack Ragel, VP and media director, Campbell-Mithun, Chicago, joins Media Corp. of America, New York, program producer, as VP and general manager.

Bob Johnston, account executive, CBS FM Sales, New York, joins CBS-owned WBBM-FM Chicago as program director.

Arthur Elliott, program director, KOTV-TV Tulsa, Okla., appointed program manager, KHOU-TV Houston, Tex. Both are Corinthian stations.

Oliver M. Parcher, assistant program director, WSBT-AM-FM-TV South Bend, Ind., appointed creative director.

Cosmas P. Bolger, assistant to supervisor, post-production operations, CBS, Hollywood, appointed supervisor.

Arthur B. Leffler, research analyst and sales-promotion writer, WABC-TV New York, joins ABC Radio there as production coordinator.

Elmer Smalling III, senior editor, Trans-media Production Services, New York

program producer, appointed to additional position of editing supervisor for video tape, post-production operation.

Roger Gimbel, independent producer, appointed head of TV production, Tomorrow Entertainment, Los Angeles, newly formed subsidiary of General Electric.

Bill Turner, producer-director, WSM-TV Nashville, appointed production director.

Bill Taylor, program director, and **Frank Scharf**, production manager, WDBO(AM) Orlando, Fla., appointed to same position at WDBO-FM.

Gwendolyn J. Wooten, public service and continuity director, KXYZ-AM-FM Houston, appointed director of community affairs and public-service program producer, WTTG(TV) Washington.

News



Al Schottelkotte, director of news and special events, WCPO-TV Cincinnati, named VP in charge of news, Scripps-Howard Broadcasting, group owner and licensee of WCPO-TV.

Richard, Leepart, *Mr. Schottelkotte* editor, *Edina* (Minn.) Sun, joins news department, WCCO-AM-FM, Minneapolis-St. Paul.

Dennis Holly, with WKBF-TV Cleveland, joins WTAE-TV Pittsburgh as TV reporter.

Robert H. Waters, newsman, Palmetto Radio Network, Columbia, S.C., joins WLOS-TV Asheville, N.C., as newsman and sports director. **J. Marc Doyle**, producer-writer, WCAU-AM-FM Philadelphia, appointed staff reporter, WLOS-TV.

Chuck Bennett, sports director, KFI(AM) Los Angeles, joins KCOP(TV) there in similar capacity.

Willie Lanier, professional football player, Kansas City Chiefs, and former sportscaster, KMBC-TV Kansas City, Mo., rejoins station in same capacity.

Promotion

Warren Weiner, former Philadelphia city official, named president, Public Relations Ltd., newly formed subsidiary of J. M. Korn & Son, agency there.

David C. Wayland, copy chief, Lennen & Newell, Honolulu, joins KRON-TV San Francisco, as advertising manager.

Phil Krieger, manager, special projects, ABC-TV, New York, appointed to similar position, ABC-TV West Coast. He

assumes additional responsibilities of Jerry Zigmond, director of exploitation there, who retires.

Evelyn Payne, national director of utilization, Children's Television Workshop, New York, elected VP, community relations.

Timothy M. McLean, staff writer, BROADCASTING magazine, Washington, joins National Association of Educational Broadcasters, Washington, as staff associate, information services.

Robinson B. Brown, director of program promotion, WCCO-AM-FM Minneapolis, enters independent field as PR director, Donnybrooke International Speedway, Brainerd, Minn.

Equipment & engineering

Mac Ferguson, systems engineer, Akron CableVision, Television Communications Corp., CATV subsidiary, Akron, Ohio, appointed chief engineer of TVC.

John L. Martin Jr., special assistant to president, Communications Satellite Corp., Washington, elected assistant VP.

John P. Woodman, regional marketing supervisor, General Electric, Syracuse, N.Y., appointed manager, customer services, CBS Electronic Video Recording Division, Rockleigh, N.J.

Allan D. Harwood, general manager, Aero-Marc Co., Seattle, closed-circuit TV firm, appointed director, applied

engineering department, CableGuide, firm specializing in televised TV-program listings and news there.

Allied fields



Mr. Coe was manager of WPIX(TV) New York, 1948-52; manager of station relations of DuMont network, 1952-55; VP, station relations, ABC, 1961-67.

David H. Pollinger, VP, operations, Bell Television Inc., New York, named VP, marketing, Holmes Protection Inc., subsidiary of Bell there. Parent also owns Comtel Inc., New York cable system.

Deaths

H. Bart McHugh Jr., 64, VP, TV programming, McCann-Erickson, New York, died Feb. 19 at Doctors hospital there after long illness. Mr. McHugh, who joined M-E in 1961, was previously head of broadcast media department, J.

Walter Thompson there. He was also senior adviser, National Catholic Office for Radio and Television, New York, in addition to position at M-E. He is survived by his wife, Marion, and one son.

Richard Sanville, 62, former CBS producer, director and writer, died Feb. 15 of cancer in Hollywood. He is survived by his wife, Jeanne, and one daughter.

William Lava, 59, composer, arranger and conductor, died Feb. 20 of heart attack in Los Angeles. He is survived by his wife, Lee, and two daughters.

N. Paul Neilson, 55, PR officer, Bureau of East Asian and Pacific Affairs, State Department, died Feb. 19 at his home in Washington, after heart attack. Mr. Neilson began his career as news commentator, ABC, New York and WBBM-AM-FM and WGN(AM) Chicago. Mr. Neilson is survived by his wife, Rhoda, and one daughter.

Jack Walker, 48, operations VP, WLIB(AM) New York, died Feb. 25 at Lenox Hill hospital there after complications developed from stab wounds inflicted New Year's eve (BROADCASTING, Jan. 11). Mr. Walker allegedly was stabbed by probationary technician, according to station authorities. Mr. Walker, who joined station in 1959, had been named to operations post six months ago. He is survived by his wife and one child.

ForTheRecord®

As compiled by BROADCASTING, Feb. 16 through Feb. 23 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

■ **WURD(TV)** Indianapolis—Authorized program operation on ch. 40, ERP 676 kw vis., 135 kw aur. Ant. height above average terrain 470 ft. Action Jan. 22.

Final action

■ **Homewood and Birmingham**, both Alabama—FCC denied application by Birmingham Broadcasting Company (applicant for a new TV at Birmingham, for review of memorandum opinion and order, in which review board enlarged hearing issues against Birmingham Broadcasting (Docs. 15461, 16760-61, 16758). Action Feb. 18.

Action on motion

■ **Hearing Examiner David I. Kraushaar** in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, on request of broadcast bureau, extended to

March 8, time to file proposed findings of facts and conclusions, and to April 8 time to file replies (Docs. 15461, 16760-1, 16758). Action Feb. 10.

Other actions

■ **Review board in High Point, N.C.**—granted motion by Furniture City Television Company Inc. for extension of time through Feb. 19 to file responsive pleadings to petition to enlarge issues filed by Southern Broadcasting Co. (WGHP-TV). Action Feb. 18.

■ **Review board in High Point, N.C.**—granted motion by Furniture City Television Co., for ex-

tension of time through Feb. 19, to file responsive pleadings to petition to enlarge issues filed by Southern Broadcasting Co. (WGHP-TV) (Docs. 18906-7). Action Feb. 18.

Existing TV stations

Final action

■ **WGHP-TV, High Point, N.C.**—FCC dismissed application filed Nov. 24, 1970, by Southern Broadcasting Co., licensee for review of review board memorandum opinion and order, released

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managers, chief engineers and
technicians—applicants for am
fm tv and facsimile facilities.
*1970 Readership Survey show-
ing 3.2 readers per copy.

Summary of broadcasting

Compiled by FCC, Feb. 1, 1971

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,311	2	14	4,327	61	4,388 ¹
Commercial FM	2,169	0	34	2,203	124	2,327
Commercial TV-VHF	497	2	12	511 ²	13	524
Commercial TV-UHF	162	0	23	185 ²	92	283
Total commercial TV	659	2	35	696	105	807
Educational FM	432	0	14	446	37	483
Educational TV-VHF	77	0	8	85	4	89
Educational TV-UHF	102	0	9	111	12	123
Total educational TV	179	0	17	196	16	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on nonreserved channels.

Nov. 17, 1970, enlarging hearing issues on applications of Southern for license renewal of WGHP-TV, and Furniture City Television Co., for CP for new TV at High Point. Action Feb. 18, 1971.

Actions on motions

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, rescheduled hearing from Feb. 23 to March 2, in High Point, at place to be announced (Docs. 18906-7). Action Feb. 9.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted motion by Hampton Roads and extended through Feb. 22, time to file motion to compel answers to interrogatories (Docs. 18791-2). Action Feb. 11.

■ Hearing Examiner Forest L. McClennan in Washington (United Television Co. [WFAN-TV] et al.), TV and AM proceeding, granted request by United Broadcasting Co., and continued hearing from Feb. 10 to Feb. 16 (Docs. 18559, 18561-3). Action Feb. 9.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX-TV] and Forum Communications Inc.), TV proceeding, granted petitions by Forum for leave to amend application to reflect current information respecting corporate stock distribution (Docs. 18711-2). Action Feb. 16.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBT-TV] et al.), TV proceeding, denied motion by Southern Broadcasting Co. for postponement of hearing date (Doc. 18880). Action Feb. 11.

Other actions

■ Review board in Tallahassee, Fla., et al., scheduled oral argument by counsel for Mississippi Broadcasting Co., licensee of WCOC-TV, for March 11 at 2:00 p.m. (Docs. 19131-37). Action Feb. 18.

■ Review board in Durham, N.C., granted motion by Triangle Telecasters, licensee of WRDU-TV, there, for extension of time to March 10, to file replies to exceptions to initial decision which denied application of Daily Telegraph Printing Co., licensee of WBTW-TV, to improve facilities (Doc. 18650). Action Feb. 17.

Rulemaking petition

■ WMAA-TV Jackson and WMAB-TV State College, both Mississippi—Mississippi Authority for Educational Television Stations requests amendment of rules to allocate and reserve ch. 12 instead of ch. 18 at Booneville, Miss., for educational use; amended application to delete all references to substitute reserved ch.'s for ch. 18 at Booneville. Ann. Feb. 19.

Call letter application

■ *WTLV-TV, New Jersey Public Broadcasting Authority, New Brunswick, N.J.—Requests *WNJB-TV.

New AM stations

Starts authorized

■ WKCB Hindman, Ky.—Authorized program operation on 1340 khz, 1 kw-D (500 w-CH). Action Jan. 22.

■ WKQT Garyville, La.—Authorized program operation on 1010 khz, 500 w-D. Action Dec. 22, 1970.

■ WTRQ Warsaw, N.C.—Authorized program operation on 1560 khz, 10 kw-DA-CH-D. Action

Jan. 20.

