



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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'Starch' ratings for TV commercials. p27
Hyde will stay with FCC temporarily; Wadsworth may leave. p38
SPECIAL REPORT: The many worlds of local TV. p41
A tangled web is woven around WPIX case. p46

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Earl "Fatha" Hines



Matt Robinson with Sen. Edward W. Brooke



James Earl Jones



with Martha and the Vandellas



Bayard Rustin



Nina Simone



Charles Evers



Matt Robinson with Odetta

BLACKBOOK...

an hour color videotape variety interview show with guests like these.

Produced by blacks for everybody.

Host: Matt Robinson who looms as the black Johnny Carson. Robinson zoomed to prominence as writer for Hollywood, CBS Repertoire Workshop. Currently producer for NET's "Children's Television Workshop."

Track record: In three weeks after its debut, more than doubled WFIL's rating and share in prime time's most difficult slot.*

New, original, fresh, provocative. Nothing like it on television. For rights in your market, call Bill Mulvey, Triangle Program Sales (215) TR 8-9700



*ARB telephone coinidentals. Subject to limitations. Data available on request.

One in every five American adults today is an investor. The New York Stock Exchange has recently estimated the total number of stockholders at 26.5 million across the country.

The Paine, Webber Radio "Hot Line" gives your listeners a wrap-up of the stock market direct from New York. Not just the prices, but the events and news details behind the market action of the day.

The 3½ minute show comes to you twice a day. At noon (local time) and shortly after the market closes. Each show is edited for use in part or as a whole. All material is prepared and recorded by Hugh McPartland, the editor of the Paine, Webber Research Newswire. With more than 10 years experience in the market, McPartland spends his full time following devel-

opments for the 1200 partners, managers and stockbrokers who staff our 67 offices from coast to coast and abroad.

Transmission is by incoming WATS line at time slots specifically reserved for you. High-quality audio is assured by a professional audio facility.

"Hot Line" is already on the air from such stations as WTMJ, Milwaukee; WFAA, Dallas; WWJ, Detroit; WDAF, Kansas City; and WIIN, Atlanta.

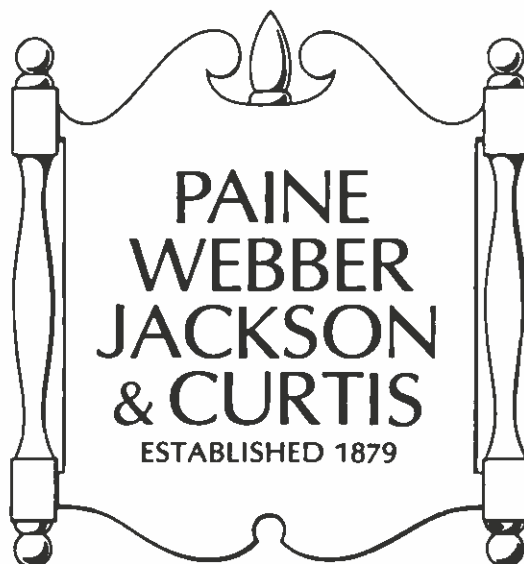
We release the show to only one station in selected markets. So call (collect) Marvin Krasnansky at (212) 422-5540 to discuss your station's participation.

Remember—it won't cost you anything to tap a new segment of America's more affluent audience, an audience whose potential you can't afford to overlook.

Build more affluent audience with radio "Hot Line"

Paine, Webber's new concept in stock market reports

**It's free!
It's exclusive!**



140 Broadway, New York, N.Y. 10005
(212) 422-5540

special delivery

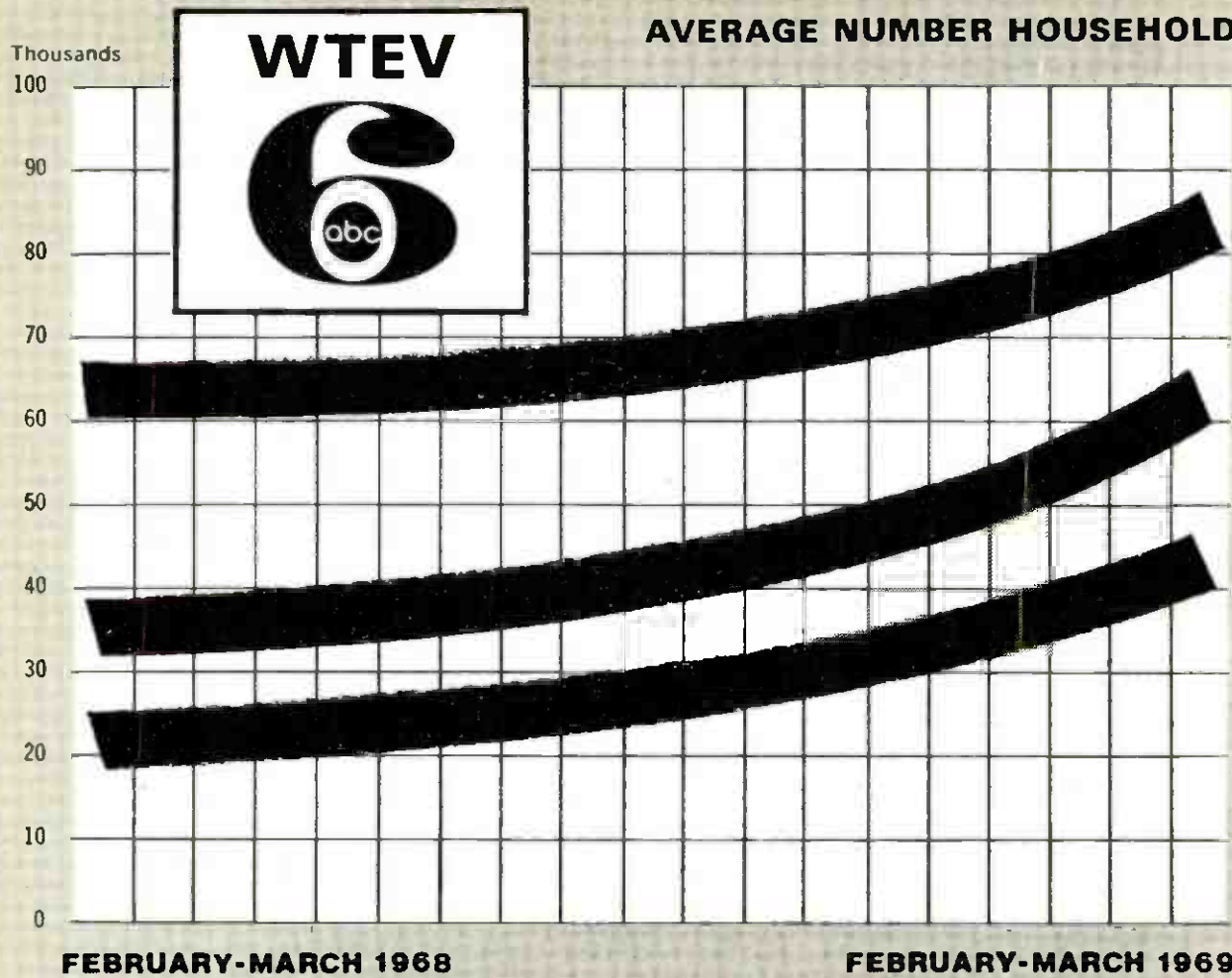
We received hundreds of letters and many awards for our investigation of teen-age drug abuse in Houston. We also received this "Death Kit" from an anonymous viewer. It's no joke. It's the real thing.

If just one kid "Kicked the Habit" from learning the facts revealed in our "Experiment in Disaster," we feel successful. We also feel encouraged to continue Houston's only full-scale research project into the frightening growth of youthful drug abuse in our city.

ktrk-tv

Houston, Texas
Capital Cities Broadcasting Corporation
Represented by Blair





UP 29%
7:30 p.m. to 11:00 p.m.
Sunday through Saturday

UP 34%
9:00 a.m. to midnight
Sunday through Saturday

UP 77%
noon to 5:00 p.m.
Monday through Friday

*Based on Feb.-Mar. 1969 ARB estimates as compared with Feb.-Mar. 1968 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

WTEV grows greater in the greater Providence TV area



Channel 6 ratings in average number of homes reached prove that its audience share of the greater Providence market is definitely on the up and up. The installation of a new 1,049-foot tower provides more reach, more penetration. Programming with the feel of TODAY and specific appeal for all demographic groups attracts and holds viewers. With such spectacular growth, WTEV is far better for advertisers.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area



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

Close call

What could have become blitz to reorganize National Association of Broadcasters was thwarted by cooler heads at semiannual board meetings in Washington last week. Quiet move was underway before convening of sessions. Dissident broadcasters regarded proposed cable-television agreement as sell-out or worse (see pages 9, 42). Proposals ranged from staff changes to top-to-bottom reorganization, with possible departure of President Vincent T. Wasilewski, who, it's known, has been offered law partnerships in Washington.

Spearheading move has been Lawrence H. Rogers II, president, Taft Broadcasting. (Taft resigned its memberships in NAB in 1965.) John S. Hayes, whose resignation as ambassador to Switzerland became effective last month and whose background includes nearly two decades as head of Post-Newsweek Stations, is mentioned as possibly available if there's reorganization. But after last week's board meetings, immediate crisis appears to have been averted.

Full house

FCC staff is said to be putting finishing touches on proposals for virtually shutting down AM services to new applicants. Proposals, in works for almost year, would have effect of forcing most broadcasters seeking new outlets into FM. Draft of proposed changes in AM allocations policy thus appears to be in line with aims expressed in commission order last year imposing AM freeze pending completion of allocations study (BROADCASTING, July 22, 1968). Commission is expected to begin considering draft of proposed rules in next two weeks.

Rules, as drafted, would bar commission acceptance of AM application whose proposed service did not include at least 25% white area daytime. And in determining whether or not area was served, commission would consider AM and FM as single aural service. What's more, it's understood, actual FM service would not be only factor to consider in measuring white area; presence, and even possible addition of, FM channel would be taken into account.

Waiting list

Now that Rosel Hyde has agreed to stay on job until successor is found (see page 38). White House can take

breather in selecting FCC chairman. Meanwhile there is no dearth of prospects to fill commissionership that may be vacated by James Wadsworth. New names heard last week were C. Phyll Horne, Utah Republican and long-time engineering assistant to Chairman Hyde, and Robert Breedin, former weekly newspaper publisher of Oklahoma.

Others mentioned earlier and yet to withdraw from consideration for appointment as commissioner include Dr. Clay Whitehead, engineer-economist on White House staff; Evelyn F. Eppley, attorney in FCC's Broadcast Bureau; Robert E. Button, now with Communications Satellite Corp.

Sawdust trail

With Metromedia's merger with Transamerica off and its stock prices depressed (BROADCASTING, June 16), Chairman and President John W. Kluge is hitting road to let key executives and salesmen in all divisions know that Metromedia intends to be, as he said after merger cancellation, "more aggressive" than ever. Conferences with company executives in Washington and New York last week are to be followed by similar sessions this week in Chicago, Detroit, San Francisco, Los Angeles. Corporate group vice presidents, John B. Sias and Arthur Birsh, are slated to accompany him on evangelistic mission.

Late shows

Hang-ups in TV-commercial film traffic between agencies and stations are causing problems again. With commercials being missed or misscheduled in growing numbers, officials of Station Representatives Association have been conferring with traffic committee of American Association of Advertising Agencies in search of remedies. AAAA and SRA will probably update their joint recommendations on commercial traffic procedures later this year, and in meantime AAAA is alerting its members to do all possible to minimize delays.

Size of problem is suggested by experience of one network-affiliated station in top-20 market. Station kept tabs, found it missed 113 spots in 75 days because of late arrivals of films or instructions. Involved in those missed spots were 33 advertisers, 23 agencies, 22 salesmen for station's rep firm. And that situation is said to be more typical than unusual. Among remedies that have been prescribed are more lead time on mailings, more explicit instruc-

tions and, on station side, closer watch on incoming deliveries, closer attention to follow-through — and conferences with local post offices in hope of speeding deliveries.

Travel note

FCC will get along without services of Nicholas Johnson for next couple of weeks at least. He was scheduled to leave today (June 23) for seminar at British-endowed Ditchley Foundation near Oxford, England, for 10-day indoctrination prior to four-day formal sessions on administrative law to get underway July 4. Among those in American delegation will be new Chief Justice Warren E. Burger; U. S. Second Circuit Judges Henry Friendly and Irving Kaufman; Washington communications attorney Ben C. Fisher, and Jerre S. Williams, chairman of Administrative Conference of the United States.

Half-price film

New wrinkle in movies-for-TV trend is claimed by Western Video Industries Inc., parent company of West Coast video-tape facility known as Hollywood Video Center. Company, through another subsidiary, Western Video Productions, has produced "Kansas City, I Love You" as 90-minute feature for television on video tape, instead of film, and almost entirely on location. Project was made in association with producer Paul Gregory, possibly for sale to network TV but probably to stations in national syndication.

Two electronic cameras were used to tape production as film makers would shoot motion pictures. In all, cameras shot 31 different setups, 119 scenes, in six days of shooting. One camera was hand-held; other was Norelco PC 70. Producer claims "major economic breakthrough," estimating that same show shot in film would have cost more than \$500,000 but instead cost less than half of that in tape.

Sound-alikes

There's another high-filtration cigarette brand that has name nearly identical with that of Doral, for which R. J. Reynolds is spending some \$6 million in television for first 13 weeks of introductory period (BROADCASTING, June 16). Dorado is Liggett & Myers' hi-fi brand, reportedly in test phase in Puerto Rico, though with no sign thus far of going into other markets.

**His name is Dylan Thomas.
A lot of people think he's a popular folk singer.**



We were amazed at how many people confused the Welsh poet Dylan Thomas with the American folk singer Bob Dylan.

We think Dylan Thomas was too important to become so obscure that he's taken for someone else.

That's why we chose him as the subject of our special. Furthermore we hired one of his countrymen, Emlyn Williams, to portray him. After all, who could characterise a Welshman better than another Welshman.

"Emlyn Williams as Dylan Thomas" is just one of the 52 prime-time specials Group W is presenting on its five television stations this year.

Each week we're trying something different. A special on culture and the arts. A special on the news. One to make people laugh. Or one to make them think.

We believe it's part of a broadcaster's responsibility to bring innovative programming into people's homes.

Because, people shouldn't necessarily turn off their minds after they turn on their sets.



WESTINGHOUSE BROADCASTING COMPANY
WIND CHICAGO · KPIX SAN FRANCISCO · KFWB LOS ANGELES
WBZ · WBZ-TV BOSTON · WINS NEW YORK · KYW · KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE · KDKA · KDKA-TV PITTSBURGH · WOWO FT. WAYNE

New system for buying television to be syndicated quarterly by C. E. Hooper Inc., to show impact of commercial can be strengthened or weakened by program factors as well as by length and position of spot. See . . .

'Starch' ratings for TV commercials? . . . 27

House approval of bill to ban health warnings from cigarette advertising for next six years still leaves open question of FCC's authority to ban such advertising. Fate of bill in Senate is uncertain. See . . .

A muddled future for cigarettes? . . . 30

President Nixon asks Chairman Rosel H. Hyde, originally scheduled to retire at end of month, to remain at helm of FCC—and he agrees. At same time Commissioner James J. Wadsworth is offered Intelsat post. See . . .

Wheels of change move slowly at FCC . . . 38

Two losers in Boston channel 5 case go back into ring as WHDH Inc. and Charles River Television Inc. tell Washington court they will appeal FCC's decision to award WHDH-TV license to Boston Broadcasters. See . . .

Back to the court with WHDH-TV case . . . 39

Canceled NAB/NCTA pact on CATV regulation may be exhumed. NAB boards vote to reopen negotiations; CATV sources indicate further talks may be useful if broadcasters choose "reasonable" representatives. See . . .

Back to negotiations on cable . . . 42

WPIX(TV) New York's license renewal is set aside by FCC. Now controversy shifts to question of who is to blame for commission's delay in acting on complaint of WPIX news distortion. See . . .

A tangled web woven around WPIX case . . . 46

National Citizens Committee for Broadcasting doubts FCC's proposed 50-50 rulemaking prohibiting network ownership of over 50% of nonnews prime-time programming would help diversity; favors Westinghouse plan. See . . .

NCCB has ideas of its own on 50-50 . . . 54

At Electronics Industries Association show, FTC's Paul Rand Dixon warns manufacturers, markets that failure to devise stronger warranties may prompt congressional action; cites color TV set complaints. See . . .

Electronics must place 'house in order' . . . 64

Survey of award-winning public-service TV programming at local level reveals that, while being red ink item for most stations, programs combine service function with entertainment and elicit public response. See . . .

Local TV puts its best foot forward . . . 71

CKLW-TV Windsor, Ont.-Detroit seeks exemption from foreign ownership. RKO General outlet also claims it must be supported by U.S. advertising or by Canadian subsidy. See . . .

CKLW-TV seeks ownership relief . . . 118

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	27
CHANGING HANDS	52
CLOSED CIRCUIT	5
DATEBOOK	14
EDITORIALS	142
EQUIPMENT & ENGINEERING	64
FATES & FORTUNES	125
FOCUS ON FINANCE	121
FOR THE RECORD	129
INTERNATIONAL	118
LEAD STORY	27
THE MEDIA	38
MONDAY MEMO	22

OPEN MIKE	18
PROGRAMING	54
PROMOTION	124
WEEK'S HEADLINERS	10
WEEK'S PROFILE	141

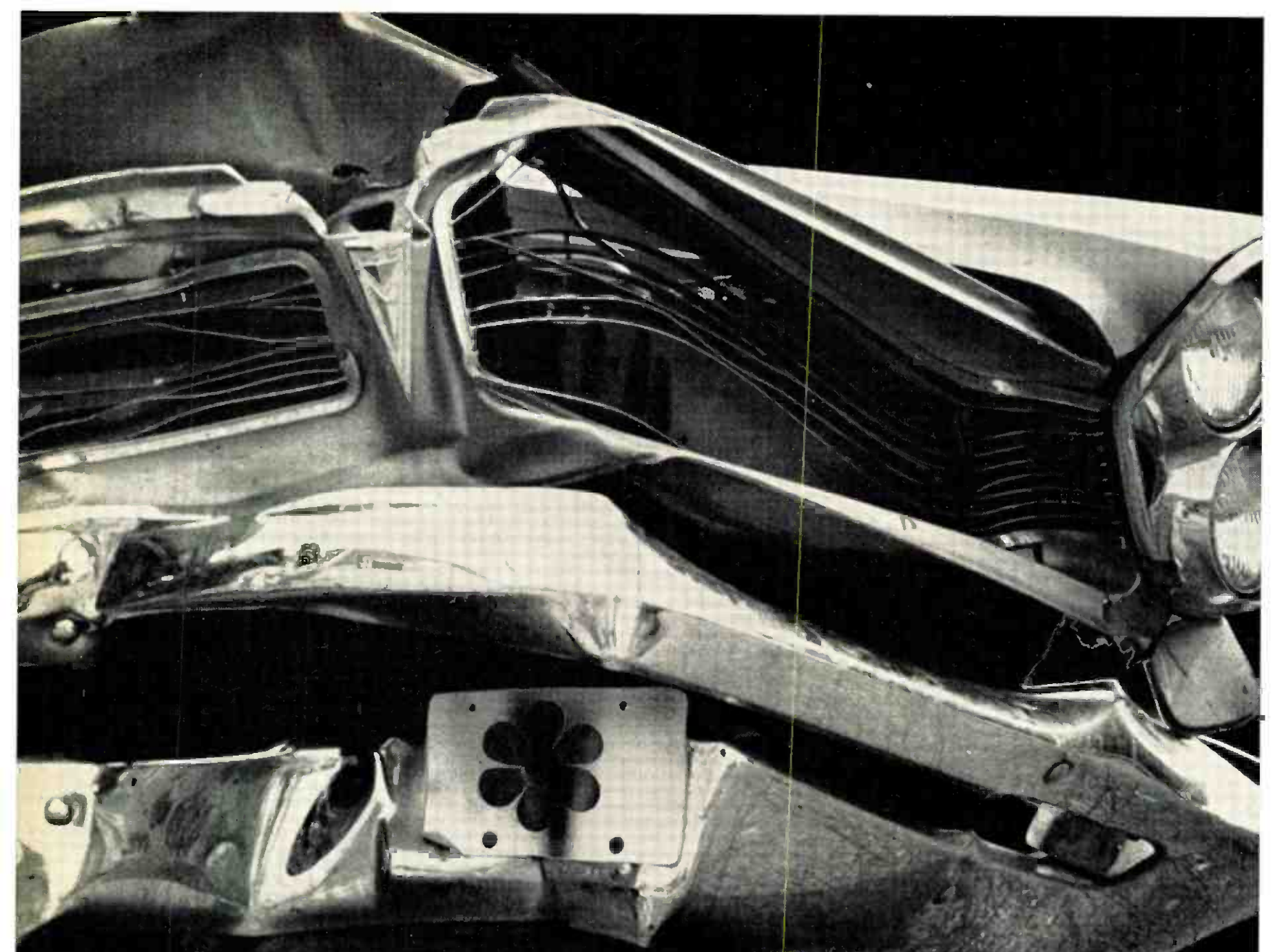


Broadcasting

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WE'VE SHOWN AMERICA'S TEENAGERS WHAT IT'S LIKE TO DIE.

Avco Broadcasting has used the television screen to portray the nightmare of a teenage traffic fatality. By showing the story of one tragic couple, we hope to scare many youngsters into a realization of how easily a moment of carelessness could bring them death. And we've apparently succeeded. 2,000 organizations have written for film prints of our TV documentary, "The Last Prom." The film has been screened in high schools, colleges— for law enforcement groups and civic

organizations. The Peace Corps used it in Malaysia to explain the traffic problems in America.

The program has garnered major awards. An Emmy, a Sloan Medal and the only 1968 Educational Award from the Association of Television Program Executives.

Being involved in our big country and its big problems is a major responsibility for us as broadcasters. We are producing more programs like "The Last Prom." On the hopelessness of Appalachian natives who trade poverty in the mountains for misery in big city ghettos. The unpleasant revival of V.D. The human suffering of dope addicts. The frightening rise of crime. These are not pretty pictures on our screen, but they make our viewers aware of problems we can no longer ignore.



AVCO

BROADCASTING CORPORATION

NAB board wants more talk on CATV

Orders code boards to meet 'immediately' on cigarettes

Joint board of National Association of Broadcasters Friday (June 20) turned thumbs down on CATV deal worked out by its staff and that of National Cable TV Association last month, but agreed negotiations should continue with NAB members doing negotiating.

Also NAB joint board told TV and radio code boards to meet soon, consider various possibilities for changes in cigarette advertising provisions and report back "immediately" to joint board.

In unanimously adopting CATV resolution, joint board accepted some of more strongly worded phrases from TV board resolution as against radio board's milder wording, (see page 42), but refused to go as far as some anti-TV board members desired.

Vincent T. Wasilewski, NAB president, said he hoped to name nine-to-13 member committee this week. He said committee will be representative of all facets of NAB membership. Members of NAB's executive committee will be ex officio members of negotiating committee, Mr. Wasilewski said. Willard E. Walbridge, KTRK-TV Houston, new chairman of joint board, said agreement worked out by staffs of two organizations was "contributory" but that major revisions and other issues need to be resolved. Among other issues, it was understood, are such items as radio carriage by CATV systems. Most objections, it was learned, were to proposed provisions that would have allowed cable systems to carry three

NAB for negotiation

As of late Friday (June 20), 10 broadcasters had been named by National Association of Broadcasters President Vincent Wasilewski to be on CATV negotiating committee:

William Grant, KOAA-TV Pueblo-Colorado Springs, Colo., chairman; N. L. Bentson, BFR group; Richard D. Dudley, Forward stations; Clair R. McCollough, Steinman stations; Richard C. Block, Kaiser Broadcasting; W. Robert McKinsey, WJRJ-TV Atlanta; Harold R. Krelstein, Plough stations; Jack Harris, KPRC-TV Houston; Peter Storer, Storer stations, and Bill Fox, KFMB-TV San Diego.

Two more members were scheduled to be named over weekend.

network affiliates and three independent stations.

Joint board meeting began with 15-minute presentations by Bruce A. Hebenstreit, KGGM-TV Albuquerque, N. M., who expressed medium- and small-market TV broadcaster viewpoint on CATV agreement, and David M. Baltimore, WBRE-TV Scranton-Wilkes-Barre, Pa., who told members of difficulties on carriage and duplication protection in his area. In discussion that followed—"tense but without emotionalism", according to Grover C. Cobb, KVGB Great Bend, Kan., outgoing joint board chairman—major concern was over wording of resolution and interpretation rather than on substantive matters, according to board members.

After referring to need for "harmonizing" public's interest in "orderly development of the primary, free, local and area broadcast service and in the legitimate development of the important but supplementary CATV service . . ." NAB saw negotiated settlement of differences as providing "useful guide for congressional action."

Resolution commented on proposed agreement as involving major changes in NAB policy and declared that while proposal staff agreement was "helpful" in initiating resumption of negotiations, it "needs major revision and the resolution of other issues."

Action provision of resolution reads as follows:

"Therefore, be it resolved, that a nine-to-13-man committee of NAB member broadcasters be appointed immediately by the president of NAB and promptly convened to conduct the necessary additional negotiations required to work out an equitable settlement of differences with CATV interests and with copyright owners in the public interest. Composition of the committee should include the many groupings and interests which are a part of free broadcasting, with due consideration given to both small and large markets, both VHF and UHF and both FM and AM. Members of the negotiating committee should maintain liaison with not only the NAB radio and television boards but also with other organizations vitally concerned. Final approval of any agreement reached is expressly reserved for the joint board of NAB and, of necessity, would require appropriate congressional action thereafter to be effective."

Both NAB general counsel Douglas

A. Anello and television vice president William Carlisle were preparing Friday to attend NCTA convention in San Francisco this week (see page 106) to deliver and explain NAB resolution to cable TV principals.

Frederick W. Ford, president of NCTA, said he would have no comment until he and NCTA board had reviewed NAB resolution. It's also known that CATV principals were anxiously awaiting names of NAB negotiating committee.

Jack Harris, KPRC-TV Houston, chairman of Association of Maximum Service Telecasters, leading opponent of staff-derived agreement, issued statement Friday expressing agreement with NAB board's action.

Discussion of cigarette code provisions found 11-member board fairly well agreed in bucking problem to TV and radio code boards for consideration of various proposals, including one by Peter B. Kenney, NBC-TV, that broadcasters begin to phase out controversial brand advertising over period of years by eliminating brands, starting with those containing highest tar and nicotine content.

Mr. Kenney's proposal, only one offered at joint board meeting, was defeated. Resolution calling on radio and TV code boards to meet "as soon as possible" to consider cigarette code revisions, was unanimously passed.

Joint board asked code boards to "give serious consideration to the full range of possibilities which may exist" and to notify joint board "immediately" if and when recommendations are proposed. Normally code boards propose changes to their respective boards which then ratify or not.

Mr. Wasilewski said he expects code boards to meet within two weeks, indicating that this is considered crash program. Mr. Wasilewski and other broadcast representatives are scheduled to appear before Senator Frank E. Moss (D-Utah) and his Consumer Subcommittee on cigarette advertising bill. Subcommittee hearing is scheduled to begin July 21.

Battle in public arena

FCC Commissioner Nicholas Johnson and Broadcast Bureau Chief George S. Smith clashed publicly Friday (June 20), as each sought to pin responsibility on other for delay in processing complaint against WPIX(TV) New York. Complaint, alleging station distorted newscasts, led Mr. Smith on Wednesday (June 18) to set aside controver-

Week's Headliners

Grover C. Cobb, VP and general manager, KVGB Great Bend, Kan., named to newly created post of VP, broadcasting for group owner Gannett Co., Rochester, N. Y. Mr. Cobb is outgoing chairman of National Association of Broadcasters and remains on NAB executive committee. He will assume new duties in Rochester on Aug. 15. Sale of KVGB to Forward Communications group is pending before FCC. Mr. Cobb is also secretary-treasurer and director of KLSI Salina, Kan., and president of Cobb and Associates, which operates CATV in Kansas.

William E. Chambers Jr. and **George Milliken**, who moved to Norman. Craig & Kummel, New York, last fall from Foote, Cone & Belding there, have both resigned to join New York manage-

ment consultant firm, Sternburg & Swiskow. Mr. Chambers was president of NC&K, and Mr. Milliken was executive VP. B. David Kaplin, one of NC&K's founders, has been elected to replace Mr. Chambers as president. He will continue as president of NCK International.

Mike Shapiro, general manager, WFAA-AM-FM-TV Dallas, also named president, KFDM-TV Beaumont, Tex., recently acquired by *Dallas Morning News*. Mr. Shapiro has been chairman of ABC-TV Affiliates Association, and National Association of Broadcasters TV board, and currently is on NAB TV code board. **Mott Johnson**, general manager of KFDM-TV, appointed VP and general manager. He has been with KFDM-TV since it went on air in 1955.

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

sial license renewal he had granted station on May 22 (see page 46).

Commissioner Johnson publicly acknowledged for first time that complaint was received in his office. But he said request for confidentiality on part of former WPIX employe who wrote letter containing charges and person to whom it was sent, and who referred it to commissioner, prevented him from disclosing contents sooner than he did—on May 22, day on which WPIX renewal was granted. He did not say when he received letter, but commission officials say it was in mid-January.

Commissioner, in statement concurring in commission action setting aside renewal grant, accused Broadcast Bureau of being remiss in not investigating same charges after they appeared in Jan. 1 issue of *Variety*. In any event, he said, matter was brought to bureau's attention in time for it to hold up license renewal. He noted grant was not announced until day after it was made.

Mr. Smith, however, said request for confidentiality was no reason for commissioner not to have revealed contents of letter. "We handle confidential matters all the time," he said. "I'm sure that Commissioner Johnson knows that we do." And he said letter was not disclosed until after he had signed order granting renewals of WPIX and 174 other New York and Jersey stations.

Question of timing of WPIX renewal is critical in view of filing of competing application by Forum Communications Inc. Application was returned when it

was first rendered because it was filed too late.

However, it was retendered. And, following Mr. Smith's act on setting WPIX renewal grant aside, staff, on Friday, accepted Forum's application for filing. This sets stage for comparative hearing.

Two officials differ in their characterization of manner in which letter was finally brought to bureau's attention. Commissioner Johnson said that, in May 20-22 period, when commission became aware of Forum-WPIX issue, his office recalled confidential letter and felt it should be considered. After getting consent of author of letter (Nancy McCarthy), he said, his office brought letter to attention of bureau "midday on May 22," and presented letter itself later that day.

As Mr. Smith recalls events leading up to letter's disclosure, Robert Thorpe, assistant in Mr. Johnson's office, called on May 22 to say he had letter concerning WPIX programing which he wanted help in answering. Mr. Smith said he referred Mr. Thorpe to William Ray, chief of complaints and compliance division. And it was Mr. Ray, Mr. Smith said, who suggested that letter merited investigation. Decision to proceed with investigation was made Monday, after conference with Henry Geller, FCC general counsel.

Court asks TV's for bond

U. S. Court of Appeals for District of Columbia, in what is believed to be unprecedented order, has directed

two television stations to post total \$200,000 bond if they want court-ordered stay on CATV activities in their market to remain in effect.

Order was issued Thursday (June 19) in case involving effort of KRDO-TV Colorado Springs and KOAA-TV Pueblo, both Colorado, to require FCC to hold hearing on proposal of Vumore Video Corp. of Colorado to operate CATV system in Colorado Springs.

Commission turned down plea for hearing, and appeals court upheld commission in March (BROADCASTING, March 31). But stations then asked Supreme Court to review case, and appeals court agreed to keep in effect stay on system's operations pending high court's disposition of case.

Action conditioning continuance of stay on bond was taken on petition of Vumore. Company has invested \$5 million in its Colorado Springs plant, and claims it is losing money by inability to begin service. Bond would be used to compensate Vumore for damage if stations lose court fight.

However, issue could be rendered moot today (June 23) by Supreme Court in its final session of year. Vumore has asked high court either to vacate order or deny petition for review before adjournment. Denial of petition would end matter.

If court grants review, or if it does not act at all, communications attorneys point out, stations would have opportunity for avoiding burden of bond. They could request Supreme Court for stay of lower court's order affirming commission—without imposition of bond.

Justice backing bill

Richard W. McLaren, chief of Justice Department's Antitrust Division, told Senate subcommittee Friday (June 20) that proposed "newspaper preservation" bill "would flout the basic principles of the free-enterprise system and should not be enacted."

Testifying before Senate Antitrust and Monopoly Subcommittee of Senator Philip A. Hart (D-Mich.), who opposes bill, Mr. McLaren said if newspapers are exempted from antitrust laws, broadcasters and others in communications, would seek same privilege.

Mr. McLaren said joint printing and record-keeping arrangements were satisfactory to Justice, but turned thumbs down on proposed pooling of advertising, circulation and profits.

Bill, which would exempt such joint operating agreements from antitrust laws if one of newspapers involved is "failing," will be considered in executive session by subcommittee Friday (June 27).



HUEY'S HEROES

A. J. Foyt
Dan Gurney
Mario Andretti
...and Hal Mayfield

Ward Huey, WFAA-TV's general sales manager, isn't really a hero worshipper. It's more a matter of respect for ability, and admiration for spirit of competition.

