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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Agnew turns guns on broadcast journalism. p27

Another poor report card for radio-TV news. p30

SPECIAL REPORT: Programing for next season. p52

The fast-growing dimensions of ETV's audience. p61



## How do you know what motion pictures real people really want to watch?

**Simple.**

**You go to Milwaukee and ask them.**

Our researchers dropped in on Mr. and Mrs. David Olsen, their two sons, split-level house, '68 Chevy and two TV sets to ask them about the films

we've got lined up. We picked the Olsens as a sample family for our Real People Test. Mr. Olsen was busy watching TV when we got there.

They took a look at the list of films and really raved. First, they spotted *Cat Ballou* and everybody agreed they would love to see that one again. But when they came across movies they'd never gotten a chance to catch up on, they could hardly wait!

"Luv . . . I even like the title. Sounds like a funny movie!"

Here's the list of feature films we showed the Olsens that we've just released for television:

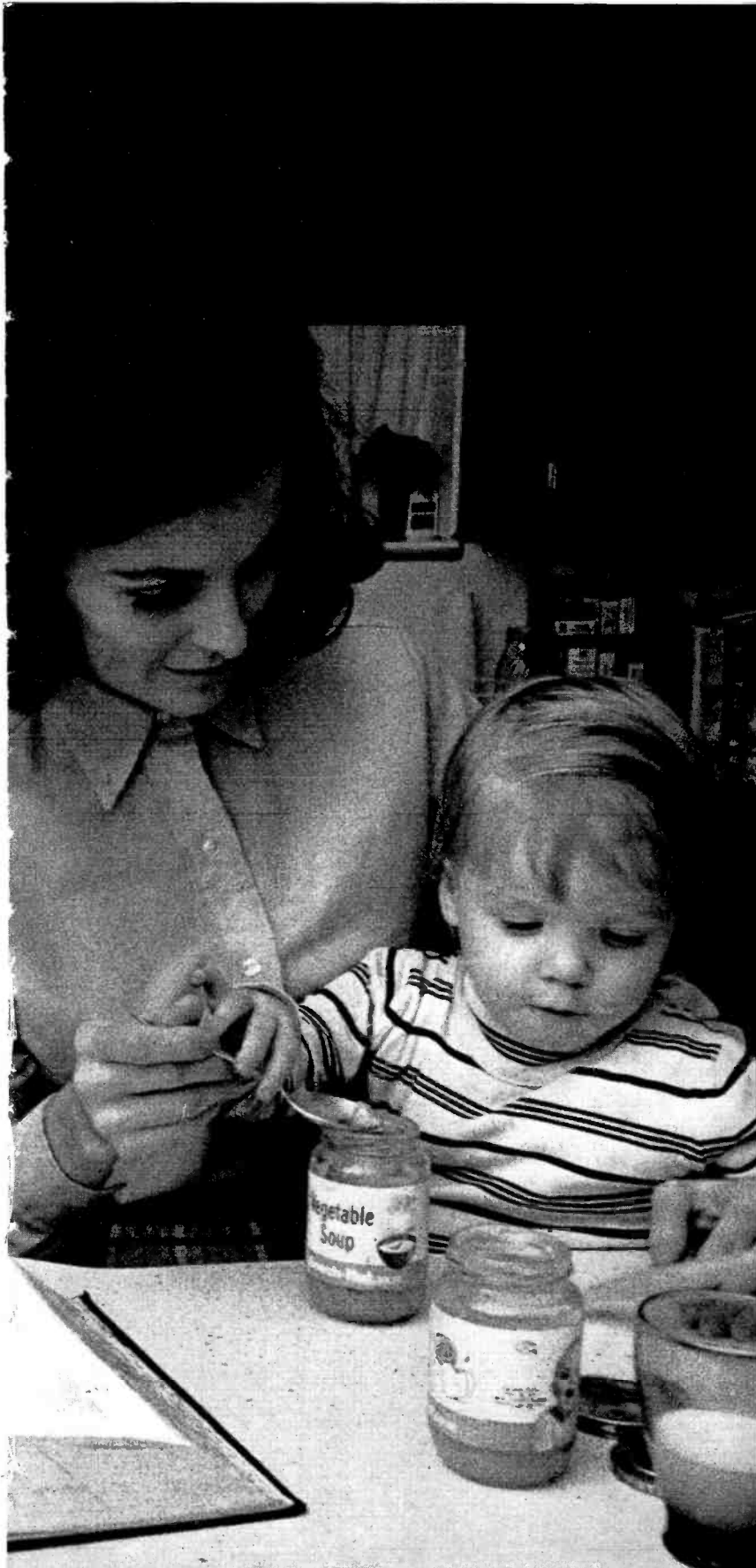
Cat Ballou, Murderer's Row, Suddenly Last Summer, Luv, The Chase, Alvarez Kelly, The Big Mouth, The Trouble With Angels, Bunny Lake is Missing, Dead Heat on a Merry-go-round, Dr. Strangelove, The Happening, Rage, The Wrong Box, La Traviata, Theodora Goes Wild, East of Sudan, Winchester For Hire, Arizona Raiders, Corruption, Siege of the Saxons, The Love-ins, A Study in Terror, Anastasia, Bullet in the Flesh, Made in Italy, Crimson Blade, Brigand of Kandarhar, Destination Rome, The Fortress, The Phantom of Soho, \$5000 on One Ace, Death Party.

If you want people like the Olsens to watch, you'd better know what they want to see.

**You'll sell more baby food if you**



# advertise to the girls who feed babies.



Teenage girls, bless their little hearts, buy a lot of products.

But baby food isn't one of them.

They also don't buy many diapers, children's aspirin, nor for that matter, bassinettes.

So, if you have products like these, advertise on radio stations women listen to.

Like ours.

Group W music and news stations in Chicago, Boston, Pittsburgh and Fort Wayne are all designed for those people who spend the money in the family. Women between 25 and 49.

We play the kind of music they want. Like Tom Jones, Gary Puckett and the Union Gap, mixed in with Dionne Warwick. We broadcast the kind of news and commentary they want. And we have the kind of personalities they want.

Our programming is working.

Each of our stations is either number 1, 2 or 3 in its market with adult listeners who spend.\*

In other words, we have a lot of ears. Who have a lot of mouths to feed.

**WIND** CHICAGO

**WBZ** BOSTON

**WOWO** FORT WAYNE

**KDKA** PITTSBURGH

**GROUP**



WESTINGHOUSE BROADCASTING COMPANY

Where you reach big girls. Not little ones.

\*ADULTS, 25-49, METRO AREA MON.-SUN. 6 AM-MID. CUMULATIVE AUDIENCE. ARB: CHICAGO, JULY, 1969; PITTSBURGH, APRIL-MAY, 1969; BOSTON, APRIL-MAY, 1969; PULSE: FT. WAYNE, OCT.-NOV., 1968. THE AUDIENCE FIGURES SHOWN ARE ESTIMATES SUBJECT TO THE LIMITATIONS OF THE TECHNIQUES AND PROCEDURES USED BY THE SERVICE NOTED.

Represented by  **RADIO ADVERTISING REPRESENTATIVES, INC.**



**MEN WATCH  
BEAUTIFUL YOUNG WOMEN**

**BEAUTIFUL YOUNG WOMEN  
WATCH CHANNEL 4**

It's well known that the Dallas-Ft. Worth area is a girl watcher's paradise. And it's proven that in Dallas-Ft. Worth, young women watch KRLD-TV more than any other television station. As a matter of fact, KRLD-TV has 11.1 per cent more women viewers between 18 and 34 than the second-rated station, 53.8 per cent more young women viewers than the third-rated station, and 66.7 per cent more than the fourth rated station.\*

So, come to Dallas-Ft. Worth for two reasons . . . to see the pretty girls . . . and get results from your television advertising.

See your H-R representative for the full story on how you can place your advertising where it counts . . . on KRLD-TV, Dallas-Ft. Worth. They'll help you with everything but the travel arrangements.

*\*Neilson Station Index (NSI), audience estimates, July, 1969 (Daypart), Sunday through Saturday, 9:00 A.M.-Midnight, average quarter-hour audiences, Station Totals, Subject to qualifications described in said report.*



**The Dallas Times Herald Station**

CLYDE W. REMBERT,  
President

represented nationally by



## He said it

What's really behind that sudden Spiro Agnew blast at TV network newsmen (see pages 9, 27)? Not to be discounted is long-rankling resentment built up during periods that Republicans were out of power in both Congress and White House. GOP politicians are convinced Democrats have had much more TV-news exposure than they've had. They are equally convinced network news departments are loaded with liberals who can't stomach conservative views. Vice President said in public what many others have been saying for years in private. It's to be noted that networks, not stations, are targets.

## Professor

Rosel Hyde, who retired as FCC chairman Oct. 31 after 45 years in government, is switching to academic life—at least part-time. He'll teach course in broadcast regulation in department of radio and television at University of Detroit beginning next January. As now planned, his schedule will put him on Detroit campus about three days every other week. He'll continue to keep Washington home.

## Whole load

It's back to drawing board for CBS-TV's plan for affiliates to go halves with network in absorbing \$6.8 million increase in AT&T charges (BROADCASTING, Nov. 10). CBS-TV affiliates board, headed by Ken Bagwell of WJW-TV Cleveland, has unanimously adopted resolution calling plan unacceptable. Board feels increase should be absorbed entirely by network—as ABC-TV has agreed to do for its affiliates for at least one year. CBS plan was to absorb increase in intercity-connection costs and have stations pick up extra costs for local loops. New figures indicated it would not be quite 50-50 division but would net down to about \$3.8 million to be absorbed by network and \$3 million by affiliates (including CBS O&O's). If extra cost of O&O loops were counted in network bill, breakdown would be \$4 million for CBS, \$2.8 million for affiliates—either way about 125 affiliates reportedly would be affected out of 195-station line-up.

Affiliates board feels CBS sharing plan conflicts with spirit and historical interpretations of affiliation contract. Some see it as "frightening" precedent: If they agree to share increased line costs, they reason, what's to stop net-

work from asking them to share cost increases in say, programming? In any event, CBS officials have indicated they will review board's position carefully, presumably will meet with it again. Meanwhile, NBC-TV officials tackle same subject with their affiliates board this week, perhaps offering some form of pro-rata sharing divided evenly among all affiliates.

## Crisis upon crisis

Coincidence of ideas among programming people is much in evidence in programs evolving for 1970-71 network TV season. Most striking example is idea of psychiatric social workers who operate as emotional court of last resort for deeply troubled people. Developing along this exact basic plot line are *The Crisis Clinic*, hour series for CBS-TV out of QM Productions, and *Dial Hot Line*, hour for NBC-TV out of Universal TV. In addition, Four Star International has network daytime project in works with tentative title of, amazingly enough, *The Crisis Clinic*.

## White elephant

Mormon Church's sortie into international short-wave broadcasting with WNYW New York has proved financial drain, and church is seeking to unload it—so far without success. Church reportedly offered station to Voice of America for \$1, and failed to make sale. Church has informed government of unwillingness simply to let station go silent since its frequency might then be lost to U.S. It's understood church has received inquiries from potential buyers, but no hard offers.

Church acquired station from Metro-media Inc. in 1962 for \$1.8 million, later bought new equipment, including transmitters, after plant in Scituate, Mass., was hit by fire. WNYW (formerly WRUL) broadcasts to South America, Europe and Africa.

## Back to law

What do lawyers do when they leave association positions? Douglas A. Anello, who resigned as general counsel of National Association of Broadcasters Oct. 1, is now of counsel with Washington law firm of Cottone and Peterson. His first client: NAB, which he will represent in AT&T rate proceeding before FCC.

Frederick W. Ford, whose retirement as president of National Cable TV As-

sociation is effective Dec. 31, intends to spend remaining months on long vacation, his first since he left FCC commissionership for NCTA job in 1965. Then he will practice law, but he says he has not made up mind where or with whom. NCTA has chosen Donald V. Taverner, Pittsburgh educational broadcaster, as Mr. Ford's successor (see page 66).

## Major surgery

ABC-TV, committed to full season of *The Survivors* from Universal TV despite weak ratings and disastrous reviews, is expected to announce drastic change in format for series starting at midseason. Reportedly key ingredient to be held over would be series co-star, George Hamilton. Lana Turner and Kevin McCarthy will be dropped.

## Mystery men

Investigation of WIFE-AM-FM Indianapolis and other Don Burden stations by FCC and House Investigations Subcommittee is subject of conflicting reports. After commission sent letter to House Commerce Committee Chairman Harley O. Staggers (D-W. Va.)—indicating it had further information on alleged improprieties, was ready to proceed, and wanted to cooperate with House rather than tangle with it (BROADCASTING, Nov. 10)—Chairman Staggers met late last week with FCC Chairman Dean Burch.

Congressman said they "resolved differences"—but he indicated differences concerned old issue of availability of information to Congress, rather than questions directly involving WIFE or other Burden stations, which he said "don't matter to us any more than the man in the moon." However, other insiders continue to say that something big, possibly with political overtones, is in wind ("Closed Circuit," Nov. 3).

## Birthday greetings

Bob Hope's chairmanship of National Association of Broadcasters advisory committee on next year's celebration of broadcasting's 50th anniversary is more than honorary. Last week in New York he took time out of taping NBC-TV show to make voice spots promoting anniversary. Hope spots will be delivered to NAB radio members by Jan. 1. By same time TV members will get animated spots of 50th anniversary logo.

# WHERE DID WASHINGTON TURN WHEN ITS NEWSPAPERS WENT ON STRIKE?



More people in the capital turned to us than to any other radio station during the recent newspaper strike.\*

It's hardly surprising. We report the news 24 hours a day every day. Non-stop. Which is the way it happens.

\*Mediastat, Oct. 1-2, 1969. Special survey of radio listening in Washington Metropolitan Area, total persons 12+.

Vice President Spiro T. Agnew attacks network news operations in ominous, nationally televised speech. Charges of undue influence, lack of objectivity and fairness are refuted by network heads. See . . .

## Broadcast journalism under siege . . . 27

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## F for effort, D for results . . . 30

Dean Burch, in first speech as chairman of FCC, says TV's 'finest hour' is its news and public affairs programing, adding that while criticism of medium is justified, it must also suggest solutions. See . . .

## Note of moderation at duPont . . . 32

Four Star International Inc., pioneer TV production and distribution firm, announces it will henceforth concentrate on theatrical feature films, after years of prominence in series field. See . . .

## Four Star begins the long road back . . . 38

Senator Frank E. Moss (D-Utah) charges that version of cigarette bill passed by Senate Commerce Committee is inadequate while castigating broadcasters for haggling with committee to extend cigarette advertising. See . . .

## Moss steps up fire on cigarette bill . . . 45

Next season's TV programing will attempt to be 'where it's at' as networks ready shows designed to appeal to increasingly sophisticated, socially conscious audience. Even situation comedies to have 'bite.' See . . .

## A search for relevance next season . . . 52

Low-cost three-tube color TV cameras are featured at exhibit of National Association of Educational Broadcasters convention—from \$7,500 model for CATV and closed-circuit TV to \$30,000 low-light commercial model. See . . .

## Cameras take center stage at NAEB . . . 56

After years of being indiscriminately lumped in 'all others' category of station-rating services, educational (ETV) broadcasters get their own score card from Harris survey conducted last month. Results: encouraging. See . . .

## ETV makes its rating points . . . 61

Pittsburgh educational broadcaster Donald E. Taverner is named president of National Cable Television Association effective Jan. 1, 1970, succeeding Frederick W. Ford, who resigns to resume law practice. See . . .

## Taverner to take NCTA helm . . . 66

Annual seminar of Broadcasters Promotion Association, usually preoccupied with effective packaging, turns its attention to other matters, including legal storm signals, relationships with blacks, effective management. See . . .

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### Broadcasting

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KSD-TV programs more news than any other St. Louis station. We keep the town more current, informed, thinking . . . with our "Eyewitness News" service. ■ And with no small ripple of information . . . but a surge of top-rated local news coverage written and produced by the largest, news staff in St. Louis. We even add a big splash of NBC News to complete each day. ■ Another of the extras that help make us the lead story in St. Louis television. Fastest way to spread more of your good news.

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KSD Radio, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KVOA-TV, Tucson, Ariz.; KOAT-TV, Albuquerque, N. M.



## Burch backs Agnew while broadcasters stew

FCC chairman eyeing post-Nixon speech commentaries

FCC's new chairman, Dean Burch, on Friday (Nov. 14) defended Vice President Spiro T. Agnew's right, as citizen and office holder, "to express views on objectivity of network news coverage."

Chairman Burch made comment in interview with CBS News in which he elaborated on statement he had issued earlier on Mr. Agnew's speech charging networks are guilty of biased reporting (see page 27). Speech has been roundly denounced by broadcasting spokesmen as effort to intimidate network newsmen.

Earlier, commission spokesman confirmed reports that Chairman Burch had telephoned three networks' chiefs two days after President Nixon's Nov. 3 speech for transcripts of commentaries with which networks wrapped up coverage of that address. Mr. Agnew in his speech denounced those commentaries as hostile.

In another development Friday, networks were offered National Press Club as forum in which to respond to vice president's speech.

Chairman Burch, in his statement on Agnew speech, said it was "thoughtful, provocative" and deserving of "careful consideration by the industry and the public."

He added that it "was especially noteworthy that the vice president emphasized that he was not calling for government censorship, but greater public participation in examination of the networks' performances."

Chairman Burch, in his interview with CBS, said vice president, "as citizen and office holder, has the right to express his views" on network news coverage.

If he had called for censorship, "that's one thing," chairman said. "But he called for them [networks] to improve themselves."

Chairman's call to networks for transcripts of post-Nixon speech came after he received complaints about them "from congressional and other sources," commission spokesman said. He added that chairman felt he needed transcripts in order to "evaluate" complaints.

Chairman Burch said he departed from normal procedure to use telephone instead of mail in requesting transcripts in order to save time. He brushed aside suggestions that telephone calls were likely to intimidate network chiefs.

Another member of FCC, Nicholas

Johnson, termed Vice President Agnew's speech "useful contribution" to growing public dialogue over electronic media's failure to adequately cope with today's great issues.

But commissioner, speaking at Broadcast Advertising Club of Chicago on Friday said, "What is best about TV is its news." He added that his concern is more about what network management fails to do in prime time devoted to entertainment programming or occasional special on wonders of nature.

FCC official agreed with vice president that network control is in hands of too few men in New York but he felt it cannot be corrected by substituting control by few men in White House. Citing FCC's long stand to avoid being "arbiter of truth" in news controversies, Mr. Johnson said if it ever appeared that networks were being censored by government, "I would lead the parade" to defend them.

Some broadcasters at fall conference of National Association of Broadcasters meeting in Dallas Thursday and Friday (Nov. 13-14) expressed sympathy with Mr. Agnew's criticism of networks but commented they wished he had left it to stations to declare. They fear, they said, government interference.

Officials of one network said only three affiliates were heard from. All backed networks. At another network, of dozen affiliates commenting, some agreed with Agnew, some thought he went too far, none disagreed completely. Third network reported light response.

One network executive said he agreed with some of Mr. Agnew's points but that "when it comes to intimidation by the second highest office in the country, questioning the right to comment on a presidential speech, I won't hold still for that." Another network official said it seems inevitable that news will be done more cautiously."

News officials at all three networks declared Mr. Agnew's speech would not cause more caution.

President Nixon was reported to have watched television performance of his vice president and has "great confidence" in him, News Secretary Ronald Ziegler said.

Associated Press survey showed calls to some radio and TV stations ran 2 to 1 in favor of Mr. Agnew's remarks. White House reported, out of 500 calls, only 50 were opposed to the vice presi-

dent.

Compilations by networks Friday afternoon (Nov. 14) showed viewers tending to support vice president's evaluation of network TV coverage by relatively slim margin.

In New York, pro-Agnew tally was about 57%, with NBC-TV callers supporting vice president by 3,400 to 2,600 count (as of 2 p.m.); ABC-TV callers favoring him by 3,627 to 2,458 (as of 3 p.m.) and CBS-TV callers backing Mr. Agnew by 4,700 to 3,600 (as of 5 p.m.). Separate tally of CBS-owned stations showed Mr. Agnew supported by roughly 9,000 and opposed by 7,000.

Chicago network-owned stations reported majority support for Mr. Agnew by callers up to as much as 2 to 1.

Corinthian stations reported, of 2,200 phone calls, 1,800 favored Mr. Agnew and 400 opposed. By region it was 4 to 1 in west, 2 to 1 in southwest and 9 to 1 in midwest.

American Federation of Television & Radio Artists sent wires Friday to Mr. Burch and presidents of three TV networks, criticizing vice president's attack.

In other reactions to vice president's comments:

Senator Hugh Scott (R-Pa.) minority leader, commenting on anti-war march in capital, and obliquely referring to Agnew speech; "the people behaved themselves . . . to me that is news . . . I don't suppose it will be news to the networks. . . . I wish networks would separate news and editorials."

Hubert Humphrey, "I didn't spend much time complaining during my vice presidency."

Senator George Murphy (R-Calif.), "a man not only of great courage and dedication, but also of rare judgment and wisdom."

Senator Alan Cranston, (D-Calif.): "It is painfully, almost embarrassingly, obvious that the thoughtful analysis by reporters of the vice president's sudden spate of startling pronouncements has gotten under his thin skin."

Senator Paul Fannin (R-Ariz.), the spokesman for the networks "not only misread the temper of the people but misrepresented what he said."

Senator John O. Pastore (D-R. I.), chairman of communications subcommittee, "Politicians are very sensitive, as a rule, to criticism, and it is quite evident that even the vice president is not immune. . . ."

Representative John Moss (D-Calif.), ". . . his speech carried the unmistak-

## Week's Headliners



Mr. Snyder



Mr. Taverner



Mr. Fox

**James L. Snyder**, executive editor of Post-Newsweek's WTOP-AM-FM Washington, named VP-news for Post-Newsweek Stations. He will also continue as executive editor at WTOP-AM-FM and assumes overall operating responsibility of WTOP-TV Washington news with **Leo Adde** continuing there as news director. Post-Newsweek Stations also include WJXT(TV) Jacksonville, Fla., WLBI-TV Miami and WCKY-(AM) Cincinnati.

**Donald V. Taverner**, president of Metropolitan Pittsburgh Educational TV, (WQED[TV], WQEX[TV]) named paid president, National Cable TV Association, succeeding **Frederick W. Ford**, resigned (see page 66).

**Irwin (Sonny) Fox**, producer and host of children's TV programs, elected president of National Academy of Television Arts and Sciences, effective June

15, 1970, succeeding **Seymour Berns**. **Jackie Cooper**, TV-motion picture producer, replaces Mr. Fox as executive VP. **Miss Evelyn Burkey**, executive director, Writers Guild of America East, elected treasurer and **Mrs. Jo Schmidt**, president of Columbus (Ohio) chapter of NATAS and national sales traffic manager, WBNS-TV Columbus, named secretary.

**Edward M. Thiele**, president, Leo Burnett Co., Chicago, named vice chairman of board effective Jan. 1. **Leonard S. Matthews**, executive VP, becomes president.

**Sanford Reisenbach**, VP and associate media director, Grey Advertising, New York, becomes VP, director of media. Mr. Reisenbach, who joined agency in 1959, will be responsible for all media planning. **Brandon Stoddard** is newly named VP, director of programming (BROADCASTING, Nov. 10).

joint boards of National Association of Broadcasters. Scheduling had been expected some weeks ago (BROADCASTING, Oct. 6) when CBS tabbed him as broadcasters' spokesman following critical statements by FCC Commissioner Nicholas Johnson on same CBS-TV program Sept. 14.

### CATV's win reversals

FCC has found itself reversed in two CATV cases, with both cases remanded to commission for further proceedings.

First involved, Prescott, Ariz., where CATV system, owned by multiple CATV owner H&B Communications Corp., was denied petition for hearing on application of Prescott TV Booster Club Inc., for VHF translator there.

Three-judge federal appeals court in Washington said commission should have held hearing on interference factors and public interest.

Second case involves petition to FCC for waiver of non-duplication rule by Community Service Inc. and Consolidated Television Cable Co., both serving Frankfort, Ky. Both cable TV systems wanted to continue carrying Louisville and Cincinnati stations. But nearby Lexington, Ky., stations WLEX-TV (ch. 18) and WKYT-TV (ch. 27) objected. Commission denied CATV systems' request.

U. S. Court of Appeals for Sixth Circuit said FCC didn't sufficiently articulate reasons for denial, sent case back for further consideration. Court said it wasn't forcing commission to hold hearing.

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

### If sales go up, more pay

Trahey/Wolf Advertising Agency, New York, will share in any profit increase for Hamilton Watch Co. resulting from advertising it creates. Under new contract disclosed Friday (Nov. 14), agency will be paid on fee basis, with fee increasing in proportion to increases in watch division profits. Hamilton Watch brand had been handled by Grey Advertising; Trahey/Wolf has handled Vantage brand since 1968.

### To try again

CATV copyright committee was authorized to meet with negotiating committee of National Association of Broadcasters. Board of National Cable TV Association at San Diego meeting approved move following receipt of request from NAB (see page 67). Alfred R. Stern, Television Communications Corp., New York, is chairman of CATV copyright committee; Bill Fox, KFMB-TV San Diego, Calif., is chairman of NAB group.

able implication that government censorship of broadcasting might be desirable. This, of course, is unthinkable. . . ."

Senator Carl Curtis (R-Neb.), "Vice President Agnew spoke the conviction of a majority . . . the people will watch to see whether they do something about it."

Representative Harley O. Staggers (D-W. Va), chairman of House Commerce Committee, "I don't advocate censorship, but you have to be responsible."

### Tripling TV ad budget

F. W. Woolworth Co., New York, is tripling its TV budget next year. It will be all in spot, with schedules expanded into 52-week campaigns. Though Woolworth declines to give budget, other sources estimate 1970 budget would be over \$6.5 million (Woolworth currently budgets over \$2 million in TV).

Woolworth's agency, Frank B. Saw-

don Inc., New York, said its media buyers are visiting "selected major markets" this month and in December. Agency is putting together "final media plans now," noting that its client "has been moving into extensive use" of spot TV in past two years.

### PREVAL's first two

Ted Bates & Co. and Cunningham & Walsh, both New York, are first to sign for A. C. Nielsen Co.'s new PREVAL, on-line, time-sharing computer service that offers estimates of reach and frequency by demographic groups for network-program combinations (see page 50). Nielsen said that there are "about six other agencies who have the agreement and are expected to sign."

### Walbridge set for Nov. 23

CBS has scheduled Nov. 23 appearance on *Face the Nation* of Willard E. Walbridge, KTRK-TV Houston, chairman of



## What's our news department doing fighting poverty?

... by producing a documentary exposing existing conditions!

"Knowledge, Not Money" produced by WFBC-TV News, depicts the 14 county anti-poverty pilot program, supported by Federal and State and administered by the Clemson University Extension Service.

Low income families are taught to fight hunger and malnutrition with knowledge of nutrition and sanitation. This 30-minute color documentary scored with our viewers ... who are the factor in WFBC-TV News outrating\* most entertainment programs.

\*Source: ARB, Feb-Mar, 1969  
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 WFBC News, 6-6:30 P.M. Mon-Fri. 92.7 Homes

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## Datebook®

A calendar of important meetings, events in communications.

■Indicates first or revised listing.

### November

Nov. 16-19—22nd national conference, *Public Relations Society of America*. Speakers include: Saul Bass, president, Saul Bass & Associates; Jack Hanrahan, writer-producer, *Rowan and Martin's Laugh-In* series. Also scheduled to speak are Ronald Reagan, governor of California; Sam Yorty, mayor of Los Angeles; Whitney Young, executive director, Urban League. Century Plaza hotel, Los Angeles.

Nov. 17-18—Fall forum of *Atlanta Broadcasting Executives Club*. Speakers include Frank Blair, NBC News; John Bresnahan, Eastern Airlines; and Albert Shepard, Media Corporation of America. Riviera motor hotel, Atlanta.

Nov. 17-19—Meeting of *NBC-TV affiliates board*. Tryall, Jamaica, West Indies.

Nov. 18—Hearings before *House Communications Subcommittee* on bill that would prohibit pay television. Washington.

Nov. 18—Deadline for filing comments in *FCC's* proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

Nov. 18—"Media Trends." One in series of advanced media concepts seminars, sponsored by *International Radio and Television Society*. Joseph Ostrow of Young & Rubicam will speak, 10th floor screening room of Grey Advertising, 777 Third Avenue, New York.

Nov. 18-21—Annual seminar on CATV and its emerging problems, sponsored by *Practicing Law Institute*, Essex House, New York.

Nov. 19 — Luncheon meeting, *Advertising Club of Los Angeles*. Speaker: Casper Weinberger, nominee for Federal Trade Commission chairmanship. Regency Room, Sheraton-West hotel, Los Angeles.

Nov. 19—Luncheon sponsored by *International Radio & Television Society*. Newsmaker is Herbert Klein, White House director of communications. Hotel Plaza, New York.

Nov. 20 -- Forum of "America's Image Abroad," sponsored by New York chapter of *National Academy of Television Arts and Sciences*. Features lecture-demonstration by Bruce Herschensohn, director of motion picture and television service for USIA. Fordham University, Lincoln Center, New York.

■Nov. 20—Annual *Radio Advertising Bureau-Association of National Advertisers Radio Workshop*. Ted H. Factor, Doyle Dane Bernbach, Los Angeles, keynote speaker. Sheraton-Universal hotel, North Hollywood.

■Nov. 21—Fall meeting of board of directors of *Virginia Association of Broadcasters*. Boonesboro country club, Lynchburg.

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

Nov. 21-22—Fall workshop, *Iowa Broadcasters Association*. Principal speakers will be Washington attorney Marcus Cohn, and William B. Ray, chief of FCC's complaints

### NAB regional conferences

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton motor Inn, Portland, Ore.

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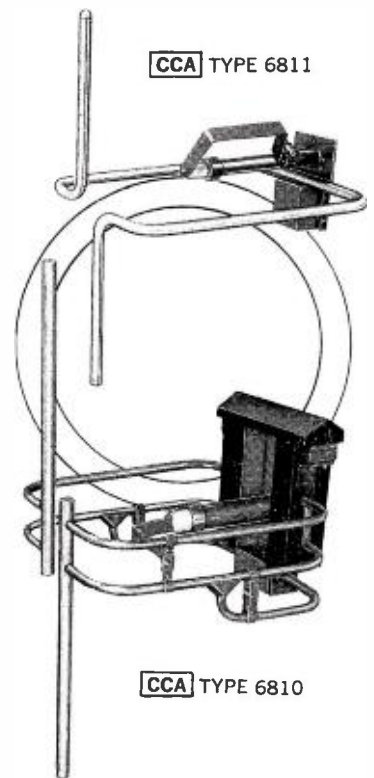
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Good sales results for advertisers to name one. These eleven top radio personalities deliver their loyal and large audience to WSYR advertisers. Among them, they cover the listening preferences of just about everybody in the 18-county Central New York area. They're what makes WSYR the best radio buy in Central New York.

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FOUR STAR PRESENTS

# Can You Think



# A NEW COMEDY TELEVISION SERIES...

Fresh, new and ready  
to replace your  
January "drop-outs"

Now, in production at CBS Television City... the show that's built for laughs. Every hilarious program is played with Morey Amsterdam, Wink Martindale and Dick Gautier. Every week look for these big guest stars:

**GENE BARRY, MILTON BERLE, JACK CARTER, PHYLLIS DILLER, STU GILLIAM, BUDDY HACKETT, LAURENCE HARVEY, BOB HOPE, RED SKELTON, DANNY THOMAS, DICK VAN DYKE . . . and many more.**

Here's how they play: Viewers mail in jokes. Gautier tells them to the audience, guest comedians try to "TOP" them with jokes of their own and our "LAUGH-O-METER" registers the winner. It's the freshest series in years.

**CAN YOU TOP THIS?** will keep its ratings big and its time slot revenues high.

And there's more. It's our once-a-week, prime-time bonus play. You'll get the details from your Four Star Representative. Call him soon!

# TOP ?

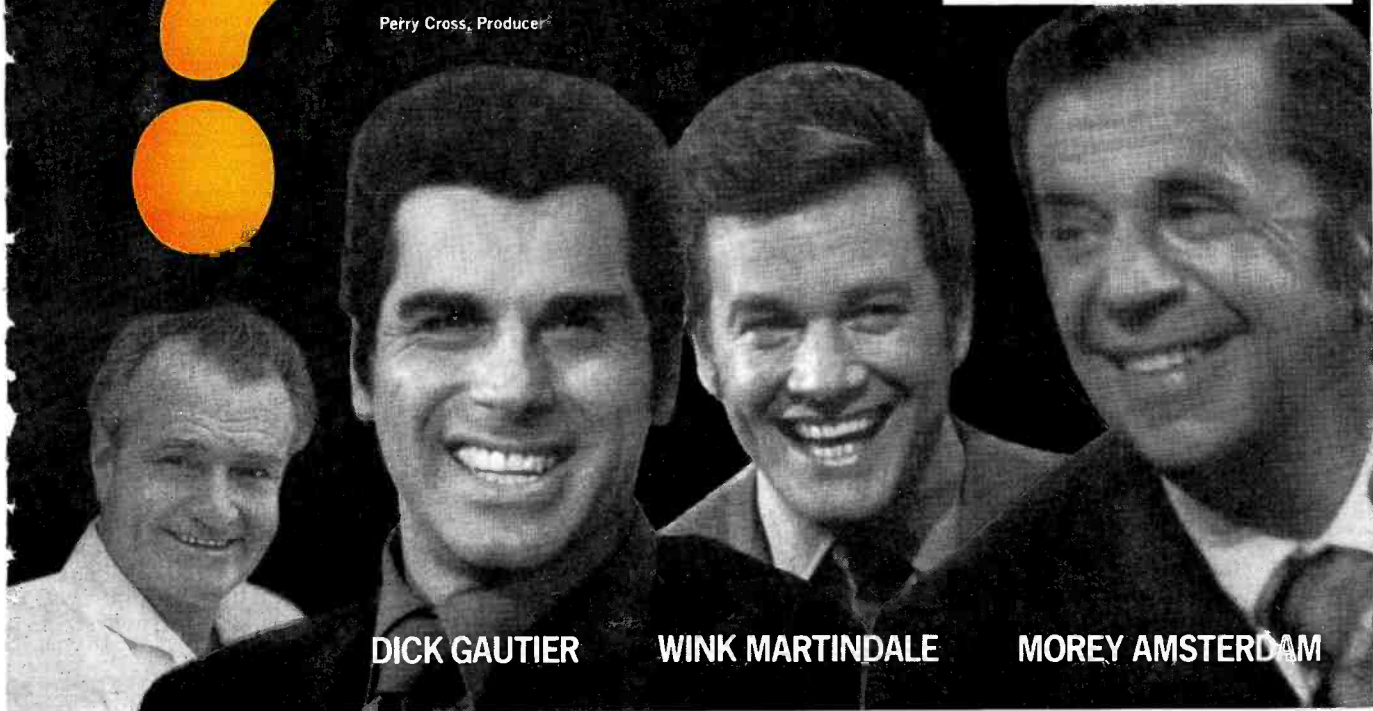
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MOREY AMSTERDAM

Nobody we know anchors their dial on Channel 7, but these audience figures make us wonder.



Represented by Petry

**STATION TOTAL HOUSEHOLDS • DAYTON AREA**

Station	Station Circulation*	Sunday thru Saturday†	
		Eve. 7:30 PM 11 PM	Total Day 7 AM 1 AM
WHIO 7	42 counties	446,000	563,000
Station B	33 counties	397,000	456,000
WHIO-TV Advantage	+9 counties	+49,000	+107,000

†Source: NSI - TV Weekly Cumulative Audiences—February-March, 1969  
\*Source: ARB = Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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January Publication

- Payment enclosed
- Bill me

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**ARB TV seminars and research clinics**

- Dec. 9—Continental Plaza, Chicago.
- Dec. 11—Thunderbolt hotel, San Francisco.
- Jan. 6, 1970—Hilton Airport Inn, Atlanta.
- Jan. 8, 1970—Marriott, Dallas.
- Jan. 13, 1970—Denver Hilton, Denver.
- Jan. 15, 1970—Wilshire Hyatt House, Los Angeles.
- Jan. 20, 1970—Sheraton Plaza, Boston.

and compliance division. Iowa State University, Ames.

Nov. 22 — Meeting of *Arizona Associated Press Broadcasters*. Camelback Inn, Phoenix.

Nov. 24—Deadline for filing reply comments on Part Five of *FCC's* proposed rulemaking dealing with CATV policy.

Nov. 25—"Media Futures." One in series of advanced media concepts seminars, sponsored by *International Radio and Television Society*. Erwin Ephron of Carl Ally Inc. will speak. 10th floor screening room of Grey Advertising, 777 Third Avenue, New York.

Nov. 28-30—Fall convention of *National Association of Farm Broadcasters*. Conrad Hilton, Chicago.

**December**

Dec. 4-5—Special board of directors meeting of *Association of Maximum Service Telecasters Inc.* La Quinta hotel, La Quinta, Calif.

■Dec. 5—Fall meeting of *Arizona Broadcasters Association*. Mountain-Shadows, Scottsdale.

■Dec. 6—Annual stockholders meeting, *Kansas State Network*. KARD-TV Wichita, Kan.

Dec. 5-7 — Fourth annual Radio Program Conference, sponsored by programing consultant *Bill Gavin*. Representatives John V. Tunney (D-Calif.), and Julian Bond, member of Georgia House of Representatives, special guests. Panels on new concepts and directions in broadcast programing. Music roundtable with representatives from top-40, non-rock, country, rhythm-and-blues music stations. Regency Hyatt House, Atlanta.

Dec. 6-11—Galaxy conference on adult education, sponsored by *Committee of Adult Education Associations*. Utilization of TV for continuing education, among other subjects, will be explored. John W. Macy Jr., president of Corp. for Public Broadcasting and Henry Alter, National Educational Television, are scheduled to speak. Sheraton-Park and Shoreham hotels, Washington.

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

■Dec. 9—Annual stockholders meeting, *Gulf & Western Industries Inc.*, South Bend, Ind.

Dec. 8—Prehearing conference on renewal and competing application hearing. WPIX-TV New York, Washington.

Dec. 8-9—Meeting of *NAB code board*. Los Angeles.

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.

Dec. 17—Deadline for filing reply comments in *FCC's* proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

Dec. 19—Pre-hearing conference on license renewal hearing of KRON-FM-TV San Francisco. Washington.

**January 1970**

Jan. 5—WPIX(TV) New York license re-



# RCA Vidicons...

## First in broadcasting, CCTV, space

RCA invented the Vidicon. So it's only natural that more TV cameras use RCA Vidicons than any other kind. More broadcast cameras. More CCTV units. Now they take off in NASA and ESSA project satellites where there's no margin for error.

Think of that when you replace Vidicons next time. Ask your RCA Industrial Tube Distributor how you can step up with RCA. Step up resolution with separately-connected mesh electrode types. Step up sensitivity by selecting Type II photoconductor types. And step up over-all performance with RCA Vidicons—made in the same plant, with the techniques, controls, and quality assurance checks used to make the Vidicons that gave us our first close-up look at the moon.