Final action

■ Greensburg, Ky.—Veer Broadcasting Co. FCC granted 1550 khz, 0.25 kw. P.O. address 1057 Legion Park Road, Greensburg 42743. Estimated construction cost \$21,805; first-year operating cost \$30,000; revenue \$34,000. Principals: E. J. Milby, Virgil A. Price (each 25.5%) and others. Mr. Milby is sole owner of builders supply company and contracting company and 50% owner of lumber supply company. Mr. Price is farmer and director and stockholder of bank. Action Feb. 18.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Warren and Parma, both Ohio (Howard L. Burris, et al.), AM proceeding, set procedural dates and scheduled hearing for May 25 (Docs. 18369, 19114-5). Action Feb. 11.

■ Hearing Examiner Lenore G. Ehrig in Honesdale, Pa. (Wayne County Broadcasting Corp.), AM proceeding, upon request of applicant, changed exchange of exhibit date to March 1, and hearing date from Feb. 18 to March 5 (Doc. 19038). Action Feb. 9.

■ Hearing Examiner Charles J. Frederick in Whitley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, granted petition by Jellico Broadcasting Corp. for leave to amend application to explain certain proposed commercial practices of Jellico (Docs. 18959-60). Action Feb. 12.

■ Hearing Examiner Millard F. French in Franklin and Hackettstown, N.J. (Louis Vander Plate, Radio New Jersey), AM proceeding, granted petition by Radio New Jersey for leave to amend its application to show change in employment of one of its owners (Docs. 18251-2). Action Feb. 10.

■ Chief Hearing Examiner Arthur A. Gladstone in Livingston and Pikeville, both Tennessee (Sound Inc. of Livingston, Tenn., Pikeville Broadcasting Co.), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer, scheduled prehearing conference for March 22, and hearing for April 19; ordered that all proceedings take place in Washington (Docs. 19145-6). Action Feb. 5.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co., Radio Tupelo), AM proceeding, granted petition by Tri County for leave to amend its application (Docs. 19026-7). Action Feb. 12.

■ Hearing Examiner Jay A. Kyle in Owensboro and Hawesville, both Kentucky (Edward G. Atsinger III, et al.), AM proceeding, set aside cancelled and held for naught memorandum opinion and order released Feb. 11 and ordered amendment not accepted at this time; ordered in view of Broadcast Bureau's opposition to petition for leave to amend filed by Hancock County Broadcasters, that there will be oral argument on Hancock petition of Feb. 19 (Docs. 19068-70). Action Feb. 12.

■ Hearing Examiner Chester F. Naumowicz Jr. in Indianapolis (Star Stations of Indiana Inc., et al.), AM-FM proceeding, denied petitions by Star Stations of Indiana Inc., Indianapolis Broadcasting Inc. and Central States Broadcasters Inc. for mod., and to compel answers to interrogatories No. 2; ordered broadcast bureau to submit documents specified in order (Docs. 19122-3). Action Feb. 10.

Other actions

■ Review board in Jacksonville, Ala., dismissed appeal from hearing examiner's ruling by University Broadcasting Co. for failure to comply with rules applicable to such appeals (Docs. 18899-900). Action Feb. 18.

■ Review board in Jacksonville, Ala., dismissed appeal from hearing examiner's ruling by University Broadcasting Co. for failure to comply with rules. Action Feb. 18.

■ Review board in Parma, Ohio, denied motion by North East Communications Corp. for extension of time to Feb. 18 to file petitions to enlarge issues. Action Feb. 17.

Call letter applications

■ Gateway Broadcasting Co., Yazoo City, Miss.—Requests WYAZ.

Existing AM stations

Final actions

■ KSUN Bisbee, Ariz.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action Feb. 12.

■ KPOF Denver—Broadcast Bureau granted mod. of license to specify hours of operation from 6:00 am. to 12:00 midnight. Action Feb. 16.

■ KSTT Davenport, Iowa—Broadcast Bureau granted license covering use of former main trans. as alt. main trans. Action Feb. 16.

■ KNDY Marysville, Kan.—Broadcast Bureau granted mod. of license covering change in studio and remote control point to RR #3 east of U.S. 36, Marysville; provisions of rules waived to extent of permitting relocation of main studio beyond corporate limits of Marysville. Action Feb. 10.

■ KTIS-AM-FM Minneapolis—Broadcast Bureau granted mod. of licenses covering change in studio and remote control locations to 3003 North Snelling, Roseville, Minn. Provisions of rules are waived to extent of permitting relocation of main studios beyond corporate limits of Minneapolis. Action Feb. 16.

■ WJNR Binghamton, N.Y.—Broadcast Bureau granted mod. of license to change studio location to 1913 Vestal Parkway East, Vestal, N.Y. Provisions of rules waived to extent of permitting establishment of main studio beyond corporate limits of Binghamton. Action Feb. 16.

■ KOLO Reno—Broadcast Bureau granted CP to install new trans. for aux. purposes. Action Feb. 16.

(Continued on page 65)

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All other classifications 35¢ per word—\$4.00 minimum.

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RADIO

Help Wanted Management

Vice President/General Manager position in top 10 market. Outstanding opportunity for dynamic executive interested in greater financial rewards. Previous management or sales management experience necessary. Send resume and salary requirements to Box B-214, BROADCASTING.

Manager. Small NYS market. Good base, plus incentives. Should earn \$12,000 easily. Box B-216, BROADCASTING.

Sales manager . . . far west Texas major market AM-FM needs top flight, hard working salesman. Must be honest, pay bills and make sales. Right man can become station manager. Send photo, resume, and references first mailing. Small market country boy salesman don't be afraid to apply. Box B-259, BROADCASTING.

General manager wanted: Two stations, 1,000 watt daytime and 100,000 watt FM stereo. Near New Orleans. Man willing to work for 25% of net. Only experienced need apply. Box C-10, BROADCASTING.

South Florida—FM sales manager who desires ownership stock option. You must be good! We have the product. Do you have the talent? Sell us. Box C-32, BROADCASTING.

Sales

Join our sales staff. We're enthusiastic, ambitious, and successful. Requires successful track record or will consider training experienced announcer who wants to move up to sales. Midwest city under 40,000. Resume, photo. Box C-11, BROADCASTING.

Salesman opening in one of Tennessee's oldest stations under continuous ownership. Guaranteed salary plus commission, insurance and auto expense. Member of NAB, TAB and charter member of RAB. Plenty room for advancement, area's leading broadcaster. Send complete information in confidence. Box C-21, BROADCASTING.

Salesman. \$10,000-\$15,000 start. Reasonable potential \$25,000 first year for go-getter. Large market—east. Market does estimated \$12,000,000 local radio sales. Protected account list all qualified local radio advertisers who can afford station rates and who have good paying record. Should be self-starter, tenacious, smart, imaginative and willing to take direction. Pleasant family living. E.O.E. Send resume, references and current picture. Box C-62, BROADCASTING.

I want a salesman, who is presently near enough to Hartford, Conn. to travel at his expense to see us . . . his experience is selling both large and small accounts and making plenty of cold calls . . . he's doing well, but with an organization that doesn't realize that the salesman is singularly the most important man in the organization. He wants to work for an organization where a good salesman will have the opportunity for management and ownership, and he wants proof that others have made it. Are you that salesman? Start to \$12,500 plus commissions . . . plus benefits with young three station group buying more . . . call Michael Schwartz . . . 203-521-1550 . . .

Minneapolis-St. Paul opportunity with a going station. Must be a responsible self-starter who knows how to sell radio. If you are that man you will make money at KRST, the Request Radio station. No phone calls please. Mail resume, picture, and all other information to KRST, 4500 Excelsior Boulevard, Minneapolis, Minnesota 55416.

Colorado! Expanding group has opportunity for successful radio salesman. Must have future management potential. Call Charlie Powers day 618-942-2181 evening 618-993-5151.

Announcers

5 KW in northern Virginia needs an experienced announcer with first ticket, no maintenance. Your chance to move ahead, call 703-368-3108, ask for manager or program director. No collect calls, or write Box B-137, BROADCASTING.

Announcers continued

Morning-man with warmth and gusto! A 24-hour, top 40 operation, in Southern New England, offering good starting salary and liberal fringe benefits. If you aspire to work for a top-notch secure company, apply with resume and tape to: Program Director, Box B-180, BROADCASTING. This position will be available as of June 1, 1971. If you don't have experience, save your stamp. Equal opportunity employer.

New Jersey MOR seeks announcer on the way up. 1 year minimum experience required. Car necessary. Salary commensurate with ability. To arrange for interview send tape and resume to Box B-207, BROADCASTING.

Morning man for modern country format, warm, adult, sincere pro with top-40 or MOR background. Must be family man with 10-15 years experience in major market radio. Salary open, we'll pay for the right man. Texas major market fulltimer. Send resume, tape, references, photo. Box B-226, BROADCASTING.

Brand new station, new equipment C&W format. Single station market. Send tape, resume, and salary requirements. Box B-255, BROADCASTING.

Announcers with pleasant, personable voice needed for beautiful music station in greater Milwaukee. Mail tape of commercials and headlines with resume to Box C-35, BROADCASTING. Equal opportunity employer.

Where have all the mature-voiced, pleasant personality, DJ's gone? If you like decent wages (up to \$10,000 as starter for the right man), pleasant, suburban living (about 1 hour from NYC) love to do morning shows, are interested in a bright future with a growing organization, can read a commercial like a "pro", and are, in fact, a professional (age 30 or over), and with more than 5-years experience, then we have the job for you! You must have reasonable knowledge of music from the mid-30's to early 50's. Recent graduates, floaters, drunks, Prima Donnas, or other psychological problems—don't waste our time. Rush complete background and tape to Box C-43, BROADCASTING.

Permanent opening at AM-FM southeastern New York. Experience essential. An equal opportunity employer. Box C-47, BROADCASTING.

Bright, witty, experienced, mature morning "4:45 A.M." man for easy listening stereo FM, southeastern New York. Forty-hour week, six days, permanent position starting May first. Send tape, photo, resume to Box C-61, BROADCASTING.

Top 40 D.J. East coast. Experienced with solid track record. Opening created by DJ being promoted to PD. Send tape, resume, references and picture. E.O.E. Box C-63, BROADCASTING.

Rock station—top ten market—looking for announcer with low key conversational delivery. Must have a strong understanding of rock music past and present—morning shift. Send low key conversational tapes only, and resume. Box C-68, BROADCASTING.

Professional announcer, mature voice and good references for evening shift on good music station. Excellent pay and working conditions. Call Raymond Saadi, KHOM, Houma, Louisiana 876-5466.

WEKT-FM stereo in Hammondsport, New York needs announcer with a good voice. We serve wine country U.S.A.