Hal Mayfield comes closest to being a hero at WFAA. Driving his Alfa Romeo Giulia Sprint GTA, he's competed at Sebring, Marlboro and a number of other Trans America Endurance SCCA races.

People with ability and competitive spirit are winners. It shows in everything they do. Like Hal Mayfield, WFAA-TV Regional Sales Manager.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.



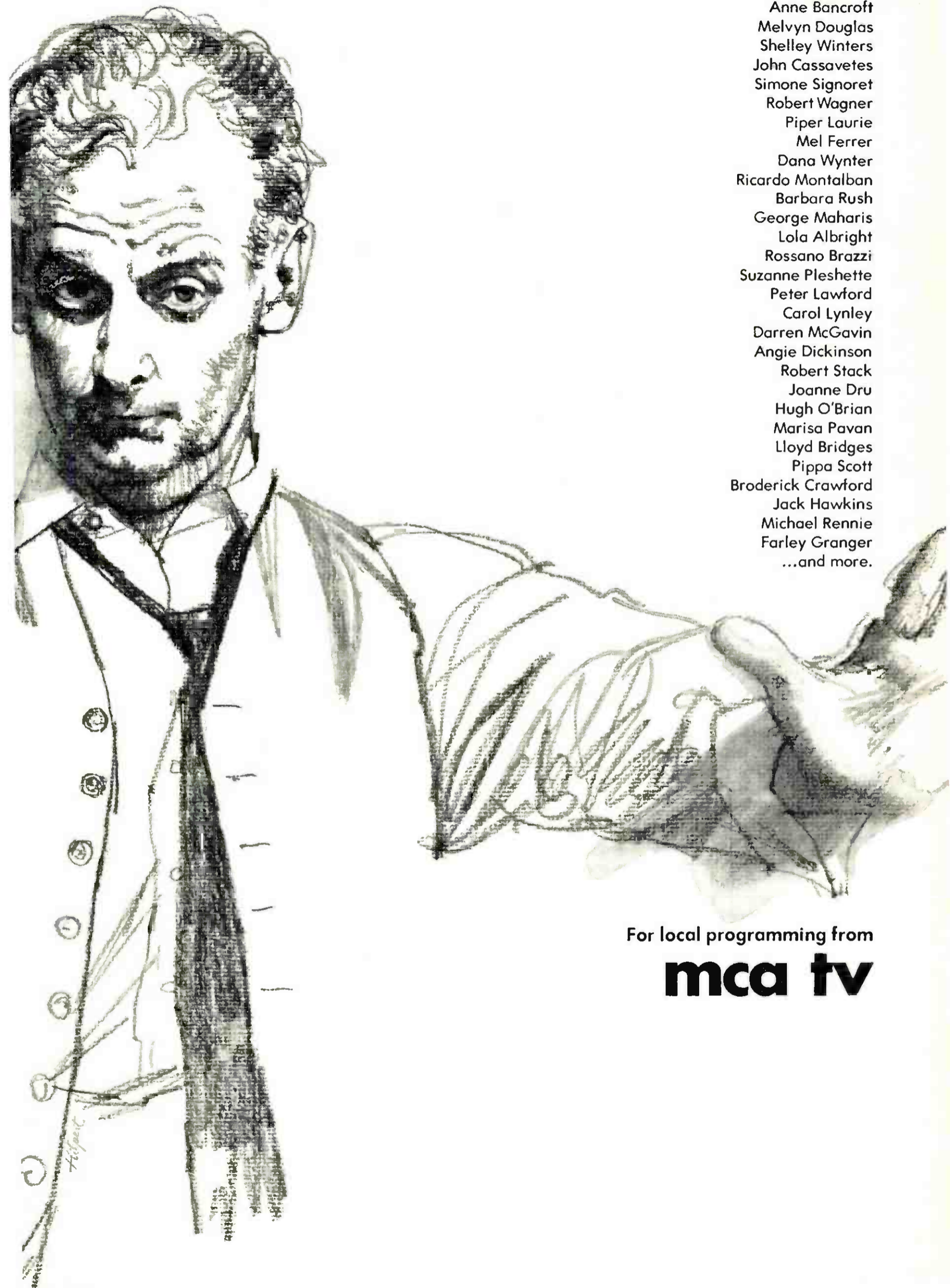
The hours that sell minutes.

Hours that incorporate the work of the rarest people and the proudest skills.

Minutes surrounded by production greatness.

30 color hours of award-winning television drama.

Universal Star Time.



Art Carney, and
Anne Bancroft
Melvyn Douglas
Shelley Winters
John Cassavetes
Simone Signoret
Robert Wagner
Piper Laurie
Mel Ferrer
Dana Wynter
Ricardo Montalban
Barbara Rush
George Maharis
Lola Albright
Rossano Brazzi
Suzanne Pleshette
Peter Lawford
Carol Lynley
Darren McGavin
Angie Dickinson
Robert Stack
Joanne Dru
Hugh O'Brian
Marisa Pavan
Lloyd Bridges
Pippa Scott
Broderick Crawford
Jack Hawkins
Michael Rennie
Farley Granger
...and more.

For local programming from

mca tv

COMPARE... YOU'LL BUY a CCA FM Transmitter



CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter. Compare — you'll agree with your fellow broadcasters. CCA FM transmitters cost less to buy, less to operate, are unsurpassed for reliability.



CCA Electronics Corp.
716 Jersey Avenue
Gloucester City, N. J. 08030
Telephone: (609) 456-1716

Datebook®

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

June

June 22-25—Annual convention, *National Cable Television Association*. San Francisco Hilton, San Francisco.

June 22-25—Spring meeting of *Alabama Association of Broadcasters*. Tutwiler hotel, Birmingham.

June 22-25—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Philadelphia Marriott, Philadelphia.

June 23—Annual stockholders meeting, *Taft Broadcasting Co.* Cincinnati.

June 23-26—Annual convention, *Electronic Industries Association*. Ambassador hotel, Chicago.

■ June 24—Meeting of *National Academy of Television Arts & Sciences*. Leo Schulman, chairman, national awards committee; Peter Cott, national executive director; Mrs. Laya Gelff, awards administrator-West, presiding. Hollywood Palladium, Hollywood.

June 24—Annual stockholders meeting, *MovieLab Inc.* MovieLab Theatre, New York.

June 24—Annual stockholders meeting, *Rust Craft Greeting Cards Inc.* Dedham, Mass.

June 26—Special stockholders meeting *Cowles Communications Inc.* Des Moines, Iowa.

June 26-28—Instructional media research conference, *Indiana University*. Bloomington.

June 27—Annual stockholders meeting, *General Instrument Corp.* Hotel Robert Treat, Newark, N.J.

June 28—*Radio-Television News Directors Association regional conference*. Koma Kai Club, San Diego.

June 28—*Radio-Television News Directors Association regional conference*. WAVE-AM-TV Louisville, Ky., studios.

June 29-July 2—*American Advertising Federation* convention. Speakers include Donald M. Kendall, president of PepsiCo; AAF Chairman Walter Terry and President Howard Bell. Waldorf-Astoria hotel, New York.

July

July 2—Deadline for comments on FCC's proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

July 2—Deadline for reply comments on FCC's proposal to establish reporting requirements for CATV systems.

July 6-18—Twelfth annual seminar in marketing management and advertising, *American Advertising Federation*. Harvard Business School, Cambridge, Mass.

July 7—New deadline for comments on FCC's proposed rule that would ban cigarette advertising on radio and television. Previous deadline was May 6.

■ July 13-15—Annual convention, *New York State Broadcasters Association*. Otesaga hotel, Cooperstown.

■ July 14—Deadline for comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

July 18—Deadline for reply comments on

FCC's proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

July 19—*Radio-Television News Directors Association regional conference*. Duluth Minn.

July 21—New date for oral argument before FCC on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndicator activities. Previous date for oral argument was May 12.

■ July 24—Deadline for reply comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

■ July 30—Special stockholders meeting *Foote, Cone & Belding* to vote on corporate structure changes. Sheraton-Chicago hotel.

August

Aug. 1—New deadline for comments on Part Five of FCC's notice of proposed rule making dealing with CATV policy. Previous deadline was June 16.

Aug. 3-5—Summer convention, *Idaho State Broadcasters Association*. Speakers include FCC Commissioner H. Rex Lee. North Shore Motor hotel, Coeur d'Alene.

Aug. 7—New deadline for reply comment on FCC's proposed rule that would ban cigarette advertising on radio and television. Previous deadline was July 7.

Aug. 14-16—Annual convention, *Rocky Mountain Cable TV Association*. Durango, Colo.

Aug. 17-20—Institute on operation and maintenance of helical scan video recorders-reproducers, *National Association of Educational Broadcasters*. Sheraton-Chicago, Chicago.

Aug. 25-27—Convention of *American Marketing Association*. Netherlands Hilton, Cincinnati.

September

Sept. 5—New deadline for reply comments on all portions of FCC's CATV rule except those sections dealing with origination, diversification and reporting requirements. Previous deadline for reply comment was July 2.

Sept. 5—New deadline for reply comment on FCC's further notice of proposed rule making issued May 16, in which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.

Sept. 8-11—1969 *National Premium Show*. International Amphitheater, Chicago.

Sept. 18-20—Annual broadcasting symposium, sponsored by *Group on Broadcasting Institute of Electrical and Electronics Engineers*. Mayflower hotel, Washington.

Sept. 22-23—Annual *National Broadcasting Editorial Conference*. Detroit.

Sept. 23—Annual meeting of *Radio-Television News Directors Association of Canada*. Detroit.

Sept. 23-25—Annual fall meeting, *Pennsylvania Community Antenna Television Association*. The David Mead, Meadville.

Sept. 23-27—1969 International conference of *Radio-Television News Directors Association*. Staller-Hilton hotel, Detroit.

■ Sept. 24-25—*CBS Radio* 16th annual affiliates convention. Waldorf Astoria hotel

We promoted a student take-over.

One day this spring, 500 high school students took over the Massachusetts State Government. No revolt... just Student Government Day in Massachusetts. And when it was over, we had all taken a giant step toward closing the generation gap.

That's why we join with the Massachusetts Civic League to sponsor Student Government Day. Why we go all out, with an 8-page special section in the Herald Traveler devoted to Massachusetts Government and the Massachusetts Constitution, for in-school use. And with special programming on WHDH-TV, including live coverage of the opening ceremonies at the State Capitol.

Student Government Day is specifically designed to bring the generations closer together by getting kids to think... to participate. So are our other projects — the Greater Bostonians, the Children's Book Fair, the Repertory of Classical Drama, "Classroom 5."

Why do we think closing the gap is so vital? Tomorrow is on the other side.

The Boston Herald-Traveler Corporation is doing something.



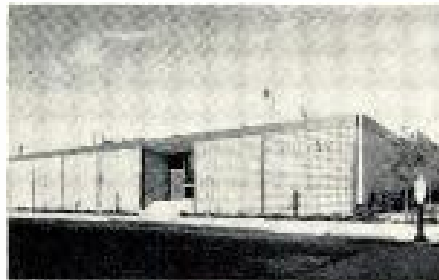
The Boston Herald-Traveler Newspapers
WHDH Radio/AM • FM • WHDH Television



Douglas Boyer of Somerville, Mass., Student Secretary to the Governor's Council, advocates lowering the voting age to nineteen, before the Student Committee on Constitutional Law.

Some of the year's best television didn't happen in New York.

Tulsa KOTV



Houston KHOU-TV



Indianapolis WISH-TV



You didn't see it and you missed something.

So take a look at a small sample of what's been going on in five of America's most vital markets.

Concerned television. Community oriented television. Discriminating television. The kind of television that gets tuned in, talked about and acted on.

By over 12,000,000 people.

That's the kind of responsible programming that Corinthian comes up with consistently. Plus the best news coverage in the business.

Don't let 1970 happen without being where the action is.

In the Corinthian markets.

THE MAYOR AND THE GHETTO: In-depth analysis of relationship between the black and white community with comments from black militants and responses from the mayor.

TEENAGE PROBLEMS: Series of 15 feature interviews with wide variety of experts on many aspects of teenage problems.

MODERN MARRIAGES: Three-part series with prominent area psychiatrist and author.

HOOSIERS IN THE AIR WAR: Documentary including on-location footage of area service serving aboard aircraft carrier in Vietnam.

SUMMER SYMPHONY: Series of three concert by municipal symphony orchestra taped from outdoor locations.

TEEN TALENT SHOW: Series of ten features in summer news broadcasts showing talented youngsters.

UNIGOV: Prime-time special on radical change in scope of municipal government.

THE NUTCRACKER: Program of puppets produced in cooperation with students from nearby college.

A ROUND TRIP TICKET TO WAR: Documentary filmed by station news team in Bangkok, Hong Kong, Tokyo, Honolulu.

A CONVERSATION WITH: Weekly series occasionally appearing in prime time, involving

Or Hollywood.

Fort Wayne WANE-TV Sacramento KXTV



ing in-depth interviews with area leaders and prominent visitors.

GO DIRECTLY TO JAIL: Documentary investigating condition of 100 year old jail and reasons why it had not been replaced.

YOUTH ASKS: Weekly series in which high school students talk with prominent citizens about wide variety of community matters such as juvenile crime, the legislature, teenage drinking, television, and the like.

PSYCHODRAMA: A prime-time special showing current psychiatric techniques being used to help disturbed teenagers better understand themselves and their problems in communicating with adults.

BATTLES OF TEXAS: Widely-acclaimed historical documentary describing the eight battles which figured most prominently in Texas history.

COMMUNITY HOUSING: An in-depth analysis of urban housing which pinpointed extreme slum conditions and analyzed possible solutions.

NEMO THE FLYING WHALE: A family documentary showing the true life story of a capture of a killer whale and his care and training in the local aquarium.

30 MINUTES: Prime-time, once-a-month series providing in-depth feature material of area interest.

HOUSTON'S COLLEGE LEFT: In-depth interview with members of Students for a Democratic Society.

THE GRAND JURY AND THE ROOMING HOUSE FIRE: Detailed analysis of local fire tragedy.

BLACK MILITANTS AT THE UNIVERSITY OF HOUSTON: Depth interview with member of Afro Americans for Black Liberation.

SEX IN THE HOUSTON SCHOOL ROOM: Careful treatment of sensitive but important local problem.

THE NIGHT BEFORE: Prime-time original drama written and produced by station personnel.

APOLLO 8—SACRAMENTO TO THE MOON: Story of the contribution that local area plants made to the Apollo 8 project.

NARCOTICS IN OUR SCHOOLS: Investigative documentary showing extent of drug problem in junior high schools and high schools in station's coverage area.

Corinthian 
RESPONSIBILITY IN BROADCASTING REPRESENTED BY N.R./CORINTHIAN SALES.

Got a drug problem

?



Call us!

Eighteen months after airing the first program dealing with teenage drug problems in South Florida, WLBW-TV has gone beyond loaning its major documentary effort to scores of stations in the U.S., Canada and South America.

Following parts III and IV of the "ESCAPE TO HELL" series, WLBW-TV provided a "DIAL FOR HELP" service, presided over by professionals who advised parents and teenagers seeking medical, legal and rehabilitation assistance. More than 500 distressed persons have been helped.



WLBW-TV

MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO



New York.

■Sept. 25—Association of National Advertisers workshop. Plaza hotel, New York.

Sept. 28-Oct. 3—106th technical conference and equipment exhibit of Society of Motion Picture and Television Engineers. Century-Plaza hotel, Los Angeles.

October

Oct. 1—New deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 14.

Oct. 1-7—Japan Electronics Show, Electronic Industries Association of Japan. Osaka.

Oct. 5-8—1969 conference, UPI Editors and Publishers. Princess hotel, Bermuda.

■Oct. 7-8—Association of National Advertisers workshop. Plaza hotel, New York.

Oct. 13-15—Fall convention, Kentucky Broadcasters Association. Phoenix hotel, Lexington, Ky.

Oct. 19-23—Annual board and membership meetings of Television Bureau of Advertising. Shoreham hotel, Washington.

Oct. 20-23—Fall conference, Electronic Industries Association. Los Angeles.

November

■Nov. 5-6—Association of National Advertisers workshop. Delmonico's hotel, New York.

Nov. 8-12—Annual convention, National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.

Nov. 9-12—Annual seminar of Broadcasters Promotion Association. Marriott motor hotel, Philadelphia.

Nov. 19-21—Convention of Television Bureau of Advertising, Statler Hilton. Detroit.

■Nov. 21—Annual fall management seminar, Kansas Association of Broadcasters. Ramada Inn., Lawrence.

December

Dec. 7-10—Annual meeting of Association of National Advertisers. Camelback and Mountain Shadows Inn. Scottsdale, Ariz.

Dec. 8-12—Annual National Association of Broadcasters engineering/management seminar. Purdue University, West Lafayette, Ind.

Dec. 15—Presentation of first national awards in communications media by American Civil Liberties Union. New York.

January 1970

Jan. 19-23—Winter meeting of National Association of Broadcasters board of directors. Sheraton Maui hotel, Maui, Hawaii.

Jan. 26-29—Annual convention of National Religious Broadcasters. Washington.

■ Indicates first or revised listing

OpenMike[®]

Fine job on automation

EDITOR: May we add our compliments to the many others you will undoubtedly receive for the thorough job of reporting done by Earl B. Abrams in his "Special Report" on automated radio in the June 9 issue.—David Pollock, Pollock & Loth Advertising, Seattle.

Whose public service?

EDITOR: The question has been asked, "What is public service?" While it seems to be applied mostly to renewal

Now watch! KOAT-TV, Albuquerque has appointed Blair Television.



From the nation's highest TV transmitter, the new look of KOAT-TV reaches out over New Mexico's first market and beyond to cover more than 200,000 square miles. It's an exciting look. That's why in this fast-growing center for space research, industry, trade and banking, KOAT-TV is growing faster than any other TV station. In fact, KOAT-TV already has the market's largest unduplicated weekly audience.* Now this leading station has appointed the nation's leading broadcast representative, John Blair & Company. So when you want to know what's up in Albuquerque, ask your Blair man.



*ARB, Feb.-Mar. 1969



Man Power

JEAN PAUL BELMONDO
ANTHONY PERKINS
MARCELLO MASTROIANNI
ALAIN DELON
STUART WHITMAN
JEAN GABIN

CONTINENTAL
LION

Presents

First-run on television—
37 theatrically released
features.

Twenty-One in Color.
Average length—100 min.
All post '60. All with
Internationally famous
stars and directors.

Tops in Sales and
Profitability.

Continental Lion features
are distributed by MGM
Television.



applications, someone ought to pose it to certain companies and some advertising agencies.

Under the all-inclusive "public service request," radio receives programs with little tags for manufacturers that hint at buying a certain product. Radio is constantly told budgets are going to television, yet agencies still try to get free time with their specially produced programs. Since most of these programs are represented by an agency, someone is getting paid—but not radio. Really, it's too much.—*John McAdam, KLBS-AM-FM Los Banos, Calif.*

Security blanket

EDITOR: In your June 16 lead article, "A Bleak Benchmark in Regulation," and allied news reports and your editorial, "Highest Court, Lowest Blow," I think you have unintentionally done a grave disservice to broadcasting.

Having read with care Justice White's opinion in the reversal of the Red Lion case, I have great difficulty in finding any areas of substantive disagreement. For many years I have espoused the view that Section 315, far from being an onerous restraint, is a protection for the broadcasters. Likewise I have stated publicly that I believe the fairness doctrine is merely a recitation of what every good and successful broadcaster knows from experience to be the best policy of operation.

Nothing seems more reasonable to me than for the government to put me on notice that if I am to be licensee of a scarce public resource—in this case, a part of the radio frequency spectrum—I had better be prepared to make use of it fairly, judiciously, and in what I conceive to be the best interests of the public.—*Lawrence H. Rogers II, president, Taft Broadcasting Co., Cincinnati.*

(Perhaps Mr. Rogers will change his mind if the FCC asks him to program his stations in what it—not he—conceives to be the public interest. The editorial made the point that the Supreme Court decision went beyond a mere endorsement of the FCC's fairness doctrine and gave the agency both the excuse and incentive to exercise broad program controls.)

Johnson finds a home

EDITOR: Your Fates & Fortunes pages make for interesting reading at all times. One fate that should be straightened out, though, is that of James Johnson.

According to your issue of June 9 (page 69), Mr. Johnson resigned from WLWT(TV) Cincinnati with "no future plans announced." In actuality, and according to your issue of June 2 (page 74), Mr. Johnson has been appointed director of information services for KMOX-TV St. Louis—*Leonard Chaimowitz, director, Information Services, CBS-TV, New York.*

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Broadcasting

THE BUSINESS REALITY OF TELEVISION AND RADIO

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We're more interested in informing a curious audience than in winning awards.

Maybe that's why we keep winning awards.

"News 7"—Reporter-Photographer Larry Krebs: *First Prize, TV Newsreels* from White House News Photographers Association; *Leon M. Nevitt Journalism Award* from D.C. Fire Fighters Association; *EMMY Award* from Academy of Television Arts and Sciences, D. C. Chapter. (12 Noon, 5:30 & 11:00 PM, Mon.-Fri.; 6:30 & 11:00 PM, Sat.-Sun.)

"Claire and Co Co"—*Ohio State Award* from Institute for Education by Radio-Television; *MAMM Award* from American Association of University Women; *Citation*

"Close-Up"—Two *EMMY Awards* from Academy of Television Arts and Sciences, D.C. Chapter. (1:00 PM Sunday)

from Organization of American States. (8:00 A.M., Mon.-Fri.)

Public Affairs Specials

"Project Summer"—*Outstanding Public Affairs Program Award* from Chesapeake Associated Press Broadcasters' Assoc.

"The Sweet Smell of Freedom"—*Ohio State Award* from the Institute for Education by Radio-Television; *Superior Award for News Broadcasting* from Virginia Associated Press Broadcasters; *EMMY Award*

from Academy of Television Arts and Sciences, D.C. Chapter.

"We Have Not Forgotten"—*George Washington Honor Medal Award* from Freedoms Foundation at Valley Forge. *EMMY Award* from Academy of Television Arts and Sciences, D.C. Chapter.

"Lincoln's Last Day"—Three *EMMY Awards* from Academy of Television Arts and Sciences, D.C. Chapter for Program Achievement, Production-Direction, Cinematography, Golden Eagle Certificate from the Council on International Non-theatrical Events. (CINE)



The Evening Star Broadcasting Co.
Washington, D.C.

National Representatives:
Harrington, Righter & Parsons, Inc.

Now Love is sweeping the country

Love, by the truckload, is now being delivered to local drug stores all over the country.

When we began developing Love cosmetics early in 1967, we also, of course, developed market projections.

We had specific goals. We were determined to meet them.

We didn't quite anticipate how quickly we would.

Love was introduced in selected drug stores throughout the country this past March, and by April 1 we found ourselves sitting on the hottest cosmetic line in cosmetic history. It began to seem as if the whole world was waiting for Love.

The demand exceeded our most optimistic forecast. We rushed into accelerated production cycles to insure that everyone would get at least a little Love. Today you can get all the Love you want.

We have even managed to introduce a group of new "Sunlit" shades this May. We're not increasing our basic product line. That we're keeping short—just to cover the basic needs and interests of the market—products most in demand.

We created our products specifically for a new market—the new, the contemporary woman, real, natural, freedom-loving, direct—more reflective of an attitude than an age.

The usual way of manufacturing is to create a line of products and then create a concept to market them. With Love cosmetics, we let our customer dictate the kind of products we made, how they worked, how they were packaged, how they were advertised.

We know the modern young woman doesn't want camouflage—as her mother did. She doesn't want a lot of help. She just wants her own healthy good looks enhanced—her skin and spirits helped.

We were—and are—realistic about the fact that the one way you can count on long-range success is to make superior products.

The packaging—as the product development—was a joint venture between Menley & James and our advertising agency, Wells, Rich, Greene. I have said that our agency provided more than 50% of the creativity. Menley & James certainly provided more than 50% of the worry.

We wanted the exterior packaging

to be eye-catching, involving—easy to see across a crowded drug store. We wanted to make people want to pick them up, buy them and keep them. And we know they are.

The bottles and containers we designed to reflect the product characteristics—clean, contemporary, honest—in today's sense.

Work on products, packaging, and advertising began simultaneously, which is perhaps a little unusual.

The agency made a full-scale advertising presentation to Menley & James a full year before Love reached the market place—while the products, though thoroughly defined, were still in early development.

As the exterior packages are intended to excitingly involve the customer, the containers are intended to match product characteristics, which in turn match the characteristics of target customers. In our advertising we have also selected girls reflective of our target customers while the men in our advertising are equally contemporary in their attitude—and response to young women in Love cosmetics.

In planning the advertising, in casting, we kept in mind Dustin Hoffman and Katharine Ross in "The Graduate."

As we approached the introduction deadline, we all had complete confidence in our products and in our packaging, and market strategy—to break with cosmetics tradition and forego the department-store route to sell exclusively in drug stores.

But we had no sense of sanguineness about our future. We didn't feel that, just because we had taken a totally new

approach to cosmetic development and the new market, druggists and customers necessarily would beat their way to our doors.

We insured our introduction with a heavy, heavy advertising schedule—lots of television, and big, full-color space in women's magazines for big impact and we sponsored an Andy Williams special, *Andy's Love Concert* on NBC, a special that was eminently successful in its total integration of advertising, over-all programing, and show content.

We got lots of fan mail—on our products and on our advertising. Incidentally, the fan mail on the commercials showed a wider age span than the mail for the show. The show seemed to draw mail primarily from the teen-agers up to 30. The advertising drew compliments from teen-agers to past the 40 mark.

Love took off in drug stores. So much so we began to get telephone calls, letters, saying, "Where's my Love?" From druggists. From customers. And we began to worry overtime at Menley & James.

We began to think maybe we should create a new proprietary drug—a new headache remedy. But then, our production began to increase, we began to worry less, and now, being a growth-minded company, we are investigating other new-product areas.

There will be new Love products coming. A few, sparingly. They'll be easy, obvious, and intended for high-volume year-round business.

Love is here to stay. And its strong advertising will stay with it.



William P. Howe is vice president and director of advertising for Menley & James, proprietary drug subsidiary of Smith Kline & French Laboratories, Philadelphia. Mr. Howe has been with the SK&F subsidiary since 1962. He was formerly Menley & James's brand manager on the Contac cold remedy product. He joined the parent company in the marketing division in 1956. He was graduated from Harvard in 1952 with a bachelor of arts degree and served in the U.S. Navy, 1953-1955.

CBS SAYS BUY NBC

(A nudge from the Number One radio network to add a second.)

Or buy Mutual. Or ABC. Two radio networks are better than one.

Here's what 20 Plans on CBS Radio and another network can do to your television advertising:

Extend it. (There are a lot of people you don't reach with TV.)

Reinforce it. (You reach people much more often.)

Or replace it. (If you can't afford network radio and TV both.)

For example, with a total of 40 announcements a week on the CBS and NBC radio networks, you can reach 62 percent more people than you do with an average prime nighttime network TV minute. You can reach them almost 3 times a week. And the cost is about 13 percent less.

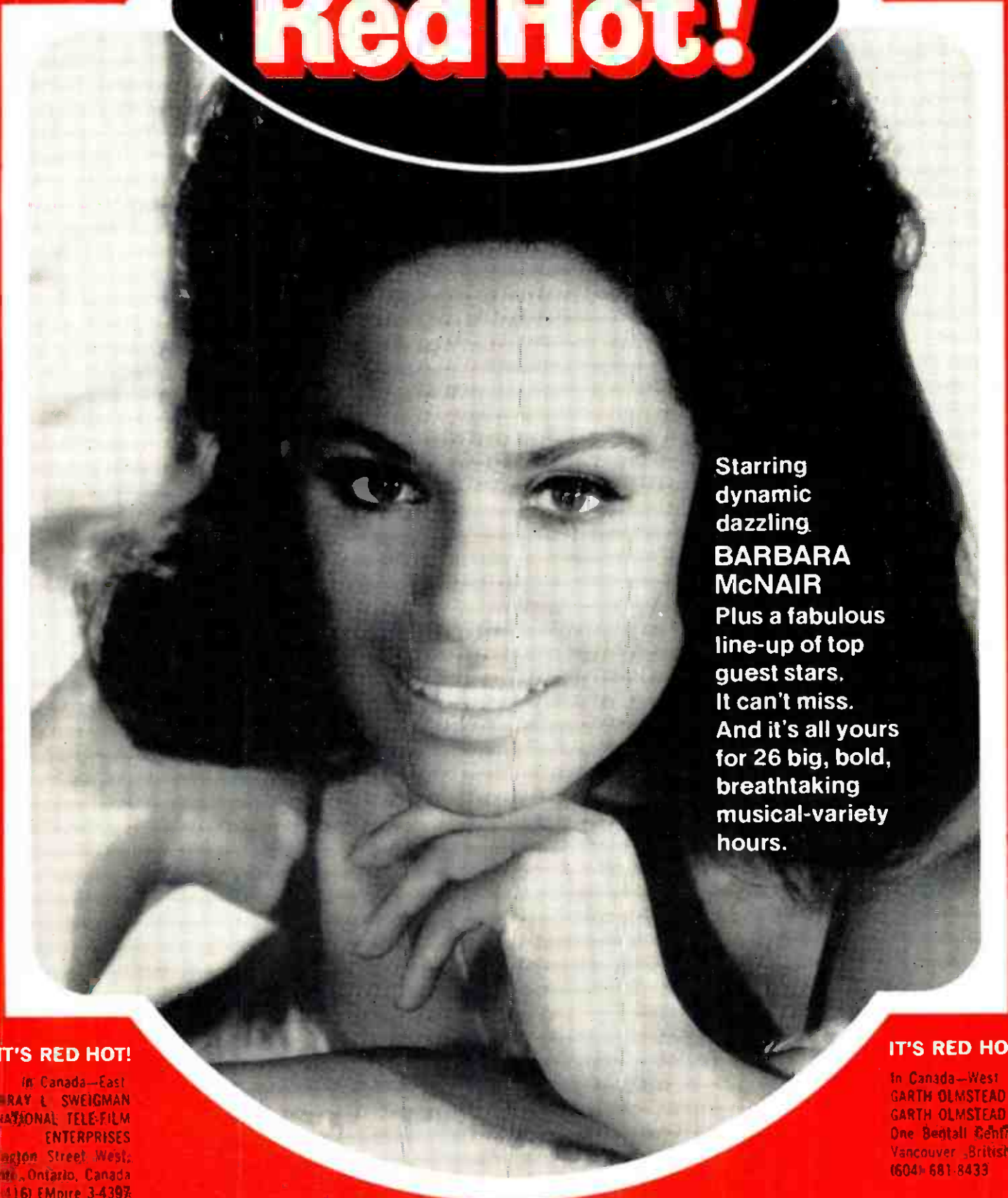
Think about that.

CBS RAD 

The **Barbara**

A series of 26 brand new eye-pleasing, ear-pleasing,

**It's
Red Hot!**



Starring
dynamic
dazzling
**BARBARA
McNAIR**
Plus a fabulous
line-up of top
guest stars.
It can't miss.
And it's all yours
for 26 big, bold,
breathtaking
musical-variety
hours.

IT'S RED HOT!

In Canada—East
MURRAY L. SWEIGMAN
INTERNATIONAL TELE-FILM
ENTERPRISES
1520 Wellington Street West,
Toronto, Ontario, Canada
(416) EMpire 3-4393

IT'S RED HOT!

In Canada—West
GARTH OLMSTEAD
GARTH OLMSTEAD LIMITED
One Bentall Centre,
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(604) 681-8433

NOW IN PRODUCTION/A SERIES OF 26 COLOR VIDEO TAPED HOURS/ FOR SYNDICATION.

M McNair Show

audience-pleasing musical-variety color video taped hours



Such a stand-out it's already been snapped up in
SIX OUT OF THE TOP TEN MARKETS:

NEW YORK
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WWJ (NBC)

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Some of our best numbers aren't in the rating books



In Omaha, this number will get The Hiring Line, a KMTV program series which found jobs for almost one thousand people in the past year.

The Hiring Line happened because the Omaha Urban League and KMTV realized a lot of people were looking for work in the right place at the wrong time.

Example: A man at the Nebraska State Employment Service on Monday perhaps found nothing. On Wednesday, the job was there, but he wasn't.

The Hiring Line collects jobs from a variety of city, state and private sources. Weekly, at a well-publicized time, the jobs are enthusiastically described. Next day, job seekers are in the right place at the right time.

If you have something important to say in Omaha, we'll help you say it persuasively.



This number will get Guideline, instant professional help for people whose problems seem insurmountable.

KMTV has been the primary source of publicity for this free mental health service.

News stories, interviews and a heavy campaign of spot announcements, produced by KMTV, have brought hundreds of calls to the professional counselors who staff Guideline 24 hours a day.

The publicity continues and so do the calls . . . many more than Guideline officials thought the service would receive.

If you have something important to say in Omaha, we'll help you say it persuasively.

KMTV

NBC for Omaha and Lincoln
Represented by Edward Petry and Co.

MAY BROADCASTING COMPANY
KMTV, Omaha • KGUN-TV, Tucson
KMA, Shenandoah • KFAB AM-FM, Omaha

'Starch' ratings for TV commercials?

Opening to mixed reviews, new service promises to isolate ad audiences from program audiences

A new and potentially controversial set of guidelines for buying television is offered in a novel "rating" service, being announced today (June 23), that concentrates on audiences of commercials instead of programs.