RCA Electronic Components | Harrison, N. J. | 07029



### Use This Short Form Step-Up Selector

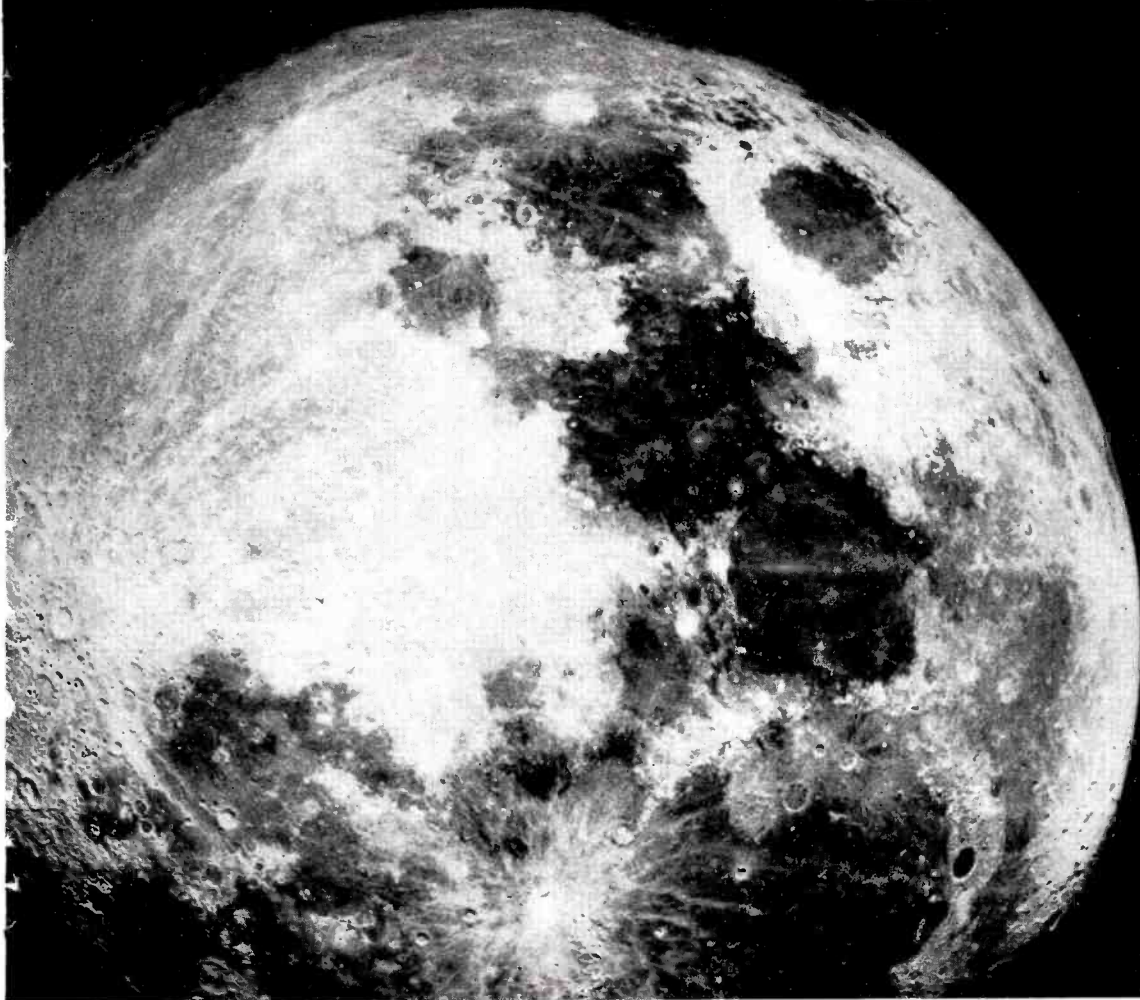
For Color Film Pick-up	For B&W Film Pick-up	For Live Color In RCA TK42 Cameras
RCA-7038 RCA-7735B* RCA-8134/VI*† } in RCA RCA-8480/VI† } TK27 RCA-8507A*† RCA-8572A†	RCA-7038 RCA-7735B* RCA-8480† RCA-8507A*† RCA-8572A†	RCA-4493*† RCA-4494*† RCA-4495*†

NOTES: †types feature separate mesh electrode construction  
\*indicates Type II photoconductor

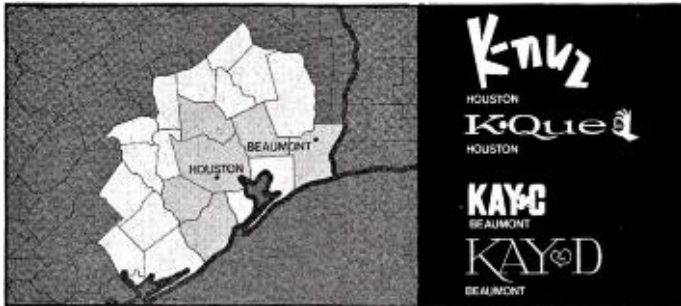
And, RCA has many other types for industrial, commercial, and educational closed circuit TV—such as 4478, 7262A, 7735, 7735A, 8134, and 8573A.



Join the Big Phone-In. Call your RCA Industrial Tube Distributor. He supplies dependable RCA Vidicons—plus technical data in the newly revised catalog CAM-700A.



# No.1 for 18-49\* Gulf Coast Combo



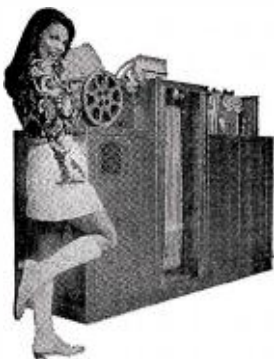
The Houston and Beaumont Metro Area (shaded) represent 82% of the population within the Houston 24 county Total Survey Area.

**Most 18-49 Adults** — Within the Houston Total Survey Area the Gulf Coast Combo Stations\* are number one in quarter-hour adults 18-49 in all four day parts (6 a.m. to midnight).



Call your Katz's representative today.  
In Houston call Dave Morris 523-2581.

\*KNUZ/KQUE/KAYC/KAYD  
Source: Houston ARB April-May, 1969 plus Special Tab  
Audience measurements are estimates only, subject to limitations of the source.



## New Houston Fearless Mini-Color Processor costs less than \$10,000

"Mini" means small, or compact. And Mini-Color is all of that—in size and price. "Color" means it processes every type of Ektachrome color film including the new "Super 8" and 16 mm film.

Mini-Color is a totally new dimension in compactness, rapid access, operational simplicity and rock-bottom cost.

**Also available: COLORMASTER TV NEWS COLOR FILM PROCESSOR.** Chosen for precision high-volume production by more than 90 TV stations coast to coast.

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newal and competing application hearing. New York.

Jan. 8—Renewal hearing for KRON-FM-TV San Francisco. Washington.

Jan. 8-10—Convention of Rocky Mountain Cable Television Association. Safari hotel, Scottsdale, Ariz.

Jan. 9-12—Seminar on "Responsibilities of Communications Media," conducted by Ditchley Foundation, Oxford, England.

Jan. 9-12—Mid-winter meeting of Florida Association of Broadcasters. River Ranch Acres.

Jan. 12-17—Exhibition of American electronics equipment sponsored by the Bureau of International Commerce of the U.S. Department of Commerce. U.S. Trade Center, Paris.

Jan. 15—Deadline for comments on FCC-sponsored Stanford Research Institute study of land-mobile spectrum uses.

Jan. 16—Board of directors meeting of Institute of Broadcasting Financial Management. Royal Orleans hotel, New Orleans.

Jan. 16-17—Meeting of Georgia Cable Television Association. Gordon hotel, Albany.

Jan. 16-17—Winter meeting of Colorado Broadcasters Association. Denver.

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

Jan. 25-27—Winter meeting of Alabama Broadcasters Association. Parliament House, Birmingham.

Jan. 26-30—Supervisory development workshop, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

Jan. 26—Annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.

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

■ Indicates first or revised listing.

## OpenMike®

### Film problems facing locals

EDITOR: Thank you for the Special Report, "What Happened On 1,001 Movie Nights" (BROADCASTING, Nov. 1). The question is, will the fourth, fifth and sixth run of the average network-caliber movie be of the value expected by stations.

I should think it would be wise for film and television industries to consolidate their projections without further delay. In order that stations may keep up with our changing times and viewer demand, we must assure ourselves of having fresh feature product. The networks are readily taking care of their needs.

TV stations throughout the country should work directly with major feature producers and coordinate the financing, production and distribution of quality product. Excluding the hardcore sex and violence films in today's theaters, there are many titles that can be reproduced for local TV. As your report stated, broadcasters hope that editing will make possible the use of "M" and "R" pictures. Broadcasters hope that a salesman will knock on their

**WGN**  
RADIO  
reaches more

# ADULTS

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**WGN RADIO REACHES MORE  
ADULTS IN ONE WEEK THAN  
THE ENTIRE POPULATION\* OF**

PITTSBURGH, OR ST. LOUIS, OR BOSTON,  
OR CLEVELAND, OR BALTIMORE, OR MIN-  
NEAPOLIS / ST. PAUL, OR DALLAS, OR MIL-  
WAUKEE, OR CINCINNATI, OR ATLANTA,  
OR SEATTLE, OR HOUSTON.

**MORE ADULTS THAN  
ANY OTHER CHICAGO  
STATION\*\***

\*Source: "SRDS Consumer Market Data,  
January 1, 1969, SMSA's."

\*\*Source: "ARB Market Report, July/  
August 1969, Cume estimates, total adults  
18+, 6 am-Midnight, Monday-Sunday,  
Total Survey Area. Subject to qualifications  
listed in the report."



The most  
turned on station  
in Chicago

# UPSTATE MICHIGAN UPSTATE MICHIGAN UPSTATE MICHIGAN UPSTATE MICHIGAN UPSTATE MICHIGAN UPSTATE MICHIGAN UPSTATE MICHIGAN

**A COOL**



\*\$1,214,015,000 in Consumer Spendable Income in the 35 counties where WWTW/WWUP-TV is the dominant CBS station. Source: SRDS.

Audience measurement data are estimates only, subject to defects and limitations of source material and methods.

**The Folger Stations**  
**RADIO**  
 WKZO KALAMAZOO-BATTLE CREEK  
 WJPD GRAND RAPIDS  
 WYTN GRAND RAPIDS-KALAMAZOO  
 WYAM/WWTV-FM CADILLAC  
**TELEVISION**  
 WKZO-TV GRAND RAPIDS-KALAMAZOO  
 WWTW / CADILLAC-TRAVERSE CITY  
 WWUP-TV SAULT STE. MARIE  
 KRLN-TV LINCOLN, MICHIGAN  
 WYLN-TV GRAND ISLAND, MICH.  
 WMEG-TV SAULT STE. MARIE

## WWTW/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

*Avery-Knodel, Inc., Exclusive National Representatives*

door and present a profitable film. We must have first-run product and we must go after it. . . . — *Peter Holst, film director, WFLA-TV Tampa, Fla.*

## Want more film guides

EDITOR: Please send five copies of your special report "What Happened on 1,001 Movie Nights" (BROADCASTING, Nov. 3).—*Howard M. Fisher, advertising department, The Gillette Co., Boston.*

EDITOR: We would like to order seven copies of "What Happened on 1,001 Movie Nights."—*Betty Dumbauld, head librarian, J. Walter Thompson Co., Chicago.*

EDITOR: I would like 30 reprints of the special report "What Happened on 1001 Movie Nights."—*Gene McPherson, vice president, television programming, Avco Broadcasting Corp., Cincinnati.*

(Additional copies of the special report, giving the television track record of feature movies that have played on the networks, are available from the circulation director, BROADCASTING, 1735 DeSales St., N. W., Washington 20036. Up to five copies, 50 cents each; six-10, 45 cents each; 11-99, 40 cents each; 100-500 copies, 30 cents each; over 500, 20 cents each.)

## Parker's pen

EDITOR: In commenting (Nov. 3) on the first Alfred I. duPont-Columbia University awards in broadcast journalism, your editorial declares that the selection of the Rev. Dr. Everett C. Parker shows "nothing but contempt for radio and television journalism."

Dr. Parker currently is in the Near East escorting a group of Christian journalists through the Arab-Israeli war-torn area in an effort to afford them a better perspective of problems there. He is, consequently, unable to respond and one cannot undertake to respond for him.

For my own part, I should ask whether or not BROADCASTING is following the same line that the licensees of WJBT-TV [Jackson, Miss.] did for so many years, viz., disregarding the shifting tides of public opinion and hoping that the laissez-faire broadcasting of the thirties through the sixties will somehow continue into the seventies.

One might ask who does the broadcasting industry a greater service? Is it BROADCASTING which by attacking "outsiders" leads the industry down the garden path of unawareness of public pressures? Or Dr. Parker, who by attacking the malfeasants not only eliminates evil practices which occasionally crop up but also constantly alerts the industry to the need for constant vigilance?—*Ed Greif, Banner & Greif, New York.*

(Mr. Greif modestly omits to mention that his firm is public-relations counsel for the United Church of Christ, which supports Dr. Parker's projects.)

## Books for Broadcasters

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**Broadcasting Book Division**  
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Send me the books I've checked below. My payment for the full amount is enclosed.

110. Audio Control Handbook, \$7.95  
 104. 1970 Broadcasting Yearbook, \$11.50

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### Audio Control Handbook

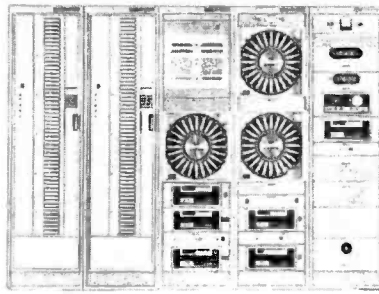
3rd Edition  
 by Robert S. Oringel



110.

Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index  
**\$7.95**



## Look what our customers say about flexible Gates automation systems...



“Our program format varies substantially during the day, and from day to day. We make these changes quickly and accurately with our Gates Tape Memory Control.”  
Ben Levesque—  
CHRL,  
Roberval, Quebec



“We find there are times we want to simulcast our news on both AM and FM. Our Gates automation system couldn’t adapt more readily to meet this requirement.”  
Charles Wright—  
WBYS,  
Canton, Illinois

“We’re in small cities and have to add spots right at air time if the sponsor asks! Our Gates automation system lets us do this with no fuss at all.”  
Arnold Lerner—  
WLLH,  
Lowell/Lawrence,  
Mass.



“We program for periods of time completely automated and at other times use a combination of automation and live. It couldn’t be easier with our Gates automation equipment.”  
Frank Wood—  
WEBN,  
Cincinnati, Ohio



If you think last minute changes can’t be made immediately, easily, maybe you’re wrong. Gates says it’s possible. So do our customers! For more information about flexible automation, call us at (217) 222-8200, or write Gates Radio Company, 123 Hampshire St., Quincy, Illinois 62301.



# Want to add full-spectrum flexibility to your studio operation?

This low cost, high performance

## Video Keyer

... also permits

- DOUBLE ENTRY SWITCHING
- TITLING BY VIDEO INSERT
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It's the new VKA-1 Keying Amplifier that will significantly increase your station's operational capabilities for only \$895. Designed to handle all video keying functions, the unit incorporates every feature required for full studio operation: internal and external keying; composite or non-composite, color or monochrome on all three video inputs; UHF input connectors with high impedance looping; dual isolated outputs; plus complete remote and local control on clipping level and internal-external keying.

For the full story on how the VKA-1 can add full-spectrum flexibility to your station, please write or call:

**APPLIED ELECTRO MECHANICS, INC.**



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## Broadcasting TELEVISION

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
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\*Reg. U.S. Patent Office.  
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"... the most compelling radio show since Orson Welles and his Mercury Men landed on the plains of New Jersey... unique, penetrating and awfully close to perfection."

CASH BOX

"... very likely the most definitive documentary ever done on the subject... enlightening and fascinating."

LOS ANGELES TIMES

## The History of Rock & Roll

THIS GREAT 48-HOUR DOCUMENTARY IS NOW AVAILABLE FOR SYNDICATION

**AIR** American Independent Radio, Inc.

1901 BUILDING, CENTURY CITY, LOS ANGELES, CALIFORNIA 90067/(213) 277-3385/CABLE: AIRINC

# At WPIX, we New Yorkers want Puerto Rican New Yorkers to know who they are.

Think what a tremendous adjustment a person has to make when he comes here from Puerto Rico.

We decided to give him a bridge to help him realize that he's a New Yorker now like the rest of us. So WPIX produces a weekly television program for the Puerto Rican community called "The Puerto Rican New Yorker" in which our moderator, Marifé Hernandez, asks basic questions like "Do Puerto Rican Americans feel like Americans?"

She faces the problems of discrimination head on. She asks "Does a Puerto Rican lawyer have a chance in New York?" to the Honorable Gilbert Ramires, a blind Puerto Rican Judge on the Family Court, who has overcome obstacles far greater than any prejudice.

She introduces as her panelists men who are leaders not only of the Puerto Rican community but of all New York. Like Herman Badillo, President of the Borough of the Bronx and recent candidate for the Democratic nomination for mayor of New York. Her viewers clearly see the importance of the contribution they can make to their city.

For only when each New Yorker realizes this is his city—and does his share—will we have what we want.

A better city for all of us to share.



**Nobody does more for New York than we New Yorkers.**

WPIX-TV NEW YORK



## The riddle of TV commercial effectiveness

Stated very simply, three things have happened to the TV medium over the past 15 years:

1. TV is bigger.
2. Circulation costs are up (along with everything else, of course).
3. Probably most important, the cost of making an impression with an advertising message has increased.

The medium is getting bigger and more expensive. Sharply increased competition for share of mind is something we all face. What do we do about it? I'm going to touch on four or five points that I consider fairly basic. I'm going to raise more questions than answers.

First, even though television is the broadest possible medium, each viewer is highly selective in his program viewing. One very important way to increase efficiency is to match programing choice to our "target audience."

We need to know more about the kinds of people who buy our product, and we need to spend more time and effort matching these characteristics against our programing. Even though, in the end, our circulation costs may go up—the payoff could be tremendous.

The second point is the 30-second commercial. Obviously, this is one way to cut costs. The 30-second commercial is here to stay, but I'm not sure all of us know how to handle it. I suggest that many 30's are a waste of money. We can all do a better job of registering a message if we consider the limitations of 30 seconds, the environment in which it is usually placed, and so on.

My third point is that we need to know more about the net effectiveness of each of the three major kinds of television—prime-time evening network, daytime network and local spot. Each has its peculiar advantages and each serves several distinct purposes.

Through some mystical system involving supply and demand, witchcraft and the combined wisdom of the advertising community, a series of values has been set. Using the common denomination of cost-per-thousand homes, these values are: prime-time network, \$4.00; fringe evening spot, \$2.40; daytime network, \$1.60.

These differences in cost represent enormous differentials in the gross amount of circulation we can deliver with a given budget. Some interesting

work is being done here, in terms of attention, availability at the set, recall of the message, and so on. If anyone comes to any firm conclusions, I hope he will let me know.

I would also like to register the point, that there is a great need on the part of the advertising agencies to upgrade the quality of their spot buying procedures.

There is one question that continues to bug me—on which more firm information is needed. Firm answers would add materially to more efficient use of our dollars. This has to do with the threshold of penetration for an advertising campaign. It involves three separate but related points:

■ Concentration versus dispersion: Are we better off, with the same amount of money, concentrating our dollars in one, two or three programs—or should we spread these same dollars over 13 of 14 programs on the three networks?

■ Cycling or "waving" our advertising: Many of the media plans I see today, particularly on new products, call for six-to-eight-week hiatuses after the introduction period. The theory, obviously, is that the brand needs a minimum level of pressure when it is being advertised. This level is determined in the abstract, mainly, based on competition, feel, and so on. So, we have the choice, let's say, of running 100 rating points weekly for 52 weeks—or 160-170 rating-points in four-to-eight-week flights or somewhere in between. Perhaps we would do just as well spending at the rate of 135 rating points in four-to-eight-week cycles, if we knew more about peoples' reaction to our product,

our increase cycle, and so on.

■ The optimum level of TV advertising: Particularly with large budgets there comes a time when the law of diminishing returns begins to operate—it becomes obvious that additional dollars spent above a certain level result largely in increased frequency against heavy TV viewers, who are already over-saturated with your message.

Under these circumstances, it stands to reason that additional media, or non-media expenditures such as sampling, couponing, price-reduction promotions, etc., should be carefully considered.

My last point, and certainly far and away the most important one in determining the efficiency of advertising expenditures, is the quality and selling power of your commercial. Here is the point of greatest leverage. I would much rather have a great piece of copy coupled with an average or mediocre media buy than I would a mediocre piece of copy coupled with a great media buy.

Commercial costs and commercial effectiveness do not necessarily go hand in hand. As a company, we do not stint on commercial production costs and we generally go along with our agency recommendations on the producer, the manner and extent of production, and so on.

And now, at the end of my story, I've tried to come up with a brilliant wrap-up summary, but all I have is a cliché: The best way to get maximum mileage out of your TV budget is to put the strongest possible message against those people who buy the most of your product.



*Barrett F. Welch, president, Carter Products division of Carter-Wallace Inc., New York, joined the division as marketing vice president in January 1967 after an 18-year career as an advertising agency executive. He progressed from account executive at Foote, Cone & Belding to management supervisor at Sullivan, Stauffer, Colwell & Bayles, and was a senior vice president at Jack Tinker & Partners, when he left the agency business. He became president of Carter Products last year.*





## WMAL-TV thinks grass is the next worst thing to being an addict.

Nobody knows how many drug addicts are in the Nation's Capital. But crime is on the rise. And a city Judge says 75-80% of defendants appearing before him are addicts.

WMAL-TV has been telling parents, teachers and young people about the hazards of drugs ever since they became a

new way of life. WMAL-TV editorials argue against the legalization of marijuana and the confused state of our narcotics laws. They've pointed up the relationship between increased drug use and the rise in street crime and called for a grand jury probe in Washington.

WMAL-TV editorials ask the

kind of questions people want answered. And they answer the kind of questions people ask. Which makes for the best kind of communication.

**WMAL-TV** abc

The Evening Star Broadcasting Company  
Washington, D.C.  
Represented by  
Harrington, Richter & Parsons, Inc.

**TRIANGLE TELEVISION'S**

# FALL-WINTER '69-'70 PROGRAM BUYER'S GUIDE

## DEAR JULIA MEADE



The audience writes the script in letters that bare their lives. The problems are universal, and they're handled confidently by Miss Meade and her panel of experts in the kind of frank and lively discussion that makes her show a place women can turn to when they need help.

Qualifies for instructional credit under FCC logging procedures. Five half hours a week videotaped in color. Ask for the HELP show.

How about a Christmas Special? "Getting Ready for Christmas" with the swingiest, singiest, danciest, most attractive group in show business. It's a party with music and dancing and everything you need for Christmas — including children. Perfect for a sponsor who's getting ready for Christmas.

Like the five other Doodletown specials, it's a sing-with-heart melange of standards and pop hits interlaced with wild comedy.

Need a Thanksgiving show? Take a gander at Harvest Hayride. It's a riotous romp to Aunt Clara MacDonald's farm through the heart of Pennsylvania Dutchland, the country that was waiting to be discovered by color cameras.

And make note of: Spring is Bustin' Out, taped on the exquisite campus of Claremont College in California; An American Holiday, with scenes at Independence Hall in Philadelphia; Beach Party on the Mexican Gulf; Way Out West, also taped on location. Broad family appeal. ASK FOR THE HOLIDAY SPECIALS.

## DOODLETOWN PIPERS



## COWTOWN RODEO

This color videotape series presents all the bone-jarring action of the rodeo's gentle arts in back-to-back sequence that makes for the fastest hour in television. Produced on location at Cowtown, New Jersey, under the sanction of the Rodeo Cowboys Association, the show features the super-stars of this fast-growing sport that boasts nine million fans. ASK FOR THE COWBOY SHOW.



## Stump The Stars



You can't argue with seventeen years and three networks worth of success. Now in a BRAND NEW half-hour strip videotaped in color, the Entertainment Establishment competes against television's New Faces — guests like Carol Burnett, Sid Caesar, Dick Van Dyke, Bob Cummings, Peter Breck, Robert Morse, Vincent Price and Deanna Lund.

ASK FOR THE MAD, MOD SERIES. YOU'LL LAUGH ALL THE WAY TO THE RATINGS.

Twenty 5-minute color videotaped show designed to help people who want to quit smoking. Hosted by E. G. Marshall with Dr. Luther Terry, former Surgeon General of the United States. The series is based on the findings of Dr. Daniel Horn of the U.S. Dept. of Health, Education and Welfare's National Clearinghouse on Smoking and Health, and relies heavily on his carefully developed method of self-analysis as the means of breaking the habit. The program takes into account the many motivations



for smoking and is thus able to communicate effectively with all smokers all the time. Very suitable as a feature in your news block. ASK FOR THE "WHY NOT QUIT?" SHOW.



## Exercise With Gloria

In its twelfth run in Chicago, its sixth in Los Angeles. Gloria Roeder, a slim, 115-pound physical education major is a nationally-known authority on fitness. A daily half-hour of practical "slimnastics" set to music.

ASK FOR THE HEALTH SHOW.

TRIANGLE PROGRAM SALES, 4100 CITY LINE AVENUE, PHILA., PA. 19131, (215) 878-9700  
NEW YORK (212) 421-2770 / CHICAGO (312) 945-2744 / LOS ANGELES (213) 387-1296

## Broadcast journalism under siege

Agnew comes out swinging against newsmen's power in same week Columbia says TV ducks hard issues

The nation's three television networks, no strangers to criticism from Congress, the FCC and the academic community, last week took heavy fire from a new and possibly more ominous source—Vice President Spiro T. Agnew.

In a speech that immediately plunged him into conflict with major broadcast-industry spokesmen, the Vice President impugned the objectivity and fairness with which the network news operations exercise what he suggested was their inordinate opinion-molding power.

The Vice President said the networks had used their power constructively to acquaint the public with such issues as hunger and black-lung disease. But he said they had also built militants from obscurity into national figures.

If the networks reacted with astonishment, it may have been because they had been subjected two days earlier to exactly opposite charges in a free-swinging report from the Columbia Graduate School of Journalism. That report, issued in conjunction with the presentation of the first duPont-Columbia journalism awards, accused broadcast journalism of avoiding controversy and meaningful issues (see page 30).

The Vice President, who spoke at a Midwest regional Republican committee meeting in Des Moines, used as a point of departure the analyses and comments with which the networks concluded their live coverage of President Nixon's Vietnam speech on Nov. 3.

"The audience of 70 million Americans—gathered to hear the President of the United States—was inherited by a small band of network commentators and self-appointed analysts, the majority of whom expressed, in one way or another, their hostility to what he had to say," Mr. Agnew said.

"It was obvious that their minds were made up in advance."

The Vice President accused the networks of amplifying in the public mind the nation's ills by an "endless pursuit

of controversy"—"a single dramatic piece of the mosaic becomes, in the minds of millions, the whole picture."

And, as thousands of anti-war protesters were converging on Washington for three days of demonstrations, he charged that the networks, in effect, encourage such occurrences. "How many marches and demonstrations would we have if the marchers did not know that the ever-faithful TV cameras would be there to record their antics for the next news show?" he asked.

The speech, like others in which the Vice President has attacked administration critics, immediately raised the question as to whether he was reflecting White House views.

Spokesmen for both the Vice President and President Nixon said Mr.

Agnew was speaking only for himself. White House news secretary Ron Ziegler said that no one in the White House knew the content of the Vice President's speech before a copy of it was delivered there Thursday.

He also said he was "quite sure" the President and Vice President had not discussed the subject of network news coverage. Mr. Ziegler said he had discussed that subject with the President but declined to reveal the President's views.

As for the network commentaries that so inflamed the Vice President, Mr. Ziegler said, the President did not remain in his office to view them after delivering his Nov. 3 speech. However, it is understood he at least was informed of them and indicated his displeasure.

One indication that Mr. Agnew was expressing views shared by the President was provided by Herbert G. Klein, the President's director of communications and one of his closest associates, in an interview broadcast on Wednesday by the National Educational Television network. He said post-speech commentary of the kind that triggered the Vice President's speech "which becomes too one-sided . . . erodes the confidence the public has in the network and its commentators" (see page 29).

Some observers were interpreting the Agnew speech as a signal to the FCC. Dean Burch, the recently installed commission chairman, could not be reached for comment Thursday. But in a speech at the duPont-Columbia awards program in New York on Tuesday, Mr. Burch said broadcasting may need improvement but not "tearing down" (see page 32).

At times during his speech, the Vice President appeared to be veering toward a call for some form of government action. Asserting that the American people would not tolerate in government the kind of concentration of power he said the networks enjoy, he



Vice President Spiro Agnew as he spoke to nation-wide audience last Thursday night. All three television networks gave live coverage to his speech before the Midwest regional Republican meeting in Des Moines.

asked:

"Is it not fair and relevant to question its concentration in the hands of a tiny and closed fraternity of privileged men, elected by no one, and enjoying a monopoly sanctioned and licensed by government?"

At another point, he said: "As with other American institutions, perhaps it is time that the networks were made more responsive to the views of the nation and more responsible to the people they serve."

He also suggested that the networks are not entitled to the same freedom-of-speech guarantees "held by the great newspapers," for "the situations are not identical." He noted that while the *New York Times* reaches 800,000 people, NBC reaches 20 times that number with its evening news. "Nor can the tremendous impact of seeing television film and hearing commentary be compared with reading the printed page."

However, he disavowed any implication that he was requesting "government censorship or any other kind of censorship."

Instead, he called on the "media men . . . to turn their critical powers on themselves." He said they should seek to improve "the quality and objectivity of news presentation. They are challenged to structure their own civic ethics to relate their great free-

dom with their great responsibility."

And he said the public should "press for responsible news presentations." He urged people to "register their complaints on bias through mail to the networks and phone calls to local stations. This is one case where the people must defend themselves . . . where the citizen—not government—must be the reformer . . ."

Despite the disclaimer of any call for government action, the speech raised the Vice President's rating as a controversial orator—already high enough to make him the subject of cover stories in the two leading news weeklies last week—to a new high.

The partisan audience in Des Moines apparently endorsed the speech, interrupting the Vice President with applause 17 times. And the networks assured Mr. Agnew of wide circulation by pre-empting a half-hour of programming beginning at 7 p.m. EST to carry the speech live—coverage almost unprecedented for a vice-presidential address.

But the network chiefs immediately responded to what they appeared to feel was an attempt at intimidation. CBS President Dr. Frank Stanton frankly called the speech "an unprecedented attempt by the Vice President of the U.S. to intimidate a news medium which depends for its existence upon government licenses."

"Since human beings are not infallible," Dr. Stanton added, "there are bound to be occasions when their judgment is questioned. Whatever their deficiencies, however, they are minor compared to those of a press which would be subservient to the executive power of government."

Julian Goodman, president of NBC, said: "Vice President Agnew's attack on television news is an appeal to prejudice. More importantly, Mr. Agnew uses the influence of his high office to criticize the way a government-licensed medium covers the activities of government itself. Any fair-minded viewer knows that the television networks are not devoted to putting across a single point of view, but present all significant views on issues of importance.

"It is regrettable," he added, "that the Vice President of the U.S. would deny to television freedom of the press. Evidently he would prefer a different kind of television reporting—one that would be subservient to whatever political group was in authority at the time. Those who feel momentary agreement with his remarks should think carefully whether that kind of television news is what they want."

Leonard H. Goldenson, ABC's president, said ABC News's performance "has always been and will continue to be fair and objective. In the final analysis, it is always the public who decides on the reliability of any individual or organization. We will continue to report the news accurately and fully, confident in the ultimate judgment of the American public."

There were comments from others in the industry. The only one immediately supporting the Vice President was Mutual Broadcasting System's vice president in charge of news, Steve McCormick, who said the speech was a "call for fairness, balance, responsibility and accuracy in news presentation."

But the rest was on the other side. Vincent Wasilewski, president of the National Association of Broadcasters, said the Vice President's "attack" was "unwarranted and unfortunate." He also said that although Mr. Agnew "impugned only network personnel, all broadcasters become concerned when any high government official singles out for censure news policies, procedures or conduct with which he disagrees."

J. W. (Bill) Roberts, of Time-Life Broadcast and president of the Radio Television News Directors Association, said RTNDA "cannot accept the concept of managed news advocated by the Vice President . . ." He said broadcast journalists "are not and will not be a propaganda agency for any government officials or government policies." He said the Vice President wanted the

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## What viewers say about news wrap-ups

Complaints about network newsmen and outside experts recapping and analyzing speeches by Presidents and other public officials are nothing new. The networks get them all the time—from viewers.

Usually, network sources said last week, the complaints come from people who either disagree with the analyses or who consider them unnecessary or want to get back to entertainment programming.

ABC News authorities reported that their wrap-up after President Nixon's Nov. 3 speech on Vietnam brought what was probably the heaviest volume of telegrams in recent memory. They said they could not estimate how many wires and letters were received but that for the most part they were critical of the newsmen's commentary.

CBS News and NBC News officials said reaction they received after the Nov. 3 speech didn't come close to being a record but was predominately critical of the commentaries. A CBS News spokesman estimated that about

20 critical letters and wires had been received at New York headquarters; NBC News in New York put its count at 34.

One network source said such complaints generally come preponderantly from viewers who in effect protest that they are adults, can understand English and don't need experts to tell them what has just been said and what it means. Often they complain that the experts are "talking down" to them.

A somewhat smaller proportion, according to this source, claim that the analysts have twisted or distorted the speech under analysis. The net meaning of many others is that "the analysis is a waste of time—let's get back to entertainment."

Some network sources also saw an additional motivation for the reactions to the Nov. 3 speech. Western Union, they said, had conducted a promotional campaign offering reduced rates for telegrams commenting on the President's address, and a number of viewers may have taken advantage of the opportunity to get their views to the networks—as well as to the White House—at less than normal costs.

## Nixon aide hits too-fast critiques

**Klein cites commentaries after Nixon speech; says media credibility is jeopardized**

Networks' practice of holding instantaneous commentary immediately after a televised presidential address can lead to a credibility gap for the medium, Herbert G. Klein, director of communications for the executive branch, said last week.

Mr. Klein, appearing on the National Educational Television network's *The*

*President's Men*, criticized the commentary that immediately followed President Nixon's Nov. 3 speech on Vietnam: "Sometimes I think a discussion which becomes too one-sided or tries to pick small things and find fault erodes the confidence the public has in the network and its commentators. Credibility isn't just the problem of the government. I think it is a problem with the media as well."

The President's speech, Mr. Klein noted, was heard and seen by 70 million people, immediately after which the three networks came on and made comment. The public response to this, Mr. Klein said, was "very negative." Intermixed in the flood of telegrams that came in to the President expressing, Mr. Klein said, "overwhelming support,"

were also ". . . criticism of some of the commentary which perhaps came on too quickly."

Earlier in the interview with NET's Paul Niven, Mr. Klein called the presidential news conference with TV and radio "a highly important part of American government."

He said the presidential news conference allows newsmen to fulfill its traditional function of questioning the President on behalf of the American people. "Therefore, I believe," he said, "that frequently it's of great value to have the American public be able to witness this process, so that they hear the answers directly from the President himself. . . . I think that basically the televised press conference is now an important part of the Presidency."

media to "swallow without criticism administration policies in the name of unity."

And Roy Danish, head of the Television Information Office, described the speech as an "ill-conceived attempt to interfere in the exercise of free journalism."

The educational broadcasters objected to the speech also. James Day, president of NET, said that "the sweeping remarks of the Vice President both misrepresent and misinterpret the news function of television network broadcasting. National Educational Television feels a strong responsibility to present and comment upon matters of national importance."

The speech propelled Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting, one of the networks' severest critics, onto their side. He said the Vice President's "disgraceful attack . . . against network news officially leads us as a nation into an ugly era of the most fearsome suppression and intimidation."

The speech also had some political spillover. Senator Edward Kennedy (D-Mass), saw it as part of "an attack designed to pit American against American—an attack with the ultimate aim of dividing this country into those who support and those who do not support our President's position on Vietnam. If it is allowed to go on, it will be tragic. . . ." As for the networks, he said, they can defend themselves.

Senator Vance Hartke (D-Ind.) said that Mr. Agnew "seems to be saying" that the networks and the public "should turn over their thinking and judging to the White House staff." He said the freedom of the news media—print or broadcast—"is basic to the continued openness of our political system. Nothing should be allowed to infringe upon that freedom, and under no circum-

stances should censorship either through law or intimidation be tolerated."

In its first edition of last Friday the *Washington Post*, on an editorial page that usually berates broadcasting when it mentions it at all, took sharp issue with Mr. Agnew.

"So what the Vice President is doing," the editorial summed up, "is blaming the networks for bringing the bad news. It isn't the fault of society that the ghettos are erupting or that students are protesting the war or that white girls are marrying black boys, it is the fault of television. Don't blame conditions, blame Walter Cronkite. The society is neurotic because television makes it so. . . ."

"Gresham's law seems to be operating in the network news," Mr. Agnew says. And in vice-presidential speeches."

But while Mr. Agnew was being criticized by network executives, Democratic senators and the *Post*, early reports of the public's reaction to the Vice President's speech did not offer them much encouragement. The Associated Press reported that network-affiliated television stations in several cities received "thousands of calls" following the speech, "the majority" agreeing with the Vice President.

An aide to the Vice President said that Mr. Agnew had long held the views he expressed in the speech. The commentaries following Mr. Nixon's address, he said, were "a gross example of what has concerned him."

In his speech, the Vice President said such commentaries were out of order. He said that "the President of the United States has a right to communicate directly with the people who elected him, and the people of this country have the right to make up their own minds and form their own opinions about a presidential address without having the President's words and thoughts

characterized through the prejudices of hostile critics before they can even be digested."

Mr. Agnew said his purpose was to focus attention "on the little group of men" whom he claimed "enjoy the right of instant rebuttal to every presidential address" and "wield a free hand in selecting, presenting and interpreting the great issues of our nation."

He noted that three networks reach an audience of some 40 million with their nightly news programs which are put together by "perhaps no more than a dozen anchormen, commentators and executive producers."

And their power, he said, cannot be measured by traditional democratic standards. He said by their coverage they make or break a moratorium on the war, "elevate men from local obscurity to national prominence within a week," "reward some politicians with national exposure and ignore others."

He indicated network newsmen can persuade easily. "A raised eyebrow, an inflection of the voice, a caustic remark dropped in the middle of a broadcast can raise doubts in millions of minds about the veracity of a public official or the wisdom of a government policy," he said.

And in charging the networks with pursuing controversy in their coverage of the news, he said: "The American who relies upon television for his news might conclude that the majority of American students are embittered radicals, that the majority of black Americans feel no regard for their country; that violence and lawlessness are the rule, rather than the exception, on the American campus."

He said that "none of these conclusions is true," then ad libbed: "Perhaps the place to start looking for a credibility gap is not in the government but in the network news offices in New York."

# F for effort, D for results

## That's about the grading broadcast journalism gets from Columbia university's new duPont appraisers

The situation in broadcast journalism in the U.S. is "depressing" but "not hopeless," the jurors for the new Alfred I. duPont-Columbia University Awards in Broadcast Journalism said last week in a 125-page report on radio-TV journalism in 1968-69.

The report held that broadcast journalism responded superbly in covering extraordinary news events such as the Apollo flights, the Olympics, the Eisenhower funeral and the presidential inauguration, but turned in a "less dazzling" performance in coverage of day-to-day news and public affairs and provided documentary programming that was inadequate on the networks and "hit a new low" on stations.

The report was issued in conjunction with the presentation of the first duPont-Columbia awards in ceremonies at which FCC Chairman Dean Burch, the principal speaker, went to broadcast journalism's defense (see page 32).

The report, entitled "Survey of Broadcast Journalism 1968-69" and covering the year ended last June 30, was based on returns of questionnaires sent to networks and some 500 stations, reports from correspondents lined up in 40 major markets by the Columbia Graduate School of Journalism—which administers the awards—and a canvass of 1,200 candidates for political office, special studies of political coverage in four states and reports from 457 chapters of the League of Women Voters.

The "survey," being published as a book by Grosset & Dunlap (paperback, \$1.95), held that pursuit of profits is at the bottom of broadcast journalism's problems. Coverage of the Martin Luther King and Robert F. Kennedy assassinations and of the 1968 political conventions had seemed to give broadcasting a new sense of dignity and greater awareness of its journalistic responsibilities, but these effects, the "survey" said, did not last.