Florida east coast—needs announcer. Immediate opening. WRMF, Titusville. Phone 305-267-1121.

Technical

Chief engineer needed who knows AM directional, FM stereo, microwave for established AM, new FM. Send resume to Box B-46, BROADCASTING.

Chief engineer needed. Ours is retiring. Can you handle 50,000 erp FM stereo? Also 500 watt non-directional AM? Paid retirement, many fringes. 23-year-old solid corporation. Ohio, small-medium market. Reply Box C-9, BROADCASTING.

1st phone—assistant chief for daytime-directional 90 minutes from N.Y.C. Must have professional attitude, with desire to work and learn. Ground floor opportunity to assist with construction of 2 new stations, syndication studios, and automation systems. Will consider beginner with ability. Rush complete background to Box C-44, BROADCASTING.

Technical continued

Assistant chief engineer. Up to \$12,000 start. East coast. Modern equipment. A good place to work. Box C-64, BROADCASTING.

We have an opening for a fully qualified engineer with directional antenna experience and announcing ability. Salary is open for the right man. If you are looking for a permanent home call WBSC, Benningville, S.C., A. Ken Harmon, General Manager.

News

Farm director for big Iowa farm station. Must know agriculture. Must be top notch broadcaster. Plenty of opportunity. Plenty of hard work. Generous rewards. Send tape, complete resume and salary requests to Manager, KMA Radio, Shenandoah, Iowa 51601.

Programing, Production, Others

Program director for brand new C&W format station. Single station market. Send tape, resume and salary requirements. Box B-256, BROADCASTING.

Expanding corporation needs P.D.—production expert with tight board and administrative ability for modern country station. Box B-271, BROADCASTING.

Creative mind for commercial production, programming assistance, etc. in creative station. Box C-24, BROADCASTING.

We are a progressive rock station owned by a large company in a major market. We are looking for an operations director. If you still think radio is fun, reply to Box C-31, BROADCASTING.

Freelancers to produce, narrate tape cassettes, Good voice, editing skill essential. Box C-42, BROADCASTING.

Situations Wanted Management

Manager—medium market. Presently sales manager with 11 years additional broadcast experience, programming, administration. Analytical, creative, sincere, sober, 40, married, college. Prefer West, but will consider situation. Reply to Box B-219, BROADCASTING.

General manager seeks new challenges. Strong sales background. Three years management experience with top rated station in market of 300,000. Age 31, college grad and married. Current income, \$18,000.00. East Coast, Southeast or Midwest only. Box B-239, BROADCASTING.

General manager, sales manager, salesman, top rating producer with outstanding successful history in each category in AM and stereo. Prefer medium but will consider smaller market for right offer. Box B-242, BROADCASTING.

Anxious to relocate—50,000 or less market. Radio station manager—15 years proven track record in sales—promotion—administration—metro and secondary markets. Salary negotiable. Box B-251, BROADCASTING.

Manager's golf game improves . . . meanwhile, back at the station, as assistant general manager, I've coordinated sales-programing, into a successful, community-oriented, cost-conscious operation. Young, dedicated, family. Idea man. Latest idea . . . end this frustration. If you have management challenge, may I hear from you? Box C-45, BROADCASTING.

Husband-wife team. Ten years experience—management, sales, continuity, news, air personalities, bookkeeping, first phone. Seeking solid future, partial ownership. Willing to invest time, talent, money. Box C-48, BROADCASTING.

11 years radio-television. Move up to management. 33, married, children. Box C-53, BROADCASTING.

General manager: Experienced AM-FM and TV. Sober, reliable family man, 38. Twelve years experience. N.Y. or Pennsylvania. Box C-54, BROADCASTING.

General manager—employed top 50 market—record speaks for itself—prefer Southeast. Reply Box C-70, BROADCASTING.

Sales

Mature salesman-announcer. Proven sales—excellent management ability. Class voice. Strong on production, news, copy. Creative and dependable. Write Box B-223, BROADCASTING.

Announcers

Personable family man, broadcast school education seeking announcing position some sales, third endorsed. Box B-85, BROADCASTING.

Experienced and handicapped, are you in your thinking? If not . . . Box B-120, BROADCASTING.

Female-announcer/disc-jockey/newscaster-versatile/creative 3rd-endorsed/experienced. Available immediately. Box B-167, BROADCASTING.

Morning man with play-by-play. Want something permanent—5 yrs experience—rock, MOR, country—draft deferred. Box B-179, BROADCASTING.

Experienced professionally trained announcer. Three years college—Political Science major. Will relocate. Box B-204, BROADCASTING.

MOR, first, BA, small market, Calif., anywhere 315-478-8896. Box B-209, BROADCASTING.

Soul or rock jock. First phone, stable pro. Box B-217, BROADCASTING.

Major suburban market jock, seeks solid spot with good station. M.D. & P.D. background too. Top references!!! Mike Jeffries (516) 798-8935 or write Box B-228, BROADCASTING.

Professionally trained announcer B.A. degree seeks position in sportscasting/play-by-play. Box B-257, BROADCASTING.

Professionally trained announcer and musician, married, stable. Willing to relocate. Box B-277, BROADCASTING.

Major market all-night announcer want better hours. Family, Pulse rated one. Box C-2, BROADCASTING.

Metro markets only! Top 40, MOR first phone, seven yrs. experience. Mature, stable, veteran. \$180 per week minimum. Tapes and references are waiting. Box C-4, BROADCASTING.

Metro rockers! No hype-six yrs. rock exper., first phone stable, smooth, bright sound of authority. Base \$190 wkly. Tapes, refs., resume on request. No small markets. Box C-5, BROADCASTING.

Christian announcer. Heavy experience in prod. for automation. Dedicated, versatile, 3rd phone. Professionally trained. Currently employed. Married. Will relocate. Seeking opportunity with . . . forward looking . . . religious station. Know music from Gospel to contemporary. Box C-6, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box C-7, BROADCASTING.

Young, first phone rock or MOR jock, seven years experience. Prefer warm climate but will relocate. Box C-15, BROADCASTING.

Young man 24 years old, 2 1/2 years college, soon to graduate from Columbia School of Broadcasting. I have many talents and much training. Prefer East coast market. Box C-23, BROADCASTING.

Columbia School of Broadcasting graduate, 26 yrs. old, service obligation completed, good voice. Prefer east coast market. Box C-26, BROADCASTING.

Combo-man-announcer D.J. with 1st phone license operates tight board—solid performer. Trained in New York City. Box C-27, BROADCASTING.

First phone pro, five years experience, (including PD) family guy, polished air sound, creative copy, production, now stagnating with #1 top 100 powerhouse rocker, seeking rocker or MOR with room to grow. Minimum \$175, serious offers only. Box C-36, BROADCASTING.

Available immediately, recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales & promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-462-6027 or write Box C-37, BROADCASTING.

Young English, experienced any format. N.Y.C. school grad. California based will go anywhere no ticker, tapes etc. Available, help, please. Box C-38, BROADCASTING.

Newsman, or staff announcer, MOR, country format. Tight board. Prefer East. Box C-39, BROADCASTING.

DJ—copy—production, experienced, third, college, good voice . . . Box C-41, BROADCASTING.

Have handled every type of broadcast assignment from D.J. to television host. Good music and newsman. Major market only. Box C-55, BROADCASTING.

Announcers continued

Jock with first seeks small/medium outlet. News, music, ratings successful. Rock or MOR. 3 yr. experience. Box C-56, BROADCASTING.

Black DJ, beginner, professionally trained, creative, versatile, dependable, tight board, top 40, R&B, 3rd endorse. Available immediately. Box C-57, BROADCASTING.

Announcer, newsman, salesman, experience versatile, creative, tight-board, 3rd endorsed. Box C-58, BROADCASTING.

MOR—play-by-play—phone talk—copy—news—3rd—28—married—military over—write Box C-59, BROADCASTING.

Bright young woman, quality presentation, some college, available immediately. Box C-60, BROADCASTING.

Disc-jockey newscaster & salesman. 1. Experienced. 2. Dependable. 3. Versatile. 4. Tight Board. 5. Third endorsed. Box C-72, BROADCASTING.

Four years experience, high ratings, more than creative production. Call 219-743-4611.

Girl Friday—announcer-copywriter. Miss Lee, 329 West 24th Place, Chicago, Ill. 60616.

Over 10 years in radio. Rock, MOR, C&W, production, news. I'm 26, single, looking for responsible position in radio or break in T.V. Best references! First phone! Mature! Contact Charles Walters, 250 South Pine, Cortez, Colorado 81321.

Over Confident? No, I just know that I can be a whale of a good jock for somebody. All I need is a chance. 3rd ticket. Rick Conley, 3240 Marshall Rd. Apt. #1, Kettering, Ohio 45429.

Third phone; Columbie School for Broadcasting student; anywhere, any hours. Veteran, married. Skip Wilson, 814 8th, #202, Laurel, Md. 20810. (301) 725-6203.

Available immediately: 27, experienced CW/MOR, Bruce Tambellini, Laurium, Michigan 906-337-0573.

Twenty, single, first phone, broadcast graduate. Available now. Some experience. Andrew Graham, 1901 Miles Avenue, Billings, Montana 59102.

Morning announcer, experienced, 26, married, draft exempt, first phone, chief announcer, Brown graduate, does production, maintenance, wants to settle permanently in Montana, available for interview. Jim Elgas, Box 168, Big Timber, Montana, 59011, 406-932-2305.

1st phone, experienced in announcing and electronics, looking for up-tempo MOR or top 40. Prefer Florida. Will consider other. 1800 Bluebird Lane, Monster, Indiana.

Broadcast school graduate, excellent voice, willing to relocate, service completed, trustworthy, references, creative and strong on commercials, seeking position with rhythm and blues station. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Like announcing and living on clean air. 25, 1st phone, college degree, veteran. All types of broadcast experience with American Forces Network. Paul Hennessey, 4749 Radnor Ave., Lakewood, Calif. 90713. 213-421-1003.

Old fashioned, informal morning man. Want similar format evening shift. 15 yrs. radio, 1st. 40's. Smith, Orlando (305) 843-9525.

If you are in the market for a new voice in radio, one with a first phone, personality, and sales ability. Please contact me for tape, photo and resume. Will relocate anywhere advancement is guaranteed. Jim Conner, 336 San Benancio Rd., Salinas, Calif. (408) 484-1526.

Good mornings start with Brian Clendenen, 500 North State St., Concord, New Hampshire 03301 (603) 224-7595. So, if you're interested in good radio, get in on a good thing. Will consider other shifts also.

Southwest or coast. Versatile broadcaster, 15 years experience, seeking permanent position in smaller market. Good references, third, available now. 406-252-3956.