The ground-breaking study for the service, though already challenged by some of those who have seen it, asserts that the impact of a commercial can be substantially strengthened or weakened by such factors as the type, rating and time period of the program in which it appears, as well as by the length, position and commercial environment of the message itself.

An "ideal" commercial by these standards would probably be a 60-second message—better yet, 90 seconds or longer—appearing alone as the middle commercial of a fully sponsored, highly rated musical variety program some time after 8:30 p.m., preferably in the 9-10 p.m. block.

By the same standards, the least desirable commercial—at least as far as prime-time advertising is concerned—might be 20 seconds or less in length, scheduled second or later in a group of two or more commercials back to back in the last five minutes of a low-rated science-fiction or adventure program early in the evening.

These hypothetical descriptions would not necessarily prove accurate in all cases, but the odds suggest they would be valid more often than not, based on findings of the study that was the forerunner for the new service.

The study was conducted last fall by C.E. Hooper Inc., which now plans to expand and launch it as a quarterly syndicated service. It is being compared unofficially to Starch reports on noting of print advertising, particularly since Hooper was acquired by Daniel Starch and Staff (BROADCASTING, May 19), but its genesis antedates the Starch/Hooper deal by several months.

Even before its general release, the initial report has become the subject of considerable private disagreement among the apparently limited number of agency research authorities to whom it has been exposed.

A cross-section queried by BROADCASTING last week evaluated it in terms ranging from "not very good research" down to "junk" and up to "very interesting" and "very promising for the future." Some appeared to be of two minds about it: One agency executive, for instance, considered the initial study "sloppy in many respects" but nevertheless "an important step in the right direction" and capable of being improved and refined in the future.

The initial study dealt only with prime-time network commercials. Subsequent reports, starting in July, will cover all day-parts and include station-by-station breakdowns for 45 to 50 top markets as well as for each of the networks, according to William Harvey, Hooper vice president and director of broadcast development. He said the new reports will also include spot and network commercial comparisons and will measure commercials in local as well as network programs.

The new service measures commer-

cial recall (unaided)—the percentage of program viewers who can correctly identify the brand or product advertised on the last commercial before they were called by Hooper telephone interviewers.

Last fall's study was part of a broader one based on a national probability sample of about 250,000 TV homes called during prime time in the period from Sept. 15 to Nov. 23. But the recall scores were derived from results of only the first five weeks, because of the cost of checking answers against monitoring records to verify recall.

The average network prime-time commercial was correctly recalled by 19.4% of the program viewers aged 12 and over during the period Sept. 15-Oct. 19. But the scores varied widely by time period, by type of program, by program rating, by type of sponsorship and by length and positioning of the commercial.

The low-to-high ranges included:

- From 13.3% for the 7:30-8 p.m. period to 22.2% for 9:30-10 p.m.;
- From 13.6% for science-fiction programs to 49% for musical-variety shows;

- From 16.1% for low-rated programs (ratings below 10) to 26.5% for those with ratings of 25 or higher;

- From 14.9% for commercials of 20 seconds or less to 26.8% for 60-second commercials (and on up to 53% for the relatively few as long as 90 to 150 seconds).

- From 17.1% for commercials bought on a scatter-plan basis to 36.4% for those on fully-sponsored series.

- From 12.5% for piggybacked commercials to 22.5% for single-product commercials and on to 30.4% for multi product messages that are "integrated" to appear as a single unit.

- From 17.4% for commercials in a group or cluster to 22.8% for those in island positions.

- Among clustered commercials, from 16% for those that appear second or later in the group, to 19.4% for the ones that appear first.

- From 13.5% for commercials in the final five minutes of a program to

Commercials viewers recall

Here are the top 10 brands in terms of "recallability" of commercials, along with their agencies, as compiled by C. E. Hooper Inc. from its first prime-time network TV commercial-recall study (story this page). Recall score is the percentage of program viewers who correctly identified the brand as the one advertised in the last commercial before Hooper interviewers called.

Brand	Agency	Recall Score
1. L&M filters	Compton	80.4
2. Raleigh filters	Post-Keyes-Gardner	77.0
3. Viceroy filters	Ted Bates	66.7
4. Oldsmobile Delta 88	Leo Burnett	65.1
5. Marlboro filters	Leo Burnett	65.1
6. Oldsmobile 98	Leo Burnett	63.2
7. Polara 500	BBDO	61.8
8. Mustang	J. Walter Thompson	56.4
9. Silva Thins 100's	Norman, Craig & Kummel	50.9
10. Lavoris mouthwash	Leo Burnett	50.7

18.8% for those in the first five minutes and 20.1% for those in the middle of the program.

In making public the full results of the study Mr. Harvey stressed that he was not minimizing the importance of the commercial itself in establishing recall values. But, he asserted, the findings show that the same commercial performs differently under different conditions, demonstrating that other influences are at work as well.

"In fact," he said, "essentially the same commercials were used throughout the schedules of all three networks, so that it had to be these other factors that accounted for varying performance under varying conditions."

The report itself said that the average program carried 35 different commercials during the survey period, and the average category—time period, program type, rating level, etc.—carried 420 different commercials, minimizing the chances that some programs and categories happened to carry predominantly memorable commercials while others carried mostly unmemorable ones.

The first report also found some apparent inconsistencies. For instance, commercials in programs on CBS-TV—which led or at worst tied NBC-TV for the lead in prime-time ratings during the past season—were shown to have a lower average recall score than those on either of the other networks (16.3% as against 21.1% for NBC-TV and 18% for ABC-TV). Yet other findings showed that the higher a program's audience rating, the higher the recall score for commercials placed in it.

Mr. Harvey said the difference was explainable on the grounds that (1) the bulk of programming falls short of the very highest-rated programs and in this secondary area recall scores increase relatively slightly as program ratings increase; (2) CBS's high-rated shows tended to score high in commercial recall but NBC, and to a lesser extent ABC, had more programs with exceptionally high recall scores—*Kraft Music Hall* at 56% and *Bonanza* at 45.6% on NBC, for instance, and *Lawrence Welk Show* at 43.2% and *FBI* at 35.8% on ABC—that tended to push the NBC and ABC averages up. CBS's highest was *Beverly Hillbillies* at 30.1%.

Among network movies, the report showed the highest recall scores were obtained by commercials placed in those categories classified as suspense comedy (22.4%), suspense drama (21.8%) and general drama (21.7%). But among regular series programs, these categories ranked well down the list, which were headed instead by musical variety (49%), sports events (30.2%) and documentaries (30.2%).

Mr. Harvey's explanation was that among movies there was relatively little spread in recall scores by category from highest (22.4%) to lowest (18.7%, for comedies), indicating "no significant variation" from one category to another, which was not the case with other forms of TV fare. (One movie category scored as low as 16.5% in recall, but this category, "war," consisted of only one movie: "Khartoum.")

During the last four weeks (Oct. 28-Nov. 3) of the over-all study Hooper interviewers concentrated on the commercial audience, rather than recall, and were able to get a line on the controversial question of how many people leave the room during commercial breaks.

For the average prime-time commercial, this phase of the study found that about 23% of the viewers left the set—77% did not. Again, however, attendance varied, ranging from 71% for commercials between 7:30 and 8 p.m. to 82% for those between 10 and 10:30. There were also variations by program type and demographic groups.

The main factor in viewer loss, however, at least in prime time, was seen as age/sex. Children aged 2 through 11, who were included in the viewer count but not in the commercial-recall scores, were found to be much more prone to leave the commercial; in some periods almost half (48%) of the children took a commercial break.

Teen-agers were more constant, showing departure rates of one-third to one-fifth, and adults (over 18) were the most faithful of all. Male absenteeism after 8 p.m. never got above 20%

Bates forms Cybics, computer firm for clients

Ted Bates & Co. last week announced formation of an autonomous data-processing service subsidiary to offer expanded computer programs both to agency clients and outside companies.

The firm, to be called Cybics Computer Corp., will be structured from the agency's present data-processing group, using equipment including Honeywell 2200 and 120 computers. Forty-five persons are being assigned to Cybics, under the direction of Cameron A. Higgins, who will serve as president. He has been vice president and data-processing coordinator for Bates.

He said Cybics will be competitive with other service bureaus in New York and across the country and will expand the agency's computerized programs in research, advertising sales and questionnaire analysis, marketing, media analysis and selection, and in accounting.

and often was as low as 13%-14%, and in most half-hours commercial viewership among women was even higher than among men.

Commercial-viewing levels did not vary by network—for each of the three, an average of 77% of the program viewers also watched the commercials—but for some reason viewers seemed somewhat more inclined to leave during commercial breaks in high-rated shows. On the average, viewership dipped from the 77% average to 74% for commercials in programs with ratings above 25.

The report provides breakouts by age group on commercial recall as well as on commercial viewing and also presents recall scores company by company, brand by brand and program by program for the entire 7:30-11 p.m. network schedule.

Hooper said the study from which its new service was derived was underwritten by Leo Burnett Co., Dancer-Fitzgerald-Sample, J. Walter Thompson Co., NBC, *Life* magazine, Norman, Craig & Kummel and Screen Gems.

By some broadcast researchers it is regarded primarily as a guide for use in copy-testing or, as one put it, "another set of indicators to be used, along with other tools, to provide additional insight into TV advertising and for use as 'tie-breakers' in making choices where all other factors seem equal." Others see it as offering much more fundamental values in planning and placing TV campaigns.

Hooper's Mr. Harvey had this to say:

"The Hooper measures, used along with standard media tools, can help the advertiser penetrate the most minds with his commercials within the available budget. Right now the advertiser may be 'buying' the most program viewers but not consciously exposing them to his commercial.

"Hooper sees the new series of reports as a means of using television even more effectively to increase already dramatic sales impact. This logical outcome would probably continue the increase of advertiser investments in the medium."

The initial report itself said that it "obviously" offers "a competitive advantage [to] brands taking this new information into account sooner rather than later," and that not acting on these cumulative findings should be [considered] as radical a decision as acting on them."

Mr. Harvey said the next report, in July, would cover all days and dayparts for the December-June period. Prices for the service have not been set, but he said that for station subscribers they would be about one-sixth of the cost of regular program-rating reports. He estimated agencies would

How the viewers saw network commercials

Here are some of the variations C. E. Hooper Inc. found in its first—and already promising to become controversial—study of viewers' recall of prime-time network TV commercials.

In the first table the percentages rep-

Percent of coincidental viewers recalling "Brand advertised in last commercial", Sept. 15 - Oct. 19, 1968

7:30-11 p.m. network programs by time period	Persons 12+	Men			Women		Teens	Rate Episode*		
		18+	18-49	18+	18-49	12-17	Very Good/ Good	Fair/ Poor	Base	
7:30	13.3	15.2	18.1	11.7	13.8	18.6	12.0	12.3	3826	
8:00	17.6	18.9	21.5	16.0	18.6	23.1	17.5	12.8	4741	
8:30	21.2	23.6	24.3	20.2	22.5	24.6	22.9	18.4	5444	
9:00	21.8	23.5	22.4	20.2	20.9	21.7	21.0	18.1	5415	
9:30	22.2	24.5	25.6	21.1	22.6	21.2	19.9	17.6	5384	
10:00	17.9	21.0	22.8	16.1	18.4	20.6	19.1	14.0	5081	
10:30	20.0	21.0	22.7	19.1	20.9	24.2	20.4	15.7	4533	

* Among Sept. 15-Oct. 12 sample only.
Source: Hooper National Television Index

resent the program viewers, by half-hour, who correctly identified the brand or product advertised in the last preceding commercial.

The second table (at right) similarly shows recall variations by commercial unit and position.

"Base" in both tables is the number of viewers aged 12 and over who answered the recall question for them-

selves (not for other viewers in the room). The first table is based on interviewing Sept. 15-Oct. 19, 1968; the second, on interviewing Sept. 15-Oct. 12, 1968.

Commercial recall by commercial unit and position, Sept. 15 - Oct. 12, 1968

	% Com- mercial Recall	# of Com- mercials	Viewer Base
Unit Length			
5-20"	14.9	492	738
25-30"	16.5	1857	2786
40-45"	18.5	90	135
50-60"	26.8	700	1050
90-150"	53.0	9	13
Unit Type			
One product unit	22.5	1100	1650
Part of piggyback unit	12.5	1567	2351
Part of integrated unit	30.4	481	722
Unit Adjacency			
Island	22.8	750	1125
Part of cluster	17.4	2398	3597

be charged up to a maximum of \$6,000 to \$7,500 a year, depending on their billings, and that rates for stations might range up to \$3,000 to \$5,000 a year.

Bishopric/Lieberman appears on N.Y. scene

Two advertising agencies, Miami-based Bishopric/Green/Fielden Inc., and Lieberman Associates Inc. of Allentown, Pa., are together establishing a New York agency.

The new firm, Bishopric/Lieberman Inc., is being created to "strengthen our position in servicing financial, travel, land-development, franchising and building-materials accounts now in the agencies," according to Karl Bishopric, B/G/F chairman and also chairman and chief executive officer of the new agency. Other key officers include George Lieberman, president of Lieberman Associates, who will be president and treasurer, and Paul V. Higgins, formerly with Edward H. Weiss & Co., vice president and manager.

No new accounts have been announced for the new firm, but existing accounts of the originating companies include GAC Corp. and subsidiaries; Mack Trucks Inc.; Atlantic Cement Co.; Florida Power & Light Co.; Univis Inc.; National Airlines (outdoor and transportation); the Jim Walter Corp. (The Celotex Corp.), and Lum's Inc. for Abners and Laugh-In Restaurants.

In addition to the headquarters cities, Bishopric/Lieberman will be represented in Toronto and Kingston, Jamaica, through existing offices of the originating firms.

DDB tries hand at commercials

New York studio purchased by agency for large-scale production

Doyle Dane Bernbach last week announced purchase of a television production studio in New York which will be operated as a wholly owned subsidiary to allow the advertising agency "to go into large scale commercial production."

The four-story studio at 527 West 45th Street has two 40-foot-by-70-foot sound stages, video-tape and audio recording and editing services and screening facilities for both 16 and 35mm film. Purchase price was not disclosed. The facility, which previously was called Lux-Brill Productions Inc., will be renamed The Directors Studio.

Counting more than half of their \$250 million annual billings in television, DDB officials estimated that they will be able to handle about one-third of their total television production in the house. The rest will continue to be done in outside facilities. The Directors Studio also will be made available for outside production when not being used by the agency.

DDB president Joseph R. Daly called purchase of the studio "one of the major steps we are taking to solve the dilemma of how to keep the "quality of TV production up while getting the costs of production down."

He added that "with minimum outside overhead and no requirements for sales representation, we should be able

to effect some cost reduction for our clients without in any way compromising on quality."

Hugh Branigan, vice president in charge of broadcast services at the agency for the past four years, will be general manager of the subsidiary production firm. Bob Gage, executive vice president and creative director of DDB, will have creative control of the studio and its production. Dick Dubelman, a cameraman-director for Lux-Brill, will be retained as a consultant. Creative talent will be supplied from the agency's staff, with outside directors and cameramen hired as needed.

The agency said it also is establishing a West Coast office for on-location and studio work.

Agency appointments:

- Realeman Foods Division of Borden Inc., Chicago, names Clinton E. Frank there to handle test market campaign for new canned dessert product, Jingle Jell. Extensive spot TV is planned.

- Bausch & Lomb, Rochester, N.Y., has appointed J. Walter Thompson, New York, to handle consumer and trade advertising for telescopes, magnifiers, binoculars and sunglasses. The account which bills about \$500,000 has been at BBDO, New York.

- Firestone Tire & Rubber Co., Akron, Ohio, moves domestic tire account from Campbell-Ewald, Detroit, to J. Walter Thompson, New York, effective in early fall. JWT already handles Firestone's international account. As result of Firestone move, Chicago office of JWT loses Sears, Roebuck & Co. tire and battery account to Foote, Cone & Belding, Chicago.

A muddled future for cigarettes?

House protobacco forces beat back bill opponents, but question is whether FCC, FTC are free to act

The House of Representatives last week spoke with what was intended to be—and, for the most part, was—an air of finality on the issues of smoking and cigarette advertising. Rejecting all arguments, orations, and amendments offered by advocates of tough legislation, the House approved a bill designed to keep regulatory agencies' hands out of the smoking controversy, and to bar any health warnings in cigarette advertisements, for the next six years.

As attention turns to the bill's uncertain Senate fate, however, an unresolved dissonance continues to resound on Capitol Hill: Does the FCC retain the authority to ban cigarette advertising, or doesn't it?

The issue, raised by Representative Bob Eckhardt (D-Tex.) and championed by virtually no one else, is nonetheless kept alive by the bill's wording. It requires a new and somewhat tougher warning on cigarette packages—"Warning: The Surgeon General has determined that smoking is hazardous to your health and may cause lung cancer or other diseases"—and then states: "No statement relating to smoking and health shall be required in the advertising of any cigarettes the packages of which are labeled in conformity with the provisions of this act."

The final section states: "The pro-

strategy had previously been rejected by protobacco legislators, on the ground that it would threaten the bill's progress in the Senate, Representative Eckhardt's feeling was that the amendment would fail—and thus establish, for the record, that the bill does not preclude FCC action.

The amendment did fail, miserably. Even Representative Brock Adams (D-Wash.), floor leader of the opposition, spoke against it. Whether the FCC received anything remotely resembling a mandate, however, remains unclear.

FCC Chairman Rosel H. Hyde is "not prepared to say" whether the bill would tie the commission's hands. He added that the old law—the Cigarette Labeling Act of 1965—would, if continued, "of course" bar a prohibition of cigarette advertising.

The problem is that the bill's relevant passages—those relating to advertising—are a verbatim duplication of the old act. Representative Eckhardt, noting this fact in House debate, claimed that it is a "fraud to assume, as many have assumed during this debate and before it, that there is any provision either in the original act or in the amended act that in any respect limits the FCC with respect to banning cigarette advertising entirely."

Other Hill observers disagree. They

ate Subcommittee on the Consumer, who has scheduled hearings beginning July 21.

Senator Moss was out of town when the bill was passed last week, but his office issued a statement in his name denouncing the House bill as "blatant special-interest legislation." The statement added that he would bottle up the bill by filibuster, as previously indicated, if necessary.

During next month's hearings Senator Moss's subcommittee will be working with a bill and legislative history that demonstrate firm House opposition to any interference with what the bill's supporters repeatedly termed "a lawful product."

After three hours of debate on Tuesday (June 17) and an even longer consideration of proposed amendments on Wednesday, the House rejected, by a vote of 252 to 137, a motion to send the bill back to the Commerce Committee. The measure was then approved by voice vote.

Anticigarette forces, led by Representatives Adams, Eckhardt, John Moss (D-Calif.), and John D. Dingell (D-Mich.), offered a multitude of amendments. Among these were proposals to:

- Change the date of expiration from 1975 to 1972 (Representative Robert O. Tiernan [D-R. I.]);

- Require a health warning in advertisements as well as on packages (Representative Moss);

- Place the health warning on the front and back, instead of the side, of cigarette packages (Representative Lionel Van Deerlin. [D-Calif.]);

- Permit the FCC to ban cigarette advertising on radio-TV programs that "would most likely be viewed or heard by a substantial number of individuals under the age of 18" (Representative Dingell);

- Permit states, where cigarette sales to minors are prohibited, to require disclosure of that fact in advertisements within their jurisdiction (Representative Adams).

Time and again the bill's supporters, headed on the floor by Representative Albert Watson (R-S. C.), killed the amendments with the support of loud voice votes, most pronounced on the Republican side.

Representative Watson took most direct aim at the Moss proposal to require health warnings in advertising. He called it "unfair and an abridgement of free speech."

"What other legally manufactured



Mr. Adams



Mr. Eckhardt



Mr. Watson

visions of this act which affect the regulation of advertising shall terminate on July 1, 1975." Except for the section that bans health warnings in cigarette advertisements, the bill has no "provisions . . . which affect the regulation of advertising."

This apparent loophole moved Representative Eckhardt, an advocate of tougher legislation, to offer an amendment that would specifically bar the commission from imposing a prohibition on cigarette advertising. Since this

argue that the bill's legislative history, in committee and House debate, clearly establishes a congressional intent to prohibit just such action by regulatory agencies. Still others regard the issue as virtually beyond determination at the present time.

In any event, the bill's entire character is still subject to action in the Senate, where it apparently will face rougher sledding. Among the bill's influential opponents is Senator Frank Moss (D-Utah), chairman of the Sen-



WSB TELEVISION. AN ATLANTA LANDMARK IN COMMUNITY SERVICE.

A television station is more than just a television station. It's a commitment to the community it serves. In Atlanta, the station is WSB-TV. And these are some of the things we're committed to:

Public Service Seminar

Almost 100 organizations attend our public service seminar, aimed at feeling out community needs, and teaching them how we might serve them even better.

Teacher Hall of Fame

WSB-TV inaugurated an annual Teacher Hall of Fame to acknowledge outstanding contributions to public education by teachers from throughout the state.

Sound of Youth

A forum program for the expression of opinion by Atlanta youth.

Jobs for the Hard Core

With affiliated radio station, WSB, hired a number of hard core unemployed for both intern and permanent employment.

Cancer Education

WSB-TV coordinated statewide television broadcasts of a documentary for the Georgia Chapter of the American Cancer Society.

Atlanta Negro TV Worship

First sustained coverage of an Atlanta Negro church's Sunday morning worship services.

Defensive Driving Course

In cooperation with the National Safety Council, WSB-TV programmed the nation's first certified TV defensive driving course with full credit for those passing.

Fun for the Underprivileged

In cooperation with Parks Department, WSB-TV sends talent to entertain youngsters in underprivileged areas.

Salute to America Parade

Atlanta had no real 4th of July celebration until WSB-TV inaugurated its annual "Salute To America" Parade, which is now perhaps the biggest such Independence Day observance in the entire nation.

Continuing FBI Series

Tips for the housewife and homeowner that can save lives and property given weekly by local FBI agents on WSB-TV's Today in Georgia program.

Political Debates

WSB-TV pre-empted 3½ hours of prime evening viewing time to allow debates among almost 90 candidates running for some 40 public offices.

Documentary Library

Historical and public affairs documentaries loaned to all organizations requesting them.

Monday News Conference

The public may phone the station and question leading figures in government, education and law enforcement.

Symphony Telecasts

Georgians have the opportunity to watch the Atlanta Symphony Orchestra perform music by the masters. For the second straight year WSB-TV is carrying a series of symphony telecasts.

Japan: Sister Station

In the interest of people-to-people diplomacy WSB-TV has engaged in a Sister Station agreement with MBC, Kagoshima, Japan, another quality broadcaster.



COX BROADCASTING CORPORATION
STATIONS: WSB AM-FM-TV, Atlanta;
WHIO AM-FM-TV, Dayton;
WSOC AM-FM-TV, Charlotte;
WIOD AM-FM, Miami;
KTVU (TV), San Francisco-Oakland;
WIBC-TV, Pittsburgh

product in the United States is required to advertise that their product is no good and that it might kill a user? . . . If it is legal to manufacture the product it is legal to advertise it," he said.

And he added: "Even the chairman of the FCC himself stated before the [Commerce] Committee that if we pass this amendment for all intents and purposes we are barring the advertising of any cigarettes."

The proposed amendment was defeated on a voice vote. Of the amendments which required vote counts ("teller" votes), those that generated the most support were the Tiernan amendment to change the date of expiration (rejected, 114-87), and a proposal by Representative Adams to require that the cigarette-package label be placed on all advertising (rejected, 59-37).

As the floor activity moved inexorably toward its destination, Representative Moss stepped into the well to issue a ringing denunciation of the bill—and its proponents.

"Let us not kid ourselves," he said, "or think we are fooling the American public by saying here today that we have taken action here in the House of Representatives today to protect them, because this is not action that will protect anyone, excepting the tobacco industry."

Representative John Kyl (R-Iowa) countered that none of those supporting the bill did so "because somehow they have been bought or intimidated."

Commerce Committee Chairman Harley O. Staggers (D-W. Va.), who introduced the bill for House action, spoke rarely and briefly during debate over the several amendments. In Tuesday's debate, however, Representative Staggers offered his personal view with uncharacteristic vehemence.

"My principal concern," he said, "is that these agencies, the FTC and the FCC, have assumed a policymaking role with respect to matters never intended by Congress. What may be broadcast over radio and television, and how legitimate articles of commerce may be advertised, are fundamental decisions. They should not be left to agencies not responsible to the people of the nation."

He added: "I do not smoke; I do not believe that any of my children smoke, and I do not believe that smoking is good for anyone. Because my committee has reported this bill I intend to support it. Nevertheless, if amendments to the bill are adopted by the House, I will not be distressed. The point I am making, Mr. chairman, is that in the present situation, policymaking with respect to cigarette labeling and advertising should be fixed by the agency set up by the Constitution for the making of public policy—that agency is the Congress of the United States."

Which comes first in TV?

MJ&A's Jones suggests medium's power dictates most attention to audience

"Your first obligation, your prime responsibility, is to your audience, not your advertisers," Ernest A. Jones, chairman, MacManus, John & Adams, told the Indiana Broadcasters Association in Indianapolis last week. "Look after your rights and responsibilities," he said, "and let advertisers attend to theirs."

As for the cigarette advertising controversy, Mr. Jones said, "I do not think it in the best interest of you or your audience to engage in a battle in behalf of the tobacco industry, which seems remarkably reluctant to fight in its own behalf or to take significant steps toward changing its product or its advertising approach."

Since in the commercials "the virile, beautiful people are still pushing the stuff," he noted, it would appear cigarette smoking "is safe if you're sitting on a horse or on a yacht." Broadcasters' constitutional rights "are quite another matter and should be defended zealously," he said, "for you are licensed by the government but franchised by the people. And without that franchise the license is valueless."

Mr. Jones felt that the fact that television of all media "would be barred to cigarette advertising is the highest compliment that could be paid to your unparalleled command over your audi-

ence." He added that the lost cigarette revenues would be quickly replaced by other products.

The rising criticism and threats of regulation suggest "there possibly is more at stake than cigarette advertising," Mrs. Jones said. "Closer to the heart of the matter," he suggested, "is your control over people, once the prerogative of the politician, the same man who cannot get elected today without coming down to your station, Max Factor No. 5 on his face and a check in his hand."

The agency executive called for extra care in editing of news, particularly for television. "I understand the photographic necessity for the pretty boys on camera with the full voices and empty minds. But backing them up should be a case-hardened newspaper veteran doing the editing of what they read."

Citing the continuing flood of coverage from all over the world now, Mr. Jones said that at the end of a day of instant communication "we have pumped more adrenalin into your system than our ancestors did in a lifetime. We are no longer an audience. Broadcasting has made us participants."

Discrediting the claims that broadcasting and advertising are over-promoting sex, Mr. Jones explained other and older media have far surpassed them in this respect. "To my mind television is perhaps the most chaste of media in this regard," he said, "as it had better be as a guest in the nation's living rooms. In fact that 'guest' status should be the basic criterion for your entire operation."

Until the confusion of laws on the subject are worked out, Mr. Jones continued, "it seems to me it would be not only good morals but good marketing for television and advertising to walk very circumspectly, because, believe it or not, there are millions of clean-minded people out there who may be losing patience."

Mr. Jones said: "All regulation must be self-regulation, as we found in advertising. We have codes, we have national associations, but nothing much happened until we took self-regulation down to the local level."

Mr. Jones thought that perhaps today's political, economic and social pressures upon both broadcasting and advertising may be "really desirable, forcing us to decisions we sometimes appear reluctant to make for ourselves." This purging, he explained, is "clearing our decks for the real work which lies ahead," the vast national growth and population explosion of the coming decades. "How we meet that challenge tomorrow will depend largely on the strength and flexibility forged in the fires of today," he concluded.



Mr. Jones



PITTSBURGH'S TV11 WINS NATIONAL HONORS

IN NEWS

NATIONAL HEADLINERS CLUB AWARD

One of the most coveted awards given to any news media. WIIC-TV was the unanimous choice for "Consistently Outstanding Newscasting . . . for generally excellent coverage of local events and in-depth reporting."

NATIONAL PRESS PHOTOGRAPHERS' ASSOCIATION AWARD

WIIC-TV placed second only to NBC-TV News in team filming for its coverage of the West Virginia mine disaster.

IN PUBLIC AFFAIRS

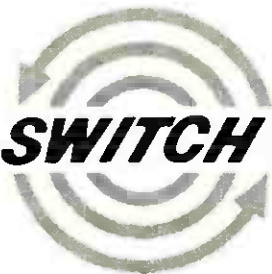
NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES

Regional winner of the 1968 Special Citation for 10-part series, "The Urban Battleground."

FREEDOMS FOUNDATION HONOR MEDAL

For WIIC-TV's half-hour colorcast, "On My Honor."

MORE REASONS TO **SWITCH TO**



WIIC-TV

NBC IN PITTSBURGH

Represented by your Blair TV man.



Cox Broadcasting Corporation: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 8, 1969
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 8	Total dollars week ended June 8	1969 total minutes	1969 total dollars
	Week ended June 8	Cume Jan. 1-June 8	Week ended June 8	Cume Jan. 1-June 8	Week ended June 8	Cume Jan. 1-June 8				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 16.9	\$ 97.2	\$ 2,586.9	\$ 43.0	\$ 889.2	86	\$ 440.2	1,942	\$ 10,439.0
Monday-Friday 10 a.m.-6 p.m.	1,433.5	32,752.1	2,664.0	63,606.2	1,961.9	54,786.8	923	6,059.4	20,878	151,145.1
Saturday-Sunday Sign-on 6 p.m.	543.3	23,378.5	1,048.1	25,363.0	613.0	14,599.8	284	2,204.4	6,568	63,341.3
Monday-Saturday 6 p.m.-7:30 p.m.	249.3	7,439.2	569.1	16,485.3	488.7	15,268.8	93	1,307.1	2,124	39,193.3
Sunday 6 p.m.-7:30 p.m.	91.2	3,231.9	158.4	5,124.2	204.0	5,393.9	21	453.6	493	13,750.0
Monday-Sunday 7:30-11 p.m.	4,201.4	116,892.4	6,051.3	158,050.2	5,083.8	157,010.6	449	15,336.5	9,919	431,953.2
11 p.m.-Sign-off	339.0	9,424.2	501.3	1,935.2	436.2	11,274.7	83	1,276.5	1,815	22,634.1
Total	\$6,857.7	\$193,135.2	\$11,089.4	\$273,151.0	\$9,130.6	\$266,223.8	1,939	\$27,077.7	43,739	\$732,510.0

Grey forms Teknamedia, new time-program service

Teknamedia Inc., New York, a time and program buying service for advertisers, has been formed by Edward A. Grey, former vice chairman of McCann-Erickson Inc.

Mr. Grey said the company will function primarily in the broadcast buying area, but also will "involve itself in strategy determination or development, and strategy implementation." He reported that the agency will receive its commission and the client will have "the assurance of saving." Teknamedia is operating temporarily out of the Waldorf Tower suite.

Einstein's theory on 'natural' radio spots

The trouble with radio advertising, according to a leading West Coast-based agency creative director, is that it's pushed, beaten, pressed out of context—for the most part made to do all the things it's not supposed to do. It's put through these rigors, Clifford Einstein last week told a luncheon meeting of the Southern California Broadcasters Association, instead of being allowed to happen naturally—allowed to grow out of what the product that is being advertised really is.

Mr. Einstein, who is vice president and creative director of Dailey & Associates, Los Angeles, pointed out that radio advertising shouldn't be expected to make products "fall off shelves." Deals aren't made in one sales trip, he contended. "It doesn't happen that way any more." Instead of creating an in-

stant demand, he suggested that radio advertising should be used "to build equity," to develop a personality for products.

He stressed that a feeling of relaxation and naturalness must prevade radio advertising these days, particularly advertising designed to reach young people. Mr. Einstein also stressed the hazards of comedy radio advertising, calling it "the scariest thing in the world." He pointed out that the humor is short-lived, that it has to hold up better than a comedy routine on an entertainment program, and that the really "terrible thing is almost nobody does it well."

As a constructive recommendation, Mr. Einstein suggested that advertising agencies need more participation and contact with radio's on-air personalities. He asked that individual disk jockeys meet with agency people on a regular basis and make clear their likes and dislikes about advertising copy.

Bids are open on Atlantic account

Atlantic Richfield Co. has invited its three ad agencies and four others to bid for the \$20-million account.

The nationwide petroleum marketer, will spend about \$7 million in TV-radio in 1969; through N. W. Ayer for Atlantic on the East Coast; Ayer-Jorgenson-MacDonald for Richfield in the West; Cunningham & Walsh for the newly acquired Sinclair Oil Co. in the Midwest, and Lewis & Gilman for the corporate account.

In addition to those agencies, Atlantic Richfield is seeking presentations from Ted Bates & Co.; Needham, Harper & Steers; Foote, Cone & Belding, and Norman, Craig & Kummel.

Interpublic merges units in London, New York

The Interpublic Group of Co.'s last week announced two major internal mergers.

It plans to combine the British offices of Erwin Wasey, Pritchard Wood & Partners and the Quadrant chain of seven smaller agencies into one large operation, Wasey, Pritchard Wood and Quadrant Ltd.

With some 60 international clients and \$38,240,000 in annual billings, the combined agency will rank as one of the largest in the United Kingdom.

At home, Interpublic announced that it is merging two of its public relations firms, Myers-Fisher Inc. and Infoplan into Myers-Fisher Infoplan International Inc.

Among the services it will provide are corporate and financial public relations, marketing and promotion, public affairs, tourism and economic development, international public relations and product publicity.