"In the months since, good intentions have been deplored and ridiculed where special interests were threatened, dedication has flagged in favor of profits, nerves have failed when stockholders have grown restive."

In appraising the conditions under which broadcast journalism operates, the "survey" had this to say:

"Into this vacuum [available air time] television broadcasters for the most part have chosen to pour a torrent of situation comedies, adventure-detective-

westerns, soap operas, ball games, variety, audience-participation and talk-talk shows.

"These, along with radio's endlessly repeated headlines and pop tunes, are punctuated in staccato clusters by messages lovingly fashioned to recommend the unnecessary to the unwitting, the superfluous to the superficial. Across vast distances, at enormous expense and with enormous ingenuity, shallow calls to shallow, morning, noon and night. . . .

" . . . The inevitable result of this relentless search for profits [in all areas of business] seems to be some form of pollution: from industry of the lakes, rivers and air, our physical environment; from broadcasting, of our minds, talents and souls, our spiritual environment.

"Of all those Americans who are trying to get more out of life than they have put into it and who are laying waste their country in the attempt, none in recent years has appeared more successful as a group than the broadcasters. In what other business can a moderately astute operator hope to realize 100% a year on tangible assets, or lay out \$150 for a franchise that in a few years' time he can peddle for \$50 million—should he be so foolish as to want

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### A faculty dissent to duPont language

Some of the sharpest criticism of the duPont-Columbia "survey" of broadcast journalism last week came from within the department that administers the survey and awards programs.

Professor William Wood of the Columbia University Graduate School of Journalism, who presents *Report on the Press* several times a week on WBCS (AM) New York, took off on the duPont-Columbia report on his program last Tuesday (Nov. 11), the day the awards were presented.

"The testy and negative tone of the 'survey's' opening pages is so emphatic that it's hard to believe the jury could have brought itself to give any awards whatsoever," he declared.

"The purpose of the duPont awards is to 'recognize and stimulate journalistic achievement among the broadcasters of the U.S.' To start out by declaring in effect that broadcasters are the enemy is not likely to serve that purpose."

to sell? The most fantastic rewards associated with broadcasting in many instances grow from enterprises that do as little for their fellow countrymen as they legally can.

"It is under such cynical proprietorship, in an atmosphere of measliness and deliberate distraction, that much broadcast journalism is expected to function. Among all the deceptions and misrepresentations, overt and clandestine, the broadcast journalist must try to insert his flashes of truth. It is his job to call us back to reality from the tawdry and trivial entertainments that surround him. . . .

" . . . The future health of American broadcasting, and quite possibly of America itself, lies in the putting of this superlative means of communication to proper use. Broadcasting must be enlisted to challenge and inspire rather than indulge and enervate the public. Broadcasters must pursue an expanding view of life and insist upon presenting it as it is."

Even so, the "survey" found "hope for the future" in "the memory of what was done and can be done again, coupled with the very real accomplishments of the year."

Getting into details, the report held that the United Nations and Congress were "comparatively neglected" in broadcast coverage during the year and said that, although network use of satellites had increased from 40 hours in 1965 to 666 hours in 1968, "the endless possibilities for foreign 'actualities' that might open up daytime and prime-time television schedules to reality rather than to the usual uninterrupted fantasies, were barely touched."

At the local level, according to the "survey," fewer than 50 of almost 500 stations responded to a request for lists of local documentaries in 12 specific subject areas, and only two of those subjects—politics and race and minorities—had received "thorough" coverage in five or more communities.

At the network level, documentary efforts in those 12 fields were also "comparatively infrequent," according to the report, but there was "a growing number of documentary programs with no particular news orientation" and also "a trend" to use "short take-outs—or minidocumentaries—with the evening and weekend newscasts."

The report saw in CBS-TV's *60 Minutes* and NBC-TV's *First Tuesday* the

## Organized crime in Georgia lost

The underworld began losing when WSB-TV began investigating crime in Atlanta. The people of Atlanta began winning when the information that WSB-TV uncovered after many months of diligent news-searching and imaginative filming from a converted truck van, airplane and telephone repairman's tent provided local and federal law enforcement officers with information. Information which led to the largest lottery raids in the history of Georgia and the arrest of twenty-five alleged gamblers. In recognition of its efforts, WSB-TV received one of the first Alfred I. duPont - Columbia University Broadcast Journalism Awards for 1969.

## WSB Television in Atlanta won



**GBC** 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

**Petry**

"most important new trend" of the year but also said there was "no plan to increase their frequency" and no move "to correct the unfortunate and self-defeating scheduling that put the two programs opposite each other."

The network news departments, the report acknowledged, had problems "even when they got a worthwhile program on their schedules"—first to get stations to clear it and then to get viewers to watch.

"Considering the small amount of good journalism available on prime-time television," the "survey" maintained, "anything less than 100% clearance by affiliates could be counted a failure on their part to serve the public. Nor should the reluctance of the public to tune in, at least in numbers comparable to those viewing the entertainment fare replaced, be an excuse for not carrying such programs."

Advertisers were found to be increasingly interested in sponsoring newscasts but were taken to task for being "not enthusiastic at all" about sponsoring documentaries that "stir up" as well as inform.

While the traditional documentary was found to be "unquestionably in a decline," other program forms were showing a definite increase, particularly daily newscasting. At the local level, of some 175 stations reporting to the "survey," 67 said they had increased regularly scheduled news "by a significant amount of time" and "only one, KTVI St. Louis, admitted to any decrease."

The "survey" also found some good resulting from the shift from documentaries to regular newscasts: "In the search for material to fill the increased time allotted to news (more than three hours daily in some markets), news directors sometimes beefed up their investigative operations."

In a follow-up questionnaire on investigative reporting, the "survey" was "gratified to get a response from better than a third of the same stations that had ignored" its questionnaire on documentaries.

Of 173 stations replying, 105 supplied lists and 78 said their interest in investigative reporting had increased during the year. Most of the 68 reporting no investigative reporting blamed "inadequate budget or staff," and the "survey" found it significant that "only five of the negative replies came from stations employing 10 newsmen or more."

Of the 105 already doing investigative work, 80 said they planned to intensify their probing and of the 68 that had done none in the past year 21 said they planned to launch investigative projects in the future.

The "survey" also found, however, that "television, although increasing its probing, could often be accused of re-

## Note of moderation at duPont ceremony

### It comes from Dean Burch who says criticism needed but only if constructive

In his first speech as FCC chairman, Dean Burch last week went to the defense of broadcast journalism in a forum where broadcasters and broadcast journalism, as a whole, were under heavy indictment.

As principal speaker at awards ceremonies honoring winners of the first Alfred I. duPont-Columbia University Awards in Broadcast Journalism, Chairman Burch opened with congratulations to the seven winners and promptly added:

"I think we will all agree that for all of the criticism of broadcast journalism there has not been enough in the way of thanks for those who do a good job."

Television's "finest hour" is its news and public affairs, he said, "and this is as it should be."

Criticism is one thing, he said, but "tearing down" is something else.

The U.S., Mr. Burch said, is in a new era in which many people would like to destroy many established institutions. "I have no doubt that some of these would like to destroy broadcast-

ing as it is," he asserted.

But "tearing down" is "a cop-out," he continued, just as the broadcasters' argument that they give the public what it wants is probably also a cop-out.

He expressed the hope that all people would beware of the broad generalizations that there are only "good guys" and "bad guys" or that broadcasting is either all good or all bad.

It is not enough either to tear down or to refuse to admit that problems exist, he said. Criticism is justified but it must also suggest solutions, he asserted.

Earlier, in an informal interview with newsmen, Mr. Burch had been heard to say that in his view the duPont-Columbia awards jury's report (see page 30) had seemed quicker to indict than to offer solutions.

In his speech he noted that the duPont-Columbia award sculpture—a 12-inch-long silver scroll with a cube in the middle—carried a quotation from the late Edward R. Murrow asserting that broadcasting can teach, illuminate and even inspire, but "only to the extent that humans are determined to use it to those ends."

These words are also applicable to other media, Mr. Burch said, and suggested that they might have "a post-script" saying "forgive them, Lord, they are only human."

In a lighter passage, he said he had tried to come up with a memorable

lucance to undertake hard-hitting exposes, particularly where these might be expected to arouse major controversy. . . . None of the findings suggested that television stations on the whole had done as much as the print media to expose crime, corruption, and other wrong-doing. On the other hand, it could be said that many local stations were performing useful public service, and in some cases out-doing the newspapers in their communities, in calling public attention to social problems."

A total of 63 of the 105 stations doing investigative work reported little or no hostile reaction. "Only four instances of pressure from advertisers were reported, and the one station reporting threats to cancel advertising noted that the two sponsors in question were still on the air." At least one station (WOOD-TV Grand Rapids, Mich.) reported it had gained a sponsor by its investigative efforts.

On the other hand, 22 stations reported hostile reaction from politicians and an equal number said at least one of their investigative reports had brought a substantial number of complaints from viewers.

Investigative efforts by the networks

were termed "disappointing." During the year, only NBC-TV's report on chemical and biological warfare—one of the seven duPont-Columbia award winners—"had an impact comparable to such earlier network efforts as the CBS documentary, *Hunger in America*," the report said, "and few appeared especially notable for the amount of subsurface probing required."

The "survey" reported that major station groups—Westinghouse Broadcasting was named specifically—"increased their news operations noticeably over the year."

All-news radio was found to have leveled off at eight stations and seemed unlikely, for economic reasons, to expand into smaller markets.

Coverage of minority groups "left a good deal to be desired," the report said, but "still there were many attempts by local stations to answer the need for sensitive and thorough coverage of black problems."

So-called "hate-shows" by extremists showed signs of declining, the report said, although "hundreds of broadcasters, especially owners of small radio stations across the country, still use hate shows, either because they agree with





FCC's Dean Burch

phrase and had considered—but rejected—“vast wasteland” (by former FCC Chairman Newton Minow), “ef-fete snobs” (Vice President Spiro Agnew) and “extremism in defense of liberty is no sin” (Senator Barry Goldwater in the presidential campaign in which Mr. Burch served as his campaign manager).

In his informal talk with newsmen before the awards ceremonies, Mr. Burch also indicated in response to questions that he did not feel that commercial broadcasters should have to carry the whole load of financing political campaign broadcasts and that his position on the Pastore bill on strike

applications was probably “somewhere between the extremes” of the pro and con positions.

In answer to another question he agreed, without committing himself further, that the Pastore bill had been interpreted by some people as having the effect of shutting blacks out of station ownership. But he noted that there is nothing in the bill that would operate against blacks—or any other groups—specifically.

Richard T. Baker, acting dean of the Columbia Graduate School of Journalism and chairman of the awards jury, presided at the ceremony, held Tuesday evening (Nov. 11). Accepting the

awards for the winners, which had been announced earlier (BROADCASTING, Nov. 3), were the following individuals:

The Rev. Dr. C. Shelby Rooks, executive director of the Fund for Theological Education, Princeton, N.J., on behalf of the Rev. Dr. Everett C. Parker, director of the Office of Communication of the United Church of Christ, who was chosen for championing the public interest in broadcasting; Tom Pettit, reporter on and a leading figure in development of the program, for NBC-TV and its *First Tuesday* report on “CBW [chemical-biological warfare]—the Secrets of Secrecy”; Fred Bohlen, now assistant to the president of the Ford Foundation, for National Educational Television and the Public Broadcast Laboratory and their “Defense and Domestic Needs: the Contest for Tomorrow.”

Also Don Widener, initiator, producer and writer for KNBC(TV) Los Angeles’s “The Slow Guillotine” (air pollution); Don Elliot Heald, vice president and general manager of WSB-TV Atlanta, for that station’s continuing coverage of organized crime in the community; Mel Wax, public affairs director of noncommercial KQED(TV) San Francisco, for that station’s local coverage of 1968 political contests, and Mrs. Betty Spiro, owner of WRKL(AM) New City, N.Y., for WRKL’s local political coverage.

or have no other equally inexpensive means of filling up their broadcast day.”

The “survey” explored in detail the coverage of political events and use of broadcasting by politicians. Its survey of congressional candidates found that nine out of 10 “were generally satisfied with the way they were treated by radio and television broadcasters,” nine out of 10 thought their opponents had used the broadcast media fairly “and only about two per cent charged outright unfairness” by their opponents. Their misgivings centered chiefly on “the high cost of television in view of its critical importance to success at the polls.”

Another section of the “survey” dealing with government and broadcast journalism, said broadcasting has “one of the most elaborate lobbying operations” in Washington, reviewed regulatory cases involving broadcasting and attacked the Pastore bill against strike applications as one that “would effectively give broadcast licensees their franchise in perpetuity.”

In another section, Sir William Haley, former director general of BBC and former editor of the *Times* of London, who was on the survey and awards jury, deplored what he called the use of

news items as “anchors” for commercials and “the extreme personalization of the news.” He also challenged the scheduling of local and network news programs back-to-back on grounds that “they are appreciably repetitive.”

He proposed that in addition to “the casual news from day to day” the fields of education, business, the arts, science, sociology, Congress, the law—at national, state and city levels—should all have regular television coverage.”

Broadcasters “may say these are unreal and impossible demands,” he added, “but if they are not met ultimately, either television will one day be relegated to being a purely entertainment medium or democracy will not survive.”

Another “survey” section gave a glimpse of results—to be published later as a book—of seven duPont-Columbia seminars on broadcasting and the public interest, involving in all about 80 representatives of politics, journalism, industry, education, the law and broadcasting.

“Survey” said the seminars found a “pressing need” for program diversity but “considerable skepticism that it could be achieved within the present technological and economic structure of

broadcasting. Many felt that the only hope lay in the development of new technology,” such as cable TV and communications satellites, to create new channels for programming.

Another prominent theme in the seminars, the report continued, “was the powerlessness of those who are actively involved with broadcasting to effect change.” Advertisers and agencies were said to have reported they cannot cause major change, and the “heads of the network news departments also regarded themselves as powerless despite their high positions.”

Marvin G. Barrett, director of the survey and awards program, edited the “survey.” Jurors for both the “survey” and the awards were Richard T. Baker, acting dean of the Columbia Graduate School of Journalism and jury chairman; Edward W. Barrett, director of the Communications Institute at the Academy for Educational Development and former dean of the Graduate School of Journalism; Marya Mannes, critic, commentator and author; Michael Arlen, radio and TV critic for the *New Yorker*, and Sir William Haley, now editor in chief of the “Encyclopaedia Britannica.” Sir William is returning to England

after 16 months residence in this country. The other jurors were said last week to have indicated a willingness to serve again in the 1969-70 survey and awards program.

In the 1968-69 "survey," individual reports were written by John Luter, lecturer in journalism at Columbia ("Investigative Reporting"); Penn T. Kimball, professor of journalism at Columbia ("Congressional Candidates and the Broadcast Media in the 1968 Campaign"), and William Seifert Jr., former Columbia graduate student now teaching at the University of California ("Local Broadcast Coverage of the 1968 Political Campaign").

The "survey's" appendices include a report by Mrs. Ruth Lieban, its Washington correspondent, on the controversy between listeners and KEWQ Paradise, Calif., and the statement of policy adopted by KTAL-TV Texarkana, Tex., to remove objections to its license renewal, in addition to the brief report on duPont-Columbia seminars.

The survey and awards program is under the general supervision of the journalism school's office of special projects, which is headed by Louis G. Cowan, former president of CBS-TV.

## Salant picks flaws in duPont 'survey'

Both the journalistic standards of the duPont-Columbia survey and awards program and the credibility of its report on broadcast journalism were challenged last week by Richard S. Salant, president of CBS News.

The specific point at issue was an assertion in the "survey" report that "a news item which in the press emphasized, among several items, the finding that most mouthwashes are useless was read on CBS-TV minutes after a commercial for Scope, and conspicuously omitted all mention of mouthwashes."

In a telegram sent Wednesday (Nov. 12) to Marvin Barrett, director of the survey and awards program, Mr. Salant said that he had read an account of the charge in print media and that various magazines apparently had received copies of the "survey" report—"which deeply involves us and purports to quote me"—but that CBS News had not yet received one.

"Try that on your standards of journalistic practices," Mr. Salant said.

More important, he continued, a quick check indicated that what the "survey" apparently referred to was the July 11, 1969, Walter Cronkite news program on which Daniel Schorr did a five-minute piece on the report that "some pharmaceuticals are useless and others not as effective as they

## NBC, Hope wed for long time

NBC and Bob Hope have reached agreement on a new long-term contract, the network reported last week. Now in his 32d consecutive year with NBC, Mr. Hope is starring in nine specials and the Bob Hope Desert Golf Classic.

claim to be." Mr. Salant's telegram continued:

"Dan Schorr's opening sentence on the broadcast were: 'These are some of the mouthwashes that are supposed to prevent bad breath, save your job or your romance. A scientific panel says that none of the commonly used mouthwashes does you any more good, medically, than salted water.'

"These sentences were accompanied by a film of shelves of identifiable mouthwashes in a store. And there was no Scope commercial on that broadcast, while the only preceding CBS-TV network broadcast of any kind ended at 4:30 p.m."

Mr. Salant asked for "an immediate correction" if the print-media account was correct because "your charge strikes at the heart of our integrity as journalists, and at least in my mind raises the most serious questions of the credibility of your survey."

"Who," he concluded, "will judge the judges?"

## Blasts at broadcast news bring stiff rebuttals

United Press International, in reporting on the survey of broadcast journalism issued in conjunction with the duPont awards at Columbia University last week (see page 30), found sharp disagreement with the survey results among some broadcast newsmen.

Bill Roberts, president of the Radio-Television News Directors Association and Washington bureau chief for Time-Life Broadcasting, emphasized that he had not read the whole report, but took issue with the section on documentaries. In the jurors' opinion, he said, "to be a documentary, it has to be a half-hour or hour program that is labeled documentary. I think most newsmen would agree that any in-depth study of any news story is a documentary treatment whether it is actually labeled a documentary or not."

"The survey talks as though the documentary had some sort of hallowed form like a baseball game," Mr. Roberts said. "Even Fred Friendly, probably the nation's outstanding genius in production of documentaries, admitted recently at a Columbia University seminar that the traditional documentary pro-

gram may be far less effective in terms of community appeal and response than the mini-documentary included in news-cast time."

Peter Willett, manager of UPI's broadcast service, in a formal statement carried on the UPI wire, noted that "the fact that it is now so popular to criticize broadcast news, particularly among columnists and professors, is a good indication that broadcast news is a powerful force. And the fact that the accusations keep going back to what the survey called 'profit motives' and 'cynical management' sounds like the panel members didn't have any specifics and so relied on trite phrases."

"My real complaint," Mr. Willett told BROADCASTING later, "is the jurors' tendency to think of network news as all broadcast journalism. There are plenty of stations doing good local documentaries. There is a problem also in their thinking that the only good documentaries are those in a Lincoln Steffens muckraking style," he added.

## Obler's 'Lights Out' resurrected for radio

Manzell & Associates, Hollywood packagers of syndicated radio programming, are preparing 52 half-hour chiller shows, *Lights Out*, for release to stations. The shows, popular when first broadcast in the early 40's, are being re-edited by the original creator, Arch Obler. Using original acetate discs that have never been re-broadcast, Mr. Obler is transferring the shows onto stereo and monaural tapes.

Some of the stars in these original shows are Bette Davis, Mercedes McCambridge, Howard Duff and Franchot Tone.

Bob Levinson and Ben Mintz at Litrov/Levinson, 9171 Wilshire Boulevard, Suite 540, Beverly Hills, Calif. 90210, are handling inquiries.

## New syndication firm formed in Chicago

A radio syndication company has been formed in Chicago with plans to offer nationally a group of new features, programs and commercial products. Called the Chicago Radio Syndicate Inc., one of its first productions is *Dick Orkin's Big Mouths of 1970*, a comedy package of one-liners, character interrupters, and audio-graffiti, produced by the creator of the *Chickenman* series, Dick Orkin.

President of the new firm is Richard Morrison, formerly with Spot Productions, Dallas, and Hartwest Productions, New York. Address, as of Dec. 1, will be 25 East Chestnut.



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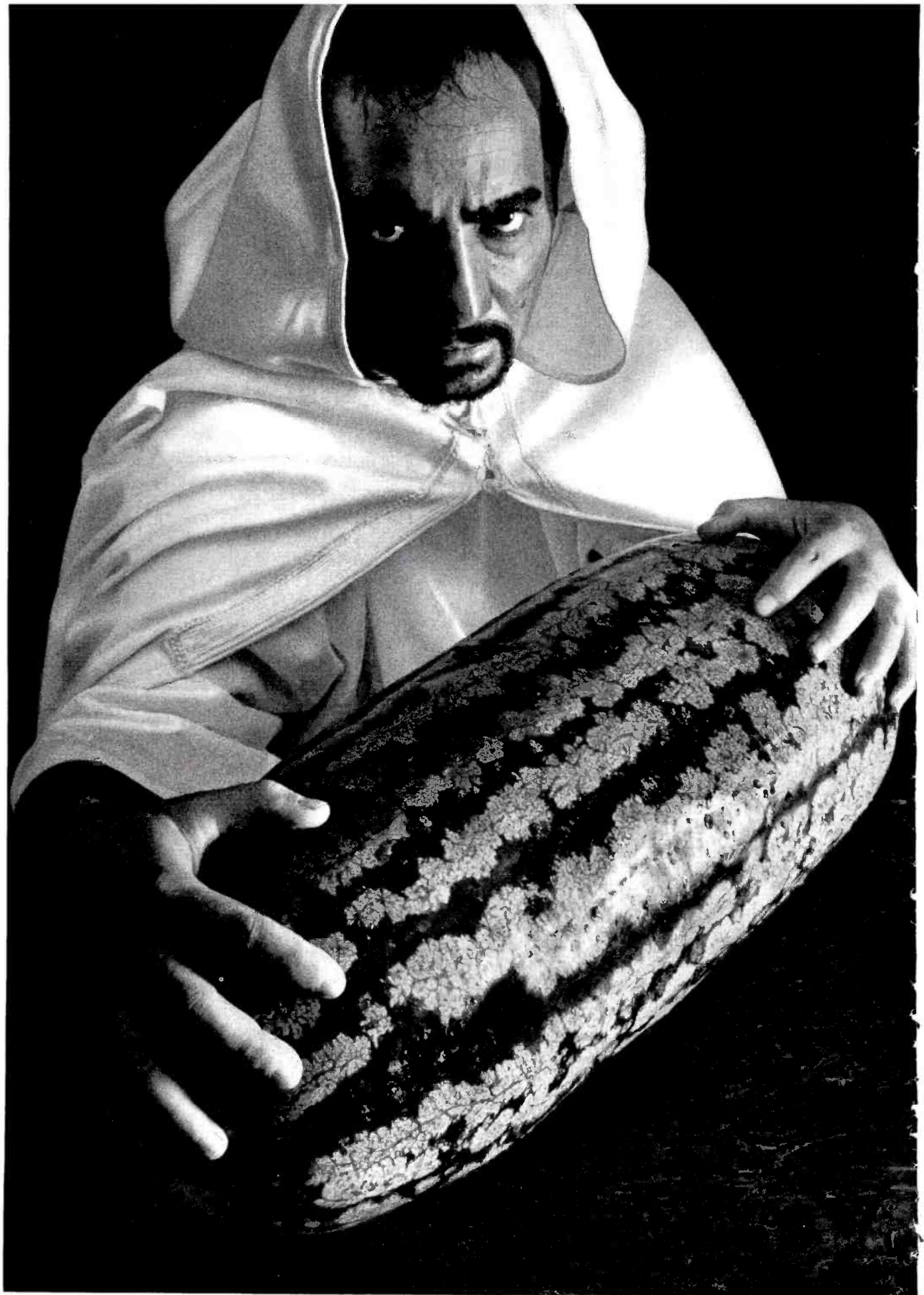
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A war which, many experts say, could involve us all.

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Unfortunately, many tremendously important stories — meaningful background, the guts of the news — never find their way into the 5-minute newscast. A sad fact that isn't exactly boosting the public's opinion of radio news.

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We're an audio service. With three daily voice feed reports. Reports that cover not only important surface facts, but the guts behind the facts. The human experience of people involved in history. The stuff that evokes concern, instead of apathy, in listeners.

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The reason we can supply coverage of such scope is simple. Size.

Fairchild Broadcast News is part of Fairchild News Service, the world's third largest. So, unlike other audio services, we're not hindered by limited news-gathering facilities. (If you're impressed by numbers, we can claim some 29 domestic and 11 foreign news bureaus employing some 1,500 people.)

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One sale can pay for an entire subscription.

A very valuable subscription. Because, as a supplement to your present wire service, Fairchild Broadcast News can be the point of difference in attracting new listeners. And that, after all, is what the radio business is all about.

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## Program notes:

**New man with Namath** ■ Al DeCaprio, has been named producer-director of the syndicated talk program, *The Joe Namath TV Show*, produced by Spangler Television Inc., New York. Mr. DeCaprio has credits in television sports shows and has directed the *Joan Rivers Show* as well as *The William Buckley Show*.

**Soldiers' Christmas** ■ The Armed Forces Network has purchased Woroner Productions' *White Christmas* radio program for broadcast over its worldwide 175 station network. AFN previously aired the Miami-based production company's *July Fourth* program.

**Time switch** ■ *Jambo* and *The Flint-*

*stones*, two cartoon series on NBC-TV Saturday mornings, will exchange time periods effective Dec. 27. *Flintstones* will move to 11:30-noon and *Jambo* will be presented from noon to 12:30 p.m. EST.

**Programs for deprived** ■ The SIU Radio Network of Southern Illinois University's Broadcasting Service, Carbondale, Ill., is offering for nationwide distribution a 13-week series of three-minute radio programs aimed at the economically deprived. The programs feature Dr. Karen Craig of the SIU school of home economics with information useful to urban and rural families living on very limited budgets. Inquiries should be addressed: SIU Broadcasting Service, Carbondale, Ill., 62901.

## Four Star begins the long road back

### Former major TV production house hitches its economic star mostly to theatrical films

Only some 25 people, including officers and employees of the company, attended the annual meeting last week of the shareholders of Four Star International Inc., but the lack of attendance did not discourage the pioneer TV production and distribution firm from making a dramatic announcement.

Four Star, which at one time had as many as 12 TV shows on the air at the same time, is making an all-out effort to change its product emphasis to theatrical feature films. During the hour meeting, held at the company offices at the MGM studios in Culver City, Calif., David B. Charnay, chairman of the board and president of Four Star, explained why the change of direction is considered necessary.

For the year ended June 28, more than 70% of Four Star's total gross income came from the sales in TV syndication of *The Big Valley* series, which last season ended a four-year run on ABC-TV. "Because 70% of the annual gross of the company comes from one film, we're making an effort to diversify our activities and get into motion-picture production," Mr. Charnay told the stockholders. Then re-emphasizing the point, he said: "We must get into the motion-picture industry."

Later in the session, in amplifying Four Star's plans, Mr. Charnay made a firm statement about network television: "The day of deficit financing is over," he said. "I'm not going to speculate with company money on a show that may show a return on investment three or four years from now. I'm not going to make programs for network television unless I can break even going in. I'll just stay off the networks and

if the stockholders disagree with me they can just vote me out of office." (*The Big Valley* was the company's sole network series.)

During the meeting, Mr. Charnay reported on five feature-film projects for theatrical distribution that Four Star hopes to produce or co-produce. He also said the company "is working diligently" to set up either its own theatrical distribution operation or to do so jointly with another company.

Turning to television, Mr. Charnay made it clear that Four Star plans to continue producing syndicated product as well as for network daytime, network specials and even for network prime-time series if the economics seem to make sense.

It was revealed that for the first time, Four Star is producing product for radio syndication and also will distribute to radio stations. The initial radio syndication project is *Can You Top This?*, a half-hour comedy series that is being produced primarily for television syndication. Four Star is taking audio segments out of the TV series and preparing them as individual radio-program inserts.

*Can You Top This?*, patterned after the old-time successful radio series (to which Four Star has acquired all rights), is the company's major TV project at this time, Mr. Charnay indicated. It's now in production in Hollywood and will go into distribution as either a daytime or evening strip in January. Four Star has committed some \$2 million to produce 195 half-hour segments in the series. The program is being offered to stations for 39 weeks, first-run, with 13 weeks of repeats, all

to be shown within a 52-week period. To date the series has been bought by WPIX(TV) New York and KTLA(TV) Los Angeles for prime-time presentation.

Other Four Star TV projects as outlined by Mr. Charnay:

- Development deal with CBS-TV for hour series, *The Dusters*.

- Development deal with NBC-TV for half-hour series, *Dr. Livingston, I Presume*.

- Possibility of 90-minute feature film, "The Road Gang," to be presented on ABC-TV's *Movie of the Week* and to serve as the basis for a projected series.

- Seven hour specials, *The Seven Seas*, to be completed by the end of December and be ready for TV distribution.

- Pilot of a half-hour daytime strip for syndication based on astrology to go into production next month.

- Five or six country-and-western specials with Lee Majors as host to begin with pilot in January.

- Commitment to short-form programming through undetermined number of two-and-a-half minute or three-minute TV program inserts to feature Teresa Drury handling consumer purchasing information, Sue Cameron reporting gossip items and Melvin Belli dispensing legal information.

- Development of a contemporary variety show, *Blast*, as summer replacement series on network TV.

- Negotiations with Bonus Photos, consumer photographic advertisers, for the production of two or three client-owned TV specials that would be placed in spot markets.

## Gonzalez still unsatisfied with CBS-'Hunger' case

The FCC decision clearing CBS of charges that it falsified the controversial documentary *Hunger in America* (BROADCASTING, Oct. 20) has prompted an angry response from Representative Henry Gonzalez (D.-Tex.), who charged the commission with "hiding from its responsibility" by failing to make a distinction between "lies" and "deliberate lies."

Representative Gonzalez, one of those who filed complaints against CBS because of the program, said the commission "seems to be saying that it is not interested in truth or distortion, but will only consider the question of whether an untrue broadcast is deliberately so." Such intent is almost impossible to prove, he said.

The commission last month said the charges against CBS did not warrant further action. The network had been accused of showing a newborn baby, and claiming it had died of malnutri-

tion, when in fact it was premature. There were also allegations that certain persons had been paid to perform as instructed, and that certain sequences were staged.

However, the commission elected to "eschew the censor's role," and said it could not function as "the national arbiter of truth" in cases where there was no evidence of willful attempts to deceive and no evidence of participation in that deception by licensee and top management.

According to Representative Gonzalez, this decision was an acknowledgment of the validity of some of his complaints, but not a proper way of acting upon them. He said the commission's reliance upon the "market-place of ideas" in preference to government regulation ignores "the fact that the television market is a monopoly and the antithesis of a medium of free discussion."

The congressman also said the commission's decision leaves broadcasters with no policy regarding the need for accuracy in their news reports.

A similar case involving charges of distortion in connection with CBS's coverage of a poor people's campaign in Mississippi—also resolved in favor of CBS (BROADCASTING, Nov. 3)—has aroused the interest of another congressman. Representative Jamie Whitten (D-Miss.). He has received a copy of the decision in that case but has not decided on comments or a course of action, if any.

## ETV panels due week of White House conference

The Corp. for Public Broadcasting will spend about \$30,000 to assist local production of panel discussions on hunger in the U.S. in 12 cities.

The discussion programs will complement two specials on National Educational Television during the week of the White House Conference on Food, Nutrition and Health (Dec. 2, 8-9 p.m., Dec. 4, 10-11 p.m.). Panelists will discuss the recommendations of the national conference, and a film of each station's presentation will be sent to the White House Conference officials. The conference representatives will then use the station films in the production of a one-hour film to be shown to the President and his advisers.

Participating television stations (all noncommercial) are WTTW Chicago; KCET Los Angeles; WGBH-TV Boston; KRMA-TV Denver; WCNY-TV Syracuse, N. Y.; WQED Pittsburgh; KLRN San Antonio, Tex.; WJCT Jacksonville, Fla.; WETA-TV Washington; WCVE-TV Richmond, Va.; KOED San Francisco and the Nebraska State Network. CPB will also distribute around \$5,000 among the stations for promotional purposes.

## Production wheels grind at Mendelson

Five new TV specials are in the works for '70 airing on NBC

Lee Mendelson Film Productions Inc., based 18 miles south of San Francisco in the residential suburban city of Burlingame, has announced a production schedule that would keep a Hollywood film factory busy.

The production firm, under a long-term exclusive contract with NBC-TV, signed last May, will produce five new specials in 1970. In addition, it was revealed that the series of six animated specials about the adventures of the "Peanuts" comic-strip characters created by artist-writer Charles M. Schulz, produced by Mendelson in association with Bill Melendez Productions, Hollywood, all will be repeated on CBS-TV next season. They will be sponsored by Interstate Bakeries Corp., Kansas City, Mo., and The Coca-Cola Co., Atlanta. The five NBC-TV specials and the six "Peanuts" repeats will give Mendelson Film Productions a minimum of 11 separate programs on two networks in

the coming year.

Still in development but possible entries on the NBC-TV schedule during the 1970-71 season are two more Mendelson specials: *How to Talk to Your Mother-in-Law*, *Children and Other Enemies*, and a dramatization of the life of the late John Steinbeck, who before he died was involved in two Mendelson Film productions (*America and Americans* and *Travels With Charley*). The Northern California production company recently completed its first theatrical feature film in association with Bill Melendez Productions. The movie, "A Boy Named Charlie Brown," is scheduled to open at New York's Radio City Music Hall in time for the Christmas holidays. Production also has started on a second Charlie Brown feature film.

The new Mendelson Film specials set for 1970 on NBC-TV are:

■ *It Couldn't Be Done*—about the builders and their engineering projects, with Lee Marvin as host-narrator and the Fifth Dimension singing group as guests; sponsored by Long Lines division of American Telephone & Telegraph Co., New York, on April 2.

■ *The Unexplained*—mysteries of the present and predictions of the future with science writer Arthur Clarke as host, an Encyclopaedia Britannica



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special sponsored by Weyerhaeuser Co., Tacoma, Wash. on April 3.

▪ *Hot Dog*—in association with Frank Buxton Productions, Hollywood, for the Saturday morning audience.

▪ *American Rainbow*—the story of American creativity and know-how, sponsored by Howard Johnson Co., Braintree, Mass.

▪ *The New Communicators*—featuring the creative work of amateur filmmakers from around the world. The concept was proposed by NBC President Julian Goodman in an address before the Confederation of British Industry in London last April.

▪ *Babar Comes to America*—second in a series of Babar animated specials, done in association with Bill Melendez Productions. It will have Peter Ustinov as star and is scheduled for broadcast in spring 1970.

## NBC can alert viewers during Apollo mission

Viewers watching NBC's coverage of the Apollo 12 moon shot this week will be able to doze off in the early morning hours Wednesday and Thursday without fear of missing major news developments.

The network received FCC permission last week to broadcast its aural signal at half normal volume between 2:30 and 7 a.m. EST on those days, to enable viewers to rest.

But in the event of an emergency or any radical change in mission plans, the network will transmit a special alarm signal—a beeping sound—at normal volume or slightly higher to alert the audience.

The commission's authorization permits NBC to reschedule the alerting system to "such other early morning-time periods as may be dictated by modification of the lunar surface phase of the Apollo 12 mission."

The Apollo 12 astronauts are sched-

uled to land at 1:57 a.m. EST Wednesday and to take their first three-hour moon walk at 6 a.m. that day. The second is set for 12:30 a.m. Thursday. Moon lift-off is scheduled for 9:27 a.m. that day.

## Schall, Hyman join MGM exodus

### Both recent appointees to top positions under pre-Kerkorian regime

The lop-off of top-level executives at Metro-Goldwyn-Mayer who had been associated with MGM's former management continued last week with announcement that Richard L. Schall and Kenneth Hyman have resigned their posts.

The expected changes follow the Kirk Kerkorian take-over and the election of James T. Aubrey Jr. as president of the major TV-motion picture studio (BROADCASTING, Oct. 27).

Mr. Schall, who resigned as executive vice president and director of MGM, joined the studio last April from General Mills where he had spent his entire career, most recently as vice president-finance and development. MGM's president and chief executive officer before the change-over in management was Louis F. Polk Jr., who had also joined MGM from General Mills where he was a vice president.

MGM's announcement said: "Mr. Schall has not revealed his future plans, but said that he will act as a consultant to MGM for a brief period."

Mr. Hyman under the former management was named in September as executive in charge of foreign production with his office in London. He was to assume that post Nov. 1 (BROADCASTING, Sept. 29). The MGM announcement issued on Nov. 11 crisply

outlined the situation:

"The new management of MGM has decided they do not want the executive in charge of foreign production to have the additional responsibilities of individually producing" (which under Mr. Hyman's original agreement he was to be accorded overseas). MGM said that, accordingly, the company had offered Mr. Hyman the choice "to either administrate foreign productions or operate his own production unit."

At a news conference held at the time Mr. Hyman's MGM association was announced, he had responded to a question on TV-production by MGM in England in the affirmative—"surely," he said, MGM would "become more involved in that area."

MGM said that Herb Solow, vice president in charge of theatrical and television production at the studio, "will in the future be responsible for production world-wide."

## Mitch, Garroway star in new RKO programs

RKO General Inc. will syndicate two series featuring television personalities of previous years.

The RKO Television division, New York, announced last week it had signed an exclusive TV contract with musical director Mitch Miller for the syndication of *Sing-Along with Mitch* programs, formerly on NBC-TV, and for the development of additional musical programs. The initial one-hour show will be a Christmas special, to be scheduled in December by five RKO stations and syndicated nationally by Showcorporation.

Dave Garroway, host of a talk show, *Tempo/Boston*, on RKO's WNAC-TV Boston since last April, will be "networked" to other stations as host of *Garroway* starting Nov. 24.

RKO's WOR-TV New York is the first additional outlet to carry the 10:30-11:30 a.m. discussion show. Other stations can join the "live" network by picking up line charges from the nearest city airing the show, the company explained. RKO has made no plans for distribution other than the "live" network. *Garroway* is produced at WNAC-TV by Rick Rosner and Stu Billett.

## WB forms one unit to distribute its product

Warner Bros. Television plans to streamline its distribution sales staff by combining its separate feature film and non-feature organization into one unit.

In the restructuring of its distribution operation, Warner's sales staff of 20 will be reduced, but other areas, including sales promotion, will be expanded.

For the past several years, under its

## Fairchild expands programing services

Fairchild Publications, New York, has entered the syndicated audio news service field with the formation of Fairchild Communications Inc.

The new division will take over the Fairchild Broadcast News audio service, in operation since December 1968 for the 12 radio and five television stations of Fairchild's parent company, Capital Cities Broadcasting Corp.

Stations now will be offered, in addition, a retail feature package consisting of one-minute "radio columns" from Fairchild's fashion newspapers.

The news service provides feeds of actualities and voice reports from Fairchild's 11 overseas and 29 U.S. bureaus. Stations are sent three daily transmissions via wide-area telephone service (WATS) and use the material in their locally prepared newscasts.

John Fairchild, president of Fairchild Publications, will serve as president of the new subsidiary, and Joseph B. Somerset, senior vice president and radio programing head, Capital Cities, will be executive vice president. Tony Kent, former news director at KPOL-AM-FM Los Angeles, is director of operations. Gary J. Worth, former director of station relations, Mutual, has been named director of sales.



## TV format is put in prison

The weekly high-school TV quiz game, *It's Academic*, provides the model for a seven-game tournament being produced at the U.S. penitentiary in Terre Haute, Ind., and featuring the inmates as contestants. Inmates are also involved in building the set and screening the would-be contestants. Production material, questions and plans were provided by Altman Productions, producers of *It's Academic*, and stations including WMAQ-TV Chicago and WTHI-TV Terre Haute will provide hosts for the series.

former management headed by Eliot Hyman (see page 10), there was a division to sell features and another to sell syndicated product.

Charles D. Mc Gregor, executive vice president in charge of worldwide TV distribution, said the first general meeting of the realigned sales team will be held in December in New York.