Technical

1st phone technician; veteran, 25, seven years experience in microwave, digital electronics. Seeks opportunity in broadcasting. Resume on request. Kenneth Finning, 156-11 Aguilar Ave., Flushing, N.Y. 11367.

Situations Wanted News

Reporter, cameraman, good voice, looks, aggressive government reporting specialty, degree, five years part- and full-time experience. Prefer larger cities. Write Box C-1, BROADCASTING.

News continued

Major markets: 13 years experience college graduate—good reader, writer—heavy on phone actualities. Box C-16, BROADCASTING.

Attention sports directors: looking for minor league baseball or major sports responsibility; 24; married; college grad; money secondary, opportunity needed; now finishing successful basketball season. Box C-25, BROADCASTING.

News director, in top forty market, seeks move to top twenty. Strong delivery, heavy on finding actualities, sharp writing ability. Thirteen years news experience. College degree. Box C-30, BROADCASTING.

Tops in sports, 4 years radio, 2 years television good looks, great delivery. Want top ten market. I can do the job. Box C-69, BROADCASTING.

Programing, Production, Others

Need a sports director? Talented play-by-play all sports. Anxious to move into major college professional coverage situation. Reliable. References. Box B-183, BROADCASTING.

Production—copy—Black jock 1st phone, experienced, (news). Box C-3, BROADCASTING.

Word-demon, 26, B.A. copy-publicity will dazzle eyes and sales. Two years Madison Ave. experienced. Stable, will relocate. Box C-28, BROADCASTING.

Need a PD? Major market personality seeks greater challenge as medium market PD. Contemporary MOR. Single—25—1st ticket—excellent production—professional attitude. Box C-34, BROADCASTING.

Number one soul jock in the tenth largest market wants to become a programmer. (504) 283-4182.

Television Help Wanted

Management

Assistant promotion manager for aggressive, independent UHF, major east-coast market. Must have promotion experience with emphasis on-air, a high standard of quality, and keen desire for No. 1 job. Send detailed resume with photo and samples to Box B-254, BROADCASTING. First come first served.

Operation/sales service manager for Iowa Television station. Man or woman. Salary commensurate with experience. Full responsibility for continuity, promotion, plus client/agency contact. Include resume with reference. Box C-73, BROADCASTING.

Sales

Salesman for top 10 market. A midwest UHF station. You must be experienced and able to use both rating services well. A challenging opportunity to affiliate yourself with a top company in its field. An equal opportunity employer—Male & Female, call (216) 486-9680 or write Box C-12, BROADCASTING.

Salesman wanted—NBC affiliate—WDAF-TV in Kansas City. Looking for young aggressive salesman. Contact Mr. Phil Jones, WDAF-TV, Signal Hill, Kansas City, Missouri 64108.

Technical

Engineer-studio operator for South Florida VHF WEAT-TV, West Palm Beach. Phone 305-965-5500.

Wanted: TV studio technicians . . . experience preferred. Union shop . . . fringe benefits . . . equal opportunity employer . . . send resume to Engineering Department, WNAC-TV, RKO General Building, Government Center . . . Boston, Mass.

News

Wanted: Mature anchorman and reporter, major midwest market. Good on-air appearance, experienced in areas of news gathering, writing and reporting. Will deliver major TV newscast five nights per week. Send complete resume and VTR in confidence to Box B-221, BROADCASTING.

TV newscaster-reporter. Experienced. Self-starter. Major Ohio VHF. Send pic, full resume, and salary requirements to Box C-46, BROADCASTING.

Programing, Production, Others

Promotion director—independent in major market. Responsible for audience, sales promotion, and publicity. Send resume to: Box B-230, BROADCASTING.

Television Help Wanted

Programing, Production, Others

continued

Producer-director—major midwest market: Opportunity for creative, experienced individual in live, tape and film and documentary production. Must have minimum five years' experience in producer-director capacity. Immediate vacancy. Send complete resume in first letter. All replies confidential. Box B-245, BROADCASTING. An equal opportunity employer.

Art director needed immediately by major southeast group owned independent. Excellent salary and fringe benefits for right person. Send resume, photo and samples with first. Reply to Box B-263, BROADCASTING.

Chicago U needs director. Not afraid to work, not afraid to move a flat. Do all types of shows. VT commercials and boardwork. Box C-29, BROADCASTING.

Commercial producer. Experienced, creative pro to work with sales dept.—write, produce, direct quality commercials (VTR, film, slide). Photography experience important. Top 20 market Indy offers good salary, outstanding growth potential. An equal opportunity employer. Box C-71, BROADCASTING.

Immediate opening for experienced studio supervisor GE equipment in northeastern U.S. Four season recreation, good salary. Call Mr. Sequin (802) 655-2222.

Television

Situations Wanted Management

Aggressive sales manager, 9 years TV and radio experience. Young, ambitious. Desire to move up to larger market and greater challenges. Excellent reputation and references. Box C-40, BROADCASTING.

Sales

Successful TV salesman desires more financial opportunity. Top biller in market for 1970, but, limited income potential because of market size. Write Box B-240, BROADCASTING, to talk with this young, hungry salesman.

Experienced young (27) TV syndication salesman interested in challenging creative selling position. Had major role in distribution placement of *This Is Your Life*. Contact Gary Greene, 7041 Woodrow Wilson Drive, Hollywood, 90068, Calif. (213) 874-8519.

Announcers

Competent, dedicated, personable. Ten years experience. Looking to relocate with progressive station. Box C-8, BROADCASTING.

Technical

Attention stations! 1st phone technician limited experience—needs job immediately!! Will relocate. Box B-227, BROADCASTING.

First phone—26 years exp., transmitter or maintenance. Box B-276, BROADCASTING.

Chief or assistant chief engineer for TV and/or radio operation. Fourteen years experience all phases of radio and TV. Currently overseas. College graduate. All offers considered. Box C-51, BROADCASTING.

News

Career-minded newshen, 25, experienced writer-producer with good working knowledge of film and tape, some air work, seeks general or beat reporting, radio-TV top 25 market. Box B-238, BROADCASTING.

Professional TV journalist—10 years major market experience: Anchorman/reporter/camerman. Produced documentaries. Newspaper, advertising, PR credits. VTR, film, resume available. Box C-22, BROADCASTING.

Experienced street reporter now in fifth market; six years television news; writing, production documentary experience. Box C-33, BROADCASTING.

Weatherman—top rated major market professional who projects to an audience with a pleasant manner and understandable weather presentation. If you need a weather program that will add strength to your news block. Reply immediately to Box C-49, BROADCASTING.

Professional TV meteorologist with experience seeks new affiliation. (312) 234-3781.

Programing, Production, Others

Director, switcher, first, studio-operations, B.A. anywhere. 315-478-8896. Box B-210, BROADCASTING.

Broadcasting graduate seeks first full-time employment in television industry. One year experience directing for small public television station. Salary open. Draft exempt. Box C-17, BROADCASTING.

Young woman, broadcast school graduate, 3rd endorsed. Six months training in production and on the air spots at local station. Small market California station preferred. Will relocate. Box C-18, 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 Irburide St., Laredo, Texas 78040.

Wanted: used turntables, consoles, cartsystems, amplifiers, mikes and general broadcast equipment. Setting up educational broadcast station and production room, with money enough only for shipping costs. All gifts tax deductible. Help Ohio Valley College, College Parkway, Parkersburg, W. Va. 26101.

Help—New Class C stereo FM needs your used equipment. KISR, Box 1235, Fort Smith, Arkansas. 501-452-1565.

Need McMartin TBM-4500A and RF amplifier. KLQQ, Sterling, Kansas 67579, 316-278-3644.

AM broadcast transmitters, 250 watts equipped for remote control use. Remote control units, used AM frequency and modulation monitors. Need fast, pay cash. Call or write: Shain & Young Electronics, Inc. Box 95, Caneyville, Ky. 502-879-6245.

FOR SALE Equipment

Heliac-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 Heliac 15 1/2" air coaxial transmission cable jacketed 6,000 feet available 50% of factory price can be cut to order at tremendous savings. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee Ave., Chicago 312-235-2830.

Approx. 2000 ft. 3/16" Sstatite transmission line, hangers and misc. hdw. Side band filter, Harmonic filters, bridge diplexer all for Ch. 6. One TF6-BM ant., one 8 x 12 passive reflector, will sell all or any part. WECT, Wilmington, N.C. 28401.

New recorders/reproducers and playbacks. Scully 280-2, \$1475; 280, \$1190; 270, \$845; 270-1, \$845; 270-2, \$900; 270-4, \$950; Ampex AG-440B-1, \$1400. Factory warranty, immediate delivery. Santa Barbara Capital Corporation, P.O. Box 398, Chatsworth, California 91311.

Save \$\$\$ on Andrews Heliac fittings. We have excess stock on new couplers, flanges, adaptors with and without gas barriers. Phelps Dodge, Styroflex and Prodelein fittings also available. Box B-280, BROADCASTING.

For Sale. Following used equipment in good condition: 3 RCA TK31 camera chains each 4000.00, 1 1 watt microwave link complete 2650.00, 1 TA9 stab amplifier 200.00, 1 TSSA switcher 390.00, 5 TMSA master monitors each 300.00, 2 TK20C Icon cameras each 200.00, 12 580D power supplies plus other RCA equipment and each 50.00, 1 General Electric master monitor 200.00, 1 Sync generator 300.00, 1 TV19B Video mixing amplifier 50.00, 1 TV51B sync mixing amplifier 50.00, 2 TV17B video DA and power supply each 150.00, 1 Zoomar lens 10:1 50mm-175mm 895.00, 1 Eastman 275 movie projector 3000.00, 1 Ampex VR1000B tape recorder with 3 Mark III heads 4500.00. Contact: Chief Engineer, WXXI/Channel 21, 410 Alexander Street, Rochester, New York 14607.

3-3200 Ampex Slave Duplicators; 2-351 Ampex amplifiers; 1-300 Ampex. Best offer. Kenneth Metzger, 914 Dirksland, Colorado Springs, Colorado 80907-303-635-0622.

Collins Model, 830F-1A 10,000 watt FM transmitter and model 786-M1 stereo generator. Good condition. Box C-19, BROADCASTING.

RCA Model BTA-SF 5,000 watt AM transmitter. 1570 KHz. \$4,500.00. Box C-20, BROADCASTING.

RG17, several 350' lengths KZIA Box 1047, Albuquerque, New Mexico 87103.

Radio mobile unit in brand new condition: 13' trailer 1967 carpeted, paneled, two 6' x 19" rack panels, IBM clock, 12 outside cannons, Switchcraft patch panel completely wired, large closet and plenty storage space, flat roof rack for tripod, three brand new EV 635A mikes. Must have \$800.00 immediately. Contemporary Productions, 215 W. Lutz St., West Lafayette, Ind. 317-743-4940.