Debs Myers, president of Myers-Fisher, was appointed president and chief executive officer of the combined company. Robert I. Elliott, president of Infoplan, was made vice president of Interpublic in charge of corporate communications projects. Walter Johnson, chairman of Infoplan, will serve in the same capacity of the merged company.

Rep appointments:

WLTO Miami: AAA Representatives, New York.

KITT-FM San Diego: Quality Media Inc., New York.

**THIS BOY
IS BEING
TRAINED
TO
KILL!**



**“WHOSE HOME-
THIS HOLY LAND?”**

School's out in the Middle East—where children are making history, not learning it! With their fathers, they are fighting to determine who shall make his home in the Holy Land. This new one-hour special is an incredible on-the-spot report of the unbelievable events making today's headlines and tomorrow's news.

Premiere telecast on WLW-TV in Cincinnati, pulled a 39% share of audience (ARB Telephone Coincidental) and you can do the same.

COOP YOUR MARKET: NOW IN FIRST RUN NATIONAL SYNDICATION

Another timely special from AVCO the company which produced the award-winning specials: "The Last Prom," "Appalachian Heritage," "Death Driver," "Two Wheels to Eternity."

AVCO EMBASSY TELEVISION

Contact: E. Jonny Graff, Avco Embassy Pictures Corp./Television, 1301 Avenue of the Americas, New York, N.Y. 10019, Telephone: 212-456-5529

Business briefly:

Coca-Cola Co. Atlanta, through McCann-Erickson, New York, will sponsor a TV special starring Raquel Welch next spring. Network has not been picked.

Colgate-Palmolive, through Ted Bates, both New York, has bought time on newscasts on ABC Radio's Contemporary, Information and Entertainment Networks.

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, will advertise the new Kaboom cereal beginning July 12 on children's daytime and prime-time network shows and will use spot TV in most major markets.

Monsanto Co., St. Louis, through Doyle Dane Bernbach, New York, will sponsor *Monsanto Night Presents Lena Horne*, on NBC-TV Sept. 10, 10-11 EDT. **BankAmericard Banks**, San Francisco, through D'Arcy Advertising, New York, will sponsor a special starring Herb Alpert and the Tijuana Brass, on NBC-TV Oct. 29, 9-10 p.m. EST.

General Tire, Akron, Ohio, through D'Arcy Advertising, New York; **Stuckey Division of Pet Inc.**, Eastman, Ga., through Kirkland, White & Schell, Atlanta, and **Master Lock Co.**, Milwaukee, through Campbell-Mithun, New York, have purchased time on NBC Radio's *Monitor*. **McDonald's Corp.**, Chicago, through D'Arcy, New York, has purchased time on *Emphasis*, *David Brinkley Reports*, *Chet Huntley* and *Monitor*. **Hotpoint Division** of General Electric

Co., Louisville, Ky., through Compton Advertising, Chicago, has bought into *Chet Huntley* and *David Brinkley Reports*.

Also in advertising:

Straight steer ■ The National Live Stock and Meat Board, Chicago, has created a new series of nine commercials and 30 "wild footage" segments that may be used by food stores and other merchandisers for their local TV purchases. Earlier commercials have been placed on stations in 153 markets.

Change in New Orleans ■ The New Orleans office of Henderson Advertising Agency, Greenville, S. C. will become Halsey, Stakelum & Brown Inc., upon its sale to local ownership on July 1. Donald Halsey has been vice president and general manager of the office for Henderson, which bills \$20-million annually. Two other owners of the new agency are P. J. Stakelum Jr. and Beverly Brown.

Compton in direct mail ■ Compton Advertising, New York, has established a direct mail marketing and advertising services unit which will be available to agency clients and noncompetitive outside companies. The director of the new unit is Robert Sawyer.

Building up ■ Benton & Bowles, New York, is constructing "advanced television and communication facilities" in its new quarters at 909 Third Avenue. Phone number remains 758-6200. B&B said the TV-communications facilities will be completed by early September.

was insistent that the computer could and would free the buyer from all necessary paperwork and analyses before and after the buy has been made, Mr. Miller pointed out.

He described Com-Step as a four-stage system, starting with availabilities submitted by the station representatives to the buyer, which are sent to the computer operation for statistical research data. The second stage involves the buyer's evaluation and the final negotiation with the representative for the purchase of the schedule, he stated.

"From there, Com-Step proceeds to step three, which then provides financial documentation and control as well as billing and paying," Mr. Miller explained. "Finally, the process moves along to step four—improvement of the buy and post-evaluation."

He told his audience that Com-Step is "a new tool and it's working for us." He reported that Grey is using the system for 12 clients and plans to add others shortly.

Mr. Miller emphasized that the buyer has the ultimate responsibility for deciding on the spots and the costs that make up a specific recommendation, and added:

"A computer can't tell you what is the best buy. It can only provide the buyer with the tools necessary for the best possible buy. He has only himself to pat on the back or to blame—but not the computer."

He urged clients and agencies to try proven computer systems to reduce their paperwork loads, though he recognized that a process such as Com-Step "is not a panacea." He noted that the computer will not help a station that doesn't receive its film on time or fails to put in the right commercial or runs it in the wrong program. He acknowledged, too, that the computer can't solve the problems of crises buying or cancelling.

A fresh look at "trends in agency compensation practices" found "powerful influences" restraining the development of a basic alternative to the media-commission system, but it also detected some trends that could lead to changes.

The look was taken by Dr. Kenneth R. Davis, professor of marketing at Dartmouth College's Amos Tuck school of business administration, who with Dr. Albert Frey conducted a massive study of agency/advertiser relationships that produced the so-called "Frey report" for ANA almost a dozen years ago (BROADCASTING, Nov. 4, 1957, et seq.).

The "powerful influences against basic change in the media-commission system," Dr. Davis said, are that agencies, advertisers and media all have "vested interests" in the system, and that advertisers' needs for agency services vary so much that devising a single simple substitute is difficult.

A computer subdues the paper jungle

Miller advises agencies to use computer in self-protection against paper overload

Financial management problems in advertising, from the costs of handling and administering spot TV buys to trends in advertising agency compensation, were examined last week in a three-day workshop sponsored by the Association of National Advertisers.

The workshop, for ANA members and invited agency guests, was held Monday through Wednesday (June 16-18) at the Doral Country Club in Miami. ANA made public the texts of some of the talks.

Harold Miller, vice president for media and programming of Grey Advertising, described the crisis created by "the paperwork jungle of spot TV," resulting from the rapid growth in the

medium, the rise in 30-second and piggyback announcements, the growing complexity of rate cards and the increasing number of pre-emptions, discrepancies and advertising schedules.

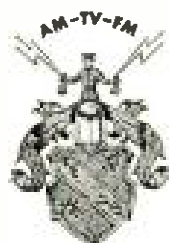
Mr. Miller acknowledged that he did not have a solution to the problem posed by the "horrendous" accumulation of paperwork, but said Grey feels it has made substantial progress through the operations of its computerized spot television evaluation and processing (Com-Step) system (BROADCASTING, Feb. 17).

He stressed that Grey decided at the outset that a computer could not negotiate a buy since spot TV buying "is still a people business." But the agency



Everybody won

A contest sponsored by the Fetzer television stations in Lincoln and Grand Island, Nebraska, to encourage public service projects was won by a group which provided a chapel for a boy's training center. But they weren't the only winners: picnic grounds were improved; scholarship programs were set up; a training center for retarded children was developed and a hospital waiting room was furnished. These were just a few of the projects. It was one contest where everyone, truly, was a winner.



The Fetzer Stations

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

Wheels of change move slowly at FCC

Chairman Hyde accepts presidential plea to stay on temporarily; Wadsworth considers return to diplomacy

The White House officially disclosed last week that the pressure has been turned down in its effort to find a replacement for FCC Chairman Rosel H. Hyde, who had been scheduled to retire on June 30.

Ronald L. Ziegler, White House news secretary, said that President Nixon had asked Mr. Hyde to stay on the job until a replacement could be found, and that Mr. Hyde had agreed to do so.

The President on Wednesday sent Mr. Hyde a letter confirming the understanding that had been reached earlier ("Closed Circuit," June 16), and complimenting him on the quality of his service.

At the same time, it appeared that the Nixon administration might have a second commission vacancy to fill in the near future. Commissioner James J. Wadsworth, whose term does not expire until June 30, 1971, is considering a return to diplomatic life.

Commissioner Wadsworth, who represented the U.S. in the United Nations for eight years during the Eisenhower administration—first as deputy ambassador and in his last year as permanent representative—has been asked if he would be interested in serving on the U.S. delegation to the International Tele-

communications Satellite (Intelsat) conference that will draft a new charter for the consortium.

Mr. Wadsworth appears eager to move back into the diplomatic field after four years on the commission. (He was appointed in 1965 to fill an unexpired term). And White House aides expect him to take on the Intelsat mission. However, the commissioner made it clear last week that no commitment on the job had yet been asked or given.

He said there are a number of details that remain to be ironed out. Accordingly, he was plainly annoyed by news stories suggesting he had definitely made up his mind to leave the commission. "I can't say I accepted something that I haven't been offered," he said.

If both Chairman Hyde and Commissioner Wadsworth leave, the commission would lose two of its three Republicans—Commissioner Robert E. Lee is the third—and two members who have generally followed the moderate line. As a result, broadcasters, already concerned about the increasingly hard line being followed by the commission, can be expected to await the President's choices for replacement with considerable concern.

However, the President probably will not have an opportunity to put the commission under a Republican majority until June 30, 1970. That is when the term of Democrat Kenneth A. Cox expires.

Chairman Hyde, who has been with the commission and its predecessor agency, the Federal Radio Commission, for 41 years—23 years as a commissioner—has a reputation as a gentle administrator. However, he was the guiding force behind the now pending commission proposal to ban cigarette advertising from radio and television.

Commissioner Wadsworth generally follows the Hyde position. But he has caused some surprises—principally, his action in joining Commissioners Robert T. Bartley and Nicholas Johnson to deny a renewal of license to WHDH-TV Boston, and to award the contested channel 5 to a competing applicant. The unprecedented decision could not have been reached without Commissioner's Wadsworth's vote.

The White House search for a successor to Chairman Hyde has been a difficult one. White House aides have said they are trying to come up with someone who is articulate, intelligent, aware of the problems and possibilities generated by the technological revolution under way in communications—and who will take the job.

President Nixon during the campaign indicated he would appoint a broadcaster to the commission. "Yes," he said when asked, in a KLZ-AM-FM-TV Denver interview, if he would name a broadcaster. "I think somebody who knows something about the business ought to be on the FCC." (BROADCASTING, Oct. 7, 1968). However, White House aides have discouraged speculation that the next commissioner would emerge from the ranks of broadcasters.

President Nixon, in his letter to Chairman Hyde, made it clear he wanted him to stay on until a replacement, "hopefully of your competence and dedication, has been designated and confirmed."

The letter also took note of Chairman Hyde's long service on the commission, and attributed a "major measure" of the success of the FCC "to the



Nicholas Zapple (r), communications counsel for the Senate Commerce Committee, mulls point made by FCC Chair-

man Rosel Hyde, during the dedication last week of the new National Association of Broadcasters building.

leadership which you have given the commission."

Chairman Hyde, who reaches the mandatory retirement age of 70 on April 12, said he was "not looking for extended service; I never cared for reappointment." He said that, in agreeing to stay on the job, he was interested only in helping the President.

President Nixon was the third President to ask Mr. Hyde to serve as chairman. Mr. Hyde first served in that post from 1953 to 1954 under President Eisenhower. President Johnson broke precedent by nominating him—a member of the opposite party—to serve as chairman a second time, in 1966 (BROADCASTING, June 27, 1966).

The suggestion that Commissioner Wadsworth be considered for a post in the Intelsat charter negotiations is understood to have originated with former Pennsylvania Governor William Scranton, who is chief of the U.S. delegation.

His job, as he understands it, Commissioner Wadsworth said, would be to provide diplomatic liaison between the U.S. and other delegations to the conference. Most of his work would be done in Washington, but some foreign travel might be required. The conference is to be held at the State Department, beginning in November. Preliminary meetings got under way last week.

The principal question before the conference is the role to be played in Intelsat of the Communications Satellite Corp., which now serves as manager of the system.

Some sources say the conference could be wound up as early as January. But Mr. Wadsworth is said to have expressed the hope that, following the close of the conference, the administration would have additional diplomatic missions he could perform.

FCC finds itself minus some money

House subcommittee nixes \$1 million for research and policy studies

The House Appropriations Subcommittee last week recommended that the FCC be given \$21,600,000 for fiscal 1970—well under the \$23,950,000 the commission had requested, and only \$880,000 more than it received in fiscal 1969.

The House committee said it feels that "this commission can achieve more results than it has shown in the past with the resources that are made available. With 1,630 positions, it should be able to do a better job in the public

interest."

The commission's request for \$1 million for research and policy studies (BROADCASTING, June 2) got nowhere; the Appropriations Committee recommended flat denial of the request. Instead, the committee said, the commission should take "a hard look . . . at its objectives and resources to ascertain whether better manpower utilization can be achieved."

It also urged that the FCC review and increase its fee charges "with the objective of assuring that the activities of the commission are more nearly self-sustaining."

Two hours after the report reached his office, FCC Chairman Rosel H. Hyde went before a Senate Subcommittee on Appropriations, under the chairmanship of Senator John O. Pastore (D.-R.I.) to plead his case for more generous appropriations than was proposed in the House committee's "shocking" report. The report, which dealt primarily with the independent agencies and the Department of Housing and Urban Development, took a harsher view of the FCC than of any other agency.

In a relaxed, and ultimately rather inconclusive hearing before Senator Pastore's subcommittee, Chairman Hyde emphasized the commission's need for funds to carry out its research and its attempts to deal with the land-mobile and domestic-satellite problems.

The chairman's prepared statement, from which he read only occasionally, also noted the increased "CATV workload" as a factor in the commission's request for funds. Broadcasting matters were peripheral; only a "small staff increase for rulemaking activities" and a note that "as the number of licensees increases, the complexity of new filings also increases," figured in the statement. Neither cable nor broadcast matters occupied the committee's attention during the hearing.

Chairman Hyde asked for \$298,000 increase for CATV activities and \$182,800 for broadcast activities.

The senators' questioning centered primarily on land-mobile, personnel, and the research problem. Commenting on the House's disposition of the \$1-million research request, Chairman Hyde said it was uncertain at this time whether the House intended simply to deny the request, or to deny the flexibility of use which the commission had wanted. It had asked that the money be appropriated for use until it ran out. (The commission is presently in the singular position of having \$400,000 in leftover funds from its research appropriation for fiscal 1969. If not used, that money reverts to the Treasury ["Closed Circuit," June 9].)

Senator Pastore, who said he feels a

"special affection and special affinity" for the commission because of his role as chairman of the Senate Communications Subcommittee, nevertheless commented that "someone has to do some tightening" during fiscal 1970. He also emphasized that the subcommittee's work with the FCC on the latter's requests was far from complete at the close of last week's hearing. In both open and closed session, he indicated, "we've got a lot left to do."

Back to the court with WHDH-TV case

Licensee seeks test of standards FCC used in denying license renewal

The Boston channel 5 case, which has been the subject of court review twice in its 15-year history, is going the judicial route once more.

WHDH Inc. and Charles River Civic Television Inc., two losers in the four-sided contest for the channel 5 facility, notified the U.S. Court of Appeals for the District of Columbia of their intention to appeal the unprecedented decision the FCC reached in the case in January (BROADCASTING, Jan. 27).

WHDH was the big loser, as the commission denied its renewal application and granted the competing application of Boston Broadcasters Inc., composed of Boston area businessmen and educational television officials. Charles River also includes Boston area figures.

At the same time, WHDH asked the commission to stay the effectiveness of that order, and of the order denying a petition for review, pending disposition of the court appeal.

The appeal, which the company's petition says raises "serious and novel questions of law," could have an impact on the growing number of cases in which new applicants are challenging licensees at renewal time for the facilities on which they are operating.

The commission, on a 3-to-1 vote, had decided the channel 5 case on two principal grounds—that WHDH represented a concentration of control of mass media and that BBI offered the promise of considerable integration of management with ownership of the station. WHDH, which is also the licensee of WHDH-AM-FM, is owned by the publisher of Boston daily and Sunday newspapers.

A number of licensees whose renewal applications are being opposed by new applicants appear vulnerable to at least some degree on the concentration of control issue, while their opponents have sought to put together applications in

Walker liked TV during Sirhan trial

Judge Herbert V. Walker, speaking earlier this month to the California Broadcasters Association, was enthusiastic in his appraisal of the effects of closed-circuit TV during the Sirhan Sirhan trial. Judge Walker praised the industry both for its technical achievement and for its contribution to justice and journalism.

The closed-circuit hook-up was utilized by the judge to provide the broadest possible news coverage while maintaining the strictest possible order in the small tense courtroom. The arrangement was unique in electronic journalism because it was not for broadcast or video tape. The closed-circuit

which owners of the station would also be managers.

One of the questions WHDH says it will raise in the court case is whether the commission's policy statement on comparative broadcast hearings can lawfully be made "dispositive" of a proceeding in which a renewal applicant is involved. The commission's opinion relied heavily on the statement, which stresses the diversification and integration factors as important criteria in deciding comparative proceedings.

Another question is whether the commission's decision on the grounds it cited is justifiable "and, if so, whether due process requires opportunity for the existing licensee to dispose of the station in an orderly manner to avoid imposition of an unlawful forfeiture." The value of WHDH-TV is estimated at \$50 million.

Another question is whether an action by a minority of the commission—although constituting a majority of a quorum—"which overrules long-established commission precedents and adopts the minority view in such cases as a basis for denying" a renewal application, violates commission policy requiring "consistent application of standards by the commission in license proceedings."

WHDH will also argue that, in relying on its statement of comparative criteria, which was not adopted until after the hearing record in the case was closed, the commission denied it due process. WHDH will assert it was denied the opportunity to present testimony related to the issues which were "substituted" for the ones which had been specified in the hearing order.

WHDH will, in addition, request judicial insight into the question of whether the Supreme Court's decision upholding the commission's fairness doctrine reduces the importance the commission

feed was sent to a large room four stories below the 75-seat court room solely for the purpose of giving every qualified newsman an opportunity to cover the trial.

Judge Walker also had high words of praise for the technical competence and high degree of cooperation among the three networks in Los Angeles. He gave credit to broadcasters for the unobtrusiveness of the arrangement to those who suggested hiding the camera in an air conditioner grid.

The judge predicted a great future for closed-circuit TV in the courtroom, but cautioned; "It will probably be a long long time before another trial is televised, although someday I think it will be done if the proper equipment is developed."

should attach to the matter of diversity of ownership of mass media. The high court held that stations must be fair in their treatment of controversial issues and that licensees themselves are "proxies", with responsibilities to present the views of others in the community (BROADCASTING, June 19).

The WHDH case, which was originally set for hearing in 1954, first landed in court in 1958, a year after the commission granted WHDH's application for a construction permit. The issue involved the off-the-record approaches the late Robert B. Choate, president of WHDH, had had with the then chairman of the commission, the late George C. McConaughy.

The court remanded the case, and the commission four years later reaffirmed its earlier grant, but awarded WHDH only a four-month license. This led to the second court case in the proceeding, as WHDH and a losing applicant appealed. But before the court could decide that case, Mr. Choate died, and the court remanded the case a second time; the commission was instructed to assess the impact of Mr. Choate's death on the 1962 decision.

In the meantime, competing applications had been filed "on top of" WHDH's renewal application. So the commission consolidated the reopened proceeding with the comparative hearing involving WHDH's renewal application. It was this consolidated proceeding the commission decided in its Jan. 22 order.

Stanton sees TV as a social catalyst

"Radio and television are drawing the world closer together, and creating a revolutionary new interaction among nations, and among classes and races within the same nation," CBS Presi-

dent Frank Stanton told the International Design Conference in Aspen, Colo., last week.

He said that "television is transforming history from something we read about after the fact into something that is happening right before our eyes—something that affects us, involves us and becomes a permanent part of us through our participation, however indirect."

Modern communications, Dr. Stanton said, are "helping to shape history by reshaping many of our basic institutions. Improved communication—mainly television—is moving American politics out of the smoke-filled room and into our living rooms. It is not only making more people better informed on the central issue of the day—it is making them more concerned about those issues."

Dr. Stanton predicted that the future can bring only further extension of these trends, with communications becoming even "easier, more direct, more reliable and almost atmospheric in its pervasiveness."

He also warned of hazards coming with the continuing communications explosion, particularly "getting through this almost unmanageable babble of information and catching another person's attention."

Camden will ask court to approve WCAM sale

The city of Camden, N.J., twice frustrated by the FCC in its attempts to sell city-owned WCAM, will go to court in its effort to assign the license to the McClendon Corp. Attorneys for the city will shortly appeal the FCC's decision rejecting the application. The appeal will be filed in the U.S. Circuit Court for the District of Columbia.

The commission's decision denying the sale cited the "likelihood" that the station would be programmed for metropolitan Philadelphia, rather than Camden (BROADCASTING, June 16, March 17). Three years ago, the city was thwarted in selling WCAM to L&P Broadcasting Corp. when the commission designated the sale for hearing; the parties subsequently dismissed the application.

Hanging in the balance is \$650,000 which L&P paid to Camden toward purchase of the station. McClendon was to have reimbursed L&P that amount when it assumed L&P's contract, paying Camden the balance of the \$1,350,000 sale price. An agreement was later reached whereby L&P would be reimbursed when the sale to McClendon was effected. City officials indicate they are not required to return the \$650,000 until they have exhausted all legal appeals.

The next mayor of New York could save this city. Or kill it. At WPIX, we New Yorkers are trying to make sure he's the right man.

We donated a half hour of time on WPIX to each of the declared
Republican and Democratic candidates.

Lindsay and Marchi.

Roccacino, Scheuer, Badillo, Mailer and Wagner.

One after another, on seven successive Saturdays, they came before their
fellow New Yorkers on WPIX's "If I Am Mayor" and stated their case.

So we New Yorkers have been able to take a good long look at the men
who say they can save our city.

Of course, there's no guaranteeing we'll pick the right man. But now we'll
make the choice with our eyes open.

IF I AM MAYOR

Nobody does more for New York than we New Yorkers. 

WPIX-TV NEW YORK

Back to negotiations on cable

NAB boards vote to scrap staff's agreement as broadcasters demand more protection

The television and radio boards of the National Association of Broadcasters voted last week to reopen negotiations with cable-television interests in an attempt to reach agreement on CATV regulation. The action in effect washed out a compromise on cable regulation negotiated last month by the staffs of the NAB and National Cable Television Association.

A final vote on CATV policy was scheduled to be taken by the NAB's joint board on Friday, June 20. Whether that would reflect a general consensus among all broadcasting interests remained to be seen. There was talk of rump meetings among broadcasters who thought their personal problems with CATV had been inadequately represented in the higher NAB councils.

Both the television and radio boards, in separate meetings, adopted resolutions directing Vincent T. Wasilewski, NAB president, to appoint negotiating committees to meet with cable interests.

The television-board resolution explicitly called on Mr. Wasilewski to include on the committee representatives of the Association of Maximum Service Telecasters and the UHF-oriented All-Channel Television Society, both of which have opposed most parts of the proposed compromise; major program sources, which have objected to the type of copyright legislation the NAB-NCTA staff agreement proposed, and the National Association of Educational Broadcasters.

At its meeting the next day the radio board adopted a resolution calling for a negotiating committee of broad representation, but omitting specific refer-

ences. The radio board was said to have decided that the naming of such organizations as AMST and ACTS—which have long been advocates of hard-line regulation of cable—would needlessly antagonize CATV negotiators and pro-cable congressmen.

Late last Thursday, after the radio board's action had become known, some CATV sources indicated that if the broadcasters chose a "reasonable" committee, continued negotiations might prove fruitful.

The joint board, which comprises the 15 members of the TV board and 29 members of the radio board, was to meet last Friday morning. In an unusual proceeding it was scheduled at the outset to hear personal appeals from two broadcasters who requested the audience because of what they asserted were special hazards in the expansion of CATV services.

The appearances were to be made by Bruce A. Hebenstreit, KGGM-TV (ch. 13) Albuquerque, N.M., and David M. Baltimore, WBRE-TV (ch. 28) Scranton, Wilkes-Barre, Pa. Mr. Baltimore is vice chairman of ACTS.

Mr. Hebenstreit, after reading about the proposed agreement early in June, wrote to 300 medium and small-market TV owners expressing his alarm at the lack of medium and small-market representation among the two NAB boards. Last week he sent the same group a second letter, suggesting a meeting in Chicago on June 30, and advising them that he had reserved 50 to 100 rooms at the Palmer House. He asked that he be notified of acceptances by tomorrow (June 24).

He claims that if the FCC persists in permitting the importation of distant signals into small TV markets, this will so fragment the audience that local stations will be forced out of business. As an example he cited a survey made by the American Research Bureau of cable-customers in Bakersfield, Calif. This showed that seven Los Angeles stations had a share of audience ranging from 30% in the 9-11 p.m. slot to 66% in the 5-7:30 p.m. period.

Recently, he noted, the FCC approved the importation of five Los Angeles TV stations in Roswell, N.M., about 200 miles southeast of Albuquerque. He has no doubt, he said, that this will force KBIM-TV (ch. 10) Roswell to go out of business. The FCC approved the carriage of the five Los Angeles stations by the Roswell CATV system last year.

Mr. Hebenstreit, who was in Washington last week seeing his congressmen and senators, also visited the Department of Justice. It is his contention that there is an antitrust situation where the FCC permits distant TV programs to be brought into a small market, causing the existing TV station to lose audience.

The NAB board meetings started on Tuesday (June 17) with the joint board hearing a staff presentation of the NAB-NCTA agreement, principally delivered by Douglas A. Anello, general counsel, and William P. Carlisle, television vice president.

The NAB-NCTA agreement was first made public late in May and quickly ratified "in principle" by the NCTA board (BROADCASTING, June 2). It stemmed from four months work by



Five new executives were elected by the National Association of Broadcasters board of directors last week during the board meetings in Washington. (Left) newly elected joint board chairman, Willard E. Walbridge, KTRK-TV Houston, discusses the position with the outgoing chairman, Grover Cobb,

KVGB Great Bend, Kan. Mr. Cobb will remain on the NAB executive committee. (Center) Richard Chapin (l), KFOR Lincoln, Neb., newly elected chairman of the radio board, discusses problems of that medium with another board member, Andrew Ockershausen, WMAL Washington. (Right) Harold Essex,

WSJS-TV Winston-Salem, N.C., was elected chairman of the television board. Also elected, but not pictured, were James Caldwell, WAVE Louisville, Ky., vice chairman of the radio board, and Hamilton Shea, Gilmore Stations, Harrisonburg, Va., vice chairman of the television board.

WINCHELL

THE MAN WHO CAPTURED THE NOTORIOUS LEPKE INSPIRED OUR NEWS CONCEPT.



The man sitting in the sedan nervous. Very nervous. He looking at his watch. It's a alarm he thought. I'll give five minutes more. Then he t of the first call three ks earlier that had brought out on this hot, lonely ust night. He tried to ember the conversation. The man's voice had been h, muffled. He didn't say o, he just blurted out: "Don't ask me who I am. I something important to tell Lepke wants to come in. But heard so many different es about what will happen to He can't trust anybody, he If he could find someone he rust, he will give himself up at person. The talk around

town is that Lepke would be shot while supposedly escaping."

"Does he trust me?" the reporter inquired.

"Do you really mean that?" said the voice anxiously.

"Sure," he assured. "I'll tell John Edgar Hoover about it and I'm sure he will see to it that Lepke receives his constitutional rights and nobody will cross him."

"O.K., put it on the air tomorrow night if you can get that promise," and then he disconnected.

The man's thoughts were broken as a figure approached the car in haste. Out of nowhere, it seems. He opened the door, got in, and said: "Hello. Thanks very much."

The man released the brake and stepped on the gas. "We'll be with Mr. Hoover in a minute or two," he said. "He's waiting in his car at 28th Street."

"Yes, I know," said Lepke. "I just passed him."

After parking his car behind a machine which was parked behind Hoover's, the man shut off the ignition and escorted Lepke into Hoover's car.

"Mr. Hoover," he said, "this is Lepke."

"How do you do?" said Mr. Hoover.

"Glad to meet you," replied Lepke. "Let's go."

Ten minutes later the FBI had their man and Walter Winchell had a great news story One that he had lived.

Whatever happened to that kind of news story? Whatever happened to the newsmen who went out and were eyewitnesses to the news as it was happening? Where are the Walter Winchells? Where are the Ernie Pyles reporting from a Pacific foxhole?

It was this type of news gathering. It was the Winchells, the Pyles, the Margaret Bourke-Whites, who have inspired the new type of news program that you can see on the five ABC Owned Television Stations.

In five great U.S. cities, an ABC Owned Television Station has a deep commitment to news. We're dedicated to working harder, spending more to have the best news program in town.

We're there when it happens, as it happens. Every morning crack news teams go out and bring back their own eyewitness story of the news of the day to our studios.

In New York City, just five minutes after an alleged murderess was acquitted, she was whisked into a WABC-TV studio for an exclusive live interview.

In Detroit, during a riot, our WXYZ-TV news teams went into the burning ghetto and reported the news as it was

happening.

In San Francisco, a KGO-TV news team went out along with the police and covered the arrest of a pornographer.

At KABC-TV, Los Angeles and at WLS-TV, Chicago, our news teams have one objective. Not to "scoop" their opposition by a few minutes but to "scoop" them by a few days.

Will "On the Spot" eyewitness news coverage work? Just check the news ratings for ABC in each of our five cities and you'll know what we mean when we say, some day, a few years from now, everyone on television will cover the news the way the ABC Owned Television Stations are covering it tonight.



the staffs of the two organizations. Last January the NAB board had delegated authority to its staff to consult with cable interests.

In essence the agreement proposed that broadcasters and cable TV operators seek legislation and FCC regulation on these points: (1) CATV systems be made liable for copyright payments at rates fixed in the new copyright bill now under consideration in the Senate; (2) CATV's respect the exclusivity rights granted to TV stations in contracts between stations and program suppliers; (3) CATV systems be prohibited from interconnecting; (4) CATV systems be required to carry all local stations, but be permitted to import distant signals to provide their customers with three net-

work and three independent programs; (5) CATV systems be allowed to originate one channel of entertainment and unlimited channels of automated programs, with one of these origination channels carrying advertising; and (6) existing CATV systems be grandfathered in to permit them to carry on the services supplied at the time the new legislation was adopted.

The proposed accord drew immediate objections, principally from AMST, and later from ABC (BROADCASTING, June 9, 16). The only communication that seemed to favor the agreement was from Senator John McClellan (D-Ark.), who is chairman of the subcommittee of the Senate Judiciary Committee that is handling the copyright bill.

Negro-owned outlet due for St. Louis

New occupants of 1380 kc are principals in an AM located near Detroit

Principals of one of the nation's few Negro-owned stations are branching out. Under the terms of an agreement approved by the FCC last week, they will become principals in the permittee of 1380 kc St. Louis—the old home of KWK.

The Negroes are Dr. Haley Bell and his sons-in-law, Dr. Wendell Cox and Dr. Robert Bass (all are dentists), who own and operate WCHB Inkster, Mich.

They are among the principals of Victory Broadcasting Co., whose application for 1380 kc was approved by the commission in accordance with the agreement put forward by all eight applicants for the frequency.

Under the agreement, however, Victory merged with one of the other applicants, Archway Broadcasting Corp., into Vic-Way Broadcasting Co. The applications of Archway and the six remaining contestants were dismissed.

The agreement provides for the reimbursement to all withdrawing applicants of their out-of-pocket expenses, including their capital contributions and loans to the interim permittee, Radio Thirteen Eighty Inc.

The agreement is subject to a determination by the review board that the proposed out-of-pocket reimbursements have been substantiated.

Victory, which will own 75% of Vic-Way, noted that it is Negro-owned and oriented and that St. Louis is 40% Negro but has no Negro-owned stations.

The chairman of Vic-Way is Joseph Vatterott, member of an old St. Louis family, who owns 50.4% of Archway. His brother, Glennon, who owns 7% of Archway, is secretary.

Dr. Bell is vice president of Vic-Way, Dr. Cox is president and treasurer and Dr. Bass is executive vice president. Each owns 18% of Victory.

The six remaining applicants for the 1380 kc frequency are Great River Broadcasting Inc., Prudential Broadcasting Co., Six-Eighty Broadcasting Co., St. Louis Broadcasting Co., Home State Broadcasting Corp., and Missouri Broadcasting Inc. Four other mutually exclusive applications were dismissed previously.

Approval of the agreement ends a contest for 1380 kc begun in June 1965, after KWK's license was revoked for misconduct in connection with the broadcast of two treasure-hunt contests.



Clair R. McCollough, Steinman Stations, chairman of National Association of Broadcasters building committee, spoke to assembled NAB staff, broad-

casters and dignitaries last week during formal dedication ceremonies for the association's new headquarters building in Washington.

New NAB building gets its official blessing

Formal dedication of the new Washington headquarters of the National Association of Broadcasters last week served as the prelude to several days of high-level activity inside the new building.

At dedication ceremonies last Monday, held on the plaza at the new building's entrance, NAB building committee chairman Clair R. McCollough, president of Steinman Stations, said:

"I would like to dedicate this building to all of those men and women in broadcasting who have supported the National Association of Broadcasters over its nearly 50 years of existence for,

in dedicating themselves to broadcasting and to the work of the association, all these broadcasters have had a part in creating this building."