## NBC holds firm on program line-up

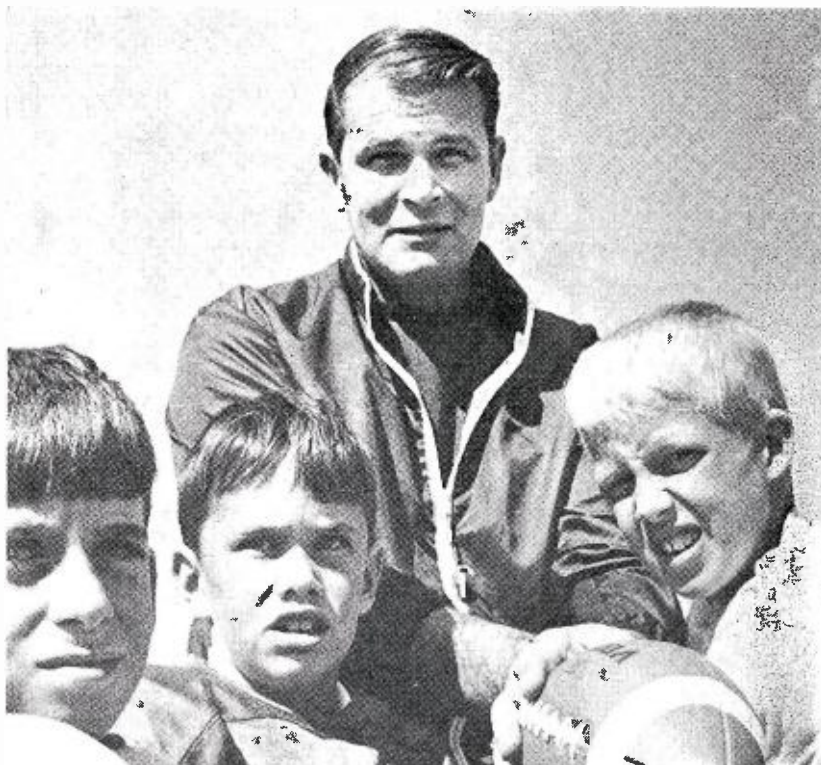
NBC-TV said last week that, for the first time in its history, the network will not make midseason changes in its nighttime schedule ("Closed Circuit," Nov. 10). NBC introduced seven new series in September and returned 17 series from the 1968-69 season. All of these will continue in their current time periods.

Don Durgin, president of NBC-TV, noted that the endorsement of the schedule by the network's affiliated stations was a "major factor" in the success of the 1969-70 programing. He said NBC's nighttime fare was receiving clearance of an average of more than 200 station per program.

CBS-TV at midseason is replacing two shows, ABC-TV five (BROADCASTING, Nov. 10).

## NBC tops Niensens for fifth time

Comedy and variety programs continue to dominate network prime-time fare in the Nielsen Television Index ratings for the week of Oct. 27-Nov. 2. NBC-TV came out ahead for the fifth time this season with a 19.7 average rating. CBS-TV, which has won the weekly competition twice, had 18.9, and ABC-TV had 15.4. The top-20 programs were led by NBC's *Laugh-In*, and included a movie, "Sergeants Three," and a special, *The Brass are Coming*. Aside from two new shows, *Bill Cosby* on NBC and *Jim Nabors* on CBS, the rest of the list comprised old favorites from last season.



# Yes, this is our News Director

Jack Hogan, WZZM-TV's News Director, also coaches a little league football team.

Jack believes competitive athletics add greatly to a boy's physical development during those all-important growth years. He learns about teamwork and the value of good sportsmanship. The rewarding involvement is a positive influence on Jack who daily is in touch with newsmakers. But as a coach he's in touch with the news audience—the boys, their parents and friends. The rapport between WZZM-TV and West Michigan is therefore more personal and meaningful because of men like Jack Hogan.

Stockholders, executives and employees of the WZZM Stations believe in being close to West Michigan. As Jack says, "Because of my work with boys and their parents, I'm more aware of my journalistic responsibilities to the community, never forgetting that I'm working for fellow human beings."

It's no wonder that of our 85 employees 43 are active in their churches, 11 are in professional organizations, 37 are in community activities, and 13 are active in educational groups.

Communication—even broadcasting communication—is a two way street; we intend to keep it well traveled.



**WEST MICHIGAN TELECASTERS, INC.,**  
serving Grand Rapids, Kalamazoo, Muskegon

NATIONAL REPRESENTATIVE PETERS, GRIFFIN, WOODWARD, INC.

# Have You Heard?



## CHARLIE DAVIS

Birmingham's top morning man gets North Alabama to work with a smile. Keeps them informed too with late news, sports and weather. Charlie's "Early Riser's Club" from 5:30 to 9:00 A.M. is Birmingham's top spot for selling your product to people on-the-move.



AM FM  
50,000 WATTS 100,000 WATTS  
BIRMINGHAM, ALABAMA

Represented Nationally by  
HENRY I. CRISTAL Co., Inc.

## AAF reflects on ad responsibilities

### Victor Elting tells Sacramento meeting government's role in business will grow

Advertising's responsibilities—not only to the clients it serves and the stockholders it works for—was the prevailing theme of a four-day (Nov. 6-9) western regional fall conference of the American Advertising Federation, held in Sacramento, Calif. Victor Elting Jr., vice president for advertising, the Quaker Oats Co., Chicago, and also senior vice chairman of AAF, set the keynote in a luncheon address at the Sacramento Inn.

"Advertising has a responsibility, in fact a mandate, to recognize the considerable changes for the better that are taking place in our society and which afford so strong and distinctive a comparison with a couple of generations ago," Mr. Elting said. "Advertising must continue to 'grow up' with government," he added. "We must learn to live with a new order, increasingly greater regulations and a recognition that the role of government in our economic world will increase and not diminish."

Mr. Elting told the AAF how the Quaker Oats Co. is advertising "in this time of rapid and violent change." The company, he reported, currently has advertising expenditures of "somewhat more" than \$18 million, some 85% of which is spent on television. About three-quarter's of Quaker's advertising is be-

hind hot and ready-to-eat cereals and pet foods. Total sales last year of the company's domestic grocery products were 49% higher than five years ago, and, significantly, nearly 30% of 1968's sales were on new products introduced since fiscal 1964.

Continuing his breakdown of Quaker Oats' advertising objectives and characteristics, Mr. Elting said the company strives for good taste; "believable, clear and uncontrived copy"; flexibility in media purchases, and not only believes that television has "enormous influence . . . in forming habits and beliefs in the mind of the young," but is taking "positive action in fashioning shows [with David Wolper Productions] which utilize to best advantage television's vast potential for reaching the minds of children, of touching them, moving them and enlarging them."

Mr. Elting indicated that Quaker Oats would make use of "new television buying techniques," and make greater use of 30-second commercials ("as research indicates them to be effective"). Magazines, he noted, "will command more significant proportions of our advertising budgets as they strengthen their editorial depth and service features, thus tailoring their appeal to specialized audiences."

Chester L. Posey, vice chairman and



Mr. Posey at AAF conference



## Willing to spend a little less to see a better looking commercial?

Here are three Kodak improvements in color-film technology to save a little time, a little money, and add a lot of quality to your color-film commercials.

In the camera you've got new EASTMAN Color Negative Film 5254. One stop faster than 5251, but it hangs in there with all the quality you've counted on for years. Result?

A chance to do creative things in color that you could only do in black-and-white before.

Then, in the lab you've got new EASTMAN Color Reversal Intermediate Film 5249. Cuts out a master positive generation when 16mm release prints are made for spot distribution. Result? Color release prints with better video quality.

Also in the lab you've got a new machine called the EASTMAN 1635 Video Color Analyzer. This compact, solid-state, sock-it-to-any-wall-socket package shows a positive video color image directly from nega-

tive or positive film frames. Result? This image lets the operator determine color printing data that makes the first release print commercially acceptable every time. How does that grab your tight deadlines?

That's what Kodak's done for you lately to keep your spots on top.

### EASTMAN KODAK COMPANY

Atlanta: 404/351-6510 Chicago: 312/654-0200  
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131  
New York: 212/MU 7-7080  
San Francisco: 415/776-6055

Kodak



At ROHN, we have our heads in the clouds ...and our feet planted firmly on the ground. Just like our towers. Just let us know what your broadcast tower requirements are. If we don't have something already designed, we'll feed the vital statistics into a computer to get the kind of tower needed to fit your station's requirements. Certainly we can always supply a stress analysis on all our commercial towers. And delivery to the site. And erection service. And if there's ever anything further we can do, just let us know and we'll be glad to oblige. After all, that's why we're here.

**THE  
BOLD  
NEW BREED**

**ROHN®**

Peoria, Ill. • Birmingham, Ala. • Frankfort, Ind.  
Manufacturers of a complete line of towers and  
accessories for every use. Designers, engineers and  
installers of complete tower systems.

creative head of McCann-Erickson Inc., New York, another featured speaker at the AAF western conclave, called on top management of advertising and marketing to take "a much more direct responsibility" for the communications that go out on behalf of their companies. "Because advertising is considered a tool of selling it is too often forgotten as a voice of the company," he pointed out. "We all know many corporate executives who wince at their own television commercials but who accept their blatant exaggeration as a necessary evil in the selling system. How short-sighted this is," Mr. Posey emphasized. "And how ironic that the same executive who shies away from involvement in mass advertising will spend literally days pouring over every word of an annual report to a relative

handful of stockholders."

Highlight of the AAF meeting, attended by some 200 club members, was a legislative panel consisting of legislators from four western states. Discussed were such issues as advertising taxes, the need to communicate effectively with government, consumer protection and political advertising. The panel included Arizona state senator Somers H. White; New Mexico state senator Bradford Prince; Oregon state representative Robert Elliot; California assemblyman Kent H. Stacey; AAF vice president for public affairs Jonah Gitlitz; Los Angeles attorney and legal counsel to AAF western region Myron D. Emery, and AAF vice president for the western region Rod Mays.

Howard Bell, national president of AAF, also spoke on the same program.

## Moss steps up fire on cigarette bill

**Charges committee-approved version inadequate; castigates broadcasters for 'haggling' for time**

Senator Frank E. Moss (D-Utah) took his crusade for tough restrictions on cigarette advertising to the Senate floor last week, urging his colleagues to place health considerations above the pleas of businessmen.

"When the phone calls and the visits from the cigarette men and the broadcasters start, and the pleas of impoverishment and the sophistry of their arguments begin to sound plausible, think of the enormous loss of human life to be weighed in the balance on the other side," Senator Moss said. "And if the figures have no real meaning, think of just one close friend or loved one languishing in the final agony of lung cancer or emphysema."

The senator made it clear that he considers the bill voted out by the Senate Commerce Committee two weeks ago (BROADCASTING, Nov. 10) to be an inadequate response to the cigarette problem. The bill would bar cigarette advertising from television and radio as of Jan. 1, 1971: it would pre-empt the Federal Trade Commission from requiring health warnings in print advertising until July 1, 1972, and would require all cigarette packages to carry the label, "Warning: Excessive cigarette smoking is dangerous to your health."

Although Senator Moss voted against all three of these provisions in favor of tougher ones, he concentrated his fire last week on two—the FTC pre-emption and the label. By failing to give the FTC an immediate go-ahead, he argued, the committee was "serving the will of the cigarette industry, and turning its back on every major public health group in this country." And by adding the word "excessive" to the

package warning, the senator said, the committee "gutted" its effectiveness.

Senator Moss also favored an anti-trust exemption that would have permitted the tobacco companies to withdraw voluntarily from broadcast advertising, and he has expressed a fear that the proposed statutory ban would create legal difficulties. However, he has also noted that the ban at least achieves his objective of removing the commercials from the air—a fact which has apparently blunted his opposition on that provision, relative to the other two.

In calling upon other senators to reject the industry line, Senator Moss had harsh words for "the broadcasters, those honored trustees of the nation's airwaves, [who] haggled with the committee for every possible year, month and day of cigarette advertising revenues, turning a U.S. Senate committee into a Turkish bazaar." His reference was to the attempt by the National Association of Broadcasters to keep the advertising on the air until Sept. 1, 1971.

"There are times when service in this body leaves one cynical and depressed," Senator Moss said. "This is such a time."

In promising to fight the Commerce Committee's "moves of surrender," the senator listed the eight committee members who sided with him on the FTC and package-warning provisions: Senators Warren Magnuson (D-Wash.), committee chairman; John O. Pastore (D-R.I.); Philip A. Hart (D-Mich.); Howard Cannon (D-Nev.); Russell Long (D-La.); Joseph Tydings (D-Md.); Daniel Inouye (D-Hawaii); and Charles Goodell (R-N.Y.). "Others have since come to us offering their

# M&H RESEARCHES YOUR PERSONALITY

*Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.*

*This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.*

*We have completed over 150 market studies, encompassing more than 70,000 depth interviews, studying the images of TV and radio stations from coast to coast, in the United States as well as in Canada and the Caribbean.*

*Our company uses the unique skills of the social scientists to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.*

*Our clients know where they stand, and, more importantly, they know the reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc. One of the principal reasons for our contract renewals year after year is, that we do more than just supervise a research project. We stay with the station for a whole year, to make sure you understand the study and that it works for you.*

*If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation. with absolutely no obligation on your part.*

# M&H

**McHUGH & HOFFMAN, INC.**  
Television & Advertising Consultants

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9800

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Nov. 2, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 2	Total dollars week ended Nov. 2	1969 total minutes	1969 total dollars
	Week ended Nov. 2	Cume Jan. 1-Nov. 2	Week ended Nov. 2	Cume Jan. 1-Nov. 2	Week ended Nov. 2	Cume Jan. 1-Nov. 2				
Monday-Friday Sign-on-10 a.m.	\$ . . . . .	\$ 101.9	\$ 241.2	\$ 5,533.9	\$ 336.0	\$ 15,014.5	119	\$ 577.2	3,978	\$ 20,650.3
Monday-Friday 10 a.m.-6 p.m.	1,875.0	64,543.9	3,318.2	118,625.9	2,055.9	97,103.4	910	7,249.1	38,982	280,273.2
Saturday-Sunday Sign-on-6 p.m.	1,749.2	41,769.9	2,577.8	50,161.6	1,147.4	36,471.6	335	5,474.4	12,717	128,403.7
Monday-Saturday 5 p.m.-7:30 p.m.	229.4	14,192.2	895.6	29,690.2	769.7	27,920.7	87	1,894.7	4,102	71,803.1
Sunday 6 p.m.-7:30 p.m.	156.0	5,772.5	472.9	9,989.4	249.0	8,708.5	25	877.9	930	24,470.4
Monday-Sunday 7:30-11 p.m.	6,400.5	212,915.3	8,436.9	285,806.2	7,969.0	282,943.3	450	22,806.4	19,238	781,664.8
Monday-Sunday 11 p.m.-Sign-off	552.6	18,289.3	1,017.6	9,441.7	504.3	21,697.4	129	2,074.5	4,132	49,422.4
<b>Total</b>	<b>\$10,962.7</b>	<b>\$357,585.0</b>	<b>\$16,960.2</b>	<b>\$509,248.9</b>	<b>\$13,031.3</b>	<b>\$489,853.4</b>	<b>2,055</b>	<b>\$40,954.2</b>	<b>84,079</b>	<b>\$1,356,687.3</b>

help," he said.

The formal minority reports from committee dissenters are expected to be submitted sometime this week.

## A testimonial to radio impact

### NH&S's Vedder says old campaigns serve as well as new ones

The high value of radio when used in mixes with other media was stressed last week at a regional clinic of the Radio Advertising Bureau by Blair Vedder, executive vice president and director of the Chicago division of Needham, Harper & Steers.

Speaking to more than 600 agency, advertiser and station executives at RAB's workshop, Mr. Vedder said he felt radio may not be the answer to every advertiser's problems in all cases. But, he said, it can be remarkably effective "if the product problem has been well defined, if an arresting selling proposition can be created through sound alone and if the right audience is there to hear it."

Mr. Vedder cited six recent campaigns in radio from other Chicago agencies which resulted in tangible sales successes. His list:

- Dial Soap (Foote, Cone & Belding) won over a new, younger audience during the summer when it used spot and network radio exclusively.

- Chicago & North Western Railway (Compton), using pinpoint radio to reach weary drivers during drive time, has enjoyed a 5% increase in passengers

every year since the start of the campaign several years ago.

- Illinois Tool Works (Rink Wells) threw away the book, using radio instead of business and trade publications to build its identity with thousands of industrial and business buyers. Awareness and attitude studies show it has worked.

- Drewry's Beer (Tatham-Laird & Kudner) bought five-minute *Sports Scrapbook* programs last summer and had its best summer sales in five years.

- Chicagoland Oldsmobile Dealers Advertising Association (Stern Walters & Simmons) promoted a special car, the GMO, for Chicago only. Using radio as the basic announcement medium it achieved a 43% increase in sales in the normally "dog months" of January and February.

Mr. Vedder recalled that his own agency rediscovered radio in the early 1960's with its "Wow, It Sure Doesn't Taste Like Tomato Juice" theme for Campbell's V-8 and found that "we could achieve unbelievable sales results without putting the client in bankruptcy." He also cited successful NH&S radio campaigns for Household Finance and State Farm Insurance.

Mr. Vedder also disputed the question of "wear out" in radio commercials and said he didn't think it occurs faster in radio than in TV or print as some have claimed. He noted some classic radio commercial themes have been on the air in Chicago from 5 to 12 years and are still selling strong.

Among these, he said, are "When You're Out of Schlitz, You're Out of Beer" (Leo Burnett), "I Wish I Were an Oscar Mayer Weiner" (J. Walter Thompson), and "Hey, Culligan Man" (Alex T. Franz). "Their content has

been kept up to date and some new sounds added to the basic treatment," he said, "but the essential product story is the same."

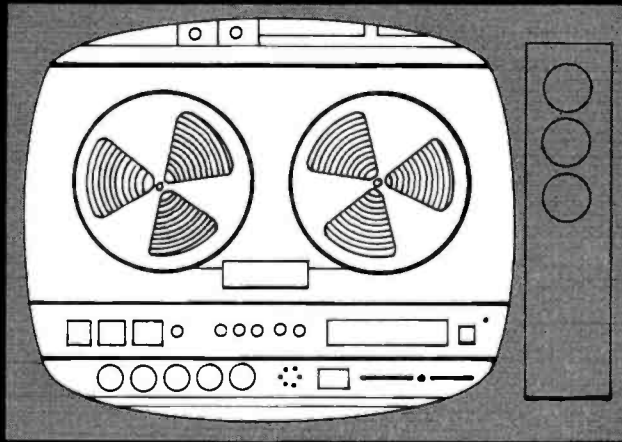
Mr. Vedder cautioned that "if you have a piece of radio communication that shows strong evidence of getting people to pay attention and respond to you, think twice before you change it."

## 11 shows are produced for department stores

Storescope TV, New York, producer of commercials for local retailers, and Filmways Inc., New York, producer of television programs, have joined forces to develop 11 television specials and series designed for sponsorship by retailers or national manufacturers. The shows will be syndicated to department stores and chain stores across the U.S.

Two programs are available for immediate distribution: *Visual Girl*, a half-hour show designed to run five days a week, and *1970 AD—A Film Odyssey*, a one-hour youth-oriented special. The May Co. sponsored the latter in Los Angeles in August. Storescope and Filmways describe their 1970 availabilities as *Festival*, a half-hour daily series for women; *The Challenger*, a half-hour weekly men's show; *Fashion Spree*, a one-hour weekly game show; *You—the Working Girl*, one-hour weekly; *The Seekers*, half-hour weekly young men's show; *The Magic Circle*, a one-hour Christmas special; *The Sun Chasers*, a one-hour Easter special; *Celebration '71*, a one-hour fall fashion special; and *Six for the 70's*, a series of six one-hour specials.

Al Burton and Bart Ross, president and vice president, respectively, of Filmways' youth marketing division, will create and produce the programs.

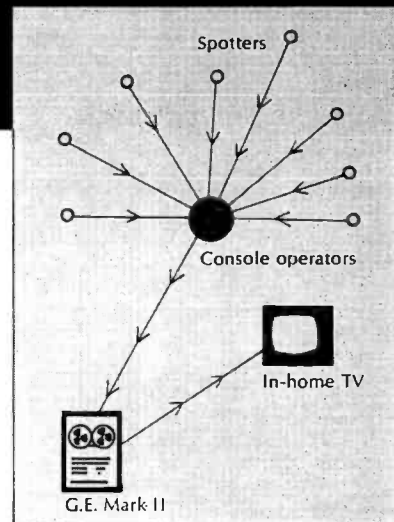


# COMPUTE·A·VISION

## An election night first for WKBW-TV

We coined a phrase. We put Buffalo election night coverage on a big-time basis. High-speed reporting . . . statistical projections based on actual returns . . . election results shown instantly on viewer's screens.

Spotters located in over 1000 polling places called in completed returns. Computer console operators at WKBW-TV programmed the G.E. Mark II located in Cleveland, Ohio. Up-to-the-second computer printouts were flashed back directly to the viewer's television screen.



**COMPUTE·A·VISION** Another reason  
Buffalo viewers vote for Channel 7 News



**WKBW-TV** Buffalo, N. Y.  
A Capital Cities Broadcasting Station  
Represented by Blair Television

## TV commercials pact is imminent

### AFTRA-SAG set 3-year agreement in principle from agencies, networks

The American Federation of Television and Radio Artists and the Screen Actors Guild have received firm offers from advertisers, agencies and networks for a new three-year contract covering recorded TV commercials, it was learned last Thursday (Nov. 13). The current contract was scheduled to expire at midnight Saturday (Nov. 15); presumably the deadline was being extended beyond that date.

A spokesman for the guild, with which AFTRA negotiates jointly in the area of TV commercials, said negotiators for SAG have reached an agreement in principle to accept the industry offer, but added that the proposal was to be voted upon by members of the board of directors on Nov. 15 and by the entire membership on Nov. 16.

A spokesman for AFTRA said the union had management's offer, has not accepted or rejected it and has not set a date for ratification.

No details on management's offer could be obtained.

In addition to its joint negotiation with SAG in the recorded TV commercials field, AFTRA has been in negotiation solely with the radio-TV networks for codes covering closed-circuit TV, network television, sustaining radio, commercial radio, transcriptions, staff newsmen, and staff announcers in Los

Angeles, Chicago and New York. Though the present three-year contract was to expire Saturday, AFTRA members were to be advised over the weekend that the union and the networks have agreed to extend the deadline, with final contract provisions to be retroactive to Nov. 15.

SAG has jurisdiction over filmed commercials and AFTRA over the bulk of taped commercials. Some film production companies that also produce on tape also fall under SAG's jurisdiction.

### Murphy will argue for models in lingerie ads

The Television Code Authority's rigidity in applying its general program standards to ban the use of live models in advertising women's lingerie on television will be under attack again next month when John T. Murphy, president of Avco Broadcasting, presents his case for flesh-filled dainties on the tube.

Mr. Murphy will appear at the code board's meeting Dec. 8-9 in Los Angeles. In October he announced Avco would no longer be bound by the authority's virtually flat ban (BROADCASTING, Oct. 13).

The television code board last December at its Palm Springs (Calif.) meeting was asked to relax the rules by several advertising agencies. The board refused the request to allow use of moving pictures of still photos of live models.

The board suggested the agencies use the ectoplasma technique, where the model's body is masked by one of several methods and only the garment is seen, or the board said, mannequins

may be used.

Mr. Murphy said the response of the apparel industry to Avco's move to break the flesh barrier was enthusiastic. But it was noted the actual submission of live-model commercials is proceeding slowly.

The Avco stations involved are: WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis and WOAI-TV San Antonio, Tex.

Although the only instance of the use of live models in a commercial to date is a spot series running at WLWT(TV) in Cincinnati, Mr. Murphy reports talks under way with 100 companies. "We can say the industry has reacted most favorably," he said.

The commercial in question, now running, was placed by a Cincinnati department store. Mr. Murphy stressed the lingerie commercials will be carefully screened and only those that are done tastefully will be accepted. There have been no complaints about the one now running, he said.

Last week Exquisite Form Industries Inc. announced it would challenge the code board's practice with two commercials set for production in the spring of 1970, one with live models and one with mannequins. It will submit them to Avco.

The board had placed the issue on its agenda at Mr. Murphy's request and it is reported some relaxation might be possible.

### GM's Cole casts critical eye on ads

Television commercials and print ads that over-emphasize youth market and "hip" language may well be missing true targets in automotive advertising today, Edward N. Cole, president, General Motors Corp., told a joint session of the central region of the American Association of Advertising Agencies and the Adcraft Club of Detroit. Mr. Cole also cited soaring media costs and the need for more effective pretesting of advertising.

"Based on sales of cars financed through General Motors Acceptance Corp. during the first eight months of 1969," Mr. Cole said, "the group under age 31 purchased only 36% while those over 31 purchased 64% of the new cars." While much of GM's commercial message has been quite youth oriented in the past, he noted, it won't be so oriented now to the same extent.

Auto companies have been very successful in offsetting a large share of their increased costs, Mr. Cole said, but "we have not seen a comparable improvement in advertising efficiency." He said ad budgets will not be increased proportionally to increases in media

### Tinker comes home to Interpublic family

After a year-long parade of existing accounts and personnel, Jack Tinker & Partners is staging a comeback.

Robert Healy, chairman and president of the Interpublic Group of Co.'s, announced Thursday (Nov. 13) that Tinker would be restored to its status as a full-fledged Interpublic agency. Tinker had merged with sister agency Erwin Wasey last July.

Mr. Healy also announced the appointment of Chester L. Posey as managing partner of Jack Tinker & Partners. Mr. Posey has been vice chairman of Interpublic agency McCann-Erickson Inc., where he functioned as director of creative services. Mr. Posey's selection, Mr. Healy said, will return the leadership of Jack Tinker to a creative man.

Daniel D. Kinley, Tinker partner and chairman of the board, will be reas-

signed to the parent company. Announcement of succession to Mr. Posey's responsibilities at McCann-Erickson will be left Paul Foley, chairman of the board and chief executive officer of that agency, Mr. Healy said.

Tinker currently employs approximately 45 people and bills between \$7 million and \$10 million, including what the agency calls "non-capitalized billings," or long-range projects yet to show on the books. Of Tinker's capitalized billings, 80% is spent in radio and television. Tinker, which was founded by Interpublic in 1960 as its highly creative specialty shop, has billed as high as \$42 million in past years.

Mr. Healy said that the Tinker-Wasey merger had always been considered a temporary measure. "I felt if I left Tinker naked, it would get killed, so I gave it a good home with a lot of clients and a lot of people," he explained, "now I'm taking it out again."



# Namath gets his knees taped here.



Also his mouth.  
Every Monday afternoon  
we tape the Joe Namath Show.  
Every Tuesday morning  
we send 52 dupes to 52 markets.  
We do it for others.  
We can do it for you.



**REEVES**

PRODUCTION SERVICES

101 W. 67 St., N.Y. 10023 (212) 873-5800

Ask for Stan Parlan

## Lazarus store heats up its love affair with TV

Lazarus Department Store, Columbus, Ohio, has increased its broadcast spending considerably again this fall and is making heavy use of both local TV and radio to reach its expanding Central Ohio market. The federated group store is using radio on some 17 stations outside Columbus as well.

The store's love affair with the broadcast media began in earnest several years ago and last year its use of TV particularly was increased significantly, as much as 300% in the final quarter. Another increase took place in this year's last quarter. And this month the major retailer began program sponsorship of prime-time movies as well as other special shows through the Christmas season. Commercials are being bunched under the title "shopping sprees" to allow longer movie segments without interruption.

Byer & Bowman, Columbus, is the Lazarus agency. It also produces the low-cost color film commercials fea-

tured in the store's campaigns, many of which involve the use of co-operative advertising funds from vendors selling goods to the store.

Byer & Bowman began the fall broadcast planning early last spring, producing a detailed "Lazarus Country" radio-TV advertising manual and a training program for the store's 300 merchandise buyers, each of whom controls some aspect of product advertising budgeting and spending, a practice traditional in retailing.

The agency also produced a sample reel of TV commercials with the help of WTVN-TV Columbus, plus a disc of some radio spots. These have been used by the buyers in soliciting the cooperation and participation of the vendors and resources. Both the agency and the store report that the project has been quite successful this year in expanding resource involvement in the broadcast advertising.

The sample reel of TV spots also includes a message from the store president, Charles Y. Lazarus, who says "our commitment to TV is firm be-

cause it allows us to reach a great variety of potential customers who can be adequately covered by no other media." He also notes: "Radio has settled down to be a very important part of our lives and of our advertising program. It's one of the most basic tools to provide the awareness that we must have to create growth."

Speaking to manufacturers via the film, Mr. Lazarus observes that newspapers "give us excellent penetration within Columbus, but hardly achieve coverage of our total trading area."

He holds that "neither you nor we can any longer afford to ignore this serious gap" and notes that "television has nearly 100% penetration of our market and therefore reaches almost 100% of our customers."

Suburban expansion requires that Lazarus "reach out" to its customers, Mr. Lazarus says, and to find better means to reach the teen and young adult groups. "Television is the only medium that economically and effectively reaches this vast market," he adds.

costs—a problem in all media, not just television.

Mr. Cole cited two solutions to the cost challenge: Auto firms could decrease volume of advertising or concentrate in only one or two media and the advertising industry could "subject its own operations to the same disciplines of efficiencies as those which have become a way of life for other businesses." In the years ahead, he said, advertisers are going to demand more realistic and scientific measurement of effectiveness of ad dollars, starting with a prediction of results to be expected before spending.

## Nielsen offers computer services to its clients

Nielsen Television Index is offering clients on-line computer services for pre-purchase analyses of network TV program audiences, it was announced Friday (Nov. 14).

Called PREVAL, the service provides NTI clients direct access to a computer system for assessing network schedule cost efficiencies and targeted audience delivery in relation to advertiser objectives. James D. Lyons, vice president and coordinator of the NTI Data Command series, called PREVAL "an entirely new venture for Nielsen" and said it is the company's "first offering of time-sharing services" and "the first time we have provided a system for estimating programing."

PREVAL consists of three integrated subsystems. The first stores and main-

tains weekday, early-fringe, prime-time and late-night network schedules with the clients' own forward households and persons shares estimates, plus households-using-television and persons-using-television estimates supplied by Nielsen.

The second is programmed to report schedule costs efficiencies and gross targeted audience delivery. The third subsystem computes and prints out reach and frequency patterns by specified target audiences.

PREVAL uses portable teletype units with acoustical couplers to allow clients direct, dial-up access to the subsystems. According to Mr. Lyons, the terminal hardware makes it possible to use PREVAL from any telephone in the country.

## Midas appoints WRG

Wells, Rich, Greene, New York, has been tapped by Midas Franchise Program, Chicago, division of Midas-International Corp., as first national advertising agency for muffler dealers. Midas, until now, radio advertiser through eight regional agencies, is expected to take first steps in television. New account represents estimated \$7 million increase in billings to WRG.

## Business briefly:

**Coca-Cola Co.**, through McCann-Erickson Inc., both New York, is sponsoring *Peanuts* on Dec. 7 (7:00-7:30 p.m. EST) on CBS-TV. The program will pre-empt *Lassie*.

**Procter & Gamble Co.**, through Tatham-

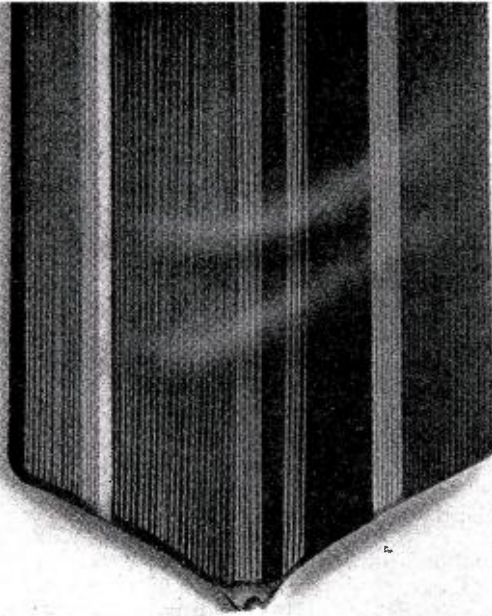
Laird-Kudner, Chicago, will sponsor all of Miami's Orange Bowl Parade coverage, Wednesday, Dec. 31 (7:30-8:30 p.m. NYT) on NBC-TV. *The Virginian* will be seen 8:30-10 p.m. NYT on that date.

**Eastman Kodak Co.**, Rochester, N.Y., has produced a one-minute TV commercial with the theme, "Kodak makes gift giving easy. Just look for the yellow boxes." The audio will be translated into 19 languages. The commercial, as part of Kodak's 1969 international ad campaign, will be aired during the holiday season in many parts of the world. J. Walter Thompson, New York, is the agency.

**Levi Strauss & Co.**, through Honig, Cooper & Harrington, both San Francisco, will sponsor for the second time, the *Miss Rodeo America* competition in Las Vegas, Dec. 6-10. Produced for first-run syndication by Triangle Stations, New York, the 17th annual pageant will be televised in January on 200 outlets.

**STP Corp.**, through Media Buyers Inc., both Des Plaines, Ill., purchased one-quarter sponsorship of NBC Radio coverage of the Apollo 12 space mission. **Association of American Railroads** has one-quarter sponsorship (BROADCASTING, Nov. 10).

**Model Products Corp.**, Mt. Clemens, Mich., subsidiary of Craft, Game and Toy Division of General Mills, introduces 7-inch MPC Dyno racing car in five major markets with spot-TV campaigns starting this month. Agency: Needham, Harper & Steers, Chicago.



VP3  
COLOR  
CAMERA



## Better great than never.

"Where were you when . . ." was the resounding cry heard throughout the industry when we introduced our VP3 color camera, and no wonder.

VP3 offers so many major advances and advantages, it has got to be television's next standard. It gives you field unit handling, yet it's a sophisticated studio system. It goes from a cold start to full operation within minutes. It gives you quick, slip-out tube changing, with no need to move yoke or optics. And much

more than this whole magazine has room for. The picture? It's color as it never was before; color that has totally amazed all who have seen it.



VP3. Sure we're sorry we didn't have it ready for you sooner, but the color cameras you have now aren't going to go on forever. In fact, when you see VP3, you might make certain that they don't go on at all.

Write: **Visual Electronics Corporation**,  
356 West 40th Street, New York, New York 10018.

# A new search for relevance next season

Social awareness is in, fluff is out, as TV networks gear '70-'71 shows to 'contemporary' audiences

There's a lot going on in the world today—conflicts of race, confrontation between the generations, rebellion against traditional values, violent polarization over war or peace—and more than ever before prime-time network television will reflect what's happening in its 1970-71 season. Nighttime entertainment series will be more contemporary, relevant, significant. Pure nonsense is all but out. Reality, social consciousness, is in. This is what's most striking about the already committed shows and pilot projects the three networks are lining up for next season.

BROADCASTING, narrowing its criteria from similar surveys done in the past, sought out only those projects at the networks that have graduated beyond the "in development" stage and that are committed to the prime-time schedule for next season without a pilot, or committed to pilot presentation, or, on official authority, likely to be produced as pilots. Of the over-all total of some 45 new projects, the majority relate to the times. This is not to indicate that network television next season is going to be somber or consistently enlightening. But entertainment programing generally

is going to be more socially aware than that presented this season.

Consider, as an example of the more meaningful subject matter that is being attempted for the 1970-71 season, two dramatic hour projects at NBC-TV. On the surface it would appear that MGM TV is producing, for the network, *The Quest* as an action-adventure program, and Universal TV *Destiny of a Man* (tentatively titled) as another lawyer show. Yet, at closer look, *The Quest* is about a world-wide organization devoted to seeking out and preserving man's cultural inheritances, while *Destiny of a Man* concerns the efforts of an assistant attorney general to deal with the political and social problems of the next decade.

There aren't many westerns in the works for the coming network season. *The Young Country*, a Roy Huggins creation out of Universal TV for ABC-TV, is one of only four new projects being prepared in the western genre (including the strictly comical *Cat Ballou*). Still, even with the tried-and-true western format, the 1970-71 season will see a different, more thoughtful, approach. The protagonist in *The*

*Young Country* will not be an avenging gunslinger, but instead an itinerant, living by his wits, who doesn't carry a gun.

Situation comedies upcoming for next season also, surprisingly, will have more substance and bite. Twentieth Century-Fox TV, for instance, has a half-hour comedy project working for CBS-TV, tentatively titled *The Nuvos*. Patterned somewhat after the controversial English series, *Till Death Do Us Part*, the Fox comedy has as its "now" premise the rise of a blue-collar worker to middle-class status. A few seasons back, such a pilot line not only would not be tested it would not even be suggested.

"Ten years ago, television was littered with quite meaningless half-hours, one after the other," says Herbert S. Schlosser, vice president, programs, West Coast, for NBC-TV. "Entertainment programs rarely went into anything topical and meaningful. Now we're handling issues that are relevant, contemporary, real. We're trying to do shows that relate to the 70's."

Bill Brademan, vice president, program development for ABC-TV on the  
(Continued on page 55)

## Probable programs and pilots

By networks

### ABC-TV

Title	Length
Bravos*	hour
Dial: Hotline*	hour
Errand Girl	half-hour
The Immortal**	hour
The Odd Couple	half-hour
The Pearl Bailey Show***	hour
Prudence and the Chief	half-hour
Station M*	hour
Three For Tahiti	half-hour
The Wileys	hour
Yankee Doodle	hour
The Young Country**	hour
The Young Lawyers**	hour
Zig Zag	hour
Barefoot in the Park (all Negro cast); Going Places; The Hatfields and the McCoy's (Pilot to be made of one of three)	half-hour

\* Two hour feature film to serve as pilot.  
\*\* 90 minute feature (Movie of the Week) to serve as pilot.  
\*\*\* Taped special to serve as pilot.

### CBS-TV

Title	Length
The Andy Griffith Show*	half-hour
Crisis Clinic	hour
The Interns	hour
Lady Broker	half-hour
The Man in the Middle	half-hour
The Mary Tyler Moore Show*	half-hour
The Nuvos	half-hour
The Pursuer	hour
Shepherd's Flock	half-hour
The Storefront Lawyers	hour

\* Committed without pilot.

### NBC-TV

Title	Length
Arnold's Closet Review	half-hour
Anderson and Company	half-hour
Burlesque is Alive and Living in Burbank**	hour
Cat Ballou	half-hour
Destiny of a Man*	hour
Doug Selby, The D.A.*	hour
(feature film pilot title: "The D.A. Draws A Circle")	
Drive Hard, Drive Fast*	hour
The Flip Wilson Show**	half-hour or hour
From a Bird's Eye View	half-hour
Harper Valley U.S.A.**	hour
The Kowboys	half-hour
McCloud*	hour
Murder One*	hour
Nancy	half-hour
The Psychiatrist*	hour
Quest*	hour
SFX*	hour
Southern Fried	half-hour
Two Boys	half-hour
The Wonderful World of Girls**	hour

\* Feature film to serve as pilot.  
\*\* Taped special to serve as pilot.