FOR SALE Equipment

continued

New and used self-supporting and guyed. Erect any type towers. Bill Angle, Box 55, 919-752-3040. Greenville, N.C. 27834.

Ampex designed Model 450 background music tape reproducers, both new and factory reconditioned models available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$125.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Recording tape—Quality at bargain price. Try dozen 7" reels for \$11, sent postpaid, satisfaction guaranteed. Look at this: 1200' 1800' 2400' Dozen .89, 1.29, 1.99; 25 Rls. .77, 1.25, 1.79; 50 Rls. .76, 1.19, 1.71; 100-75, 1.11, 1.59; 250-74, 1.09, 1.49. Newsroom Brand—1602 Duntery Place, McLean, Va. 22101. Payment with order, we pay shipping.

Ampex VR-1002, allenized with Amtec; 2 GPL 16mm film chain projectors, much other used television equipment. Call or write: Marquette University, Radio and Television, 625 North 15 Street, Milwaukee, Wisconsin 53233. 224-7467.

Macarta Record Center Model 570/90 like new. Used about 90 days. 19 inch rack mount \$850.00. Ken Nealy, WCHD-FM, 2994 E. Grand Boulevard, Detroit, Michigan 48202. Phone (313) 871-0590.

16mm film to videotape, B&W or color, 1" I.V.C., 1/2" Sony or 1/2" Panasonic. \$40/hour—tapes. Write for quantity prices, Audio-Video Craft Inc., 7710 Melrose Ave., Los Angeles, Calif. 90046.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"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.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Command Comedy . . . The "best" deejay comedy collection available anywhere! You must agree — or your money back! Volume 1 - \$7.50. Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade — better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Award-winning ideas from newsbeat, a unique editorial service. Stimulating—imaginative—feasible. \$2.25 month, ill forbid. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Want to try the lines the big guys (Gary Owens etc.) are using? Send for free samples now. 2435 S.W. 128 Ave., Miami 33165.

Automation broadcasters! Custom programming for small market budgets! Or—looking for specialized libraries like "Big Band Syndrome"? CnB Studios, 3415 Beresford Avenue, Belmont, California 94002.

Deejay Manual—A collection of one-lineer comedy pieces for sparkling D.J.s. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Services (Dept. B), 1735 East 26 Street, Brooklyn, N.Y. 11229.

Success as a self trained radio personality can be yours if you know "The Easy Way In." Fact filled booklet is yours for only \$3! Ron Kay, Box 1049, Frederick, Md. 21701.

Today's Feature Story and Idea, a syndicated 3 min. radio program. 20 programs a month. \$10 a month. Details Tucker Productions, Box 314, Spanish Fork, Utah 84660.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer: Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First class FCC license theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools*. Write or phone the location most convenient to you. ELKINS INSTITUTE*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

ELKINS*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757

Instructions

continued

ELKINS in Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0422

ELKINS*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084

ELKINS in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569

ELKINS** in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS* in Texas, 6801 Viscount Blvd., El Paso, Texas 79925. Phone 915-778-9831

ELKINS in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sports, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st Class FCC Licensed Broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. ELKINS in Dallas** - Atlanta** - Chicago** - Houston** - Memphis** - Minneapolis** - Nashville** - New Orleans*** - San Francisco***.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting dates Apr. 14-July 7-Oct. 6. Reservations required. William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

REI-FCC first class license in (5) weeks. Approved for veterans training-over 97% of REI graduates receive their first phone license. For instant information call toll free: 1-800-237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St., Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213-244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816-WE 1-5444.

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

Why pay more? American Institute of Radio offers you a 1st phone license in 3-5 weeks, with new classes starting every third Monday. Tuition-\$333. Complete daily course. Write or call for class schedule. 2622 Old Lebanon Rd., Nashville, Tenn. 37214, 615-889-0469 or 889-2480.

Instructions continued

F.C.C. type exams . . . Guaranteed to prepare you for F.C.C. 3rd, 2nd and 1st phone exams. 3rd class \$7.00, 2nd class \$12.00, 1st class \$16.00, complete package \$25.00. Due to demand, allow 3 weeks for mailing. Research Company, Box 22141, Tampa, Florida 33622.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSPV-AM and KSPV-FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education! Classes begin June 2, 1971, Sept. 2, 1971 and Jan. 2, 1972. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

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 April 5, 1971. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

Radio Help Wanted Sales

SALESMEN

We are looking for two experienced salesmen to join our well established company. Travel is extensive. We prefer men currently calling on radio station management, or who have proven sales experience in the radio field. Our product line of syndicated radio features has been well accepted by more than 800 radio stations in the United States and Canada. Our salary, expense and commission plan will give you an excellent income and growth potential. Please send complete resume detailing qualifications and experience. All inquiries will be held in confidence. Please, no phone calls.

Creative Marketing & Communications Corp.

3914 Miami Road
Cincinnati, Ohio 45227

Programing, Production, Others

BROADCAST AUTOMATION PROGRAMING SPECIALIST

We're Looking For An Innovator!

We are a leading producer of commercial broadcast equipment offering a unique opportunity for a talented individual experienced in creative programing for broadcast automation. You will handle production, recording, and demonstration for Gates Automation Systems. We require a broad knowledge of radio station technical & programing operations. You should

For further information, send your resume, in confidence, to

OR CALL:
Robert T. Fluent,
Assistant Personnel
Manager
(217) 222-8200.



Radio Help Wanted Technical

CHIEF ENGINEER AM/FM

Group broadcaster requires experienced chief for major west coast market. Rewarding position with excellent salary and benefits. Reply in full confidence. Resume must include experience, past salary history and expected salary.

BOX B-253, BROADCASTING

An equal opportunity employer M/F

Situations Wanted

Management

B. MARC SOMMERS

Nationally recognized and respected #1 program manager, administrator, and air personality, seeks to apply his skills to help your company make money. Major and medium market background. Will consider all bona-fide growth opportunities with sincere people.

BOX B-94, BROADCASTING

FM OR AM RADIO GENERAL MANAGER

15 years broadcasting background. Presently G-M in quarter million market at \$18 thousand year. Motivator of men, mover of merchandise. Outstanding FM management track record for rapid growth. GM one year-anncr., salesman, producer, P.D., O.M., S.M. 14 years. Top references. This mature-thirties professional is a good investment at \$24 thousand minimum. Write

BOX C-50, BROADCASTING

Announcers

Free-lance announcer/producer-director and former TV production/operation mgr. seeks return to broadcasting in stable demanding position. A creative hard worker. I'll ask top dollar but guarantee your money's worth.

BOX C-52, BROADCASTING

News

OUR LOSS YOUR GAIN

Ass't news director with B/C as investigative and general reporter, producer, anchor and assignment editor available because of cutback. Contact major market employer, we want to help him.

BOX C-65, BROADCASTING

EXPERIENCED BROADCASTER

desires specialty

Now employed major east coast AM/FM. News, comm. board, etc. Contemporary music. Seek all night tel. talk show specializing in human interest, light conversation designed for entertainment with only min. controversy.

Call (617) 963-5901

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TELEVISION

Help Wanted

Technical

TV ENGINEERS

Immediate openings in upstate New York and Pennsylvania for studio and transmitter engineers. Salary up to \$14,000.

Call Nationwide Broadcast Personnel at
(312) 337-3318
(no fee)

News

NBC-TV

Affiliate in top 15 market needs on-air reporters. Must be able to gather news, write it, work with film, and present their stories on air. We are looking for journalists with strong TV news experience. Equal opportunity employer.

BOX C-13, BROADCASTING

FOR SALE

Equipment



**LEASE YOUR
EQUIPMENT FROM
Specialists
In
Broadcasting**

Broadcast Equipment Leasing Co.

Division of Anchor Leasing Corp.
1218 Plaza Bldg., Pittsburgh, Pa. 15219
Area Code 412—Phone 281-3768

Business Opportunity

Sealed bids in duplicate will be received by the City Manager, City Hall, Jacksonville Beach, Florida until 8:00 P.M. Monday, April 5th, 1971 for the following:

Bid Invitation No. 71-15 "Community Antenna Television System." Bids will be open publicly in the council chamber of the City Hall, Jacksonville Beach, Florida at 8:00 P.M. Monday, April 5th, 1971. Bid specifications may be obtained from the office of the

**Purchasing Agent, City Hall
Jacksonville Beach, Florida**

Miscellaneous

"REMINISCING IN OLD-TIME RADIO"

Two 60-minute specials available—actual voices and events last 50 years. Details contact:

**Hayden Huddleston Productions
Shenandoah Building
Roanoke, Virginia**

**\$95 A WEEK
TO AUTOMATE!**



Station management write for details...

**response
radio inc.**
BOX 150
LAFAYETTE HILL,
PA. 19444
(215) 275-5025



THE ALPHA OMEGA COMPANY

Post Office Box 1015

SAPULPA, OKLAHOMA 74066

GOOD GRIEF...IT REALLY WORKS

A small market AM owner and his operations manager came to our August school. They had been meeting their last year figures for the first three quarters of 1970. The last quarter carried the entire year 17% ahead! (He says it was the school... we know it was what he did with the school.)

An ex-waitress lady graduated in early December and paid her salary and most school costs within three weeks. In nasty January she billed nearly a thousand dollars for her small market FM boss.

At a full time AM an authorization to attend our school was given an awfully nice guy who had just switched from insurance. His report arrived on a coffee stained napkin saying his sixth month commission check topped \$950!

Going off the air was under consideration by a small market FM. Our management service was hired. Cash income is double the national average and we moved into new studios during the fifth month of the project.

MAYBE, JUST MAYBE WE ARE WHAT WE STARTED OUT TO BE...

a broadcast service organization

For details send this gizmo.

Name

Address

Phone

Station

☐ Basic Radio Advertising Sales Schools*

☐ Management Service

☐ Weird Ideas Department

* Next class begins the last Sunday of this month. If you are from New York, North Carolina, Oklahoma, Texas, Missouri, Colorado, Wisconsin, Wyoming or California it is not possible to be the first from your home state.

FOR SALE Stations

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067

Wash., D.C. 20006

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Century City, Suite 501

Suite 714

213/277-1567

202/223-1553

STATIONS FOR SALE

1. GULF COAST. Profitable AM-FM. Sale includes real estate. Priced at \$400,000. 29% down.
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(Continued from page 59)

Actions on motions

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLK(AM), granted motion by applicant, and extended to March 26, time to file proposed findings of fact and to April 16, time to file reply findings (Doc. 18285). Action Feb. 11.

Fines

■ WMBC-AM-FM Columbus, WMPA Aberdeen, and WFOR-AM-FM Hattiesburg, all Mississippi—FCC ordered stations to forfeit \$25 each for failure to file renewal applications on time. Action Feb. 18.