In the midst of its deliberations on CATV, cigarettes and other matters, as well as the naming of new officers (see page 42), the NAB board approved dates and sites for six fall conferences in 1970: Oct. 19-20, Atlanta, Sheraton Biltmore hotel; Oct. 22-23, Chicago, Palmer House; Oct. 26-27, Philadelphia, Benjamin Franklin hotel; Nov. 12-13, New Orleans, Monteleone; Nov. 16-17, Denver, Brown Palace; Nov. 19-20, San Francisco, Mark Hopkins hotel.

The board had previously approved a schedule for 1969 fall conferences.

ROBERT CAPA

THE MAN WHO TOOK THE PHOTOGRAPHS THAT BECAME THE SYMBOL OF MEN AND WAR INSPIRED OUR NEWS CONCEPT



"If your pictures aren't good enough, you aren't close enough." said. And Robert Capa's pictures were always close. He photographed five wars during his lifetime.

In 1936, as a young photographer, Capa ran with a group of anarchist fighters outside of Boba, Spain. Suddenly, during a battle, the man next to him faltered and fell back. In a split second Capa raised his camera and, not realizing it, photographed death. The photograph became a symbol of man and war.

Capa was to photograph the attack on the smoke, and the death of many times until, in 1954, in a hamlet in Thai Binh, Vietnam, he was killed by a land

"It is not easy always to stand aside and be unable to do anything except to record the suffering around one... The last day some of the best ones die. But those alive will fast forget."

Capa is dead. And yet his approach to his life's work cannot die. The Capa approach was to go in and live what he photographed. It's the approach of Margaret Bourke-White, of Ernie Pyle. And the style of Walter Winchell. It's the approach that says the events of life are the most important thing in the world and if you must risk your life to record them, then you must risk your life.

It was this exciting approach to news that inspired the new type of news program that can now be seen in five great American cities.

In five great U.S. cities, an ABC Owned Television Station has a deep commitment to news. We're dedicated to working harder, spending more to have the best news program in town.

We're there when it happens, as it happens. Every morning crack news teams go out and bring back their own eyewitness story of the news of the day to our studios.

In Chicago, WLS-TV produced a half hour news special entitled "Chicago, The World Was Watching." This was the first in what turned out to be

a long line of convention documentaries.

In San Francisco, KGO-TV investigative reporter Dick Carlson exposed a Nevada District Attorney's participation in the sale of \$11,000 of silver that had been stolen in an armed robbery.

In Detroit, WXYZ-TV reporter Eric Smith got an exclusive interview with the mother of Dawn Basom. Dawn was the fifth girl to be found murdered in the Ann Arbor area. She talked with reporter Smith only because she knew him from the WXYZ-TV newscasts.

In New York, eyewitness news correspondent Milton Lewis broke the news story of a

corrupt official in the Bronx Borough president's office. The man later pleaded guilty in court and was sentenced.

In Los Angeles, KABC-TV's in-depth reports the local "washing machine scandal" brought the public's attention to an obvious health hazard.

Will "On the Spot" eyewitness news coverage work? Just check the news ratings for ABC in each of our five cities and you'll know what we mean when we say, some day, a few years from now, everyone on television will cover the news the way the ABC Owned Television Stations are covering it tonight.



ABC OWNED TELEVISION STATIONS 

A tangled web woven around WPIX case

Rival may get crack at license as dispute flairs between Johnson and staff; House probes possible

The FCC has set aside its controversial license-renewal grant to WPIX(TV) New York and, in the process, paved the way for a comparative hearing in which a new group will seek to supplant the station as the occupant of channel 11.

The action appeared to render academic the question of whether the staff had acted with unusual haste in granting the WPIX renewal, allegedly to protect the station from a competing application. This has been charged by the would-be applicant, Forum Communications Inc.

But instead of fading away, the controversy began taking on a new and more acrimonious aspect. At issue is where the blame lies for the commission's delay in acting on the complaint that led to last week's action—with the Broadcast Bureau, or with Commissioner Nicholas Johnson, who has denounced the commission's handling of the case to date.

The substance of the complaint, alleging that the station had distorted its newscasts, had been reported in *Variety* in January. Some time that month, it was learned last week, a letter detailing the charges was received by Commissioner Johnson. But Broadcast Bureau officials, who are responsible for investigating such matters, insist that Commissioner Johnson's office did not refer the matter to them until several hours after the WPIX renewal was granted on May 22.

That was also the day on which Forum, which is composed of New York area businessmen, community leaders and television personalities, filed its application—too late, according to the commission staff, to be accepted. The setting aside of the renewal grant leaves the WPIX application subject to challenge.

But the question occupying commissioners and staff last week were precisely when the complaint was turned over to the bureau, and why Commissioner Johnson's office did not call the bureau's attention to the complaint immediately. These matters were reportedly discussed with some heat at the commission meeting last Wednesday by Chairman Rosel H. Hyde, Commissioner Johnson and the commissioner's assistant, Robert Thorpe.

Commissioner Johnson, who bitterly dissented to the commission's refusal to grant Forum's request for a safe period in which to file an application

and who accused the bureau of rushing its processing of the WPIX renewal application, is said to feel the bureau was negligent in not following up on the *Variety* account of the charges.

Commission officials, on the other hand, say the commissioner should have referred the letter to the bureau when it was received. One official present at the meeting said it appeared there was some "confusion" in Commissioner Johnson's office as to how the matter should be handled. Another said the commissioner expressed concern about protecting the anonymity of the complainant.

Commissioner Johnson declined to answer questions about the matter last week. But he said he was considering issuing a statement that would answer all questions. "I would want to lay it out on the public record," he said. The statement would be in the form of "separate opinion" accompanying the order setting the WPIX grant aside.

If he does issue a statement, it could trigger a public debate. Commission officials predicted Chairman Hyde would respond to it. "The chairman will stand up" to Commissioner Johnson on this, one source said.

The controversy might also be ventilated on Capitol Hill, since the House Communications Subcommittee has in-

32% of TV homes now equipped for color

About one-third of the TV households in the U.S. have color sets, according to a report issued by the Census Bureau. The report, based on a survey made in January, showed that the percentage of color sets had risen from 19.3% in June 1967 to 32% in January 1969.

More than half of the households have UHF receivers. The percentage of UHF-equipped sets has risen from 42.1% in June 1967 to 54.9% in January 1969.

The proportion of households in the U. S. with at least one TV set inched up from 94.1% in June 1967 to 95% in January of this year.

A full breakdown of color households by market appeared earlier this month in "Telestatus" (BROADCASTING, June 2).

indicated an interest in the commission's handling of the WPIX case. Subcommittee investigators last week requested and were given all commission documents relating to the proceeding, according to one source. Presumably included were the complaint and the report of the investigation the commission staff made of the charges two weeks ago (BROADCASTING, June 16).

The complaint reportedly originated with a former member of the WPIX news staff, Nancy McCarthy. She is said to have made her charges in a letter to "a friend," who forwarded copies of it to Commissioner Johnson and some unidentified members of Congress.

Miss McCarthy, who worked for WPIX the last five months of 1968, reportedly charged that the station used old films to illustrate current events.

The WPIX renewal was set aside by an order signed by George Smith, Broadcast Bureau chief, who had also granted the renewal. Both actions were taken under authority delegated by the commission.

In his order, he said "the preliminary investigation" into the charges "indicates that substantial and material questions of fact, pertinent to the public interest judgment, do appear to be presented."

Since there was insufficient time for the investigation to be completed before the grant issued on May 22 becomes final, he said, "that action must be set aside." Commission rules permit such action only within 30 days of the grant.

Fred Thrower, president of WPIX Inc., issued a statement contending that the station's license renewal had been properly granted and expressing regret that the action had been set aside until the "critical story in a trade publication" can be investigated.

"We have been and will continue to cooperate fully with the FCC in its investigation of this story which we thoroughly investigated ourselves and found to be entirely baseless," he added. "We are confident when the FCC has had time to complete its investigation that our renewal will be reinstated."

Other WPIX sources said that they had not seen the letter of complaint but maintained that all incidents to which it referred were covered by WPIX using UPI film. They denied that the station used old film or had misrepresented coverage in any way.

M. BOURKE-WHITE

THE WOMAN WHO COVERED STORIES THAT MOST MEN WERE AFRAID OF, INSPIRED OUR NEWS CONCEPT.



The photographer stepped on a gargoyle outside of the Chrysler Building and, balanced stories up, shot a great picture New York City.

The photographer camped on the doorstep of the USSR for a half weeks and then got to the country and photographed Stalin... and his mother. The photographer covered a chain gang in Georgia and came ever so close to being shot by a guard.

The photographer was a man. A lovely woman. The photographer was Margaret Bourke-White:

"I'm always looking for the typical person or face that will tie the picture essay together in a human way. I got my first glimpse of one of the oldest great mines, Robinson Deep, on a Monday. The superintendent told me that the men were working very deep in a remnant area. The official said we will move them to a more convenient location

where you can take your pictures more easily. I said my magazine doesn't do things that way. Either I photograph them where they really work or we'll forget the whole thing. They consented. To me it was a solemn moment as I stepped into the mine cage and started the slow two mile descent into the hidden steps of the world. My costume was topped with a crash helmet and I wore a whistle hung around my neck to use if we were trapped.

"The atmosphere became very hot and humid. When we reached the little sloping pocket where the two men were working, with rivers of sweat pouring down their bare chests and with sad eyes and perspiration-beaded faces they hacked away. I started to take their picture."

Whatever happened to that kind of news coverage? Whatever happened to the newsmen who went out and got the story, sometimes endangering their lives to get it? Where are the Walter Winchells? Where are the Ernie Pyles reporting from a Pacific foxhole?

Where are the Robert Capas photographing life, and death?

It was this type of news gathering. It was the Winchells, the Pyles, the Capas, who have inspired the new type of news program that you can see on the five ABC Owned Television Stations.

In five great U.S. cities, an ABC Owned Television Station has a deep commitment to news. We're dedicated to working

harder, spending more to have the best news program in town.

We're there when it happens, as it happens. Every morning crack news teams go out and bring back their own eyewitness story of the news of the day to our studios.

In Los Angeles, a KABC-TV photographer covering a student riot suddenly found himself in a tear gas area. While everyone rushed to get away from the gas, our photographer stayed. He got his pictures first. And then was taken to a local hospital for first aid treatment.

In New York City, a WABC-TV photographer sat crouched in a car for six hours, his camera aimed at an abandoned car. He was rewarded for his wait because he got the first exclusive pictures ever taken of a car stripping thief in action. The film was used in a three-part

documentary that brought car stripping to the attention of the people of New York.

In Chicago, time after time WLS-TV explored the world of obscene phone calls, abortion laws, and sex education in schools in their mini-documentaries.

In Detroit and in San Francisco, WXYZ-TV and KGO-TV have developed a reputation for being the first stations viewers turn to for an exclusive interview, an exclusive photograph or an exclusive documentary that can't be found on any other television station.

Will exclusive reports and mini-documentaries work? Just check the news ratings for ABC in each of our five cities and you'll know what we mean when we say, some day, a few years from now, everyone on television will cover the news the way the ABC Owned Television Stations are covering it tonight.



ABC OWNED TELEVISION STATIONS 

FCC sticks by KSL renewal

For second time it rejects reconsideration, but case now moves to appeals court

The FCC has rejected a second petition that it reconsider its order last October granting renewal of KSL Salt Lake City. But the action merely shifts the scene of battle from the commission to the U.S. Court of Appeals.

Ethel C. Hale, and W. Paul Wharton, the Salt Lake City residents who have been opposing the station's license renewal since last summer, went to court to oppose the license-renewal action in February.

This followed the commission's rejection, on a 3-to-3 vote, of their first petition for reconsideration of the renewal grant (BROADCASTING, Jan. 27). The second petition for reconsideration was turned down last week by the same vote, with Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth opposing the petition, and Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson voting to request the court to remand the case. Commissioner H. Rex Lee, who did not join the commission until after the renewal grant was made, did not participate.

When they filed their second petition for reconsideration, in April, they asked the court to hold their appeal in abeyance, to await commission action. Their attorney, Robert Levin, said last week that, in view of the commission decision, the appeal would go forward.

Miss Hale and Mr. Wharton contend that the KSL renewal matter involves issues of concentration of control of media, antitrust law violations and distortions of news coverage.

They filed their second petition for reconsideration after the commission took three actions they said were "inconsistent" with the commission decisions in the KSL case. They cited the commission orders designating the renewal applications of KRON-FM-TV San Francisco and WCCO-AM-FM-TV Minneapolis for hearing on issues similar to those that they want to raise in the KSL case, and the commission inquiry into conglomerate ownership of broadcast stations.

The commission, in denying the second petition for reconsideration, said that no rules had been proposed and no conclusions reached in its inquiry. And it said that while the issues in the KRON and WCCO cases are similar to those raised by Miss Hale and Mr. Wharton, the similarity ends there.

The commission said the Salt Lake City complainants had provided "very little of a factual nature" in their allegations. By contrast, it added, the

complainants in the cited cases "were able to buttress their charges with well-documented specifics."

The antitrust allegation raised in the KSL case involved the joint operating agreement between the Mormon church-owned *Deseret News* and the *Salt Lake City Tribune*. The Supreme Court last March found such agreements to violate the antitrust laws (BROADCASTING, March 17).

The commission, in granting the KSL renewal application in October, had said it would take into consideration any antitrust violation found in the then pending court case. In view of the Supreme Court decision last March, the commission said last week, it was referring all material relating to the Salt Lake City situation to the Department of Justice for its consideration.

Commissioners Bartley, Cox and Johnson concurred in this portion of the commission action.

Charity toward none at religious seminar

Christian broadcasters hear critics lambaste media as 'irrelevant,' 'failures'

It was open season for critics of the broadcast industry at the National Conference of Christian Broadcasters which concluded its sessions in New York last week.

Broadcasters were depicted as, among other things, possible inheritors of "permanent property rights," offering only "tokenism" to minorities, and of "irrelevance" to American life. Robert Lewis Shayon, TV-radio editor of *The Saturday Review*, urged the religious broadcasters to demand time on local stations to "discuss a bill recently introduced in both the U.S. Senate and House of Representatives which would forbid the FCC from considering any competing application for the license of a station at renewal time."

"This legislation virtually gives permanent property rights to broadcast licensees which under current law are temporary privileges subject to periodic review by the public to determine if they have served the public interest," Mr. Shayon said. It also "collides with the spirit and letter" of the recent Supreme Court decision upholding the fairness doctrine, he added.

"The communications industry has

failed miserably in the minority area," radio personality Del Shields told the conference. He scored "tokenism" on general market stations and poor performance on black stations, and urged broadcasters not to waste good black talent. Mr. Shields is host of *Night Call*, national radio talk show, and is executive secretary of National Association of Television and Radio Announcers.

The "broadcasting bureaucracy" was castigated for its "irrelevance" to American life by John Barrett, manager of Smo Bro Productions, Beverly Hills, Calif., a firm owned by Tommy and Dick Smothers. Mr. Barrett claimed that television's "irrelevance" is underscored by lack of appeal to and popularity among such significant minorities as the blacks, the Mexican-Americans and the young. He characterized TV documentaries as having a "safe relevance," asserting they did not probe very deeply into critical and provocative issues.

Mr. Barrett urged the religious group to direct its energy toward building a rapport with the younger generation and involving them in its TV-radio programming endeavors. He charged that the "broadcasting bureaucracy," which he said consists of the industry and "its governmental benefactors," seems to be unaware of the changes that are taking place in American society, and added: "They have no cognizance of the sociological timebomb they are holding."

In the question-and-answer period, Mr. Barrett was asked to describe TV programs he considered "relevant" and he replied: "Programs that aren't afraid to satirize religion as an institution. Programs that present problems and solutions. A program that would allow Black Panthers to express their ideas."

FCC orders two AM's, one FM to pay fines

The FCC last week fined three radio stations a total of \$13,000 and found a fourth liable for a forfeiture of \$3,000.

McClendon Corp.'s WNUS Chicago and B&G Broadcasting's WJSW Maplewood, Minn., were fined \$5,000 each for technical violations, while Faulkner Radio's WBTR-FM Carrollton, Ga., was ordered to pay \$3,000 for fraudulent billing practices. WUNO Rio Piedras, P. R., owned by San Juan Broadcasting Corp., was found liable for \$3,000 because of violations involving power output.

The commission charged WNUS with beginning broadcast with its daytime directional pattern earlier than authorized under amended rules. The station had explained that the violation was

ERNIE PYLE

THE MAN WHOSE FINEST STORY WAS ENDED BY A SNIPER'S BULLET INSPIRED OUR NEWS CONCEPT.



bank of the hedgerow. It was the next day before my ear returned to normal. A minute later a soldier crouching next in line, a couple of feet away, turned to me and asked, 'Are you a war correspondent?'

"I said I was, and he said, 'I want to shake your hand.' And he reached around the bush and we shook hands. That's all either of us said."*

A lot of soldiers shook Ernie Pyle's hand. Ernie Pyle was the great war correspondent who didn't come home. They shook his hand because he was one of them. One of the brave men. Ernie Pyle was a newsman.

He could've sat out the war rewriting official communiques from a plush hotel room far behind the lines. Instead, he chose to cover the war as a soldier. He died on a tiny island in the South Pacific from a sniper's bullet, a soldier and a newsman.

Whatever happened to newsmen like Ernie Pyle? Newsmen who went out, risked, sometimes even gave their lives to get the news?

Whatever happened to the kind of news story Ernie Pyle wrote? Whatever happened to the newsmen who went out and were eyewitnesses to the news as it was happening? Where are the Walter Winchells capturing a public enemy like Lepke, singlehanded?

It was this type of news gathering. It was the Pyles, the

Winchells, the Margaret Bourke-Whites, who have inspired the new type of news program that you can see on the five ABC Owned Television Stations.

In five great U.S. cities, an ABC Owned Television Station has a deep commitment to news. We're dedicated to working harder, spending more to have the best news program in town.

We're there when it happens, as it happens. Every morning crack news teams go out and bring back their own eyewitness story of the news of the day to our studios.

In San Francisco, KGO-TV reporter Dick Carlson disclosed that a course in guerilla warfare was being taught in a local college classroom. The story brought an investigation by the State Attorney General.

In Detroit, a WXYZ-TV photographer took an exclusive

film of the police arrest of a bank robber caught inside the bank and of his dead partner outside the bank's side door.

In Los Angeles, KABC-TV had the first comprehensive half hour report on the disastrous Los Angeles floods.

In New York, WABC-TV reporters and in Chicago, WLS-TV reporters constantly "scoop" the opposition stations and come up with exclusive eyewitness coverage of the major news events in these two great cities.

Will commitment to news by the ABC Owned Television Stations work? Just check the news ratings for ABC in each of our five cities and you'll know what we mean when we say, some day, a few years from now, everyone on television will cover the news the way the ABC Owned Television Stations are covering it tonight.



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ABC OWNED TELEVISION STATIONS 

due to a lapse on the part of its former engineer, and claimed that was "an innocent victim of circumstances." Finding that the record disclosed no "malicious conduct" on the part of a WNUS employe, the commission nonetheless said if the station wished to contest its liability by showing that such conduct resulted in the violation, it could do so in an evidentiary hearing. McClendon also has 30 days to apply for mitigation or remission of the fine.

WBTR-FM was charged with misrepresenting the amount of advertising it carried for General Electric Co. products during three months in 1968. Affidavits for the period showed 284 announcements; however, revised affidavits showing a total of 50 announcements were issued after a GE distributor questioned the totals and the FCC inspected stations logs. WBTR-FM denied it knew statements issued to the distributor contained false information, but did not comment on the fact that the original affidavits were notarized by the station's vice president and general manager. Accordingly, the commission found nothing in WBTR-FM's response justifying reduction or remission of the fine.

The commission declined to reduce the \$5,000 fine it imposed on WJSW in April for operating prior to authorized sign-on time and for falsifying and destroying logs.

CPB wins hurrahs for ETV money

Hearing hears praise for CPB and sees films of Children's TV Workshop

Representatives of the noncommercial broadcasting community, buoyed by Senate acceptance of their request for \$20 million for fiscal 1970, took their case before the House Communications Subcommittee last week in two days of placid, friendly dialogue. Despite some specific reservations voiced during the hearings by a couple of congressmen, the subcommittee seemed generally to accept the summation of its chairman, Representative Torbert H. Macdonald (D-Mass.), who endorsed the proposed appropriation and characterized it as little more than a "bare bones" request.

Unanimity, in fact, seems to prevail everywhere where the Corp. for Public Broadcasting's request is concerned. The subcommittee has received letters of support for the appropriation from NBC, CBS, the National Association of Broadcasters, and several governors—including the governors of Montana and Wyoming, states which are still without

Hurlbut robbed in D.C.

John F. Hurlbut, president and general manager of WVMC Mount Carmel, Ill., and a member of the radio board of the National Association of Broadcasters, was recovering in a Washington hospital late last week after he was knocked unconscious Tuesday night while walking on a downtown Washington street. He was robbed of his wallet containing \$180 and his watch.

educational broadcasting outlets.

Among the witnesses were such familiar figures as Frank Pace, CPB's board chairman; John W. Macy, the corporation's president; William Harley, president of the National Association of Educational Broadcasters, and Hartford H. Gunn, vice president-general manager of the WGBH Educational Foundation, licensee of WGBH-FM-TV and WGBX-TV, all Boston. All, predictably, voiced their "unqualified support," in Gunn's words.

One witness, however, provided an implicit reminder that the \$20 million proposed in H. R. 4212 is considerably more than the \$10 million proposed by the Nixon administration. James E. Allen, commissioner of the Office of Education, appeared as a representative of the Department of Health, Education and Welfare and specifically refrained from insisting upon the \$20 million as a necessary appropriation. When questioned by the subcommittee members, he never rejected the proposed amount, but indicated his belief that \$10 million would suffice.

(In comparable hearings before the Senate Communications Subcommittee, the only negative voice was that of HEW Secretary Robert H. Finch, who in a letter to the subcommittee presented the Nixon administration's viewpoint [BROADCASTING, May 5]).

In his prepared statement, Commissioner Allen argued that "H. R. 4212 is really a test of our determination to meet promises already made," and noted: "With the exception of the specific dollar amount authorized for payment to CPB in 1970, the bill is in accord with the President's program." He made no other references to the discrepancy in requests for funding.

The noncommercial broadcast representatives' testimony was in many particulars a recapitulation of their Senate statements. Mr. Macy emphasized that "the \$5 million appropriated last year was considered 'seed money'—funds to get us on our feet. We are on our feet, now. We are ready to take the first major steps toward fulfilling the mandate you gave us. To do so adequately, in my judgment, we need your assistance in obtaining the necessary funds to allow us to take the next neces-

sary step forward."

The CPB president also spoke of "the sense of excitement and ferment and expectation that is in the air," a "new measure of creativity in local stations," and "a renewed interest in public broadcasting on the part of school officials and state legislators, on the part of business and industry."

As in his Senate testimony, Mr. Macy reported that the \$20 million, plus an estimated \$4 million from private sources would be broken down as follows: television, \$15.7 million; radio, \$3 million; program distribution (interconnection) and library facilities, \$2.25 million; nonbroadcast activities (fellowships, promotion and research), \$1.85 million, and administration, \$1.2 million.

Toward the end of his testimony, Mr. Macy introduced Mrs. Joan Ganz Cooney, executive director of the Children's Television Workshop, an elaborate new noncommercial production operation geared toward preschool children. Mrs. Cooney, in turn introduced a novel element into the hearing: filmed examples of the workshop's animated program material.

During questioning of the witnesses, two congressmen—Representatives Clarence Brown Jr. (R-Ohio) and James Harvey (D-Mich.)—led the expressions of unease about the continuing lack of a long-range financing program for CPB. Representative Harvey also wondered if America's ghetto dwellers "would benefit more from this program than from other programs that are being cut back."

The over-all tone, however, appeared strongly favorable as the subcommittee began its deliberation, from which will come a recommendation—perhaps this week—to the parent Commerce Committee.

Four more RKO renewals are conditioned by FCC

Following a pattern established when RKO General Inc. and its parent General Tire were charged in an antitrust suit by the Justice Department, the FCC again attached conditions to the license renewals of four more RKO stations.

The conditional grants for WROR(FM) Boston, WHCT(TV) Hartford, Conn., and WOR-FM-TV New York last week are subject to the outcome of the antitrust suit. For the same reason last March the commission conditionally granted license renewals for KHJ-AM-FM Los Angeles and KFRC and KFMS(FM) San Francisco with Commissioner Nicholas Johnson the lone dissenter.

The grants are also subject to results of a comparative hearing in which KHJ-TV is fighting to retain channel 9

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against the challenge of a local group seeking that facility (BROADCASTING, March 6, 1967, et seq.).

The civil action involves an alleged conspiracy among the defendants to force their suppliers to buy their products and services. The Justice Department also alleges violation of the Sherman Antitrust Act—through reciprocal trade arrangements—concerning the sale of advertising time over RKO stations.

The commission vote was 6-to-1 to renew WHCT(TV) and WOR-TV, and 5-to-1 to renew WROR(FM). Commissioner Kenneth Cox abstained in the WOR-FM and dissented in the WROR(FM) cases. Commissioner Nicholas Johnson dissented and cited his previous objections to the renewals of KHJ-AM-FM, KFRC and KFMS(FM).

WROR(FM) and WHCT(TV) were renewed until April 1, 1972, and WOR-FM-TV until June 1, 1972.

FCC loosens strings on KOLD-TV transfer

The FCC last week modified the conditions it imposed May 21 when it granted the \$4.1-million sale of KOLD-TV Tucson, Ariz., from Gene Autry and others to Universal Communications

Corp. (BROADCASTING, June 2).

On request of both seller and buyer, the commission revised the requirement that the Edward W. Scripps Trust within 120 days divest itself of all interest in the Evening News Association, parent of Universal Communications, to stipulate that it divest itself of all such interest over 1% within 120 days from June 19.

The Edward W. Scripps Trust owns 2% of the Evening News Association in addition to 85.5% of the E. W. Scripps Co., a 66.8% stockholder in Scripps-Howard Broadcasting Co., operator of four VHF TV stations. The Evening News publishes the *Detroit Evening News* and owns WWJ-AM-FM-TV Detroit.

The commission said it had been advised that compliance with the previous condition posed problems of which it was not aware and that additional information justifying the revision had been brought to its attention. The vote was 6-to-1 with Commissioner Nicholas Johnson dissenting.

Universal and Scripps-Howard Broadcasting had filed a joint request for waiver of the multiple-ownership requirements, asserting that the trust does not vote its stock in the Evening News Association and is only a "passive investor."

The FCC, however, ruled that the trust would have to divest itself of all interest above 1% of the Evening News Association. The multiple ownership rules stipulate that 1% or more interest in a corporation controlling a station and having 50 or more stockholders is counted as one ownership unit.

Changing Hands

Announced:

The following station sale was reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 129):

▪ WADS Ansonia, Conn.: Sold by Sidney E. Byrnes, William Schpero and others to Trans-National Communications Inc. for \$275,000. TNC owns WUDO Lewisburg, Pa.; a recording company and TV production and distribution companies; 80% of the National Hockey League Oakland Seals; the New York Giants and New York Jets football radio networks; Florida farms, and a Philadelphia bank. Its principals include Ellis E. Erdman, William C. Creasy, Whitey Ford, Dick Lynch and Pat Summerall. Mr. Erdman controls WTKO Ithaca, N. Y.; Mr. Creasy is former director-producer for CBS-TV; Mr. Ford is former New York Yankees pitcher-coach, and Messrs. Lynch and Summerall are former New York Giants football stars. Mr. Summerall is also a CBS-TV sports commentator. WADS is a day-timer on 690 kc with 500 w. Broker: Edwin Tornberg & Co.

Cable Television:

▪ Uniontown, Pa.: Vikoa Inc., multiple CATV owner and manufacturer of cable TV equipment, has agreed in principle to buy Fayette TV Cable Co., which operates a CATV system in Uniontown. Purchase is for an undisclosed amount of cash and stock. Fayette TV Cable serves 4,800 subscribers with a potential of 10,000 homes. Acquisition of the Uniontown CATV will bring to nine the number of operating Vikoa cable systems with a total of over 33,000 subscribers. Vikoa is building its 10th system in Peekskill, N. Y.

▪ Xenia, Ohio: Continental Cablevision of Ohio Inc., multiple CATV owner, has acquired Xenia Cable TV Inc. in that city. Xenia CATV serves "several hundred" subscribers, it was reported, with completion of its full system expected this fall. Counting the Xenia system, Continental Cablevision serves about 21,000 customers in its 11 Ohio systems. Continental, through two affiliated companies also serves 8,500

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more subscribers in Illinois and Iowa; it has a franchise in New Hampshire and one in California. Price of the Xenia purchase was not disclosed.

Press rates near end of road?

McClenning says special rates are unfair to other private-line users

An FCC hearings examiner has recommended the termination of reduced private-line rates for press services that now benefit broadcasters as well as newspapers and magazines. He sees the ending of the preferential rates as having no detrimental impact on news operations—and says other users of private-line services should not be required to bear the burden of higher rates that the special rates for press impose.

The examiner, Forest L. McClenning, issued his recommendation in an initial decision in the so-called private-line case, in which hearings were held in 1963. The commission reopened the proceeding on Nov. 28, 1967, after AT&T and Western Union set new rates for private-line telegraph and telephotograph services but left in effect generally lower rates for press users.

A key factor in the examiner's decision was the observation that vast technological changes in communications had occurred since 1963. He noted that AP and UPI, the two principal wire services, are converting to computerization and are modernizing their services in other ways.

The result, he said, is that they are able to provide better service at reduced cost. And he saw this trend continuing.

He also noted that the \$15 million that the press pays for private-line telegraph and telephotograph services is less than 1% of the newspaper industry's operating costs or advertising revenues. The \$4.3 million in additional costs that would result from the elimination of the preferential rates would still leave the wire-service cost figure at less than 1%, he said.

Furthermore, he added, \$1.75 million of the additional costs would be saved by technical improvements being made by AP and UPI.

He noted that the newspaper industry has grown rapidly in the past 20 years—faster, he said, than many manufacturing industries. Newspaper advertising expenditures of almost \$5 billion in 1966 represented a 51% increase over a 10-year period.

The National Association of Broadcasters, which is participating in the proceeding, said it was difficult to estimate the impact on broadcasters of an

elimination of the preferential rates. Mr. McClenning, in his decision, said there would be "little, if any, increase in costs for telegraph grade services" for broadcasters.

But while wire services costs represent a relatively small percentage of the industry's over-all costs, Examiner McClenning said, they "probably" cost more to provide than do the services given other customers. He pointed out that Western Union lost about \$215,000 from August 1967 to June 1968 because of lower press rates.

The decision takes effect in 50 days unless it is appealed or the commission itself decides to review it.

Macy invites citizen action

John W. Macy Jr., president of the Corp. for Public Broadcasting, called on citizens organizations to gear some of their programs to critical national issues broadcast over noncommercial radio and TV stations, asking them to "trigger hundreds of local 'town meetings'" across the country.

Mr. Macy, speaking to representatives of 18 national citizens groups meeting in Washington last week, also announced the founding of a CPB Advisory Committee of National Organi-

zations.

Organizations represented at the meeting ranged from the American Association of University Women to the League of Women Voters.

Also announced earlier were CPB grants totalling \$100,674 to 23 non-commercial radio stations for program projects that include Spanish language series, documentaries on sound, various ethnic and historical series and an action-line program.

Stations awarded CPB grants were WFCR-FM Amherst, Mass.; WUHY-FM Philadelphia; WBUR-FM Boston; KOAC-AM-FM Corvallis, Ore.; WMUB Oxford, Ohio; KSJR-FM Collegenille, Minn.; WNYC-AM-FM New York; KUAC College, Alaska; KEBS-FM San Diego; WAMU-FM Washington; WFSU-FM Tallahassee, Fla.; WOUB-FM Athens, Ohio.

Also, KUER Salt Lake City; KUAT Tucson, Ariz.; KSAC Manhattan, Kan.; WMKY Morehead, Ky.; KANU Lawrence, Kan.; KFJC-FM Los Altos Hills, Calif.; WKAR-AM-FM East Lansing, Mich.; WDET Detroit; WUOM Ann Arbor, Mich.; KVSC-FM St. Cloud, Minn., and KUOW Seattle.

The radio grants came a few days after CPB announced over \$500,000 worth of awards to TV stations (BROADCASTING, June 16).

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Form violence takes on air is problem

Jencks points to campus, urban unrest as reasons for tight self-controls

The presence of violence on television is not by itself a problem, CBS/Broadcast Group President Richard W. Jencks said last week. Instead, it's "the way in which violence is presented—its context, its consequences, the way it involves viewers' emotions—that is critical."

Speaking to the Hollywood Radio and Television Society, Mr. Jencks offered three "broad guidelines" for facing television's dilemma in dealing with violence. First, he stressed, television "cannot and should not be a chamber of horrors." The medium must treat violence from some distance and with perspective.

Second, the CBS executive pointed out that "at all costs" the presentation of violence as a casual, meaningless event must be avoided. He maintained that despite the risk of offending some in the audience, the presentation of violence must involve people emotionally.

As his final guideline, one that he suggested may be the most important, Mr. Jencks emphasized that the moral consequences, legal consequences, social consequences of an act of violence should be a part of the presentation of violence.