## Network program development for 1970-1971

By production company

	Title & Status	Type	Length	Network	Stars	Key creative people
<b>ABC-TV PRODUCTIONS</b>	The Pearl Bailey Show (special may be taped to serve as pilot)	musical-variety	hour	ABC-TV	Pearl Bailey	
<b>CBS-TV PRODUCTIONS</b>	The Andy Griffith Show (series commitment without pilot)	contemporary comedy	half-hour	CBS-TV	Andy Griffith	Richard O. Linke, Aaron Ruben
	The Mary Tyler Moore Show	contemporary comedy	half-hour	CBS-TV	Mary Tyler Moore	
	The Man in the Middle	hip family comedy	half-hour	CBS-TV		Harvey Bullock, Ray Allen
	The Pursuer	high adventure	hour	CBS-TV	John Vernon	Bruce Geller, Cliff Gould, Leonard Horn
	Lady Broker	contemporary comedy	half-hour	CBS-TV	Maureen Arthur	Aaron Ruben
<b>GREG GARRISON PRODUCTIONS</b>	The Wonderful World of Girls (special will be taped to serve as pilot)	topical-variety	hour	NBC-TV	Gene Kelly	Greg Garrison
<b>SHELDON LEONARD ENTERPRISES</b>	From A Bird's Eye View (16 episodes already filmed in England)	situation comedy	half-hour	NBC-TV	Millicent Martin	Sheldon Leonard
<b>MGM TV</b>	Quest (two-hour feature film basis for projected series)	high adventure	hour	NBC-TV	Eric Braeden, Steven Young, Corinne Camacho	Sam Rolfe, David Lowell Rich
<b>NATIONAL GENERAL TV PRODUCTIONS INC.</b>	The Storefront Lawyers	legal drama	hour	CBS-TV		Leonard Freeman, David Karp
<b>PARAMOUNT TV</b>	Two Boys (pilot to be filmed on location in Texas in December)	comedy	half-hour	NBC-TV	Two 13-year-old boys	John Rich, Jim Parker, Arnold Margolin
	The Young Lawyers (Movie of the Week presentation of same title served as pilot)	legal drama	hour	ABC-TV	Jason Evers, Zalman King, Judy Pace, Tom Fielding	Michael Zagor
	The Wileys (pilot to be filmed in December)	adventure comedy	hour	ABC-TV	Penny Fuller	Jim Parker, Arnold Margolin, Joe Sargent
	The Odd Couple (committed without pilot)	situation comedy	half-hour	ABC-TV	Tony Randall, Jack Klugman	Douglas S. Cramer, Jerry Belson, Gary Marshall
	The Immortal (Movie of the Week presentation basis for projected series)	science fiction	hour	ABC-TV	Chris George	Lou Morheim, Robert Specht, James E. Gunn
	Barefoot in the Park (remake of pilot from last year, this one with Negro performers in leading roles)	situation comedy	half-hour	ABC-TV		Bill Idelson, Harvey Miller
	The Murdochs and the McClays	rural comedy	half-hour	ABC-TV		Jerry Belson, Gary Marshall
	Going Places (pilot will be made of one of last three listed half hours)	situation comedy	half-hour	ABC-TV		Jim Brooks, Michael Zagor
<b>PRODUCTIONS</b>	Crisis Clinic	medical drama (psychiatrist)	hour	CBS-TV	Carl Betz	Quinn Martin, Adrian Samish, Anthony Spinner, Paul Wendkos
<b>STER-FRIENDLY CTIONS</b>	Arnold's Closet Review	zany comedy	half-hour	NBC-TV	Arte Johnson, and 8-10 regulars	George Schlatter, Ed Friendly
	Burlesque is Alive and Living in Burbank (taped special basis for projected series)	comedy-variety	hour	NBC-TV	rotating guests	George Schlatter, Ed Friendly
<b>GEMS INC.</b>	Nancy	situation comedy	half-hour	NBC-TV	actress to portray daughter of U.S. President	Sidney Sheldon
	The Flip Wilson Show (taped special basis for hour comedy variety series or series may turn out as half-hour situation comedy)	comedy-variety or situation comedy	hour or half-hour	NBC-TV	Flip Wilson	Sidney Sheldon (for half-hour situation comedy), Jerry Paris

## Network program development for 1970-1971 (continued)

By production company

	Title & Status	Type	Length	Network	Stars	Key creative people
<b>SCREEN GEMS INC. (Continued)</b>	Cat Ballou (based on Columbia movie released in 1965)	western comedy	half-hour	NBC-TV	Jack Elam, Leslie Ann Warren	Len Goldberg, Harry Ackerman, Aaron Ruben, Jerry Paris
	Yankee Doodle (based on the American Revolutionary War)	action adventure	hour	ABC-TV	Louis Gossett	Harve Bennett, Jon Epstein
	Three for Tahiti (pilot filmed on location in Tahiti)	situation comedy	half-hour	ABC-TV	Richard Long, Steve Franken, Bob Einstein	Bill Persky, Bob Einstein, Jinx Kragen
	Errand Girl	situation comedy	half-hour	ABC-TV	Connie Stevens	James Henerson, Claudio Guzman
	The Interns	medical drama	hour	CBS-TV	Broderick Crawford, Stephen Brooks	Bill Blinn, Bob Claver
<b>AARON SPELLING PRODUCTIONS</b>	Zig Zag	mystery	hour	ABC-TV		David Friedkin, Mort Fine, Joan Harrison, Aaron Spelling
<b>TALENT ASSOCIATES</b>	Harper Valley U.S.A. (taped special basis for projected series)	western music and comedy	hour	NBC-TV	Jerry Reed, Jeannie C. Riley	Steve Binder
	Shepherd's Flock	contemporary comedy	half-hour	CBS-TV	Kenny Mars	Leonard Stern, Dave Davis, Peter Tweksbury, Allan Burns, Chris Hayward
<b>20th CENTURY-FOX TV</b>	Southern Fried (based on book by Mr. Fox)	contemporary comedy	half-hour	NBC-TV		Gene Reynolds, William Price Fox
	The Kowboys	western-comedy with music	half-hour	NBC-TV	Boomer Castleman, Mike Murphy, Jamie Carr, Joy Bang, Frank Welker	Ernie Pintoff, Don Kirshner, Max Wilk
	The Nuvos	contemporary comedy	half-hour	CBS-TV	Hershel Bernardi	David Swift
	Doug Selby, The D.A. (two-hour feature film, based on books by Erle Stanley Gardner, basis for projected series)	investigative drama	hour	NBC-TV	Jim Hutton	Cornwell Jackson, Sam Rolfe, Erle Stanley Gardner
	Anderson and Company (pilot filmed year ago)	situation comedy	half-hour	NBC-TV	Abby Dalton, Fred Gywnne	Gene Reynolds, Jean Holloway
	Prudence and the Chief	situation comedy	half-hour	ABC-TV		David Gerber, Jean Holloway
<b>UNIVERSAL TV</b>	Bravos (two-hour feature basis for projected series)	western	hour	ABC-TV		David Victor, Doug Benton, Christopher Y
	Destiny of a Man (World Premiere feature basis for projected series)	political drama	hour	NBC-TV	Hal Holbrook	Bill Sackheir Jimmy Golde
	SFX (World Premiere feature basis for projected series)	jet-age drama	hour	NBC-TV		Alan Balter, William Rez Woodfield
	The Psychiatrist (World Premiere feature basis for projected series)	medical drama	hour	NBC-TV	Roy Thinnes	Norman Fe/ Richard Le William Lir
	McCloud (World Premiere feature basis for projected series)	contemporary western	hour	NBC-TV	Dennis Weaver	Stanford Whitmore
	The D. A.: Murder One (World Premiere feature basis for projected series)	investigative drama	hour	NBC-TV	Robert Conrad, Howard Duff	Robert Fc Jack Web Harold Jz Bloom, B Sagal
	Drive Hard, Drive Fast (World Premiere feature basis for projected series)	contemporary racing car drama	hour	NBC-TV	Brian Kelly	Roy Hug Jo Swert Doug He
	The Young Country (Movie of the Week feature basis for projected series)	western	hour	ABC-TV	Roger Davis	Roy Hu
	Station M (two-hour feature film basis for projected series)	science fiction	hour	ABC-TV		David Micha-
	Dial: Hotline (two-hour feature film basis for projected series)	psychiatric- social drama	hour	ABC-TV	Vince Edwards	Bill Sz Jerry Carol

(Continued from page 52)

West Coast, makes a similar evaluation. "Entertainment programing has become more significant," he says. "It's playing to a more sophisticated, socially conscious audience. The spotlight has been turned on ourselves. Drama is following life."

To Alan C. Wagner, CBS-TV's vice president in charge of program development in Hollywood, programs that "are germane to the times," contemporary in style, young in outlook and technique are what next season's projects are all about. He says the change is due to a growing awareness on the part of the audience that stories with more subtle nuances, in both comedy and drama forms, can be presented. "The days of pure nonsense are over," he predicts (although, he feels, properly handled farce still will continue), and the changes in television programing reflect sweeping and permanent changes in society.

CBS-TV has a total of 10 programs and pilots committed for next season. This is by far the fewest new projects being planned at the three networks. In the 10 projects at CBS-TV, six are half-hours and four are hours. Two of these half-hours—the tentatively titled, *The Andy Griffith Show* and *The Mary Tyler Moore Show*—have been committed to the 1970-71 schedule without a pilot.

It appears, then, that CBS-TV has ordered four half-hour and four hour pilots. This network is the only one of the three that is sticking with the hour-pilot form. CBS-TV, unlike ABC-TV and NBC-TV, is not bringing its hour pilots in via two-hour or 90-minute feature films made for television, nor is it presenting them by way of a TV special.

According to Alan Wagner, CBS "would rather make an honest pilot, a pure pilot" than produce it as a feature film or a special because the feature or special pilot "has little to do" with the series that may result from it. Mr. Wagner says all the CBS half-hour projects are contemporary and relevant, including the two star vehicles, and that Bruce Geller's *The Pursuer*, among the new hours, is the only escapist drama. The Geller piece, he notes, is in the high-adventure, highly stylized cloth of *Mission: Impossible*.

NBC-TV has more probable programs and pilots for next season than its competitors, a total of 20. The network breakdown shows 12 hours and nine half-hours likely to be considered for 1970-71 (*The Flip Wilson Show* can go either as a half-hour situation comedy or an hour comedy-variety). All of NBC-TV's projected hour series will be presented first as two-hour feature films or hour specials, eight as features, four as specials. The network has

made no firm commitments for any new projects, unlike last year when commitments without pilots were given to Bill Cosby and Debbie Reynolds.

ABC-TV seems sure to have at least 15 new projects to choose from for its next prime-time schedule, including a single pilot that will be produced from among three half-hour Paramount TV comedies being considered at this time. As with NBC-TV, hour projects dominate with 10 to five half-hours scheduled. Most of ABC-TV's hours will be showcased as 90-minute or two-hour feature films or as hour specials. The hour *Pearl Bailey Show* and the half-hour *The Odd Couple* series are firm commitments for next season.

Among production companies, Universal TV, already a leader in the field, has a minimum of 10 projects being prepared for the 1970-71 prime-time schedule—six at NBC-TV and four at ABC-TV. Screen Gems, coming off a poor pilot season last year, has seven projects still in the running—three each at NBC-TV and ABC-TV, and one at CBS-TV. Twentieth Century-Fox TV, always a power in this competition, has at least six projects up for consideration—four at NBC-TV, and one each at CBS-TV and ABC-TV. Paramount TV, becoming increasingly aggressive and

## Gem of a TV series is difficult to create

Why isn't there better programing on network television?

How many times, in how many different ways, has the question been asked? And of all the answers given, perhaps none was so straightforward and telling as the one given last week by Perry Lafferty. Addressing a luncheon meeting of the Hollywood Radio and Television Society, Mr. Lafferty, vice president, programs, for CBS-TV in Hollywood, said: "There are a limited number of ideas, in my judgment, that will work on weekly television. A series has to be as simple as the paper clip. The guy who took a length of wire and just twisted it and made it into something useful—that's really what a television show is all about.

"It's got to be so simple. That's what's hard about it. It's got to be so basic and so plain. It must have a theme like Beethoven's Fifth Symphony that can take all sorts of variations over 10 or 15 years. It's so hard to find a simple theme and couple it with an appealing personality at the top and have it produced by a man of great vision and wisdom and foresightedness. It's just terribly difficult," Mr. Lafferty said.

important, also has six projects working—five at ABC-TV and one at NBC-TV.

National General Television Productions Inc., which has an hour possible at CBS-TV, is a newcomer to the pilot line-up. Quinn Martin's QM Productions, a familiar company among pilot-makers which was not able to sell a project last year, is trying this year with an hour medical drama at CBS-TV. Talent Associates is about par for its course with two projects—one for NBC-TV and the other for CBS-TV. The mad, mad, mad world that is Schlatter-Friendly Productions is socking two projects to NBC-TV. MGM TV, coming off a perfect selling spree last year—three pilots made, three pilots sold—currently has fallen back to only one project, this one a possible hour series for NBC-TV.

Nonviolence undoubtedly still will be the prevailing climate for prime-time network programing next season. No question, the de-emphasis of violence will continue and be obvious. As evidence, reportedly, two CBS-TV project developments—*Tracer*, based on radio's *Mr. Keene, Tracer of Lost Persons*, and *Roaring's Crossing*, a western—were discarded because their plots seemed to demand a certain amount of violent action.

The emphasis on bringing black people into starring roles will not be so apparent next season as it was this season. *The Pearl Bailey Show*, of course, will continue the trend, but it, perhaps, will be the exception instead of the rule. This is not by design of the production companies or the networks. Maybe it can be explained by pointing out that this season was a time when an all-out effort was made to make up for past slights, to erase the color line in television. With the impetus already underway, next season the stress will be less pronounced.

Medical and lawyer shows, swept into prominence this season by network TV's cyclical patterns, appear certain to be reinforced by new programs in the same genre next season. The BROADCASTING study shows five legal and four medical dramas set for pilots. Next season's wrinkle to these programing forms will have the lawyers shown as district attorneys or as other representatives of government, while the doctors will be psychiatrists. BROADCASTING counted three D.A. types and three psychiatrists among the lead characters showing up in the new crop of pilots.

New program projects with a rural setting also appear to be a modest but coming trend. The source is not difficult to pinpoint. CBS-TV's *Hee Haw*, a summer success and now a second-season designee, along with ABC-TV's *The Johnny Cash Show*, which followed the same lines of progress, give sub-

stantial evidence that there's a sizable audience eager for country-western programs. It's obvious from looking at the current network primetime schedules and at the pilot lists that star vehicles are important. They always have been, even in network programing on radio.

Mike Dann, senior vice president, programs, CBS-TV, explains: "When you start with an Andy Griffith, it's a fair assumption that he does have some attraction to the American public based on his performance so far." Mr. Dann maintains, however, that there's no increasing tendency on the part of any of the networks to give firm commitments to established stars in lieu of going the familiar route of getting good story properties from production companies.

There have been a number of star commitments made recently: Debbie Reynolds, Bill Cosby, Johnny Cash, Engelbert Humperdinck, Tim Conway, Jim Nabors. For next season Andy Griffith, Mary Tyler Moore and Pearl Bailey can be added to the list. Possibly a case can be made that Arte Johnson and Flip Wilson are full-fledged stars—but commitments to them have not been as firm as to some of the other mentioned personalities. Even so, there isn't enough emphasis on star reliance for 1970-71 to conclude, as has been suggested in some trade circles, that next season will be mostly distinguishable by its personality cult.

The hour-and-a-half programing form, which once threatened to make the half-

hour comedy and the hour dramatic show things of the past, doesn't look as if it will materialize at all in the 1970-71 season (although ABC-TV already has announced that its 90-minute *Movie of the Week* series will be back for a continued run). There is also no sign of any more attempts at ABC-TV's ill-fated experiments with the 45-minute form.

Another ingredient missing from preparations for next season is the so-called "freeball" pilot—the development of a project without commitment from any network. The reason for the disappearance of the freeball appears obvious. Advertising agencies and advertisers who used to be customers for fall pilots now, with few exceptions, buy packages of network-television time on a media basis.

Prime-time television's old reliable, that network staple from the beginning, the half-hour comedy is not disappearing. Indeed, in 1970-71, the indications are that they will experience a resurgence.

The BROADCASTING survey of pilot projects came up with a total of 21 half-hour comedy programs in preparation at the three networks. The salient point is that more than half of the comedies are contemporary in setting, realistic in style. There's no disputing that success in most any form of endeavor—and television is by no means an exception—breeds imitators. This season, ABC-TV's *Room 222*, a com-

edy-drama where the drama frequently overshadows the comedy, and NBC-TV's *Bill Cosby Show*, a believable guy in a believable situation, are unqualified hits. In contrast, *The Debbie Reynolds Show*, a throw-back to Gale Storm, Joan Davis and early vintage Lucille Ball, and *I Dream of Jeannie*, pure fantasy, have barely retained their places in the NBC-TV schedule.

Maybe the new approach to situation comedy on television, the deeper thrust of entertainment programing generally, is best explained by something NBC's Herb Schlosser has stressed over and over again in interviews and at meetings. "At NBC," he says, "we're very conscious of the magic word, demographics—what the audience is. The composition of the audience is very important to us. We see an audience that's getting better educated, more sophisticated, younger. The key thing for us is that we're trying for contemporary properties to serve that audience."

The name of the programing game is still to have mass appeal in total numbers. But the networks want to be top-heavy in proper demographics—the young, the better educated, the more sophisticated. It's toward this direction that most of the program and pilots for 1970-71 are being tailor-made.

*(The foregoing special report was researched and written by Morris Gelman, senior editor, Hollywood.)*

## Equipment&Engineering

### Cameras take center stage at NAEB

Color gear shown during Washington convention attracts much of the exhibit traffic

Low-cost three-tube color TV cameras were featured at the equipment exhibits at the Washington convention of the National Association of Educational Broadcasters last week.

International Video Corp. introduced its first three-vidicon color TV camera with built-in viewfinder at what the company said is a price compatible with monochrome TV cameras, \$7,500. The IVC-90 is aimed at the cable-TV and closed-circuit TV markets.

Philips Broadcast Equipment Corp. showed a three-Plumbicon color TV camera priced at \$21,425. The LDH-1, based on the same design concept as Philips' PC-70 broadcast color camera, will be available the end of next year.

Another three-tube color TV camera,

this one using the Westinghouse secondary electron conduction (SEC) tubes, was introduced by a new company to the commercial TV field, Commercial Electronics Inc., Mountain View, Calif. The firm said its Model 270 camera permits full color TV at f/8 under ordinary room lighting, and f/16 with typical black and white studio lighting. The camera is planned to be sold at \$30,000 each next year.

Also shown for the first time was Singer Co.'s GPL 5000 camera with viewfinder selling at \$12,000 to \$20,000.

And RCA showed its one-tube color TV camera PK-370 on which it is now in commercial production. The camera, which was unveiled at the NAEB convention last year, sells for \$9,850.

Also shown: Ampex's DR-10 series of monochrome video disk recorders, priced from \$8,000 to \$50,000 for variable speed and freeze-frame playback. Ampex said the machine can also be used as a random-access slide projector for broadcast TV.

Also in the recorder field, IVC showed its IVC-900 series, selling from \$9,500 to \$15,500, featuring an instant playback circuit that permits picture and sound to be played while they are being recorded.

Visual Electronics Corp. showed its new, random access audio-visual system employing touch-tone remote control with digital addressing. The system was said to be applicable to broadcast stations for use as routing switchers and for master control automation switching.

Another computer-compatible broadcast video switching system was shown by Ampex for use in production studios or at master control for live broadcasting or recording. Price is approximately



\$30,000.

Following up its announcement only a few weeks before, Matsushita Electric Corp.'s Panasonic demonstrated its two-roll cassette-type color TV recorder-playback unit, to be marketed in 1972. The unit uses half-inch tape, runs at 7.5 inches-per-second and is said to give color resolution of 240 lines. No price was announced.

Also introduced was a compact, half-inch tape video recorder for color TV using reel-to-reel operation. Both recorders use automatic phase control that compensates automatically for deviations in phase and frequency. This is to be marketed next year.

Both RCA and Philips showed compact color TV mobile units. RCA's 24-foot-long, Dodge chassis basic unit is fitted with camera control, monitor, high-band video tape recorder and audio facilities. Philips's 40-foot van carries PC-70 cameras, audio systems and a digitally-controlled PCP-90 portable color camera.

## Comfax sets up new firm for 'facsimile' network

Comfax Communications Corp., New York, has taken another step towards placing its facsimile machines with radio and television stations with the formation of Comfax Communications Network Inc., headed by John R. Porterfield.

The new corporation will be responsible for establishing the "network" for facsimile and business communications, using broadcasting stations as communications centers for their communities. Comfax proposed the system to broadcasters at the National Association of Broadcasters convention (BROADCASTING, March 31), and will demonstrate it at next year's convention in Chicago starting April 4.

Mr. Porterfield, a vice president of Comfax Communications Corp. and previously a vice president of United Broadcasting and an account executive at ABC, reported last week that nine stations have agreed to install the system, and three station groups were negotiating for the service.

## New output tube permits smaller color cabinets

General Electric Co. has announced a new design of horizontal output tubes for use in color-TV receivers and a new class of high performance vidicons for specialized TV applications.

The new horizontal output tube (6LW6), which the company said is rated at 40-W plate dissipation, will be in production next spring. GE said the

new design will permit the use of picture tubes with increased deflection angles (making possible smaller color-TV cabinetry).

The new class of vidicons is adaptable to black-and-white and color applications which require a high degree of accuracy in reproduction. The company mentioned its use in compact TV color cameras (as well as in closed-circuit TV, surveillance, etc.).

## For this exhibitor one convention is enough

A TV broadcast equipment manufacturer thinks there are just too many conventions and that broadcast equipment makers are engaged in a self-defeating endeavor in trying to show their wares.

Each year, says Biagio Presti, manager of the broadcast equipment division of Sarkes Tarzian Co., the number of exhibitors at the conventions gets larger and larger, and the multiplicity of exhibit halls spreads over a number of buildings. "Consequently," he said last week at the annual convention of the National Association of Educational Broadcasters, "the return on the manufacturer's investment has been decreasing to the point where it is almost nonexistent." He added that the two major broadcast conventions (the other is the National Association of Broadcasters meeting) take over 80% of a manufacturer's advertising and promotion budget.

Mr. Presti, who claims underground support from a number of other manufacturers, feels that the industry should work out one major exhibit.

## CCA purchases Rek-O-Kut

CCA Electronics Inc., Gloucester City, N. J., manufacturer of broadcast and communication transmitters and associated equipment, has acquired the Rek-O-Kut division of Koss Electronics Inc., Milwaukee. Price was 5,000 shares of CCA common stock plus an undisclosed amount of cash. Rek-O-Kut products (turntables, recording arms) will begin to be manufactured on Dec. 15 by CCA Electronics subsidiary, QRK Electronic Products Inc., Fresno, Calif.

## Opens Dal'as office

Victor Duncan Inc., filming equipment suppliers and leasers, announced the opening of its Dallas branch to service film producers in the Southwest. In addition to a vast inventory of motion-picture cameras and accessories, the company will open complete maintenance and repair-service departments. Quartz lighting equipment for location use will also be provided. Address is 2659 Fondrea, Dallas 75201.

## Your Blair Man Knows . . .

**MINOR ACHIEVEMENTS?** While gigantic industrial-cultural investment plans for the Wheeling-Stuebenville market soar into the 70's, some un-sung accomplishments were realized . . . Wheeling Tunnel . . . Urban Renewal . . . new center postoffice . . . public housing for elderly . . . mushrooming developments of Wheeling, West Liberty and Bethany Colleges . . . a new Linsly Military Institute . . . the beautiful branch of Ohio University in St. Clairsville . . . expansion of Ohio Valley General Hospital, Reynold's Memorial and Wheeling Hospital . . . the new Market Plaza and central business district renovation plus downtown parking centers . . . continuous expansions of Wheeling Park and Oglebay Park facilities . . . and, of course, our multi-billion dollar Interstate 70 highway system is completed. These are just minor projects completed in the Wheeling area alone and WTRF-TV reports them all from their new million dollar tele-production center in the heart of downtown Wheeling. Are they activated, enthusiastic TV audiences around here getting your advertising messages?

**BLAIR TELEVISION** Representing

# WTRF-TV 7

FORWARD GROUP STATION

Color Channel 7—NBC

Wheeling, West Virginia

## SPOTMASTER

RS-25



### Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$45.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.50.

Write or wire for complete details.

**Spotmaster**  
**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

**Northeast, Northwest; twins to meet**

Northeast Airlines, which is owned largely by Storer Broadcasting Co., and Northwest Airlines have reached an agreement in principle to merge their companies.

Under the proposal, Northwest Airlines or a subsidiary would be the surviving corporation. Shareholders of Northeast Airlines would receive one share of Northwest common stock for each five shares of Northeast stock held.

The total value of Northwest stock to be exchanged would be almost \$47 million.

The transaction would have to be approved by the Civil Aeronautics Board, the boards of directors of both companies, the stockholders of Northeast and, if required, those of Northwest Airlines.

Northwest, said to be the nation's most profitable airline, had a net income of \$50 million last year and \$40 million in the first nine months of this year. Northeast, on the other hand, showed a loss of \$8.7 million in the first

nine months of 1969 and a net loss of \$2.4 million in 1968.

Storer acquired its 86.1% in Northeast through purchases in 1965 and 1966 for a reported total of \$30.5 million. It would receive about \$40 million in Northwest stock if the transaction is completed.

**CBS stock dividend**

The board of directors of CBS Inc. last week declared a cash dividend of 35 cents per share of common stock payable Dec. 12, and a stock dividend of 2% payable Dec. 22, for share-

**The Broadcasting stock index**

A weekly summary of market activity in the shares of 91 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Nov. 13	Closing Nov. 6	Closing Oct. 30	1968-1969		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N	57½	60½	62	76½	45½	4,859	\$ 301,258
Atlantic States Ind.		O	8	8½	8½	15½	6	1,798	15,733
Capital Cities	CCB	N	35	34½	33½	37½	26	5,804	195,885
CBS	CBS	N	51½	49½	48½	59½	41½	25,617	1,232,690
Corinthian	CRB	N	25½	25½	25½	37½	20	3,384	86,292
Cox	COX	N	52½	53½	54	59	37	2,893	156,222
Gross Telecasting	GGG	A	15½	17	17½	24½	15	805	13,975
Metromedia	MET	N	23	23½	22½	53½	17½	5,603	127,468
Pacific & Southern		O	22	21	19½	26½	13½	1,627	31,727
Reeves Telecom	RBT	A	19	20½	19½	35½	12½	2,253	43,934
Scripps-Howard		O	24½	24½	24½	31½	21	2,589	62,783
Sonderling	SDB	A	40½	40½	37½	47½	29½	985	36,800
Starr Broadcasting		O	13½	13½	13	13	6½	338	4,394
Taft	TFB	N	31½	31½	33½	43½	27½	3,437	113,833
						<b>Total</b>		<b>61,992</b>	<b>\$ 2,422,994</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	26½	26½	28	49½	23½	12,872	360,416
Bartell Media	BMC	A	13½	12½	13½	22½	8½	2,292	30,942
Boston Herald-Traveler		O	30	30	28	71	27	574	16,072
Chris-Craft	CCN	N	13½	14½	14½	24½	11½	3,201	47,503
Combined Comm.		O	14	12½	12½	14	8½	1,509	22,500
Cowles Communication	CWL	N	12½	14½	14½	17½	9½	3,969	56,995
Fuqua	FQA	N	32½	34	35½	47	30½	5,073	178,164
Gannett	GCI	N	29½	29½	28	32	24½	7,116	199,248
General Tire	GY	N	19½	19½	20½	34½	17½	17,914	362,759
Gray Communications		O	9½	10½	10	12½	8½	475	4,750
Lamb Communications		O	5½	3½	3½	10	3½	2,650	9,938
Lee Enterprises		O	22½	22½	22½	22½	15½	1,957	43,289
Liberty Corp.	LC	N	20	21½	20½	24½	14	6,743	140,524
LIN		O	12½	13½	14	32½	7½	2,174	30,436
Meredith Corp.	MDP	N	45	46	44	59½	32½	2,781	122,364
The Outlet Co.	OTU	N	20½	18½	19½	30½	16½	1,336	26,186
Plough Inc.	PLO	N	75	74	75½	78½	57½	7,892	597,819
Post Corp.		O	23	22	21	40	14½	594	12,474
Rollins	ROL	N	42½	41	39½	42½	30½	7,983	315,329
Rust Craft	RUS	A	31½	30½	29	38½	24½	1,168	33,872
Storer	SBK	N	38	31½	34	62	24½	4,220	143,480
Time Inc.	TL	N	51½	52	53½	100½	36½	7,238	384,483
Trans-National Commun.		O	4½	4½	5	11½	4½	1,000	5,000
Wometco	WOM	N	19½	20	18½	23½	16½	5,683	105,704
						<b>Total</b>		<b>108,705</b>	<b>\$ 3,250,247</b>
<b>CATV</b>									
Ameco	ACO	A	12½	13½	12	14½	7½	1,200	14,400
American TV & Comm.		O	19½	18½	17½	19½	9½	1,775	31,506
Cablecom-General	CCG	A	18	17½	14½	19½	8½	1,605	23,674
Cable Information Systems		O	2½	2½	2½	5	2½	955	2,388
Columbia Cable		O	13½	12½	12½	15½	9½	900	11,475
Cox Cable Communications		O	18	18½	17½	22	12½	3,550	62,125
Cypress Communications		O	14	13	13	23	10½	854	11,102
Entron		O	4½	4½	4½	10½	2½	607	2,792
General Instrument Corp.	GRI	N	37	35½	37	43½	26	6,028	223,036
H & B American	HBA	A	23½	23½	21	24½	11½	5,016	105,336
Sterling Communications		O	7½	8½	8½	10½	5½	500	4,375
Teleprompter	TP	A	94½	85	77½	95	46	1,007	8,266
Television Communications		O	17½	15½	15½	20½	10	2,654	41,137
Vikoa	VIK	A	33½	34	29½	35½	20	1,795	53,563
						<b>Total</b>		<b>28,446</b>	<b>\$ 595,175</b>

holders of record Nov. 24. The directors also declared a cash dividend of 25 cents per share on CBS preference stock, payable Dec. 31 to shareholders of record Nov. 24.

## CPI issues 1st quarter report

Communications Properties Inc., Austin, Tex.-based group operator of CATV systems, reported net income of \$47,000 or 7 cents per share on sales of \$668,000 for the three months ended Sept. 30.

Jack Crosby, president, said comparable figures on a proforma basis are not completely valid due to the company's rapid growth through acquisition. CPI, formerly Communications Inc.,

filed for a public offering last January (BROADCASTING, Jan. 20) and has been in operation since August 1968. Its stock is traded over the counter.

CPI operates 13 cable systems, 10 of which were acquired last month, serving 20,000 subscribers in Texas; has interest in a system being constructed in eastern New Jersey, and in a franchise for Texarkana, Tex.-Ark. Last September, it acquired Mattco Inc., a Houston oil-field equipment manufacturer.

Mr. Crosby, former president of the National Cable Television Association and former president of Livingston Oil Co.'s CATV subsidiary, Gencoe Inc., has interests in KRIO(AM) McAllen and KTEO(AM) San Angelo, both Texas; KROP(AM) Brawley, Calif., and WXTV-TV Paterson, N.J.

## Earnings loss marks MCA third quarter

MCA Inc., Universal City, Calif., last week reported a net loss of over \$7 million for the third quarter of 1969 and a decline of over \$11 million in net income for the nine months ended Sept. 30.

The third-quarter loss resulted from special charges concerning properties considered not suitable for the present motion-picture market, higher interest charges, and "a writing down to realizable amounts of road-show films currently in theatrical release," the company said. In announcing the earnings statement, MCA President Lew R. Wasserman also reported the board of directors has declared a quarterly divi-

	Stock symbol	Ex-change	Closing Nov. 13	Closing Nov. 6	Closing Oct. 30	1968-1969 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	31½	30¾	33¼	42	25	5,863	194,183
Disney	DIS	N	115½	116¾	112½	123	69¾	4,381	492,863
Filmways	FWY	A	23¾	26¾	26¾	38¾	19¼	1,492	40,045
Four Star International		O	4	4¾	4¼	10	3¾	666	2,831
Gulf and Western	GW	N	22¼	23	24½	50¼	19	16,426	402,437
Kinney National	KNS	N	31½	31¾	30¾	39¾	19	5,940	183,190
MCA	MCA	N	23	21¾	23¾	44½	20½	8,297	197,054
MGM	MGM	N	33	33¾	35½	44½	25	5,801	203,731
Music Makers Group		O	13	12¾	12¾	15¾	11¼	589	7,510
National General	NGC	N	21	21¾	22¾	46¾	18¾	4,539	103,262
Transamerica	TA	N	27¾	28	26½	38¾	23	61,869	1,624,061
Trans-Lux	TLX	A	23¾	23	30¾	58¾	17¾	1,020	30,967
20th Century-Fox	TF	N	20½	20¾	21¾	41¾	16¾	8,155	17,533
Walter Reade Organization		O	11½	10½	10½	15¾	8	2,342	24,006
Wrathier Corp.		O	10½	9¾	9¾	23	7¾	2,161	21,070
						<b>Total</b>		<b>129,541</b>	<b>\$ 3,544,743</b>
<b>Service</b>									
John Blair	BJ	N	24¾	26	24	28¾	17¾	2,667	64,008
Comsat	CQ	N	55¾	55½	56¾	58½	41¾	10,000	568,400
Creative Management		O	11¾	10½	10½	20½	8½	1,020	10,710
Doyle Dane Bernbach		O	25¾	25¾	25¾	33	20½	2,104	54,178
Foote, Cone & Belding	FCB	N	12¾	13¾	13¾	15¾	11	2,149	28,711
Grey Advertising		O	15½	15½	15¾	18¾	13	1,163	18,311
Movielab	MOV	A	7¾	8¼	9	14½	6	1,407	12,636
MPO Videotronics	MPO	A	10¾	11¾	10¾	22¾	7¾	548	6,278
Nielsen		O	38	36	34¾	38	28¾	5,240	182,090
Ogilvy & Mather		O	24¾	23	25½	35	16¾	1,090	27,795
PKL Co.	PKL	A	12¾	12	14¾	30¾	10¾	725	10,237
J. Walter Thompson		O	33¾	33¾	33¾	41	24¾	2,778	93,758
Wells, Rich, Greene		O	13¾	11¾	10¾	18¾	8¾	1,601	16,202
						<b>Total</b>		<b>32,492</b>	<b>\$ 1,093,314</b>
<b>Manufacturing</b>									
Admiral	ADL	N	17¾	17½	18¾	22½	14¾	5,124	93,513
Ampex	APX	N	47½	48½	47¾	49¾	32½	10,815	517,390
General Electric	GE	N	84¾	84	84¾	98¼	81	91,025	7,678,869
Magnavox	MAG	N	40¾	41¾	42½	56¾	39¾	16,561	697,549
3M	MMM	N	118	115½	110¾	118	94	54,521	6,038,201
Motorola	MOT	N	144¾	149¾	157	166	102¾	6,148	965,236
RCA	RCA	N	40¾	40¾	41¾	48½	35½	62,773	2,605,080
Reeves Industries	RSC	A	5¾	5¾	5¾	10½	4¾	3,443	18,076
Visual Electronics	VIS	A	11	12½	12¾	37	9¾	1,357	16,773
Westinghouse	WX	N	52¾	63	61¾	71¾	53¾	38,750	2,373,438
Zenith Radio	ZE	N	39	40¾	51¾	58	35¾	18,965	788,944
						<b>Total</b>		<b>309,482</b>	<b>\$21,793,069</b>
						<b>Grand total</b>		<b>670,658</b>	<b>\$32,699,542</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>107.38</b>	<b>106.52</b>					

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

Shares outstanding and capitalization as of Oct. 30.  
Over-the-Counter bid prices supplied by Merrill Lynch,  
Pierce, Fenner & Smith Inc., Washington.

dend of 15 cents per common share payable Jan. 10, 1970, to stockholders of record Dec. 26, 1969.

For the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.05	\$1.49
Gross revenues	204,336,000	169,620,000
Net income	423,000	11,718,000
Shares outstanding	8,053,552	7,656,926

### Reeves earnings off

Reeves Telecom Corp., New York, group broadcaster, multiple CATV owner and TV program producer, reported record revenues but an operating loss for the first nine months of the year. Richard L. Geismar, Reeves president, said expenses in connection with additions to the CATV operation contributed to the loss.

For the nine months ended Sept. 30:

	1969	1968
Earned per share	—	\$0.27
Gross revenues	14,662,000	11,390,000
Operating profit	1,462,000	3,064,000
Net income	(724,000)	628,000

Note: 1968 figures are restated to reflect acquisitions treated as poolings of interests. 1969 net income excludes operating losses of certain computer services which have been deferred as start-up costs, and is exclusive of extraordinary item—loss on sale of properties of \$98,000.

### TVC plans offering

Television Communications Corp., New York, cable-television system operator, filed a registration statement with the Securities and Exchange Commission last week looking to a public offering

of 447,837 shares of common stock.

TVC will offer 100,000 shares, and stockholders Cowles Communications, John Hancock Mutual Life Insurance Co. and Massachusetts Mutual Life Insurance Co. will make up the total. Cowles is selling 133,000 of its 160,000 shares, and the insurance companies have offered 100,000 each of their respective 249,957 shares.

The sale of Cowles shares is necessary for TVC to complete acquisition of WBNB-TV Charlotte Amalie, V. I., (BROADCASTING, April 21). FCC regulations limit the amount of stock held by a station-owning shareholder, such as Cowles, in another company also operating six stations.

TVC has also agreed to purchase KNWA(FM) Fayetteville, Ark., subject to FCC approval (BROADCASTING, Oct. 6). TVC stock was trading over the counter last week at about \$17 a share.

### Transmedia finds its stock popular

Transmedia International Corp., New York, a supplier of mobile units, cameras and other equipment to television networks and stations for location production of programs or commercials, announced last week its public offering of 100,000 shares at \$5 per share was

sold out one day after the stock went on the market (Nov. 6).

The officers reserved 15,000 shares of the offering for purchase by them or by employees. The net income from the sale, estimated at \$400,000, will be used to purchase more equipment, repay an unsecured loan and to expand into the development and production of television programs. Leonard Brothers Inc. was the principal underwriter.

### Company reports

Allied Artists Pictures Corp., New York, producer and distributor of motion pictures for theatrical and television exhibition, reported an increase in revenues but a decline in net income for the year ended June 29:

	1969	1968
Earned per share	\$0.48	\$1.79
Revenues	6,442,955	5,460,433
Television revenues	2,561,818	1,463,287
Net income	490,413	1,698,102

Capital Film Laboratories Inc., Washington-based film printer and processor, reported an 8% increase in sales but a decline in net income for the six months ended Sept. 30:

	1969	1968
Earned per share	\$0.146	\$0.217
Sales	2,092,832	1,954,211
Net income	75,194	109,533

Note: 1969 net income does not include extraordinary charges of \$21,316 associated with closing out of a Detroit laboratory operation in September 1969.

Filmways Inc., New York, group-TV station owner and producer and distributor of motion-pictures and television programs, reported an increase in revenues and a record 13% increase in net income for the year ended Aug. 31:

	1969	1968
Earned per share	\$1.55	\$1.51
Revenues	88,289,657	86,337,873
Pretax income	4,774,080	4,306,624
Net income	2,504,080	2,216,624

Average shares outstanding 1,492,129 1,344,538  
Notes: 1968 figures are restated to reflect operations of acquired companies on a pooling-of-interests basis. 1968 income per share and shares outstanding are adjusted for 2% stock dividend in July 1969.

National Showmanship Services Inc., New York, having completed its conversion from realty services under the name Income Properties Inc. to post-production film services, last week reported increases in sales and income for the nine months ended Sept. 30:


	1969	1968
Earnings per share	\$0.82*	\$0.30**
Sales	3,667,361	2,877,715
Net income	364,930	439,591

\*Includes \$0.52 from sale of real estate and utilization of prior loss.  
\*\*Includes \$0.47 per share from sales of real estate and utilization of prior loss.

Oak Electro/Netics Corp., Crystal Lake, Ill., manufacturer of television turners and other electronic components, reported increases in net sales and net income for the nine months ended Sept. 30:

	1969	1968
Earned per share	\$0.61	\$0.59
Net sales	65,043,782	66,256,031
Net income	1,271,242	1,238,435

Average shares outstanding 1,640,664 1,638,501  
Note: All figures include pooling-of-interests treatment of Harper-Wyman Co., acquired in March 1969, and Win-West Plastics Inc., acquired in May 1969.