Call letter applications

■ KNOP, A. E. Dahl, North Platte, Neb.—Requests KAHK.
■ WRKH, WRKH Broadcasting Co., Rockwood, Tenn.—Requests WOFE.

Call letter action

■ KPAL, R. R. Moore Corp., Palm Springs, Calif.—Granted KPSI.

New FM stations

Starts authorized

■ KXTC(FM) Glendale, Ariz.—Authorized program operation on 92.3 mhz, ERP 3 kw. Ant. height above average terrain 285 ft. Action Dec. 14, 1970.
■ KTLO-FM Mountain Home, Ark.—Authorized program operation on 98.3 mhz, ERP 100 kw. Ant. height above average terrain 420 ft. Action Jan. 5.
■ *KZSU(FM) Stanford, Calif.—Authorized program operation on 90.1 mhz, TPO 10 w. Action Jan. 22.
■ KKOY-FM Chanute, Kan.—Authorized program operation on 103.5 mhz, ERP 3 kw. Ant. height above average terrain 160 ft. Action Jan. 14.
■ KFIL-FM Preston, Minn.—Authorized program operation on 103.1 mhz, ERP 3 kw. Ant. height above average terrain 265 ft. Action Jan. 18.
■ *KXCV(FM) Maryville, Mo.—Authorized program operation on 90.5 mhz, ERP 100 kw. Ant. height above average terrain 510 ft. Action Jan. 13.
■ *WJSU(FM) Morristown, N.J.—Authorized program operation on 90.5 mhz, TPO 10 w. Action Jan. 21.
■ WLSR(FM) Lima, Ohio.—Authorized program operation on 104.9 mhz, ERP 3 kw. Ant. height above average terrain 220 ft. Action Nov. 24, 1970.
■ KNHC(FM) Seattle—Authorized program operation on 89.5 mhz, TPO 10w. Action Jan. 13.

Final actions

■ Cedar Rapids, Iowa—Buddy Tucker Evangelistic Association Inc. FCC granted 104.5 mhz, 100 kw. Ant. height above average terrain 550 ft. P.O. address 1910 Ingersoll Avenue, Des Moines, Iowa 50309. Estimated construction cost \$58,074; first-year operating cost \$37,000; revenue \$60,000. Principals: Theodore D. Tucker Jr., president, et al. Action Feb. 18.
■ Murphy, N.C.—FCC denied petition of Max M. Blakemore, trading as Cherokee Broadcasting Co., Murphy, unsuccessful applicant for CP for new FM in Murphy, asking reconsideration of FCC decision granting competing application of Robert P. Schwab, trading as Fannin County Broadcasting Co., Blue Ridge, Ga., for CP for new FM in Blue Ridge (Docs. 17086-7). Action Feb. 18.

Actions on motions

■ Chief, Broadcast Bureau, on request of Lakes Region Broadcasting Corporation Inc., extended through Feb. 26, time to file comments and through March 8, time to file reply comments in amendment of FM table of assignments (Skowhegan, Augusta, Westbrook and South Paris, all Maine; Plymouth and Dover, both New Hampshire; and Waterbury, Vt. (Doc. 19116). Action Feb. 18.

■ Hearing Examiner Charles J. Frederick in Portland, Ind. (Glenn West, Soundvision Broadcasting Inc.), FM proceeding, scheduled further pre-hearing conference for Feb. 17 (Docs. 17916-7). Action Feb. 11.

■ Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, to formalize ruling on record of Feb. 9, granted petition by applicant for leave to amend application with respect to additional

suburban issue matters; ordered hearing scheduled for March 11 (Doc. 18440). Action Feb. 9.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio, Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, ordered that renumbering and restatement of issues as prepared by counsel for Christian Voice of Central Ohio is adopted (Docs. 18308, 18793). Action Feb. 10.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, granted petition by Broadcast Bureau and extended to Feb. 24, time to file proposed findings of fact and conclusions of law and to March 3, time to file replies (Doc. 17885). Action Feb. 11.

■ Hearing Examiner James F. Tierney in Naples, Fla. (Naples Image Inc.), FM proceeding, ordered that proposed findings of fact and conclusions be filed before Feb. 25, and reply findings by March 8 (Doc. 18962). Action Feb. 11.

Call letter applications

■ J. K. Whittemore, Tompkinsville, Ky.—Requests WTAY-FM.
■ TAB Broadcasting Co., Jackson, Miss.—Requests WKXI(FM).

Call letter action

■ Megamedia, Fort Smith, Ark.—Granted KISR(FM).

Existing FM stations

Final actions

■ *KUCI(FM) Irvine, Calif.—Broadcast Bureau granted CP to change studio and remote control location to Gateway Commons, 3d floor, University of California; remote control permitted; make changes in ant. system. Action Feb. 16.
■ KOLA(FM) San Bernardino, Calif.—Broadcast Bureau granted mod. of license covering change in main studio and remote control location to 3622 Main Street, Riverside, Calif., provisions of rules waived to extent of permitting relocation of main studio beyond corporate limits of San Bernardino. Action Feb. 10.
■ WWEL(FM) Chicago—Broadcast Bureau granted CP to install former main trans. as aux.; granted mod. of CP to change ant.; make changes in ant. system—ERP 6 kw, ant. height 1,170 ft. Action Feb. 17.
■ WNAF(FM) Indianapolis—Broadcast Bureau granted CP to install new alt. main trans. at main trans. location on 93.1 mhz. Action Feb. 12.
■ KKOY(FM) Chanute, Kan.—Broadcast Bureau granted request for SCA on 67 khz. Action Feb. 12.
■ WHVY(FM) Springfield, Mass.—Broadcast Bureau granted CP to install ant.; make changes in ant. system; remote control permitted; ERP 4.4 kw; ant. height 140 ft. Action Feb. 12.
■ *WGGF-FM Houghton, Mich.—Broadcast Bureau granted CP to increase presently licensed ERP to 650 w, ant. height 600 ft.; remote control permitted. Action Feb. 16.
■ KWIM(FM) Moorhead, Minn.—Broadcast Bureau granted mod. of license covering change in main studio and remote control location to on east side of Old U.S. Highway 75, 3 1/2 miles north of Moorhead; provisions of rules waived to permit relocation of main studio beyond corporate limits

of Moorhead. Action Feb. 10.

■ WDKC(FM) Albany, N.Y.—Broadcast Bureau granted request for SCA on 67 khz. Action Feb. 16.

■ WAVA-FM Arlington, Va.—Broadcast Bureau granted CP to install aux. trans. and aux. ant. Action Feb. 16.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, granted request of WHCN Inc.; set procedural dates and scheduled hearing for April 20 (Docs. 18805-6). Action Feb. 16.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc., Live Oak Broadcasting Co.), FM proceeding, extended to March 5, time to file proposed findings of fact and conclusions, and to March 15, time to file replies (Docs. 18975-6). Action Feb. 10.

Fine

■ WRSJ-FM Bayamon, Puerto Rico—FCC notified Radio San Juan Inc., licensee, that it has incurred apparent liability for forfeiture in amount of \$1,000 for violation of rules providing that the center frequency of each FM shall be maintained within 2,000 cycles per second of assigned center frequency. Action Feb. 18.

Rulemaking petitions

■ WOBS(FM) Jacksonville, Fla.—Mei Lin Inc. requests rulemaking to assign FM ch. 292-A at Jacksonville. Ann. Feb. 19.

■ Rutland, Vt.—Green Mountain Radio Associates. Request amendment of FM table of assignments to add ch. 287 as full facility class C assignment to Rutland and substitute ch. 285A for ch. 288A now assigned to Pittsfield, Mass. Ann. Feb. 19.

Call letter applications

■ WSRF-FM, Van Patrick Broadcasting Co., Ft. Lauderdale, Fla.—Requests WSHE(FM).
■ WKIS-FM, Shamrock Development Corp., Orlando, Fla.—Requests WDIZ(FM).
■ WCHD(FM), Bell Broadcasting Co., Detroit—Requests WLWU(FM).
■ KXXX(FM), Commerce Broadcasting Corp., Dallas—Requests KOAX(FM).

Call letter actions

■ F. Bryant and Nancy Bryant, joint tenants, Paso Robles, Calif.—Granted KPRA(FM).
■ KRPM(FM), Contemporary Communications Corp., San Jose, Calif.—Granted KOME(FM).
■ WWMS(FM), Williams County Broadcasting System, Bryan, Ohio—Granted WBNO-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-permitting auxiliaries: KASI-FM Ames, KCFI(AM) Cedar Falls, KDVR(FM) Sioux City and KGLO-TV Mason City, all Iowa; KGMO-AM-FM Cape Girardeau, Mo.; KILR-AM-FM Estherville, Iowa; KJFF(FM) Jefferson City, Mo.; KOUR(AM) Independence, Iowa; KPWB(AM) Piedmont and KWIX(AM) Moberly, both Missouri;

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WCFT-TV Tuscaloosa, Ala.; WDAM-TV Laurel, Miss.; WEVR(AM) River Falls, Wis.; WEXL(AM) Royal Oak, Mich.; WHB(AM) Kansas City, Mo.; WMER(FM) Celina, Ohio; WOC-FM Davenport, Iowa; WSTK(FM) Woodstock, Ill.; WATH-AM-FM Athens, Ohio; KBHM(AM) Sioux City, Iowa; WAMX(FM) Ashland, Ky.; WCNA-FM Scottsboro, Ala.; WCRA-AM-FM Effingham, Ill.; WEKZ-AM-FM Monroe and WMAM(AM) Marinette, both Wisconsin; WMCL(AM) McLeansboro, Ill.; and WVLR(FM) Sauk City, Wis. Actions Feb. 10.

□ WQXM(FM) Clearwater, Fla.—Broadcast Bureau granted renewal of license. Action Feb. 12.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KYUK(AM) Bethel, Alaska, to Aug. 10; WHAE-TV Atlanta, to Aug. 16; WCFL-TV Chicago, to Aug. 16. Action Feb. 16.

■ WSHN Fremont, Mich.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Feb. 17.

■ KPDL(FM) Branson, Mo.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in ant. system; ERP 3 kw, ant. height 210 ft. Action Feb. 16.

■ KPAN-FM Portland, Ore.—Broadcast Bureau granted mod. of CP to change trans. and ant.; remote control permitted. Action Feb. 17.

Other actions, all stations

■ FCC adopted notice of inquiry to formulate policies relating to TV renewal applicants in comparative hearing process. Action Feb. 17.

■ FCC permitted affiliates of NBC in top 50 markets a half-hour extension of FCC's three-hour prime time limitation on Sunday evenings provided they carry only two and one-half hours of network programming on one other evening during same week. Action Feb. 18.