Recognizing his audience of largely production executives and creative programming people, Mr. Jencks acknowledged that the consensus in Hollywood is that there has been an overreaction to violence on television and that the time is right for the network to relax its strict supervision in this area.

"But governmental concern over this problem does not appear to have diminished," he said. Besides, he noted, "the public is too disturbed by the wave of violence which it sees on the streets and on the campuses to permit us to relax our efforts to respond in some constructive way to that concern."

Treat the perpetration of injury and death "as the significant and powerful event that it really is," involve the audience, make violence more meaningful to them, and show what violence can do to the perpetra-

tors and victims alike, Mr. Jencks concluded, and "we will have more than met our critics' charges; we will have helped to achieve what all dramatic art sets out to do—to be more meaningful, provocative, and relevant."

Anti-ABM group charges network rejection

Best-selling novelist Irving Wallace charged last week that a group of entertainment personalities, scientists and politicians were refused the opportunity to purchase time on network television to express their opposition to the anti-ballistic missile system.

Speaking for a so-called steering committee that also includes actor Paul Newman, film producer Norman Lear, writer Arthur Ross and businessman Harold Willens, Mr. Wallace claimed that an outline for a TV special was prepared by a group of writers, directors and performers in cooperation with numerous scientists, and that \$250,000 was raised last April to buy a half-hour of network time.

According to Mr. Wallace, telegrams seeking to purchase the television time were sent to all three major commercial networks. The telegrams were signed by Stewart Mott and William Doering, officials of an organization called the Council for a Liveable World. Mr. Wallace charges that NBC-TV and CBS-TV declined to sell the time and that no reply was received from ABC-TV. He says that various independent TV stations were contacted and also refused sale of time to the anti-ABM people.

As a consequence of not having any air time to make their views known, Mr. Wallace says a Citizens Against the ABM organization was formed last month to bring the issue to the public's attention. In conjunction with the

'Wholey' in production

Taft Broadcasting Co. reported last week that its syndicated, 90-minute, five-a-week *Dennis Wholey Show* had been sold in 20 markets and would go into production Aug. 1. Taft said it is seeking a one-year commitment from buyers. In a talk last month to security analysts, Taft's president, Lawrence H. Rogers II, said the show was budgeted at \$35,000 a week (BROADCASTING, May 26).

Coalition for National Priorities and the Council for a Liveable World, the new organization has scheduled major rallies in Los Angeles, New York and Chicago on the evening of June 25 to present "the show that TV would not air." Expected to participate in the live rallies will be Senators Charles E. Goodell (R-N. Y.), Joseph Tydings (D-Md.), Albert Gore (D-Tenn.) and William B. Saxbe (R-Ohio); scientists George Wald, Jerome B. Weisner and Ralph Lapp; and entertainment figures Lauren Bacall, Warren Beatty, Candice Bergen, Diahann Carroll, Bill Cosby, James Coburn, Sammy Davis Jr., Henry Fonda, Peter Fonda, Dustin Hoffman, Jack Lemmon, Shirley Maclaine, Paul Newman, Robert Bedford, Jean Simmons, Andy Williams and Joanne Woodward.

NCCB has ideas of its own on 50-50

Group favors WBC plan, says provision should be made for local programming

The National Citizens Committee for Broadcasting, headed by Thomas P. F. Hoving, last week filed comments on the FCC's proposed 50-50 rulemaking—which it found flawed—and Westinghouse Broadcasting Co.'s related proposal, which it supported with reservations.

NCCB's remarks were belated, as deadline for comments on the commission's proposed 50-50 rulemaking were due May 17. No reply comments, due June 17, were filed last week.

While supporting the thrust of the commission's proposal, first drawn up in 1965, the committee concluded that requiring networks to have no financial interest in 50% of their nonnews programming broadcast in prime time is unlikely to significantly promote program diversity. It argued that network program purchasing standards would be similar to network producing standards, creating an "irresistible tendency to select programs which are bland and inoffensive in character while excluding all programs which might offend or fail to interest substantial segments of the national audience."

The Westinghouse plan would prohibit stations in the top-50 markets with at least three stations from carrying more than three hours of nonnews pro-



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then, that our transmitting antenna will top the Hancock Building. No wonder we continuously search for new ways to serve our city even better. So in the future, as in the proud past, we can say with pride . . .

WGN IS CHICAGO

the most respected call letters in broadcasting

A WGN Continental Group Station

Hoving goes after young and affluent

Thomas P. F. Hoving's National Citizens Committee for Broadcasting is trying to solicit money for itself and trouble for broadcasters in a single direct-mail campaign.

Some 28,000 letters were sent last week to "rich, young families" by Harold Oram Inc., a professional fund raiser hired by the committee. Attached to each letter was a petition asserting that "the great majority of broadcast programs are devoted to vulgarity and violence" and calling upon the FCC to "conduct a stringent review of television and radio station licenses."

The petition already bore the names of Charles Benton, president of Films Inc., Chicago (presumably the same Mr. Benton who is among those seeking to prevent WGN Continental from acquiring WFMT[FM] Chicago); Ralph

Ellison, novelist; John Kenneth Galbraith, economist; Marya Mannes, writer, and Robert Montgomery, actor and producer. Recipients were asked to add their names and return the petition, along with a contribution to the committee.

The covering letter signed by Mr. Hoving, committee chairman, began: "Thoughtful parents are appalled by the effect on their children of the pervasive pattern of cruelty, violence and inanity on television and the vulgarization of taste on the air." The letter closed with the plea: "Together with your signature on the enclosed petition please send your tax-deductible contribution to help us rouse the country."

The petition calls upon the FCC to review all television licenses in the top 150 markets "to determine whether each license should be retained or revoked." The FCC is also urged to review network practices and policies.

graming between 7 and 11 p.m. The committee found this approach promising, but in need of modification.

Citing the economic advantage of network program producers, who recoup a large part of their production costs in original broadcasting, and then syndicate programs at lower cost, NCCB pointed out that networks could still dominate prime time. To avoid such domination, it proposed denying non-network time to programs previously aired on any network. (NCCB strongly supported the commission's 50-50 proposal insofar as it would prohibit networks from engaging in domestic syndication.)

Recommending that the WBC proposal be further modified to require that part of local prime-time schedules not occupied by network programs be used for local program, NCCB argued that the present system of local licenses is "substantially curtailed if during the hour of maximum viewing local stations are no more than translators for powerful network-owned-and-operated stations in New York and Los Angeles."

NCCB suggested that greater diversity might be obtained if the commission's 50-50 proposal were modified to provide that the highest bidder or first sponsor willing to pay established rates for non-network time can have it, on a "common carrier" basis. Under this system, NCCB maintained, the purchaser would have sole control over program content, subject to laws governing slander, obscenity and fairness. But, noting that such alteration of the commission's proposal would require another rulemaking proceeding, the committee pragmatically turned to the WBC proposal.

Seizing on the Supreme Court's affirmation of the fairness doctrine, the committee said the decision "indicates that the commission has ample power to regulate program content at least to the extent necessary to secure diversity of programming and access to the media for all significant voices, and that such action might include compulsory sharing of time.

"It appears clear," the committee added, "that the commission has the duty of insuring that networks and licensees program for a broad spectrum of tastes and interests."

What to put on noncommercial air

Public-television programming is going to undergo a good long look this week under the auspices of the Kettering Foundation of Dayton, Ohio.

The conference, to be held June 25-28 at Racine, Wis., will include representatives from national organizations, educational institutions, and from educational television stations.

The purpose of the conference, according to Kettering Foundation officials, is to develop a preliminary philosophy for noncommercial-television programming, focusing on "opportunities and possible new directions for prime-time programming in news, public affairs, general knowledge, culture and entertainment."

John W. Macy Jr., president of the Corp. for Public Broadcasting, will be the conference chairman. Among those who will participate: Norman Cousins, *Saturday Review*; Dr. George Gallup, Gallup Poll; Richard G. Hatcher,

mayor of Gary, Ind.; Thomas P. F. Hoving, chairman, National Citizens Committee for Broadcasting; Newton N. Minow, Chicago attorney and former chairman of the FCC; Richard A. Moore, former broadcaster and CATV owner who is also consultant to the surgeon general's study of TV and violence; Denny Shanahan, manager of Tom Smothers, and Jack Valenti, president, Motion Picture Association of America.

ABC-TV keeps NCAA at \$24 million price

Network signs two-year pact with collegians; retains night games

ABC-TV, about to enter its fourth season of carrying National Collegiate Athletic Association football games, completed negotiations last week with the NCAA for a contract covering 1970 and 1971.

ABC's tab is an estimated \$12 million a year for the two-year package as compared with the \$10.3 million the network paid last year.

ABC is also paying an estimated \$8 to \$9 million for professional football games starting in 1970. The three-year contract for Monday night pro games was signed last month (BROADCASTING, June 2).

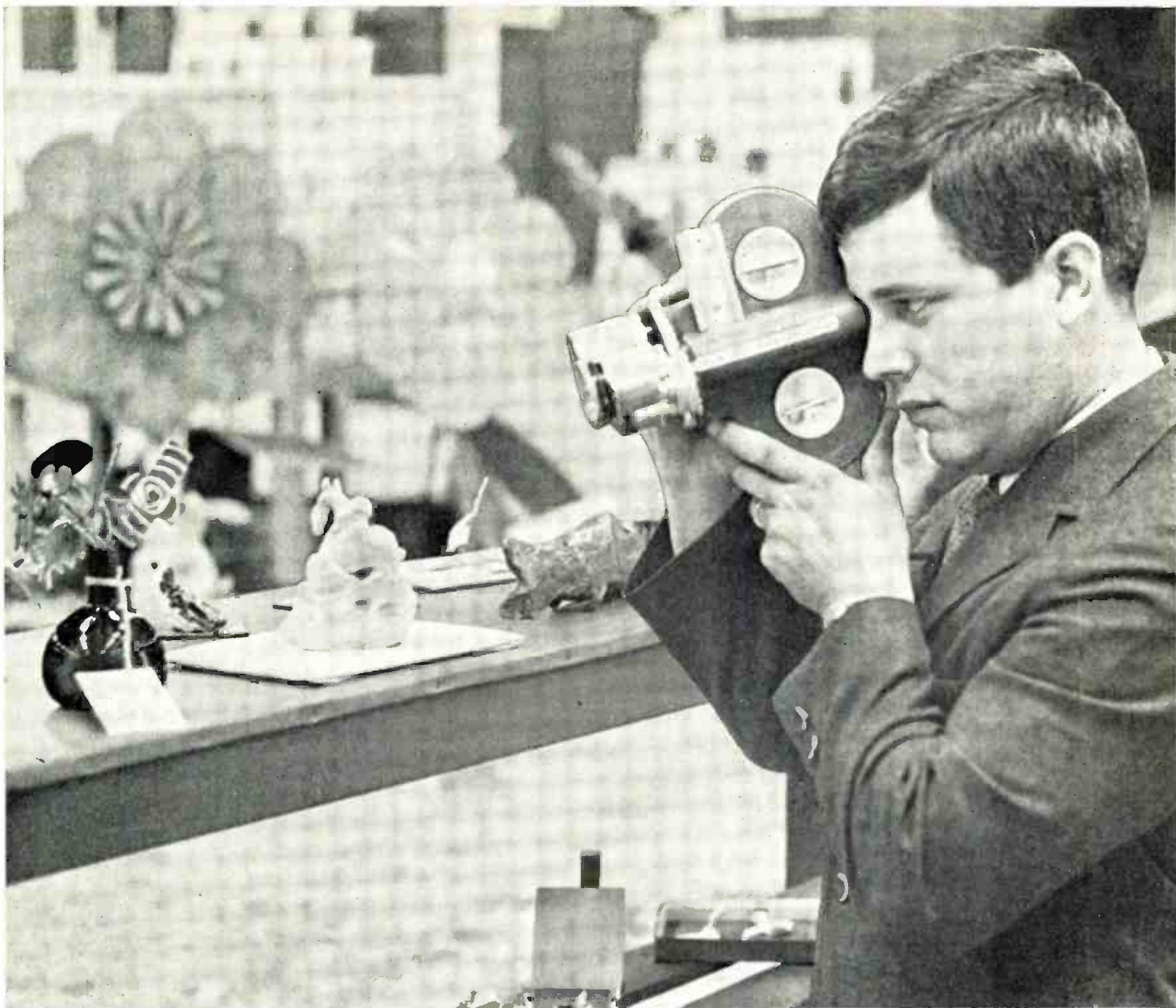
The college schedule will consist of 39 telecasts each year including a "wild card" game, initiated last year to permit scheduling of two top-ranking teams late in the season. Two to four night games yearly are also part of the new package. Eleven of the games will be broadcast nationally and 28 regionally. One weekend's presentation will be four post-season regional championship playoff games.

ABC said the NCAA cleared the night games with both the high school coaches' organization and professional football officials to make sure there would be no objection. The network has been televising night games for the past two years with no difficulties, according to an ABC spokesman.

NCAA football drew an average 12.6 rating, or 7.2 million homes, in 1968, compared with a 10.9 rating and 6.1 million homes in 1967. ABC said it hopes for even higher ratings this year.

War wounds heal

Peter Bellendorf, NBC News cameraman wounded June 13 while covering the Vietnam war, is expected to return to his assignment in several weeks. He



What's our news department doing at the Arts Festival?

... producing an "instant documentary!"

On April 23rd Greenville officially opened its gala Arts Festival. All the arts were represented; music, painting, sculpture... you name it. Over 34,000 people attended including our WFBC-TV News team.

Twenty-four hours later, WFBC-TV News aired a 30-minute color film documentary in prime time... and Greenville loved it!

Wherever there's news of special interest to our viewers, we are there too. That's the reason our news outrates* most entertainment programs.

*Source: ARB, November, 1968
Avg. prime, 7:30-11 P.M. Sun-Sat, 78.3 Homes
WFBC News, 6-6:30 P.M. Mon-Fri, 90.5 Homes

wfbc-tv 4!
GREENVILLE, SOUTH CAROLINA



MULTIMEDIA

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was hit by mortar fragments during action at Duc Pho. Mr. Bellendorf, a native of Germany, has been covering the war since June of last year when he joined NBC News.

Goodman sees continued thorough news coverage

NBC President Julian Goodman said last week that although the Supreme Court's upholding of the fairness doctrine (BROADCASTING, June 16) "handed broadcasters a disappointing decision," it need not hold them back from "the widest possible treatment of controversial issues."

Mr. Goodman's assessment of the court's decision in a speech at commencement exercises of the Anderson School in Staatsburg-On-Hudson, New York, last Thursday (June 19), was the first comment on the subject issued by an executive of the network.

CBS, while reserving further comment for more detailed study, has described the ruling as seeming "to uphold extremely unfortunate consequences" for nonnews programs. ABC has yet to comment on the decision.

Mr. Goodman said continued

growth and improvement of broadcasting "must be through competition and the freedom to pursue it under reasonable regulation." With the Supreme Court finding, he said, "even that restrictive decision—disappointing as it was—need not deter broadcasters from a continued emphasis on thorough coverage of public issues, because broadcasters, as a group, have a record of operating fairly. There is no reason to expect broadcasters to hold back from the widest possible treatment of controversial issues."

Lee favors moderation in enforcing fairness

FCC Commissioner Robert E. Lee sees the Supreme Court decision upholding the FCC's fairness doctrine as limiting broadcasters' choice on whether or not to editorialize. But that choice, he feels, is not entirely eliminated.

The commissioner, who spoke Friday (June 20) at a meeting of the Indiana Broadcasters Association, in Indianapolis, said the landmark decision handed down June 9 (BROADCASTING, June 16), caused him to change his view that the doctrine did not require

broadcasters to cover controversial issues.

"Under the court decision," he said, "it would be improper for a licensee to determine that there does exist a need for exposure on a current controversy and then impose self-censorship to avoid the consequences of the fairness doctrine." Following that decision, he was quoted as telling the Detroit chapter of the Station Representatives Association that, if he were a broadcaster, he would avoid controversy in order to avoid "trouble" (BROADCASTING, June 16).

But, he said last week, he still sees "great latitude" for broadcasters in their coverage of controversial issues. And he feels the commission would be "wrong" to require stations to editorialize.

Commissioner Lee stressed his view that broadcasters should be regarded as the "experts" on how controversial matters should be presented, "but with the added caution now that if the station finds a need, it cannot be ignored."

He believes licensees have the discretion to consider the amount of coverage given such issues by other stations in their area and to determine what issues will be covered, "if for no

Once-a-month uplift set by NBC for kids

A new series of seven one-hour specials, to be telecast monthly on Saturday mornings during the 1969-70 season, is planned by NBC-TV as an uplifting project aimed at the young.

According to NBC executives and producers associated with the specials, called *NBC American Rainbow*, the

shows will be produced both to entertain and educate. The series will start in December.

Don Durgin, NBC-TV president, who held a news conference in New York last week to talk about the series and introduce four of the producers, said the goal of the programs "is to widen the horizon and add to the knowledge and interests of young Americans, at the same time encourag-

ing a sense of pride in their country."

The three committed programs are "Wilderness Road," "Hot Dog" and "Lincoln Center Children's Festival."

Mr. Durgin and Lawrence R. White, NBC-TV vice president, programs, East Coast, explained that other programs in the series would deal with space exploration, children's games, American landmarks, and today's America "discovered."

"Wilderness Road" is the story of a 10-year-old boy who is to live with his uncle, an outdoors writer-photographer in the Red Rock country of Arizona. Will Lewis, who is head of Pensava Productions, will coproduce the show with Chet Hagan, former NBC News producer who has an independent production firm. Colin Group, plays himself in the role of the uncle. It will be filmed on location.

"Hot Dog" is to be coproduced by Lee Mendelson ("Charlie Brown" TV specials) and Frank Buxton (host on *Discovery*). This show will explore the origins of every-day items, such as a hot dog, a baseball or comb, and more complicated items, such as "instant replay" in TV.

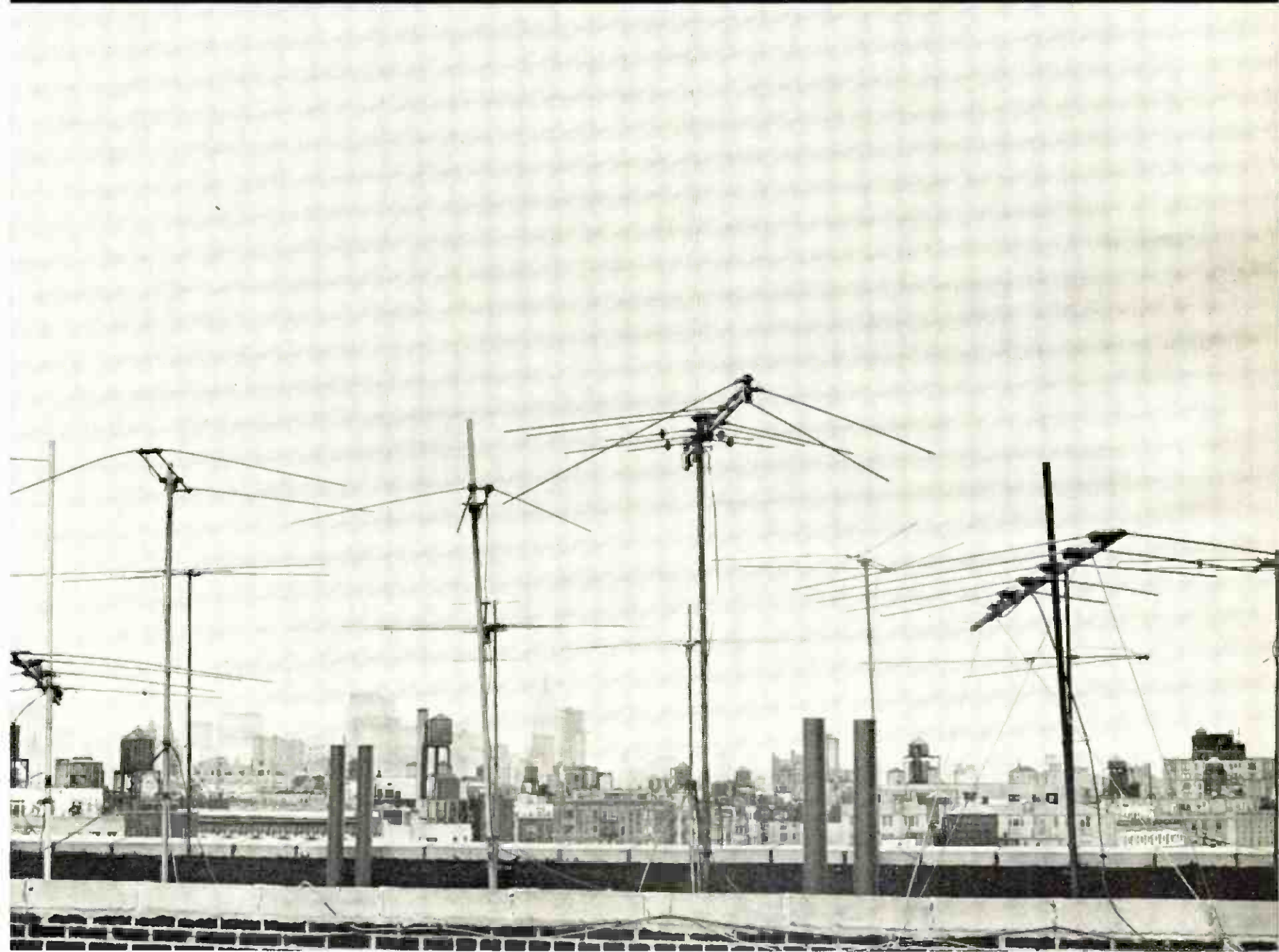
Mel Bailey, former executive producer of *Wonderama* and former vice president of programs, WNEW-TV New York, will produce the Lincoln Center program, providing an insight into the arts of comedy, puppetry, make-up, drama, ballet and opera.



Producers of some of the New NBC-TV Saturday morning product appeared on a panel with network officials last week. (L-r): Frank Buxton, co-producer of *Hot Dog*; Mel Bailey, co-producer of *Lincoln*

Center Children's Festival; Will Lewis, co-producer of *Wilderness Road*; Lawrence White, NBC-TV vice president for programs, *East Coast*, and Don Durgin, NBC-TV president.

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THE PROGRAMMING INNOVATORS

Source: Analysis of New York's six television stations' prime time programming, 7:30-11 PM Monday through Friday; 52 weeks, Sept. 11, 1967 through Sept. 8, 1968.

WNEW-TV NEW YORK/KTTV LOS ANGELES/KMBC-TV KANSAS CITY/WTTG WASHINGTON, D.C./KNEW-TV SAN FRANCISCO

Represented by Metro TV Sales

other reason than the limited number of hours in [their] broadcast day."

The commissioner also expressed the view that the public interest standard applied by the commission in fairness matters should not be rigid. "An honest mistake on the part of the licensee," he said, should not "result in drastic action against him where the over-all record demonstrates a reasonable effort to serve the needs and interest of the community."

A little production house that grew up

Within 20 short months Western Video expands in many different areas

Hollywood, the self-proclaimed "film capital of the world," in recent years has seen a continuing demand for the use of color video-tape facilities for television production. Two summers ago, Western Video Industries, started by a combination of small-business men and veteran TV-advertising production executives, recognized the need for independent video-tape production facilities for independent producers, packagers, advertising agencies and TV sponsors and opened the Hollywood Video Center.

Occupying stage space on Hollywood's Vine Street that had lain idle for some eight years and office space above it that had been leased to ABC, Western Video Industries opened the Hollywood Video Center in September 1967, starting with 30 employes. Now, some 20 months later Western Video employs 125 people and is exploding in many different directions.

"We saw the market going from film to tape," explains WVI President Edward R. Borchardt. "We saw the syndication market neglected and a vacuum created that was sure to be filled. We saw a need for a real independent video-tape studio to fill the demands of independent producers, to give them opportunities for first-rate programs."

According to Mr. Borchardt what WVI had to establish in order to go into business was a facility, modern color equipment and a program to use the facility. The Hollywood Video Center, initially constituting capital assets in excess of \$3 million, provided the facility. WVI originally sank about \$1 million worth of tape equipment into the studio. And the *Pat Boone in Hollywood* 90-minute strip, a Filmways-Cooga Mooga Inc. coproduction offered in syndication, provided the first major project for the video center.

From that point, thanks to the advances made by video-tape syndication

programming, WVI and its first operating subsidiary, HVC, have been bursting at the seams.

HVC—now one of several divisions within the parent company, but still providing video-tape services and facilities to outside producers—is still the major revenue producer. Five days a week it is used by RKO General to produce *Della*, an hour syndicated musical-variety strip. On three afternoons it's used by Filmways Presentations Inc. and Meadowlane Enterprises Inc. to produce six programs a week (two 90-minute shows each day) in the syndicated *The Steve Allen Show* series. The King Family weekly ABC-TV series and the same group's series of syndicated specials tape at HVC on weekends. And somehow in this jammed schedule the new half-hour, five-shows-per-week *Queen For a Day* series will fit in.

A large part of the HVC facilities and services—there is one audience sound stage with seating capacity of 210 and two other sound stages—is being used to fulfill the needs of commercial producers (some recent clients: Ford Dealers Association, Volkswagen, Catalina Martin, Pontiac, Lincoln-Mercury, Excello Shirts, Rexall Drugs, Seattle First National Bank).

In addition, during the first 20 months of operations, HVC provided the facilities, production and engineering personnel for ABC-TV's *Operation: Entertainment* series and Colgate-Palmolive's *Your All-American College Show*, as well as such specials as NBC-TV's *Here's Peggy Fleming*.

In all, Western Video currently has some \$4 million invested in equipment in HVC. Included is a \$1-million, six-camera, mobile production unit housed in a 40-foot van for location taping.

Last fall, WVI established its own

Schirra drops astronaut title for TV star role

Astronaut Walter M. Schirra Jr. will join CBS News's on-the-air team in coverage of the upcoming Apollo 11 moon mission and also for subsequent flights.

Richard S. Salant, CBS News president, said Mr. Schirra, who retires from the U. S. Navy and the space program on July 1, will appear in telecasts with Walter Cronkite at the launch from Cape Kennedy and from CBS News's space center in New York.

The only astronaut to fly Mercury (1962), Gemini (1965) and Apollo (November 1968) missions, Mr. Schirra will also film a number of stories for CBS News prior to Apollo 11 for telecast during coverage of the flight.

production arm, Western Video Productions. Subsequently, WVP has undertaken coproduction projects with Paul Gregory Enterprises and Harry Koplan Productions, and SpectraMedia Television.

In another major move, WVI, last May, acquired North American Television Associates, a TV distribution company headed by sales executive veteran Richard Dinsmore. The acquisition gives WVI full distribution capabilities, in addition to providing studio and mobile-tape facilities and having its own production units. Mr. Dinsmore, who became director of program sales and a vice president of the parent company, also handles facilities sales.

Other WVI operations include a Scenic Services division—occupying 12,000 square feet of space in a separate Vine Street location—which provides design and construction of sets and scenery not only for producers and advertising agencies using HVC's facilities, and for programs produced by WVP, but also to serve outside TV and legitimate theater productions not associated with the company.

Stewart outlines aims for TV violence study

Dr. William H. Stewart, surgeon general of the U.S., told a 12-member advisory committee appointed to help learn the effects of TV on social behavior that the study must concentrate on "the relationship between televised crime and violence and anti-social behavior, with special emphasis on children."

Dr. Stewart's charge to the committee came at the group's first meeting Monday and Tuesday (June 16-17) in Washington. The TV violence study is being undertaken by the National Institute of Mental Health at the request of Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee (BROADCASTING, March 10 et seq.).

A two-phased approach was recommended by the committee: (1) a short term project, taking a year or two, to obtain immediate answers about the social impact of TV, and (2) a long term objective to develop "a continuing, comprehensive examination of the process of child development which is influenced by the impact of television on social behavior."

The committee also suggested that the findings of the President's Commission on the Causes and Prevention of Violence be "carefully examined" for work in the TV and violence field. The committee plans to meet again in September. A 12th member was announced last week: she is Evelyn Omwake, director, child development center, Con-

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necticut College. Other members of the committee were announced two weeks ago (BROADCASTING, June 9).

The \$1-million study will be carried out by Dr. Eli B. Rubinstein, NIMH assistant director for extramural programs and behavioral sciences, who is hiring a staff of about a dozen professionals for the project.

Although no deadline was set for a report, an NIMH spokesman said a progress report would be made in October.

TVC's version of pay television

Subscribers would pay extra fee for each of four added channels

An indirect approach to pay TV, providing cable operators with a four-channel program package to offer CATV subscribers at additional monthly fees, has been developed by Television Communications Corp., a leading CATV operator.

TVC President Alfred R. Stern and associates were slated to demonstrate the package—a combination of technology and programming—at the National Cable Television Association convention in San Francisco Sunday (June 22).

The plan envisions one channel offering feature films that have already played in theaters but not on TV; one with educational fare; one featuring “contemporary subjects for all members of the family, and one providing professional material for physicians.

TVC, which should receive 10% of systems' gross income from the service, anticipates the monthly charge to subscribers wishing to take the feature-film channel would be about \$5 a month; for the other channels, about \$2.50 each. Pharmaceutical companies could advertise on the physicians' service—which would be sold only to subscribers in the medical field—but commercials would be banned on the three other channels.

To handle the service, TVC has formed a subsidiary, Gridtronics, Inc., headed by Frank N. Cooper (see page 126). Gridtronics hopes to have the service in operation on TVC's cable system at Winter Haven, Fla., within about six months. It also expects early installation on TVC's Pittsfield, Mass., system and subsequently on the Akron, Ohio, system in which the company plans to invest \$12 million in a 40-channel operation (BROADCASTING, May 5).

But TVC and Gridtronics made it clear it is not for everyone. They estimated that 226 out of the approximately 2,300 CATV systems in the U. S. have sufficiently sophisticated hardware

Young establishment featured on WSB

The nonradical, positive voice of today's American youth, often drowned out by a vociferous minority, is being heard on WSB Atlanta.

A series of nightly “mini-documentaries” called “Today's Schools—The Positive Majority,” has been launched by the station to spotlight worthwhile projects undertaken by Atlanta area elementary and high schools.

Each five-minute broadcast features a student and faculty member discussing a school project, such as writing servicemen in Vietnam; collecting clothing and supplies for the poor; building a school in Latin America; raising funds for a new school stadium, and organizing an elementary school newspaper. The station also makes an annual award for outstanding school spirit.

to serve the special converter used in the service. The converter, attached to the TV set, creates four extra channels beyond those already available on cable systems.

The 226 systems capable of handling the Gridtronics technology have a total potential of about one million subscribers, authorities reported. They said most of the 226 were not in major markets.

Officials said they were negotiating with motion-picture companies for feature films and that the companies had lent them trailers for use in the NCTA demonstration. The educational and informational programming will include Encyclopaedia Britannica films, they reported.

TVC meanwhile announced the purchase of its third sound studio, The Record Plant, at 321 West 44th Street in New York to handle a backlog of work. A spokesman said plans are also underway to branch out in Los Angeles and San Francisco.

Goodnow proposes leased CATV service

Goodnow Cable Television Inc., New York, has been formed to provide CATV systems with news and entertainment programming, sales consultant service and pre-testing of TV commercials and network programs, it was announced last week.

Goodnow Cable is headed by William Goodnow. Participating partners in the new organization are Thomas E. Knode, formerly vice president of stations relations, NBC; Samuel H. Northcross, senior vice president and management executive, Norman, Craig & Kummel; Charles Kline, president,

Sunday Metro Newspaper; Richard Bruskin, president, R. H. Bruskin Associates; Fred Hyman, president, Ballymoss Productions; Drummond C. Bell, president, National Distillers and Chemical Corp., and Malcolm E. Smith Jr., an industrialist with varied interests. Edward Petry & Co. is also a partner and investor in Goodnow Cable.

Mr. Goodnow said he has made an exclusive contract with United Press International for its news film programming to be used for origination by cable systems.

Mr. Goodnow said the company plans to lease unused cable-TV channels for a commercial program service built initially around local news. He added that at the outset, Goodnow Cable TV hopes to interest communities that are not now serviced by a local TV station but have CATV.

Mr. Goodnow formerly was a sales executive with Hearst broadcasting and WISN-TV Milwaukee and for several years operated Puerto Rico Cablevision in San Juan, which is the prototype for Goodnow Cable Television.

Iowa legislature goes on air live

WOI-AM-FM, Ames, Iowa, noncommercial stations owned by Iowa State University, spent 575 broadcast hours in providing live coverage of the 1969 Iowa general assembly — coverage unique in the history of Iowa broadcasting and possibly nationwide. The assembly's session ran from Jan. 13 to May 16 and the WOI stations covered the session virtually from gavel to gavel in both houses.

The stations aimed for live coverage of all sessions of both the Iowa house and senate from the statehouse in Des Moines, live coverage of important committee meetings, and interviews with the legislators. WOI, because of greater audience potential, was designated as the primary medium for senate coverage and WOI-FM was tapped for the house debate. The full feed was made available by line or off-air to other stations. Stations taking the feeds for newscast insertions were: KXIC Iowa City, KWMT Fort Dodge, KCHE Cherokee, KCHA Charles City, KDSN Denison, KCRG Cedar Rapids, all Iowa, and WNAX Yankton, S. D.