100,000 Shares

**TRANSMEDIA INTERNATIONAL CORP.**

Common Stock  
(Par Value \$.01 Per Share)

---

LEONARD BROTHERS, INC.

KURZ-LIEBOW & CO., INC.      L. FLOMENHAFT & CO.,  
Incorporated

KNICKERBOCKER SECURITIES, INC.

All these shares having been sold, this announcement appears only as a matter of record.

NEW ISSUE      November 7, 1969

# ETV makes its rating points

## Results of a Louis Harris & Associates survey are reported at NAEB's annual convention

Educational broadcasters, so often lumped among the "all others" in station-rating services, now have their own report and it's eye-sparkling.

Noncommercial broadcasters who swarmed to the convention of the National Association of Educational Broadcasters in Washington last week were told that "public" television (as they called it) was watched by 15-million TV households during the last six months, and that 8-million TV households watched noncommercial TV in the survey week.

That's four out of every 10 TV households in the U.S., according to a survey of more than 4,000 persons in 200 sample areas, conducted last month by Louis Harris & Associates for the Corp. for Public Broadcasting.

The findings, disclosed at the convention by Leroy Miller, manager of research for CPB, indicates, he said, that the audience of public-television stations consists not only of the elderly, the rich and the college educated, but also the young, the poor and the less well educated.

"The old labels," Mr. Miller said, "no longer apply; we are neither middlebrow nor lowbrow nor highbrow; we are not a playing for the intellectuals nor a narcotic for the drop-out."

Most significantly, Mr. Miller said, the treatment of national and local issues by ETV stations is considered "superior to attempts in those areas by our commercial brethren." And, he added, "public television has achieved a credibility in the eyes and minds of its viewers that commercial TV does not possess."

The Harris survey showed that public television is available to 74% of all TV households, 39% of the households where ETV is available viewed within the last six months (that's the 15 million) and that 21% of those households viewed ETV within the last week (that is the 8 million).

But even in area where ETV is available, only those viewers with UHF in many instances can receive the stations; in those circumstances, 28% watched within the week, 51% within the month.

ETV, the survey showed, achieved its greatest penetration in urban areas

among better-educated and upper-income individuals.

The median for all TV viewing is 11.9 hours per week; for ETV, this is 1.4 hours per week. Viewing of ETV stations, however, is highly selective.

An assessment of ETV and commercial TV among those who said they watch ETV resulted in the following findings: 75% said ETV was mainly educational (9% said commercial TV was mainly educational); 60% said ETV appealed to the above average (11% commercial TV); 43% said ETV appeals only to a small part of the community (11% commercial TV); 63% said ETV is really interested in the local community (51% said commercial TV); 55% said ETV had worthwhile programing for minorities (46% said commercial TV); 19% said ETV was often biased (29% commercial TV).

Seventy-three percent said ETV's programs are usually interesting (68% commercial TV); 60% said ETV stations were willing to take risks in different kinds of programs (57% commercial TV).

Commercial TV led, however, in two categories. Sixty-nine percent said commercial stations often deal with contro-

versial subjects, while only 62% said ETV does so. And, naturally, 82% said commercial TV was run by competent professionals while only 70% said ETV was.

Generally, those who watched ETV did so for its original creative programing (55%), discussion programs (38%), and information and public affairs (42%)—but 40% said they watched commercial TV for information and public affairs, and a strong 55% said they watched commercial TV for relaxation and entertainment (versus only 24% for ETV).

On how ETV should be supported, 29% said the general public, 25% the federal government, 20% local and state government. Other mentions were private corporations, 16%; foundations, 12%; school boards, 9%; wealthy individuals, 8% and commercial TV networks, 2%.

The respondents were almost evenly divided on the question whether the public has a special obligation to provide financial support for ETV; 40% said yes, 41% said no.

The three-day NAEB convention, which drew more than 5,000, also saw the election of the first directors of the



Three leaders of educational broadcasting confer at convention of National Association of Educational Broadcasters last week in Washington. They are (l to r) Richard Estell, WKAR-AM-FM East

Lansing, Mich., chairman of NAEB's radio board; John W. Macy Jr., president of the Corp. for Public Broadcasting and Frank E. Schooley, director, WILL-AM-FM-TV Urbana, Ill.

newly incorporated Public Broadcasting Service (BROADCASTING, Nov. 10). PBS will operate the national TV interconnection, with educational radio networking to come later. The TV network, using AT&T lines at a rate that is 40% less than the commercial networks pay, has been in existence about a year. It has been operated by National Educational Television.

Elected to the first PBS board were Frank Barreca, KUAT-TV Tucson, Ariz.; Howard D. Holst, WKNO-TV Memphis; Lloyd Kaiser, WITF-TV Hershey, Pa.; James L. Loper, KCET(TV) Los Angeles; and Jack G. McBride, KUON-TV Lincoln, Neb. (all noncommercial stations).

The election was not without controversy. Several unsuccessful moves were made to postpone the election or to conduct it through the mail on the grounds that the nominees were not representative of the entire public-

broadcasting arena. To the 10 nominations offered by CPB and its advisory committee, five additional names were presented from the floor. None of the floor nominees were elected, however.

The PBS board will consist of nine members. In addition to the five station representatives elected last week, John W. Macy Jr., president of CPB, will represent that organization, and James Day, president of NET, that group. The seven directors will then select two more to represent the public.

The AT&T practice of pre-empting segments of the public TV network, a practice that has aroused bitterness in ETV circles, was lashed by Mr. Day. He called it "a national disgrace . . . exceeded in magnitude only by the assignment of UHF channels to public TV in two-thirds of our cities."

On 30% of the nights, he said, one or more ETV stations suffer loss of

service from the network through pre-emption, often, he said, with insufficient notice to the stations to permit them to schedule suitable substitute programs.

The pre-emption problem, however, is considered to be waning. Early this month, the FCC told AT&T that its service to noncommercial broadcasters must be the equivalent of the service provided to commercial broadcasters (BROADCASTING, Nov. 10).

In a special survey by an NAEB committee, the status of network programs accepted or declined by ETV stations was analyzed. In TV these programs are predominantly NET productions; in radio from the NAEB's National Educational Radio Network that operates by mailing audio tapes to its member stations.

In the survey period October 1968 to March this year, 10% of the 146 TV stations responding turned down 10%

## Criticism challenge to do a better job

### Macdonald lauds medium, sees excellence as best answer to complaints

Broadcasters were warned not to ignore "mounting calls for reform" but to meet them with continued effort at excellence by Representative Torbert H. Macdonald (D-Mass.) in a speech to the fall conference of the National Association of Broadcasters last week in Dallas.

Although strongly praising the performance of the industry, Representative Macdonald noted the growing flood of criticism and said:

" . . . in meeting this challenge, the most difficult response is also the simplest. That is to plainly put your operation beyond the reach of a reasonable challenge by a display of obvious excellence and continued effort."

The congressman defended broadcast journalism. "I do not believe the news picture is as out of focus as some critics have projected it." But he continued "because of your very success at becoming the most vital vehicle for images and ideas, our very progress as a nation depends on a broadcast journalism of the highest standards."

Representative Macdonald who is chairman of the Subcommittee on Communications of the House Commerce Committee carefully walked a middle path on the issue of cable television. He noted the increasing pace of change. "Broadcasting is an art that, from the

beginning, has lived with rapid change in the tools of its daily activities. . . ."

The congressman had referred to the conflict between over-the-air broadcast technology and fixed cable, broadband technology. "There can be no doubt," he said, "that one additional signal . . . will cut into existing audiences. Adding more than one additional signal will have more unsettling effects.

"And yet the American public demands diversity. Surely no policy that seeks to prevent the spread of diversity will long survive the public pressures for equality of service. But by the same token, despite the vocal critics of broadcasting, the present service is an achievement that must not be jeopardized in the process of moving into new communications arrangements."

Representative Macdonald stressed the strengths of the present broadcasting system citing the studies showing the great amount of time Americans spend listening to radio or watching television. He noted that the electronic media have become the prime source of news with the greatest credibility. He had particularly high praise for the television and radio coverage of the Apollo 11 moon shot.

But in referring to criticism of the industry, he said, "it may be comforting to take refuge in the belief that the great mass of viewers and listeners truly appreciate the fact that our nation has the world's best broadcasting service, but the recitation of that fact will not disperse highly vocal opposition to the broadcasting industry as it exists today. Unreasonable challenges will, in time, I believe, prove to be futile exercises and this will perhaps be self defeating," he said.

Representative Macdonald said that his subcommittee begins hearings this week on subscription TV. He said that he will hear again many arguments about pay TV and any others that may be raised. He referred to the report of the President's Task Force on Telecommunications, revealed a year ago (BROADCASTING, Dec. 16, 1968).

"To date, comment on the report and its conclusions has been disappointingly sparse, either pro or con. The subcommittee could benefit from a thorough airing of its contents."

Representative Macdonald was the luncheon speaker at the fourth of the NAB's fall conferences, Thursday Nov. 13. At the morning session four broadcasters and NAB staff members spearheaded a discussion of current topics interesting broadcasters. Willard E. Walbridge, chairman of NAB's board of directors and executive vice president and general manager of KTRK-TV Houston was the moderator. Friday's joint session featured a workshop on credits and collections with participation by representatives of stations of various sizes.

The fifth fall conference of the NAB opens today in Denver. The panel of broadcasters at the morning discussion will be composed of: Richard W. Chapin, executive vice president KFOR Lincoln, Neb., chairman, NAB radio board; N. L. Benton, president, WLOL Minneapolis, radio board member; Grover C. Cobb, vice president broadcasting, the Gannett Co., Rochester, N.Y., member NAB executive committee and Burt Harris, president HarriScope Stations, Los Angeles. Mr. Walbridge will be moderator. Vincent T. Wasilewski, NAB president, will be the luncheon speaker.

of the programs offered, the survey showed. The reasons ran the gamut from other shows scheduled, or lack of a network tie, to early sign off. But a significant portion of NET affiliates refused programs because of their racial theme or because the programs contained what they considered obscenity.

In radio, out of 170 stations affiliated with NERN, the most popular program was carried by only 88 stations; the least popular by only two stations. Reasons for not carrying a NERN program were more varied than in TV; ranging from mail problems to asserted poor tape quality.

Other highlights of the NAEB meeting:

- As a result of a series of "brainstorming" sessions at the convention, a list of national priorities was evolved for Public TV. These were (1) ETV must cover local issues, must act as a "town hall" for its audience; (2) today's principal problems deal with the environment and pollution; (3) there is need for more programs aimed at the elementary, junior and high-school audience, showing a greater interest in institutions of culture, enhancing teacher public communication, and on consumer protection.

- At its business meeting, NAEB members adopted a resolution calling for the establishment within 90 days of a permanent division in the organization dealing with minority affairs. This followed a call by a group of black producers of black programs, also in Washington, who said they were concerned at what they called a trend by various TV stations to cut back the funding of black programs. The group, whose acting chairman was William Greaves, executive producer of NET's *Black Journal*, also expressed concern at the allocation of federal funds to public stations. "... a portion of those government funds are from black tax dollars," Mr. Greaves said, "and we want to be certain these funds do not go to stations with racially discriminatory policies and practices."

- NAEB announced that its survey of employment practices at educational stations showed that employment of minority groups had increased from 7.72% of the 3,695 in 1968 to 9.06% of the 5,331 in 1969.

- Mr. Macy declared that one of CPB's main efforts will be to determine whether ETV can be used as a two-way communications medium, "a mechanism by which people are not simply spoken to but also have a chance to speak back." *The Advocates* currently is one example of that move, he noted, since a decision maker is the target of the argument on public issues presented by two lawyers. The second attempt to establish this formula was announced by CPB later in

the week when it issued grants to 12 non-commercial stations for post-network programs following NET's Dec. 2 and Dec. 6 coverage of the White House Conference on Nutrition and Hunger (see page 39).

- William G. Harley, president of NAEB, called on educational broadcasters to make sure that they are integrated fully into their local educational systems. Wherever educational broadcasting is peripheral, he warned, it becomes "dispensable." Mr. Harley also foresaw the possibility of having an NAEB convention at three different sites, linked by satellite.

- The resistance of educators to the incorporation of educational broadcasting as an integral part of the teaching-learning process was also mentioned by Dr. James E. Allen Jr., U. S. commissioner of education. He said that a study of instructional TV commissioned in 1968 by the Department of Health, Education and Welfare (of which the Office of Education is a part), has been completed and relayed by HEW Secretary Robert Finch to President Nixon. Actually, it had been hoped that the report would be made public at the NAEB convention, but this did not take place.

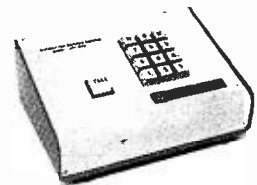
- Raymond J. Stanley, director of the educational broadcasting facilities program at HEW, said that 94 educational broadcasters (75 television and 19 radio) have applications pending for facilities grants. These add up to \$28 million, he said. He cautioned, however, that the program might get less than the \$4 million it received in 1968 and asked educational broadcasters to be prepared for a cutback. The educational facilities program, Mr. Stanley noted, is scheduled to become part of a new bureau of library and educational technology at the Office of Education.

- In wispish tone, keynote speaker Marya Mannes, author and social critic, told educational broadcasters they lacked imagination and courage, and said their portrait to the general public was that of "a seedy beggar with a cultured voice holding out his cap and asking for a dime."

### St. Louis case to court

A group of former employes of KWK-AM) St. Louis, will appeal an FCC decision denying reconsideration of approval of the transfer of the station to Vic-Way Broadcasting Co. (BROADCASTING, Oct. 6). The appeal will be filed with the U.S. Court of Appeals for the District of Columbia. The group, operating as Karin Broadcasting Co., questioned the right of interim operator Radio Thirteen Eighty Inc. to assign its leases or sublet its leasehold interests to the new licensee.

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## CCC begins expansion moves

### Phoenix broadcaster plans to buy Oklahoma TV for \$6.5 million

Combined Communications Corp., Phoenix-based group broadcaster formed through the merger of the Karl Eller companies and KTAR Broadcasting Co. (BROADCASTING, Oct. 27), last week announced its first acquisition since becoming a single entity. CCC is buying KOCO-TV Oklahoma City from Cimarron Television Corp., subject to FCC approval, for \$6.5 million and assumption of liabilities in excess of \$1 million.

KOCO-TV is a channel 5 ABC-TV affiliate with 83.2 kw visual.

Principals of Cimarron include John E. Kirkpatrick, president; Ben K. West, vice president and KOCO-TV general manager; Leonard Savage, Jean I. Everest, Loyd Benefield and Standard Life and Accident Insurance Co., Oklahoma City. Jean Everest and Messrs. Savage and Benefield each have 33 1/3% interest in KOFM(FM) Oklahoma City. Messrs. Kirkpatrick and West and Standard Life and Accident Insurance

Co. have minority interest in KBMT(TV) (ch. 12) Beaumont, Tex.

The CCC broadcast properties are KTAR-AM-FM Phoenix; KTAR-TV Phoenix-Mesa; KBLU-TV and KYUM(AM), both Yuma, and KYCA(AM) Prescott, all Arizona.

Other CCC wholly owned subsidiaries include Eller Outdoor Advertising Co. of Arizona, Phoenix and Tucson; Eller Outdoor Advertising of Michigan, Detroit; Eller Outdoor Advertising Kansas City, Kansas City, Mo., and Kansas City, Kan. In addition, CCC owns Myers-Leiber Sign Co., *Phoenix* and *Arizona Wildlife Sportsman* magazines and a Muzak background music franchise, all in Phoenix.

For the first nine months of 1969, CCC had net income of \$737,000.

### Pastore license bill stirs to life again

The Pastore bill emerged from hibernation last week. Further hearings on the proposal to protect broadcast licensees from competing applications at renewal time are scheduled to begin Dec. 1 before the Senate Communications Subcommittee. A list of witnesses was to be released Friday (Nov. 14).

The bill, which is regarded by broad-

casters as the most important single media-related measure now before the Congress, was the subject of three days of hearings last summer (BROADCASTING, Aug. 11), and had clearly won substantial subcommittee support. But when the subcommittee put the bill aside after the August recess because of other pressing business, rumors began to circulate that its chief sponsor, subcommittee Chairman John O. Pastore (D-R.I.), had cooled on his own proposal. The senator and those close to him consistently denied the rumors.

More substantial reports indicate that some of the senators, possibly including Chairman Pastore, will support minor modifications of the bill, although it is still unclear what the modifications are. Nevertheless, the bill's immediate future—that is, its chance of passing the subcommittee—still seems good. Six of the subcommittee's 11 members are among the bill's co-sponsors—Senators Pastore, Vance Hartke (D-Ind.), Frank Moss (D-Utah), Howard Cannon (D-Nev.), Hugh Scott (R-Pa.) and Howard Baker (R-Tenn.). A near-majority of the full committee (nine of 19) has also co-sponsored the bill; in addition to the senators listed above, these include Commerce Committee Chairman Warren Magnuson (D-Wash.), ranking minority member Norris Cotton (R-N.H.) and Senator James Pearson (R-Kan.). Other committee members have spoken favorably of the bill.

Meanwhile, CATV operators were urged to support the Pastore bill by retiring National Cable Television Association President Frederick W. Ford. Addressing the California CATV Association in San Diego, Calif., Mr. Ford said that the renewal provisions of the Communications Act never were meant to be used to permit competing applications. If broadcasters are put into this jeopardy, he said, cable television operators may find themselves facing the same difficulties.

## See you at the NAB Portland Conference

at the Sheraton Motor Inn

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### Changing Hands

#### Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities, see "For the Record," page 78):

■ KOCO-TV Oklahoma City: Sold by John E. Kirkpatrick and other to Combined Communications Corp. for \$6.5 million and assumption of liabilities in excess of \$1 million (see this page).

■ WEOK-AM-FM Poughkeepsie, N.Y.: Sold by Paul Smallen and others to Robert Dyson for \$730,000. Mr. Dyson



is employe of New York investment firm. WEOK(AM) is a daytimer on 1390 kc with 5 kw. WEOK-FM is on 101.5 mc with 4.7 kw and an antenna height of 830 feet above average terrain.

▪ WUSJ(AM) Lockport, N.Y.: Sold by Peter Corson and others to Robert M. Hall for \$305,000. Mr. Corson is president of the *Lockport Union Sun and Journal*. He is also president of Publishers-Hall Syndicate which markets newspaper features. Mr. Hall owns WNBH-AM-FM New Bedford, Mass.; WBVP-AM-FM Beaver Falls Pa. and WICH-AM-FM Norwich and WMMW(AM) Meriden, both Connecticut. WUSJ is full time on 1340 kc with 250 w. Broker: Howard E. Stark.

▪ KzOT(AM) Marianna, Ark.; Sold by Robert B. Whitaker to W. M. McKinney and Jerome Orr for \$45,000. Mr. McKinney owns KELB(AM) El Dorado, Ark., and Mr. Orr is manager of that station. KzOT is a daytimer on 1460 kc with 500 w. Broker: Hamilton-Landis & Associates.

## KTVH(TV) sale hearing to begin

An FCC hearing on a proposed television-station sale that may turn out to be an exercise in futility is scheduled to begin today (Nov. 17).

At issue is the application for transfer of KTVH(TV) Hutchinson, Kan., from Minneapolis Star and Tribune Co. to WKY Inc. for \$4.4 million.

The transfer application was filed on Jan. 17, but the commission did not act on it for nine months—and then to set it for hearing on a number of issues, including one as to whether the transfer would result in a concentration of control of mass media.

The sale contract expires Dec. 31. And although WKY has asked that it be extended, the owner has refused. Minneapolis Star & Tribune expects to cancel the contract on Jan. 2 — by which time a final order on the hearing getting underway today is unlikely.

## Frontier sees no undue control in Cheyenne

Frontier Broadcasting Co. last week told the FCC that "there is no justification for the commission now to seek to take away from Frontier the very facilities [KFBC-TV Cheyenne, Wyo.] which Frontier developed and has been operating in the public interest with commission approval. . . ."

The response was directed to commission inquiries into whether Frontier's control of Cheyenne broadcast stations, newspapers and a CATV system "raises the question of whether a grant of KFBC-TV's renewal of license application

would tend to perpetuate an undue concentration of control over communications media. . . ."

Besides KFBC-TV, Frontier owns the only full-time AM station and one of two FM's in Cheyenne, and its principals control the company that publishes the city's only morning, afternoon and Sunday newspapers. Frontier built KFBC-TV in 1953 and has operated the station since then.

Contending that there has been no net increase in media concentration in the Cheyenne area since KFBC-TV began operating, Frontier said that since 1953 two AM stations and one FM station have come on the air and a construction permit for a UHF station has been issued.

Frontier said the only "really new interest" in Cheyenne is its CATV system, which it said now has some 3,500 subscribers. It added that it applied for a system franchise in 1965 only after the commission had issued a statement to the effect that cross-ownership of a CATV system and a television system in the same city would not lead to the withholding or deferment of license renewal for the television station.

Although KFBC-TV is the only television station in Cheyenne, Frontier said, it is overshadowed by Denver stations which it said average 55% of the

Cheyenne audience. The effect of its CATV system, Frontier argued, is to increase the audience for the Denver stations and decrease KFBC's audience.

"We fail to see . . . why the commission should single out Frontier for a hearing on its renewal application before the commission has even clarified its own views on the subject of cross-ownership in the course of its rulemaking proceedings," Frontier said.

The licensee asked the commission to take one of the three actions: (1) grant KFBC-TV's renewal with no special conditions; (2) grant renewal with the express condition that it is subject to the outcome of pending rulemaking proceedings, or (3) withhold action until rulemaking proceedings have been concluded.

The commission's staff reportedly originally recommended unconditional renewal of KFBC-TV's license, but the commission subsequently suggested to Frontier that the sale of one of its communications properties might facilitate the station's renewal ("Closed Circuit," June 30, Aug. 25). The Justice Department early this year asked the FCC to break up an existing "mass-media communications monopoly" by requiring Frontier to sell its television station (BROADCASTING, Jan. 6).

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# Taverner to take NCTA helm

Pittsburgh educational broadcaster succeeds Ford on Jan. 1 under two-year contract

Donald B. Taverner, 50, an educational television broadcaster, was named paid president of the National Cable Television Association last week. He's president of noncommercial TV stations WQED(TV) (ch. 13) and WQEX(TV) (ch. 16) Pittsburgh.

Mr. Taverner, who has also been associated with the National Foundation for Infantile Paralysis and the University of Maine, will assume the NCTA presidency on Jan. 1. He is succeeding Frederick W. Ford, who announced last April that he would leave at the end of this year to resume the practice of law. Mr. Ford, who has been an FCC commissioner (and chairman for a few months), became NCTA president Jan. 1, 1965.

The Taverner appointment was announced at the NCTA board meeting in San Diego last Wednesday (Nov. 12). The contract is for two years, with options for renewal. His salary was not disclosed, but he's understood to be in the \$35,000 a year class now. Mr. Ford's salary is at the \$60,000 annual level. Reportedly, Mr. Taverner was considered for the post in 1965 when Mr. Ford was chosen.

Known in educational circles as a pragmatic broadcaster and matchless fund raiser, Mr. Taverner more than tripled the Pittsburgh stations operating budget, from \$600,000 to \$2 million, and built the staff from 60 to 145.

He's also responsible for the new, nearly complete \$5.5-million studio-office facility for the stations, all built with private funds. The stations have won many awards, including a Peabody Award.

He's a graduate of the University of Maine (his down-east accent is prominent) and did advanced study at the University of Paris. He was with the National Foundation for Infantile Paralysis from 1946 to 1951. From 1951 to 1962 he was at the University of Maine as executive director of the General Alumni Association, executive director of the A. A. Hauck Building Fund and as director of development. He went to Pittsburgh as general manager of the two ETV stations in 1962, and became president in 1963.

During his years at the University of Maine, Mr. Taverner was a key figure in the establishment of a statewide ETV network of four stations, all VHF. He was instrumental in persuading the FCC to change three ETV reservations from UHF to VHF. The network was estab-

lished in 1962 with a \$1.5 million state bond issue.

Mr. Taverner served as an enlisted man in the Army from 1937 to 1939; he was commissioned in 1943 and served as a combat infantry officer in Europe. He holds the Bronze Star and the Purple Heart.

During his broadcast career, Mr. Taverner has been chairman and member of the affiliates council of National Educational Television; vice chairman and board member, as well as chairman of the CATV Committee, and of the Labor Committee, of the National Association of Educational Broadcasters; chairman, president and trustee of the Eastern Educational Television Network; and consultant to the Carnegie Commission. He's a member of Sigma Delta Chi, Rotary Club, University Club and Bowdoin Club of Pittsburgh. He is currently a lay leader of the Fox Chapel Methodist Church in Pittsburgh.

Mr. Taverner was married in 1943 to the former Ruth Olive Rowell; they have two sons, Theodore Gilbert, 22, and Frederic Walter, 20.

In his comments at the announcement

## Dec. 18 meeting set for Microwave network plan

A proposal by Microwave Communications Inc., Washington, to establish a low-cost, nationwide communications network to provide service to educational broadcasters is under consideration by the FCC. The commission last week scheduled a meeting for Dec. 18 to determine what action should be taken on the proposal.

The proposed network would include facilities of existing microwave systems and special service common carriers. MCI said a number of these carriers have agreed with the general scope of the plan and recommendations for further study.

In a letter to MCI and other interested parties, FCC Common Carrier Bureau Chief Bernard Strassburg said the commission was "unable to assess [the proposed network's] potential merits" because of its "conceptual nature."

He added, however, that the commission was ready to assist interested parties in developing the proposal with an eye toward its possible use in implementing the objectives of the Public Broadcasting Act of 1967.

of his appointment, Mr. Taverner noted that the Pittsburgh ETV stations were carried by 112 separate CATV systems. "This association has been a pleasant and profitable one . . .", he said.

CATV, he said, "seeks but a truly fair share of the great and quite-undeveloped potential of the wide television industry . . . CATV must become an equal and viable part of the broadcasting industry."

## Cigarette ad ban seen as two-faced policy

Mark Etheridge, retired editor, publisher, broadcaster and educator, last week accused the FCC and Congress of hypocrisy in attempting to ban cigarette advertising as a health hazard while other branches of government promote tobacco growing, export and sales.

Keynote speaker at the 60th annual convention of Sigma Delta Chi last Thursday in San Diego, Mr. Etheridge said that while Congress sought to impose the cigarette embargo at least five other agencies of government are dealing with tobacco in a hypocritical way.

In urging the FCC to go no further in its efforts to regulate the taste of the American people, he said that the agency ought to remember in its anti-cigarette crusade it is a party to one of the biggest hypocrisies in current American life.

"It is not unlikely," he added, "that some fool will come along with the suggestion to put a warning on your highball glasses."

Mr. Etheridge is honorary president of the professional journalism society. In 1938, while publisher of the *Courier-Journal* and *Times* of Louisville—WHAS-(AM)—he was interim president of the National Association of Broadcasters.

While Mr. Etheridge felt the news media had made great progress, he warned there is some danger in radio editorializing even though the FCC encourages it. "If a station does more than have 'milk sop' editorials," he said, "it is likely to be charged with slanting the news and therefore subject to the credibility test."

Vice President Agnew's speech charging network news divisions with slanting and monopoly became the hottest topic at Thursday's opening session among some 800 delegates and other society members. The Agnew speech promptly was made the topic for a forum discussion at Friday's session.

## TV influences print coverage

### Washington Post's Graham says newspapers must assume 'reflective' reporting role

Growing criticism of the nation's press has changed during several decades, partly due to the impact of television, Katherine Graham, president of the Washington Post Co., said in a speech to the University of Southern California school of journalism awards dinner in Los Angeles. She said the print media have a responsibility to delve beyond the ability of television by being more interpretive and reflective.

The Washington Post Co. owns the *Washington Post*, *Newsweek* magazine as well as Post-Newsweek Stations Inc., which are: WTOP-AM-FM-TV Washington; WJXT(TV) Jacksonville, Fla.; WLBW-TV Miami, and WCKY(AM) Cincinnati.

Mrs. Graham noted that criticism of the press, while an established American pastime, is not an echo of the past. She said that the press itself has radically changed "in two profound ways: externally, in the role it plays in our national life; and internally, in its own structure of power and control."

The first change, Mrs. Graham said, was because of "television's unique ability to convey the news event, with both immediacy and intimacy. From this special capacity of TV to relate 'hard' news, there follows the special responsibility of the daily press to do something more. This something is, of course, to reflect: to put the hard news event in a context deeper than its mere happening, to search back toward its causes and to peer ahead toward its consequences. And along with the impact of television, the very complexity of the great issues and the major news of our times also dictates this more reflective, more interpretive role of the press."

Regarding the internal change, Mrs. Graham took note of the trend toward monopoly in the media. "At a time when a reliance on the judgment of the press has become greater than ever, the number of voices to render judgment has become smaller than ever," she said.

She said the slack in competition in the daily press has not been totally taken up by television. "Much as TV does compete in covering local news, and attracting the local dollar, the full impact of this competition has done nothing to slow the growth of the newspaper industry as a whole. Just when there are more viewpoints and attitudes to be understood, there are fewer pub-



Katherine Graham

lishers and papers to try to understand them."

Mrs. Graham said that a vital dialogue is in danger of being severed, but she said there are no simple answers. She said that being more representative, a common request, does not necessarily bring more fairness. "An editor or publisher with no other criterion than the mirroring of current public sentiment has simply abdicated his role as a journalist," she declared.

Mrs. Graham suggested some directions for the news media: to make clear a readiness to accept public criticism, and to be more efficient, sensitive, professional and discerning.

Mrs. Graham was among several honored at the event which was the 10th annual awards dinner of the USC journalism school. Others honored were Harry Reasoner, CBS news commentator; John Johnson, editor and publisher of *Ebony* magazine, and Herbert G. Klein, U.S. director of communications.

### Long line of witnesses set for pay-TV hearing

Hearings on a bill to ban pay television begin tomorrow (Nov. 18) before the House Communications Subcommittee in Washington. After looking at the size of the witness list, no one will predict when the hearings might end.

The most impassioned testimony will probably come from pay TV's arch-foe, the National Association of Theater Owners. In addition to its statement, NATO has retained the research firm, Sindlinger & Co., to present a study of pay TV. The company's president, A. L. Sindlinger, last week de-

clined to divulge the results of that study, commenting only that its purpose was "defining pay-TV markets, what they are, how they are."

Among other witnesses as of late last week were representatives of the FCC; the National Association of Broadcasters; the All-Channel Television Society; Teleglobe Pay TV Co.; U. S. Communications Co.; the Greater Boston Labor Council; the Projectionists' Union of New York; the Association of Motion Picture Film Editors, and the American Federation of Radio and Television Artists.

The hearings originally were to be held before the full House Commerce Committee; however, after a series of postponements, they were referred by the committee to its Communications Subcommittee, over the objection of committee Chairman Harley O. Staggers (D-W. Va.), an opponent of pay TV. The subcommittee is thought to be more favorable to pay TV than is the full committee.

### NAB will appeal to FCC on cable programing

The National Association of Broadcasters, reconstituted special negotiating committee last week completed formulation of its petitions seeking FCC reconsideration of its order that CATV systems originate programs and allowing them to sell commercials (BROADCASTING Oct. 27).

The committee, headed by William Fox, KFMB-TV San Diego, met two days last week with legal counsel. The petitions were expected to be filed shortly.

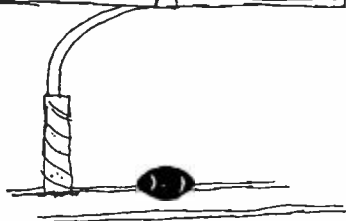
The committee also has been ordered to resume negotiations with copyright owners for mutually acceptable legislation and to explore the possibility of talks with National Cable Television Association spokesmen again (BROADCASTING, Nov. 3). Senator John L. McClellan (D-Ark.) heads the subcommittee of the Senate Judiciary Committee that is working on a revision of the copyright law.

Representative Torbert H. Macdonald (D-Mass.) has called hearings of his Communications Subcommittee of the House Commerce Committee this week on pay TV but he has not announced when he may, if ever, get into the CATV issue again. Hearings were held last May on CATV.

### Media reports:

**Expanding offices** - Nation Wide Cablevision Inc., a subsidiary of Kaufman and Broad Inc., Los Angeles, last week opened offices to handle cable television operations in three communities in California. Nation Wide subsidiaries set up for business in Pomona and Rialto in Southern California and in Saratoga

**Are you selling  
single sports  
telecasts,  
when you  
should be  
selling sports  
programming?**



If an advertiser wants the kind of audience a sports program delivers, it may be just as easy to sell him a year-around sports "package" as a single sports program.

That was the rationale KGO in San Francisco used in preparing a special sales folder on all sports programming. Advertisers were provided with complete descriptions and time schedules on every sport event the station planned to carry, along with audience estimates and costs for participating announcements.

Through packaging buys on a month-by-month basis, a local bank or a national brewer, for instance, could develop an economical and continuing schedule of sporting events covering a variety of seasonal telecasts—football, basketball, golf tournaments, bowling, etc.

Supporting statistics on product usage and viewing habits of men 18-49 can convince advertisers that it's an affluent selective audience to pursue. Another innovative use of ARB audience data.

ARB  
**70**  
THE SERVICE FOR THE 70's



**AMERICAN RESEARCH BUREAU**  
A C-E-I-R SUBSIDIARY OF CONTROL DATA CORPORATION  
WASHINGTON NEW YORK CHICAGO ATLANTA  
LOS ANGELES SAN FRANCISCO DALLAS

in Northern California. Community antenna television construction is under way or about to be started in each of these communities. In addition, Nation Wide, founded in 1966, last week was awarded a CATV franchise for the city of San Mateo, Calif. Nation Wide now holds 10 cable TV franchises throughout the San Francisco Bay area.

**Firm move** ■ James C. Hirsch Communications & Television Consulting Services has moved to 555 Madison Ave., New York 10022, telephone (212) 421-2266.

**Law firm moves** ■ Washington law firm of Smith, Pepper, Shack and L'Heureux

has moved to 1776 K Street, N.W., Washington, 20006. (202) 296-0600.

**Hirsch moves** ■ James C. Hirsch, consulting firm in communications, marketing and public affairs, has moved to 555 Madison Avenue, New York, 10022. Phone is (212) 421-2266.

**New affiliate** ■ WMON(AM) Montgomery, W. Va., has joined NBC Radio as an affiliate. The station has been independent since November 1967, when it was affiliated with Mutual. WMON, operating on 1340 kc with 1 kw daytime, 250 w nighttime, is owned by Greater Montgomery Broadcasters, Inc. Robert Harvit is president.

## Promotion

# BPA broadens its trade outlook

## Management issues share time in annual seminar with black involvement, critics of broadcasting

Broadcast promotion executives, usually preoccupied with prosaic but practical matters such as copy and contests, widened their areas of concern last week to zero in on some of the more critical issues confronting radio-TV today.

They utilized the 14th annual seminar of the Broadcasters Promotion Association in Philadelphia to explore such challenging subjects as mounting outside criticism of the media; legal storm-signals on the horizon; the relationship with the black community and the opportunities for more effective management.

By design, the four-day BPA conference at the Marriott motor hotel, ending last Wednesday (Nov. 12), was "management-oriented." And the consensus of the 397 members in attendance, voiced privately in the corridors and openly at the annual business meeting, was that this approach was correct and appropriate, and that the seminar itself was "the best in history."

Not that the nuts-and-bolts aspects of broadcast promotion were ignored. There were several sessions devoted to how to phases of their work, but the agenda accentuated broad management areas, consistent with promotion managers' self-image of themselves as exerting a more meaningful role at their operations. The profile of the station promotion manager was presented to the seminar on Tuesday by Ken Mills, director of research-promotion at The Katz Agency.

The most provocative sessions were

those in which former FCC Commissioner Lee Loevinger, spoke in the role of defender against the broadcast medias' detractors and one in which black panelists offered suggestions on how the industry might relate to the black community.

Mr. Loevinger received a rousing reception from BPA members when he urged the association to mount a campaign against the critics of broadcasting who are "seeking to destroy its economic foundation."

"You cannot engage in business as usual," Mr. Loevinger asserted, "while neglecting the public image of broadcasting itself with the reading public, alienated youth and the opinion leaders of the political and intellectual communities. If you do this, in a short time you may have no business as usual."

Mr. Loevinger, now an attorney with the law firm of Hogan and Hartson, Washington, prefaced his admonition with a recital of a chain of events leading to an attempt on his part to reply to a published magazine article in which, he felt, television had been attacked unfairly. He added: "Broadcasting does have an honest and intellectually responsible story to tell. On occasion, I've tried to demonstrate this by telling part of it myself, as in the piece I have just related to you. However, it takes no audience survey research to ascertain the audience rating for the broadcasting story has been low—very low. The most important task to which this association can dedicate itself now is to



Mr. Loevinger

find the means of bringing the broadcasting story to the reading public. That is real promotion."

A large portion of Mr. Loevinger's talk was devoted to his efforts to have published in *This Week* Magazine an article he had written to answer charges made by Thomas P. F. Hoving in a piece that appeared in that publication last July 6. Mr. Hoving, who is chairman of the National Citizens Committee for Broadcasting, titled his article "TViolence" and, Mr. Loevinger said, characterized television as "vapid," "horrendous," "bad," "brutal," "senseless," "irrational," "superficial," "phony," and "dull."

Mr. Loevinger said the article attacked not only TV entertainment programs but the coverage of "actuality," and claimed TV "plays up the more visual, exciting, dramatic elements in news stories." He quoted the first two sentences of Mr. Hoving's article as saying: "People are not saying it yet, but, 'what are you going to watch on the televiolence tonight?' may come springing to our lips automatically before long. 'At least to start, let's use the world violence to mean only senseless brutality. Let us consider also the havoc TV plays on us by the utter tastelessness of most of what it offers."

Mr. Loevinger noted that the article contained a boxed appeal headed "what you can do about televiolence" and that it urged readers not to waste their time "writing, wiring, phoning or petitioning sponsors, networks and local stations,"

but to support Mr. Hoving's organization instead.

He recounted that Roy Danish, director of the Television Information Office, telephoned him after the article appeared. Mr. Loevinger said he considered the Hoving article "inaccurate," "one-sided" and "positively irrational and puerile in reasoning." Mr. Danish, he said, offered to act as go-between in interesting *This Week* in publishing an article with a contrasting viewpoint. Mr. Loevinger said he agreed to write it.

The editor of *This Week*, he said, wrote him subsequently that he would consider such an article for publication. Mr. Loevinger reported he researched the subject of violence and the possible relationships with TV; wrote the article and submitted it to the magazine on Aug. 4, 1969. But on Aug. 20, 1969, he received a reply from the editor, saying his article could not be published because *This Week* was ceasing publication.

He read the BPA audience the article he intended for publication. Mr. Loevinger made the point that crime and social violence are not a development of the TV age. He cited statistics to show that mob lynchings declined from about 150 a year in the 1890's to none after 1951 when commercial television began to flourish. Mr. Loevinger pointed to mass murders by individuals in recent years and said careful research turned up no hint that TV was involved in any of these massacres.

"What these facts show is simply that we didn't know what causes violence," Mr. Loevinger stated. "The National Commission on Civil Disorders reported that we don't know what effect mass media have on riots."

He turned to the criticism that most of TV programming is "mediocre trash." Mr. Loevinger said this is "not a new complaint; the same thing was said about radio, motion pictures, newspapers, theater and even books." He conceded, however, "There is something wrong with television. Simply stated, it is 'too much'."

Mr. Loevinger contended that, as a mass medium, TV is offering "far greater variety than most people are aware of or able to watch." He pointed out that in a recent week in Washington, there were more than 42 hours of public affairs, discussion, news and cultural programs available.