■ FCC adopted four-part inquiry and rulemaking notice to revise license renewal policies, simplify renewal process by concentrating on essential elements, ensure continuing dialogue between licensee and community, and, if there is to be resort to FCC processes, provide more orderly procedures. Action Feb. 17.

■ FCC adopted primer on ascertainment of community problems for use by specified broadcast applicants in preparing radio or TV application forms. Applicants for new facilities, certain major changes in authorized facilities, and proposed assignments and transfers will be required to comply with the standards set out in primer. Primer will be used on an interim basis by renewal applicants. Action Feb. 18.

Translator actions

■ FCC made available for public distribution, new application forms (form 348) for renewal of translator station licenses. Forms require that translator permittees and licensees report periods of inoperation whatever reasons for such inoperation. Ann. Feb. 18.

■ Broadcast Bureau granted renewal of licenses to the following UHF and VHF translators: K11JS Alpine, Ariz.; K02CK, K10BN, and K12BM, all Cripple Creek, Colo.; K73AN K76AF and K82BO, all Eureka, Nev.; K13GK Peers and Richland, both Mont.; K09DZ Mora, N.M.; and K09AM Heber, Utah. Action Feb. 17.

■ K07HV Round Valley, Ariz.—Broadcast Bureau granted CP to change type trans. and increase output power to 10 w. Action Feb. 18.

■ Winslow, Ariz.—FCC waived rules and granted application of KOOL Radio-Television Inc., licensee of KOOL-TV Phoenix, for CP for new 10-w VHF translator. Action Feb. 18.

■ K74AC Bayfield and Ignacio, both Colorado—Broadcast Bureau granted CP to change type trans. and increase output power to 20 w in UHF translator. Action Feb. 18.

■ K06GH Shiprock, N.M., and Many Farms, Ariz.—Broadcast Bureau granted CP to delete Shiprock from principal community, change type trans. and make changes in ant. system of VHF translator. Action Feb. 17.

■ W71AI Greene, Delaware, Schoharie and Otsego counties, and Stamford, all New York—Broadcast Bureau granted CP to make changes in ant. system of UHF translator. Action Feb. 18.

■ Schenectady, New York—FCC granted application of Mohawk-Hudson Council on Educational Television Inc., licensee of WMHT(TV) Schenectady, N.Y., for CP for new 10-w VHF translator to serve Glens Falls, N.Y., by re-broadcasting WMHT. Action Feb. 18.

■ K04CN McCook, Neb.—Broadcast Bureau

granted CP to add amplifier to present trans. of VHF translator and increase output power to 10 w. Action Feb. 18.

Ownership changes

Applications

■ WHH(AM) Bay Springs, Miss.—Seeks transfer of control of Cotton Valley Broadcasting Co. from Hiram A. Goodman (50% before, none after) to Mitchell J. Hughey (none before, 50% after). Consideration: \$500. Mr. Hughey is seeking to sell his 55% interest in WNDA-FM Huntsville, Ala. Ann. Feb. 8.

■ WKHM-AM-FM Jackson, Mich.—Seeks assignment of license from Frederick A. Knorr to Patten Broadcasting Co. for \$335,000. Sellers: Nellie M. Knorr, executrix of estate of Frederick A. Knorr; Buyers: The Patten Co. (88.64%), Charles J. Sitta (11.08%), et al. The Patten Co. is Southfield, Mich., ad agency; Myron P. Patten is president and majority stockholder and will vote stock of company. Charles J. Sitta is vice president, director and approximately 3.1% class A stockholder of WKHM-AM-FM Dearborn, Mich.

■ WMDN(AM) Midland, Mich.—Seeks assignment of license from Midland Broadcasting Co. to Patten Broadcasting Co. for \$247,500. Sellers: Donald A. Sherman, president, et al. Buyers: see WKHM(AM) Jackson, Mich., above. Ann. Jan. 21.

Actions

■ KPAY-AM-FM Chico, Calif.—FCC granted assignment of license from Lucian M. Richardson and Crocker-Citizens National Bank co-executors of estate of J. Ned Richardson (deceased) to Richardson Broadcasting Corp. for \$373,639.59. Sellers: estate of J. Ned Richardson (100%). Buyers: Pacific Northwest Broadcasting Corp. (86%), Frank Mertz, vice president (10%), et al. Pacific Northwest Broadcasting Corp. owns KPNW-AM-FM Eugene, Ore. Action Feb. 18.

■ WQXM(FM) Clearwater, Fla.—FCC granted transfer of control of FM Enterprises Inc. from William A. Stephens (100% before, 51% after) to Clark Broadcasting Corp. and Ken-Sell Inc. (none before, each 24.5% after). Consideration: \$30,000. Principals: John T. Rutledge owns 40% of WLOF(AM) Orlando and WLOQ(FM) Winter Park, both Florida. Joseph S. Field Jr. is president of Ken-Sell, licensee of WIRK(AM) and WPBF(FM) West Palm Beach, Fla. Action Feb. 12.

■ KBRV(AM) Soda Springs, Idaho—Broadcast Bureau granted assignment of license from J. C. Wallentine to Baker Radio Corp. for \$100,000. Seller: J. C. Wallentine, sole owner. Buyers: Eldon Mengel, president (12.9%), et al. Mr. Mengel owns electric appliance and furniture sales company and has interest in supply company. Action Jan. 27.

■ KPCL-TV Lake Charles, La.—FCC granted transfer of control of Calcasieu Television and Radio Inc. from Harry W. Chesley Jr., Ray Eder, et al (100% before, none after) to Lake Charles Television Inc. (none before, 100% after). Consideration: \$2,050,000. Sellers: Principals of Calcasieu own KPCL-AM-FM Lake Charles. Buyer: G. Russell Chambers, sole owner. Mr. Chambers owns less than 1% of Rollins Inc., licensee of WAMS(AM) Wilmington, Del.; WRAP(AM) Norfolk, Va.; WCHS-AM-FM-TV Charleston, W. Va.; WJNR(AM) Newark, N.J.; WBEE(AM) Harvey, Ill.; WGEE-AM-FM Indianapolis; KDAY(AM) Santa Monica, Calif.; WEAR-TV Pensacola, Fla.; and WPTZ(TV) Plattsburgh, N.Y. Action Feb. 18.

■ WPOR-AM-FM Portland, Me.—FCC granted assignment of license from Hildreth Broadcasting Co. to Ocean Coast Properties Inc. for \$240,000. Sellers: Walter L. Dickson, vice president, Harland E. Blanchard, treasurer, et al. Buyers: Phil Corper, president-secretary; Roy Edwards, treasurer-vice president; Charles G. Smith and Robert O. Delaney (22.06% each) and Robert James Gold, vice president (11.76%). Messrs. Corper and Edwards are vice presidents of HR Television Inc. Mr. Gold has an advertising agency. Mr. Smith is a private investor. Mr. Delaney is vice president of industrial supply company. Action Jan. 28.

■ WRDB-AM-FM Reedsburg, Wis.—Broadcast Bureau granted transfer of control of Sauk Broadcasting Corp. from Willard R. Schuetz, Kenneth W. Stuart and Doran R. Zwygart (as a group, 100% before, none after) to Goetz Broadcasting Corp. (none before, 50% after), Robert Ableman (none before, 10% after) and John H. Hackman (none before, 40% after). Consideration: \$50,000. Goetz Broadcasting Corp. is licensee of WDLB-AM-FM Marshfield and WFAW-AM-FM Fort Atkinson, all Wisconsin. Robert Ableman is assistant secretary and director of Goetz Broadcasting Corp. and partner in accounting firm. Mr. Hackman is station manager of WDLB-AM-FM. Nathan L. Goetz and Robert Goetz are owners of Goetz Broadcasting Corp. and Goetz Theatres and restaurant. Action Feb. 18.

CATV

Final actions

■ WGR-92 Springfield, Colo.—Cable Television Bureau granted CP for new relay station to bring signals of KKTU(TV), KRDO-TV, both Colorado Springs, and KOAA-TV Pueblo, Colo., to CATV at Springfield. Action Jan. 27.

■ Denham Springs, La.—FCC granted Florida Parishes Cable TV, which proposes to operate CATV system at Denham Springs, waiver of hearing requirements of rules, and authorized them to carry distant signal of WYFES-TV New Orleans. Action Feb. 10.

■ Boonesboro, Md.—FCC denied petition by Tri-State Cable TV Inc., operator of CATV system at Boonesboro, for waiver of program exclusivity requirement of rules so that it would not have to provide nonduplication protection to WHAG-TV Hagerstown, Md., as against signals of WRC-TV Washington and WBAL-TV Baltimore. Action Feb. 10.

■ Franklin, N.H.—FCC granted petition by Community TV Corp., CATV operator now carrying eight distant TV signals in Franklin, for waiver of hearing provision of rules and authorization to carry distant signal of WXPO-TV Manchester, N.H., and when that station is not on air, signals of WSBK-TV Boston, and WSMW-TV Worcester, Mass. Action Feb. 3.

Actions on motions

■ Sol Schildhouse, Chief of Cable Television Bureau, extended time to file comments and reply comments in proceeding involving new rules to require standardized program logging in CATV cablecast programming to April 2 and April 15, respectively (Doc. 19128). Action Feb. 22.

■ Hearing Examiner Isadore A. Honig in Dayton, Wash. (Toucher Valley Television Inc.), CATV proceeding, in view of action of Feb. 10, remanding proceeding for further hearing, scheduled prehearing conference for Feb. 23 (Doc. 18825). Action Feb. 16.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 23. 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*.

■ *Montrose, Colo.*—City council has granted a 10-year franchise renewal to Montrose Cable TV a subsidiary of Community Telecommunications Inc. (multiple-CATV owner), Denver.

■ *Columbus, Ga.*—Columbus Cablevision Inc. has begun operation.

■ *California, Mo.*—Missouri CATV Inc. has been granted a nonexclusive franchise.

■ *Buffalo, N.Y.*—Common council has granted a franchise to Courier Cable Co., a subsidiary of Buffalo Courier-Express Inc.

■ *Hempstead town, N.Y.*—Town board has granted a nonexclusive franchise to Coaxial Communications Inc., a subsidiary of Micanopy Group (multiple-CATV owner), Alachua, Fla.

■ *Batavia, Ohio*—City council has granted a 35-year franchise to Southwestern Ohio Cablevision Inc.

■ *Whitehall, Ohio*—City council has granted a 12-year franchise to Coaxial Communications of Whitehall Inc.

■ *Tulsa, Okla.*—City commission has granted a franchise to Tulsa Cable Television, a firm comprised of three general partners: LVO Cable Inc. (multiple-CATV owner), Tulsa; Williams Brothers Co., Tulsa; and William D. Swanson.

■ *Orange, Tex.*—Orange CATV Inc., a subsidiary of Athena Communications Corp. (multiple-CATV owner), New York, has applied to city council for a renewal of its franchise.