After the first month of the session it became apparent that some adjustments in the legislative programming were necessary. One immediate change resulted from direct feedback from constituents to legislators. Because of WOI-FM's more limited coverage area, representatives were receiving much less comment than were senators. WOI then made daily decisions to which

body would be broadcast on which station based on the importance of the debate.

In addition WOR began getting feedback from listeners who were used to hearing stock, security, and commodity market reports at certain times of the day—reports that were pre-empted or delayed because of the legislative coverage. Because of the size of that audience, the coverage was adjusted to pull WOR away from the legislature for market reports at their regularly scheduled times.

In addition to official commendations from The Iowa League of Women Voters, Iowa Farm Bureau, and Iowa Institute of Cooperation among others, the coverage evoked a joint house-senate resolution that commended WOR-AM-FM "for providing this excellent public service." Unofficial response was also heavy and with few exceptions favorable. School teachers used the broadcasts and many newspapers commented on the programing.

The stations and the legislature have guaranteed similar coverage for the 1970 session and it now appears that the university's Department of Technical Journalism will initiate formal research into the broadcasts' effects on public opinion, voting patterns, and the legislature itself.

CBS's EVR systems offered to cable

Television Presentations Inc., a subsidiary of Sterling Communications Inc., New York, is to announce today (June 23) that it has made an agreement with CBS and Motorola to become the first supplier to the cable industry of CBS electronic video recorder players and program packages using EVR cartridges.

TPI, CBS EVR and Motorola are scheduled to make a joint demonstration of the use of the EVR systems to CATV operators in San Francisco this week. TPI plans to offer CATV systems its EVR Cablecast Service consisting of hardware and programing. Basic to the TPI plan, it was said, is the use of two EVR players for every cable system subscribing to EVR cablecast service. Some of the first program packages to be offered by the new service are feature films and sports, travel, music and art segments.

QM has psychiatrist for CBS

Producer Quinn Martin's QM Productions, reduced to only co-producing ABC-TV's *The FBI* series during the 1968-69 season, is aiming for a strong comeback during the 1970-71 season. The independent production house has

made a deal with CBS-TV to produce two hour series, *The Crisis Clinic* and *The Logan Team* for the season after the upcoming one. The first named series involved a psychiatrist, nurse, and social worker who function as a team; the other projected series deals with a Southern California district attorney. Both series were created by Mr. Martin and Adrian Samish, QM's production vice president.

KNXT's Beindorf disputes news shackles in bill

A California state bill making newsmen subject to criminal penalties should they stage news events or publish or broadcast false information about riots was vigorously rebutted earlier this month by Ray Beindorf, vice president and general manager of KNXT(TV) Los Angeles.

Testifying on June 9 in Sacramento, Calif., before a California State Assembly committee on Senate Bill 82, Mr. Beindorf said the measure would have the potential to punish broadcasters for making innocent mistakes of facts and also would impose severe restraints on broadcast journalists. Mr. Beindorf contended that the bill would seriously hinder a news operation. He pointed out how the proposed bill could play into the hands of radicals by giving them a new tactical device with which to make propaganda.

"Any attempt to legislate a test of truth for news coverage inevitably includes the investigation of honest mistakes. I must submit that this is something government has no business to be doing. If the press does not have the right to be free from government review of its journalistic judgments, it has no freedom worthy of the name," Mr. Beindorf said.

Senate bill 82, which is opposed by the California Newspaper Association, as well as the California Broadcasters Association, was taken under submission by the California state assembly committee. It previously passed the state senate by a 21-10 vote.

Program notes:

In-depth housing study ■ KOOL-TV Phoenix has finished production on the first segment of a two-part in-depth study of local housing projects built for the poor. The documentary, *The Project*, will be seen this month over the Arizona Broadcasting Network, KOOL-TV, KOLD-TV Tucson and KBLU-TV Yuma. The second segment of the study is scheduled for July.

Accent on satire ■ D. L. Taffner Ltd., New York, TV program importer-distributor, has acquired the television rights to "Parkinson's Law," a satirical

study of administrative realities. Taffner has assigned the production to Halas & Batchelor, London, which will produce a one-hour television special based on the book in cartoon-animation form.

Britain and the blitz ■ England's fight for survival against the World War II aerial attacks by Germany will be recounted in an NBC-TV special, *The Battle for Britain*. Michael Caine will narrate the special scheduled for Sunday, Sept. 7 (10-11 p.m. EDT).

"Welfare" program sold ■ Group W Productions' 90-minute color documentary, *The Shame of Welfare*, has been bought by WNEW-TV New York; KTTV (TV) Los Angeles; WTTG(TV) Washington; KMBC-TV Kansas City, Mo.; WHTN-TV Huntington, W. Va.; WUSC-TV Charleston, S.C. and WBLG-TV Lexington, Ky. The program, which has been telecast on the Westinghouse Broadcasting Co. stations, is being syndicated by Group W Program Sales.

Death Valley narrator ■ Dale Robertson has been signed by Madison Productions as the replacement for the late Robert Taylor as host-narrator of *Death Valley Days*, going into its 17th season on television. Mr. Taylor, who died this month (BROADCASTING, June 16), had been with the series for three seasons, succeeding Ronald Reagan, who left to campaign for governor of California, an office he subsequently won. Mr. Robertson will star in a number of the shows.

Second film package ■ Commonwealth United Entertainment Inc., Los Angeles, the TV subsidiary of Commonwealth United Corp., has just released a second package of feature films in TV syndication. Called "13 for '69," the new package reportedly has been sold in 40 markets within its first month of release. This package is the successor to Commonwealth's first feature package for TV, "13 for '66," which was sold to a total of 105 markets.

Award for pig ■ A pig named Arnold, a featured performer in the Filmways TV-CBS-TV series, *Green Acres*, was picked as the top TV animal actor for 1968. The occasion was the 19th annual Patsy awards presented by The American Humane Association.

Specialty TV ■ GG Productions, Boston and Hollywood, will produce and place into syndication this fall two special-interest half-hour programs, *The Sewing Room* and *The Animal Clinic*, designed for sewing enthusiasts and animal lovers, respectively. GG also produces and distributes *Gadabout Gaddis*. *Flying Fisherman* series.

Star's own ■ Paul Newman, Barbra Streisand and Sidney Poitier have formed First Artists Productions Inc.

to finance motion pictures in which they will appear. Freddie Fields, president of Creative Management Associates, agents for the three stars, appeared with them in New York to announce the company. At least for the present, FAP has no direct relationship with TV but the company does intend in the future to engage in some TV production, music publishing and "other" entertainment activities.

New Home ■ John V. Secondari Ltd., New York production company, has moved to new offices at 212 West 48th Street. Phone: (212) 581-3954.

Video-tape start ■ The KTLA Video-Tape division, an arm of Golden West Broadcasters KTLA(TV) Los Angeles and the newest video-tape production center in the Hollywood area, opened for business last week with work on two musical specials, two episodes of

a dramatic series and nine commercials for three different accounts. The new division is under the supervision of Jimmy Parks, former station manager of KNBC(TV) Los Angeles.

Rebirth ■ The Florida Sportscasters Association has been revived after several years of inactivity. Jim Gallagher of WEAT-AM-TV West Palm Beach was elected president pro-tem and the association plans a new charter and permanent officer meeting July 19th at The Miami Dolphins training camp in Boca Raton.

'Roberta revived ■ A new production of "Roberta," a 1933 Broadway musical comedy which brought fame to Bob Hope, will be taped for NBC-TV's *Chrysler Presents the Bob Hope Special* series. The comedian also starred in the first television production in 1958.

"Frost" taping set ■ Group W Produc-

tions, in association with WF Productions, has engaged Tele-Tape Productions to handle the taping for the new 90-minute, five-days-a-week *David Frost Show*. Production is expected to begin this week and the initial airing is scheduled for July 7.

New management firm ■ Jack Gardiner, program manager, KBOX Dallas and Bill Hudson, president Bill Hudson & Assoc. Inc., have formed Gardiner/Hudson Management, a consultancy specializing in country and western programming. Office is at 708 17th Avenue S., Nashville 37203.

End of an era ■ A review of Chief Justice Earl Warren's 40 years of public service will be the subject of a 90-minute special, *The Warren Years*, to be telecast on National Educational Television's *NET Journal*, June 30, 9-10:30 EDT.

Equipment & Engineering

Electronics must place 'house in order'

FTC's Dixon warns that self-regulation is key to cooling Congress; new products at EIA show

Manufacturers and marketers of electronic equipment and products have a bright future in the 1970's despite the problems facing the communications industry, Sol Schildhause, director of the FCC's CATV task force, said last week.

But Federal Trade Commission Chairman Paul Rand Dixon told the manufacturers and marketers assembled at the Electronics Industries Association-sponsored consumer electronics show in New York that unless they voluntarily worked to effect a stronger and more meaningful warranty package for their products, they might have Congress doing it for them.

Mr. Schildhause said that the broadcasting field, particularly TV, must cope with problems created by the emergence of CATV; the need to satisfy critics who demand diversity in programming, and the insistence on more TV channels to fulfill requirements of specialized audiences.

Mr. Schildhause indicated his belief that through compromise, these issues will be resolved, and that the new stations, the new programs and the new uses of channels would mean a demand for more TV receivers, stereo and tape players and broadcast equipment.

But Chairman Dixon indicated that the diversity of products being pro-

duced today has bred serious problems for the consumer. "We receive complaint after complaint about color television sets being delivered in defective condition followed by dealer reluctance to put them in operating condition," he said. "The plain fact appears to be that industry is not willing to bear the expense of correcting its mistakes and has attempted to shift the cost of doing so to the consumer, even though he has paid the price industry established for its products."

Consumer demands for a more effective warranty have already prompted Congress to consider legislation, Chairman Dixon said, that would require products to be sold with both expressed and implied warranties prescribed by Congress; penalties in the form of fines, punitive damages would be imposed on those who fail to honor the warranties.

"Because a number of the complainants have informed their respective congressional representatives of their views on the situation and of the apparent need for action at the federal level," Chairman Dixon said, "I think that the time remaining for industry to take corrective action and thus make legislative measures unnecessary is rapidly running out."

Chairman Dixon noted that this mounting clamor by the public could be

headed off by the industry "developing a common intent and will to place its house in order" through more self-regulation. The FCC, the chairman said, with its guidance procedures, would probably be used more now by industry than in the past.

A wide array of consumer products was exhibited at the show, ranging from RCA's new "two thousand" big-screen color-TV set, which includes a computer-like tuner and a picture tube that doubles the brightness (BROADCASTING, June 9), to a Panasonic TV set that has a 1½ inch screen and weighs less than two pounds.

Also shown by Panasonic (Matsushita Electric Corp. of America line) was an FM stereo radio headset with rabbit ears-type antennas. The FM set will sell for about \$100, the tiny TV for about \$200.

Panasonic prototypes exhibited included a solid-state 9-inch color TV set that is not expected to be available for another year or more.

Hallicrafters Co. displayed an all-transistorized table-model broadcast and shortwave radio receiver that was said to boost shortwave reception up to 200% over conventional sets.

RCA takes on IRS in contract-tax suit

RCA last week brought suit against the federal government to recover more than \$5.9 million dollars the company claims it was required to over pay in

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taxes on prepaid television set service contracts in 1958 and 1959.

In a claim against the Internal Revenue Service filed in federal district court at New York, RCA attorneys charged it was forced to overpay its 1958 taxes by \$4.6 million and its 1959 taxes by \$1.3 million. They said that rather than levying taxes on the contracts when they were paid for, the IRS should have permitted RCA to defer reporting the income until it was earned, or to deduct "the reasonable expenses to be incurred in earning such income."

Technical briefs:

New facility ■ Technicolor Inc. has purchased a 44,000-square-foot building in Hollywood to house the facilities and operations of Technivision, a recently announced all-electronic photographic motion picture system. The new system, said to be able to effect large scale economies over current film production techniques, is under the supervision of Technicolor's Vidtronics division. Some \$2 million is earmarked for Technivision's development.

To Belgium with tape ■ Ampex Corp., Redwood City, and Memorex Corp., Santa Clara, both California based magnetic tape manufacturers, have simultaneously announced new plants opening in Belgium. Both plants will

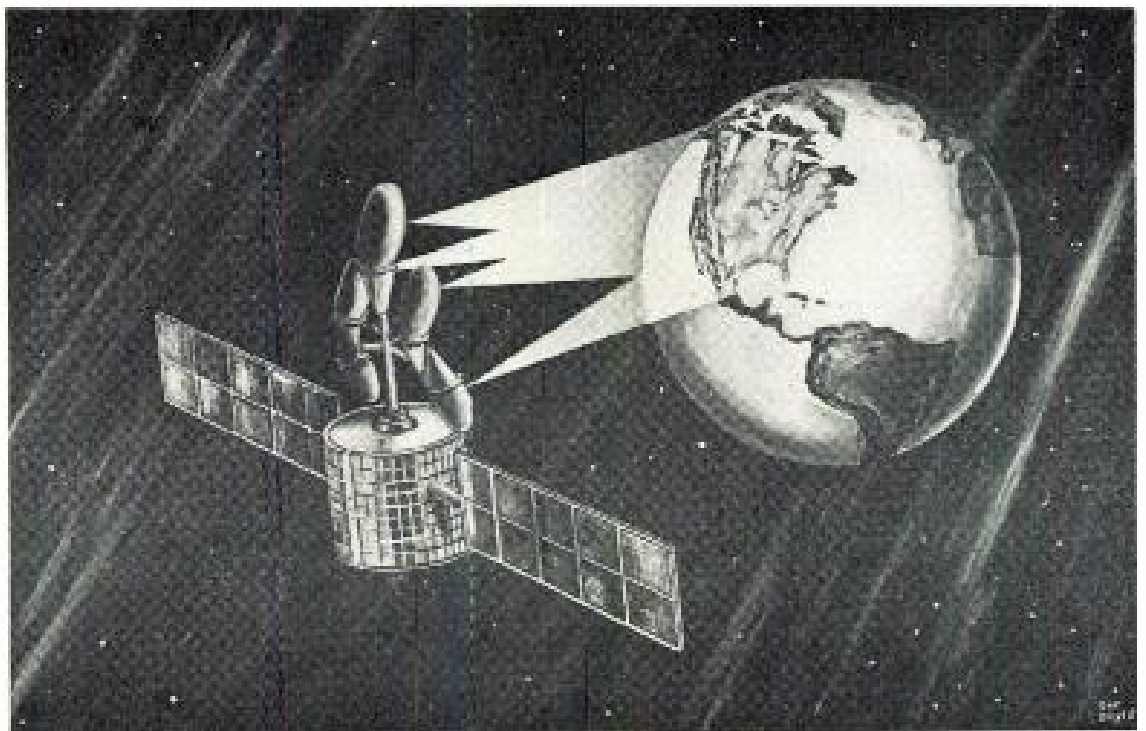
serve the Common Market, Scandinavian, North African and Middle East markets. Memorex opened its \$5.5 million facility June 11. Ampex's Battice plant, its third manufacturing plant in Europe, will open in 1970.

Second expansion ■ Data Memory Inc., Mountain View, Calif., which manufactures a line of stop-action, slow-motion, magnetic disc recorders for color TV broadcasting, has started construction on a new \$600,000, 24,000-square-foot headquarters and factory.

STL Remote ■ Moseley Associates Inc., Goleta, Calif., announces new remote control system designed exclusively for radio studio-transmitter link service. Model RRC-10T contains 10 metering positions plus calibration and 20 individual control functions.

TEA's new camera gear

Two new camera support pieces have been introduced by Television Equipment Associates, New York. A camera head, designed to accommodate a camera tilt of 50 degrees from horizontal, is priced from \$950. NBC has purchased cam heads for its Philips and RCA cameras. A pneumatic pedestal, which will carry any camera weight up to 500 pounds, sells for \$2,580. The equipment is manufactured by Fred Hoe & Sons, Brisbane, Australia, and parts and service are supplied by T.E.A.



Window on the world

This is how a communications satellite could provide an individual TV program for each time zone in the United States to be received directly on modified home TV receivers, according to Sylvania Electrical Products Inc., which is designing a multiple-beam antenna system for the National Aeronautics and Space Administration. Basic to the

Sylvania design is the use of five, dish-shaped reflectors, each measuring two feet in diameter. The reflectors may be steered to direct programming to specific areas. These signals, Sylvania said, could be received on a home receiver with a two-foot diameter antenna and a small converter. The \$99,398 Sylvania contract was signed last December, at the same time NASA awarded a similar contract to Philco-Ford.

One of the nation's newest and most dynamic conglomerates has been formed in Dixie! Gray Communications combines the vast facilities of three television stations that cover the big, rich Southern markets of Albany, Georgia . . . Panama City, Florida . . . Monroe, Louisiana . . . and El Dorado, Arkansas . . . with the ever-expanding Gray Communications Cablevision Company, and one of the South's best known newspapers, The Albany Herald.

this is Gray Communications

Although Gray Communications is new, the scope of its conception and the reach of its facilities already combine to create a communications system that serves areas totaling thousands of square miles.

If you have something to sell down South in the dynamic Gray markets . . . sell it better. Contact your representative and Gray Communications with confidence!

Gray Communications Systems, Inc., James H. Gray, President; Raymond E. Carow, Vice President, Albany, Georgia.



GRAY COMMUNICATIONS SYSTEMS INC.

WALB-TV (10)
Albany, Georgia

WJHG-TV (7)
Panama City, Florida

KTVE-TV (10)
El Dorado, Ark.-Monroe, La.
Represented by Adam Young-VTM

WALB-TV, WJHG-TV and KTVE-TV
Represented in the South
by James S. Ayers, Company Inc.
Atlanta, Georgia-Charlotte, N. C.

The Albany Herald, Inc.
Albany, Georgia
Represented by
Ward-Griffith Company

Gray Cablevision, Inc.
Albany, Georgia

**The finest color camera
ever made for sales managers
is the finest ever made for
sponsors, engineers and cameramen.**

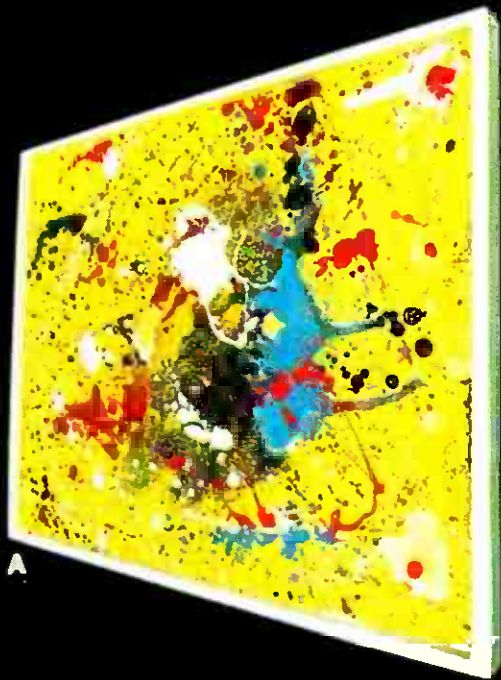
The New 3-Tube RCA TK-44A.

The TK-44A can improve your station's color image and help increase sales.

It outperforms any other color camera in the world today. Once you see and try the TK-44A, you'll agree. You'll discover features found in no other camera. Features that mean better color and faster set-up. Features that mean more time for your engineers and camera-men to spend in program production instead of tinkering, to assure less tension and greater efficiency—indoors and out!

The TK-44A. The maximum-performance studio camera that can double as your most dependable remote camera. The camera with the innovations you need today . . . and tomorrow!





A



B



C

D

E



You get more for your money in color control and fidelity.

A The TK-44A can deliver the kind of color you like. No more old-fashioned painting which always unbalances grey scale. Reason: the "Chromacomp."

B The TK-44A can bring your sponsors' products to the home TV screen in truer-to-life color than any other lead-oxide camera. Reason: "Chromacomp."

C The TK-44A can give you the highest degree of color-match with any color camera you own. No other camera can offer you this important operating advantage. Reason: the unique "Chromacomp" Color Masker.

D The TK-44A can increase picture sharpness without causing a corresponding increase in noise. Reason: the unique comb filter Contour Enhancer.

E The TK-44A can produce life-like color at all light levels. Even at 15 foot candles, it can still deliver full video levels. Reason: optics 30% more efficient than the No. 2 camera.

In the months ahead, we will tell you why the new TK-44A offers you more for your money in operating flexibility. But if you want complete details now, call your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

RCA...Totally Responsive



FOR THOSE WHO CARE



“For courage and conviction in editorializing to calm the city during a time of difficult racial tensions. The 1968 Sigma Delta Chi Award for television editorializing goes to station WOOD-TV, Grand Rapids, Michigan as well as to its News and Editorial Director, Dick Cheverton.”

(WE CARE... THANK YOU FOR CARING.)

WOOD-TV
GRAND RAPIDS, MICHIGAN



Local TV puts its best foot forward

Public-service programs, though expensive to produce, earn community, national recognition for excellence

There's a lot more to television than just taking the network feed. If anyone doubts that fact, he should talk to network officials about the amount of time stations are preempting for locally produced programming. That's the kind of programming television is often attacked for not having in quantity, but is seldom given credit for the amount it does produce. And it produces more than most people realize.

In 1969 most television stations can and do offer locally produced specials; programs that have moved out of the Studio A-four-people-at-a-desk show, into the streets, countryside and even into other nations.

It is rare for such programs to make money. Most stations would be happy just to break even on their public-affairs programming. They realistically expect those programs to produce a debit on the ledger while becoming an asset in the community.

A station that intends to accurately portray the plight of minority group A

and gives the production crew enough time to research and film the story can usually turn on its viewers. It will find the populace writing to the people featured in the program, offering them clothes, money, food, jobs.

The television medium has finally learned how to merge such emotional causes with real entertainment values and therein lies the success of the documentary and news special.

To look at what the television stations of America are doing in public service programming today, BROADCASTING asked the national and regional award winners for their help. Their programs are typical of what is being done all over the country.

Realistically, more seems to be done in the larger markets because there the stations can usually more easily absorb any major financial losses such programming incurs. But smaller markets are generally doing similar programs on a smaller scale.

Perhaps WKYC-TV Cleveland is a

good example of what is happening in modern-day local programming. Since September 1965, the station has run a weekly, half-hour locally produced series, *Montage*. The efforts of the two production crews that go with that umbrella title cost the station more than \$150,000 a year. If the three commercial positions in each week's program were sold out, the yearly income would be about \$50,000. Thus *Montage* has been a red-ink item. But the show is in its fourth year, and there has to be a reason.

The fact that the series generates community and individual reaction would be enough. For the public has responded to various *Montage* segments: It has offered to send money to a poor family in Appalachia; it has deluged the station with requests for information on a new water-survival technique; it has invoked the blessings of God and the damnations of Satan for an episode on a faith healer.

Montage has also proven to be an



The tearful face of a 17-year-old widow was testimony to the hell of war in the WSB-TV Atlanta special, *The Return of Private Youngblood*, which told the soldier's story after his death.



The streets of New York are not the safest place in the world, particularly for Oberia Dempsey, pastor of the Upper Park Avenue Baptist Church. He wages war on dope peddlers in Har-

lem and now carries a revolver when he goes out on the streets. His story was told in the WNBC-TV prime-time special *'We Are All Policemen,'* part of the *Crime and the Community* series.

award winner. Since its inception it has received a total of 34 awards. In the May 1, 1968, to May 1, 1969, period designated by BROADCASTING for its study, the series garnered nine major awards: Freedoms Foundation, National Conference of Christians and Jews, American Legion Auxiliary, New York International Film and Television Festival, San Francisco State College, Catholic Broadcasters Association, Ohio State University and American Association for State and Local History.

It would seem unlikely that a television station would tailor a program so that the show could qualify for an award. Such devious endeavors aren't needed because there are more than enough awards to go around from an uncountable number of groups, associations, organizations, societies—each looking for a particular type of pro-

of some of the award winners, a representative sampling of what the television industry can do and is doing today.

A rare approach to year-end news review, an eight-and-a-half-hour summary of 1968, made WMAQ-TV Chicago a winner of a San Francisco State College Broadcast Media Award and the 1969 Jacob Sher Award. *1968: Year Unpredictable* was sold to 18 participating sponsors and was aired from 8 a.m. to 4:30 p.m. on Saturday, Dec. 28. On the following day a capsulized version was carried 8-11:30 a.m.

Virtually the entire WMAQ-TV news staff was involved in the research, writing and editing and production of the program. Reporter-writer teams were assigned to various subjects, such as politics, the Vietnam war, student unrest, assassinations.

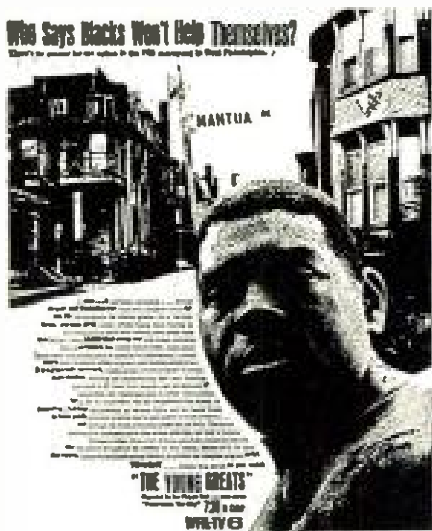
Year Unpredictable required a

torcyclists to wear helmets. One show pinpointed the city's 10 most dangerous locations for motorists and by year's end accident frequency and fatalities were down in nine of the 10 areas.

The project has won a variety of local and national awards, the most recent being the public service award of the National Safety Council. *Project Life* was handled by WWL-TV's special projects department, whose head, Phil Johnson, received an Alfred P. Sloane Award for the project.

"Operation Crime Stop," part of the WGN-TV Chicago documentary series based on the activities of the city's police department, received an award from the New York International Film and Television Festival.

The Blue Light is a documentary series, originated by the station in 1964 and produced in cooperation with the police department. "Operation Crime



When WFIL-TV Philadelphia first programmed its special *The Young Greats*, the station wanted to be sure the audi-



ence could follow the dialogue. So it purchased four pages in that day's Philadelphia Daily News and reprinted

the text of the one-hour documentary. *The Young Greats* told the story of a self-help group operating in the ghetto.

gram to honor.

And if a national organization does not take cognizance of a given program—and the program merits it—there will surely be a local group ready to offer it honors.

There are other stations that have won three, four, five or six awards for as many programs. Some stations have won a half-dozen awards for a single program. Such a program has to be a cut above the ordinary because it has to win under six separate sets of criteria.

In the following story BROADCASTING has taken a look at some of the programs that have won national or regional awards between May 1, 1968, and May 1, 1969. The subject matter of the programs runs from continuing excellence in news coverage to a four-day, three-hour per-day epic on the marijuana problem. The budgets, too, have been varied—from \$175 for a half-hour show to over \$300,000 for a one-year project.

Following then are brief descriptions

250-page script and was contained on 20 reels of video tape. More than 1,200 news writer hours, 130 camera crew hours and 600 hours of film editing were required for the production. Jim Ruddle was anchorman for the program and John Gibbs was executive producer.

The year-long attack on accidental deaths in New Orleans, carried by WWL-TV under the umbrella title *Project Life*, used a combination of documentaries, spots, editorials, news items and special promotional efforts. Included were seven feature-length documentaries, more than 80 editorials and cooperation with more than 300 civic, religious, governmental and business organizations in various safety campaigns. Expenses, time and talent cost more than \$300,000, and the entire project ran without commercial sponsorship.

Some results from *Project Life* were immediate, others were long-range. Following editorials on specific traffic fatalities, the city voted to require mo-

Stop" was in production for nine months and was aired in prime time on Aug. 22, 1968.

The documentary followed police on raids at three bookmakers' wire rooms, showed a policeman patrolling a beat and illustrated how a locked car can be stolen in 10 seconds. The program was produced and directed by Frank Hart.

WCKT(TV) Miami received critical acclaim for its one-hour special *Partners in Crime* which garnered an Ohio State award. The program contained dramatizations of the public's reaction to crime being committed in front of its eyes. It was originally telecast in November 1967 and repeated in January 1968.

To film the public's reaction, the WCKT documentary unit placed hidden cameras in several locations around Miami. Then with the cooperation of various police departments, station newsmen staged a crime wave. The public's reaction to the crime itself was filmed and made a part of this special

In this summer of 1969, our nation and the world are faced with a series of crises and problems which none of us can disregard.

Consider for a moment: There is the grave possibility that full-scale war could break out once more in the troubled Middle East; pressures for change and modernization have brought new ferment to the Catholic Church. Closer to home, our society continues to struggle with the problem of relations between the races, the issues of Medicare and abortion law reform.

Throughout the summer months, ABC News is presenting eleven 60-minute news specials, under the title of "Summer Focus '69." ABC News' Frank Reynolds is hosting this vital series which utilizes all the resources of ABC News to bring ABC viewers these thought-provoking examinations of the issues of the day.

Think about it.



Monday, June 2, War in the Mideast?
Thursday, June 5, Abortion
Thursday, July 3, It Can Be Done
Monday, July 7, Operation Breadbasket

Sunday, July 13, Welfare
Sunday, July 27, Black Mood on Campus
Friday, Aug. 1, The Right to Live
Monday, Aug. 4, Ferment and the Catholic Church

Thursday, Aug. 7, Black Fiddler: Prejudice and the Negro
Friday, Aug. 15, The Violent Americans
Sunday, Aug. 24, To be Black

ABC Television Network 

study. Gene Strul was executive producer and Duke Uridge was director.

In a one-month saturation approach, WNBC-TV New York, covered *Crime and the Community* during May 1968. The project included 20 public affairs programs. One episode, a prime-time hour on "We Are All Policemen," was the recipient of the Radio-Television News Directors Association's Edward R. Murrow award. It was the concluding program in the series designed to alert New Yorkers to the growth of crime.

The winning documentary explored methods citizens in the metropolitan area are applying to cope with crime. It covered citizen group activity in Harlem, Manhattan and the suburbs. The program was produced and written by Bernard Morris.

A half-hour commentary on fires and the men who fight them garnered two awards for KELO-TV Sioux Falls, S.D. *The Firemen* was honored by the Northwest News Association, a six-state group, and the International Association of Firefighters.

Originally telecast in prime time on Oct. 2, 1968, during fire prevention week, the program earned praise from firemen and the public. A repeat prime-time showing on Nov. 19, 1968, received a great deal of locally generated publicity after the station urged local fire chiefs to publicize the showing. The local chiefs induced stories in more than a dozen weekly papers.

The documentary, with much on-scene filming of fires, is primarily narrated by the firemen themselves. Dick Briggs was in charge of production.

For its special, *The Friendly Men-*

ace, a series of dramatizations on child molestation, WTVJ(TV) Miami wanted a time slot with a large audience of youngsters, so it pre-empted *Lassie* on June 9, 1968.

The program, produced by Chuck Zink with the cooperation of the Dade County Public Safety Department, used an audience participation format with eight dramatized situations. Test forms were distributed to all students in the Dade and Broward counties elementary schools.

The Friendly Menace, designed to use television's ability to informally instruct and educate children was sponsored by Velda Farms. The dairy ran no commercials during the program, carrying only opening and closing billboards. Velda sponsored a repeat of the program in the same time period earlier this month. The special won an Ohio State award.

KNBC(TV) Los Angeles won an International Association of Fire Fighters award for its documentary *Fire Boss*. The half-hour special, produced by Lee Giroux, tells the story of the highly trained, crack fire-fighting units which move into action when the Los Angeles area is threatened by seasonal brush fires.

More than 75 station employees and nine free-lance writers, producers and cameramen were involved in the production of *POTpourri: The Many Views of Marijuana* on KCET(TV) Los Angeles noncommercial station. The production wound up as a 12-hour piece that played 7:30-10:30 p.m., March 11-14, 1968. An edited version of the original broadcast was shown on KCET

last summer and a three-hour version is now being shown on other National Educational Television outlets.

POTpourri, was in preparation for three months and earned an Ohio State award and the NET affiliates award. Among the hosts or narrators in *POTpourri* were Stan Freberg, Les Crane and William Conrad.

The program cycle included background on historical and biological facts, films on the current Los Angeles scene, a study of marijuana as a family problem, discussions on the law with viewers who phoned in and a look at the future of marijuana laws and effects on the lives of youths.

Each night's telecast began with "World of the Weed," a half-hour study of marijuana. The second half-hour on the first and third nights was turned over to a film study "The Current Scene," which covered the Sunset Strip, controls at the Mexican border, police reports, interviews with hippies and high school students.

On the second and fourth nights, that second half-hour looked at "Marijuana as a Family Affair," which opened with a simulated "bust" of a teen-ager by police. Included were voice-over comments by teen-agers who had been arrested for marijuana possession, plus interviews with teen-agers, parents and lawyers.

The next 90 minutes each night featured panel discussions augmented by viewer calls. The final one-hour segment each night featured looks at Project Dawn, a youthful Drugs Anonymous, the views of young people, expectations of drug users and predictions for the future.

KCET attributed more new station memberships (contributions of \$15 or more) to *POTpourri* than any other single program in its history.

The civil rights movement, the problems of the cities and the residents of the inner cities continued to be extensively covered.

On March 25, 1968, WFIL-TV Philadelphia inaugurated a new prime-time series of one-hour monthly specials *Assignment: The City*. The first episode was "The Young Greats," the story of a former ghetto gang leader whose Young Great Society is rebuilding a slum world. The program, repeated six weeks later, turned out to be one of the most honored of the year, garnering six awards: National Academy of Television Arts and Sciences, Catholic Broadcasters Association, San Francisco Film Festival, National Association of Television Program Executives, Ohio State and Job Film Fair of the American Foundation on Automation and Employment. In addition, the series, won a National Headliners Club award.