"The most significant thing about American broadcasting is not how good or how bad some of it is, but what great variety is available for those who will take the trouble to look," Mr. Loevinger observed. "What is good or bad depends upon your taste and what you're looking for. But there's one ultimate inescapable fact. TV does not



Oxen and driver, handcarved by a pioneer father. From the Henry Ford Museum.

## Instant Christmas Charm

FREE  
(Just add air time)

The historic homes of several great Americans form the background for a dramatic word-and-music tour through Greenfield Village. Here are the customs and traditions observed at Christmas from colonial times through the start of the 20th century. Similar programs have received favorable comments from both listeners and programmers. The program runs 29:30 uninterrupted. It's yours at no charge, but you may have a sponsor for it.

### Weekly Program

Interviews, unusual background sounds and exciting narration provide a weekly glimpse at some aspect of 300 years of America's past. Exclusive in your market if not playing there now.

### Daily Vignette

A daily one-minute look at our nation's history as depicted at Greenfield Village. Also yours exclusively if not already aired in your area.

## Greenfield Village

DEARBORN, MICHIGAN  
A non-profit educational institution

Radio and TV Department  
Greenfield Village, Dearborn, Michigan 48121

Please send me:

1. Village Christmas Tour
2. Weekly Program
3. Daily Vignette

Name .....

Station Call Letters .....

Address .....

State & Zip .....

make human nature—it's the other way around."

Mr. Loevinger's speech was received warmly and touched off demands by BPA members that it be given wider circulation, perhaps in the form of a newly produced tape that can be telecast on stations throughout the country.

The black session had some elements of a confrontation, with some white promotion managers challenging the panelists' tendency to depict the Negro market as separate and distinct from the general market. They claimed this attitude would hamper stations' moves to integrate their staffs and programing.

The black panelists accented the view that, in reality, there are two separate Americas today—a white one and a black one—and they urged TV-radio to recognize this difference in formulating advertising messages and programing to the nonwhite sector.

Kelvin A. Wall, vice president, marketing development, Coca-Cola Co., Atlanta, provided a demographic profile of the Negro market, citing such characteristics as: It is younger than the white, is moving at a rapid pace into the central cities and has a life-style that is "need-oriented" (spends heavily on basics, such as food, clothing, shelter). He suggested that advertising and promotion directed to "Black America" be specifically tailored for it in terms of media, programs and personalities used.

John H. Sengstacke, publisher of the *Chicago Daily Defender*, recommended that TV and radio facilities make expanded use of Negro newspapers, both to advertise, promote and publicize their programs and services. He claimed that in 1968 the television networks spent only \$4,500 in the black press (this was later disputed by some BPA members) and felt the sparse investment reflected the industry's lack of knowledge and understanding of the Negro market in general.

Andrew T. Hatcher, vice president of Hill & Knowlton, New York, urged that TV-radio stations and networks become more relevant to the black community by producing programs that explore issues and subjects that are close to Negroes. He cited, as examples, programs that might deal with the removing of Cassius Clay's heavyweight title; the conflicts developing between labor unions and black workers, and the need for control of firearms in the black communities.

A speech that seemed to generate considerable interest and establish warm rapport was given by Clive Brash, youthful advertising and promotion manager of kyw Philadelphia. He cast himself in the role of the black man working within the establishment, trying to build a bridge between the two communities despite the expectations of

## BPA seminar finds related sideshows

Views and techniques on sales, audience promotion publicity and research were exchanged by representatives of various broadcast organizations during separate meetings held concurrently with the annual seminar of the Broadcasters Promotion Association (see page 68).

Executives of Edward Petry & Co. and some 25 Petry-represented stations held a three-hour session on Monday (Nov. 10), co-moderated by Robert L. Hutton Jr., Petry vice president for TV promotion, and William H. Steese, radio promotion vice president. Considerable dissatisfaction was voiced with the costs, positioning and effectiveness of newspaper advertising, although these ads were generally considered helpful. The session also explored a wide range of community involvement and other projects to enhance the image of stations and focused on the need for improving interdepartmental communications.

The Katz Agency meeting on Nov. 8 heard talks by Bill Shafer and Bill McClendon, American Research Bureau vice presidents for station sales for TV and radio respectively, on the uses that

hostility from both sectors.

He urged stations to produce and schedule various types of program and public-service spots aimed at the Negro sector and acknowledged there might be criticism from blacks who might consider them too extreme and others who might call them too bland. But Mr. Brash pointed out that advertisers are using the broadcast media successfully to reach the black audience and insisted that after an initial period of "shock," listeners and viewers (both black and white) will become accustomed to the announcements.

During the question-and-answer period, an executive from a Southern station expressed "concern" that the panelists were emphasizing the "separateness" of the black and white communities at a time when his station was attempting conciliation by employing black staffers. Mr. Wall gave this answer: "What we are saying is that, in reality, there is a separation. We may not want that, and we hope the day will come when there is no separation. But until that day is reached, the mass media must face reality."

Another promotion manager said his station had a "good music" format and he believed it would not be meaningful to direct promotional spots to the black market, which he felt is composed

can be made of audience research material. Howard Coleman, associate director of the Commission on Press, Radio and TV of the Lutheran Church in America, suggested that management of stations take their public-relations executive into their confidence in order to facilitate his assignments. Cohosts of the meeting were Ken Mills, director of research and promotion for Katz Television and Pam Zraick, assistant director of research-promotion, Katz Radio.

Harrington, Righter and Parsons held its third annual seminar for promotion managers of HR&P's represented stations on Monday. The discussion was led by Sally Beauchamp, promotion director of HR&P, who described sales-promotion material produced by stations for use as national sales tools.

Executives of the CBS Radio division and 40 promotion managers of the CBS-owned radio stations and CBS Radio affiliates met on Nov. 9 for a discussion of advertising, promotion, public relations and programing. The discussion was led by Norman Ginsburg, director of information services for CBS Radio division; Maurie Webster, vice president of the division; John Callaway, division vice president for program services, and Edward Starr, senior vice president, Hill & Knowlton.

largely of "soul music" listeners. The panelists insisted that the black community is not monolithic but is composed of people who listen to "good music" as well as "soul," and the addition of a few rating points could be helpful.

The management orientation of the BPA was apparent at the opening work session on Monday when James F. Robinson, administrator, Xerox Learning Systems, provided suggestions on "how to listen effectively." He stressed that listeners should attempt to ascertain the objective of a statement and the reasons supporting it. Effective listening, he said, can prove to be an advantage to an executive by building better rapport with his customers, his superiors and his subordinates.

Gilbert W. Miller, division advertising manager of duPont, described attempts by his company to measure the effectiveness of its advertising as related either to profits to direct sales or to the communications of its messages. He acknowledged that an expert research staff is needed to achieve the objective, but felt that duPont has made sizable progress and is able to relate advertising to sales in about half of its efforts.

Three network advertising-promotion executives were scheduled to talk on "the challenges of creativity," but all

## CC: ALL MEDIA DIRECTORS

November 17, 1969

Mr. Media Director  
Smith & Jones Advertising, Inc.  
New York, New York 10017

Dear Jim:

The new NSI Reports started to arrive last week. These reports utilize computer routines that:

- Are thoroughly pre-tested
- Meet the delivery schedule established

And all innovations promised:

- The first of the Time Buyer's Friend Reports which will make available early season's data in 47 additional markets, bringing you a total of 70 markets for October.
- Program audience estimates with and without pre-emptions in the back of each V.I.P. report, e.g., page 69 in the Milwaukee report.
- Revised and expanded daypart table, including cumulative audience.
- Expanded market data and improved map showing metro area, local DMA and adjacent DMA's.

All 70 October reports are scheduled to be delivered by Tuesday, November 18.

How about it, Jim? Can you afford to base late fourth and early first quarter buys on February - March or May data when new season data are already available?

Cordially,  
A. C. Nielsen Company  
*George E. Blechta*  
George E. Blechta  
Vice President

 **Nielsen Station Index**  
a service of A. C. Nielsen Company

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO  
956-2500      372-3810      466-4391      986-6437

confessed they were not sure what "creativity" means. They stressed that advertising must be relevant, straightforward and simple. The panelists were J. Donald Foley, vice president, advertising, ABC; Louis Dorfsman, vice president, advertising and design, CBS/Broadcast Group, and Gerald E. Rowe, vice president, advertising, NBC. They showed sample reels of promotional film spots that had been produced by their networks.

The concluding session also echoed the seminar's theme and consisted of a four-and-a-half-hour meeting on "how to be a better manager" conducted by Stephen A. Falk, vice president, Sterling Institute, Boston. In a theater-in-the-round style, Mr. Falk walked around the meeting room and invited BPA members to respond to hypothetical situations related to management. One sample question was "what do you do if the top salesman of your station wins an incentive contest, and shortly before he is announced as the winner, your controller comes in and notifies you that about half of his sales are forgeries?"

Sample replies were "Fire him on the spot;" "turn the problem over to the sales manager;" "talk it over with him and the sales manager."

The seminar also presented various "ask the experts" sessions in which rooms were set aside for members to query specialists on their field of expertise. The research experts on hand were Dr. Jack Allen, vice president, Brand Ratings Index; Robert Atkinson, vice president, C. E. Hooper Inc.; Robert Owens, vice president, American Research Bureau, and David Traylor, vice president, A. C. Nielsen Co. Ron Derman, KGO San Francisco, answered questions on billboards.

Other expert sessions included one on promoting radio sales and featuring Norbert Hofman Jr., Post-Newsweek Stations; Allen S. Kalish, Spiro, Walpert and Ringold, Philadelphia, and Frances S. Kline, advertising director, Connecticut Bank and Trust Co.

Panelists on promoting TV sales were David Arons, sales promotion director, Gimbel Brothers; Philip Beuth, sales manager, WSAZ-TV Huntington, W. Va., and Theo Mandelstan, vice president and treasurer, Henry J. Kaufman & Associates, Washington. The panel on public relations spotlighted Maurine Christopher, *Advertising Age*; George Hoover, Frank F. Goodman Associates, New York, and Rex Polier, *Philadelphia Bulletin* and a session on community affairs featured Inez Gottlieb, WCAU-TV Philadelphia, and Frank Hall, KYW-TV Philadelphia.

During the annual business meeting on Tuesday afternoon, F. C. (Mike) Strawn, KCMO-TV Kansas City, Mo.,

was elected president of the BPA, succeeding Joseph P. Constantino, Avco Broadcasting Corp. Other officers chosen were A. Richard Robinson, KRON-AM-FM-TV San Francisco, first vice president; E. Boyd Seghers Jr., WGN Chicago, second vice president; Calo O. Mohlock, WKJG-TV Fort Wayne, Ind., secretary, and Chet Campbell, WMAQ-TV Chicago, treasurer.

In his final report to the membership, Mr. Constantino urged that BPA institute a policy of selecting a president-elect so that the transition to the top post can be made more easily; that the dues structure be changed to include an increase and that members invite former Commissioner Loevinger to their markets to talk about various aspects of television. The latter reference prompted members to comment that Mr. Loevinger's speech be taped and mimeographed for wider circulation.

Another indication of the broader scope of the seminar was a three-hour evening presentation of technical advancements related to advertising and promotional spots. Presentations were given at this session by RCA; Reeves Actron; 3 M Co.; Dolphin Productions; Computer Image, and Ampex Corp.

## Lasker awards deadline approaches fast for entries

Broadcasters were reminded last week that they have two weeks left in which to file entries for the 1969 Albert Lasker Awards in medical journalism. Honorariums (\$2,500) and statuettes will be awarded to an outstanding network television program or editorial series and an outstanding local station television program or editorial series. Programs produced by a station group are also eligible in the network category.

Programs should deal with health problems of major importance, and entries must be postmarked not later than Dec. 2. Winners will be announced and the awards presented in May 1970. Entry blanks may be obtained from, and inquiries and entries should be submitted to, the Albert and Mary Lasker Foundation, 866 United Nations Plaza, Suite 10E, New York 10017.

## AP presents 1st writer honors

Winners of its first writing awards were announced last week by the Associated Press Radio Television Association board of directors.

The AP broadcast news writers named for 1969 awards (\$250 and a plaque) were Charles McFadden, Los Angeles, for best regional summary; Dudley Lehew, Boston, regional spot

coverage; Marie Price, New York, national summary, and Ray Holbrook, Dallas, for the "best enterprise, idea."

Entries were submitted by radio and TV members of the AP, and the awards committee was made up of broadcast members of APRTA. John Day, WHDH-AM-FM-TV Boston, chairman of the awards committee, and Thomas Powell, WCBL-AM-FM and WDAU-TV Scranton, Pa., president of APTRA, announced the winners. Mr. Day noted that a special citation had been presented at its annual meeting to James Wessel, director of special projects, and William Fitzgerald, deputy broadcast editor, both AP, for the Apollo 11 moon shot coverage.

## Stanton will get award of Advertising Council

Dr. Frank Stanton, CBS Inc. president, will receive The Advertising Council's public-service award at a dinner to be held Dec. 15 in New York.

The selection of Dr. Stanton by the council's board of directors was announced last week. The honor is the council's highest award for public-service achievement and is given annually. Last year's recipient was Robert S. McNamara, president of the World Bank.

### Promotion tips:

**SDX deadline** ■ Sigma Delta Chi, Chicago, national professional journalistic society, has announced its 38th annual distinguished service awards contest for broadcast and print journalism during 1969. Various categories in radio-TV are included. Deadline is Feb. 1, 1970. Write for entry forms: 35 East Wacker Drive, Chicago 60601.

**Station thinks mink** ■ More than \$28,000 worth of minks, including capes, stoles, jackets and a \$3,000 full mink coat, will be given away in a 10-day period during November by KLAC(AM) Los Angeles. The giveaway is the prize part of a "Think Mink" contest. One of the largest single promotions in the Metromedia-owned station's history, it will be heavily advertised on radio, television and in newspapers. In addition to the contest for listeners, the station will also award three mink capes, valued at \$450 each, in a separate promotion aimed at advertising agencies.

**ABD moves** ■ Allerton Berman & Dean, New York public relations firm, has moved its Philadelphia offices to larger quarters in the Fox Building, 16th and Market St.

**New agency** ■ WSB-TV Atlanta has named Kingen Feleppa O'Dell Inc., New York, as its advertising agency. Former agency was Burton-Campbell Inc., Atlanta.



## Mideast is included in Apollo 12 line-up

Communications Satellite Corp. said last week that about 45 hours of satellite time had been requested for telecasts abroad of coverage of the Apollo 12 mission. The broadcasts will be transmitted by satellites over the Atlantic, Pacific and Indian oceans to Asia, Australia, Europe, Latin America and, for the first time, to the Middle East.

During the Apollo 11 mission last July, more than 90 hours of program material were transmitted by satellite to worldwide audiences.

Comsat also announced last week that the Republic of Cameroon had become the 70th nation to join the International Telecommunication Satellite Consortium (Intelsat).

Earlier, Comsat announced that it had awarded Raytheon Co. a \$774,716 contract for the construction of three, transportable earth stations, each using a 32-foot antenna.

The stations are designed for receive-only mode for TV and other communications, Comsat said.

When necessary, a transmit capability can be added, the firm said. Also awarded to Raytheon was a \$630,000 Comsat contract to build a three-hop microwave link between the Comsat earth station at Talkeetna, Alaska, and Anchorage, about 75 miles south.

## Canada CATV revenues climb sharply in '68

Cable TV in Canada had a good year in 1968, according to data released by the Dominion Bureau of Statistics in Ottawa. The bureau reported the industry's total operating revenue rose 41.5% between 1967 and 1968 to \$31.3 million from \$22.1 million.

Monthly service charges totaled \$27.9 million and operating expenses were \$26.4 million for 1968. The cable industry's operating profit increased from \$3.2 million in 1967 to \$4.9 million in 1968.

## 'Lucy' goes abroad to Australia, Japan

John Pearson International, Beverly Hills, Calif., newly formed TV syndication firm handling foreign sales exclusively, has sold the current year's production of the Lucille Ball series on CBS-TV, *Here's Lucy*, in Australia,

Japan and the English-speaking sectors of Canada.

The first season's product of the half-hour comedy series has been sold in Japan and Formosa, with rerun rights sold to Australia.

In addition to the Lucille Ball show, JPI has acquired overseas rights to 32 half-hour color tapes of pop guitarist Jose Feliciano, and Latin American rights to the *Barbara McNair Show* and the hour Feliciano special presented on NBC-TV last April.

## Western Broadcasting gets OK on offering

Shareholders of Western Broadcasting Co. Ltd. have authorized the company to issue \$5-million worth of 5¾% convertible preferred shares at a par value of \$25.

Proceeds of the offering will be used to retire bank advances and to finance additional acquisitions.

Subject to approval by the Canadian Radio-Television Commission, Western Broadcasting will take up an option agreement to purchase CHQR(AM) Cal-

gary, Alberta.

Western Broadcasting, a public company, owns CKNW(AM) New Westminster, B. C.; CJOB-AM-FM Winnipeg, Man.; has a 44.4% interest in B. C. Television Broadcasting System Ltd. (CHAN-TV Vancouver and CHEK-TV Victoria, both British Columbia), and holds a 37% interest in Express Cable Television Ltd. of North Vancouver, B. C.

## International notes:

**It's now Baker, BBDO** ■ Baker Advertising Ltd., Toronto and Montreal, and BBDO, New York, have established a financial and operational association in which BBDO is to acquire a 30% interest in Baker. The Canadian staffs and clients of both agencies will be consolidated. The new organization will be known as Baker, BBDO.

**Repeat business** ■ NBC International has signed a new two year management-services contract with United Telecasters Sydney Ltd., Australia. The agreement marks the continuation of a relationship between the two organizations that began in Spring 1965.

# ISPY

Denver — KOA-TV / Sun / 5:30-6:30 pm  
(Rep: Blair Television)

ISPY attracts more adults than any other syndicated film on the air!

Source: ARB



30 Rockefeller Plaza / New York, N. Y. 10020 / (212) Circle 7-8300

*"With All Its Faults: A Candid Account of Forty Years in Advertising,"* 1969, by Fairfax M. Cone. Little, Brown & Co., New York. 335 pp. \$6.95.

Those who see advertising as a source of calculated, pernicious manipulation may not find this book overly interesting, let alone persuasive. Fairfax Cone's view from the inside, as presented in this informal collection of reminiscences and random thoughts, is much less complicated: Businessmen have products to sell, consumers have wants and needs, and the fallible craft (not science) of advertising provides the information that links seller and buyer. It is an "old-fashioned" view, he acknowledges without apology.

It is also a basically affirmative attitude; while Mr. Cone is quick to criticize what he regards as offensive, deceptive, or simply ineffective advertising, his conviction that the business itself is necessary and desirable pervades the book, from its opening scene in the classified-advertising department of the *San Francisco Examiner* (in 1926) to its accounts of the height of Mr. Cone's distinguished career with Foote, Cone & Belding. He speaks with unabashed enthusiasm of the high points ("... the success of Dial soap is a success in the classic advertising tradition") and, with equal fervor, replays the low moments ("the Edsel... was a \$400-million failure—the most traumatic in this country's business history") always with the attitude that his subject—the ups and downs of mass marketing—

is important, that it matters.

The contention that advertising creates and sustains artificial needs and materialistic orientation gets a blunt rejoinder. For one thing, Mr. Cone says, this argument underestimates the public. For another, it overestimates the power of advertising. Finally, he says:

"It is said that people only want most things because others have them. My question is why shouldn't they? Why shouldn't they want the mildness and efficacy of Dial soap, or the soft efficiency of Kleenex tissues or the pleasant artistry of Hallmark greeting cards? These and the other non-necessities... are no longer the prerogatives only of the few. They are everyone's."

Mr. Cone's thoughts about broadcasting—well documented over the years in articles and speeches—are no less direct and are sometimes sharply critical. His recurrent concerns are that broadcasters "lack imagination" and are profit-obsessed. As a recent example of the latter, he takes acid note of the controversy surrounding pay TV and CATV; according to Mr. Cone, the industry establishment, led by the National Association of Broadcasters ("a bold-faced lobby which pretends, like the National Rifle Association, to be acting in the public interest") has taken frantic and illogical opposition to sources of programming that might threaten the status quo.

Broadcasters realize, Mr. Cone says, that these new kinds of communication "may be capable of competing with

some of the established broadcasters. This they do not like. But their selfish interests should not be considered." The comment is typical of a very straightforward book.

*"The Engineering of Consent: A Scientific Approach to Public Relations,"* third printing, 1969, edited by Edward L. Bernays. University of Oklahoma Press, Norman, Okla. 246 pp. \$4.95. First published in 1955 and now in its third printing, this collection of essays deals with persuasion as a science. The authors argue that this "engineering" approach is applicable to any cause, be it civil rights, a corporation's image, or a political candidate. Each of the essays deals with a separate facet of the public-relations offensive—objectives, research, strategy, themes and symbols, organization for public relations, planning and tactics.

*Television News (Anatomy and Process):* Maury Green, Wadsworth Publishing Co. Inc., Belmont, Calif 352pp. Designed as a textbook for television news operations it is directed primarily at the reporter, talent and production techniques with a minimum attempt to treat technical staff work.

Mr. Green offers an informative discussion of the problems unique to television news gathering and presentation techniques. He provides a detailed examination of the operation of a major TV news operation with many examples from CBS's KNXT(TV) Los Angeles.

## Fates&Fortunes®

### Broadcast advertising

**Anthony Isidore**, copy chief, Young & Rubicam, New York, named senior VP. **Fred A. Baxter**, **Robert P. Gleckler** and **John W. Stokes**, account supervisors with Y&R, New York, named VPs.

**Bruce Sherman** and **Ray Perkins**, account supervisors, Doyle Dane Bernbach, New York, named VPs.

**Patrick Stewart**, group supervisor, named VP and management supervisor, Al Paul Lefton Co., New York. **Collingwood Harris**, account supervisor, Tatham-Laird and Kudner, New York, joins Lefton as director of planning.

**Richard Wotring**, producer, Doyle Dane

Bernbach, New York, joins Cunningham & Walsh there as radio-TV producer.

**Marilyn S. Watts**, VP and associate research director, Grey Advertising, New York, joins Ketchum, McLeod & Grove Inc. there as VP and director of market research.

**Paul L. Kilbane**, with New York office of Sales Communication Inc., wholly-owned subsidiary of McCann-Erickson Inc., named senior VP and office manager.

**Daniel L. McCabe**, sales manager, WROR(FM) Boston, joins WEEI(AM) there as national sales coordinator.

**Robert Previdi**, with Rockwell, Quinn & Wall Inc., New York, named VP.

**Bill Wurtzel**, creative director, The Lampert Agency, New York, named VP.

**Marvin Fireman**, former TV art supervisor, Doyle Dane Bernbach, New York, joins MPO Videotronics Inc., that city, as film director.

**Jerry Schubert**, with Chicago office of Robert E. Eastman & Co., appointed assistant office manager there.

**Anthony J. Parisi**, art group head, Kenyon & Eckhardt, New York, joins LaRoche, McCaffrey and McCall there as art & TV group head.

**William V. B. Nixon** and **Jerome H. Altman**, VP's with Needham, Harper & Steers, New York, appointed senior account directors. **Thomas F. Papanek**,

associate creative director, Chicago division of NH&S, named VP there.

**Hal Meyer**, with WGTO(AM) Cypress Gardens, Fla., appointed general sales manager.

**John A. Zalud Jr.**, VP and account supervisor, Noble-Dury & Associates, Nashville, named executive VP/marketing.

**Jay S. Niefeld**, executive VP in charge of marketing, Allen, Anderson, Niefeld & Paley, Chicago agency, named president and chief executive officer. He succeeds two retiring principals: **Charles J. Allen**, chairman of board and chief executive officer and **Norman R. Anderson**, president. Both will be available to agency as consultants.

**Richard Bowen**, with WIRL(AM) Peoria, Ill., appointed local sales manager.

**Mike Boudreau**, VP and general manager, WDRC-AM-FM Hartford, Conn., joins WCCC-AM-FM there as general sales manager.

**Richard S. Surgeon**, with Boston office of Reach, McClinton & Co., named VP there.

**Joseph N. R. Poulin**, staff assistant to VP and general manager of audience research service, American Research Bureau, Beltsville, Md., joins Avery-Knodel Inc., New York, as director of TV research.

**John A. Winkel**, with CBS/FM sales, New York, appointed local sales manager.

**Harry J. Callahan**, with New York national sales office, radio division, Rollins Inc., Atlanta-based diversified service organization, appointed office manager. Radio division is composed of seven AM and two FM stations.

**Ed Manser**, with N. W. Ayer/Jorgensen/Masdonald, Los Angeles, appointed director of broadcast production/executive producer.

**Ransome Dunnell**, former head of own TV commercial production company, Spur Productions, Chicago, joins Rose Magwood Productions Inc. there as producer-director.

**Paul Sacks**, with San Francisco office of Edward Petry & Co., appointed office manager there.

**Donald B. Slye**, with RKO General's KFRC(AM) San Francisco, appointed manager of San Francisco office of RKO Radio Representatives.

**Sonia Alban**, research analyst with A. C. Nielsen Co., New York, joins New York staff of Metro TV Sales in same capacity.

**Robert C. Rohde**, national sales manager, WXIX-TV Cincinnati-Newport, Ky., joins WPGH-TV Pittsburgh as general sales manager.

**Frank J. Smith**, copy chief of Miami

office of Paul Venze Associates, Baltimore-based agency, joins creative staff of Bishopric/Green/Fielden Inc., Miami.

**Robert M. Jacquemin**, with Tele-Rep Inc., appointed sales manager of St. Louis office.

**Rudy Baumohl**, former media supervisor, Jack Tinker & Partners, New York, joins Media Corp. of America, media-buying service there, as VP.

**Russell I. Haley**, corporate research director, D'Arcy Advertising Co., New York, joins Grudin/Appel, New York, marketing research organization, as member of firm. Firm name will become Grudin/Appel/Haley.

**Joel Singer**, administrator of sales planning and development, NBC Radio, New York, named manager, advertising and promotion. **Stanley Simon**, account executive, WPAT-AM-FM Paterson, N. J., named manager, sales planning at NBC Radio.

**William K. Foster**, director of marketing, Howard Johnson Co., New York, elected VP-corporate planning there. He is also former VP and senior account group head for Ted Bates & Co.

**Buddy Edwards and Susan Hamilton**, with Herman Edel Associates Inc., New York-based commercial music production house, named VP and general man-

ager, and VP-production, respectively.

**Kathleen O. Henderson**, with NBC's broadcast standards department, New York, appointed administrator, advertising standards, for NBC.

## Media

**Warren Kraetzer**, noncommercial WHY-TV Wilmington, Del., and **WUHY-FM-TV** Philadelphia, and **Karl Schmidt**, noncommercial WHA-AM-FM-TV Madison, Wis., elected chairman and vice chairman, respectively, of executive board of National Association of Educational Broadcasters. They succeed **Dr. George Bair**, noncommercial WUNC-FM-TV Chapel Hill, N.C., and **Myron Curry**, noncommercial KFJM(AM) Grand Forks, N.D., respectively.

**Myles F. Dolan**, VP-financial and administrative services, Vikoa Inc., Hoboken, N.J.-based CATV systems operator and equipment manufacturer, also named treasurer and assistant secretary with responsibility for over-all corporate financial activities. **Arthur Einhorn**, director of corporate planning for Vikoa, appointed director of financial planning and acquisitions. Mr. Einhorn will also be in charge of WCIN(AM) Cincinnati, which Vikoa has contracted to purchase and other radio

# ISPY

Portland, Ore. — KGW-TV / Sat / 5:00-6:00 pm  
(Rep: Blair Television)

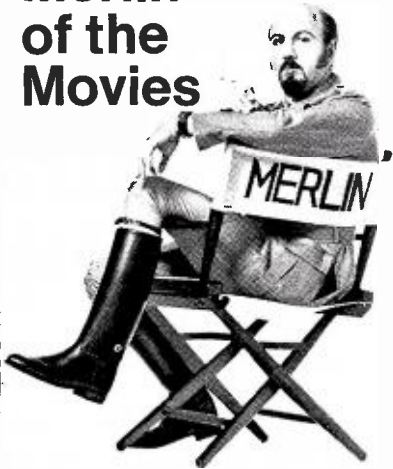
ISPY delivered 45% more homes than the syndicated program it replaced . . . 80% bigger ratings than its competing syndicated program!

Source: ARB



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# Ask Merlin of the Movies



## Grand Seer of TV Programming . . .

*brought to you as a service of  
Metro-Goldwyn-Mayer Television.*

### A station research manager in the Midwest asks:

"What do we know about BIB ratings?"

### Answer

Broadcast Information Bureau, in their Feature Film Source Book, has "rated" most pictures now in release to TV. This \$ sign rating indicates the audience tune-in expectancy for each picture when played (and properly promoted) in the three major time classifications. These are based on critical reviews and known performances, both theatrically and on TV.

For instance, the recent re-issue of features by MGM called *Lion/70*, when checked out on the BIB ratings, indicated that the average picture in the list should deliver a local rating of 19.9 in A time . . . 12.4 in B time and 7.3 in C time. Time will tell, but it does add another aid to film buyers who know movies play well on TV, but must also play well on the budget sheet.

*Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.*

properties that may be acquired by company.

**Joseph T. Conway**, VP and general manager, WIBC-AM-FM Philadelphia, joins WJBK-AM-FM Detroit in same capacity. Both are Storer Broadcasting Co. stations.

**E. C. Striker**, former eastern sales manager for NBC Radio, New York, joins WITH-AM-FM Baltimore as VP-general manager.

**Jerold Poulos**, VP and general manager, KOBI(TV) Medford, elected president of Oregon Association of Broadcasters. Others elected: **Bob Thomlinson**, KATR-AM Eugene, VP; and **Dick Brown**, KPOJ-AM-FM Portland, secretary-treasurer.

**Don Gilbert**, former manager of Micom Cablevision, Miami, Okla., joins Orange CATV Inc., Orange, Tex., as system manager. Orange CATV Inc. is operated by Athena Communication Corp., New York.

**Edward J. Clsaman**, business manager, WQAD-TV Moline, Ill., elected assistant treasurer.

**Cecil L. Walker**, controller for Mullins Neon and Mullins Outdoor Advertising, Denver, appointed assistant treasurer and business manager of Mullins Broadcasting Co., Denver-based communications company, which includes KBTW-TV and KBTR(AM), both Denver, and KARK-AM-FM-TV Little Rock, Ark.

**Don Myers**, with KCAB(AM) Dardanelle, Ark., appointed general manager.

**Shel Kanter**, commercial manager, KSIG(AM) Crowley, La., appointed station manager and **Bill Williams**, program director, appointed assistant manager.

**Gloria Coe Klein**, assistant to chairman and president, Teleprompter Corp., New York, named VP, corporate relations.

## Programing

**George N. Friedlander**, chairman, and **Robert B. Friedlander**, president of Exeter International Corp., Boston, elected chairman of board and president, respectively, of Commonwealth United Corp., Beverly Hills, Calif.

**David H. Crane**, program director, KLAC(AM) Los Angeles, joins KGO(AM) San Francisco as operations manager.

**Steve Bookstein**, involved in international sales coordination and business affairs, Screen Gems International, New York, named to newly created post of director of sales administration.

**Robert F. Schuette**, member of board of directors and assistant treasurer, Tele-Tape Productions Inc., New York, elected chairman of board and treasurer. He succeeds **William J. Marshall**

Jr. who continues as director of firm. **Lew Lessard**, director of production for Tele-Tape, named VP-production and creative services.

**Rex Kramer**, with WITL-AM-FM Lansing, Mich., appointed program manager. He succeeds **Tom Allen**, who joins WIL-AM) St. Louis as air personality.

**Thomas Shovan**, director of operations, WKIP(AM) and WSPK-FM both Poughkeepsie, N.Y., joins WHVW(AM) Hyde Park, N.Y., as program director.

## News

**Douglas Kiker**, NBC News correspondent in Washington, appointed NBC News correspondent in Rome. He succeeds **Irving R. Levine**, who is on leave of absence. **Lew Allison**, chief of San Francisco bureau of NBC-owned KNBC-TV Los Angeles, appointed manager of NBC News bureau in Saigon. **Jim Bennett**, also with KNBC, returns for second tour to Vietnam for NBC News.

**David Mason**, Saigon news correspondent, AP, appointed correspondent in charge of AP office in Saigon. He succeeds **George McArthur**, who resigns to join *Los Angeles Times*.

**Mort Roberts**, program director and operations manager, WTYM(AM) East Longmeadow, Mass., joins WXPO-TV Manchester, N.H., as news and public-affairs director.

**Roy Wetzel**, radio news manager, WRC-AM-FM Washington, joins WMAQ-AM-FM Chicago as radio news director. Both are NBC-owned stations.

**Vivian Roundtree**, reporter, WCBS-AM-FM New York, joins WNBC-TV there as member of local news staff.

**Jerry Coleman**, formerly on broadcast team that handled radio-TV for games of New York Yankees, signed to do play-by-play announcing and nightly sportscast for KTLA(TV) Los Angeles.

**Bill Avery**, news director, KYTV(TV) Springfield, elected president of Missouri AP Radio-TV Association.

**Joseph M. Rossier**, newsman with WKTV(TV) Utica, N.Y., joins WAST-TV Albany, N.Y., as newscaster.

**Art Andrew**, news director, WFGL(AM) Fitchburg, Mass., joins news staff of WROW(AM) Albany, N.Y.

**Nat Allbright**, sportscaster, WAVA(AM) Arlington, Va., appointed sports director.

**Sal Marchiano**, sportscaster, WCBS-TV New York, joins WNEW-AM-FM there in same capacity.

## Promotion

**Charles L. Miller**, assistant manager of Rumrill-Hoyt Inc.'s Rochester, N.Y.,

PR division, named VP there.

**Stephen T. Corman**, with WIND(AM) Chicago, appointed PR director.

**James Robert Parish**, former film trade reporter with *Variety*, New York, joins Harold Rand & Co., PR firm there, as staff publicist.

**Aleene Brunner**, administrative assistant to manager of Nashville office of SESAC Inc., appointed PR coordinator there.

**Meyer M. Hutner**, former VP in charge of advertising and publicity for Filmways Inc., New York, joins United Artists Corp. there as director of worldwide publicity. He succeeds **Mike Gray**, appointed UA's supervisor of production publicity for United Kingdom and continental Europe with headquarters in London.

**Martin O. Chapman**, principal of Margaret Park elementary school, Akron, Ohio, also joins Group One Broadcasting there (WAKR-AM-FM-TV Akron, Ohio, WONE-AM-FM Dayton, Ohio, and KBXO-AM-FM Dallas) as director of community relations for group.

## Equipment & Engineering

**Hal Whitteberry**, supervisor of radio recording, WMAQ-AM-FM Chicago, appointed manager, technical operations.

**Leonard W. Eden**, director of technical services, noncommercial WTVS(TV) Detroit, joins WWJ-AM-FM-TV there as development engineer. His duties will include supervision of technical planning and installation of new equipment for both radio and TV.

**David Hellerman**, with WKIP(AM) and WSPK-FM both Poughkeepsie, N. Y., joins WHVW(AM) Hyde Park, N.Y., as chief engineer.

**Rudolph F. Handel**, New England district sales manager for video-tape recording division of Sony of America, named national sales manager, systems and equipment division, Computer Image Corp., Denver, computer animation producer for television. **Francis J. Honey**, with Denver Research Institute, named VP of engineering for Computer Image.

**Bernard Wimmers**, former engineering supervisor, WTVJ(TV) Miami, joins Eastern Video Production Services, New York, as technical supervisor of new mobile unit.

**Charles L. Eaton**, manager of General Electric's telecommunication and information processing operations in Schenectady, N.Y., appointed general manager of GE's telecommunications products department, Lynchburg, Va. He succeeds **Richard P. Gifford**, appointed general manager of newly structured GE communication system division, of

which telecommunication products department is part.

**Allan T. Wang**, controller, Sylvania entertainment products, Batavia, N.Y., operating group of Sylvania Electric Products Inc., New York, also named VP there. **Richard H. Hodges**, technical marketing manager, photolamp division, Danvers, Mass., division of Sylvania Electric Products Inc., named VP marketing-original equipment manufacturers for miniature lamps, lamps and photolamps. Mr. Hodges will continue to make his headquarters in Danvers, Mass.

**Charles E. Phillips**, chief engineer of antenna and transmission division, Granger Associates, Palo Alto, Calif.-based equipment manufacturer, appointed managing director of Granger Associates Inter-Americas there. Mr. Phillips heads GA/IA, new company which is responsible for Granger communications products sales and service in Western Hemisphere countries not including U.S.

## Allied fields

**Rupert R. Ridgeway Jr.**, VP-plans and analysis, American Research Bureau, Beltsville, Md., also named VP of new-

ly created general services, consisting of administration, finance and PR offices in Beltsville. **William T. McClenaghan**, manager of radio stations sales in ARB's New York sales office, named VP-radio station sales in New York.

**Charles Allen**, with Market Facts Inc., Chicago, market-research organization, named VP sales in Market Facts New York office.

**James V. Perry**, president and general manager of WEDA-FM Grove City, Pa., elected mayor of Grove City. He will also continue as station's president and general manager.

**Ed Spar**, statistician and senior project director, Computer Usage Corp., Mt. Kisco, N.Y., joins Daniel Starch & Staff, Mamaroneck, N.Y., in newly created position of manager, mathematics and systems. **A. Treat Walker**, district manager of *Datamation* magazine, Greenwich, Conn., joins Daniel Starch & Staff Inc., Mamaroneck, as associate publisher, and **Stewart A. Lambie**, associate research director, MacManus, John & Adams New York office, joins sales and client service staff of C. E. Hooper, Norwalk, Conn. Daniel Starch & Staff and C. E. Hopper, both research firms, recently combined (BROADCASTING, May 19).

# ISPY

Spokane — KREM-TV / Mon-Fri / 6:00-7:00 pm  
(Rep: Blair Television)

Boosted the station's ratings 56% higher than the programming it replaced, and delivered 133% bigger ratings than its lead-in program.

Source: ARB



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**Leonard Kudisch**, office and director, Scherwin Research Corp., New York, resigns to become full-time consultant in fields of attitudinal and behavioral studies.

## International

**Tony Robinow**, director of production for Toronto-based Screen Gems (Canada) Ltd., appointed to newly created position of director of program development. He is succeeded as director of production by **Bud Marce**, production executive with Screen Gems Canadian operation.

**Barry D. McCorquodale**, assistant director, operations planning and evaluation (production liaison), Canadian Broadcasting Corp., Ottawa, appointed director, program policy. **Antonin Boisvert**, former program director of CBC's French-language radio in Montreal, appointed director of CBC French-language radio with over-all responsibility for CBC's six French-language stations in Quebec province. He will assume responsibility for other stations by July 1, 1971.

**Gerhard Ruppel**, director and manager, Heumann, Ogilvy & Mather, Frankfurt, Germany, joins BBDO there as managing director. He succeeds **Bodo Rieger**, who is joining Reemstma in Frankfurt.

## Deaths



Mr. Headley

because of ill health. H-R companies were co-founded in 1950 by Mr. Headley and Dwight S. Reed, who is now board chairman of H-R.

Mr. Headley started his career in broadcasting in 1936 as manager of radio division of Kelly-Smith Co., newspaper representatives. Three years later, he and Mr. Reed formed subsidiary company of Kelly-Smith, under name of Headley-Reed Co., of which Mr. Headley was president. They operated that firm until 1950. Mr. Headley was also co-founder and twice president of Station Representatives Association and charter member of International Radio & Television Society, Television Bureau of Advertising, Broadcast Pioneers and was former director of Radio Advertising Bureau and TVB.

He is survived by his wife, Ruth.

**Frank M. Headley**, 62 co-founder and retired chairman of board and treasurer of H-R Representatives and H-R Television, died Nov. 8 in Naples, Fla. He had lived there since April 1968 upon his retirement because of ill health. H-R

one son and one daughter.