■ *Milwaukee*—Common council sustained Mayor Maier's veto of previous franchise grant to Time-Life Broadcast Inc. (multiple-CATV owner), New York. Mr. Maier stated that his veto was not directed against the applicant, but rather was intended only to allow time for further study of the application.

■ *Milwaukee-Wisconsin* Cable TV Co. and Bartell Media Corp. (multiple-CATV owner), New York have applied for franchises.

■ *Superior, Wis.*—City council has granted a nonexclusive franchise to Northeast Minnesota Cable TV, Duluth, Minn., a subsidiary of Teleprompter Corp. (multiple-CATV owner), New York.

Chet Collier is one program-oriented executive who is convinced that future innovation in television programming can, and must, originate at the local level.

Mr. Collier, president of the Television Stations Group of Westinghouse Broadcasting Co., arrived at that view during the course of a 19-year career in television (spent entirely with Westinghouse). Eighteen of those years were spent on the production side.

Despite the obvious difficulties of creating, developing and producing programs at the local level, he says, individual stations can contribute substantially to the art of television. "Radio developed so much of its own talent in the early days," he notes. "Television has done it, too, in the area of news. It may take a few years, but the FCC prime-time access rule should spur some stations to try and come up with some new programming approaches."

Mr. Collier, a tall, heavily built man of 43, was originally trained for the theater at Boston's Emerson College. While teaching speech and drama at a Boston high school, he directed various semiprofessional theater groups in the area and summer-stock companies in New England.

"But I noticed in those early days of television that there was so much drama programming on the medium, and I decided to seek an opportunity in television," he recalls. "I applied for a job at WBZ-TV, the Westinghouse station in Boston, and was accepted for the position of floor manager in 1952."

He received a well-rounded education in television production during his five years at WBZ-TV. Mr. Collier was promoted to musical director and subsequently to producer and director of public affairs programming, gaining expertise in areas (variety and documentary) that were to become staple ingredients of Westinghouse production.

From 1957 to 1960, he served in New York as an executive producer for Westinghouse, creating and producing a wide variety of specials and series in the entertainment and public-service fields. In 1960 he was transferred to KYW-TV, which was then the company's Cleveland station.

"We decided we wanted a local entertainment show and we auditioned many performers," Mr. Collier remembers. "We chose Mike Douglas and in 1961, Mike started on a local show. In 1963, we put the *Mike Douglas Show* into syndication and its popularity grew year by year. *Douglas* now is in about 100 markets."

From Cleveland Mr. Collier was moved to Los Angeles in 1963 as an executive producer of WBC Productions (now Group W Productions) and launched *The Steve Allen Show* and *That Regis Philbin Show*. He concedes

On the lookout for new breakthroughs in TV programming

that neither program enjoyed widespread audience acceptance; *Philbin*, particularly, could be called "a bomb." But Mr. Collier's and Westinghouse's resounding successes were still to come.

In 1967, the peripatetic Mr. Collier was assigned back to New York as vice president and general manager of WBC Productions. In this new position, he was responsible for the development

Week's Profile



Chester Frederick Collier—president, Television Station Group, Westinghouse Broadcasting Co.; b. June 19, 1927, Boston; BA in theater, Emerson College, Boston, 1950; high school teacher of speech and drama, Boston, 1950-52; floor manager, musical director, producer, WBZ-TV Boston, 1952-57; executive producer, Group W Productions, New York, 1957-60; program manager, KYW-TV Cleveland, 1960-63; executive producer, Group W Productions, Hollywood, 1963-66; general manager, WBC Productions, Hollywood, 1966-67; VP and general manager, WBC Productions, New York, 1967-68; president, Group W Productions, 1968-70; president, Television Station Group, Westinghouse Broadcasting July 1970; m. Ann Drinan of Boston, 1953; children—Ruth, 12; Gregory, 11; Richard, 7; member—International Radio & Television Society, Academy of Television Arts & Sciences, Overseas Press Club; hobby—raising and showing dogs.

of *The Merv Griffin Show*, which, after a modest start, assembled a syndication string of 125 stations. The *Griffin* program was so highly regarded that CBS-TV lured the entertainer into its fold in 1968 and deposited him in the late-night network spot in contention with Johnny Carson.

"And what do you do after Griffin?" Mr. Collier asks rhetorically. "We considered many people and decided on David Frost. You should have heard the flak. An Englishman as host of an American program? Some people were predicting it wouldn't last 13 weeks. The show has caught on; it's now in 80 markets."

Mr. Collier is not solely a specialist in talk-variety programs. Over the years, he has helped develop and produce programs in a more serious vein, including dramas ("*Othello*," "*Arms and the Man*" and "*Romeo and Juliet*"); documentaries including the award-winning *One Nation Indivisible* and concert programs featuring the Cleveland orchestra.

Mr. Collier laments the tendency of both network and syndication organizations to consider "only the same old names and faces when they're developing new series."

"Aside from developing new talent for eventual national exposure," Mr. Collier said, "a local station must try to distinguish itself in some way. It has to establish some identity with the community it serves through its programming, its public service commitments, its news coverage. Sometimes this identity takes a long time to build up but over a period of time a station can build up acceptance."

As president of Westinghouse's Television Station Group since last July, Mr. Collier has maintained an arduous travel schedule out of New York headquarters, spending at least two days a week on the road. The trips may extend to as much as five days if he visits the company's West Coast outlet, KPIX-TV San Francisco. He is immersed in all areas of station operations for the group that also includes WBZ-TV; KYW-TV Philadelphia; WJZ-TV Baltimore and KDKA-TV Pittsburgh.

Seven years ago Mr. Collier acquired what he considers an "expensive but fascinating hobby." He began to raise and show pure-bred Bouviers des Flandres, Belgian working dogs. He estimates that his hobby costs him about \$7,500 a year and he has set up a corporation to handle this activity, which covers 10 dogs.

"And I was thrilled a few weeks ago," Mr. Collier says, "when one of my dogs, Naris du Posty Arlequin, won the 'best of breed' award at the Westminster Dog Show held in Madison Square Garden."

Eureka!

From the *Washington Post* Feb. 25: "For the first time in memory, the House Appropriations Committee opened a hearing to press and television yesterday as it . . ."
(See story, this issue.)

A manner of speaking

Few issues confronting the FCC now or in the past have been more complex than the regulation of cable television. The commission will need all the expert guidance it can get in reaching decisions on the numerous CATV rulemakings that are now before it.

Hopefully it is guidance, not a directive, that Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, intends to dispense when the FCC appears before him and his colleagues to talk about cable TV. The date of the meeting has not been set. It is, however, to precede the date on which the FCC reaches final resolution of its cable proceedings.

The senator made his presence felt last week during a hearing on the confirmation of FCC Commissioners Robert Wells and Thomas J. Houser. He was speaking to the nominees but addressing the whole commission when he said he wanted the agency to confer with his subcommittee before issuing CATV rules. "Don't come in here with a fait accompli," said the senator.

Chairman Pastore has had more to do with communications legislation than any other member of Congress, and his views on cable are entitled to consideration, along with other responsible opinion. But there is a difference between a statement of views and an intrusion into rulemaking. That distinction has not invariably been clear on the Hill.

In the last Congress there were repeated attempts by the House Commerce Committee and Investigations Subcommittee under the common chairmanship of Representative Harley O. Staggers (D-W. Va.) to direct the FCC toward explicit actions. Bullying by a congressional committee can exert an effect, but it was not included in the procedures the Congress established to keep contact with the independent agencies it created.

The role of Congress is to make laws covering regulatory policy. The role of the FCC is to regulate and make rules. Maybe cable policy ought to be established by the Congress and not by the FCC, but if that is to be done, it ought to be by formal legislative action.

The button

After what happened over the Feb. 20 weekend, it isn't difficult to understand why millions of fearful Americans are willing to believe that our warning system against nuclear attack isn't worth the atoms to blow it up.

What transpired was disturbing enough. But even more frightening than the false alarm triggered by a civilian clerk who got his hands crossed at NORAD headquarters deep in the dungeons of Cheyenne Mountain was the failure of the system to respond through immediate silencing of all but the designated radio and TV stations.

Just seven and a half years ago the Emergency Broadcast System was developed, in collaboration with the military, to supplant the obsolete Conelrad system that basically was designed to prevent enemy bombers or missiles from "homing" in on broadcast-station signals. EBS was designed to

be foolproof. It was presumably keyed to the military's early warning systems.

Both the President and the FCC have initiated inquiries to ascertain what went wrong and why. Congress may investigate too. It is evident there was more than human error. The system just didn't fly as it should have when the wrong tape—the live one—was used. The White House, FCC, Civil Defense, and North American Air Command can study and try to fix blame from now until, if you'll pardon the expression, doomsday, and will find just one answer.

No matter what the technology—and EBS obviously needs updating—there can be only one final arbiter. The grave responsibility for "the button" that will warn the citizenry even as it is pushed to repel or answer nuclear attack must be in the hands of the President. It must be part of the "little black bag" that follows the Chief Executive wherever he goes. It is his responsibility alone.

Texas logic

Ves R. Box, president of KDFW-TV Dallas, has proposed a plan that the FCC must accept unless it is deliberately attempting to harass broadcasters. As reported in *BROADCASTING*, Feb. 15, Mr. Box has suggested a simplified way to consult community leaders in ascertaining local needs.

Mr. Box pointed out, in a letter to Francis R. Walsh, chief of the FCC's Broadcast Bureau, that in a market as big as Dallas-Fort Worth, containing six television stations and about 30 radio outlets, the same community leaders are repeatedly asked for interviews. If all stations could participate in a joint session with the community leaders, the time of the leaders would be conserved and at least as much information obtained as by present methods.

Mr. Box has a point, and it seems to us as applicable to small communities with fewer stations as to big ones.

It wouldn't work on a national scale. The sort of national council that has often been proposed to provide advice on broadcast programming would lead only to coercion and conformity since it would necessarily deal only with the few national networks.

As a means of collecting local opinion for individualized use, Mr. Box's plan makes sense.



Drawn for *BROADCASTING* by Sidney Harris

"Now that we've gone from the minute to the 30, it's up to you to talk twice as fast."



What happens when you stop being cuddly?

Most adoption agencies, public and private, agree that the child of four to seven years stands a poor chance of adoption. As a result of people wanting infants, these children suffer a disadvantage atop so many other hard terms dealt them by life. The Fetzer station in Kalamazoo focused attention on this growing problem through an interview with the Children's Aid Society, with positive results. The next day mail was received, asking for more information "... as we are most interested in adopting a male child age 5 to 7 years." We are grateful for the response, on behalf of all those children who can't help growing up and want to do it in a family surrounding.



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