The Philadelphia Gas Works spon-



WWL-TV New Orleans took its film-crews and models to a shipyard (above) and a lake, to an ice house and an old

fort, to the central city ruins and an art museum to produce *Fashion Is . . .*, a fashion study by U.S. designers.

WEHT-TV ASKS



The horrible moment of impact and death is past. It happens everywhere, every day. But in Evansville, Indiana, at least, WEHT-TV has the nerve to ask WHY. What was the cause? Why did it happen?

No mere cliché campaign, this twice-daily WHY series is committed to the premise that dangerous traffic conditions and dangerous drivers, on the open highway or on Main Street, must never be considered inevitable. Life is too precious. Whatever contributes to its destruction on the road must be dealt with

firmly, now, before it can cause tragedy.

This is why the WHY series was created by WEHT-TV more than two years ago. This is why News Director Tim Spencer has the nerve to rub some people the wrong way. This is why the Automotive Safety Foundation has presented Tim with the coveted Alfred P. Sloan Award for Distinguished Public Service in Highway Safety, for the second consecutive year.

WEHT-TV has the nerve to ask WHY, over and over. To drive home a message that can't be ignored.



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

WEHT-TV
Evansville

KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg

sors the *Assignment* series.

"The Young Greats" centered on Herman Wrice, who founded YGS, which now has 12,000 black young men and women using their own abilities in educational, cultural, sports and community affairs programs and business enterprises. YGS is described as a native-grown poverty program that finds slum dwellers devising and implementing their own bootstrap operation.

On the date of the initial showing, WFIL-TV reprinted the script in the *Philadelphia Daily News* and invited viewers to "follow the script as you watch." The program will be shown this summer on the other Triangle stations and will be offered to all broadcasters in the fall.

As a result of the program Mr. Wrice has received hundreds of financial contributions and offers a job placement for YGS members.

KYW-TV Philadelphia used a 15-part series on the Young Great Society to look at the activities of the organization. The series of 4½ minutes each covered such activities as adult training in city planning, rehabilitation of housing in West Philadelphia, plans for a new medical center and recreational activities. The series, inserted in the 7 p.m. *Eyewitness News* received a Freedom Foundations award.

The black man's view of his own life in writings, music and on the streets of Philadelphia was covered in *Now Is the Time* first aired by WCAU-TV Philadelphia in December 1967, and rebroadcast, by viewer demand, in January 1968. The one-hour special was carried

in prime time in both instances and sponsored by the Philadelphia Gas Works.

Now Is the Time, winner of a National Conference of Christians and Jews award, was designed as an anthology of the American Negro's attitudes toward himself and the white man from before the Civil War to the present. Ossie Davis and Ruby Dee read excerpts from poems, plays, novels, essays and news statements of such diverse Negro spokesmen as Martin Luther King, James Baldwin, Malcolm X and Langston Hughes. Mixed with the readings was on-location illustrative and impressionistic film of Philadelphia Negroes going about their daily lives. The music was drawn from compositions penned by Negroes. The program was produced by Inez Gottlieb and Joan Fiore and directed by James Crum.

The six-state Northwest Broadcast News Association honored *Voices of the Inner City-1968*, a half-hour documentary first aired by WITI-TV Milwaukee in December 1968. On April 17, the telecast was repeated.

The documentary, brought in for about \$300, took a look at the hopes and frustrations of Milwaukee's inner-city residents. The program was produced by Fred Cowley and directed by Pat Holder.

The attack of a group of Negroes on four white people imprisoned in their car last summer in Grand Rapids, Mich., was downplayed by broadcast media—by mutual consent. However, rumors of the event grew and racial tension began building. To get the real

story out and attempt to calm the city, WOOD-TV went on the air with an eight-minute editorial which was honored by Sigma Delta Chi "for courage and conviction in editorializing to calm the city during a time of difficult racial tensions."

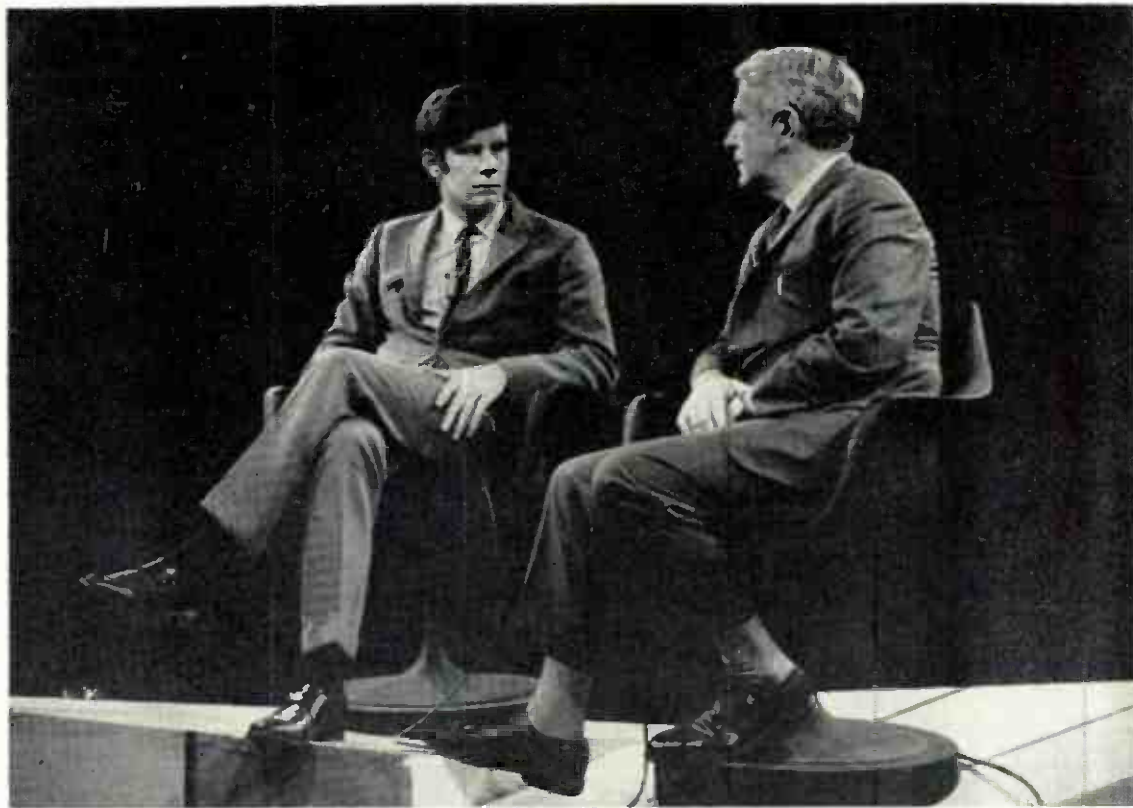
The editorial described the incidents, noted the reluctance—out of fear for their lives—of witnesses to identify the assailants and said the attack had been more harmful to the push for civil rights than it was on those trapped in the car.

Around-the-clock coverage of the eight-day riot which roared through Detroit in the summer of 1967, resulted in WJBK-TV receiving an on-the-spot news coverage award from the Radio-Television News Directors Association. When the disturbances broke out on July 23 the station went on 24-hour service with hourly news updates and often longer reports. In addition to its own coverage, WJBK-TV became the control center for CBS News activities, and prepared special color film reports for the Australian and Netherlands television services. The Detroit segment of a July 26 half-hour special on violence was handled by WJBK-TV. That special was sent via satellite to the British Broadcasting Corp.

For the first time in its six-year history the station award of the National Academy of Television Arts and Sciences went this year to a noncommercial outlet, WHA-TV Madison, Wis. for its two-and-a-half-hour program, "Pretty Soon Runs Out." The documentary on the plight of urban relocation



KELO-TV Sioux Falls, S.D., had its camera crews out in all sorts of weather to accurately show the work of The Firemen. Most of the program was narrated by firemen themselves.



CBS News correspondent Harry Reasoner (r) and his eldest son, Stuart, were co-hosts of the WCAU-TV Philadelphia special, Pull the House Down. The one-hour, prime-time program dealt

with the demands the younger generation is making on society and studied their goals and their objections to standards of the past, as described by members of the now generation.

DDT. Other chemicals. Sewage. Each year, millions of pounds of pollutants wash down from farms, cities and factories. Threatening marine life, a vital food source. Already fishermen report that fluke, porgy, weakfish and sea bass have all but disappeared from New York waters.

WCBS-TV broadcast the story: "DDT/SOS," a special televised report on the growing concern over the rising level of DDT, among other pollutants, in ocean fisheries. Experts were interviewed. Facts documented. A warning clearly sounded. "The first time...a television station had

the courage and wisdom to put on this kind of program," saluted Michigan Congressman John Dingell, who heads a Merchant Marine and Fisheries subcommittee. Conservation-minded Supreme Court Justice William O. Douglas, appearing on a follow-up broadcast, declared: "...this should be on every television station in the United States."

"DDT/SOS" was aimed at the heart of a matter of urgent concern to the community. By the station that has always taken community matters urgently to heart...CBS Owned WCBS-TV.

**"There's a dead sea
twenty miles from New York.
Nothing lives there."**



**THE FIVE CBS OWNED
TELEVISION STATIONS**

WCBS-TV NEW YORK
KNXT LOS ANGELES
WBBM-TV CHICAGO
WCAU-TV PHILADELPHIA
KMOX-TV ST. LOUIS

victims was the opening salvo in a five-part series *The Inner-Core: City within a City*. The series itself received a National Educational Television award.

The series and the individual programs within them were part of a mass radio-TV campaign in Wisconsin—one year in the planning, one week on the air—to involve the entire citizenry in some perplexing urban problems.

"Pretty Soon Runs Out," produced by the University Extension of the University of Wisconsin and Willis-Wardenburg Films, New York, was a mixture of documentary and debate. The cameras showed the problems of urban relocation and covered the discussions, often heated, between slum landlords, city officials and victims of the urban relocation.

The one-week series was carried on the state's noncommercial stations and extended through pickup by commercial radio stations and delayed playback by both commercial and noncommercial TV stations in Wisconsin and Minnesota.

It started in June 1967, and has been on the air ever since. It has been picking up awards almost since its inception. The *Opportunity Line*, originated by WBBM-TV Chicago and since



Children are often easy prey for menacing adults. WTVJ(TV) Miami used a series of dramatizations in The Friendly Menace to alert children to various types of molesters.

then used as a model by some 80 other stations, this year received a National Conference of Christians and Jews award. *Opportunity Line* has been carried 1-1:30 p.m. on Saturdays and during 1968 was also seen in four prime-time editions. The series has been co-sponsored by Western Electric and Illinois Bell Telephone.

Opportunity Line, produced in con-

junction with the state employment service, is aimed at helping disadvantaged members of minority groups find jobs and job training. To date more than 170,000 calls have been handled since the series began, and some 70,000 men and women have either found jobs or assistance. Each week the program is built around a theme, such as: back to school; job opportunities for veterans; employment for handicapped, in-plant training programs.

The series is also adaptable to current conditions. On a week when the possibility of violence existed in Spanish-speaking neighborhoods, a special Spanish-language edition was scheduled.

A half-hour documentary, which follows a weekend prisoner, won a New York International Film and Television Festival award for KNBC(TV) Los Angeles. *Take a Giant Step* tells the story of the Watts Manufacturing Co., which makes tents for the government and provides jobs for the otherwise unemployables in Negro poverty areas. The program centered on Lester Johnson, 21, who is serving a jail sentence on weekends. He is followed through his apprenticeship as a sewing machine mechanic.

What's a Man's Worth, a documen-

PRIDE in AMERICA



The WFLA Stations, Tampa-St. Petersburg, Florida, knew their community would be responsive to a restimulation of American ideals, and led the way with the current "Pride in America" campaign. On-air announcements are reminding viewers of the values of living in this country, and urging flag display. Free flag decals are being offered. The campaign began May 1 and will run through July 4.



COMMUNITY LEADERS IN TAMPA BAY

Details concerning this community endeavor available to all broadcasters.
Please call: Promotion Department, WFLA-TV-AM-FM, Tampa, 813-224-7008

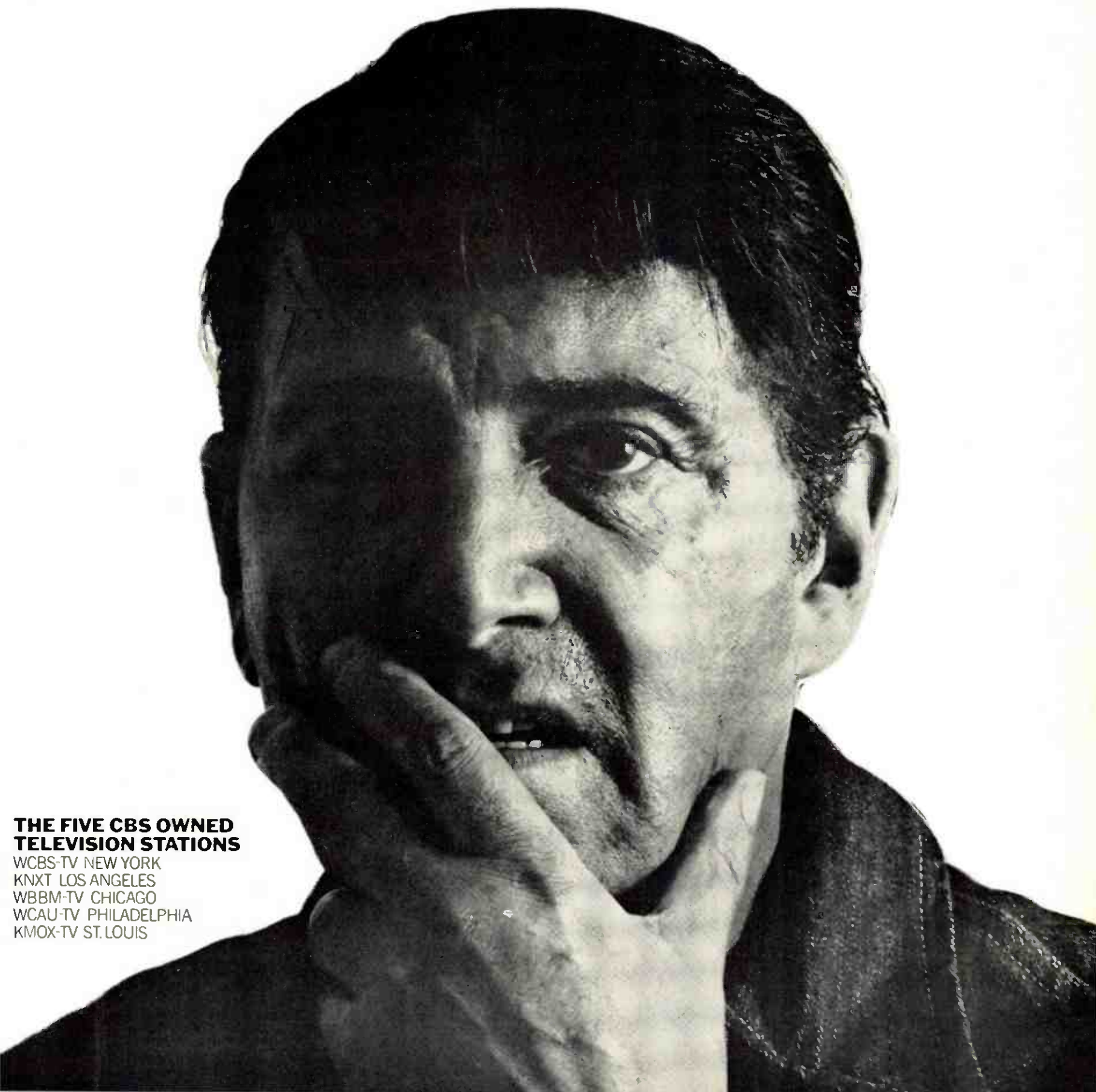
Southern California's Mexican-Americans. A widely-scattered, troubled people with an urgent need to belong. Some are immigrants. Others are fourth and fifth generation American citizens. Most resent the lack of understanding in the community. A resentment giving ominous rise to a new militancy.

KNXT seized the opportunity. Result: "The Siesta Is Over," a three-part, prime-time exploration of an important minority group. The series defined problems. Exploded misconceptions. Conveyed the increasing agony of those who live in the barrios.

The result of grinding poverty and prejudice. An entire program was devoted to education, including an examination of racism charges which have led to student unrest.

"The Siesta Is Over," hailed by La Opinion, the number one Spanish-language newspaper in Western America, as "an excellent reporting job," probed deep into the heart of one segment of the community for the well-being of all segments. Produced by the station that has always taken community well-being deeply to heart...CBS Owned KNXT.

**"We're Americans.
Yet we're made to feel like strangers."**



**THE FIVE CBS OWNED
TELEVISION STATIONS**
WCBS-TV NEW YORK
KNXT LOS ANGELES
WBBM-TV CHICAGO
WCAU-TV PHILADELPHIA
KMOX-TV ST. LOUIS

tary by KSD-TV St. Louis examining the causes and effects of Negro employment in that market, has gotten plenty of screenings following its initial telecast in September 1967. The program, written and produced by William Fields and Philip Enoch, has had in-plant showings by more than a dozen major firms and has been used as a training aid by local and regional offices of the poverty program. The special, which won an award from the National Conference of Christians and Jews, was 11 months in production and was carried unsponsored by the station.

The story of the largest Negro-owned and operated commercial bank in the United States was covered as one episode in *New York Illustrated* on WNBC-TV New York. "A Bank Called Freedom" received awards from the Freedoms Foundation and the New



The story of a Negro college's rise to educational and athletic prominence via a successful football team was shown by WABC-TV New York in *Grambling College: 100 Yards to Glory*.

York International Film and Television Festival.

The program noted that Freedom National Bank of New York has made it possible for qualified borrowers in Harlem and the Bedford-Stuyvesant section of Brooklyn to get money, and it described the bank's efforts in helping to rebuild the ghettos. It was produced and written by Hal Levenson and sponsored by United Air Lines.

Another WNBC-TV series *Speaking Freely* received an award from the National Conference of Christians and Jews for its Jan. 28, 1968 episode. On that program, series host Edwin Newman talked with Charles Evers, Mississippi field director for the National Association for the Advancement of

Colored People. Joseph Michaels is executive producer of the series.

A series of 21 editorials dealing with civil rights and the need for better understanding was carried on WFBM-TV Indianapolis. The series, researched and written by Jim Hetherington and Evie Birge, was the winner of a Radio Television News Directors Association award.

Among its editorial conclusions, the station advocated a federal open-housing law; implementation of recommendations in the President's Commission on Civil Disorders and New Jersey Racial Disorders Commission; an end to panic selling that followed integration of an Indianapolis neighborhood; a change in local teacher-placement policies to achieve racial balance in faculties; and better communication among public and private sectors



More than 170,000 calls have been received and more than 70,000 men and women have found jobs, job training or counseling since WBBM-TV Chicago began carrying its weekly half-hour

as the basic means of achieving racial understanding.

Urban Sprawl vs. Planned Growth, a half-hour special, which examined the quality of the American suburbs, won two awards for WRC-TV Washington. The program won awards from the New York International Film and Television Festival and the U.S. Industrial Film Festival.

The special, aired on Dec. 28, 1968, was produced by Stuart Finley in association with the University of Pennsylvania's Institute for Environmental Studies.

Education and the continuing battle of today's youth vs. the establishment were subjects of studies by several stations.

Six months of planning and production went into WCAU-TV Philadelphia's *Pull the House Down*, a look at the demands being made upon society by the youth of today. The one-hour prime-time special aired Dec. 26, 1968, and sponsored by the Philadelphia Gas Works, won a San Francisco State College award.

CBS News correspondent Harry Reasoner and the oldest of his seven children, Stuart, 21, were co-hosts of the study of today's rebellious youth, their goals, their impatiences and their objections to past standards. *Pull the House Down* studied the rebellion of today's generation as it listened to the young describing themselves, the influence on their lives of such items as drugs and the Vietnam War. The special was written by John Wideman, a creative writing teacher at the Universi-

series Opportunity Line. Bill Lowry, program host, stands by the job board. The board is divided into job categories and include industrial, summer, service and professional types.

ty of Pennsylvania; Inez Gottlieb was the producer and George Jason the director.

More than 1,000 viewers wrote commenting on the program with many individuals, church organizations and youth-oriented groups requesting prints and/or transcripts of the special.

To show the positive side of today's youth and to allow them to express themselves, KTAR-TV Mesa-Phoenix has come up with *The Indispensables*, a half-hour Saturday evening show sponsored by the Arizona Public Service Co. The program, with three students as hosts, received an American Legion Auxiliary award for the best locally produced, youth-oriented TV show.

The Indispensables includes panel

Homeless children. Black. White. Mixed. On any given day, over a thousand in the Chicago area. Some are beautiful. Some handicapped. Some are cheerful. Others troubled. But all are in desperate need of foster care. A home. Love.

WBBM-TV saw a way to help: "The Children Are Waiting." A compassionate look into the world of these special children. A unique feature of the full-hour prime-time broadcast was an "action line" phone for prospective foster parents interested in

sharing their homes — and their lives — to call. In a single week following the broadcast, over 6,000 families did so and received applications (compared to 1,600 calls during all of 1968).

"The Children Are Waiting," winner of a local Emmy for its "highly effective direct action approach," was television that got right to the heart of a community need. Produced by the station that has always taken community needs to heart...CBS Owned WBBM-TV.

"There must be people out there willing to help these children."



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The fatherless Tabler family of Stewart, Ohio, was the subject of 'The Young Uns,' one episode in the Montage series on WKYC-TV Cleveland. The focal point was 16-year-old Paul Tabler, titular

head of the family from the Appalachian hills of southern Ohio. The boy's credo is one of love of the land, of God and of his family. He is intent on helping his brothers and sisters through school.

discussions by students on subjects ranging from campus unrest to sex education in schools, sports interviews with high school, college and professional athletes and a variety of musical groups. Among the guests on the show have been former Secretary of State Dean Rusk, Senator Charles Percy, newsman David Brinkley and Olympic champion Peggy Fleming.

"The Meaning of Patriotism," one episode in the monthly *Teen Talk* series earned a Freedoms Foundation award for KYTV(TV) Springfield, Mo. The series is produced with the city's public school system. Each half-hour show features a moderator and students from the city's four public high schools who discuss topics of concern to young people and express their views on the subject. Clarence L. Martin is producer-director of the series.

The problems of teen-ager/police communications were probed as part of the half-hour series, *Teen Beat* on KNBC(TV) Los Angeles. The give-and-take program, which featured former Los Angeles Police Chief Thomas Reddin, was produced on location at John H. Francis Polytechnic High School in Los Angeles and was the winner of a Freedoms Foundation award.

In July 1968, the American Baptist Convention honored what was then a two-year-old project of KFRE-AM-TV Fresno, Calif. In 1966 the KFRE stations had begun *Dropouts Anonymous*, an education campaign that includes—each year—two live-and-film TV specials, a one-hour radio special, 27 weekly spots on TV and radio, monthly on-air editorials and periodic reports within regular news shows.

Dropouts Anonymous has enlisted

community leaders in an around-the-clock campaign to keep students in school and return dropouts to school. Through May 1, 1968, the program was credited with getting more than 2,500 student dropouts back in school in the Fresno area. When *Look Magazine* named Fresno as one of its All-America cities in 1968, it credited the KFRE stations' project as a key factor in the selection.

The success of the project turned up the two biggest reasons for school dropouts: need for financial assistance and the use of drugs. With this information, two other projects were started: CHORE (Citizens Helping Others Receiving Education) in 1967 and FACTS (Finding Answers, Caring Through Service) in 1968.

Limited to high-school students, citizen volunteers interview candidates to CHORE and, on the average, more than 70 youngsters a month are placed in semi-permanent jobs through the project.

FACTS, which also finds volunteers (many former addicts) manning phones to give advice on drug use and abuse began with a one-hour documentary. In January a second one-hour show was produced. In February, a half-hour special, *LSD, Trip or Trap*, was aired for the first time. It has been carried three times since. And in February, KFRE-TV ran a three-hour, 40-minute, prime-time special *Target Drug Abuse*.

The basic *Dropouts* program has since been picked up by several other stations.

An Ohio State award went to WPSX-TV Clearfield-University Park, Pa., for its program "Do You Recognize?", part of the station's *Meaning in Art* series. The series of art instruction in the primary grades, is designed to stimulate a child's sensory awareness in object perception as a basis for learning to experience art forms. The award-winning episode's production cost was \$3,500.

WABC-TV New York used the built-in football hysteria on the eve of the 1968 Super Bowl game as a form of promotion for its one-hour special *Grambling College: 100 Yards to Glory*. The documentary of the all-Negro college in Louisiana was carried by the station on Jan. 13, 1968. Exactly seven months later, on July 13, ABC-TV pre-empted a network hour, 8:30-9:30 p.m., to air the locally produced special on the college which in the past 20 years has produced more pro football players than any other college in the country.

The WABC-TV special, which won an award from the National Association of Television Program Executives, details the story of Grambling and its rise to educational and athletic prominence through the success of its football team

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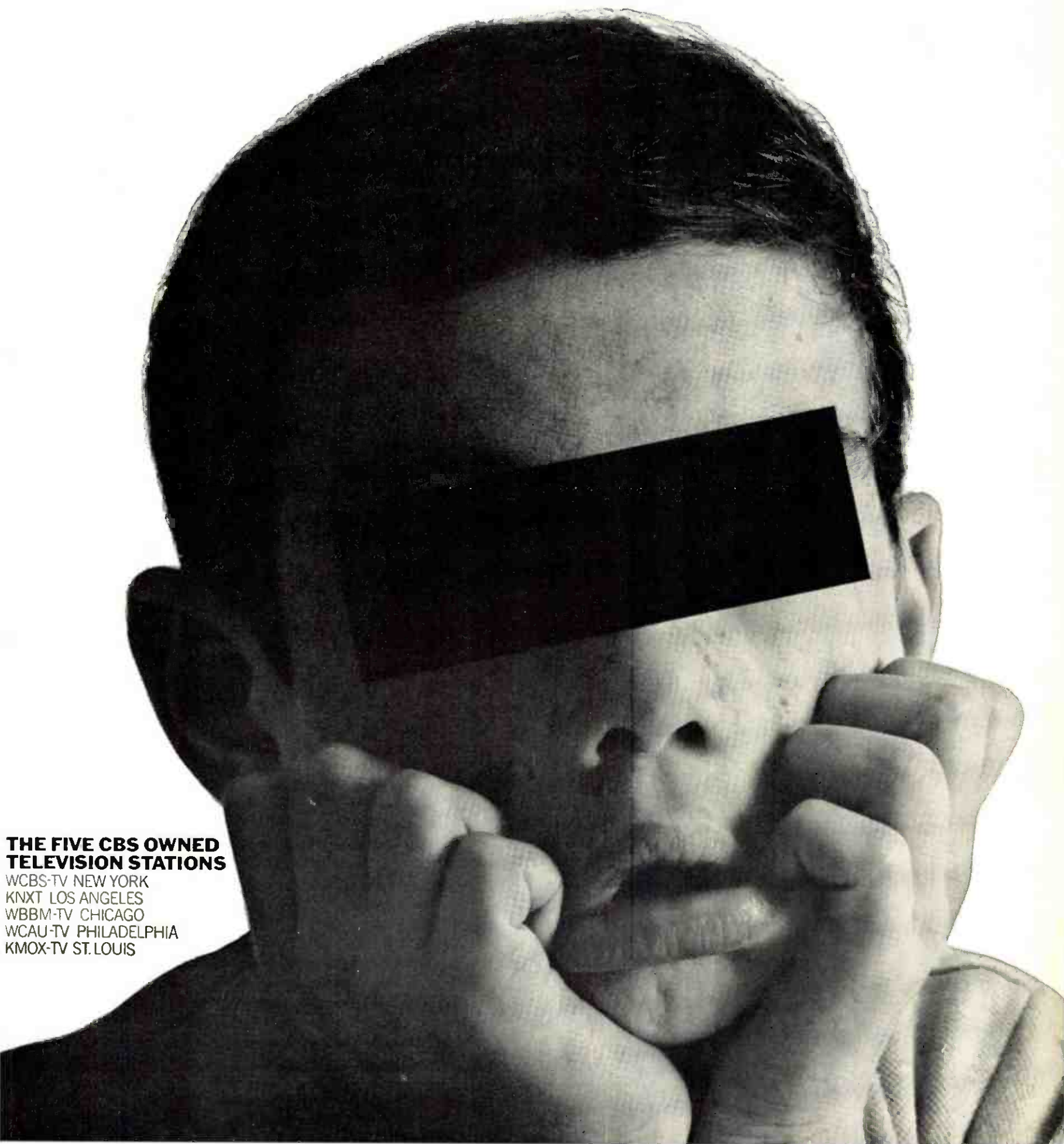
Pennhurst, a state institution for the mentally retarded. Where antiquated facilities were strained to almost twice their normal capacity. Where patients were sometimes brutalized by staff members. Where at least one borderline case was thrown in with the hopelessly retarded.

WCAU-TV took action: "Suffer, the Little Children." A bare-knuckle television investigation, in five parts, of the scandalous conditions at Pennhurst, along with a call for specific, immediate

corrective steps. The call was heard. Public response was one of outrage. And resulted in attention from the governor who subsequently acted on many of the station's recommendations.

"Suffer, the Little Children," a Sigma Delta Chi award-winner for "public service on television" in the Greater Philadelphia area, went straight to the heart of a community problem. Produced by the station that has always taken community problems to heart...CBS Owned WCAU-TV.

"They're human beings. Why are they treated like animals?"



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when hurricane winds blow...

coastal Carolinians have trusted channel five and Charlie Hall to give the facts calmly and accurately with no sensationalism. For 16 years.

Charlie's even flown into the "eye" of three storms in hurricane re-search aircraft.

"Windy", he says.

...and that's putting it calmly.

WCSC-TV 5

South Carolina's Oldest VHF Station.



WHAT'S A NICE GIRL LIKE HER DOING IN A PLACE LIKE THIS?

This is Pat Evans--sensitive, sympathetic, sincere and interested in the many and varied problems that affect people of the WBRZ coverage area.

The Documentary Department at Channel Two, which Pat has headed for years, brings into focus such conditions as poverty, drug abuse, educational inadequacies and other sources of human indignity that cry out for community action.

Few stations in markets of similar size can boast a Pat Evans. We thought you'd like to meet her.

WBRZ TV

Baton Rouge, Louisiana



and its coach Eddie Robinson.

The documentary was written and produced by Jerry Izenberg and based on an article he had written for *True* magazine. It was sold participating on WABC-TV and was co-sponsored on ABC-TV.

In February 1968 the Classroom Teachers Association called a strike of the schools in Dade County, Fla. For the 17 days of the strike WCKT(TV) Miami devoted five to seven minutes daily within the 6-7 p.m. news bloc to reports and editorials on the subject. The coverage earned the station a National Headliners Club award.

The strike, called because of low salaries, inadequate classrooms and too many children in the classes, was covered by four newsmen who daily prepared the commentaries. More than 1,000 letters and 1,000 phone calls were received by WCKT commenting on the station's coverage.

A five-part special report of KPFX-TV San Francisco's early evening *Eyewitness News* was responsible for the station's receiving an award from the Association of Catholic Newsmen for "distinguished programming in the field of social justice." Reporter Mike Lee spent one month preparing "Where Has All the Love Gone," a look at the Haight-Ashbury district where the flower children and hippies have been replaced by drug users and criminals.

Living history is the way the station envisioned it, and a trip to Washington by 40 youngsters turned out just that way for WKRC-TV Cincinnati. The one-hour documentary, *Skipper Ryle's Jet Set: Destination Washington*, aired Aug. 25, 1968, from 7-8 p.m. focussed on the trip the 40 made to Washington to meet with their legislators and tour the capital city. The program won a Freedoms Foundation award.

The program was conceived as the first in a series intended to stimulate an awareness of past and contemporary national events. The tripartite project involved selecting the 40 students from 40,000 entrants, filming the trip, and airing the program. The special was later made available to area schools as a teaching aid for history and government classes.

The trip to Washington included a White House tour, a visit to the Bureau of Printing and Engraving, lunch with the legislators on Capitol Hill, visits to the city's memorials and monuments and a 40-minute visit with then Vice President Hubert Humphrey. Each step of the way was filmed by WKRC-TV.

In addition to the airing of the special in Cincinnati, a separate screening was held in Washington the following month for top government officials and the news media.

WNYS-TV New York, a noncommer-

The alphabet. Twenty-six simple steps to literacy. In the Greater St. Louis area, there are 100,000 adults who never learned it. Those without even a rudimentary education required to meet today's social and economic needs.

KMOX-TV does something about it. On air — with such instructional series as "PS 4," begun in 1959, which teaches basic English, reading, writing and figuring to the disadvantaged. Off air — with such continuing projects as the Reading Service, a monthly bulletin of suggested books and classroom activities related to television, distributed

to some 735 local schools, colleges and libraries (nearly a million copies since 1961). With special seminars on the educational uses of television conducted for interested local groups. (Forthcoming seminars will zero in on schools in underprivileged areas.) The list goes on... and on.

Commercial television as an active, practical aid to learning is a heartening development in community betterment. Pioneered by the television station that has always taken community betterment to heart... CBS Owned KMOX-TV, "First in Service to St. Louis."

I'm 87 years old. I'm writing my first letter thanks to you



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