**Joseph L. Merkle**, 53, manager of affiliation contracts, ABC-TV station relations, died Nov. 4 at Glen Cove, N.Y., Community hospital. He is survived by his wife, Ann, one son and one daughter.

**Kam Tong**, 62, television character actor, died Nov. 8 in Costa Mesa, Calif., following long illness. His credits included such TV series as *Have Gun, Will Travel* and *Big Valley*. He is survived by his wife, Betty, and two children.

**Dave O'Brien**, 57, senior writer for CBS-TV's *The Red Skelton Show*, died Nov. 8 in Los Angeles area of heart attack. Mr. O'Brien also was actor and director. He is survived by his wife, Nancy and five children.

**Lloyd Corrigan**, 69, film character actor, died Nov. 5 in Hollywood following long illness. Among many other movie and TV roles, Mr. Corrigan was co-star of NBC-TV's *Hank* series which played during 1965-66 season.

**Thomas H. Cowan**, 85, chief announcer of WNYC(AM) New York from 1925, when city-owned noncommercial station first went on air, until his retirement in 1961, died Nov. 8 in West Orange, N.J. Mr. Cowan began in radio in 1921 at WJZ(AM) Newark, N. J.

## ForTheRecord

As compiled by BROADCASTING, Nov. 4 through Nov. 11 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authoriza-

tion. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Applications


■ Greensboro, N. C.—Greensboro Television Co. Seeks VHF ch. 2 (51-60 mc): ERP 100 kw vis.. 20 kw aur. Ant. height above aver-

age terrain 740 ft.: ant. height above ground 819 ft. P. O. address: c/o Hubert Humphrey, 440 West Market Street, Greensboro 27402. Estimated construction cost \$1,145,600; first-year operating cost \$1,135,000; revenue \$750,000. Geographic coordinates 36° 06' 54" north lat.: 79° 43' 46" west long. Type trans. RCA TT-25EL. Type ant. RCA TF-5CL. Legal counsel Patton, Blow, Verrill, Brand & Boggs, consulting engineer Jules Cohen & Associates, both Washington. Principals: Alan W. Cone, president (5%). Charles Stuart Mill, executive vice president-operations (15%). Benjamin Vardry Mast, executive vice president-programing (5%), et al. Mr. Cone is majority stockholder of Blue Gem Manufacturing Co. and Consolidated Apparel Corp., both Greensboro. He is also director of bank and of savings and loan association and owns 50% of printing firm. Mr. Mill is vice president and general manager of magazine publishing division of Reuben H. Donnelly Corp., New York. Mr. Mast is editorial consultant for Inter-American Development Bank and publication adapter for U. S. Information Agency, both Washington. He is also writer for U. S. Naval Photographic Center and consultant to National Security Industrial Association, both Washington. In addition, he is television and radio writer for NBC, New York. Ann. Nov. 5.

■ High Point, N. C.—Furniture City Television Co. Seeks VHF ch. 8 (180-186 mc): ERP 316 kw vis.. 63.2 kw aur. Ant. height above average terrain 1,260.5 ft.: ant. height above ground 1,249.5 ft. P. O. address: c/o John G. Hutchens, 803 Country Club Drive, High Point 27262. Estimated construction cost \$1,842,800; first-year operating cost \$1,300,000; revenue \$1,847,000. Geographic coordinates 35° 50' 30" north lat.: 70° 51' 05" west long. Type trans. RCA TT-25EH. Type ant. RCA TW-15A8-R. Legal counsel

# EDWIN TORNBERG

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# PROFESSIONAL CARDS

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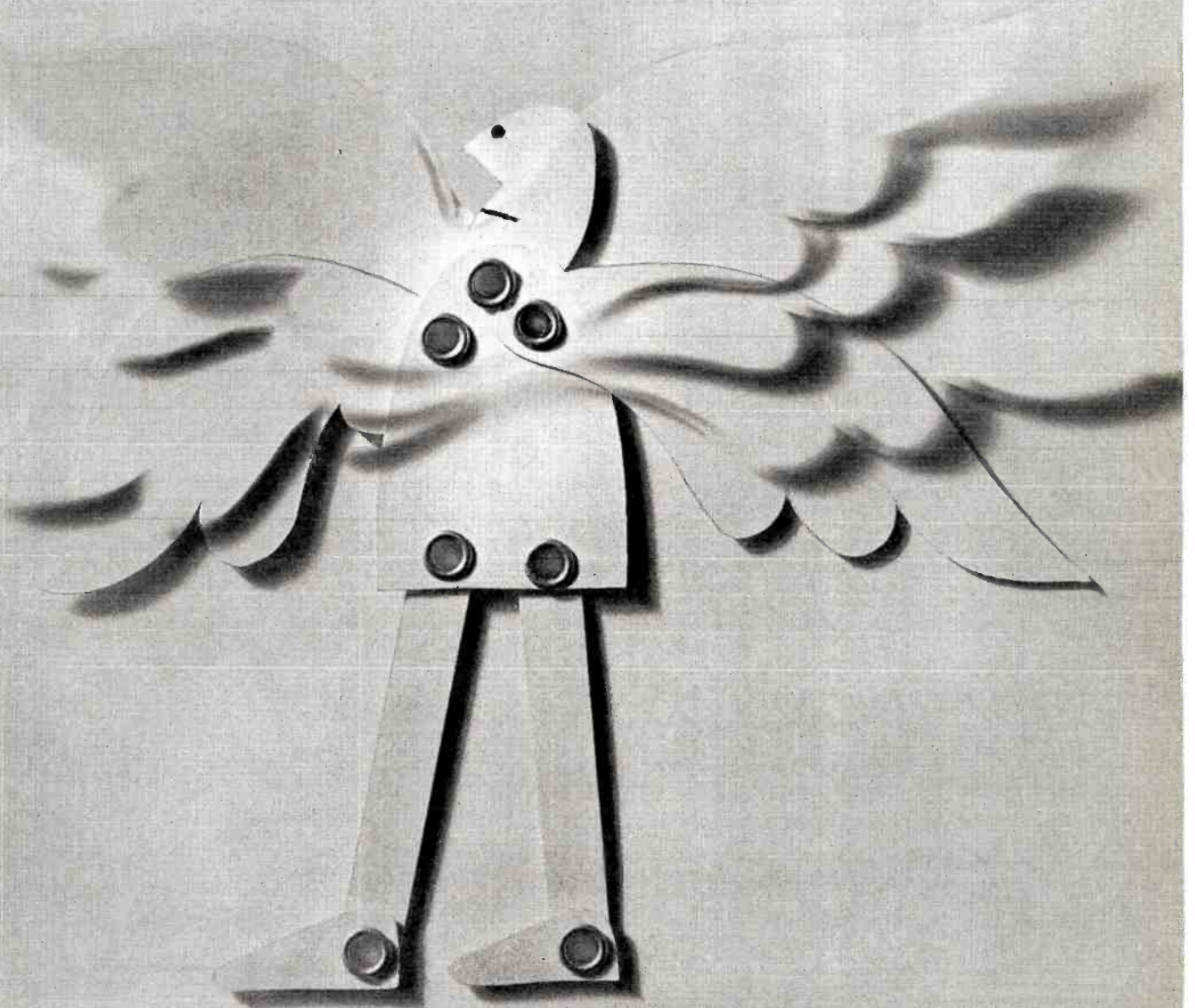
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(Continued from page 81)

trans. and ant.; condition. Action Nov. 5.

■ WPEN-FM Philadelphia — Broadcast Bureau granted CP to change type trans. and ant.; ERP 50 kw; make changes in ant. system; remote control permitted. Action Nov. 4.

**Actions on motions**

■ Office of Opinion and Review in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, granted motion by Albert Kihn and Blanche Streeter and extended through Nov. 7 time to file appeal from review board's memorandum opinion and order released Oct. 30 (Doc. 18500). Action Nov. 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, dismissed motion by Chronicle for further temporary stay, etc. (Doc. 18500). Action Nov. 4.

**Other action**

■ KRON-FM-TV San Francisco — Hearing Examiner Chester F. Naumowicz Jr. granted a request by Chronicle Broadcasting Co. for permission to file responses to interrogatories on harassment issue in renewal proceeding for KRON-FM and TV (Doc. 18500) with examiner before taking depositions from complainants Blanche Streeter and Albert Kihn. Action Nov. 7.

**Call letter applications**

■ KFMW(FM), Frederick R. Cote and Chester Coleman. San Bernardino, Calif. Requests KOLA(FM).

■ WSWM(FM), Panax Corp., East Lansing, Mich. Requests WFMK(FM).

**Other actions, all services**

■ FCC levied forfeitures from \$25 to \$200 on licensees of nine radio stations for repeated violation of rules by failing to file renewal applications 90 days prior to expiration date of their licenses; KDFM(FM) Orinda, Calif., and KBAT San Antonio, Tex., ordered to pay \$25; \$100 fines were levied on KIPA Hilo, Hawaii; KDTA Delta, Colo.; WHRB-FM Cambridge, Mass., and KTER Terrell, Tex.; forfeitures of \$200 assessed WMNZ Montezuma, Ga., and KROA(FM) Aurora KWHG Lincoln, both Nebraska (\$100 for each station). Action Nov. 3.

■ FCC, in response to request by Corp. for Public Broadcasting for declaratory ruling on aspects of free or reduced rate interconnection for educational broadcasting, ruled that any provision for interconnection permitting preemption or lower priority for public broadcasting is contrary to law that interconnection service be comparable in all material respects with service furnished commercial users. Action Nov. 7.

■ FCC notified CBS in response to complaints of news slanting in its coverage of "Poor Peoples' Campaign," it cannot find sufficient evidence of improprieties of such a nature to require hearing; no further action on complaint is warranted. Action Oct. 31.

**Translator actions**

■ Dubuque, Iowa—FCC granted applications of WMT-TV Inc. (K74BD), Black Hawk Broadcasting Co. (K80AW) and Cedar Rapids Television Co. (K82AL) for renewal of licenses of UHF translator. Action Nov. 7.

■ Glendive, Mont. — FCC set for hearing mutually exclusive applications of Meyer Broadcasting Co. and Harriscope Broadcasting Corp. for CP's for new 100 w VHF translator on ch. 9. Action Nov. 7.

■ K79BM Alamogordo and Holloman AFB, both New Mexico—Broadcast Bureau granted CP to change frequency of UHF translator from ch. 79 to ch. 73; make changes in ant. system; change call sign to K73CG. Action Oct. 31.

■ K06GF Clovis, N. M.—Broadcast Bureau granted mod. of CP to change trans. location

of VHF translator to 0.15 mile south of Highway 77. 2.1 miles east of Highway 13 near Clivis; make changes in ant. system. Action Oct. 31.

## CATV

### Application

■ Athens TV Cable Inc.—Requests addition of WSJK-TV Sneadsville, Tenn., to WSB-TV, WAGA-TV, WQXI-TV, and WJRJ-TV all Atlanta, to Athens, Tenn. (Chattanooga ARB 91). Ann. Nov. 7.

### Final actions

■ FCC denied petition by Wheeling Antenna Co. asking reconsideration of order directing CATV system to show cause why it should not be ordered to cease further violation of rules by failing to provide program exclusivity to WSTV-TV Steubenville, Ohio. Action Nov. 7.

■ KXP-20, KXP-46, KXP-47 and KXQ-60 all Alice and Falfurrias, Tex. CATV Task Force granted CP's for new Community Antenna Relay stations to bring distant signals of KWEX-TV and KLRN(TV), both San Antonio, Tex., to CATV systems in Alice-Falfurrias, Tex. Action Oct. 31.

■ KYX-61-2 Carrizo Springs, Tex. — CATV Task Force granted transfer of permittee corporation of Community Antenna Relay Stations from Grant D. Nendenhall, et al. to Cable Capital Corporation; condition. Action Oct. 29.

■ KXQ-65 and KXQ-68 both Falfurrias, Tex. —CATV Task Force granted CP's for new Community Antenna Relay stations to bring distant signals of KWEX-TV and KLRN(TV) both San Antonio, Tex., to CATV system in Falfurrias. Action Oct. 31.

### Actions on motions

■ Hearing Examiner David I. Kraushaar in Moravia and Locke, both New York (Moravia TV Cable Service). CATV proceeding, denied request by Schuble D. Van Fleet Jr., on behalf of applicant, for postponement of scheduled prehearing conference and hearings; forwarded Mr. Van Fleet's letter and notice of appearance to commission's docket division for inclusion in public docket; ordered other matters mentioned in Mr. Van

Fleet's letter be open for discussion at prehearing conference (Doc. 18693). Action Nov. 4.

■ Hearing Examiner David I. Kraushaar in case of Better T.V. Inc. of Dutchess County, New York (complainant) v. New York Telephone Co. (defendant) et al., CATV proceeding, ordered American Telephone and Telegraph Co. provide responses to interrogatories of New York inquiring about CATV channel distribution service by New York Telephone Co. and inquiring whether AT&T influences New York Telephone Co.'s decision to use or not to use competitive bidding practices in determining manufacturers and suppliers of cable and other facilities to serve Conitel Inc., and if so, to describe in detail nature of such influence. (Docs. 17441, 18525, 18617, 18620-4). Action Nov. 4.

## Ownership changes

### Applications

■ KRHM(FM) Los Angeles — Seeks assignment of license from KRHM Enterprises to Pacific and Southern Co. for \$850,000. Sellers: Robert E. Short and Francis T. Ryan. Buyers: DeSales Harrison Jr., chairman of board, (27.02%), et al. Buyers own WQXI-AM-FM-TV Atlanta; KHON-TV Honolulu; WSAI-AM-FM Cincinnati, and are buying WJRZ(AM) Hackensack, N. J., subject to FCC approval. Ann. Nov. 5.

■ WETH(AM) St. Augustine, Fla.—Seeks assignment of license from D & R Broadcasting Corp. to Gatorland Broadcasting Inc. for \$70,000. Sellers: Rea L. Holman, vice president, et al. Buyers: Thomas W. Sims, president (10%), Dr. Charles B. Crow Jr., vice president (25%), Marion B. Grant, secretary-treasurer (33%), and William A. Grant Jr., chairman of board (32%). Mr. Sims is advertising director of Top Dollar Stores, Jasper, Ala. Dr. Crow is Birmingham, Ala., physician specializing in internal medicine and has other business interests. Mr. and Mrs. Grant have minority interest in WWWR(AM) Russellville and WWVF(AM) Fayette, both Alabama. Ann. Nov. 7.

■ WJRJ-TV Atlanta—Seeks transfer of control of Rice Broadcasting Co. from Jack M. Rice to R. E. Turner III, individually and as executor of R. E. Turner, deceased. Louis H. Peterson, et al. No consideration involved. Transfer is to effect merger of Rice Broadcasting and Turner through which Rice stockholders retain their stock, new Rice stock will be issued to Turner and as a consequence the stock interest of existing Rice stockholders will be substantially diminished and a transfer of control to Turner will occur. Ann. Oct. 28.

■ WZOE(AM) Princeton, Ill.—Seeks assignment of license from Bureau Broadcasting Inc. to Public Service Broadcasters Inc. for \$185,000. Sellers: Ruel Van Wert and Russell Holcomb (each 50%). Mr. Holcomb is seeking FCC approval to purchase interest in WCRM-AM-FM Clare, Mich. Buyers: Donald G. Jones, president, et al. Principals own WTIM-AM-FM Taylorville, Ill. Ann. Nov. 5.

■ WPMB(AM) Vandalia, Ill.—Seeks assignment of license from Peter Mark Broadcasting Co. to Clark Communications Corp. for \$125,000. Seller: H. A. Davis, sole owner. Buyers: Wayne H. Clark Sr., vice president. Neil F. Clark, president (each 28%), B. John Clark, secretary and Wayne H. Clark Jr., treasurer (each 22%). Wayne H. Clark Sr. is self-employed farmer and employe of Illinois State Highway Department. Neil F. Clark is WPMB general manager and B. John Clark is salesman and announcer for WPMB. Wayne H. Clark Jr. is news director of WPMB and serves as consultant to Vandalia Cable TV Co. Ann. Nov. 5.

■ WMSK-AM-FM Morganfield, Ky. — Seeks transfer of control of Union County Broadcasting Co. from William B. Kelly (50% before, none after) to J. B. Crawley (50% before, 100% after). No consideration involved. Purpose of transfer is trade of assets jointly owned by Messrs. Kelly and Crawley. Principals have interest in WCND(AM) Shelbyville, Ky., and WPTN-AM-FM Cookeville, Tenn. Ann. Nov. 7.

■ WCCT(TV) Fayetteville, N. C. — Seeks transfer of control of Cumberland Broadcasting Corp., permittee, from Richard R. Allen (each 25% before, none after) to R. O. Robinson O. and Katherine Everett (none before, 50% after). John B. Wilson and Emanuel J. Evans (each none before, 12.5% after). Consideration: \$1,390.95. Everetts are partners in Durham, N. C., law firm and Robinson O. Everett is also partner in Washington and Raleigh, N. C., law firms. Principals control WRDU-TV Durham. Robinson O. Everett has 2% interest in WPX(AM) Roanoke, Va. Principals also have other business interests. Ann. Oct. 24.

■ WCIN(AM) Cincinnati—Seeks transfer of control of Rounsaville of Cincinnati Inc. from Robert W. Rounsaville (100% before, none after) to Vikoa Inc. (none before, 100% after). Consideration: \$2.1 million and 5000 shares of Vikoa common stock, plus a 10-year consultant agreement at \$10,000 per year. Seller: Mr. Rounsaville owns WLOU(AM) Louisville, Ky.; WDAE(AM) Tampa, Fla.; WVOL(AM) Nashville; WYLD(AM) New Orleans and WFUN(AM) Miami. Buyers: Theodore B. Baum, president (19.4%), et al. Vikoa manufactures CATV equipment, installs CATV systems and is group operator of CATV systems. Ann. Oct. 31.

### Final actions

■ KNDY(AM) Maryville, Kan. — Broadcast Bureau granted assignment of license from Rainbow Broadcasters Inc. to Apollo Broadcasting Corp. for \$90,000. Sellers: Arthur F. Stanley, president, et al. Buyers: Charles G. Shada Jr., sole owner. Mr. Shada owns chain restaurant consultant firm, 25% of motel 50% of race horse stables and 16% of area distribution firm for chain restaurant. Action Nov. 3.

■ WBTA(AM) Batavia, N. Y.—Broadcast Bureau granted transfer of control of Batavia Broadcasting Corp. from Edmund R. Gamble, deceased (50% before, none after) to Harriett S. Gamble, executrix of estate of Edmund R. Gamble (none before, 50% after). No consideration involved. Action Oct. 27.

■ WUTR(TV) Utica, N. Y.—Broadcast Bureau granted assignment of CP from Roy H. Park Broadcasting Inc. to Roy H. Park Broadcasting of Utica-Rome Inc. for purpose of corporate reorganization. No consideration involved. Action Oct. 28.

■ WDEV(AM) Waterbury, Vt. — Broadcast Bureau granted assignment of license from Lloyd E. Squier to Radio Vermont Inc. for purpose of corporate reorganization. No consideration involved. Mr. Squier owns 98.05% of WDEV. Action Oct. 27.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Nov. 11. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ *Elsemere, Del.*—Rollins Broadcasting of Delaware Inc., Wilmington (multiple CATV owner), subsidiary of Rollins Inc., Atlanta, has been granted a non-exclusive franchise. The firm will pay the city \$1,000 the first year and \$1,500 or 5% of the gross annual revenue thereafter, whichever is the higher. Subscribers will be charged \$5 monthly.

■ *Garden City, Ga.*—Savannah TV Cable Co. and Telecable of Savannah Inc. have been granted franchises. The firms will each pay the city an initial fee of \$3,500 and a minimum yearly rate of \$1,000 or 4% of the gross annual revenue, whichever is the higher, plus an additional 1%, since the city does not impose ad valorem taxes.

■ *Roxana, Ill.*—Madison County Cablevision Co. has applied for a franchise. The firm was represented by Robert Howe, also general manager of WRTH(AM) Wood River, Ill.

■ *Ottumwa, Iowa*—Ottumwa TV FM Inc. has applied for a franchise by asking for a franchise referendum. Other firms seeking special elections are General Communications Inc., Iola, Kan., (multiple CATV owner) and KBIZ (AM-TV) Ottumwa.

■ *Auburn, Mass.*—Auburn Antenna Cablevision Co. has applied for a franchise.

■ *Midland, Mich.*—Booth American Co., Detroit (multiple CATV owner), has been granted a one-year franchise, renewable annually. The firm will provide 11 TV channels and 17 radio stations.

■ *Saline, Mich.*—Michigan Communications Group Inc., Ypsilanti, Mich., has been granted a franchise. The firm also owns franchises in Ypsilanti and Ypsilanti twp.

■ *Boonton, N. J.*—WRAN(AM) Dover, N. J., has applied for a franchise. The firm would pay the city 5% of the gross annual revenue and charge subscribers an initial installation fee of \$20 and \$4 monthly.

■ *Greece, N. Y.*—People's Cable Television Inc. has been granted a franchise. The firm will charge a monthly fee of \$4.75; it also owns franchises in Perrinton and Pittsford, both New York.

Use  
Christmas Seals.  
It's a matter of  
life and breath.



Christmas Seals  
fight emphysema,  
tuberculosis,  
and air pollution.



Space contributed by the publisher as a public service.

There is another member of the Nixon administration whose name wasn't exactly a household word when he joined it. And unlike what's-his-name, this one's moniker probably never will be widely known. But in the months ahead, it will very likely become familiar to radio-TV newsmen.

He is 33-year-old Alvin Snyder, late of WCBS-TV New York's news department and since Sept. 22, an assistant to Herb Klein, President Nixon's director of communications. Mr. Klein's operation is designed to eliminate the credibility gap allegedly left over from the Johnson administration by filling it with information; Mr. Klein makes cabinet officers available for the Sunday interview shows on television and top presidential advisers for off-the-record backgrounders, and provides the media with data on everything from Vietnam to Clement Haynsworth.

In all of this, Mr. Snyder, slight, dark haired, intense but low key, is Mr. Klein's deputy for broadcasting operations. He occupies a comfortably large but not plush office cheek by jowl with Mr. Klein's in the Executive Office Building, a huge stone pile that survived the Victorian era and adjoins the White House.

His job, as he and Mr. Klein describe it, has no exact precedent in the government. It is to serve as a point of contact between the executive branch (exclusive of Mr. Nixon, who falls within the public-information jurisdiction of White House news secretary Ronald Ziegler) and radio-TV newsmen and producers. He not only services their calls, he tries to anticipate and meet their needs. Broadcast newsmen never had such service before.

A few weeks ago, he was helping Stuart Schulberg, producer of NBC's *Today* show, then in Washington, by making the arrangements necessary for segments Mr. Schulberg wanted to do with Tricia Nixon (filmed in the White House) and on the athletic facilities in the executive mansion (Health, Education and Welfare Secretary Robert Finch and presidential aide Peter Flanigan were recruited for a tennis match on the White House court).

In addition, he rounded up pro-administration spokesmen in Congress for CBS, when it wanted to film comment on the President's Vietnam speech. And last week he invited network representatives to a meeting with Dr. Jean Mayer, special consultant to the President on food and nutrition, for a briefing on the White House Conference on Food, Nutrition and Health, scheduled for the first week in December.

Mr. Snyder is also taking the administration to the country. He helped make the arrangements preceding the dispatch of administration experts on the draft and the projected supersonic

## His job is liaison between radio-TV and the White House

transport to the editorial boards of major-market stations. And he regularly informs stations when cabinet members or other administration figures are in their areas.

Mr. Snyder, who had 10 years of experience in big-league radio and television before joining Mr. Klein, feels his background, particularly as a producer, equips him well for his present job. "I have a good idea of what they [the producers with whom he works] are trying to do," he says. "And working for the government, I'm in a position to help them."

There would seem to be in such an operation the danger of too much of a good thing—that the administration might overwhelm the media with material and spokesmen supporting its point of view. But Mr. Snyder disagrees.

"Networks have to decide what they want to use," he says. "We're making the stuff available. But it's their determination as to whether they do the story."

In Mr. Snyder, Mr. Klein appears to have chosen a man who fits in well with

what passes for the new administration's style. He is conservative in manner, speech and dress. But the mind, one feels, is always working, the energy seems present in abundance.

Mr. Snyder, a Republican and a Nixon supporter, first came to Mr. Klein's attention early in the administration. When he wrote a letter inquiring about the new director of communications office—a letter Mr. Klein said "impressed" him. Later, CBS executives, including Robert D. Wood, president of the CBS television network, an admirer of Mr. Snyder's ability and an old friend of Mr. Klein's, helped bring the two together.

Mr. Klein said that, in checking out Mr. Snyder, he found he "responded with a great deal of imagination" to questions as to how he would handle various problems.

Mr. Snyder has been making opportunities for himself for a long time. In 1957, as a junior at the University of Miami, where he was preparing for a career in broadcasting, he was uncertain where the money to see him through the year was coming from. So he went after, and won, a scholarship offered by the Storer Broadcasting Co. A year later, again worried about finances, he won an H. V. Kaltenborn fellowship.

Winning that award did more than solve his short-run financial problems. It put him in touch with Mr. Kaltenborn, who remained a friend and counselor until he died, in 1965. The veteran radio-TV commentator who in his 25-year career in broadcasting was associated with both CBS and NBC, suggested that the bright young graduate try CBS News for his first job. He did, and in February 1959, became a copy boy there.

From then on, he moved ahead at a good clip—news writer, producer for network radio, executive news editor for network radio, then over to WCBS-TV in 1966 as executive news producer. Along the way, he collected a drawerful of awards — an Ohio State University award for radio documentaries for a series of three on President Johnson's assumption of the Presidency, AP and Ohio State University awards for CBS Radio's *World Tonight* and *The World This Week*, a Long Island University award for a WCBS-TV documentary on the aftermath of Newark, N.J.'s 1967 riot, among them.

Mr. Snyder, still caught up in the excitement and glamor of his new job, likes it. He mentions particularly the "feeling of dedication" he senses around his Executive Office Building office. And as for switching sides, he says, that every newsman should work in Washington at one time or another. "And if it's on the other side, it's invaluable experience. You learn how the government functions."

### Week's Profile



Alvin Aaron Snyder — assistant to Herbert G. Klein, President's director of Communications; b. March 31, 1936, Trenton, N.J.; BA from Univ. of Miami, 1958; joined CBS News, New York, as copy boy, 1959; news writer, producer and executive news editor, CBS Radio, 1960-1966; named executive news producer, WCBS-TV New York, 1966; m. Anne Glassman, of Quincy, Mass., Nov. 4, 1961; children—Carol, 4; James, 2; hobbies—photography, travel.

## A libel

The "Alfred I. duPont-Columbia University Survey of Broadcast Journalism 1968-69," a 125-page bewilderment issued last week in conjunction with the new duPont-Columbia awards, is an incredible piece of work. The incredibility starts with the title of the report, for this is less a survey than an indictment—not only of broadcast journalism but of programing in general and just about everyone associated with it, from broadcaster to advertiser to the viewer who prefers entertainment.

Consider: The broadcaster is unsurpassed among "all those Americans who are trying to get more out of life than they have put into it and who are laying waste their country in the attempt." His news department often operates "in an atmosphere of measliness and deliberate distraction." Advertising consists of "messages lovingly fashioned to recommend the unnecessary to the unwitting, the superfluous to the superficial," and much of it reflects "fatuity, dishonesty and amorality." In newscasts, commercials "must inevitably diminish the impact" of the news.

The one note of clarity in last week's proceedings came from Dean Burch, the new chairman of the FCC. Speaking at the awards ceremonies in his first speech since taking office, Chairman Burch defended broadcast journalism against critics who would "tear down" and "destroy" without offering constructive suggestions for improvement.

The awards are administered by the Graduate School of Journalism of Columbia University, which also administers the Pulitzer awards in other media—but without feeling a need to use them as a springboard for wholesale indictments of print journalism. Constructive criticism, as Mr. Burch observed, can be helpful. The kind offered here, we submit, is neither constructive nor helpful. Oddly, the jurors concluded that the situation, though "depressing," is "not hopeless." That, we can only conclude, is their intended cue to do another hatchet job next year.

## Which Nicholas Johnson d'ya listen to?

During a Senate Communications Subcommittee hearing last March 5, FCC Commissioner Nicholas Johnson was asked by Senator Hugh Scott (D-Pa.):

"Didn't you on a program on WRC solicit other applications for that license?"

Mr. Johnson replied in part: "That was another comment of BROADCASTING Magazine. . . . My own version of what I did there, and in the *Harper's* article in February of this year, was simply to make available to the public information which the Senate has enacted into law and the FCC has enacted into regulation. . . ."

Senator Scott asked: "Would you say on this WRC program you did not encourage by your statements or seek to encourage people to become applicants for that station's license?"

Mr. Johnson replied: "The net result of education and information is often that actions will take place that would not have otherwise. To the extent that I made information available that is, after all, public information, to members of the public who were listening to that program, the net result may be that people who are now frustrated, who do not know how to turn or how they can effectuate their rights, will know information that they did not know before and thus be in a position to take actions that they would not otherwise be able to take. I do not believe I encouraged

them to do so, other than give them the information that I think they are entitled to."

Senator Scott: "In other words, it is a very circuitous way to say yes?"

Mr. Johnson: "If you wish to so interpret it, it is your pleasure."

Senator Scott: "I do. Should the FCC encourage people to complain against stations?"

Mr. Johnson: "I would simply repeat what I have just said. . . ."

On Nov. 6 at a luncheon in his honor given by the National Citizens Committee for Broadcasting, Mr. Johnson made a speech that included these representative passages:

"Proposing legislation, testifying before commission and Congress—well, a lot of machinery [is] kind of lying around rusting in the country, and if you can find the push-to-start button, you can get an awful lot of this machinery in motion, and that's just exactly what's happened."

"So what do you do? Well, one of the things you do is get yourselves together in local communities across the country and organize. . . . Decide what it is you want; present it to the local station; if he doesn't like it, then exercise whatever legal rights you have. . . ."

How hortatory can a man get and still qualify to sit in judgment on cases pitting broadcaster against the adversaries the commissioner has implored to intercede?

## So far, so good

In his first public appearance as FCC chairman—at the presentation of the duPont-Columbia awards last week—Dean Burch was impressive.

In his references to the need for constructive criticism of broadcasting he made it clear that he has no intention of pandering to licensees. But in his rejection of destructive criticism he made it equally clear that he will be no patsy for the pressure groups that offer no alternative but chaos.

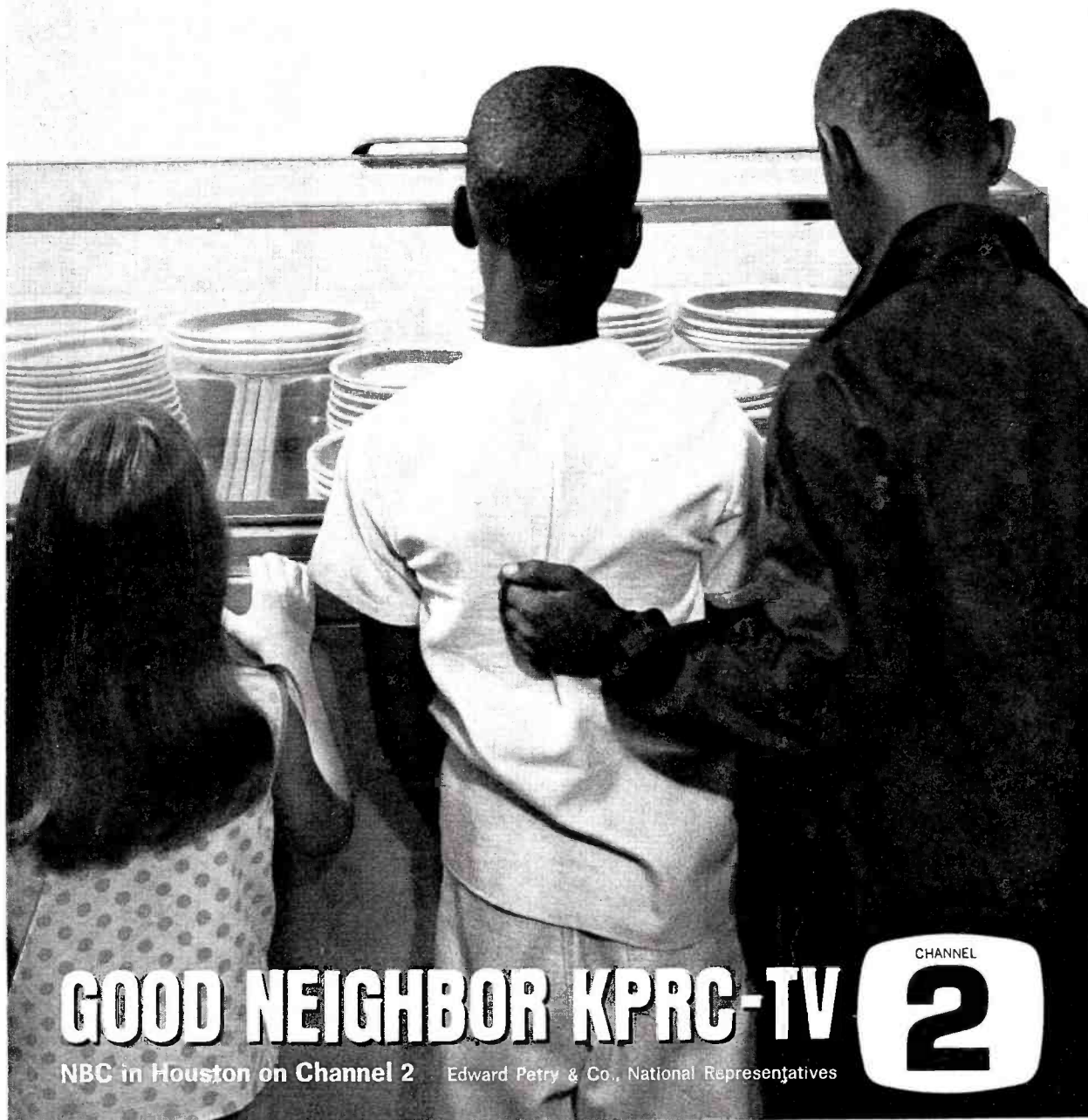
In his two weeks on the job, Mr. Burch has demonstrated a capacity for hard work and a talent for quick study. He is not going to let himself be pushed around. If these first impressions turn out to be lasting, broadcasters will be dealing with a chairman who is firm-minded but fair. They cannot ask for more.



Drawn for BROADCASTING by Sidney Harris  
"This set is an excellent buy. The picture is sharp, the colors distinct, the radiation emission minimal, and this model hardly ever catches fire."

# WHAT DO YOU TELL A HUNGRY YOUNGSTER?

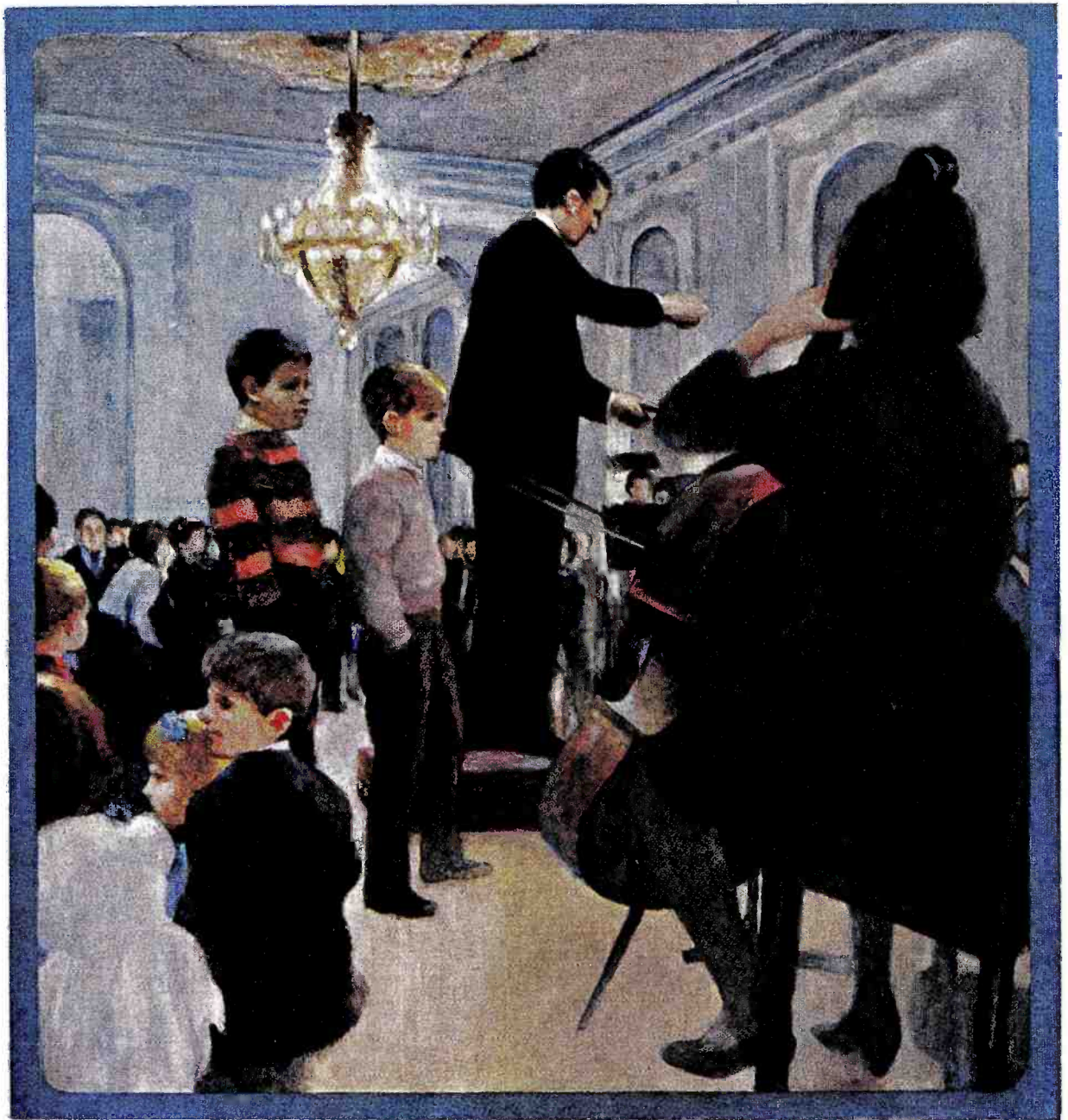
Frankly, we don't know, and because we don't know, we talked to our adult neighbors instead. We told them that the school board had decided not to spend tax funds for a breakfast program for needy students, was going to cut four thousand poor kids from the free school lunch program, and was asking for public "donations" to bridge the gap. Somehow, this didn't seem to fit our widely publicized image of prosperous (and air-conditioned) well being. In a series of fairly pungent editorials, supported by pictorial evidence, we said so . . . and our neighbors agreed with us. So, finally, did the school board. They reinstated the lunch program. We're still working on the breakfast program . . . we and our neighbors, who apparently still think of us as . . .



**GOOD NEIGHBOR KPRC-TV**

NBC in Houston on Channel 2 Edward Petry & Co., National Representatives





*In Chattanooga, if a child is interested in music,  
WRCB-TV NBC 3 will put him in the orchestra!*

*It's called a Tiny Tots Concert, and it's been tagged as the most exclusive and joyous cultural event held in our area. We rent a ballroom, schedule the Chattanooga Symphony and turn hundreds of children loose to listen and watch from their chairs, on the floor, or even up in the orchestra with the musicians. The closer the better! What we want is to expose them to music in a manner that'll most hold their interest. Where do we fit in? It's a matter of community involvement . . . a Rust Craft Broadcasting tradition in Augusta, Buffalo, Chattanooga, Jacksonville, Philadelphia, Pittsburgh, Rochester, Tampa and Wheeling-Steubenville.*



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